普通高等教育大学英语系列教材

INNOVATION
COLLEGE ENGLISH

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创新大学英语
视听说教程 3

A Viewing, Listening and Speaking Course

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1 Advertisement

Lead-in

A. Match the commercial slogans to the pictures. Then answer the questions.

A. Connecting people.
B. Just do it.
C. We lead. Others copy.
D. Time always follows me.
E. The new digital era.
F. Grace... space... pace.
G. Good to the last drop.
H. We take the world's greatest pictures.
I. Quality never goes out of style.

1

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Questions:

1. Do you buy products because of advertising?
2. Why do you buy one product instead of another?

B. Six people are talking about advertisements. Listen and fill in the blanks with the missing words. Then discuss the questions.

Opinions on Ads

1. Nowadays, we can see many advertisements. Some people say they're just a _____. However, sometimes I like to watch just the ads. They are _____.
2. Some commercials are created so professionally that they become a _____. Unfortunately, that is a _____.
3. It is not the ad itself that is annoying; it's the _____ of the ads.

4. Commercials are an _____ of the TV business. As I understand it, TV _____ thanks to advertising.
5. I think that we are bombarded with too many ads, especially on TV. When you want to watch a movie, you are _____ every five minutes. It is so boring.
6. In my opinion, advertisements are part of our _____. We can't do without them. Commercials can _____ you of a new product which you wouldn't know about otherwise.

Questions for discussion:

1. Do you think advertising should be allowed to interrupt TV or radio programs?
2. Do you enjoy advertisements? Explain.

Part 1 Viewing, Listening and Speaking

Conversation 1

Word Tips

commercial	*n.* 商业广告 *a commercial advertisement*
billboard	*n.* 广告牌;布告板 *a large board displaying advertisements*
version	*n.* 版本;变体 *a related but different copy*
have a winner on one's hands	稳操胜券 *to be sure of success*

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

1. A) An efficient advertiser. B) The results of advertising.
   C) Kinds of advertising. D) Interesting advertisements.
2. A) Television. B) Radio. C) Billboards. D) Newspapers.
3. A) 5 seconds. B) 15 seconds. C) 30 seconds. D) one minute.
4. A) Manager-employee. B) Customer-secretary.
   C) Father-daughter. D) Brother-sister.

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

The company is to launch a national advertising campaign next month to promote sales of their _____. A staff member Laura tells her superior Henry the various kinds of _____ she is going to use, which include _____ on television, radio _____, and _____, which, according to Henry, should be placed _____ to big cities. Laura also mentions the lengths for a radio commercial and _____. She intends to show that their software not only is convenient and _____, but also _____. Henry is therefore confident that they will have a _____ on their hands!

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

How is our advertising campaign going? What's the status of our advertising campaign? What's happening with our ad campaign?
a national campaign will start a nationwide movement will be launched a country-wide campaign kicks off
there will be television commercials television spots will be broadcast we'll have spots on television
send out radio commercials broadcast radio spots do radio commercials
outdoor ads will be featured on billboards we'll have some outdoor ads using billboards billboards will feature some outdoor advertising
We'll show how convenient and efficient our software is. We'll demonstrate our software is very convenient and efficient. They'll show the convenience and efficiency of our software.
satisfy various needs meet different needs fulfill a variety of requirements
Seems a perfect method. Sounds like an ideal approach. Strikes one as the optimum technique.
we'll have a winner on our hands it'll be a sure success/thing we'll find nothing succeeds like success

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

1. What is your favorite commercial or advertisement? Give reasons for your preference.
2. If famous people such as film stars and sport champions advertise a drug that turns out to be harmful to health, do you think they should take a legal responsibility? If yes, to what extent?

Conversation 2

Word Tips

leaflet	*n.* 传单 *a printed sheet of paper for distribution*
catalogue	*n.* 目录 *list*
neon sign	*n.* 霓虹灯 *neon light*
medium (*pl.* media)	*n.* 媒体;媒介
Help Wanted	招聘广告 *an advertisement to recruit employees*
prestigious	*adj.* 声望很高的 *respected by reason of high status or reputation*

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

1. ☐ 2. ☐ 3. ☐ 4. ☐

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

Advertising media	Examples	More details
Direct-mail advertising	leaflets	The company can expect _____ _____, which is good for their _____.
	_____	
Outdoor advertising	billboards, _____ and _____	Most of them are _____.
Other media	_____	There's classified advertising such as "_____" and "_____".
		Newspaper advertisements include _____.
	_____	_____ magazines can help the advertised products _____.

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

you find all kinds of leaflets in your mailbox there are various sorts of leaflets in your mail box there's a variety of flyers in your post box
I don't know if it is expensive to produce them. I always wonder if it costs a lot to make them. I'd like to know the cost of turning them out.
there is usually a high rate of response the company can expect a high response rate a high response rate can be expected
two of the media modes two styles of media two ways of advertising in terms of medium
are there other forms of media? what are the other types of media? what other kinds of media are there?
they are closely related to people's lives they have a close connection to our daily lives they touch on our day-to-day existence
Products can enhance their prestige with advertising in top-ranked magazines. There is prestige to be gained by advertising in high-quality magazines. Advertisements in prestigious magazines can help the advertised products win a good reputation.

E. Debate

Topic: Are you for or against advertisements?

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.

Conversation 3：Additional Listening and Speaking

Word Tips

sense	*n.* 意义 *meaning*
classify	*vt.* 分类 *to arrange by categories*
ultimate	*adj.* 最终的 *last, final*
invisible	*adj.* 看不见的 *impossible to see*
specialized	*adj.* 专门的 *designed for a special activity*
journal	*n.* 杂志 *a newspaper or periodical*

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

1. A) It is usually published in a newspaper.
B) It is usually published in a popular magazine.
C) It is classified according to different types of audience.
D) It is classified according to the sales volumes.

2. A) A professional journal. B) A newspaper.
C) Television. D) A magazine.

3. A) It targets at the consumer rather than the buyer.
B) It targets at the buyer rather than the consumer.
C) It targets at both the consumer and the buyer.
D) It targets at neither the consumer nor the buyer.

4. A) To give an example of business advertising.
B) To give an example of specialized advertising.
C) To give an example that is different from dog food.
D) To give an example that is the same as dog food.

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

1. What does "business advertising" mean in the narrow sense?
— It means _____.

2. What is true of the television, radio, newspaper, or magazine ads?
— They're also classified by target audience, but _____.

3. Why is the "real" business advertising invisible?
— Because business advertising tends to be concentrated _____.

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

Of all types of advertisements, which do you think is most effective? Give reasons to justify your position.

Part 2 Listening and Discussing

Passage 1

Word Tips

manufacturer	*n.* 制造商 *a business engaged in manufacturing some product*
persuade	*vt.* 说服 *to convince*
brand	*n.* 品牌 *a name given to a product*
sample	*n.* 样品 *a small part of something intended as representative of the whole*
commission	*n.* 委员会 *a committee with a special task*
Pepsi Cola	百事可乐
wholesome	*adj.* 健康的 *healthy*
refreshments	*n.* 点心;饮料 *drinks and small amounts of food*

A. Compound Dictation

Listen to the passage three times. When the passage is read for the first time, listen for the general idea. When the passage is read the second time, fill in the blanks numbered from S1 to S7 with the exact words you hear. For blanks numbered from S8 to S10, write down either the exact words you hear or the main points in your own words. When the passage is read the third time, check what you have written.

Advertising has become a specialized activity. In today's business world, (S1) _____ is usually greater than demand. There is competition between manufacturers of the same kind of product to (S2) _____ customers to buy their brand. They always have to remind their customers (S3) _____ the name and qualities of their products by advertising. The (S4) _____ advertises in newspapers and on radio. He employs (S5) _____ to distribute samples of his product. He advertises on the Internet. He has advertisements (S6) _____ into television programs. Manufacturers often spend (S7) _____ sums of money on advertising. The average cost of producing 30-second TV commercials is $500,000. (S8) _____. To place it on a popular program like American Idol will cost $780,000. Thirty seconds on that great American football event, the Super Bowl, goes for $2.5 million.

(S9) _____. We think so because the advertisements say so. People often don't ask themselves if the ads are telling the truth when they buy advertised products. Many shoppers depend on the Federal Trade Commission's laws against false advertising. They should exercise their own judgment as well. (S10) _____: "Today's delicious, pure Pepsi Cola — the wholesome, light refreshment."

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

1. Do you think a soccer star should receive millions of dollars from a manufacturer for wearing his shoes in an ad?
2. Do you think it's right to have women with little on in TV commercials selling beauty products?

Passage 2

Word Tips

household	*adj.* 家庭的;家用的 *domestic; of family*
sway	*vt.* 使动摇;影响 *to influence*
householder	*n.* 户主 *a person who owns a house*

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

1. A) The man is a reporter and the woman is a secretary.
B) The man is a reporter and the woman is a housewife.
C) The man is an advertiser and the woman is a housewife.
D) The man is a customer and the woman is a manager.

2. A) All are good except a few.
B) All are bad except a few.
C) Everybody is influenced by them except her.
D) Everybody is influenced by them, including her.

3. A) The quality of the advertised product.
B) The price of the advertised product.
C) The maker of the advertised product.
D) The price/performance ratio of the advertised product.

4. A) She looks for only what has been advertised.
B) She looks for what is of the best quality.
C) She buys the cheapest products.
D) She buys what her friends recommend.

B. Listen to the interview again and answer the questions orally.

1. What is the man?

2. What is the woman's response after she watches a TV commercial?

3. What has the woman done since she became a householder?

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

Do you usually trust what ads say? Why or why not?

Passage 3

Word Tips

golf	*n.* 高尔夫
buck	*n.* 一美元 *dollar*
charges three balls to his room	将 3 个(高尔夫)球的账记到他的客房
fine print	*n.* 文件中用小号字体印刷的细则
brochure	*n.* 小册子 *booklet*; *manual*

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

1. What advertisement does the man receive in the mail?

2. What information of the advertisement is in the fine print?

3. What is the difference between this golf resort and the luxury hotel across the street?

B. Communication Task: Work in pairs to retell the story. After you say one sentence, the other student supplies the next sentence. The two of you carry on until you finish the whole story.

2 Buying and Selling

Lead-in

A. Match the meaning of the body language to the pictures. Then answer the question.

A. Nervousness / lack of confidence / submission (touching the face / fidgeting)
B. Friendly / confident (smiling)
C. Aloof / hostile / stubborn (arms folded)
D. Trying to intimidate / showing anger (serious eye contact)
E. Lying / not interested / not telling the whole truth (avoiding eye contact)
F. Impatient (looking at your watch)
G. Frustrated / in disbelief / disagreeing with a point (shaking the head / turning away)
H. Agreeing / willing to compromise (nodding)
I. Arrogant (clasping your hands behind your head when leaning back in a chair)

Question:

Do you think body language can affect business negotiations? Explain.

B. Six people are in some kind of negotiations. Listen and fill in the blanks with the missing words. Then discuss the questions.

Negotiations

1. When you compare the prices, you must _____. Our products are a bit more expensive, but they are of high quality.
2. The _____ you get from other sources are for goods of ordinary quality.
3. I can assure you the prices we offer you are very _____. I don't think you'll have any difficulty in _____.

4. I think you can have it for $5 million. And that's _____. I've got three buyers who have already _____, and I'm looking for one more.
5. Your report on _____ set the stage for our new technology.
6. You've also done well at _____. Your contribution has been recognized, and you're going to get a raise.

Questions for discussion:

1. Do you prefer buying a low-priced product of lesser quality or a high-priced product of better quality? Why?
2. If many people are buying a product, are you likely to buy it as well? Why or why not?
3. If a company wants to sell its products, where do you think the greater part of their investment should go: staff salaries, scale of production, or the development of high technology? Why?

Part 1 Viewing, Listening and Speaking

Conversation 1

Word Tips

competitive	*adj.* 有竞争力的 *able to compete successfully*
soar	*v.* 翱翔;快速上升 *to rise sharply*
split the difference	妥协;折中 *to bridge the gap by meeting halfway*
out of stock	没有库存 *not in stock*
trial	*adj.* 试验性的 *testing*

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

1. A) Skills for price cuts.
   B) A price negotiation.
   C) The different effects of different prices.
   D) The biggest discount for a wonderful product.
2. A) Her company is still exploring the market.
   B) Her company does not have enough funds.
   C) Her boss has set a price ceiling.
   D) She believes the product to be of inferior quality.
3. A) The man gives in.
   B) The woman gives in.
   C) The two persons meet halfway.
   D) A third person offers a special benefit.
4. A) To show it to her boss.
   B) To show it to the engineer.
   C) To sell it to a third party.
   D) To try it out.

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

The woman asks for _____.

↓

The man does not want to do much _____.

↓

The woman wants to cut the price _____.

↓

The man can't offer the woman _____ a 2 percent cut.

↓

The woman refuses to _____.

↓

The man says the price of this product _____.

↓

The woman suggests _____, or a _____.

↓

The business/deal is therefore done.

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

offer us a 5 percent discount give us a discount of 5 percent cut the price by 5 percent
we're not in the habit of bargaining we rarely discuss discounts we don't do much bargaining
be highly competitive have a sharp competitive edge have a keen competitive spirit
a 2 percent reduction a 2 percent cut a discount of 2 percent

make a deal strike a deal close a deal
the price of this product is rising the product is selling for a higher and higher price the price of this product is soaring
divide the difference reach a price halfway between split the difference
Another point. Another thing. There's yet another thing.
not in stock sold out out of stock

E. Pair Work: Work with your partner to create a conversation according to the following situation.

Student A intends to sell his DVD player for $50, and Student B wants to buy it for just 30 dollars. They negotiate the price but finally fail to strike a deal.

You may refer to the following expressions though you are not limited to them.

It is sold for . . . dollars.
I'd like to have it for . . . dollars.
Can you give me a 10% discount?
I can offer no more than a 2% cut.
My . . . is of superior quality.
This kind of . . . sells well.
The market price is higher.
The electronics store is offering a big discount.
Why don't we split the difference?
That's the lowest price I can offer.
That's the highest quote I can give you.
I'm afraid I can't sell it for this price.
Thanks anyway.

Conversation 2

Word Tips

hardware	*n.* 硬件 *the physical equipment used in a computer system*
quote	*vt.* 开(价) *to state a price*

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.

The woman thinks the price for the hardware is on _____, but the man argues that it _____ at the same price in America. The woman says that 50 dollars would be a bit too expensive _____ and they have received attractive offers of below 40 dollars from _____. The man thinks the low price is due to a _____. Also he believes that 40 dollars leaves them only _____, so he asks the woman to place _____. Unfortunately, the woman is planning to order only _____ and requests a quantity discount of _____. In reply, the man offers her a _____, to which the woman makes a counter offer of _____. To achieve this, the woman has to _____ her order.

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

your price for the hardware is on the high side your price for the hardware is high your hardware is expensive
it sells well it is selling quite well it's selling briskly
Frankly, . . . Honestly, . . . To tell (you) the truth, . . .

made a quotation of less than 40
gave a figure lower than 40
quoted a price below 40

How could that be?
That's impossible.
That can't be true.

you can make a large order
your order will be large
you'll place a large order

What about a 5 percent cut?
How about 5 percent?
Can you manage 5 percent off the price?

double the size of your order
increase your order twice
make an order twice that size

make a bargain
strike a bargain
make a good deal

lead to more orders
result in more orders
bring additional orders in

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

1. What can you say to ask a seller to reduce the price of his product?
   (You may refer to the following key words though you're not limited to them: the prices at other stores, the problems of the product, your limited budget, your boss' instructions, the future market for the product, etc.)
2. Would you like to buy an expensive cell phone with many functions or an inexpensive cell phone with just the basic functions? Justify your choice with as many reasons as possible.

Conversation 3：Additional Listening and Speaking

Word Tips

cracked	*adj.* 破裂的 *damaged by cracking*
stain	*n.* 污点 *dirty spot*
hit	*n.* 非常成功的作品 *a big success*
scratch	*v.* 刮坏;划破 *to damage with sth. sharp*
steal	*n.* 以极低的价格购得的东西 *a great bargain*
break even	不盈不亏 *to make neither profit nor loss*

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

1. A) It is of good quality.
B) It is sold at a low price only today.
C) It is always cheap.
D) It is cracked.

2. A) It is too expensive.
B) It is not genuine leather.
C) It is rather dirty.
D) She will pass it to another person.

3. A) They are the best hits of the 1960s.
B) They are the best hits of the 1990s.
C) They have the popular music of Europe.
D) They have the popular music of Asia.

4. A) 50 dollars.
B) 30 dollars.
C) 28 dollars.
D) 25 dollars.

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

1. What does the woman say about the DVD player?
— She already has _____, plus _____.

2. What does the man say to introduce his records?
— They are _____ from the 1960s, and he will sell _____ for _____. He says it's _____.

3. What does the woman say in reply to the man's offer of 30 dollars?
— She says that a _____ nearby is _____ for _____.

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

If you are very interested in a peddler's (小贩) toy car, for which he asks 50 dollars, what counter-offer will you make in the beginning? (40, 30 or 20 dollars?) Give your reasons. What price can you accept in the end? Again, give your reasons.

Part 2 Listening and Discussing

Passage 1

Word Tips

real estate	*n.* 房地产 *property*
robust	*adj.* 强壮的;强有力的 *strong*
replacement	*n.* 替换 *putting in the place of another; substitution*
appliance	*n.* 设备 *an electric device*

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

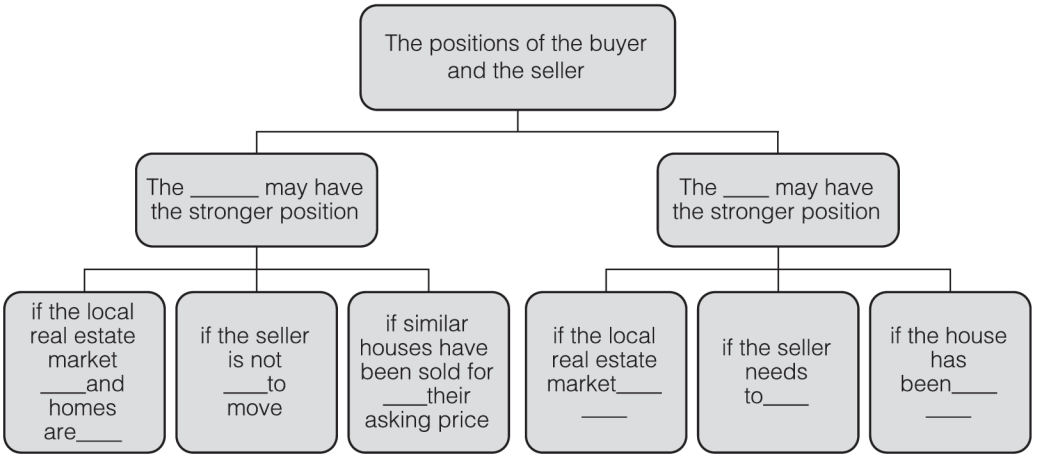
1. A) You can plan your negotiation.
B) You can predict the market trend.
C) You can decide whether you should buy right now.
D) You can decide whether you should sell right now.

2. A) You may give up buying the house.
B) You may try to add those costs to the total price.
C) You may ask for new appliances to make up for the loss.
D) You may ask the owner to reduce the price by 5%.

3. A) To buy a house after getting a loan.
B) To buy a house after it undergoes a professional inspection.
C) To ask for old appliances to be replaced by new ones.
D) To ask that the old appliances stay.

4. A) It is a magazine article written by an expert.
B) It is a newspaper article written by an expert.
C) It is an expert's talk with his colleagues.
D) It is an expert's lecture.

B. Listen to the passage again and fill in the blanks in the tree diagrams.



C. Communication Task: Work with your partner to creat a conversation according to the following situation.

You and your partner play the roles of the buyer and the seller respectively. The buyer wants to purchase a camera that is priced at 200 dollars. Try to negotiate a price.

You can refer to the following expressions though you are not limited to them.

The buyer	The seller
Show hesitation. Mention a lower price elsewhere. Point out some problems with the camera. A new model will soon come out. Ask if the price is much higher than the market price. Threaten to leave.	The camera sells well elsewhere. Its performance/price ratio is good. A new model is usually very expensive. The promotion sale will soon be over. My boss does not authorize me to provide a lower price.

Passage 2

Word Tips

define	*vt.* 弄清楚 *to make clear*
priority	*n.* 优先事项 *sth. given first attention*
specific	*adj.* 具体的;明确的 *definite*
concede	*vi.* 让步 *to yield; give over*
turnaround	*n.* 周转 *turnover; the speed at which goods are sold*
concession	*n.* 让步 *yielding*
negate	*v.* 否定 *to say no to*
bargain with	与……讨价还价 *to negotiate the terms of an exchange*

A. Listen to the passage and put the following sentences into the right order by entering the numbers in the brackets.

( ) Start by defining what your priorities are.
( ) Ensure each member of the team knows your negotiating strategy.
( ) Write down your negotiating strengths to get the concessions you require.
( ) Establish the right negotiating team.
( ) Consider the supplier's different offers and what you are ready to concede.
( ) Make a written plan of your strategy.

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

1. What is the use of a written plan of your strategy?
It will help you _____ and work out where you will draw the line and _____.
2. What priorities are mentioned in the passage?
The priorities can be low price, _____ goods or a specific _____.
3. Considering the ranks of the supplier's representatives, what shouldn't you do?
You shouldn't send a _____ account manager to _____.

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

Which of the following three strategies do you think is the most effective?
And which is the least effective? Why?
(1) State the strengths of your product (quality, price, sales volume, etc.).
(2) Defend the weak points of your product.
(3) Negate the strengths of a competing product.

Passage 3

Word Tips

compromise	*vt.* 妥协 *to settle by concession*
make	*n.* 牌子 *brand*
interior	*adj.* 内部的 *inside*
specifications	*n.* 明细单;规格 *the detailed description of the goods*
tactic	*n.* 战术;策略 *method*
confer with	与……商讨 *to discuss with*
permanently	*adv.* 永久地;长期不变地 *lasting or remaining without essential change*
scenario	*n.* 情况 *a situation imagined*

A. Compound Dictation

Listen to the passage three times. When the passage is read for the first time, listen for the general idea. When the passage is read the second time, fill in the blanks numbered from S1 to S7 with the exact words you hear. For blanks numbered from S8 to S10, write down either the exact words you hear or the main points in your own words. When the passage is read the third time, check what you have written.

Before you start negotiating, state the aspects of the deal you're happy with and the (S1) _____ you want to discuss. Ask the supplier to do the same.

Make sure both sides are satisfied with what is being (S2) _____. Get the supplier to restate any discounts offered and payment terms. Keep these key (S3) _____ of information close at hand.

If you have enough bargaining power, (S4) _____ on using your own terms and conditions of purchase.

Do not (S5) _____ that there are things you're prepared to concede or compromise on too early in the negotiations. Try to give the impression you're (S6) _____ the negotiations cautiously without revealing your position.

For important or large purchases, you should set out the key points of the deal in writing. For example, for the (S7) _____ of company cars, these points might state your requirements: the make, year, model, the interior specifications and delivery times.

You also need to be aware of common negotiating tactics. (S8) _____, remember they may be using pressure tactics. Use such tactics yourself with caution.

(S9) _____. Ask for a break if you need one. Each time a point is agreed on, clarify that you've understood it correctly and write it down.

(S10) _____. If this scenario applies to your business, then ensure that any concessions the supplier gives are real.