

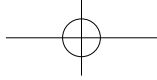
UNIT

2

Lifelong Learning

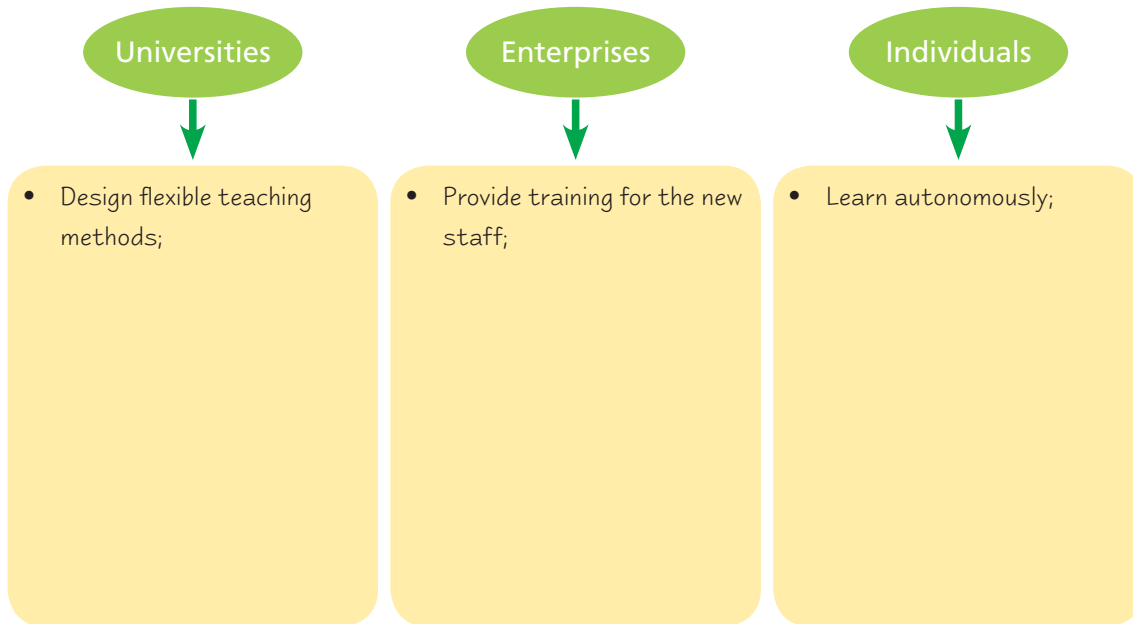
After studying this unit, you will be able to:

- ▶ know the importance of constant learning;
- ▶ understand the benefits of lifelong learning;
- ▶ know how to write an application letter;
- ▶ learn to communicate effectively with smiles;
- ▶ know how to conduct an on-the-job training program.



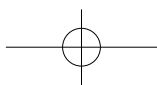
Warm-up

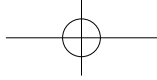
Task 1 To make lifelong learning a habit for people at work, universities, enterprises and individuals should all play a part. Work in pairs to discuss what they should do to cultivate people's habit of lifelong learning.



Task 2 The success of two famous college dropouts, Bill Gates and Steve Jobs, indicates that learning is a continuous process and it doesn't end with graduation. Work in groups to discuss what approaches should be adopted at college and at work to equip ourselves with the ability of lifelong learning. Write down the results of your discussion using some key words or phrases.

Approaches	Benefits
Conduct Internet-based learning.	Enables us to learn at any time anywhere, and to communicate with other learners conveniently.





In-depth Reading



Topic Preview:

The culture of “investing in people” has played a very important role in training employees. Most companies today want to keep their employees well-trained and up-to-date so that they can respond to the ever-changing world in a timely and flexible way. As for those promising employees, constant learning is an essential means of improving their skills and brightening their future.

A Constant Learning Experience

1 Reynolds and Reynolds is devoted to making sure that its employees are provided with new opportunities to educate themselves and expand their knowledge. It doesn't matter if you're working in an **entry-level** field position or a manager working in an office—Reynolds and Reynolds makes sure that everyone at every stage has the support they need to be successful.

2 We spoke with some recent **grads** about their learning experiences at Reynolds and Reynolds. Check it out!

Emma George: from “trainee” to “expert”

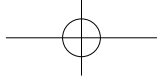
3 As a field marketing professional trainee, Emma George is growing and absorbing the business every day.

4 She is currently going through a training program at Reynolds and Reynolds that teaches her to engage in business-to-business sales, and offers an in-depth education of the product to the company's clients. “I assist in the **installing** of software at different **dealerships**,” she says. “In the future, I will be creating and executing individual **presentations** for each client we visit.”

5 Emma says the initial **attraction** of this role was that it was constantly changing and evolving. While the expectations for a positive outcome are always the same, the approach is different each time to address the client's unique needs. To her, this is an opportunity to forge different connections that will make her more **relatable** in the workplace.

6 “You get to see different dealerships work to achieve things like efficiency goals and customer retention,” says Emma. “It's similar to the case studies we focused on in business classes.”

7 Emma describes the training program at Reynolds and Reynolds as one of the best programs she's ever come across. The month-long training program taught her the ins and outs of the dealership, and all about the different components of the company. She's also had the opportunity to shadow experienced veterans during software **installation**.

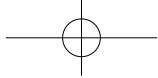


- 8 “At no point are you left **stranded** without help,” says Emma. “It’s so effective because they **literally** cover everything. You’re never left wondering ‘what am I going to do now?’”
- 9 The most important thing Emma has learned during her time as a field marketing professional trainee is how to approach a situation and present herself as an expert in her role. She says having the ability to facilitate an ongoing relationship is incredibly rewarding, considering only a year ago, she was a new graduate with little professional experience.
- 10 “Through those challenges from talking to so many people in a day, I’ve found my skills have **dramatically** improved,” says Emma. “I don’t think of myself as a 23-year-old girl in training. I’m an expert who can help guide the client through this new process.”

Carrie Baker: a constant learning experience

- 11 As a marketing communication associate, Carrie Baker says that her job keeps her on her toes.
- 12 “No two days are the same,” she says. From developing **flyers** and presentations to driving sales, event planning and updating the company website—Carrie says that she loves her **fast-paced** job.
- 13 Carrie started her work with Reynolds and Reynolds less than a year ago. Her background in marketing, media, and advertising made her a perfect match for the role. Since then, Carrie has been caught up in a **whirlwind** of learning opportunities—and she’s not letting a second of it go to waste.
- 14 Reynolds and Reynolds is dedicated to providing its employees with the latest training resources. Employees are encouraged to attend classes and watch **webinars** to keep themselves up to date with the latest knowledge. This ongoing training makes a huge impact on employees’ performances, as well as on their clients.
- 15 “They’re always willing to help you learn something new—your education never stops,” says Carrie. She has participated in courses that covered aspects of the company, both inside and out, covering everything from how dealerships work to solutions Reynolds and Reynolds can offer their clients.
- 16 In her role, Carrie has learned how to use a lot of new tools for her work. From sending out marketing emails to creating videos, she has become a **jack-of-all-trades** in her role. She is constantly challenged to think outside the box—and her team always encourages its members to come up with new, innovative ideas to contribute to the company’s success.
- 17 Carrie’s advice to students and new grads is to take advantage of all the resources Reynolds and Reynolds offers its employees.
- 18 “Take every opportunity to learn or get involved with something new,” she says. “Be creative as well—bring your ideas and share them!”

(737 words)



Words

entry-level /'entri ,levl/ *a.* 1. (of a job) at the lowest level in a company (公司中) 最初级的; 2. (of a product) basic and suitable for new users 适合新用户的, 入门级的

grad /græd/ *n.* (also **graduate**) a person who has a university degree 大学毕业生

install /ɪn'stɔ:l/ *v.* 1. put a new program into a computer 安装, 建立(程序); 2. fix equipment or furniture into position so that it can be used 安装, 设置

dealership /'di:ləʃɪp/ *n.* the position of being a dealer who can buy and sell sth. 专销商, 经销店

presentation /,prezn'teɪʃn/ *n.* 1. a meeting at which sth., especially a new product or idea, or piece of work, is shown to others 展示会, 发布会; 2. the act of showing sth. or of giving sth. to sb. 出示, 授予

attraction /ə'trækʃn/ *n.* a feature, quality that makes sth. seem interesting and enjoyable, and worth having or doing 有吸引力的特征或品质

relatable /rɪ'leɪtəbl/ *a.* that can be connected with, related to or communicated with 可联系的, 可交往的

installation /,ɪnstə'leɪʃn/ *n.* the act of putting a new program into a computer 安装, 建立(程序)

strand /strænd/ *v.* 1. leave sb. in a place from which they have no way of leaving 使滞留; 2. make a boat, fish, whale, etc. be left on land and unable to return to the water 使搁浅

literally /'lɪt(ə)rəli/ *ad.* 1. used when describing sth. in an extreme way that cannot be true (用于夸张地描述某事物) 简直; 2. used to emphasize the truth of sth. that may seem surprising (强调事实可能令人惊讶) 真正地, 确实地

dramatically /drə'mætɪkli/ *ad.* very suddenly and to a very great and often surprising degree 突然地, 令人吃惊地

flyer /'flaɪə/ *n.* (also **flier**) a small sheet of paper

that advertises a product or an event and is given to a large number of people 小(广告)传单

fast-paced /,fɑ:st 'peɪst/ *a.* of sth. that proceeds rapidly 快节奏的, 快速的

whirlwind /'wɜ:l,wɪnd/ *n.* 1. a situation or series of events where a lot of things happen quickly 一片忙乱; 2. a strong wind that moves fast in a spinning movement 旋风, 旋流

webinar /'webɪnɑ:/ *n.* a presentation or seminar that is conducted over the Internet 在线研讨会

jack-of-all-trades /,dʒæk əv 'ɔ:l ,treɪdz/ *n.* a person who can do many different types of work 万事通

Phrases and Expressions

check out look at or examine sb. / sth. that seems interesting or attractive 察看

field marketing field marketing involves people distributing, auditing, selling or sampling promotions on the "field" 现场营销

ins and outs all the details, especially the complicated or difficult ones (尤指复杂或难的) 全部细节, 详情

at no point never, not 不, 不会, 没有

keep sb. on their toes make sb. ready to deal with anything that might happen 使某人保持警觉

be caught up in be unwillingly involved in 被卷入, 陷入

up to date modern, fashionable 最新的, 时髦的

Proper Names

Reynolds and Reynolds /'renɔldz ənd 'renɔldz/ 理诺公司(美国的一家汽车软件和服务提供商)

Emma George /'emə dʒɔ:dʒ/ 埃玛·乔治(人名)

Carrie Baker /'kæri 'beɪkə/ 卡丽·贝克(人名)



Comprehension

Task 1 Decide whether the following statements are true (T) or false (F) according to the text.

- () 1 Those working in entry-level field positions are less likely to have access to training than those managers working in the office.
- () 2 Emma liked her job in the beginning because it was always changing and developing.
- () 3 You will never feel helpless or wonder what to do at Reynolds and Reynolds.
- () 4 The most important thing Emma has learned is how to learn from experienced veterans.
- () 5 Carrie hates the fast-paced job as it keeps her on her toes.
- () 6 Carrie's job is a good match for her background in marketing, media, and advertising.
- () 7 Carrie has become a jack-of-all-trades in her job because of the ongoing training.
- () 8 Carrie suggests that students and new grads make use of all the resources Reynolds and Reynolds provides and take every chance to learn something new.

Task 2 Complete the following summary according to the text. Write no more than three words on each line.

SUMMARY		
Reynolds and Reynolds is providing its employees with opportunities to educate themselves and expand their knowledge.		
Employee	Position	Constant learning experience
Emma George	field marketing professional trainee	1. Engaging in _____ sales and an in-depth education of the product to the company's clients. 2. Forging different connections that will make her more _____ in the workplace. 3. Learning the _____ of the dealership. 4. Having the opportunity to shadow _____ during software installation. 5. Learning how to approach a situation and present herself as an _____ in her role with the ability to _____ an ongoing relationship.
Carrie Baker	marketing communication associate	1. Developing _____ and _____, driving sales, planning events and _____ the company website. 2. Attending classes and watching webinars to keep herself _____ with the latest knowledge. 3. Participating in courses that cover aspects of the company, both _____. 4. Learning how to use a lot of _____ for her work. 5. Being encouraged to _____ new and innovative ideas to contribute to the company's success.



Follow-up Exercises

I Vocabulary

Task 1 Match the following words or phrases in Column A with their meanings in Column B.

Column A

- 1 address
- 2 take advantage of
- 3 come up with
- 4 shadow
- 5 presentation
- 6 ins and outs
- 7 dramatically
- 8 facilitate

Column B

- A all the exact details of a complicated situation
- B greatly and suddenly
- C use or make use of
- D a meeting at which you describe a new product or idea
- E make it easier for a process or activity to happen
- F follow someone closely to watch what they are doing
- G deal with or cope with
- H bring forward

Task 2 Complete the following sentences with the words or phrases from Column A in Task 1. Change the form if necessary.

- 1 It is often of great help for newcomers to _____ experienced employees in a company.
- 2 Without your suggestions, the situation could have developed in a _____ terrible way.
- 3 The manager _____ a new idea for increasing sales during the recession.
- 4 He quickly learned the _____ of the job during his two months' internship.
- 5 As a global society, tackling food waste will contribute to _____ a number of resource issues.
- 6 The new agreement should help _____ rapid economic growth in poverty-stricken areas.
- 7 Studios are making monster movies to _____ people's enthusiasm for dinosaurs.
- 8 The sales manager gave a _____ on the new products to dealerships from the whole world.

Task 3 Fill in the blanks in the following passage by selecting suitable words from the word bank. You may not use any of the words more than once.

In today's work environment only learners who are constantly improving themselves will be employable. You can't depend on what you learned in school four years ago to carry you through a whole lifetime or work career. Technology is advancing (1) _____ by the minute. By the time you buy a gadget and get it home, there's a new (2) _____ on the shelves.

Constant learning will keep you in a state of readiness. Your body needs regular exercise, and so does your brain. You will take (3) _____ of the habit of continuous learning which will keep you feeling young well into your 80s and 90s.

Non-stop learning and improvement will give you more (4) _____. It will (5) _____ career changes. You'll have more (6) _____ skills that you can take anywhere. Developing new skills will open new worlds for you. If you learn to play the piano, you can choose to play any piano that you come across at (7) _____. If you learn a new language that opens up new channels of communication, you could converse with people that you couldn't before. It would make a trip to a



foreign country more (8) _____. Imagine going overseas and being able to communicate with the (9) _____. Whether you're learning cooking skills, career skills, speaking skills or parenting skills, your life will be (10) _____. Continuous learning will keep you from falling into a rut and even make you a better conversationalist.

A) options	B) random	C) enjoyable	D) version
E) enriched	F) relatable	G) advantage	H) presentations
I) facilitate	J) locals	K) literally	L) transferable
M) grads	N) dramatically	O) advance	

II Sentence Structure

Task 1 Combine two short sentences into a long one after the model.

Model:

Emma George is a field marketing professional trainee.

Emma George is growing and absorbing the business every day.

→ As a field marketing professional trainee, Emma George is growing and absorbing the business every day.

1 I worked as a film-maker.
I didn't see my career was going anywhere.

2 Jefferson was a politician.
Jefferson frequently debated with his opponents in the press.

3 He is a footballer.
He admits that he still feels unfulfilled.

Task 2 Rewrite the following sentences after the model.

Model:

You are not left stranded without help at any point.

→ At no point are you left stranded without help.

1 Nobody should be allowed to stay here in any case.

2 The witness should not lie to the court under any circumstances.

3 It is by no means true that all English people know their own language well.



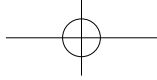
III Translation

Task 1 Translate the following paragraph from Chinese into English.

我们从生活里的每一次经历中学到东西, 不断积累学习经验。同样, 在这些经历中所遇到的人也是促进我们学习的关键。从本质上讲, 热爱学习就是热爱生命。不管是在学校还是进入社会后, 我们都可以自由选择: 对于已掌握的和体验过的事可以不再学习, 而是去学习新的经验, 汲取他人身上的美德, 如热爱生命般热爱学习。

Task 2 Translate the following paragraph from English into Chinese.

Many people think that training ends after the new employee orientation. Even if you think you've mastered all of the skills essential to your current job, you should never stop training. If you're lucky enough to have an employer that offers additional training opportunities that interest you, then be sure to sign up. Even if it's not relevant to your current position, learning a new program or procedure could open you up to other opportunities and even a promotion.

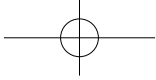


Further Reading

How 30 Years of Experience Helped Me Earn My Degree

- 1 Earning my **undergraduate** degree was initially just a bucket list item for me. I did a lot of self-study and on-the-job training during my more-than-20-year career in the Navy. I am a serial entrepreneur and have built and sold a number of businesses, been a financial planner, and worked with national **civil** rights organizations and youth programs. Over the span of my career, I have learned the skills necessary to be selected as a Navy Command Master Chief and in my **civilian** role as an Executive Director and President of Beowulf Defense and Security.
- 2 My position in the Navy allows me to lead, develop and mentor over 650 **reserve** sailors. These sailors expect their leaders to have credibility behind their orders. I started to notice that a lot of my **junior** sailors were finishing undergraduate degrees or starting master's programs. One was even completing a PhD. I recognized that as a senior military leader, I needed to lead by example when it came to my education. I couldn't expect them to finish school when I hadn't done it myself.
- 3 Over the years, I tried to complete my degree at **bricks-and-mortar** schools. Family demands, time **constraints**, business commitments and **deployment** schedules made it difficult to complete my degree there. I still wanted to get my degree, but I didn't know how it would be possible when I didn't have time to make it to a physical campus for class. While I was managing a small defense consulting firm, one of my employees mentioned that he was completing his degree at Western **Governors** University. He stressed how the **competency**-based programs were ideal for someone like me who had a lot of experience, but needed flexibility due to my busy schedule.
- 4 I looked into WGU and liked how the flexible online programs would allow me to fit school into my full schedule. The **affordability** was also very important to me. WGU charges a flat-rate tuition per six-month term, no matter how many courses I completed. The ability to study and take my assessments in my time and at my own pace was perfect. Even though the program is online, I wasn't alone. WGU connected me with a personal mentor who helped keep me on track during my program. My mentor helped direct me to resources I needed for my courses, put me in contact with course mentors (subject matter experts) when I had questions, and helped me set **attainable** and realistic goals for my studies.
- 5 The flexibility WGU provided was such an asset. When I started my degree program I was an active-duty service member. Between deployments and other work responsibilities, having a degree program that fitted into my life made getting my degree a reality, not just another bucket list item.
- 6 One of the best parts about WGU is the competency-based model. Competency-based education allowed me to make the most of my time. Thanks to WGU's model I was able to **accelerate** through my degree program by drawing on the experience I gained through years of work. Instead of sitting through **redundant lectures**, classes, or programs, I could demonstrate that I knew and understood the





material and move forward to focus on what I still needed to learn. I didn't feel like I was wasting time with my studies because every task and assessment was related to real-world **applications** that I was dealing with on a daily basis.

- 7 For the seasoned learner, the experienced professional, the working adult, and certainly the military service member, WGU is a time-efficient, cost-effective way to obtain your degree. I was able to make the most of my limited time to earn a degree, a benefit I hadn't been afforded at more traditional universities. WGU worked so well for me that I recently **enrolled** in the MBA program and I'm excited about what the future holds for me.

(641 words)

Words

undergraduate /ˌʌndə'grædʒuət/ *n.* a university or college student who is studying for their first degree 本科生

civil /'sɪvl/ *a.* 1. connected with the people who live in a country 国民的, 平民的; 2. connected with the state rather than with religion, etc. 国家的, 政府的

civilian /sɪ'vɪliən/ *a.* connected with people who are not members of the armed forces or the police 平民的

reserve /rɪ'zɜ:v/ *n.* 1. a soldier or a group of soldiers who are not fighting but available to fight 后备士兵, 后备部队; 2. a supply of sth. that is available to be used in the future or when needed 储备

junior /'dʒu:nɪə/ *a.* having a low rank in an organization or a profession 地位(或职位、级别)低下的

bricks-and-mortar /ˌbrɪks ənd 'mɔ:tə/ *a.* of a traditional business that does not operate online 实体的, 传统公司的

constraint /kən'streɪnt/ *n.* a thing that limits or restricts sth. or your freedom to do sth. 限制, 限定, 约束

deployment /dɪ'plɔɪmənt/ *n.* the act of moving soldiers or weapons into a position for military action 部署, 调度(军队或武器)

governor /'gʌv(ə)nə/ *n.* 1. (also **Governor**) a

person chosen to be in charge of the government of a state in the US (美国的)州长; 2. a person in charge of an institution 主管, 总裁

competency /'kɒmpɪtənsi/ *n.* the ability to do sth. well 能力, 胜任

affordability /ə'fɔ:də'bɪləti/ *n.* the ability to pay 支付能力

attainable /ə'teɪnəbl/ *a.* that you can achieve or get 可达到的, 可获得的

accelerate /ək'selə'reɪt/ *v.* happen or make sth. happen faster or earlier than expected (使)加速, 加快

redundant /rɪ'dʌndənt/ *a.* not needed or useful 多余的, 不需要的

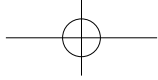
lecture /'lektʃə/ *n.* a talk that is given to a group of people to teach them about a particular subject 讲座, 讲课, 演讲

application /ˌæplɪ'keɪʃn/ *n.* the practical use of sth., especially a theory, discovery, etc. (尤指理论、发现等的)应用, 运用

enroll /ɪn'rəʊl/ *v.* (*BrE enrol*) arrange for yourself or for sb. else to officially join a course, school, etc. (使)加入, 注册, 登记

Phrases and Expressions

keep... on track keep... doing the right thing or in the right direction (使)做正确的事, (使)保持在正轨上



in contact with 1. communicating with 与……联系; 2. touching 触摸, 接触

make... a reality make... come true (使) 实现

make the most of gain as much advantage, enjoyment, etc. as you can 充分利用, 尽情享受

draw on use a supply of sth. that is available to you 凭借, 利用, 动用

sit through stay until the end of a performance, speech, meeting, etc. that you think is boring or too long 坐到(表演、演讲、会议等)结束

Proper Names

Beowulf Defense and Security 贝奥武甫安防公司(美国)

Western Governors University (WGU) 西部州长大学(美国)





Comprehension

Task Choose the best option to each of the following questions or statements according to the text.

- Which of the following is NOT true about the author? _____
 - He was the Executive Director and President of Beowulf Defense and Security.
 - He was an entrepreneur and started and sold a number of businesses.
 - His education background entitled him to become a Navy Command Master Chief.
 - He did a lot of training over the span of his career in the Navy.
- Why did the author long for an undergraduate degree when in the Navy? _____
 - Because he wanted to complete a PhD like his junior sailors.
 - Because as a leader, he was expected to be educated.
 - Because he wanted to show it off to his sailors.
 - Because the sailors expected credible orders from their leaders.
- What was the most important consideration for the author in choosing a suitable program for a degree? _____

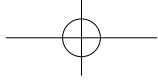
A. Flexible schedules.	B. Affordable tuition.
C. Practical courses.	D. Professional mentors.
- The competency-based model of WGU makes it possible for the author to _____.

A. understand the material better	B. learn faster with years of work experience
C. skip the boring lectures or classes	D. deal with real-world applications
- From the text we know that _____.
 - WGU is a university established for military members
 - only a six-month term of tuition is required at WGU
 - WGU is more professional than traditional schools
 - one can save time and money when obtaining a degree at WGU

Level-up Exercise

Task Discuss how online learning programs contribute to learning at work.

Learning schedule	
Learning content	
Learning approach	



Vocational Listening and Speaking

Task 1 Listen to a long conversation and choose the best answer to each question you have just heard.

- 1 A. England. B. France.
C. America. D. China.
- 2 A. Because she got into the habit of studying.
B. Because she could not find a satisfying job.
C. Because it's her firm goal to be achieved.
D. Because she wanted to work as a doctor.
- 3 A. Go back to the US for a better job.
B. Stay in the UK to do academic work.
C. Have extra two years of classes.
D. Get married to her boyfriend.

Word Bank

incentive /ɪn'sentɪv/ *n.* 激励, 刺激
academia /,ækə'di:mɪə/ *n.* 学术界

Task 2 Listen to two passages and choose the best answer to each question you have just heard.

Passage One

- 1 A. To enjoy the great coffee.
B. To know something about China.
C. To have a summer internship.
D. To learn different cultures.
- 2 A. Asking each other questions constantly.
B. Having lunch at the office.
C. Talking about work-related problems.
D. Speaking both English and Chinese.
- 3 A. Treating them to a grand celebration on the 4th of July.
B. Making sure they got what they hoped for out of the internship experience.
C. Planning a going-away lunch for those leaving Greenhouse.
D. Keeping in touch with them after they leave.

Word Bank

diverse /daɪ'vɜ:s/ *a.* 多种多样的
genuine /'dʒenjuɪn/ *a.* 真诚的, 真的
proficiency /prə'fɪjnsi/ *n.* 熟练, 精通
celebration /,selə'breɪʃn/ *n.* 庆典, 庆祝

Passage Two

- 4 A. Knowing that everyone may be a little nervous at first.
B. Finding that everyone was very friendly.
C. Checking the telephone numbers and addresses.
D. Auditing information using a spreadsheet.
- 5 A. The speaker learned how to use the computer effectively.
B. The speaker's friends offered great help.
C. The staff were always ready to help.
D. The speaker was more confident.
- 6 A. Dress according to the dress code.
B. Be punctual and willing to learn new skills.
C. Be familiar with the job and the staff.
D. Do not feel nervous at first.

Word Bank

auditing /'ɔ:dtɪŋ/ *n.* 查账, 审计
spreadsheet /'spredʃi:t/ *n.* 电子表格程序
newsletter /'nju:z,letə/ *n.* 内部通讯, 简讯
punctual /'pʌŋktʃuəl/ *a.* 按时的, 准时的

Task 3 Listen to three recordings of lectures or talks and choose the best answer to each question you have just heard.

Recording One

- 1 A. There are not enough education programs in the US.
B. People like to walk, swim and bicycle together.
C. It is easier to keep mentally active in a group.
D. People like to exercise and experience new things.



- 2 A. 500. B. 1,000.
C. 150. D. 350.
- 3 A. He was a great and helpful businessman.
B. He took part in many education programs.
C. He paid a lot of attention to education.
D. He supported many education programs.
- 4 A. How long we will live.
B. How many exciting and productive years we will have.
C. How many free education programs we can attend.
D. How to live a happy life every day.

Word Bank

mentally /'mentli/ *ad.* 心理上, 精神上
community /kə'mju:nəti/ *n.* 社区, 社会团体
foundation /faʊn'deɪʃn/ *n.* 基金(会), 基础
productive /prə'dʌktɪv/ *a.* 富有成效的, 多产的

Recording Two

- 5 A. It should update our views on graduation.
B. It is anything but a milestone on the road.
C. It dominates work-integrated learning.
D. It should be a one-way street without end.
- 6 A. When they want to find a new job.
B. When they leave college with professional knowledge.
C. When they need to understand the basics of governance.
D. When they need to make a career change and to acquire new knowledge.
- 7 A. One that knows success depends only on attracting the best talent.
B. One that can satisfy the demand for post-graduation development.
C. One that understands the real meaning of learning-integrated work.
D. One that can enable the continuous development of the staff.

Word Bank

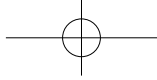
dominate /'dɒmɪneɪt/ *v.* 支配, 统治
integrate /'ɪntɪgreɪt/ *v.* 使一体化, 融合
facilitate /fə'sɪləteɪt/ *v.* 促进, 使便利
enlightened /ɪn'laɪtnd/ *a.* 开明的, 有见识的

Recording Three

- 8 A. Analyzing critical market trends.
B. Repairing a handheld scanner.
C. Using software tools effectively.
D. Understanding intelligence software.
- 9 A. Good communication skills.
B. Good leadership abilities.
C. The ability to cooperate with different people.
D. A good background in math and science.
- 10 A. Developing the habit of reading when very young.
B. Going online to find information that interests you.
C. Pursuing a career that arouses curiosity.
D. Having a passion for continuous learning.

Word Bank

overemphasize /,əʊvər'emfə,saɪz/ *v.* 过分强调
emerge /ɪ'mɜ:dʒ/ *v.* 出现, 浮现
realm /reɪlm/ *n.* 领域, 范围



Task 4 Work in pairs to make a conversation according to the situation given below, using the useful expressions given in the box if necessary.

Situation: Two classmates, Steve and John, met at a reunion five years after graduation. Steve found a job soon after graduation and now he has become a manager at an international trade company. John furthered his study after graduation. After obtaining his master's degree, John went on studying abroad for two years. Now he has just started his work in a research center. They shared their experiences and exchanged ideas about continuous learning and career success.

Useful Expressions

Talking about continuing learning at work:

- Graduation doesn't mean...
- The knowledge learned at school should be...
- To seek training and learning opportunities is a great way to...
- Continuous learning will keep us up to date with...
- Learning from experienced workmates gives us...

Talking about further study:

- Through further study one can not only obtain a higher degree, but also...
- By studying abroad we can broaden our horizons and...
- Learning different cultures and ... will be of great benefit to...
- We can also learn different ways of thinking,...

Talking about how to achieve career success:

- To achieve career success, we are supposed to be excellent at what we are doing, no matter...
- We should always keep learning knowledge closely related to...
- Constantly learning new skills is also...
- Developing harmonious interpersonal relationships contributes to...



Practical Writing

Application Letters

When applying for a job, you may be asked to write an application letter. Your application letter is a self-recommendation letter that will make the employer know what position you are applying for, what qualifications you have, and why you are a good candidate.

Here are some guidelines for writing a job application letter:

Salutation: Begin your letter with “Dear Mr. / Ms.” If you do not know the employer’s last name, simply write “Dear Hiring Manager.”

Introduction: Begin by stating what position you are applying for. Explain where you heard about the job.

Body: In a paragraph or two, explain why you are interested in the position and why you are an excellent candidate for the position. Mention the specific qualifications listed in the job posting, and explain how you meet those qualifications. Do not simply restate your CV but provide specific examples that demonstrate your abilities.

Closing: Restate that you are a perfect candidate for the position. State that you would like to be given an interview. Explain what you will do to follow up, and when you will do it. Thank the employer for his / her consideration.

Signature: End the letter with your signature, handwritten, followed by your typed name. If it is an email, simply include your typed name, followed by your contact information.

Sample:

Salutation

Dear Mr. Watson,

Introduction

I am writing to apply for the position of programmer listed on the website of your company. I am very interested in the opportunity, and I believe that my educational background and my considerable technical experience will make me a very competitive candidate for this position.

Body

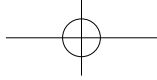
The key strengths that I possess for success in this position are as follows: I have a master’s degree in computing and strive for continuing progress. Moreover, I have a good understanding of the full life cycle of a software development project. In addition, I also have experience in learning and excelling at new technologies as needed. Recently I have successfully designed and developed some smartphone applications. My CV is enclosed as required. Please check it for additional information on my experience.

Closing

Thank you for your time and consideration. I look forward to talking with you about this employment opportunity. I can be reached anytime via email at richard@xxx.com or my cell phone: 183-xxx-4236.

Signature

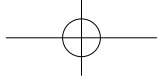
Sincerely,
Richard Bradford
Richard Bradford



Task 1 Write a paragraph of self-introduction according to the information given below to explain that you are qualified for the position of Marketing Director.

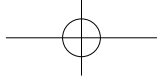
- **Educational background:** graduated five years ago; marketing; MBA; top student
- **Work experience:** two international trade companies; Sales Representative
- **Personality:** great communication skills; leadership competence

Task 2 Suppose you are Rosh Daniels, majoring in accounting and you graduated three years ago with a master's degree. Now you are going to write a letter of application to apply for the position of Senior Accountant posted on a company's website.



A large rectangular area with a light green background, featuring ten horizontal lines for writing. The top edge of this area has a scalloped, hole-punch-like border.





Workplace Communication Skills

Smile

Smiling is a simple but powerful tip for interpersonal communication in the workplace. We are always attracted by those who smile a lot. We're willing to spend more time around them.

A genuine smile often tells those around you that you are approachable, trustworthy, and cooperative. Most importantly, a friendly smile directly influences how other people respond to you.

When talking to others on the telephone, you should smile too—your voice sounds cheerful when you are happy and smile. Clients and customers are more likely to talk to a cheerful person and smiling can help to show your enthusiastic personality. When you are chatting online, a smiley will also make the conversation more cheerful and enjoyable.

Here are some methods to help you wear a smile on your face:

1 Use the mirror

You can take several minutes each day to check your smile in the mirror. Exercise your smile like you exercise the rest of your body. Strong smile muscles can make smiles last longer in a sticky situation.

2 Smile with your eyes

Your eyes are essential for a genuine and warm smile, which is not something you can fake. Your eyes don't smile when you're forced to smile for photos. When your eyes do smile, remember how it feels, which muscles are working and how. With practice, you may learn how to smile with your eyes.

3 Get involved in happy situations

Happy environments will guarantee a smile on your face and in your mind. And when you are used to smiling, it will be much easier for you to smile when you need to.

4 Be confident

Confidence will make it easier for you to smile even if you are in a very stressful situation.

5 Recall happy memories

When you recall your happy times, it will be much easier for you to report to your boss or to meet your new clients with a confident smile.

Smiles are contagious—usually when you smile at others they'll smile back. Do not pretend to smile or produce a false smile, as it can be noticed easily and thus make things worse. Make eye contact with others and smile naturally. This will help your customers or clients to feel at ease, and you'll come across a more positive interaction.

Smiling will make you more attractive and confident, and it will also change your appearance and improve your health. A genuine and natural smile will be a great asset in your professional and interpersonal relationships.



Task Work in pairs to role-play the following situations with smiles. When one pair of students is playing, the other students can enjoy the show, paying special attention to the smiles of the two performing students and checking whether they are appropriate by using the table below.

Situation 1: Speak to a stranger (at a subway station, in a restaurant, in an elevator...)

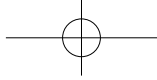
Situation 2: Talk to a new client (about a new product, about a contract...)

Situation 3: Chat with co-workers (during a coffee break, at lunchtime...)

Situation 4: Party with friends (for a birthday, for a promotion, for an outstanding achievement...)

Situation 5: Give a compliment (to your family members, your friends, your workmates, your clients...)

Situation	Smiles	Appropriateness (Yes / No)	
1	greeting		
	talking about weather / hobbies / pleasant experiences		
	asking for help / giving help		
2	greeting		
	talking about the features of a product		
	negotiating a contract		
3	sharing some funny things		
	talking about some problems at work		
	making a plan for the weekend		
4	inviting them or being invited to a party		
	congratulating someone on some good news		
	talking about the wonderful party		
5	complimenting someone on their appearance / hairstyle / new clothes		
	praising the great job they have done		
	praising their achievements in learning / at work		



Workplace Exploring

Work in groups. Suppose you are members of the Personnel Department of a company. Your department is required to devise a set of lifelong training programs for all employees. Now discuss with your workmates to make a practical scheme of the training programs. Take notes with the help of the following table while discussing. Finally, pick out the most valuable training programs (2 or 3) and give a presentation in front of the class.

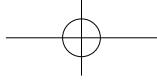


Scheme of Training Programs		
Programs	Modes	Details

Your presentation should:

- ▶ be logically organized;
- ▶ focus on the most valuable programs;
- ▶ prove the feasibility of your programs.

In the end, the most valuable training programs will be picked out by a class vote.



A Glimpse of Culture

Lifelong Learning of the Generation of Quitters

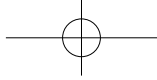
It would be hard to believe that someone with an Internet connection has not come across the **slander** and malicious attacks that Generation Y has received from their **predecessors** lately. While I believe that there is no such thing as a **homogeneous** Generation Y **cohort**, and that there are many **clusters** within this group with different aspirations and beliefs, I as a Generation Y representative will speak for myself.

There is no doubt that young people have high expectations of their workplace. A common generalization is that we're impatient to succeed, we want it all, and we want it now. Instead of waiting for a corporation that sticks you in some place in the system, where you're supposed to stay, until you eventually get the fulfilling career you're longing for, we take fate in our own hands, move on and get it ourselves. We move on to better positions, better fits, and better opportunities. But we're called the generation of quitters and **mocked** for our pursuit for purpose and meaning.

Yes, we're different. For every **era** there have been defining events that have influenced the life of people within the associated generations. What has defined the life of my generation is **globalization**, the rapid technological advancement and an increasing **demographic diversity**. All this has found expression in our belief systems, values, and demands. We're not loyal, employers say. We've seen our parents work hard and get exploited by corporations. We're afraid to commit, they say. While our parents have enjoyed a long period of high economic **prosperity**, we have to enter the workforce in a time of economic **uncertainty** and the worst global **recession** since the 1920s. We start our careers with **unpaid** internships and **atypical** employment contracts. If companies need to save costs or **restructure**, we're the first to get **dumped**. It's socially acceptable to fire a **youngster**. "They're young, they'll find their way." So "job-hopping" is not even always a choice.

But instead of looking for excuses, how about we look at things from a different angle. What makes Generation Y so different are indeed our demands and aspirations. Our **curiosity** and our thirst for





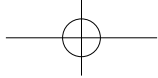
innovation would change. Lifelong learning and job-hopping are **buzzwords** of our time. We fear nothing more than **stagnation**. **Standstill** is our worst enemy. We have higher education levels and our early **exposure** to technology makes us the **tech-savviest** of any generation before. We're looking for our calling, the next challenge, and the next big thing that will get us closer to the larger goal of becoming who we want to be.

Questions:



- 1 What causes the problems of Generation Y and how do they solve them?

- 2 As the youngsters in the contemporary world, we have many things in common with Generation Y. How can we become lifelong learners?



Words

lifelong /'laɪf,lɒŋ/ *a.* lasting or existing all through your life 终身的, 毕生的

quitter /'kwɪtə/ *n.* sb. who gives up easily and does not finish a task started 有始无终的人, 半途而废者

slander /'slɑːndə/ *n.* sth. bad that you say about sb. that is not true and may damage their reputation 诽谤, 诋毁

predecessor /'priːdɪ,sesə/ *n.* a person who had a job or official position before sb. else 前辈, 前任

homogeneous /,həʊməʊ'dʒiːniəs/ *a.* consisting of things or people that are all the same or all of the same type 同种类的

cohort /'kəʊ,hɔːt/ *n.* a group of people who share a common feature or aspect of behavior 一群人, 一批人

cluster /'klʌstə/ *n.* a group of people, animals or things close together 群, 团, 组

mock /mɒk/ *v.* laugh at sb. in an unkind way, especially by copying what they say or do 嘲笑, (模仿) 嘲弄

era /'ɪərə/ *n.* a period of time, usually in history, that is different from other periods 时代, 年代, 纪元

globalization /,glɔːbəlɪz'eɪʃn/ *n.* (BrE globalisation) 全球化

demographic /,demə'græfɪk/ *a.* relating to populations 人口的, 人口统计的

diversity /daɪ'vɜːsəti/ *n.* 1. a range of many people or things that are very different from each other 差异性, 不同(点); 2. the quality or fact of including a range of many people or things 多样性, 多样化

prosperity /prɒ'sperəti/ *n.* the state of being

successful, especially in making money 兴旺, 繁荣, 昌盛

uncertainty /ʌn'sɜːnti/ *n.* 1. sth. that you cannot be certain about or depend on 无把握的事, 不确定的事; 2. a nervous feeling you have because you think bad things might happen 紧张不安

recession /rɪ'seʃn/ *n.* a period when trade and industry are not successful and there is a lot of unemployment (经济) 衰退期

unpaid /ʌn'peɪd/ *a.* done or taken without payment 无偿的, 不付报酬的

atypical /,eɪ'tɪpɪkəl/ *a.* not typical or usual 非典型的, 反常的

restructure /,ri:'strʌktʃə/ *v.* organize sth. such as a company in a different way so that it will operate better 改组, 重建

dump /dʌmp/ *v.* get rid of sb. / sth. or leave them for sb. else to deal with 丢下, 抛弃 *n.* a place where waste or rubbish is left 垃圾场, 废物堆

youngster /'jʌŋstə/ *n.* a child or a young person 小孩, 年轻人

curiosity /,kjʊəri'ɒsəti/ *n.* a strong desire to know about sth. 好奇心, 求知欲

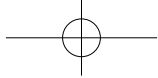
buzzword /'bʌz,wɜːd/ *n.* a word or phrase, especially one connected with a particular subject, that has become popular 时髦词语

stagnation /stæg'neɪʃn/ *n.* the fact of no longer developing or making progress 停滞, 不发展

standstill /'stænd,stɪl/ *n.* a situation in which sth. stops moving or happening 停止, 停顿, 停滞

exposure /ɪk'spəʊʒə/ *n.* the act of showing sth. that is usually hidden 暴露, 显露

savvy /'sævi/ *a.* having practical knowledge and understanding of sth. or having common sense 有见识的, 通情达理的



Phrases and Expressions

in one's own hands being taken care of or controlled by sb. (掌握) 在某人自己手中

find expression in be shown in 表现在

from a different angle from a different position 从不同的角度

Proper Names

Generation Y Y世代 (美国战后及 20 世纪 50 年代出生的人自称“X”一代, 他们的后代通常称为 Y 世代。借此我们会把 20 世纪 60 年代以来的青年人分为“X”、“Y”和“Z”世代。“X”世代指 1963—1973 年间出生的人, “Y”世代指 1974—1979 年间出生的人, “Z”世代则指 1980—1984 年间出生的年轻人。“X”世代和“Y”世代常被称为“新世代”或“新人类”, “Z”世代因而被称为“新新人类”。)

