

CONTENTS

Unit	Learning the Skills	Active Listening	Sharing Your Ideas
1 Heroes and Role Models p2	Listening for Stress and Intonation to Understand Opinions	Topic 1 The Story of Tu Youyou Topic 2 Dedication of Model Workers Topic 3 The Genuine Heroes	What Makes a Hero?
2 Trendiness p14	Identifying the Structure of a Text	Topic 1 The Rise of Retro Fashion Topic 2 China's Hanfu Trend Topic 3 Digital Fashion	You Are What You Wear
3 Social Security and Social Service p26	Listening for Signal Words	Topic 1 The Founding of the Red Cross Topic 2 China's Social Security System Topic 3 The National Health Service in the U.K.	Dedication to the Social Service
4 Business Frontier p38	Listening for Explanations	Topic 1 Fake Food Industry in Japan Topic 2 Virtual Reality Goes to Work, Helping Train Employees Topic 3 Digital Economy	China's Digital Economy
5 Art p50	Listening for the Order of Events	Topic 1 Artists Topic 2 Story Behind Chinese Calligraphy Topic 3 <i>Las Meninas</i>	Chinese Art
6 Pop Culture p62	Listening for Gist (2)	Topic 1 Film Review Topic 2 Chatting About a TV Series Topic 3 Is Music Similar Across Cultures?	Pop Culture & Traditional Chinese Culture

Unit	Learning the Skills	Active Listening	Sharing Your Ideas
7 Artificial Intelligence p74	Identifying the Inverted Pyramid Structure of a News Report	Topic 1 AI Technologies Become Part of Everyday Life in China Topic 2 Artificial Intelligence Application Topic 3 The Sunny and the Dark Side of AI	Benefits and Risks of AI
8 Space p86	Identifying the Problem-Solution Pattern	Topic 1 Will Mars Be Habitable? Topic 2 The Future of Space Tourism Topic 3 China's Space Industry	Learning from Astronauts
9 Medical Science p98	Inferring the Meaning of a Word from the Context (2)	Topic 1 Canadian Researchers Developing Oral Insulin Topic 2 Medical MDMA and Psilocybin Will Soon Be Legal in Australia Topic 3 Aging Problems	Traditional Chinese Medicine
10 Tourism p110	Taking Notes—Using a Table to Organize Notes	Topic 1 A New Destination—Saudi Arabia Topic 2 The End for London's Oldest Boats? Topic 3 Mass Tourism	Booming Tourism
11 Career Planning p122	Identifying Supporting Details	Topic 1 Career Planning Topic 2 How to Choose the Right Career Topic 3 How to Make a Career Plan in Eight Steps	A Dream Job
12 Architecture p134	Listening for the Speakers' Attitudes	Topic 1 World Landmarks Topic 2 Visiting the Palace Museum Topic 3 Architect's Work Will Live On	More than Just a Building

UNIT 4

Business Frontier



君子爱财，取之有道。

——《增广贤文》

A gentleman makes money in a right way.

*—Chinese Wisdom and Philosophy Through
the Ages: Proverbs from the Ming Dynasty*

*Where there is an open mind, there will always
be a frontier.*

—Charles Kettering

In this unit, you will learn to:

- use words and expressions related to business frontier
- listen for explanations
- know different business activities and development
- talk about China's digital economy



ECONOMICS

2116
+4597.09

2118.04
+135.08 +2.3%

11126.98
+134.09 +2.4%



- 1** The following words in Column A will appear in the listening practices in this unit. Get familiar with them by matching them with their definitions in Column B.

A	B
1 transparency	a following one after another in a continuous series
2 unveil	b the quality of something, such as a situation or an argument, that makes it easy to understand
3 consecutive	c the process of becoming very similar or the same
4 convergence	d to show or introduce a new plan, product, etc. to the public for the first time
5 volume	e action taken to improve or help a situation
6 metaverse	f the total amount of something, especially when it is large or increasing
7 outsource	g a building where large quantities of goods are stored, especially before they are sent to shops to be sold
8 intervention	h to improve something or make it stronger
9 bolster	i a virtual reality space in which users can interact with an environment generated by computer and with other users
10 warehouse	j to arrange for somebody outside a company to do work or provide goods for that company

- 2** Listen to the following sentences and fill in the blanks with what you hear.

- 1 Falling interest rates may help to _____ up the economy.
- 2 The _____ of exports was up 14% on the previous four months.
- 3 The government has _____ plans for new energy legislation.
- 4 After six _____ defeats, the team was almost ready to give up.
- 5 Developers are working hard to build the next big gaming _____.
- 6 The _____ of mobile technology and the Internet will continue to revolutionize the way businesses interact with consumers.
- 7 Repeated _____ on the currency markets failed to prevent the currency's value falling.
- 8 Increasingly, corporate clients are seeking to _____ the management of their facilities.

- 9 He's a(n) _____ manager for an import company.
- 10 The police reforms will ensure greater _____ and accountability.

3 Brand loyalty is the tendency of consumers to continuously purchase one brand's products over other ones. Watch a video clip about a leading sports shoe company and then discuss the following questions in small groups.

- 1 What is the slogan of the sports shoe company?
- 2 What does the company do to make its way in the industry?
- 3 What can Chinese companies do to improve the unique competitiveness of Chinese brands?



Learning the Skills

Pretest

Listen to a conversation about digital fashion and answer the following questions.

- 1 Why does Amed think that the most helpful visual might be “to have people picture what the world looks like in gaming”?

- 2 What might virtual sneakers be like?

- 3 Why does the host think that fashion has been something physical?

- 4 What are the functional reasons for wearing clothes?

- 5 What do younger generations do in the metaverse?

Listening Skill

Listening for Explanations

When speakers say something central to their ideas, they will often further explain it to make it clear for the audience. Explanations may come in the form of definitions, examples, reasons, facts, or statistics. The following are some signal words and expressions to help you identify the explanations.

Words and expressions indicating definition

Unfamiliar or difficult concepts may be explained in simple words. For example, the speaker may use a clause starting with “which is” or “which means” to provide a detailed explanation of a complex term. Words and expressions like “refer to,” “...mean...,” and “to...is to...” are also signals used to give a definition or interpretation.

- I’m an emotional learner, **which means** I need to connect to information emotionally to understand it.

Words and expressions indicating examples

Speakers may use examples to further explain what they mean. Pay attention to signal words and expressions like “for example,” “for instance,” “such as,” etc.

- We will promote the integrated and clustered development of strategic emerging industries and cultivate new growth engines **such as** next-generation information technology, artificial intelligence, biotechnology, new energy, new materials, high-end equipment, and green industry.

Words and expressions indicating reasons

Words and expressions like “because of,” “since,” “due to,” “as,” “for,” etc. can be used by speakers to explain the reasons.

- She is always ignored at parties **because** she is quiet and seldom talks with others.

Words and expressions indicating facts

Speakers may also use some facts to support and explain their points. Words and expressions like “five years ago...,” “it’s well known that...,” “in 2019...,” etc. should be paid attention to.

- We have carried out supply-side structural reform, formulated a series of major regional strategies important to China’s overall development, and brought about a historic rise in China’s economic strength. **In the past decade**, China’s GDP has grown from 54 trillion yuan to 114 trillion yuan to account for 18.5 percent of the world economy, up 7.2 percentage points.

Other signal words and expressions

Words and expressions like “and then” or “but basically” indicate that the speakers are going to state the most essential points. Words and expressions like “you know” and the parallel structure further illustrate the speakers’ points.

One thing you should be aware of is that not every explanation is introduced by a signal word or other clues. Because of this, you should always pay attention to what the speakers say right after they express their opinions.

Active Listening

Topic 1 Fake Food Industry in Japan

Watch a video clip and choose the best answer to each of the following questions.

- Which of the following statements is true about *sampuru*?
 - Sampuru* tastes good and makes your mouth water.
 - Sampuru* is a sample of real food.
 - Sampuru* is made of plastic.
- The artisans in the Morino Sample Workshop have been making *sampuru* for _____ years.
 - fourteen
 - forty
 - forty-five
- The artisans specialize in making _____.
 - sushi
 - beer
 - burgers
- It takes up to _____ to perfect the food sample.
 - one day
 - a week
 - 10 years
- Why does *sampuru* cost 10 times the price of the real food it represents?
 - Because it is unique in Japan.
 - Because of the level of difficulty to produce it.
 - Because the ingredients are expensive.
- Why has *sampuru* served as an invaluable tool for foreigners across language barriers?
 - Sampuru* is valuable in an era of online menus.
 - Foreigners who don't know any Japanese can just point at what they want to eat.
 - Sampuru* has landed in souvenir shops.



Topic 2

Virtual Reality Goes to Work, Helping Train Employees

1 Listen to a passage and decide whether the following statements are true (T) or false (F).

- 1 Consumers have embraced virtual reality in daily life.
- 2 There will not be any warehouse workers because they will be replaced by autonomous machines.
- 3 A leading retailer plans to train over a million of its workers on VR across 4,700 of its locations.
- 4 Previously it took consumers several days and thousands of hours to pick up online orders.
- 5 VR goggles and modules can teach workers how to set up and maintain a machine without any human intervention.
- 6 Current software is good at responding to subtle things.

2 Listen to the passage again and answer the following questions.

1 Who is using on-the-job training in VR?

2 What are the benefits of the VR technology for a company?

3 What soft skills can be trained by using VR?

4 What function of VR is still being tested?



Topic 3

Digital Economy

1 Listen to a passage and fill in the blanks with what you hear.

In reality, the digital economy has 1 _____ almost every aspect of life. A typical day would look like this: Scan a(n) 2 _____ for a subway trip at the beginning of the day. In the office, have a(n) 3 _____ with colleagues in different places. Browse online news during lunch time or watch some 4 _____. After work, 5 _____ online and maybe learn a skill through online sessions. People can rely on just a cellphone to meet the basic necessities of life. Other technology-enabled scenarios such as online healthcare, 6 _____, and smart homes also have become part of life. It's fair to say everybody is a participant in promoting the digital economy.

2 Listen to the passage again and complete the following chart with what you hear.

	2020	2025
1 The growth rate of China's digital economy		
2 The scale of the digital economy industries		
3 The added value of core digital economy industries in GDP		
4 The number of China's gigabit broadband users		

- 3** Dictation: Listen to the following passage. Altogether the passage will be read to you four times. During the first reading, which will be done at normal speed, listen and try to understand the meaning. For the second and third readings, the passage will be read sentence by sentence, or phrase by phrase, with intervals of 15 seconds. The last reading will be done at normal speed again and during this time you should check your work.

A large rectangular area with a brown border, containing horizontal lines for writing. On the left side, there are four pairs of circular punch holes, each pair consisting of a small circle and a larger oval shape, resembling binder holes.

Sharing Your Ideas

China's Digital Economy

China's digital economy is booming and becoming an increasingly important growth engine for its economic development. China is now accelerating the development of the digital economy, further integrating it with the real economy, and building internationally competitive digital industry clusters. Watch a video clip about the development of China's digital economy. Work in small groups and exchange your thoughts on digital economy. You can follow the guidance below:

- What are the reasons for the boom in the digital economy in China?
- What measures have been taken to boost the digital economy in China?
- What are the benefits and contributions of the digital economy?

Useful expressions for your reference

- a large population of consumers
- the support of the government
- Chinese digital currency
- build the world's largest 5G networks
- explore innovative digital models tailored to the local market environment
- integration of digital technologies with other scientific and engineering fields
- advance the integration of the digital and real economies via innovation
- facilitate economic recovery
- inject new impetus into high-quality growth
- reshuffle conventional industries
- achieve greater efficiency through superior tools, technologies, and data
- The government gave digital players space to..., and is now becoming an active supporter.
- Well-capitalized players are building a rich digital ecosystem that...
- China has built..., which will lay a sound foundation for the high-quality development of China's digital economy.
- We have launched unique business models such as...that are tailored to China's market environment.
- Many traditional industries are integrating 5G, big data, and artificial intelligence with...and shifting toward digitalization.
- The digital economy is...for both businesses and customers.
- The digital economy overcomes the limitations of..., for example, in production, marketing, and commerce.