

Map of the book

Unit	Taking in	
	Listening to China	Viewing world cultures
1 Access to success <i>p2</i>	Listening skills: Listening for specific information <i>p4</i> Listening passage: Father of China's nuclear submarines <i>p6</i>	Program: Christine's challenge <i>p7</i>
2 Emotions speak louder than words <i>p18</i>	Listening skills: Identifying the problem-solution pattern <i>p20</i> Listening passage: My story with Chinese calligraphy <i>p22</i>	Program: Journey to the top <i>p24</i>
3 Love your neighbor <i>p36</i>	Listening skills: Predicting the theme and vocabulary before listening <i>p38</i> Listening passage: Narrow alley, broad minds <i>p39</i>	Program: Exploring Anuta <i>p41</i>
4 What's the big idea? <i>p54</i>	Listening skills: Note-taking: Using a keyword outline <i>p56</i> Listening passage: The BeiDou Navigation Satellite System <i>p57</i>	Program: Shark therapy <i>p59</i>
5 More than a paycheck <i>p70</i>	Listening skills: Distinguishing fact from opinion <i>p72</i> Listening passage: Restoring antique clocks in the Palace Museum <i>p73</i>	Program: Amazing humans <i>p75</i>
6 For every question there is an answer <i>p86</i>	Listening skills: Identifying signposts <i>p88</i> Interview: China's eradication of extreme poverty <i>p90</i>	Program: Mary's Meals <i>p92</i>

	Speaking out		Further listening
Watching street interviews	Group discussion	Public speaking	
Video podcast: How do you feel about trying new things? <i>p9</i>	Talking about a challenge / an achievement <i>p11</i>	Public speaking skills: Introduction to public speaking <i>p12</i>	- Conversation - Passage - Lectures <i>p16</i>
Video podcast: How are you feeling today? <i>p26</i>	Talking about a memorable experience <i>p28</i>	Public speaking skills: Overall organization of a speech <i>p30</i>	- Conversation - Passage - Lectures <i>p34</i>
Video podcast: How well do you know your neighbors? <i>p43</i>	Starting a volunteer group in your community <i>p45</i>	Public speaking skills: Effective language use in public speaking <i>p46</i>	- Conversation - Passage - Lectures <i>p52</i>
Video podcast: What are the biggest challenges facing the world today? <i>p61</i>	Introducing an innovative product <i>p63</i>	Public speaking skills: Delivering a speech <i>p64</i>	- Conversation - Passage - Lectures <i>p68</i>
Video podcast: What do you do? <i>p77</i>	Talking about a typical day in one's life <i>p79</i>	Public speaking skills: Informative speeches <i>p81</i>	- Conversation - Passage - Lectures <i>p84</i>
Video podcast: Would you describe yourself as a practical person? <i>p94</i>	Introducing an invention that can solve a problem <i>p96</i>	Public speaking skills: Acceptance speeches <i>p97</i>	- Conversation - Passage - Lectures <i>p98</i>

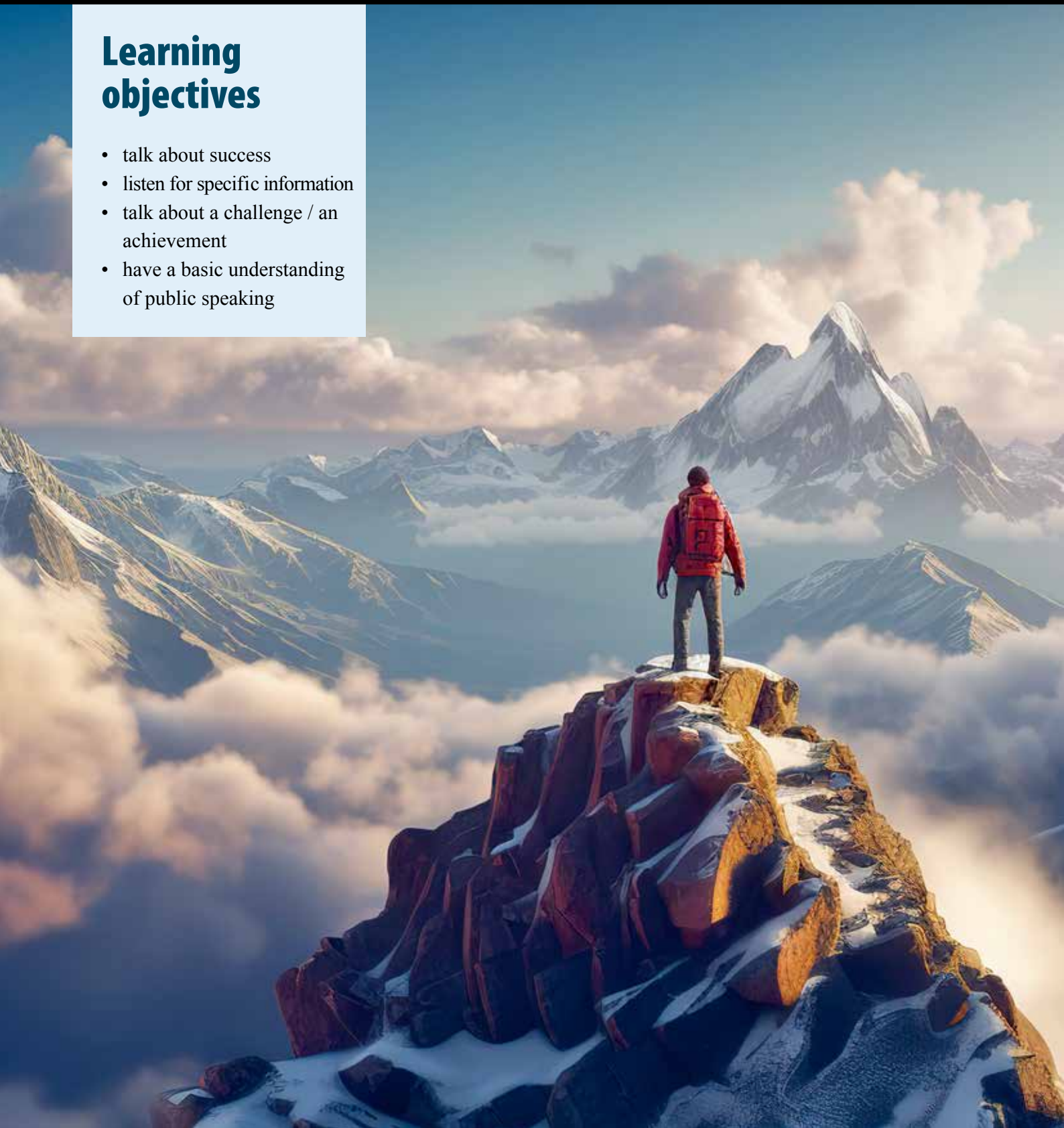
Unit

1

Access to success

Learning objectives

- talk about success
- listen for specific information
- talk about a challenge / an achievement
- have a basic understanding of public speaking



Opening up

Read the quotes about success. What does each quote mean?

“

The difference between failure and success is doing a thing nearly right and doing it exactly right.

— Edward E. Simmons
(*American painter*)

Success doesn't come to you; you go to it.

— Marva Collins
(*American educator*)

Complacency leads to failure, while modesty to success.

— *The Book of History*

Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome while trying to succeed.

— Booker T. Washington
(*American educator and reformer*)

”



Listening to China



Before you listen

1 Do you know anything about Huang Xuhua (黄旭华)?

Work in pairs and discuss the questions.

- 1 What does he do?
- 2 What has he achieved?
- 3 What awards or honors has he received?

Listening skills

Listening for specific information

Listening for specific information is an important skill in listening comprehension. It doesn't mean processing every word you hear. Instead of trying to understand everything, you should think about what you need to understand and concentrate on that information.

In listening practice, you should first generate some questions in your mind based on the topic you are going to listen to. The table below shows some commonly used question words and the corresponding information expected.

Question words	Expected information
Who	Person
Where	Position / Place
When	Time / Occasion / Moment
Why	Reason / Explanation
What	Specific thing / Object / Event
Which	Choice / Alternative
How	Way / Manner

These question words can guide your focus during listening and help you identify the specific information you seek.



Then, you should listen with a purpose, knowing what specific information you are listening for, such as names, places, dates, and reasons. Try to locate the information you need and catch the key words and expressions. It is not necessary to understand every single word that you hear.

For example, when you listen to an introduction to a famous person, you should pay attention to some typical questions like:

- What do they do?
- What is their educational background?
- What have they achieved in life?
- How did they manage to accomplish such achievements?

Remember, not every one of these wh-questions will be answered. However, keeping them in mind can prepare you for the specific types of information that might be presented.

Now you are going to listen to a passage about Huang Xuhua. Pay attention to the specific information required in Exercise 2.



Scan the code and learn more about the skill on Ucampus.

New words

submarine /'sʌbməri:n/

n. 潜艇

recipient /rɪ'sɪpiənt/ *n.*

接受者; 领受者

naval /'neɪvəl/ *a.* 船舶的

abacus /'æbəkəs/ *n.*

算盘

calculation

/kælkjə'leɪʃən/ *n.* 计算

perseverance

/ˌpɜːsə'vɪərəns/ *n.*

毅力; 不屈不挠的精神

dedicate /'dedɪkeɪt/ *vt.*

致力于; 献身于

Culture notes

the Medal of

the Republic: the

highest honor for prominent figures who have made great contributions to the construction and development of the People's Republic of China.

While you listen



Scan the code. Listen to the passage and complete the following exercises. You may listen to it more than once.

2 Read the statements and fill in the blanks according to what you hear.

- 1 In September _____, Huang enrolled in the Department of Naval Architecture of National Chiao Tung University, now known as Shanghai Jiao Tong University, where he began _____.
- 2 In _____, Huang received a phone call that changed his life. He was selected to join the research team responsible for designing China's first nuclear submarine, which later became _____.
- 3 In _____, Huang insisted on joining the first deep-sea test of the submarine's _____.
- 4 At the 120th _____ of Shanghai Jiao Tong University, the 92-year-old Huang delivered a nearly 20-minute speech standing up, _____ arranged for him.
- 5 He expressed his appreciation to the university for teaching him the values of _____ and perseverance.

3 Read the statements and decide whether they are true (T) or false (F) according to what you hear.

- _____ 1 Huang is the chief designer of China's first-generation nuclear submarines.
- _____ 2 Huang was born into a family of mechanical engineers, so he decided to study shipbuilding.
- _____ 3 Huang and his colleagues faced many challenges when designing China's first nuclear submarine because they didn't have enough resources.
- _____ 4 Huang's team managed to launch China's first nuclear submarine in 1970, making China the sixth country to own a nuclear submarine.
- _____ 5 Huang still maintains a strong involvement in the nuclear submarine field even in his old age.

After you listen

4 Work in pairs and discuss the questions.

- 1 What can we learn from the story of Huang Xuhua?
- 2 Can you share some stories of other Chinese scientists or engineers who have made contributions to our country?



Scan the code for
Viewing China.

Viewing world cultures

Before you view

1 Work in pairs and discuss the questions.

- 1 What sports do you enjoy?
- 2 What is the sport you have learned recently? How successful have you been at it?

2 Read the program information and answer the questions.

- 1 What is Christine's challenge?
- 2 Why does she do it?
- 3 What are the difficulties?



A U.K. charity event asks celebrities to perform sporting challenges in order to raise money to help needy people in the U.K. and some underdeveloped countries. After visiting Uganda (乌干达), Christine, a TV presenter, decided to accept a sporting challenge herself. She agreed to water ski across the English Channel (英吉利海峡) from the U.K. to France. It was an incredibly tough challenge because Christine had never water skied before. After a few months of training, she attempted the crossing in the middle of winter.



New words

odd /ɒd/ *a.* 奇特的

adrenalin /ə'drenəlɪn/ *n.*
肾上腺素（能使心跳加速、精力充沛、行动迅速）

Calais /'kæleɪ/ 加来
（法国北部港市）

take its toll 产生严重的不良影响

fabulous /'fæbjələs/ *a.*
极好的；绝妙的

Culture notes

the Channel: the strait between southern England and northern France, also known as the English Channel. It connects the Atlantic Ocean with the North Sea.

While you view



Scan the code. Watch the video clip and complete the following exercises. You may watch it more than once.

3 Read the statements and number them in the correct order according to the video clip.

- _____ a My arms and body hurt so much, but I just don't want to give up.
- _____ b But despite my best efforts, the wind and waves mean I can't stop myself falling.
- _____ c After several falls into the freezing water, I already feel like I can't take much more.
- _____ d I can see France. And nothing is going to stop me.
- _____ e I feel like I am in some sort of an ... odd dream.
- _____ f This could be an impossible challenge.
- _____ g I did it! I did it! I could see this from out there.
- _____ h I'm determined not to fall in, but I soon realize determination might not be enough.

4 Read the statements and fill in the blanks according to the video clip.

- 1 This challenge is incredibly tough. She is gonna be operating in sub-zero temperatures for over _____.
- 2 Every time she goes in, I get a bit more _____. The weather's not looking good. There are white tops _____.
- 3 She's fallen in _____ in just 10 miles. That simply isn't good enough for this challenge. She has got to _____ now and start to _____.
- 4 She's starting to fly now. Now we start to believe that she could truly _____.
- 5 The hands have gone, the back's going, the legs are tired, but we've still got _____ to go.
- 6 The first woman to water ski across the Channel in the winter, having only got on water skis _____ ago. She is remarkable. It's a truly _____.

After you view

5 Work in pairs and discuss the questions.

- 1 What do you think of Christine's achievement?
- 2 Would you like to do anything challenging like this in order to raise money to help people in need? Why or why not?

Watching street interviews



Scan the code. Watch the video podcast and complete the following exercises.

- 1 Watch the full version of the podcast and summarize its general idea.
- 2 Read the paragraph. Then watch Part 1 of the podcast and fill in the blanks.



There are a lot of things that I'd like to do that I've never done before. I'm not really a daredevil, so things like bungee jumping are not really my 1) _____, but I

do know that trying new things makes you 2) _____. Today, I'm going to talk to people about 3) _____ and achievements. How do you feel about trying new things?

- 3 How do they feel about trying new things? Look at the people and read the statements. Then watch Part 2 of the podcast and match the people A-E to the statements 1-5.



- 1 I'm always up for new things. I love traveling; I love trying exotic new foods, all that sort of stuff; seeing new cultures.
- 2 If you try new things, you get more out of life, I think.
- 3 Depends what they are, obviously, um, some things I wouldn't try, but I'd give most things a go.
- 4 I always enjoy trying new things. I like to meet new people and try new food, see new places, see different things.
- 5 I love to try new things. I love to travel.

New words

daredevil /'deədevəl/

n. 喜欢冒险的人

bungee jumping

/'bʌndʒi ,dʒʌmpɪŋ/ *n.*

蹦极跳

Ethiopia /i:θi'əʊpiə/

埃塞俄比亚 (非洲东北部国家)

4 What have they achieved in their life that makes them feel proud? Look at the people and read the incomplete statements and answer choices. Then watch Part 3 of the podcast and choose the best answer to complete each statement.



- 1 He takes pride in having gone to Ethiopia to ____.
- A work with a local team
 - B build houses for needy people
 - C experience the unique culture there



- 2 He's proud that ____.
- A people enjoy his plays
 - B he has read a lot of plays
 - C he performs plays regularly



- 3 She feels proud that ____.
- A she is doing very well at school
 - B she has achieved a lot in her life so far
 - C she has learned French better than she expected



- 4 He's very proud because ____.
- A he passed his exams
 - B he's doing well at university
 - C he did well in his end-of-year exams



- 5 She's proud of ____.
- A being clever
 - B getting a good job
 - C becoming a good person

5 Work in pairs and discuss the questions.

- 1 How do you feel about trying new things?
- 2 What have you achieved in your life that makes you feel proud?

Group discussion

Talking about a challenge / an achievement

Get ideas



Scan the code. Listen to the passage and complete **Exercises 1 and 2** on Ucampus.

New words

scuba dive

/ˈsku:bə ˌdaɪv/ *vi.*

戴水肺潜水

practical /ˈpræktɪkəl/

n. 实践课

reservoir /ˈrezəvwaɪ/

n. 水库; 蓄水池

Discuss and organize ideas

3 Work in groups. Take turns to share one of your challenges / achievements by answering questions 1-5. Take notes while listening to others talk about their challenges / achievements.

- 1 What was your challenge / achievement?
- 2 Where were you at the time?
- 3 Who was involved?
- 4 How did you do it?
- 5 What was the result?

4 Decide on the most impressive challenge / achievement your group would like to share with the rest of the class.

5 Work together to prepare your presentation. Use your notes to organize your ideas.

Present ideas

6 Deliver your presentation to the class. Before you begin, refer to the checklist to see if you are ready.

Checklist	
<input type="checkbox"/>	Talk about the challenge / achievement in an organized manner.
<input type="checkbox"/>	Use different words and sentence structures to add variety to the presentation.
<input type="checkbox"/>	Use appropriate tenses while talking about the challenge / achievement.
<input type="checkbox"/>	Use an appropriate tone of voice while talking about the challenge / achievement.

Public speaking

Public speaking skills

Introduction to public speaking

Public speaking is the act of making a speech in front of a large group of people in an organized and deliberate manner. Its objective is usually to inform, persuade, or entertain the audience.

Importance of public speaking

Mastering the art of public speaking is very important. The ability to speak confidently and convincingly in public can not only help you stand out in college but also empower you to take an active role in your future workplace. There are many occasions on which you might be expected or asked to give a speech, such as classroom presentations, school meetings, national or international conferences, graduation or award ceremonies, and receptions.

Types of public speaking

Public speaking can be classified into various types. The most common ones are informative speaking, persuasive speaking, and special occasion speaking. An informative speech is designed to impart knowledge and increase the audience's understanding of a particular topic. A persuasive speech, on the other hand, is intended to influence the audience's attitudes, beliefs, or actions concerning the topic under discussion. Special occasion speeches are typically given at events such as opening or closing ceremonies, anniversaries, parties, and reception dinners.

Preparation for a public speech

Public speaking often involves two stages: preparation and delivery. To prepare a speech, you should start by analyzing your audience and deciding on the topic of the speech. Regarding the audience, there are many aspects to consider, such as age, gender, educational level, occupation, language, ethnicity, and background knowledge. The more you know about your audience, the better equipped you will be in choosing an appropriate topic for the speech.

After understanding your audience and deciding on a specific topic, you need to gather materials to support your ideas. Examples, stories, and statistics are all possible supporting materials. You can gather these materials from the Internet, journals, magazines, books, newspapers, or even your personal experiences.

After obtaining sufficient materials on the topic, you need to organize them in a clear and logical manner. A good speech, like a piece of good writing, requires a clear structure. It usually has three distinct parts: introduction, body, and conclusion. In the introduction, you grab your audience's attention and get them interested in your speech. In the body, the main part of your speech, you raise the main points related to your speech topic and provide detailed information to support them. In the conclusion, you summarize the main points of your speech and conclude with a final thought or a call to action.

The language used in a speech tends to differ from written language. For speeches, shorter and simpler sentences are often preferred over long and complex ones so that the audience can

understand you well. Besides, in order to evoke emotional responses from the audience, rhetorical devices (修辞手法) are often employed to add power to your speech.

Delivery of a public speech

To successfully deliver a speech, you need to pay attention to other aspects as well. For example, you can make effective use of your voice and body language to convey a message clearly and vividly. You may also need to use some visual aids such as slides to help your audience understand you better.

In later units of this book series, you will find detailed introductions to these key elements of public speaking. The following shows the arrangement of these key elements.

BOOK 3

UNIT

- 1 Introduction to public speaking
- 2 Micro-skills: Overall organization of a speech
- 3 Micro-skills: Effective language use in public speaking
- 4 Micro-skills: Delivering a speech
- 5 Informative speeches
- 6 Special occasion speeches: Acceptance speeches

BOOK 4

- 1 Persuasive speeches: Methods of persuasion
- 2 Persuasive speeches: Organizational pattern (I)
- 3 Persuasive speeches: Organizational pattern (II)
- 4 Impromptu speeches
- 5 Special occasion speeches: Formal toast speeches
- 6 Special occasion speeches: Farewell speeches



Scan the code and learn more about the skill on Ucampus.

1 Read the speech on the importance of details.

Success is in the details

- 1 Before I start, I would like you to imagine a scenario. Suppose your boss asks you to make a presentation on your most recent project, and you are determined to make it a success. After all, it's a great chance for you to showcase your abilities and catch attention. You stay up all night preparing for it. The next day, you walk into the meeting room, which is filled with an expectant audience. Your presentation is all ready to go. You feel good. As you begin your presentation, you can even visualize a big round of applause from the audience.
- 2 Then suddenly, you notice a silence. You wonder why. As you turn to look at your slides, you immediately notice some stark spelling mistakes. You feel bad. Throughout the entire presentation, you are embarrassed and apologize each time a spelling error occurs. The presentation turns out to be a failure.
- 3 In real life, people want to succeed in the things they do. So, they make every effort to grasp the big things. They assume that as long as they take care of the big things, everything else will fall into place on its own. However, that is simply not the case. While the big things are important, success actually depends on the minute details. Countless examples have proven that once you learn to perfect the little things, you put yourself on the path to success.
- 4 You can never deny that many big things start small. Mountains are essentially a collection of tiny grains of sand. Humans and animals originate from invisible cells. Revolutions and great inventions begin as simple ideas. Without these small things, nothing big can come into existence.
- 5 You can never deny either that small acts of kindness, such as a smile, a word of thanks,



or a piece of feedback, can have a positive impact on others and will, in turn, affect your level of success. Saying “hello”, “thank you”, “may I help you”, and “have a nice day” are all small gestures of kindness. Yet, for many shoppers, it is these small friendly gestures that often make them remember and return to a particular store.

- 6 You will definitely agree that job seekers, no matter how qualified they are, must ensure that their résumés are accurate and error-free to have a chance of an interview. Retailers, no matter what premium (优质的) goods they have, must ensure that their displays of goods and strategies of customer engagement are carefully designed to encourage return visits. Food products, no matter how tasty they are, must be visually appealing to attract potential customers.

7 You may have also realized that the success of a marriage or relationship comes from your daily efforts to offer small and unexpected gestures of love, respect, and appreciation to your special someone. These little things will help you build a strong relationship and handle many of the complaints your partner might have.

- 8 In a word, greatness often comes from small beginnings. The neglect of details deprives us of the chances of success. We need to take care of the big things, such as setting clear goals for ourselves or our organizations and establishing strategic plans. But we cannot ignore the details because it is these details that will help us succeed.

2 Answer the questions.

- 1 What is the objective of the speech?
- 2 Who is likely to be the audience of the speech?
- 3 What are the language features of the speech? What rhetorical devices are used in the speech?

3 How is the speech structured? Complete the outline by checking (✓) the correct answers.

Introduction: Para. 1 to Para. 3

The speaker draws the audience’s attention to the topic by using statistics / presenting a scenario / telling an anecdote and then introduces the central idea.

Body: Para. 4 to Para. 7

The speaker provides some stories / examples / statistics to support the central idea.

Conclusion: Para. 8

The speaker reinforces the central idea by repeating the arguments / introducing a related topic for reflection / providing a summary and a call to action.

Further listening

Conversation



 Listen to the conversation and complete the exercises on Ucampus.

New words

grade point average *n.* 平均学分绩点 **tutor** /'tju:tə/ *vt.* 指导
humanities /hju'mænɪtɪz/ *n.* [pl.]
人文学科

Passage



 Listen to the passage and complete the exercises on Ucampus.

New words

justifiably /'dʒʌstəfaɪəbəli/ *ad.* 有理
由地 **magnet** /'mæɡnɪt/ *n.* 磁铁; 吸铁石
radiate /'reɪdiət/ *vi.* 散发; 流露; 焕发
integrity /ɪn'tegrəti/ *n.* 正直诚实

Lectures



 Listen to two lectures and complete the exercises on Ucampus.

New words

Lecture 1

convinced /kən'vɪnst/ *a.* 确信的;
信服的

psychologist /saɪ'kɒlədʒɪst/ *n.* 心理学家

embark /ɪm'bɑ:k/ **on** 开始, 着手
(新的或艰难的事情)

Lecture 2

procrastination /prə'kræstə'neɪʃən/
n. 拖延; 耽搁

overwhelm /'əʊvə'welɪm/ *vt.*
(感情上)使不知所措

hinder /'hɪndə/ *vt.* 阻碍; 妨碍

crucial /'kru:ʃəl/ *a.* 至关重要的;
关键性的

stamina /'stæməni/ *n.* 耐力; 毅力

sprint /sprɪnt/ *n.* 短跑比赛

mindset /'maɪndset/ *n.* 思维模式

notification /,nəʊtɪfɪ'keɪʃən/ *n.* 通知

cue /kju:/ *n.* 提示; 暗示

burnout /'bɜ:nəʊt/ *n.* 精疲力竭; 过度
劳累

calendar /'kæləndə/ *n.* 日程表

fulfilling /'fʊl'fɪlɪŋ/ *a.* 令人满意的


Wrapping up

Use the self-assessment checklist to check what you have learned in this unit.

	OK	Needs work
I can talk about success.	<input type="checkbox"/>	<input type="checkbox"/>
I can listen for specific information skillfully.	<input type="checkbox"/>	<input type="checkbox"/>
I can talk about my challenges / achievements in a clear and detailed manner.	<input type="checkbox"/>	<input type="checkbox"/>
I have gained a basic understanding of the importance, types, and stages of public speaking.	<input type="checkbox"/>	<input type="checkbox"/>

Unit test



 Scan the code and take the unit test on Ucampus.