



“十二五”普通高等教育本科国家级规划教材

创新大学英语

INNOVATION COLLEGE ENGLISH

视听说教程 第四册

A VIEWING, LISTENING and SPEAKING COURSE

学生用书 STUDENTS' BOOK

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华东师范大学出版社

图书在版编目(CIP)数据

创新大学英语视听说教程学生用书. 4 / 佟和龙, 张平主编. —上海: 华东师范大学出版社, 2015.11
2015.11

(创新大学英语)

ISBN 978-7-5675-4303-4

I. ①创… II. ①佟… ②张… III. ①英语—听说教学—高等学校—教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2015) 第 273194 号

创新大学英语视听说教程 4·学生用书(第二版)

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出版发行 华东师范大学出版社

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网 址 www.ecnupress.com.cn

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印 刷 者 成都市海翔印务有限公司

开 本 787×1092 16 开

印 张 8.75

字 数 170 千字

版 次 2016 年 4 月第 2 版

印 次 2016 年 4 月第 1 次

书 号 ISBN 978-7-5675-4303-4/H·830

定 价 39.80 元

出 版 人 王 焰

(如发现本版图书有印订质量问题, 请寄回本社客服中心调换)

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Unit 1

Internal Operations of Companies

Lead-in

A. Examine the flow chart showing a typical company's organizational structure. Match the words to the pictures. Then answer the question.

- ___ A. Purchasing Department
- ___ B. Marketing Department
- ___ C. Manufacturing Department
- ___ D. Research and Development Department
- ___ E. Accountancy
- ___ F. HR (Human Resources) Department
- ___ G. General Manager



Board of Directors



Question

What is each department's responsibility?

-  B. Six people are talking about the advantages of working for a big company or a small one. Listen and supply the missing words and then answer the question.

Opinions

1. There are a lot of _____ in working for a small company. You have more opportunities to talk with the _____. Problems are easily resolved between employees. Easy to become _____ employees. Easier to get a _____. More chances to get a _____ after each project.
2. Small firms tend to give you more _____, and often a person has to do a wide range of jobs. This will probably raise your _____ to make a better effort.
3. In small companies, no other person can really _____ you as they are busy on their own tasks. Smaller companies most likely have smaller _____, a smaller amount of capital and more risk in losing a _____ to a bigger company, hence adding insecurity to your job.
4. With a small company, one big drawback I have seen is that they have usually one _____, and they just revolve around that so there is little chance to _____. I assume a big company can provide you with more _____ and growth opportunities.
5. In a large company there is the potential to move to _____ roles or departments without actually changing your _____.
6. Who cares if you are in a big or small company, as long as you are _____ what you think you are _____. In both cases there is room to _____ the company. If you _____ the work, there is no problem!



Questions for discussion:

- Would you rather work in a big company or a small one? Explain.

Part 1

Viewing, Listening and Speaking



Conversation 1

Word Tips

chairman of the board
trust /trʌst/
tide sb. over
be in the red
fool around

董事长 chairman of the board of directors
n. 信托 (机构)
帮助某人渡过难关 support sb. through difficulties
负债 be in debt
虚度光阴 waste time

shareholder /'ʃeəhəʊldə/

mortgage /'mɔːɡɪdʒ/

n. 股东 the owner of one or more shares in a company

v. 抵押 to give a bank the right to own one's property if one does not pay back the money he/she has borrowed

 A. Watch the video clip and choose the best answer to each question you hear.

1. A) How to Buy a Company. B) How to Sell a Company.
C) How to Protect One's Company's Interests. D) How to Deal with a Foolish Young Man.
2. A) 150 dollars. B) 100 dollars.
C) 50 dollars. D) 40 dollars.
3. A) He does not do anything serious.
B) He is a promising young man.
C) He wants to help the company tide over the difficult period.
D) He wants to help the two speakers.
4. A) Because he is on good terms with them.
B) Because he wants to cheat them.
C) Because the company is a state-owned one.
D) Because the company is a private one.

 B. Watch the video clip again and complete the table with the information you hear.

Problems	It all started with the _____ of old Johnson. He was the _____ and owned _____ of the company's _____.
	Johnson left 10,000 shares to _____ Chris.
	Chris has been spending money _____ and is in _____ now.
	Tony is making an _____ to Chris to buy all his shares.
Solutions	Chris will have to _____ his shares first to the _____ like the man and the woman.
	But the woman hasn't _____ to buy _____, neither has the man.
	They will have to hold onto the _____.
	Maybe they can get _____ from _____.
	The woman can _____ her cottage.

 C. Pair work: Listen to the conversation again, repeat it sentence by sentence, and then role-play it in pairs. After the practice, change roles.

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation.

■■■ ■■■ ■■■ **Substitution Expressions** ■■■ ■■■ ■■■

- Our company is running into trouble.
- Our firm is getting into difficulty.
- There's trouble ahead for our organization.
- You look miserable.
- You sound terrible.
- You're in bad shape.
- controlled 40% of the company's equities
- 40 percent of the firm's shares were in his hands
- owned 40 percent of the company's shares
- What might happen next?
- So what?
- What consequences will there be?
- Chris helped him overcome difficult periods.
- Chris helped to tide him over (during) some difficult times.
- Chris helped him out of trouble.
- Chris spends money like water and is in debt now.
- Chris has been spending money like water and is in the red now.
- Chris throws money around and has fallen into debt.
- He's been fooling around for a long time.
- He's been wasting (his) time/frittering away his time.
- He's been playing fast and loose for ages.
- maintain the controlling shares
- keep a grip on the controlling shares
- hold (onto) the controlling interest
- raise a mortgage on my cottage
- mortgage my cottage
- take out a mortgage on my cottage
- We'll find a way.
- We'll find an answer (find a way out).
- We'll have a solution.

E. Pair/Group work: Work with your partner(s) to discuss the questions.

1. Currently Chinese enterprises are undergoing restructuring. Some large state-owned enterprises are adopting a policy of opening to the outside world while keeping the controlling shares. What advantages can this policy gain?

Surf the Internet to find relevant information before coming to class. You may also refer to the following ideas though you are not limited to them.

attracting foreign capital when they are short of funds
being listed on the stock exchange
introducing advanced technology from abroad
learning advanced management concepts and methods
changing dated ideas
better ability to compete in the global market
Opening-up does not mean selling out national interests.
having the controlling shares to maintain the security of the national economy
If the Chinese enterprise has the controlling shares, the foreign acquirer may eventually...

2. When a small enterprise is in financial difficulty, it may try to overcome the difficulty in various ways: A large state-owned enterprise, a private company, a foreign company, or the managers of that small enterprise may buy a small portion of its shares, its controlling shares or even buy it completely. See the following table:

Target of investment	Investors	Methods
A small enterprise in difficulty	1. a large state-owned enterprise 2. a private company 3. a foreign company 4. the managers of the small enterprise	1. buying a small part of the shares 2. buying the controlling shares 3. buying it completely

What are the advantages and disadvantages of each method? What do you think is the best method? Explain. (Before coming to the classroom, browse the Net for information.)

Conversation 2

Word Tips

bottom line

财务报告上表明净利润或亏损的最后一行；最终结果 the line in a financial statement that shows net income or loss; the final result

off-shore /ɔf-ʃɔ:/

adj. 境外的；离岸的

outsource /'aʊtsɔ:s/

vt. 外包 arrange for sb. outside the company to do work for that company; obtain goods or service from an outside supplier

complex /'kɒmpleks/

adj. 复杂的 complicated

 **A. Watch the video clip and answer the questions you hear with Y (Yes) or N (No).**

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

 **B. Watch the video clip again and identify the main idea of the conversation by completing the blanks.**

To further improve the company's profits, they have to find a way to reduce their _____ on the _____ provided by _____ suppliers. Off-shore prices are _____, but outsourcing is creating _____ in the country. However, if they don't operate at _____, then their company will have to be _____ and more jobs will be _____. To solve the problem, they need to raise their _____ to overcome the differences in _____. But their manufacturing processes are _____ as it is, and there isn't much _____. Finally the solution comes down to lowering _____.

 **C. Pair work: Listen to the conversation again, repeat it sentence by sentence, and then role-play it in pairs. After the practice, change roles.**

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation.

Substitution Expressions

- Are we making any money?
- How's our bottom line?
- What does the balance sheet say?
- cut our spending on hardware
- decrease hardware costs
- reduce our expenditures on hardware
- run at a profit
- operate at a profit
- make/earn a profit
- Our company will have to be closed down.
- Our firm must be shut down.
- Our corporation will go bankrupt.

- It's certainly a complicated issue.
- It's a complex problem, for sure.
- Clearly, there's no easy solution.
- the lower overseas labor costs
- low-cost labor abroad
- the lower labor costs off-shore
- be more efficient in production
- raise our production efficiency
- become more productive
- There's hardly any possibility for improvement.
- There's scarcely any way to improve.
- There isn't much room for further improvement.
- It comes down to lowering hardware costs.
- It boils down to reducing hardware costs.
- It can be summarized as lower hardware costs.

E. Debate

Topic:

Are you for or against outsourcing?

Procedure:

1. Before coming to class, the students may surf the Internet for relevant information.
2. In class students are divided into groups of four.
3. Within each group the students are divided into an affirmative and a negative team.
4. The two speakers of each team brainstorm to formulate their points of view.
5. The two teams have a debate.
6. One group is invited to debate in front of the class.



Conversation 3: Additional Listening and Speaking

Word Tips

hint /hint/

clue /klu:/

slogan /'sləʊɡən/

n. 暗示 sth. said indirectly to show sb. what you are thinking about

n. 提示 hint, a fact that helps you discover the answer to a problem

n. 广告口号 a short and memorable phrase used in advertising

1. **Have a heart** usually means be merciful or show pity.
2. **KFC**, or Kentucky Fried Chicken, is a fast food restaurant chain that specialized in fried chicken.
3. **“Finger-lickin’ good”** is the advertising slogan of KFC.

 A. Listen to the conversation and choose the best answer to each question you hear.

1. A) The world's top three brands.
B) The slogans of the world's top three brands.
C) The slogan of Coke.
D) Finger-lickin' good.
2. A) The advertising slogan of KFC
B) The history of Coca-Cola.
C) The best diamond.
D) The three best known brands in the world.
3. A) KFC. B) Microsoft.
C) IBM. D) Coke.
4. A) The number of people who buy the product.
B) The number of people who go shopping.
C) The basis of consumption.
D) The basic consumption.
5. A) It praises a product.
B) It claims that the product will last forever.
C) It promises to save money.
D) It promises to improve your life.

B. Listen to the conversation again and answer the questions by completing the blanks.

1. “Since the early _____ the company has targeted a _____ market, pushing finally into _____ countries.”
2. One of its _____ says, “the pause that _____” and another slogan says, “things _____ with coke”.
3. He says, “Hard to _____ that message. For the _____ of a coke, you can have a life!”

C. Group Work: Work in groups to discuss the following question. If there is enough time, translate the slogans into Chinese.

Throughout the years Coca-Cola company has created many slogans. Which of the

following appeals to you the most, and which the least? Explain.

- The Pause that Refreshes.
- Delicious and Refreshing.
- Thirst knows no Season.
- Sign of Good Taste.
- Things Go Better with Coke.
- Coke Adds Life.
- Have a Coke and a Smile.
- Always Coca-Cola.

Part 2

Listening and Discussing

Passage 1

Word Tips

pharmaceutical /ˌfɑːmə'sjuːtɪkəl/	<i>adj.</i> 制药的 relating to drugs
compound /ˈkɒmpaʊnd/	<i>n.</i> 混合物 a substance formed by different ingredients
mechanism /ˈmekənɪzəm/	<i>n.</i> 机制 the arrangement and action of the parts of a machine
potentially /pə'tenʃ(ə)lɪ/	<i>adv.</i> 潜在地 with a possibility of becoming actual
profitable /ˈprɒfɪtəb(ə)l/	<i>adj.</i> 有利润的 earning a profit
competitor /kəm'petɪtə/	<i>n.</i> 竞争者 a person or company that competes

 A. Listen to the passage and mark the statements you hear with T (true) or F (false).

1. ☐ 2. ☐ 3. ☐ 4. ☐

 B. Listen to the passage again and complete the table with the information you hear.

	Function	Performer	Further description
R	It aims at finding out possible _____ or _____.	In the US, _____ are the _____ of research-level products.	Corporations buy _____ from universities or hire _____ directly.T
D	It is concerned with proof of _____, safety testing, and determining _____.	The development phase of _____ delivery is almost entirely managed by _____.	The development phase can cost between _____ million, and about _____ compounds identified reach the _____.

C. Communication Task: Work with your partner(s) to discuss the questions. Surf the Net for information before coming to the classroom.

1. Why is Research and Development so important in the contemporary world?
2. What can China do to improve its R&D?

Passage 2

Word Tips

contract out

立约把……包出 to assign a job to someone outside one's own business

in-house /In-haʊs/

adv. 内部地 within an organization

binding contract

有约束力的合同

penalty /'penltɪ/

n. 惩罚 punishment

talent pool

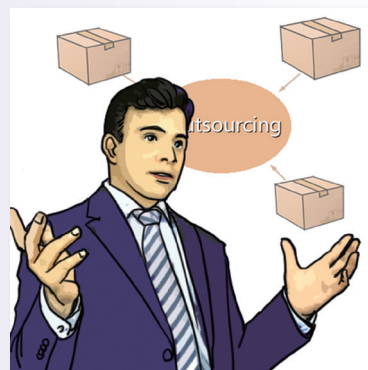
人才库

agent /'eɪdʒənt/

n. 代理商 a person representing a business concern

A. Listen to the passage and choose the best answer to each question you hear.

1. A) A section in a book.
B) A lecture.
C) A business report.
D) A market study.
2. A) It causes indignation in the poor nations.
B) It causes rich countries to be proud of themselves.
C) It saves costs in outsourcing.
D) It brings about legal contracts.
3. A) Outsourcing.
B) Internal services.
C) Both outsourcing and internal services.
D) Neither outsourcing nor internal services.
4. A) Better quality.
B) Service by a strong overseas company.
C) Access to the supplier's intellectual property.
D) All of the above.
5. A) China.
B) Japan.
C) India.
D) Germany.



 B. Listen to the passage again and complete the unfinished answers.

1. Why can outsourcing lead to improved quality?

Because the client can contract out its service to _____.

2. What can the client take advantage of by outsourcing?

The client can take advantage of a larger _____.

3. What is especially interesting to note?

It is especially interesting to note that outsourcing often serves as _____.

C. Communication Task: Work with your partner to discuss the question.

As Chinese living standards have been improving, some advanced countries are finding that outsourcing work to China is too expensive, and they may be planning to contract more of their work to poorer countries. What can China do to ensure a large share of outsourced work?

You may refer to the following ideas though you are not limited to them:

Relocating the outsourced work from coastal cities to the less developed interior (内地)

Making our products more technology-intensive

Providing better service

Improving the legal environment to remove foreign businesses' concerns

Improving cross-cultural communication and mutual understanding

 Passage 3

Word Tips

notorious /nəʊ'tɔːriəs/

adj. 声名狼藉的 well-known for bad quality

miser /'maɪzə/

n. 守财奴 a stingy person

elbow /'elbəʊ/

n. 肘

 A. Listen to the story twice and answer the following questions orally.

1. What reputation did Robert have?

2. What did he decide to do to improve his image?

3. Why did he ask his friend to use his elbow and foot?

B. Work in pairs to create a drama about the above joke, with one student playing the role of Robert and the other the role of his friend.



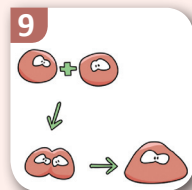
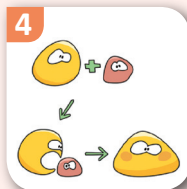
Unit 2

External Operations of Companies

Lead-in

A. Match the words to the pictures. Then answer the question.

- ___ A. signing a contract
- ___ B. market research
- ___ C. assets evaluation
- ___ D. sole agent
- ___ E. negotiation
- ___ F. merger
- ___ G. acquisition
- ___ H. bid
- ___ I. making a report



Question

What are the advantages and disadvantages of being a sole agent?

-  B. Six people are talking about public relations (PR). Listen and supply the missing words and then answer the questions.

Opinions

1. As a public relations officer, you would be responsible for promoting good _____ between your company and its customers, investors and the wider public. Your main aim would be to build and maintain the company's _____ and _____.
2. Public relations is an important tool for the _____ of your business. If you're not communicating your organization's _____ and informing the community what you have to offer, then how will they _____?
3. Contrary to popular belief, people who are "_____" may not necessarily do well in public relations. You must be able to speak _____, and you also need good _____ and _____ skills.
4. Public relations practitioners are required to do _____ things, so you should learn to enjoy doing a great _____ of tasks. You will be meeting different people for different purposes and traveling _____.
5. A PR officer has to contact a wide _____ of people, including customers, sales agents, potential targets for _____ or acquisitions, etc.
6. PR functions include producing company promotional materials, public speaking, attending _____ and conferences, getting media interviews, _____ at trade shows, organizing press conferences, arranging such events as an opening day, special _____ to the company site, and most importantly, acting as the company's _____.



Questions for discussion:

- Mention at least five things a public relations officer should do?
- Would you like to work as a PR officer? Why?
- Would the job have any negative aspects?

Part 1

Viewing, Listening and Speaking



Conversation 1

Word Tips

upgrade /'ʌpɡreɪd/
sole agent

v. 提升 to raise to a higher grade or level
独家代理

conservative /kən'sɜ:vətɪv/	<i>adj.</i> 保守的 liking old and established ways; not liking changes
sales outlet	销售网点
quota /'kwɒtə/	<i>n.</i> 指标 target
commission /kə'mɪʃən/	<i>n.</i> 佣金 fee for an intermediary service; kickback

 A. Watch the video clip and mark the statements you hear with T (true) or F (false).

1. ☐ 2. ☐ 3. ☐ 4. ☐ 5. ☐

 B. Watch the video clip again and complete the table with the information you hear.

Philip	Henry
We can let the Safe-High Company take over the _____ in East China.	If we named them the _____ in that region, we still have to _____. How many _____ can they guarantee _____ annually?
_____ elevators a year.	Last year they sold _____, and they've set up _____. What's more, _____ is booming. I think the figure should be at least _____.
There're _____ this year.	But the _____ is better than anything else around. So, I think a quota of _____ is reasonable.
ABB wants a commission of _____.	_____ doing!
The normal _____, as far as I know, is only _____ percent.	I would _____ a commission of _____ percent.

 C. Pair work: Listen to the conversation again, repeat it sentence by sentence, and then role-play it in pairs. After the practice, change roles.

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation.

Substitution Expressions

- raise our relations with ... to a higher level
- upgrade our relationship with
- promote a closer relationship with

- Could you be more specific?
- Can you give me more details?
- What exactly do you mean?
- if we appointed them the only agents in that area
- if we choose/chose them as the single agents out there
- if we named them the sole agents in that region
- discuss the terms
- negotiate the terms
- reach an agreement on the terms
- To the best of my knowledge...
- As far as I know...
- In my opinion...
- create a network of sales outlets
- establish a chain of sales outlets
- set up a network of sales outlets
- seize a larger market share
- get a bigger market share
- expand our share of the market
- the competition is becoming sharper
- the contest is becoming increasingly fiercer
- the competition is getting tougher
- Definitely not!
- Nothing doing!
- Never!
- Ten percent is too much.
- 10% is not reasonable.
- Ten percent is going too far.

E. Pair/Group work: Work with your partner(s) to discuss the questions.

1. What qualifications should a sales agent have? You may refer to the following information in Chinese and add information by browsing the Net.

拥有具备一定营销实力的团队；
 在当地拥有较完善的销售网络与渠道；
 具备良好的客户服务能力与经验；
 过去与销售商有良好的合作关系；
 能提出比较合理的代理价格

2. What are the pluses and minuses of appointing a sole (exclusive) agent?

Go online to find relevant information before coming to class. You may also refer to the ideas below:

Pluses

1. avoiding competition among different agents to stabilize selling price and increase the selling volume
2. giving full play to the sole agent's initiative and making full use of his sales outlets or selling network (so as to expand sales)
3. planning production on the basis of the agreement of exclusive sales

Minuses

1. declining sales volumes in case of market changes or the sole agent's poor selling ability
2. the sole agent's manipulation or monopoly of the market, and his deliberately depressing prices
3. the manufacturer's inability to establish links with other agents working in the same region

Conversation 2

Word Tips

Reliable Controls

merger /'mɜːdʒə/

merge /mɜːdʒ/

payroll /'peɪrəʊl/

bid /bɪd/

[公司名]

n. 合并 ; 并购 combining two or more organizations into one

v. 合并 ; 并购 to combine two or more organizations into one

n. 工资名单 a list of employees with their salaries

n. & v. 喊价 ; 投标 tender

A. Watch the video clip and choose the best answer to each question you hear.

1. A) It should start immediately. B) It should be canceled.
C) They must wait to see the results of the negotiation.
D) They must wait until Reliable Controls can make enough money.
2. A) Because they have failed to collect many accounts due.
B) Because they have spent too much money on the project they bid.
C) Because they have to spend money on a merger.
D) All of the above.
3. A) Unpaid accounts. B) Unpaid salaries.
C) A low bid. D) Failure to get contracts.
4. A) Its failure to pay employees salaries.
B) Its financial problems.
C) Its bid for a project.
D) Its detailed merger plan.



 B. Watch the video clip again and answer the questions orally.

1. According to the woman, what is the reason Reliable Controls is keen to merge with their company?
2. What does the woman say about Reliable's low bid to get the contracts?
3. What does the man finally say about Reliable's low bid?

 C. Pair work: Listen to the conversation again, repeat it sentence by sentence, and then role-play it in pairs. After the practice, change roles.

D. In the following box of substitution expressions, tick those you heard in the conversation. Memorize all the expressions in the box. Then make a new conversation with your partner by using any of the expressions. You don't have to repeat all the details in the original conversation.

 Substitution Expressions

- start a new project
- begin a new campaign
- get started on a new program
- Wait a while.
- Hold off a bit.
- Not rush into it.
- How is the merger negotiation going?
- How are the merger talks going?
- What's up with our merger talks?
- What is the problem?
- What seems to be wrong?
- What seems to be the problem?
- They have over-extended themselves.
- They have expanded too far.
- They extended their business into too many areas.
- It seems that they have yet to receive payment on many accounts.
- They seem to have too many accounts receivable.
- They appear to have fallen behind on their accounts receivable.
- a capital flow problem
- a cash flow problem
- a shortage of cash/a lack of fluidity

- paying the salaries
- keeping up with payroll demands
- meeting their payroll obligations
- They are so keen to merge with us.
- They are eager to merge with us.
- They are enthusiastic about a merger with us.
- make too low a bid
- come in with an unrealistically low bid
- bid too low
- long-term problems
- problems in the long run
- problems from a long-term point of view

E. Pair/Group work.

Work with your partner to translate the following Chinese into English roughly. (You don't have to be very faithful to the original Chinese.)

招标的意义。推行招标投标制 (the bidding system) 就可以：(1) 符合公开、公平、公正的原则，有利于促进公平竞争；(2) 招标竞争能达到优胜劣汰的效果 (eliminating the inferior and selecting the superior)；(3) 招标竞争可提高经济效益和社会效益；(4) 招标竞争可促进先进技术和科学管理的发展；(5) 招标竞争提高企业竞争能力；(6) 招标竞争使中国能与国际接轨 (conform to international standards)，迎接国际挑战，走向世界。

招标存在的问题。(1) 有些单位对其项目不愿意对外公开招标；(2) 招标投标程序不规范，漏洞 (loopholes) 较多；(3) 招标投标活动中有不正当交易 (unfair deals) 和腐败现象 (corruption cases)。

Conversation 3: Additional Listening and Speaking

Word Tips

buy out

买断……的股份；收购 to purchase the controlling share in a company; acquire

solar panel

太阳能电池板 a panel designed to absorb the sun's rays as a source of energy for generating electricity or heating

parent company

母公司，控股公司 commercial company that owns or controls one or more other companies

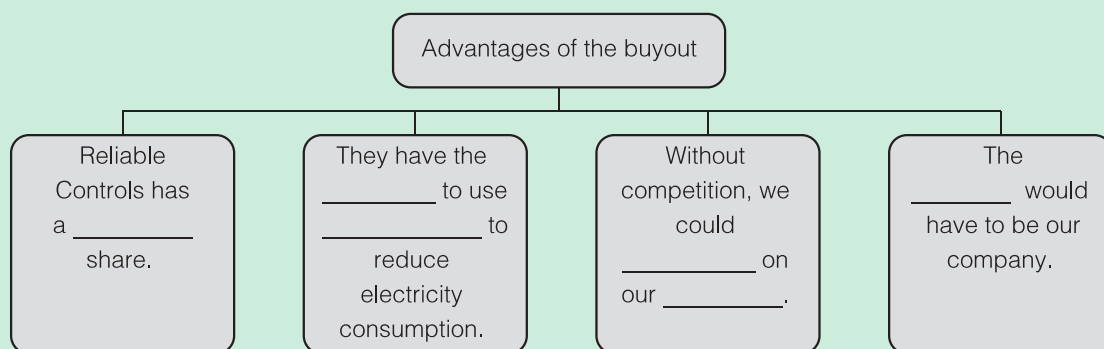
mature /mə'tjʊə/ want ads

adj. 成熟的 fully developed
分类广告；招聘广告 classified advertisements; small ads

 A. Listen to the conversation and choose the best answer to each question you hear.

1. A) Boss-sales manager. B) Boss-worker.
C) Accountant-sales manager. D) Two bosses.
2. A) Its hardware is better. B) Its software is better.
C) Its engineers are better. D) Its solar panels are better.
3. A) It pushes up prices. B) It can bring down prices.
C) It will increase production. D) It can save costs.
4. A) It is larger. B) It has a more mature organization.
C) It has more shares in the new company. D) All of the above.
5. A) He is interested in the want ads. B) He will change his job.
C) He can keep his job. D) He is going to lose his job.

 B. Listen to the conversation again and complete the blanks in the chart.



C. Pair work: Work with your partner to discuss the questions:

1. Why is competition important in business? Why is a monopoly prohibited by law in many countries? You may refer to the ideas below though you are not limited to them.

- Monopolies prevent competition.
- the monopolizing company's loss of motivation for improving its products and service
- The monopolizing company is in a position to raise the prices.
- Monopoly harms consumer interests.
- It harms public welfare.
- The Anti-Monopoly Law is not aiming to restrict the freedom of business operators.

2. Search the Internet to find an anti-monopoly case and share it with your partner.

Passage 1

Word Tips

acquisition /ˌækwiˈziʃən/

n. 收购; 并购 a larger company's buying of a smaller company

takeover /'teɪkəʊvə/

n. 接管; 接收

interest /'ɪntrɪst/

n. 股权 share

write-off /'raɪt-ɔ:f/

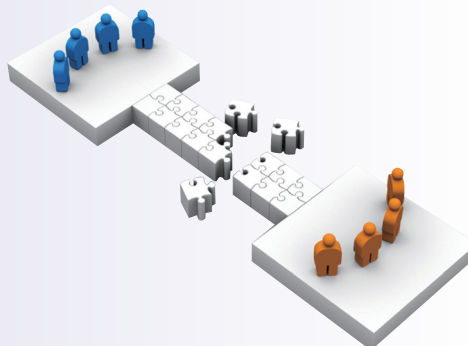
n. 销账; 勾销 reduction; cancellation

offset /'ɔ:fset/

vt. 抵消 to compensate for

A. Listen to the passage and choose the best answer to each question you hear.

- A) It's an explanation.
B) It's a conclusion.
C) It's a detailed analysis.
D) It's a contrast between two entirely different things.
- A) Acquisition is the same as takeover.
B) Acquisition is often more profitable than merger.
C) Merger means more or less equal combination.
D) Acquisition means unequal combination.
- A) Most mergers are successful.
B) Few mergers are successful.
C) The number of merger attempts is small.
D) The number of merger attempts is large.
- A) To increase profits.
B) To maintain the profits.
C) To reduce taxes.
D) To reduce profits.



B. Listen to the passage again and answer the questions by completing the blanks.

- What is true of an acquisition?
In an acquisition one company purchases _____ a second company's _____, creating an _____ in the new combined company.
- What is true of the entire merger process?
It is usually _____ from the _____, and often from _____ at the involved companies.
- For what kind of reasons may a merger be sought?
A merger may be sought for _____, some of which are _____
_____, some of which are _____.

C. Debate

Topic:

Are you for or against private companies acquiring inefficient state-owned enterprises?

(Currently some private companies are trying to buy the controlling shares of state-owned enterprises. What are the possible advantages and disadvantages of such buyouts? What suggestions would you like to make?)

Procedure:

1. Students are divided into groups of four.
2. Within each group the students are divided into an affirmative and a negative team.
3. The two speakers of each team brainstorm to formulate their points of view.
4. The two teams have a debate.
5. One group is invited to debate in front of the class.

Passage 2

Word Tips

sponge /spʌndʒ/
workshop /'wɜːkʃɒp/
adapt /ə'dæpt/
chameleon /kə'miːljən/
stamina /'stæmɪnə/
jack-of-all-trades
skip rope

n. 海绵
n. 研讨会 a period of discussion on a particular topic
v. 使适应 to change sth. to make it suitable
n. 变色龙
n. 耐力
n. 万事通 ; 杂而不精的人
跳绳 jump over a rope which is moving

A. Listen to the passage and mark the statements you hear with T (true) or F (false).

1. ☐
2. ☐
3. ☐
4. ☐



B. Listen to the passage again and identify the main idea of the conversation by completing the blanks.

You must have these _____ to succeed in public relations: First you need to be a sponge that _____ everything that you _____ in your

seminars, workshops, and _____. Also, you need to learn to deal with _____. Third, you have to _____ because you'll be dealing with them in every _____ hour. Fourth, be able to _____ any situation like a chameleon, and _____ many different tasks and circumstances. Finally, you need to have the stamina and _____ to be able to dance, entertain, and always be _____ even if you are _____ and barely able to stand up.

C. Communication Task: Work with your partner to discuss the questions.

1. Give examples of Public Relations in China and share them with your partner.
2. Is Public Relations more important in China than in other countries? Explain.
3. Would you propose making PR less important in business life? What measures should be taken to achieve this goal?
4. Go online to find information about lobby groups in the United States. Share the information about them with your classmates.

Passage 3

Word Tips

bolster /'bɒlstə/	v. 增强 to support or strengthen
state-of-the-art	adj. 当前最先进的 the most advanced one available
predominantly /prɪ'dɒmɪnəntli/	adv. 主要地 mainly; for the most part
quarter /'kwɔ:tə/	n. 季度, 三个月 three months regarded as one fourth of a year
reverse /rɪ'veɜ:s/	v. 逆转 to make (sth.) the opposite of what it was
metaphor /'metəfə/	n. 比喻; 隐喻 a word or phrase used in an imaginative way to describe sb./sth.
sellable /'seləbl/	adj. 适合销售的 suitable to be sold
server /'sɜ:və/	n. 服务器 a computer or computer program that manages access to a centralized resource or service in a network
deterrent /dɪ'tɜ:rənt/	n. 威慑 a thing that discourages sb. from doing sth.

Notes

1. **Cloud computing** (云计算) is internet-based computing in which large groups of remote servers are networked to allow the centralized data storage, and online access to computer services or resources.
2. **Wikipedia** (维基百科) is a free-access, free content Internet encyclopedia, supported and hosted by a non-profit foundation. Anyone who can access the site can edit almost any of its articles.