图书在版编目(CIP)数据

创新大学英语读写译教程.3/王大伟主编.—上海:华东师范大学出版社,2010
普通高等教育大学英语系列教材·应用型本科.学生用书
ISBN 978-7-5617-7487-8

Ⅰ.①创… Ⅱ.①王… Ⅲ.①英语—阅读教学—高等学校—教材②英语—写作—高等学校—教材③英语—翻译—高等学校—教材 Ⅳ.①H31

中国版本图书馆 CIP 数据核字(2010)第 008965 号

普通高等教育大学英语系列教材·应用型本科

创新大学英语读写译教程学生用书 3

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出版发行 华东师范大学出版社
社 址 上海市中山北路 3663 号 邮编 200062
电话总机 021-62450163 转各部门 行政传真 021-62572105
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门市地址 上海市中山北路 3663 号华东师范大学校内先锋路口
网 址 www.ecnupress.com.cn

印 刷 者 常熟市文化印刷有限公司
开 本 787×1092 16 开
印 张 13.5
字 数 285 千字
版 次 2010 年 8 月第 1 版
印 次 2010 年 8 月第 1 次
书 号 ISBN 978-7-5617-7487-8/H·505
定 价 26.00 元

出 版 人 朱杰人

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Advertising

1



Pre-reading Tasks

Identify what you believe to be the functions of advertisements by entering (Y).

( ) Build brand recognition.

( ) Spread messages of a particular service or product.

( ) Improve the relationship between a company and the government.

( ) Promote product sales.

( ) Increase company operating costs.

( ) Increase purchasing power.

( ) Enrich cultural life.

( ) Promote inter-industry competition.



Discussion Questions:

1. Is it fair that people blame advertising when they buy something they don't need?
2. How many different kinds of advertising can you mention?
3. Do you think women are more influenced than men by advertisements?

Text A

Word Tips

resent /rɪ'zent/ *vt.* 愤恨,厌恶 *to feel bitter or angry about something*

derive /dɪ'raɪv/ *vi.* 起源于,出自 *to be drawn (from a source)*

gaze /geɪz/ *vi.* 凝视 *to look steadily (at)*

regulation /ˌregjʊˈleɪʃən/ *n.* 条例 *an official rule*

column /ˈkɒləm/ *n.* 栏目 *one of the vertical sections into which the printed page of a book, newspaper, etc. is divided*

witty /ˈwɪtɪ/ *adj.* 言辞诙谐的,巧妙的 *clever; showing wit*

calamity /kəˈlæmɪtɪ/ *n.* 大灾难,灾祸 *a big disaster or misfortune*

revenue /ˈrevɪnjuː/ *n.* 财政收入 *the money that a government receives from taxes*

fascinating /ˈfæsɪneɪtɪŋ/ *adj.* 迷人的 *extremely attractive*

Word Tips

Advertisers' Useful Service to the Community



Advertisers tend to think big and perhaps this is why they're always coming in for criticism. Their critics seem to resent them because they have a talent for self-promotion and because they have so much money to throw around. "It's unfair," they say, "that this entirely unproductive industry should absorb millions of pounds each year. It only goes to show how much profit the big companies are making. Why don't they stop advertising and reduce the price of their goods? After all, it's the consumer who pays . . ."

The poor old consumer! He'd have to pay a great deal more if advertising didn't create mass markets for products. It is precisely because of the heavy advertising that consumer goods are so cheap. But we get the wrong idea if we think the only purpose of advertising is to sell goods. An equally important function is to inform. A great deal of the knowledge we have about household goods derives largely from the advertisements we read. Advertisements introduce us to new products or remind us of the existence of ones we already know about. Supposing you wanted to buy a washing machine, it is more than likely that you would obtain details regarding performance, price, etc., from an advertisement.

Lots of people pretend that they never read advertisements, but this claim may be doubted. It is hardly possible not to read advertisements these days. And what fun they often are, too! Just think what a railway station or a newspaper would be like without advertisements. Would you enjoy gazing at a blank wall or reading railway regulations while waiting for a train? Would you like to read only closely printed columns of news in your daily paper? A cheerful, witty advertisement makes a difference to a dull wall or a newspaper full of the daily calamities.

We must not forget, either, that advertising makes a positive contribution to our pockets. Newspapers, commercial radio and television companies could not survive without this

source of revenue. The fact that we pay so little for our daily paper, or can enjoy so many broadcast programs is due largely to the money spent by advertisers. Just think what a newspaper would cost if we had to pay its full price!

Another thing we mustn't forget is the "small ads" which are in virtually every newspaper and magazine. What a tremendously useful service they perform for the community! Just about anything can be accomplished through these columns. For instance, you can find a job, buy or sell a house, announce a birth, marriage or death in what used to be called the "hatch, match and dispatch" column, but by far the most fascinating section is the personal or "agony" column. No other item in a newspaper provides such entertaining reading or offers such a deep insight into human nature. It's the best advertisement for advertising there is!

Notes to the Text

1. Advertisers tend to think big and perhaps this is why they're always coming in for criticism.

   ☞ Advertisers think of the world in terms of large markets of consumers who can be convinced to buy their products, not in terms of what's best for people or the country, so that is why people criticize them.

2. No other item in a newspaper provides such entertaining reading or offers such a deep insight into human nature.

   ☞ The personal column is a feature of the paper that reveals real information about what people want and are seeking.

Comprehension

I. Content Questions: Decide which of the following statements are True (T), False (F), or Not Given (NG).

1. ( ) Critics of advertisements suggest that manufacturers, rather than consumers, pay for advertising.
2. ( ) Advertising keeps people in touch with the latest information about household products.
3. ( ) People read newspapers just for the fun of it.
4. ( ) The personal or agony column is a section from which you can gain a better knowledge of human nature.

II. Group Discussion: Break into small groups and discuss the following questions. The teacher may ask you to repeat your group's answers to the class.

1. What does this sentence mean to you: "Doing business without advertising is just like you winking at a girl in the dark: you know what you are doing, but nobody else does"?
2. Some people cannot stand the interruption of their program by advertising; others say it can be a form of TV art and they enjoy it. What's your view?
3. Can you imagine what it would be like if there were no advertisements?
4. Have you ever read the personal columns (or agony columns)? What kind of advertising do they contain?

Language Focus

Vocabulary

I. Fill in the gaps with words or phrases chosen from the box. Change the form where necessary.

critics
resent
witty
agony
insight
positive
revenue
gaze
hatch
advertising
mass
absorb
promotion
blank
household

1. To quote Oliver Wendell Holmes, "A moment's _____ is sometimes worth a life's experience."
2. _____ are hoping the young director can breathe new life into the Chinese film industry.
3. Jennifer felt embarrassed under his steady _____ — she was ashamed beyond words.
4. Globalization has caused unprecedented interaction among diverse religions across the world, and young people sometimes suffer the _____ of religious doubt.
5. Thanks to the fast growth of the Internet, email has made _____ mailings possible at the touch of a button.
6. I'm at my _____'s end with this problem. I just cannot figure it out.
7. Cecelia feels _____ that her sister married before she did.
8. I am a person likely to think _____, so if something goes wrong, I try to fix it or, and if I can't, I just forget it.
9. As a large personal computer manufacturer, Lenovo has become a _____ name around the world.
10. Tom knew all his lines in rehearsal, but his mind went _____ when he took the stage before an audience.

II. Substitute words or phrases from the text that best keep the meanings of the underlined words or phrases in the following sentences.

1. The phrase crème de la crème comes from French.
2. Barack Obama was almost unknown before running for office.
3. Two reporters were sent to Naples to cover the riot.
4. People have a tendency to need less sleep as they get older.
5. The annual advertising income of the company can hit 3 million yuan.
6. A television talk show is a desirable vehicle for publicity.

III. Consult a dictionary for the meanings of the phrasal verbs given below. Then fill in the blanks with the suitable phrasal verbs. Change the form where necessary.

stand out	stand up to	stand by
stand against	stand over	stand for

1. There is a ladder _____ the wall.
2. Her special talents _____ in comparison with the others in class.
3. I hate to have my boss _____ me while I am working at the computer.
4. The olive branch _____ peace.
5. This material can _____ high temperature.
6. The police officer told his men to _____ for action tonight.

Cloze

Choose the appropriate words and expressions to fill the blanks in the passage below. Change the form where necessary.

method	endless	recognizable	subsequently	purpose
on	longer	influence	bombard	oriented
tie	relate	seemingly	primary	toward

Today, ads are much more pervasive and less (1)_____ as a sales pitch. For instance, while eating at a favorite child (2)_____ fast food restaurant, a child may receive a toy. That toy may also be (3)_____ to a movie, a cartoon, a video game, or to a website that offers additional games, toys, and (4)_____ products. Books, clothing, accessory items, backpacks, cell phones, scooters and more are all tied to the same theme. There are a (5)_____ limitless number of products that are then presented to the children.



These ads for children, just as those targeted (6)_____ adults, create a need where none existed previously. They also hook children, and (7)_____ their parents, into an (8)_____ loop of buying more and more products.

Advertising is no (9)_____ limited to store displays, radio and TV commercials, and newspaper ads. Some children's literature is developed for the (10)_____ purpose of marketing. Movies, cartoons, video games and more are also developed for the (11)_____ of marketing additional products. Some schools even allow advertising (12)_____ books, educational posters, on the sides of buses, and more.

As we are (13)_____ with ads from every direction, even as adults these games, movies, children's meals, websites, etc. are seldom recognized as the mere marketing (14)_____ that they are. With increased prevalence and subtlety, the (15)_____ of advertising has grown enormously.

Translation

I. Translate the following sentences into English.

1. 他为人正直、工作认真，正是我们想要找的那种人。（*precisely*）

2. 出乎大家意料的是，南希嫁给了一个比她老许多的人；这个人没钱，也没工作。（*a great deal more / less*）

3. 几乎可以肯定的是，交通运输部部长将亲自出席剪彩仪式。（*more than likely*）

4. 是他父亲让他第一次领略到了赛马的乐趣，这也彻底改变了他的生活。（*introduce ... to ...*）

5. 你的脾气怎么变得这么坏？你以前可不是这样的呢！（*used to*）

6. 她是这个班上最聪明的学生，也是老师最喜欢的学生。（*by far*）

7. 今早所有的国内航班因天气原因推迟起飞，导致 500 多名旅客滞留机场。（*due to*）

8. 假设发生了火灾，你会怎么应对呢？是拨打火警电话，还是先自行灭火？（*supposing*）

9. 由于在此问题上处理不当，市政府饱受批评，市长也因此引咎辞职。（*come in for*）

10. 基督教教义中的七宗罪体现了人性的阴暗面，它们是色欲、贪食、贪婪、懒惰、暴怒、忌妒和骄傲。（*lust*，*gluttony*，*greed*，*sloth*，*wrath*）

II. Simultaneous Interpretation: Now the Chinese sentences are played back without stopping. Translate them into English orally at almost the same moment you hear them.

Text B

realtor /ˈriːəltə/	*n*.（美）房地产经纪人 *real estate agent*
biographical note	简历 *resume*
unsolicited /ˈʌnsəˈlɪsɪtɪd/	*adj*. 未经要求的，自发的 *not asked for*
lead time	交稿时间 *the time to present manuscript*
astronomical /æstrəˈnɒmɪk(ə)l/	*adj*. 天文数字的；极大的 *enormously large*
be hungry for	渴求、渴望得到 *want something very much*
directory /dɪˈrektərɪ/	*n*. 目录 *a file containing a group of other files (in a computer)*
freelance /ˈfriːlɑːns/	*adj*. 自由职业的 *working independently for several different organizations rather than being directly employed by one*
press release	新闻稿 *manuscripts about current news*
newsworthy /ˈnjuːzwɜːðɪ/	*adj*. 有新闻价值的 *interesting enough to be reported*
engaging /ɪnˈgeɪdʒɪŋ/	*adj*. 吸引人的 *charming; attractive*
sponsor /ˈspɒnsə/	*v*. 赞助 *to give money (to a sports event) often as a form of advertising*
charity /ˈtʃærɪtɪ/	*n*. 慈善 *the act of giving help, money or food to people in need*
capitalize on	利用 *make use of; take advantage of*

Word Tips

Articles and Press Releases As Business Promotion



Writing articles on topics related to your business expertise is an excellent business promotion technique.

Well-written articles can provide free advertising and build you a positive word-of-mouth reputation. If you're a realtor, for instance, you could write a piece on preparing your home to be shown. If you're a web site designer, you might write an article about assessing Web site usability. The more specific your topic, the better. Write a short biographical note about yourself and your business to go with the article. Then send it out!

Where? As the goal is to promote your business, ideally you'd like it to appear in a publication that your target audience will be reading. Realistically, you may have to send it to a publication that accepts unsolicited work from unknown authors.

Magazines generally have a long lead time, so I would focus my first efforts on the Net. There is an astronomical number of e-zines and sites with newsletters that are hungry for content.

One place to look for e-zines to send articles to is The Internet's Best E-Zine Directories. E-zines also provide excellent advertising value; the trick is to find the right e-zine for your target audience. Freelance writing sites also provide a great deal of information on all kinds of publications that might publish your efforts. Make your research easier by starting with a great site that provides all kinds of lists and information on markets such as About Freelance Writers or FreelanceWriting. com.

Newspapers are also excellent places to place your business promotion article, as they too have a much shorter lead time than magazines, and are always looking for material. Try contacting the Business editor of your local paper about publishing your article. If this approach fails, you might be able to get your piece into the paper by sending it in as a letter to the editor.

Sending out press releases is another great way to get some free business promotion.

The difficulty in using press releases as a business promotion tool is that your press release has to contain information that is newsworthy and is engaging enough to attract people's interest. Has your business recently expanded? Do you have a new product? Have you been involved in some promotional activity such as sponsoring a charity event? Have you or your company recently won an award? All of these are examples of "news" that you can capitalize on to get some free promotion for your business.

Notes to the Text

1. There is an astronomical number of e-zines and sites with newsletters that are hungry for content.

   ☞ A large and growing number of e-zines and sites are eagerly seeking material they can publish.

2. The difficulty in using press releases as a business promotion tool is that your press release has to contain information that is newsworthy and is engaging enough to attract people's interest.

   ☞ The problem with using press releases as a business advertising tool is that the release must contain information people will be interested in reading.

Comprehension

Read Text B and choose the best answer to each question or unfinished statement.

1. Nicely written articles can provide _____.
   A. free advertising
   B. good publicity
   C. increased assets
   D. A and B

2. Which of the following is not elaborated on as a means to promote business in the article?
   A. The Net.
   B. Magazines.
   C. Press Releases.
   D. Newspapers.

3. Newspapers are nice places to introduce your business partly because _____.
   A. it is easier to place articles there
   B. it costs less money than other promotion means
   C. they require shorter lead time than magazines
   D. they involve a larger target audience

4. The difficulty in using press releases for business promotion is (that) _____.
   A. your press releases must be interesting enough to be reported
   B. the lead time should be shorter
   C. they should cover as much information as possible
   D. they might be rejected by the editors

Translation

Translate these sentences into Chinese.

1. Newspapers are also excellent places to place your business promotion article, as they too

have a much shorter lead time than magazines, and are always looking for material.

2. All of these are examples of "news" that you can capitalize on to get some free publicity for your business.

Word Practice

Fill in the gaps with words or phrases from the list of Word Tips of Text B. Change the form where necessary.

1. The Prime Minister was accused of illegally _____ campaign contributions.
2. Last year there was a(n) _____ increase in the foreign trade deficit.
3. Yellow Pages refers to a telephone _____ of companies, classified as to the product or service they provide.
4. She works _____ so she has no regular income, but she is clearly very content.
5. Nepal _____ on its natural beauty to attract tourists and pull in big bucks.
6. Paparazzi seek _____ and scandalous stories and sell them to tabloids.
7. The little boys and girls in the orphanage are _____ the warmth of a family.
8. All of a sudden, I found that a(n) _____ smile had spread over Nancy's face.
9. The US- _____ nuclear disarmament talks broke down in the end — it seemed an impossible task.
10. All the money raised from the talk show will go to _____ and the organizer will supervise its distribution and use.

Text C

Reading Comprehension (Skimming and Scanning) (17 minutes)

For questions 1 - 7, choose the best answer from the four choices marked A, B, C and D. For questions 8 - 10, complete the sentences with the information given in the passage.

An advertisement is a message printed in a newspaper or magazine, broadcast on radio or television, sent to individuals through the mails, or disseminated in some other fashion that attempts to persuade readers or listeners to buy a particular product, favor a

particular organization, or agree with a particular idea.



There are eight principal media for advertising. Perhaps the most basic medium is the newspaper, which offers advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. Magazines, the other chief print medium, may be of general interest or they may be aimed at specific audiences (such as people interested in outdoor sports or computers or literature) and offer the manufacturers of products of particular interest to such people the chance to make contact with their most likely customers. Many national magazines publish regional editions, permitting a more selective targeting of advertisements.

In Western industrial nations the most pervasive media are television and radio. Although in some countries radio and television are state-run and accept no advertising, in others advertisers are able to buy short "spots" of time, usually a minute or less. Advertising spots are broadcast between or during regular programs, at moments specified by the advertiser and sometimes left up to the broadcaster. For advertisers the most important facts about a given television or radio program are the size and composition (构成) of its audience. The size of the audience determines the amount of money the broadcaster can charge an advertiser, and the composition of the audience determines the advertiser's choice as to when a certain message, directed at a certain segment (部分) of the public, should be run.

The other advertising media include direct mail, which can make a highly detailed and personalized appeal; outdoor billboards (广告牌) and posters; transit advertising, which can reach the millions of users of mass-transit systems; and miscellaneous media, including dealer displays and promotional items such as matchbooks (纸板火柴) or calendars.

Advertising has become a specialised activity in modern times. In the business world of today, supply is usually greater than demand. There is great competition among different manufacturers of the same kind of product to persuade customers to buy their particular brand. They always have to remind the consumer of the name and the qualities of their product. They do this by advertising.

Manufacturers often spend large sums of money on advertisements. We buy a particular product because we think that it is the best. We usually think so because of the advertisements that say so. Some people never pause to ask themselves if the advertisements are telling the truth.

The influence of modern advertising techniques must also be considered. Insofar as advertising informs the consumer of the range of alternatives, it can be argued that advertising merely increases the consumer's information; and insofar as advertising consciously or subconsciously changes consumer preferences, it remains one of the many factors determining consumer preferences that the economist takes as given. Advertising, however, cannot persuade the public to buy whatever the producer offers. Advertising is likely to be most effective in influencing consumers to choose one of several almost identical

products being offered, such as toothpaste, cigarettes, or gasoline. But it may also raise the demand for the group of competing products as a whole. In addition, it can be argued that the total effect of modern advertising is to shift the preferences of consumers in favor of luxury goods rather than necessities, in favour of consumption rather than saving, and in favour of employment rather than leisure.

National advertising, which promotes the products or the identity of a firm that markets them nationwide, is the dominant form of advertising. Retail and other local business advertising is second in importance. Other types include trade advertising, which addresses retailers, asking them to promote the advertised brand; industrial advertising, which sells goods from one producer to another; and professional advertising, from producers to professionals, such as doctors, who influence consumer purchases.

Advertising is the techniques and practices used to bring products, services or opinions to public notice for the purpose of persuading the public to respond in a certain way. Most advertising involves promoting a product that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted. In most countries advertising has become a large and important service industry.

In the ancient and medieval (中世纪的) world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing (繁荣). The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States, that saw the establishment of advertising agencies. The first agencies were, in essence, brokers (经纪人) for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and in the 1920s agencies could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

There is no dispute over the power of advertising to inform consumers of what products are available. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it. In criticism of advertising it is said that the consumer must pay for the cost of advertising in the form of higher prices for goods. Against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising campaigns is such that few firms can afford them, thus helping these firms to dominate the market. On the other hand, whereas smaller firms may not be able to compete with larger ones at a national level, at the local level advertising enables them to hold their own. Finally, it has been argued that advertisers exercise an undue influence over the regular contents of the media they employ — the editorial stance (姿态、立场) of a newspaper or the subject of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey his messages; any compromise (妥协) of the integrity (正直) of a media firm might result in a smaller audience for its advertising.

Exercise

1. How many principal media for advertising are mentioned in the passage?
   A. 8.　　B. 6.
   C. 4.　　D. 10.

2. For advertisers, what is the most important fact(s) about a television or radio program?
   A. The size of its audience.
   B. The composition of its audience.
   C. Both A and B.
   D. Neither A nor B.

3. What is the relationship between supply and demand in today's world?
   A. Supply is slightly smaller than demand.
   B. Supply is much smaller than demand.
   C. Supply is equal to demand.
   D. Supply is greater than demand.

4. Which of the following forms of advertising is of second importance?
   A. Trade advertising.
   B. Professional advertising.
   C. Retail and local business advertising.
   D. National advertising.

5. When did the first step toward modern advertising happen?
   A. In the 14th century.
   B. In the 15th and 16th centuries.
   C. In the 16th century.
   D. In the 17th century.

6. When and where were advertising agencies first established?
   A. In the 18th century in the United Kingdom.
   B. In the 19th century in the United Kingdom.
   C. In the 19th century in the United States.
   D. In the 20th century in the United States.

7. What does the last sentence in the passage mean?
   A. A media firm will sacrifice integrity to advertise to the audience.
   B. No media firm will sacrifice integrity to advertise to the audience.
   C. Fewer people will trust the advertising by a dishonest media company.
   D. Fewer people will trust in the advertising by an honest media company.

8. By the early 20th century agencies became involved in producing the _____ _____, including copy and artwork.

9. In criticism of advertising it is said that the consumer must pay for the cost of advertising in the form of _____ for goods.

10. Smaller firms may not be able to compete with larger ones at _____.

Language in Use

Listening Task

Listen and learn the following passage by heart.

The Word "Black"

I am black. When I look in the mirror, I see myself, but I am not ashamed. God made me. He did not make us no badder than the rest of the folks. The earth is black and all kinds of good things come out of the earth. Trees and flowers and fruit and sweet potatoes and corn and all that keeps men alive come right up out of the earth — good old black earth. Coal is black and it warms your house and cooks your food. The night is black, which has a moon, and a million stars, and is beautiful. Sleep is black which gives you rest, so you wake up feeling good. I am black. I feel very good this evening. What is wrong with black?

— Langston Hughes

Comprehensive Task

Read the following passage and do the exercise that follows by matching the beginnings of the sentences with the endings.

Price is the money or other considerations including other products and services exchanged for the ownership or use of a product or service. The price paid for goods and services goes by many names. You pay rent for your apartment, tuition for your education, and a rate to your doctor or dentist. The airline, taxi and bus companies charge you a fare, and the local bank makes you pay interest and charges for the money you borrow. The price for driving your car on a motorway is a token and the company that insures you charges a premium. The guest speaker charges you an honorarium to tell you about the government official who took a bribe to help some character steal fees collected by the trade union. Your regular lawyer may ask for a retainer to cover his services. The price of an executive is a salary, the price of a salesperson may be a commission, and the price of a worker is a wage.

1. You pay rent	a. for taking lessons, especially at a college, university or private school.
2. You pay a premium	b. for a journey.
3. You get a salary	c. for working, usually according to how many hours or days you work each week or month.
4. You pay a commission	d. for using a house, room, etc. that belongs to someone else.
5. You pay tuition	e. to a professional person or institution for their work.
6. You get a wage	f. to a person or institution such as a bank for lending you money.

7. You pay interest	g. to an insurance company so that you are protected by insurance.
8. You pay a fare	h. for working each month or year.
9. You pay fees	i. to a person or an organization for the service provided.

Career Skills

Background information: Nokia

Wireless wizard Nokia has cast a spell on the mobile phone market. The company's products are divided primarily between four divisions: mobile phones (wireless voice and data devices for personal and business uses), multimedia (home satellite systems, and mobile gaming devices), networks (wireless switching and transmission equipment used in carrier networks), and enterprise solutions (wireless systems for businesses). Nokia combined its network equipment business with that of Siemens in 2007.

NOKIA
Connecting People

Task 1: Prepare for an interview

As a journalist from *China Daily*, you have the chance to interview the head of Nokia Living "Open Innovation" Laboratory and try to introduce this Nokia innovation venturing organization to your readers.

Step 1 Prepare a brief question list, focusing on the purpose of your interview — to introduce "Open Innovation" Laboratory to your readers. Which of the following questions will you include in your list? Tick the ones you will choose.

1) What kind of organization is "Open Innovation" Laboratory? ( )
2) Generally speaking, what is the mission of your innovation venturing activities? ( )
3) What is the process of innovation venturing activities? ( )
4) What do you like to do during your spare time? ( )
5) So far what is the main achievement of innovation venturing activities? ( )
6) If our readers are also very interested in your company's innovation venturing activities, how could they join you? ( )
7) How about the welfare of your job? ( )

Step 2 In the following boxes are the possible replies to some of the above questions from the head of the innovation venturing organization. Read them and match the replies with the questions.

A

The mission of our venturing activities is the renewal of Nokia. The Nokia Ventures Organization is working on new businesses that fall outside the scope or current focus of Nokia's core business units. We are expanding Nokia's interests towards new areas, but still working within Nokia's broad vision of "Life Goes Mobile". This venturing activity triggers new developments that play a significant role in the renewal of the company.

B

"Open Innovation" Laboratory is a kind of innovation venturing organization. Nokia has moved beyond "not invented here" and are embracing "let's find the best ideas wherever they are". They have a very interesting group called Innovent that directly supports and nurtures nascent innovators with the hope of growing future opportunities for Nokia.

C

Innovation venturing process is business incubation from the idea phase to profitable business. Ideas that fit into the Nokia vision are collected continuously from both internal and external sources. The most promising ideas are developed further in the business unit where the objectives and competencies best match the scope of the idea and the resources needed to develop it.

D

Nokia recognizes that innovation does not only happen within Nokia. Our innovation networks extend beyond the company and include research centers, academics and business partners, and entrepreneurs. If you wish to explore opportunities to partner with Nokia, please contact us with the following information:
Nokia Ventures Organization
7Fl, Bund Center, No. 222 Yan An East Road
Shanghai, P. R. C. 200002

E

Throughout its history, Nokia has renewed its core businesses and created innovative businesses in entirely new areas. Nokia's venturing activity has created independent businesses, contributed to the growth and profit of the core businesses of Nokia, provided financial returns on investments, and produced intangible assets and insights.

Question number	**Box letter**
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Step 3 Role-play the interview with your partner.

Task 2: Write a news article

After the interview, your editor asks you to write a news article about the interview. You can follow the steps below:

Step 1 Read the following points which are important to the writing of a news article:

- ***Clear***: *Your meaning should be understood without leaving any room for doubt.*
- ***Concise***: *Say everything you have to say with the minimum of words.*
- ***Precise***: *You should write without ambiguities.*
- ***Interesting***: *Make the reader want to keep reading. Write as if you were talking to a friend.*

Step 2 Based on the interview you have made in Task 1 and the suggestions above, write a

news article with the title — *Nokia's Living "Open Innovation" Laboratory*. Or you may create a title of your own.

Writing

Advertisements

Directions

The structure of advertisements is as follows:

- **Title or headline**: It is usually in capital and bold letter. And it can be the name of the target product or some interesting words and phrases about the product.
- **Text**: It is the main part of an advertisement and its purpose is to give a general description of the target product. The description often gives information about the advantages of the product. It sometimes gives restrictive points at the end of the text. Key information and slogan in the text is preferably in bold.
- **Contact and Date**: It contains information about the developer of the target product, such as postal address and contact means. There is usually an issuing date of the ad on the ending line.

Writing Techniques:

- Use certain words in headlines to make them eye-catching such as Free, New, Now, Wanted, Announcing, How, Win, Guarantee, Easy, Save, Breakthrough, etc.
- The contents of the advertisement should be clearly and logically arranged to facilitate the reader's quick comprehension.
- In advertising words and phrases are often used instead of complete sentences. If the readers have to read whole sentences, this will take them too much time, and the effect will be less dramatic. On the other hand, short words and expressions are more likely to arouse the readers' emotional responses quickly.
- Preferably the wording of an ad is concise, forceful and attractive. The tone should be sincere and friendly.



Exercise 1

Translate the following famous slogans into Chinese.

1. No business too small, no problem too big. (IBM)

2. Engineered to move the human spirit. (Mercedes-Benz)

3. A diamond lasts forever. (De Bierres)

4. Let us make things better. (Philips)

5. Communication unlimited. (Motorola)

Exercise 2

Complete the following ad according to the information given in Chinese.



Exercise 3

Write a wanted ad using the information given below.

广告类型:房屋出租、出售广告
地址:上海市长宁区幸福路 18 号 8 楼
规格:两间卧室,一厅一厨一卫
内部设施:水、电、煤、电视、空调、电话、ADSL 上网,设备齐全
租金、售金:3500 元/月、150 万
代理人:王先生
联系电话:021 - 64417878(办公时间)

Exercise 4

Write an ad using the information given below.

大陆航空公司提供直飞纽约国际机场的航班可减少您数小时的飞行时间,减少疲劳。可享受波音 777 个性化的娱乐设施以及所提供的特殊空中服务。欢迎上网查询:www.continental.com。

Buying and Selling

2



Pre-reading Tasks

When we have a product we want, what should we think about before making our final decision? Identify the following items by entering (Y).



( ) Which brand name will fit our budget?

( ) What features of the product do we really need?

( ) Is it possible to persuade a friend to buy the same product?

( ) How to choose among the different models?

( ) Should we pay in cash or use a credit card?

( ) How dependable will it be after it is used for a period of time?

( ) Is the company or service provider trustworthy?

( ) Should we obtain the consent of all family members before we buy it?

Discussion Questions:

1. Do you think our life has been greatly changed by the global trend to buy and sell online?
2. Have you ever sold used books on campus or online? Try to describe the experience if you have had one.

Text A

big-ticket	*adj.* 高价的 *high-priced*
a brick-and-mortar store	有营业场所的店面 *a store which has business establishments*

Word Tips