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Bookmap

Content	Text A	Text B	Language in Use	Writing
Unit 1	Advertisers' Useful Service to the Community	Articles and Press Releases As Business Promotion	Price	Advertisements
Unit 2	The Art of Negotiating the Lowest Price	The Seller's Strategies for Price Negotiation	Employment	Letter of Counter Offer
Unit 3	GPS Cell Phones	Cell Phones of the Future	Partnership	Letters of Order
Unit 4	American's Chinese Restaurants	Chinese Dining; Beliefs and Etiquette	Job Rotation	Dinner Parties
Unit 5	Dealing with Angry Customers	Fix Everything in Two Ways	Job Application	Letter of Complaint and Claim
Unit 6	Sony Faces Stiff Competition	A Threat to the Starbucks Brand	Stock Market	Exposition of Companies and Products
Unit 7	The World Financial Situation	Why Most People Lose Money in the Stock Market	Advertisement	Invitation Letter and Invitation Card
Unit 8	How to Save and Invest Money	Beware of Your Spending	Food Industry	Table and Chart Writing
Unit 9	Environmental Problems	Death by Invisible Gas	Internet	Exposition of the Environment
Unit 10	Noise Pollution	Mental Reasons for Exercise	Office Hour	Letter of Sympathy

Contents

Unit 1	Advertising	1
Unit 2	Buying and Selling	14
Unit 3	Telecommunications	28
Unit 4	Dinner Parties	42
Unit 5	Customer Service	56
Unit 6	Companies and Products	67
Unit 7	The Stock Market	81
Unit 8	Money	95
Unit 9	The Environment	109
Unit 10	Health	121
Grammar Reference		134

Advertising

1

Introduction

Advertisement plays a very crucial role in the development and success of any business. The aim of an advertisement is to attract the customer and create an urge in his mind to have that product and if the advertisement does not fulfill this objective, the expenditure done on advertising is quite useless. In this unit, you will learn the definition of advertisement, the history and media of advertising as well as the advantages and disadvantages of advertising.

Background Information

1. Small ads

Small ads are short advertisements which are found in local and national newspapers, and sometimes on notice boards in shops, colleges, etc. In newspaper and magazine advertisements, each word and/or letter has to be paid for, so to make them cheaper, people often use short forms and abbreviations, and some non-essential words are not used.

2. Agony column

An agony column is a type of newspaper column which offers advice for personal problems. The author of such a column is often called an agony aunt or an agony uncle, conjuring up an image of a competent, friendly figure who will offer sound and useful advice, and in some cases the author may actually be a credentialed professional in a field such as medicine or psychology. Many newspapers carry agony columns, which can be generated in house or purchased from national syndicates. Agony columns can also be found on Internet sites; in some cases, general site visitors are invited to submit suggestions as well.

Many people enjoy reading the agony column in their local newspaper since it provides an interesting window into the lives of other people. Such columns can also offer generally useful advice which might be applicable to a reader's own life. All sorts of people write in to agony columns, and in some cases an agony column also comes with a message hotline for readers to call if they want to record their questions for radio or podcast columns.

3. E-zine

An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors

or editorial boards who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership.

Online magazines that are part of the World Wide Web, that is, all or part of a web site, are also called webzines. E-zine is a more generic term commonly applied to small magazines and newsletters distributed by any electronic method, for example, by electronic mail (e-mail/email). Some social groups may use the terms cyberzine and hyperzine when referring to electronically distributed resources. Similarly, some online magazines may refer to themselves as “electronic magazines” to reflect their readership demographics, and more importantly to capture alternative terms and spellings in online searches.

Many large print-publishers now provide digital reproduction of their print magazine titles through various online services for a fee. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines.

4. Newsletter

A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newspapers and leaflets are types of newsletters. Additionally, newsletters delivered electronically via email (e-Newsletters) have gained rapid acceptance for the same reasons why email in general is gaining popularity over printed correspondence.

Many newsletters are published by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees. Some newsletters are created as money-making ventures and sold directly to subscribers. Sending newsletters to customers and prospects is a common marketing strategy, which can have benefits and drawbacks.

General attributes of newsletters include news and upcoming events of the related organization, as well as contact information for general inquiries.

Pre-reading Tasks

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

- (Y) Build brand recognition.
- (Y) Spread messages of a particular service or product.
- () Improve relationships between a company and the government.
- (Y) Promote product sales.
- () Increase company operating costs.
- () Increase purchasing power.
- (Y) Enrich cultural life.
- (Y) Promote inter-industry competition.

Discussion Questions :

1. Is it fair that people blame advertising when they buy something they don't need?

Sample Answer

It is unfair. Though people can attribute their poor decision to an overwhelming variety of advertisements, they should still bear much of the responsibility for their action. It is they not the ads that have made the decision to buy a particular product or service.

2. How many different kinds of advertising can you mention?

Sample Answer

There are many types of advertisements, like billboards, posters, junk mail or spam, flyers, blurbs, various sizes of layouts in newspapers and magazines, and finally, commercials on radio or television.

Which of these types of advertising do you think is the most effective? Which provides the best value for advertisers in terms of costs per exposure?

3. Do you think women are more influenced than men by advertisements?

Sample Answer

I think so. Most women are very fashion-conscious and enjoy following the latest fashions. I'm not to say men are not interested in fashion, but the proportion is relatively low.

Note: The key offered here is just for the teacher's reference, and the students should be allowed to express their opinions any way as they like. The important thing is to encourage them to talk.

Text A

Comprehension

- I . 1. NG 2. T 3. F 4. T

- II. 1. It indicates advertising is extremely important to companies and businessmen. By advertising, they make their products and service known by the public, hence improving the corporate image and competitive edge in the market.
2. It depends what show will be on. Some commercials are engaging and informative by using figures of speech or other subtle techniques. Still remember the slogan "Good to the last drop" used in advertising Maxwell. It conveys to us a warm feeling that can hardly be rendered into proper words. But some other commercials really annoy us by appearing again and again on the screen.
3. The world will be a terrible mess if there were no advertisements. Newspapers would become prohibitively expensive because there would be no sponsorship from advertisers.

Unemployment rate in related sectors would shoot up accordingly. Companies would be less competitive than before as no one would know about their new products and services. Hence daily life and information exchanges would be strongly influenced.

4. It is a newspaper column containing personal messages and advertisements, sometimes about missing relatives or friends.

Language Focus

Vocabulary

■ ■ ■ ■ ■ ■ ■ ■ ■ ■

- I. 1. insight 2. Critics 3. gaze 4. agonies 5. mass 6. wit 7. resentful
8. positively 9. household 10. blank
- II. 1. derives from 2. virtually 3. dispatched 4. tend to 5. revenue 6. self-promotion
- III. 1. standing against 2. stand out 3. standing over 4. stands for 5. stand up to
6. stand by

Cloze

■ ■ ■ ■ ■ ■ ■ ■

1. recognizable 2. oriented 3. tied 4. related 5. seemingly 6. toward 7. subsequently
8. endless 9. longer 10. primary 11. purpose 12. on 13. bombarded 14. methods
15. influence

Translation

■ ■ ■ ■ ■ ■ ■ ■ ■ ■

1. Righteous and hardworking, he is precisely the kind of person we're looking for.
He is righteous and diligent, and is exactly the sort/type of person we want.
2. Much to our surprise, Nancy is married to a man a good deal older than herself. He was jobless and penniless.
To our great surprise, Nancy married a man, much older than her, out of work, and with no money.
3. It is more than likely that the Minister of Transport will attend the ribbon-cutting ceremony.
It is almost certain that the Ministry of Transport will come to the opening ceremony to cut the ribbon.
4. It was his father that introduced him to the joy of horse racing, which later totally changed his life.
It was none other than his father who made him enjoy horse racing, which then changed his life altogether.
Horse racing, which he was introduced to by his father, changed his life completely.
5. Why are you so quick-tempered? You didn't use to be like this.
What has made you so bad-tempered? You used to be a different person.

6. She is by far the most intelligent student and seems to have been her teacher's favorite.
She is much cleverer than her fellow students, and is the favorite of her teacher.
7. All domestic flights were delayed due to bad weather this morning, with more than 500 passengers stranded at the airport.
The bad weather this morning has delayed/postponed all domestic flights, leaving over 500 passengers trapped at the airport.
8. If there really is a fire, what would you do? Dial 911 or put out the fire by yourself?
In a fire, how would you react? Call 911 or extinguish the fire on your own?
9. The municipal government has come in for a lot of criticism over its handling of this affair and the mayor has accepted the blame and resigned.
As a result of the mishandling of the matter (improper treatment of the issue), the municipal government has received (has come under) sharp criticisms, and the mayor has had to take the blame and resign.
10. The Seven Deadly Sins in Christianity reflect (come from/emanate from) the dark side of human nature. They consist of "Lust", "Gluttony", "Greed", "Sloth", "Wrath", "Envy", and "Pride".
The Seven Deadly Sins in Christianity — lust, gluttony, greed, sloth, wrath, envy, and pride — show the dark side of human nature.

Text A 参考译文

广告商对社会的贡献

广告商往往雄心勃勃,很爱吹牛,也许这就是为什么他们总是招致批评。那些评头论足的人们(批评者)嫌恶广告商自我推销的本事,也讨厌他们总有那么多钱到处挥霍。人们抱怨说:“这个非生产型行业每年盈利数百万英镑是不公平的。这只能进一步说明产品生产企业收入不菲。为什么这些企业不停止广告投放,转而降低产品价格呢?毕竟,最后买单的是我们消费者。”

多么可怜的消费者啊!如果不是广告开辟了产品的广大市场,他们还得花更多的钱。正是因为无处不在的广告才使得消费产品如此便宜。我们误以为广告的唯一用途就是推销产品,但广告还有一个重要的作用,那就是提供信息。例如,我们常常通过广告获取家庭用品信息。广告让我们认识新的产品,也让我们记住早就了解的产品。假如你想买一台洗衣机,你最有可能通过广告了解到有关机器性能、价格等方面的信息。

很多人声称他们从不看广告,这种说法根本不靠谱。怎么可能不看广告?更何况有些广告是多么有趣啊!设想地铁站或报纸没有广告会成什么样?你愿意在等列车时盯着一堵空白的墙壁或习读站台规范吗?你愿意每天看报时只能读到排版紧凑的一栏又一栏的新闻吗?可一旦有了诙谐有趣的广告,这空空的墙板和充斥着灾难消息的报纸给人的感觉就会大不一样。

同样我们也不能忘记广告为我们的钱包做出的贡献。没有广告收入,报纸、商业电台和电视公司就无法经营下去。多亏了广告商的金钱投入,我们现在只需花很少的钱就能买到报纸,

享受到如此多的广播电视节目。不然设想一下,没有广告商的支持,一张报纸得多少钱啊!

我们也不能忘了报纸和杂志上的“小广告”。这些小广告为社会提供了多么重要的服务啊!通过小广告栏,几乎所有事情都可以得到解决。你可以找工作,买卖房屋,刊登出生公告、婚讯或讣告,这种公告栏以前叫做:一生三件事。而如今最吸引人的是读者来信专栏。在报纸其他栏目中,你都无法找到如此有趣的文章,也找不到对人性观察如此深刻的见解。这是所有广告中最值得广而告之的!

Text B

Comprehension

1. D 2. B 3. C 4. A

Translation

1. 报纸也是刊登业务推广文章的理想之处。和网络媒体一样,报纸比杂志上架快,同时也在不断地寻找素材。
2. 这些例子都可以为你所用写成时事,达到免费推广业务的目的。

Word Practice

1. soliciting 2. astronomical 3. directory 4. freelance 5. capitalizes 6. newsworthy
7. hungry for 8. engaging 9. sponsored 10. charity

Text B 参考译文

推广业务的文章、新闻稿

会写与个人业务相关的文章是十分重要的业务推广技巧。

好文章等同于做免费的广告并能建立良好的口碑。假如你是房产经纪人,你可以写一篇展示你房屋的文章。假如你是网站设计员,你可以写一篇评估网站可用性的文章。文章的主题越明确越好。除此之外,你还得添加自传性的短篇注释来介绍你自己和你的职业,然后就把文章寄出去吧!

把文章发表在哪儿?既然你的目的是推广你的业务,你当然希望文章出现在你的目标读者会阅读的刊物上。实际操作时,你得把文章寄给接受佚名读者投稿的刊物。

一份杂志从采编到上架通常需要很长时间,因此我想先重点介绍网络媒体。刊登简讯的电子杂志和网站有很多,大都急切地需要稿件。

《网络最佳电子杂志导航录》可以帮助我们找到发表文章的电子杂志。电子杂志有绝佳的广告价值,但得找到你的目标读者群可能阅读的电子杂志。自由撰稿类网站也大量提供

各种出版信息,有助于你文章的发表。开始就得找诸如“自由写手”、“自由写”等能够提供齐全市场信息的网站,这样你搜索投稿杂志时事情就会变得容易许多。

报纸也是刊登业务推广文章的理想之处。和网络媒体一样,报纸比杂志上架快,同时也在不断地寻找素材。你可以尝试联系当地报纸的商业版编辑讨论刊登事宜。如果不行,你还可以把文章作为一封写给编辑部的信寄给报纸,此举或可奏效。

刊登新闻稿是另一条免费推广业务的途径。

要使新闻稿成为业务推广的工具,难就难在你所写的稿子须有新闻价值且能够吸引读者的眼球。你的业务最近扩张了吗?你推出新产品了吗?你最近有参与过任何诸如赞助慈善项目的推广性活动吗?你或者你的公司最近赢得过什么奖项吗?这些例子都可以为你所用写成时事,达到免费推广业务的目的。

Additional Language Points for Texts A and B

Text A

resent *vt.* 愤恨,厌恶

I resent your attempts to interfere in my private affair.

我反感你企图干涉我的私事。

The child resented having to get his mother's permission for everything he did.

孩子讨厌事事都必须得到母亲同意。

derive *vi. / vt.* 起源于,出自

These stories derive from his own experiences during the Long March.

这些故事是根据他在长征中的亲身经历写成的。

Many French words are derived from Latin. [这里是及物动词]

许多法语单词源自拉丁语。

gaze *vi. / n.* 凝视

I enjoy taking the train and gazing out of the window.

我喜欢坐火车时凝望窗外。

The Notre-Dame was in the direction of her gaze, though she didn't realize it at that moment.

她所凝视的正是巴黎圣母院,但当时她并不知情。

regulation

1) *n.* 条例

He was fined 200 yuan for violating the traffic regulations.

因为违反交通法规,他被罚款 200 元。

According to the regulations of the club, pets are not allowed inside.

根据俱乐部的规定,宠物不得入内。

2) *n.* 调整,调节

In a socialist market economy, one responsibility of the government is economic regulation.

在社会主义市场经济条件下,政府的责任之一就是调节经济。

Emotion regulation contributes to the psychological health of a person.

情绪调节对人的心理健康有好处。

column *n.* 栏目,专栏

My favorite column of the Discovery Channel is “Animal Planet”.

探索频道里我最喜欢的栏目是“动物星球”。

The famous writer used to contribute a column to a magazine.

这个著名作家曾经为一本杂志写专栏。

witty *adj.* 言辞诙谐的,巧妙的

Although the subject of the speech is dull, her witty delivery keeps people interested.

尽管演讲的主题并不有趣,她诙谐的表达仍让人们听得津津有味。

His witty remarks caused a storm of laughter.

他的妙语引起哄堂大笑。

calamity *n.* 大灾难,灾祸

War is a frightful calamity for any country.

对任何国家而言战争都是令人恐惧的大灾难。

Calamity is man's true touchstone.

患难之中见人心。

revenue *n.* 财政收入

The import tariff has become a major revenue of the government.

进口税已经成为政府的一项主要财政收入。

Our company allocates 30% of the total revenue to develop new products.

我公司拨出收入的30%用于开发新产品。

insight *n.* 洞察力,见识

Good teachers have an insight into students' problems.

好的老师能洞察学生的课题。

The travel guide book provides insight and inspiration for backpackers.

旅行指南为背包客们提供了深刻的见解和灵感的源泉。

absorb *vt.* 吸收,吸引

Plants can absorb carbon dioxide and release oxygen.

植物能够吸收二氧化碳并释放氧气。

The launch of the new business center is a perfect opportunity to absorb investment.
新商业中心的落成是吸引投资的理想机遇。

promotion

1) *n.* 促进, 发扬, 推广

Advertising plays an important role in sales promotion.

广告在促进销售方面起到重要作用。

The promotion of speaking Putonghua is a long-term task.

推广说普通话是一项长期的任务。

2) *n.* 晋升, 升迁

The young man received rapid promotion because of his talents.

年轻人因为很有才华而快速获得晋升。

A fair promotion system can largely stimulate working efficiency.

公平的升迁制度能大幅促进工作效率。

Text B

biographical note 简历

You can find the biographical note of the author on the back of the book.

你可以在书的封底找到作者的生平简介。

同义词:

resume *n.* 履历表

Interviewees should be neat in their appearance as well as in their resume.

求职者的外表必须和他们的履历表一样整洁。

unsolicited *adj.* 未经要求的, 自发的

Thank you for offering me so much unsolicited advice.

感谢你主动为我提供了大量的建议。

The record company receives a lot of unsolicited demo tapes each week.

唱片公司每周都能收到许多自发送来的样带。

astronomical

1) *adj.* 天文学的

You can see stars millions of miles away from us through the astronomical telescope.

透过天文望远镜, 你可以看到距离我们几百万公里之外的星球。

2) *adj.* 天文数字的, 极大的

Houses in big cities are selling for astronomical prices.

在大城市房价是天文数字。

The building of the bridge needs an astronomical sum of money.

建设大桥需要巨额资金。

be hungry for 渴求,渴望得到

She is hungry for attention and wants to be loved.

她渴望被关心爱护。

Paparazzos are always hungry for photos that belong to the gossip column.

狗仔队总是渴望能得到适合八卦栏目的照片。

directory

1) *n.* 目录

The addresses and phone numbers you need are listed in the telephone directory.

你需要的地址和电话可以在电话号码簿中找到。

2) *n.* 指南

Please read the directory carefully before you start working on that computer.

上机之前,请仔细阅读使用指南。

freelance

1) *n.* 自由职业者

She had a baby and decided to go freelance.

她有了小孩,打算从事自由职业。

2) *adj.* 自由职业的

He is a freelance journalist and works at home.

他在家工作,是一个自由撰稿人。

sponsor

1) *v.* 赞助

He and his wife offered to sponsor a child that was unable to go to school.

他和妻子资助了一名失学儿童。

What a pity that he doesn't have enough money to sponsor the new project.

很遗憾,他没有足够的钱来赞助这个新项目。

2) *n.* 赞助人

It is said that Coca-Cola was named as the new sponsor of the League Cup last week.

据报道,上周可口可乐公司成为了联盟杯的新赞助者。

3) *n.* 介绍人,担保人

She is my sponsor when I was applying for Party membership.

她是我申请入党时的介绍人。

capitalize on 利用

Guilin has capitalized on its natural beauty to attract tourists.

桂林因其美丽的自然风光吸引了游客。

People can capitalize on solar power to produce electricity.

人们可以利用太阳能发电。

Text C

Exercise

1. A 2. C 3. D 4. C 5. B 6. C 7. C 8. advertising message itself 9. higher prices 10. a national level

Language in Use

Comprehensive Task

1. d 2. g 3. h 4. i 5. a 6. c 7. f 8. b 9. e

Words and expressions to be explained

1. go by many names: be expressed in many names
2. take a bribe: receive money or things offered by other people for dishonest or illegal purpose

Objective:

1. To understand the nature of price.
2. To understand how price goes by different names. Draw attention to the key words: **rent, tuition, rate, fare, interest, token, premium, honorarium, retainer, commission**

Career Skills

Background information: Nokia

诺基亚公司

(<http://www.smartbrief.com/news/CTIA/companyData.jsp?companyId=3891&c=allaccesspublished&page=8>)

Task 1

Purpose of your interview: to introduce “Open Innovation” Laboratory to your readers.

Step 1

1, 2, 3, 5, 6

Step 2

1—B, 2—A, 3—C, 5—E, 6—D

Task 2 (Omitted)

Writing

Exercise 1

1. 没有不做的小生意,没有解决不了的大问题。
2. 人类精神的动力。
3. 钻石恒久远,一颗永流传。
4. 让我们做得更好。
5. 沟通无极限。

Exercise 2

1. generate and store electric energy (electricity) through natural human movement
2. Needs no battery
3. perpetually/forever/always accurate/precise
4. totally/completely reliable
5. Someday (One day) all watches will be made/produced this way

Exercise 3

Apartment To Let or For Sale

A comfortable apartment with
2 bedrooms, 1 living room, 1 kitchen and 1 bathroom,
is **to let or for sale.**

It is located at the 8th floor of 18#, Xingfu Road, Changning District, Shanghai.

Complete facilities: water, electricity, gas, TV, air conditioner, telephone, ADSL.

Rent: 3,500 yuan a month.

Sale price: 1,500,000 yuan.

If you are interested, please contact
Mr. Wang at 021-64417878 during the office hours.

Exercise 4



Nonstop to New York

If you are like most people, **the long way is the wrong way**. Take our flight and you can fly **nonstop** to New York International Airport, and **take hours off your travel time**.

Enjoy the comfort of our Boeing 777 aircraft which features **personal entertainment systems**. You will also appreciate **special in-flight service**.

For additional information, visit us at [www. continental. com](http://www.continental.com).

Continental Airlines

Buying and Selling

2

Introduction

Price negotiating skills can come in handy in this tight economic time. With the grip of recession growing tighter, department stores and other retail outlets are starting to feel the pinch. But as the ancient saying goes, “One man’s problem can be another man’s opportunity.” In this economic climate, that saying is truer now than ever before, especially if you know how to haggle. In this unit, you will learn some skills and methods of negotiating the best price.

Background Information

1. Big-ticket items

The “big ticket” item is American slang for those goods that usually have a high value and may be considered as luxury goods. People who watch economic trends in the retail market sometimes call them BTIs. For instance, an economist might note in an economically depressed period that sales of luxury items decline. In a period when the economy is stable or growing, you might note greater sales totals for big ticket items.

There are many things that can be called a big ticket item. They don’t necessarily have to be bigger in size or to be higher in cost. For instance, a small laptop computer that is the latest product might be considered a big ticket item. Other luxury items are more expensive because they are bigger. A rowboat isn’t a big ticket item, but a yacht definitely is. Luxury cars, private airplanes, and second residences are some of the largest of big ticket items, with the highest prices.

Many other big ticket item types are more modest. For instance, an iPod or a Blackberry may be considered big ticket in certain markets. Most computers, and certainly things like home surround sound systems, and plasma and high definition televisions are big ticket.

There’s no specific price demarcation for what constitutes a big ticket item. In a store that sells varied types of merchandise, most of the higher priced goods would be considered BTIs. Managers may emphasize to salespeople the importance of selling a big ticket item when they can, since this tends to maximize profits.

In an auto dealership, the difference between a simple car and a big ticket item may amount to those cars that are more expensive models, and have more customized features. Some people

might look at all new automobiles and consider them big ticket, but in most cases, a Hyundai is going to be a lot smaller of a ticket than a brand new Jaguar.

Mostly, the big ticket item doesn't refer to something you need, but rather something extra. In most cases, nobody needs a television screen that covers an entire wall of your house. It might be nice, but it is a luxury. On the other hand, you usually do need things like a refrigerator, a stove and a washer and dryer. Though these might be considered big ticket items within a store, only the most expensive ones with extra features are truly luxuries. For instance, you can pay 300 US dollars (USD) for a washing machine, or pay 1,000 USD for a front-loading one that is energy efficient. It's a nice upgrade, but not a necessary one, hence the bigger ticket status.

2. Brick-and-mortar store

A brick-and-mortar store refers to a retail shop that is located in a building as opposed to an online shopping destination, door-to-door sales, kiosk or other similar site not housed within a structure.

Also Known As: Store Front

Alternate Spellings: Brick'N Mortar

3. Storm door

A storm door is a type of door that is installed in front of an exterior access door to protect it from bad weather and allow ventilation. Storm doors typically have interchangeable glass panels and window screen panels to provide visibility and prevent flying insects from entering the home.

4. Price matching

"We guarantee the lowest prices!" "We'll beat any advertised price!" "We'll match any price or give you a discount if you find the same item for less at another store." You've probably heard these claims before, often from major retailers, who obviously want your patronage. This is called price matching, when one retail outlet offers to sell something for the same price you'd purchase it for somewhere else.

Price matching is a common practice, especially in large stores that stock a lot of merchandise. You can also find price matching on the Internet if you look hard enough. Though these offers sound terrific, there are a few things about price matching before you head off to the nearest store looking for the best price.

In some stores, especially mom and pop outlets where the owner gets to set prices, you may simply be able to tell an owner that you can purchase the same thing for X amount lower at a certain store. You may not need to provide proof of a lower price elsewhere, but you might need a longstanding relationship with the store if they don't advertise that they price match. Sometimes small businesses simply can't price match because they lose too much money by doing so. If they order less inventory, they usually have to pay higher prices for it than larger companies that order much more inventory.

Virtually no stores will attempt price matching with Internet prices. Further, they may not even match their own Internet prices on items. It's important to read the fine print before asking companies to price match, even at their own Internet prices or with another Internet store.

Most companies will require that you provide proof that an item is priced lower at another store. If you see an advertisement for a lower price, take it with you to prove a lower price elsewhere. Most companies won't match prices just on your word alone.

Price matching typically only exists for items that are identical. For instance if you're buying a mattress, it has to be exactly the same mattress type, make and model in order to get a company to price match. If someone has a Mattress 2000 (generic name) for a lower price and you attempt to match it with a Mattress 2001, you won't get a lower price.

The same standards may exist for cars. Often a single car is featured with a much lower price than the rest of the same models on a lot. You're not likely to get that price because the single car price usually even has a vehicle identification number attached to the price. Only that car is for sale. However, you can use this as a bargaining tool, to try to get an overall lower price at the same dealership or at a different one.

In all, some consumers find price matching a benefit, while others find it too much work. It usually does have exclusions, and you'll have to jump through some hoops in most cases to get it. Many people find it worth a little effort when they're trying to economize.

5. Buffer zone

A buffer zone is formed to create an area of separation between disputing or conflicting forces and reduce the risk of renewed conflict.

6. NADA

The National Automobile Dealers Association (often abbreviated as NADA) was founded in 1917 by a group of dealers determined to lower the luxury tax on automobiles from 5% to 3% by lobbying congress in Washington D. C. After the success in Washington, the group decided to form a permanent union and represent the nation's 15,000 automobile dealers. In July 1917, 130 dealers met in Chicago where they elected George Browne of Milwaukee to be NADA's first president. In 1975 NADA constructed a new corporate headquarters in McLean, Virginia where they currently reside at 8400 Westpark Drive McLean, Virginia 22102.

7. Down payment

Down payment is a term used in the context of the purchase of expensive items such as a car and a house, whereby the payment is the initial upfront portion of the total amount due and it is usually given in cash at the time of finalizing the transaction. A loan is then required to make the full payment.

The main purpose of a down payment is to ensure that the lending institution can recover the balance due on the loan in the event that the borrower defaults. In real estate, the asset is used as collateral in order to secure the loan against default. If the borrower fails to repay the loan, the lender is legally entitled to sell the asset and retain a portion of the proceeds sufficient to cover the original amount of the loan.

By requiring a down payment in advance, the lender greatly increases the chance that any such future sale would be able to cover the full amount of the loan, because such a sale only requires the lender to recover the difference between the original selling price and the amount of the down payment, as opposed to the entirety of the original selling price.

If the borrower is unable to pay off the loan in its entirety, he/she loses the down payment amount.

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).

- (Y) Which brand name will fit our budget?
- (Y) What features of the product do we really need?
- () Is it possible to persuade a friend to buy the same product?
- (Y) How to choose among the different models?
- () Should we pay in cash or use a credit card?
- (Y) How dependable will it be after it is used for a period of time?
- (Y) 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?

Sample Answer

More and more people now buy and sell goods by online auction and on online shopping websites such as eBay and Taobao. They help save time, energy and money, but they also make possible certain illegal actions like the ever-increasing Internet fraud. Generally, Internet shopping has created a more convenient way of life, but it may inconvenience you if you fail to keep a sharp eye out to detect false information on the Internet.

2. Have you ever sold used books on campus or online? Try to describe the experience if you have had one.

Sample Answer

I once sold used textbooks on campus before the summer vacation. Though little money was involved, it has taught me how to bargain with others. Besides, I got to realize making money doesn't come easily to students and I should cultivate a habit of saving money.

Text A

Comprehension

- I. 1. F 2. F 3. T 4. T 5. NG

- II. 1. I believe so. I used to buy clothes on online shopping websites and followed the principle

of “the cheaper, the better”. But nine times out of ten, I found them poorly designed and knit. Some of them were even starting to wear several days after I bought them. Now I buy clothes in boutiques. Their clothes are much better though they cost more.

2. Bartering offers an effective alternative in times of monetary crisis, when currencies are unstable and devalued by inflation. One-to-one bartering is often practiced between individuals on an informal basis; but modern bartering has matured into an instrument used by companies to help them increase their efficiencies by utilizing their unused resources and excessive inventories.

Language Focus

Vocabulary



- I. 1. comment 2. haggle 3. favour 4. Built-in 5. playing 6. abrupt 7. remedy
8. credited 9. margins 10. negotiable
- II. 1. nevertheless 2. poured 3. flexible 4. secure 5. remained 6. effective
- III. 1. run after 2. run into 3. run away with 4. run out 5. run down 6. run over

Cloze



1. life 2. souvenir 3. practice 4. significant 5. time 6. effectively 7. mind
8. locals 9. heated 10. shoulder 11. wave 12. around 13. re-start 14. show
15. impression

Translation



1. More than 30 % of people surveyed believe that by skipping breakfast they can lose weight, but in fact it only slows down metabolism and makes them fatter.
Over 30 % of the subjects assume that skipping breakfast helps reduce weight, but in fact the skipping only contributes to a lower metabolism and a heavier weight (and obesity).
2. The body lotion works immediately to relieve the dry skin; it also helps to tighten the skin.
The body lotion can instantly both moisten dry skin and tighten it.
3. He became jobless/unemployed recently and was facing the threat of foreclosure on his house by the bank — the recent increasing pressure may account for his abnormal behavior.
Recently he has lost his job and is facing (is faced with) the prospect of the bank's taking over his mortgaged house. That accounts for/explains his unusual behavior.
4. He tried hard to concentrate on work, but his mind kept flashing back to the previous night when he came across his former girl friend on the street.
He wanted to focus on his work, but his mind was taken/carried back to the previous night when he chanced to meet his ex-girl friend on the street.

5. A ship heading for/headed for/to/towards Tunisia was attacked by pirates in the Gulf of Aden and 21 crewmen are missing.
A ship bound for Tunisia was attacked by pirates in the Gulf of Aden, and 21 crewmen are not yet to be accounted for.
6. Compare prices before you buy. Expensive things aren't necessarily the best.
Buy things only after you have compared goods/products/commodities in different stores.
What is the most costly is not always the best.
7. Playing deaf is sometimes a person's only alternative. The person may want to do it, but may not have the ability.
Pretending to be deaf is sometimes one's only way out. He may be willing to do it, but is unable to.
8. Several cows on the ranch have contracted mad cow disease, and the officials have no choice but to destroy them in a humanitarian way.
Some cattle at the ranch caught (had contracted) mad cow disease, so they had to be killed in a humane manner.
9. What we call jet lag refers to the tiredness you may feel after flying a very long distance because of the difference in times between the places of departure and destination.
Jet lag means the tiredness one feels after a long flight; it is caused by the time difference between the points of departure and arrival.
10. A vacuum cleaner uses an air pump to create a partial vacuum to suck up dust and dirt.
By utilizing an air pump to create vacuum, the vacuum cleaner can absorb dust and dirt.

Text A 参考译文

议价的技巧

高价位的物品通常是可以议价的。当你不得不在实体店买东西时,懂得如何议价十分有用。以下是我的议价技巧及对其评价,为此我还会以我的亲身购物经历来加以举例说明。

- 切记高价商品是可以议价的。

我们常常忘记了这一事实,那就是价位超过 100 美元的商品意味着价格有商量的余地。我四年前买房时就讲下了洗衣机和吹风机的价格。去年我新装上铁门时也讲下了价格。即使在我买新床垫时,也未曾放弃杀价的机会。

- 别怕保持沉默,沉默对你大有好处。

通常你所看到的价格都只能算是一个均价,商家在设定该价格时其实已预留给卖家一定的降价空间。

想要以最好的价格买下物品,就得灵活些。不要紧盯着一件商品不放。你可以在讲价时表现出不确定的态度,可以踌躇,也可以沉默。售货员说不定突然就给出一个更好的价位,敦促你买下他的商品。

- 别人如能讲到更低的价位,或许你也可以。

比对价格是十分受用的议价技巧。在你出发去商店之前,得做足准备工作。你得打几个电话询价,然后去你中意的商店。当然,你选中的商店不一定是商品价位最低的那家。

- 不要直入正题,首先谈一下自己对商品的评价。

这一点对我来说最难做到,因为我不善于表达自己的情感。但不管怎么说,以前有几次这样做还是起了作用的。

我曾买过一台吸尘器,但没两天机器就坏了。我打电话给商店说明情况。我并没有谈论过多细节,只是倾吐我的不快。当时卖给我这台机器的售货员不在,没有办法解决我的问题,不过我决意退货。之后在我去商店的路上时,商店经理打手机给我并告知他们将退还我折损的耗费。

Text B

Comprehension

1. D 2. A 3. C 4. D

Translation

1. 大多数人不愿意在公共场合发言,所以这一方法会自动提升你的行业地位。
2. 倘若你的客户表示他们迫切地需要你的服务或产品,或者他们的选择余地不大,这时你在客户心目中的价值将大增,你讨价还价的筹码也会更高。

Word Practice

1. penultimate 2. initial 3. perceived 4. unearthed 5. multiplies 6. elevator 7. status
8. ubiquitous 9. convention 10. expertise

Text B 参考译文

卖家议价策略

许多销售人员及企业家们误以为议价是交易中倒数第二个环节,或是交易过程行将结束时才做的事;而这种误解在当他们应尽快解决价格问题或协议条款时显得愈发明显。

而事实上,有效的议价应起步于与客户或潜在客户的第一次接洽。接触一开始,你的对家会评估你的产品、服务和公司。下述技巧将有助于提升你的评估分值,使你有机会议定一份更占优势的合同。

影响客户对你评价的因素有很多,例如:

- 你的客户正承受着怎样的困惑和烦恼。
- 你的客户如何看待你的专长。