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Unit 3	GPS Cell Phones	Development of Cell Phones	Partnership	Coordinate Clauses and Complex Sentences	Letters of Order
Unit 4	America's Chinese Restaurants	Chinese Dining: Beliefs and Etiquette	Job Rotation	Attributive Clauses (1)	Dinner Parties
Unit 5	Dealing with Angry Customers	The Five Worst Phrases to Say to Customers	Job Application	Attributive Clauses (2)	Letter of Complaint and Claim
Unit 6	Sony Faces Stiff Competition	Amazon into the 3D Printing Industry	Stock Market	Simple Sentences and "There be" Structure	Exposition of Companies and Products
Unit 7	The World Financial Situation	Great Stock Tips for Everyone	Advertisement	The Appositive Clause	Invitation Letter and Invitation Card
Unit 8	How to Save and Invest Money	A Way to Make Money	Food Industry	Direct and Indirect speech	Table and Chart Writing
Unit 9	Environmental Problems	Air Pollution and the Importance of Trees	Internet	Subject Clauses	Exposition of the Environment
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Unit

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 Practice

▮ 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.
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

I. 1. C 2. D 3. B 4. A 5. D

II.

	Product Placement	Traditional Advertising
Features	Products presented as <u>props</u> within the context that fit almost <u>seamlessly</u> into the scene	Segments of the show are <u>sandwiched</u> between ads displayed within a period that usually <u>last for 30 seconds</u>
Development	Emerge in <u>the early 1950s</u> ; <u>surged</u> in the mid-1980s; the current trend is to be combined with <u>traditional advertising</u>	Remains the <u>main vehicle</u> for advertisement for a very long time
Examples	1) The actor holds the Coke can the right way so that the <u>logo</u> is perfectly visible; 2) Audi <u>created</u> the RSQ to fill a role in the movie <i>I, Robot</i> ; 3) Each of the three judges in “American Idol” sits behind large red cups <u>decorated with</u> the Coca-Cola logo.	<u>Coca-Cola</u> and <u>Ford</u> ads in-between segments of “American Idol”

- Ⅲ. 1. 在符合电影、电视节目或 MV 情节的前提下,可以适当将带有名牌名称的物件作为道具,但这其中必然有个限度(不可越线)。

Paraphrase: When showing the brand of an object by putting it in a scene, the object has to fit into the situation of the movie, television show or music video, and there is a limit on doing so (and you can't go beyond a certain line).

2. 如果运用得好,植入广告还会为电影或电视节目增添一丝真实感,而一个简单标注着“苏打水”的瓶罐则无法达到这一效果。

Paraphrase: If the advertisement is integrated perfectly into a scene, it can make the movie or television show look real — an effect that cannot be achieved by simply using a can with “soda” on it.

3. 两种方式殊途同归,但这并不意味着只能存在一种广告形式。

Paraphrase: Both approaches serve the same purpose, but that doesn't mean only one of them can exist in advertising.

4. 不仅节目板块之间穿插着很多可口可乐和福特公司的广告,节目中也会明显出现某些公司的品牌和产品。

Paraphrase: Between different sections of the show, there are many ads for Coca-Cola and Ford. During the show, there are also many examples of embedded advertising to show the brands and products of some companies obviously.

Oral Practice

Discussion

1.

Cons:

- Product placement may divert viewers' attention and interrupt the plot.
- Too many product placements can be quite annoying, making viewers become fed up with them.
- Many product placements are unnatural and don't fit the context.
(For example, an ordinary white-collar worker wearing a high-end brand-name suit or an expensive watch seems to be unrealistic.)
- Some embedded ads (with the hero smoking a cigarette) are deceptive or harmful, especially to children, who often imitate what they see.
- Sometimes, the products are over-emphasized and you feel as if you are watching an ad.

Pros:

- Manufacturers benefit from the product placement. Generally speaking, the more a brand is recognized, the more products the company can sell.
- Movie producers also benefit from product placement. They may receive a certain quantity the products or direct financial support.
- With more money, film companies can produce more movies and TV programs,

maybe better ones as well.

— Product placement may add a sense of realism to a movie or TV show.

2. Omitted.

Language Practice

- I. 1. integration 2. involvement 3. victim 4. corporate 5. spotted
6. attributes 7. decorated 8. visible 9. vehicle 10. surge

II. Television advertising is a most effective/powerful form of advertising, as it is a combination of audio and video messages/information with unlimited varieties (with many different forms), unlike other means of advertising such as newspapers, magazines, radio stations and websites. Research reports show that people spend (an average of) four and a half hours per day watching TV as it is the most common leisure activity. As a result, television is considered (as) the “king” of advertising media as it has so much impact/influence on people. It is also regarded as the “king” of advertising costs.

III. (Omitted)

Text B 参考译文

什么是植入广告

你在看某些电视节目或电影时,是否会感觉像是在看一个很长的广告?如果你有这种感觉,你就是糟糕植入广告的受害者。在符合电影、电视节目或 MV 情节的前提下,可以适当将带有名牌名称的物件作为道具,但这其中必然有个限度。聪明的营销人员永远都不会超出那个限度。他们希望自己的产品出现在屏幕中,但不会成为焦点,产品需要几乎天衣无缝(几乎在这里是关键词)地融入场景之中。

如果运用得好,植入广告还会为电影或电视节目增添一丝真实感,而一个简单标注着“苏打水”的瓶罐则无法达到这一效果。

植入广告的出现可追溯到 20 世纪 50 年代初期,到了 80 年代中期得到迅猛发展。如今,有的公司会设置专门职务甚至整个机构来处理相关事务。一些大公司会任命专员寻找在电影、电视节目以及游戏和音乐中融入或植入广告的机会。

你下次看电影时,可以试着找找你知道的产品或品牌。你很可能会看到几大知名软饮料品牌之一,是可口可乐公司?或是百事?雀巢?看到某个牌子之后,再找找还有哪些镜头中也出现了该品牌产品,你很可能会看到很多次。你就会想:“为什么每次演员握着可乐瓶的角度都正好可以让观众看到公司的标志?”

2004 年,奥迪汽车联手电影《机械公敌》,将植入广告推至新的水平。奥迪 RSQ 概念车在影片中发挥着核心作用。奥迪并非只是把 RSQ 放在电影中,而是为电影专门设计了这款车。这次汽车制造商和好莱坞的开创性合作使我们看到了植入广告的未来——不再只是选中某个名牌产品作为道具为双方带来利益,而是为某一角色特定设计新产品。

植入广告在电视领域的运用不如在电影中那么普遍,但发展非常迅速。电视植入广告要与传统广告,即 30 秒插播广告共享广告空间。电视节目出现后,广告商便开始斥巨资推广

他们的产品和品牌。很长时间以来,30 秒插播广告一直是他们选择的主要媒介。这是否说明在电视广告领域只能是一枝独秀的局面? 不一定。

植入广告和传统的 30 秒广告有很大区别。没错,两种方式殊途同归,但这并不意味着只能存在一种广告形式。事实上,当前的趋势正是两者并存,其中很大一个原因是,当前的很多真人秀节目非常适合进行广告植入。一个最典型的例子就是时下流行的才艺秀(达人秀)“美国偶像”,不仅节目板块之间穿插着很多可口可乐和福特公司的广告,节目中也会明显(非常明显)出现某些公司的品牌和产品,例如,三位评委面前的红色大杯子上都清晰可见可口可乐的标志。

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.

我讨厌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问题。

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

victim *n.* 受害者

Thanks to the timely rescue, the tourist death toll was reduced to the minimum and none of the foreign tourists were among the victims.

由于营救及时, 游客伤亡人数被降到最低, 无一名外国游客遇难。

More and more small- and medium-sized businesses have fallen victim to the present economic climate.

越来越多的中小型企业受到现行经济环境的拖累。

seamless *adj.* 无缝的, 衔接良好的

A good multimedia courseware is a seamless integration of data, text, images and sound.

一个好的多媒体课件完美地集合了数据、文本、图像和声音。

Cooperation between customs and ports for faster clearance has achieved seamless integration of land and sea transport.

海关与港口之间的快速通关合作使海陆联运形成了无缝对接。

surge *n.* 涌动, 增长

Along with the surge of international shipping and port throughput, a new round of port expansion is to start soon in China.

随着国际航运的迅速增长和港口吞吐量的快速膨胀, 新一轮的港口扩建热浪将再度袭来。

Surges in the number of foreign tourists have brought pressure on the scenic spots and cultural relic sites.

海内外游客的激增,给景区和重点文物景点带来客流压力。

corporate *adj.* 公司的

It is essential to increase corporate competitiveness by adjusting product structure and extending the industrial chain.

调整产品结构,延伸产业链,是提升企业竞争力的关键。

A good company should be financially sound, prestigious, present a good corporate image.

一家好公司应该具有较强的经济能力、较高的知名度和较好的企业形象。

integration *n.* 综合,融合

The classical gardens of Suzhou are a perfect integration of houses and gardens which can be admired, traveled to and lived in.

苏州古典园林宅园合一,可赏、可游、可居。

With a geometric design and modern functions, the museum is an excellent integration of modern elements, national tradition and local flavor.

这座几何造型的博物馆融合了现代元素、民族风格和地方特色。

spot *vt.* 看到,检测到

It can be hard for even a doctor to spot the early symptoms of Parkinson's disease.

就算是医生也很难认出帕金森病的早期症状。

One of the station staff spotted that I was in difficulty, and ran over to help.

一个车站员工看到我有麻烦,就跑过来帮忙。

be attributed to 归因于

China's large inflow of foreign investment can be attributed primarily to its robust economy.

中国经济表现强劲是国际资金涌向中国的主要原因。

The fall in the number of road casualties is chiefly attributed to improvements in traffic.

道路伤亡人数的下降主要归因于道路状况的改善。

Text C

Exercise 1. Scanning and Skimming

1. C 2. A 3. B 4. C 5. D 6. C 7. B 8. C 9. B 10. C

Exercise 2. Paraphrase

1. **Paraphrase:** If a company wants to survive in a free market, effective ads are important/crucial/indispensable, because consumers probably won't buy your product before they know about it.
2. **Paraphrase:** If a media company is not very honest (If the reputation of a media company is somewhat damaged), fewer people will accept its advertisements.

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

Grammar

- | | | | | |
|----------|----------|------------|---------------|------------------|
| 1. what | 2. that | 3. whether | 4. that | 5. why |
| 6. where | 7. as if | 8. how | 9. that; that | 10. when/whether |

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



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. There 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 Practice

Vocabulary

- I. 1. comment 2. haggle 3. favor 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