

UNIT

1

Business Relations

Unit Objectives

After studying this unit, you are able to:

- understand how to establish business relations
- receive a client
- answer phone calls from potential customers
- write and answer emails for establishing business relations





Warming-up

Task 1 The following logos represent some of the most famous multinational companies in the world. Which ones are you familiar with? Please choose and talk about the companies and their products or services briefly.



Task 2 Receptionists are normally considered the first business card of a company. Among the following qualities, what would make a qualified receptionist? Arrange your choices in order from the most important to the least and explain why.



Standard Mandarin (普通话)

Cordial and Friendly Attitude

Attractive Appearance

Good Management Skill

Great Familiarity with Products

Considerable Flexibility



Establish

Establishing business relations is usually the first step for a company to do business, and it is very important either for a new firm or an old one. For the former, it helps start business and secure its position on the market; for the latter, it enables the old firm to expand business and increase the turnover.

In international business, there are some channels for a business to obtain information about potential customers, such as advertisements in the media, market survey, its business connections, chambers of commerce, trade fairs and exhibitions held both at home and abroad, or mutual visits by trade delegations and groups, etc. The generally enormous geographic distance between the buyer and the seller makes it hard for them to meet, so writing to a potential or prospective client for the establishment of business relations is a common practice. The following information is usually included in this kind of letter:

1. The source of information (where you learn about the company);
2. The reference to the company's



Reading A

Task 1 Before reading the passage, see how much you know about establishing business relations by answering the following questions.

1. Why do companies need to establish business relations?
2. What are the methods generally adopted to establish business relations?
3. What kind of business letter contributes to successful establishment of business relations?

Business Relations

position and reputation on the market;

3. Brief introduction to your own company (the business scope of your company, your position on the market, your products or services, etc.);

4. Your intention of writing the letter (in

what way you want to start business with them: to buy their products, to sell your own products or to invest in their company, etc.);

5. Your expectation of cooperation and early reply.

The following is a sample letter for your reference.

Dear Mr. Scott,

We learned about your company from your business associate, Jack Lewis, at the Guangzhou Trade Fair last week. Your company certainly has been in fashion business for years and is famous around the world. Mr. Lewis suggested that I contact you regarding the services and products of my agency, the China Textile Product Corporation. So I am now writing to you, hoping that you might be interested in our high-quality fabric and other related products.

As you may know, China is one of the main suppliers of cotton and silk products. My agency is responsible for the export and import of Chinese textile products. Our great productivity, best-quality products and the responsible work of my agency make us the best and the most reliable client. Enclosed in this letter is our latest catalog, which will give you a general idea of our company and our products. Should you be further interested, please contact us at any time.

We are expecting your reply. Thank you very much.

Yours sincerely,

Yang Fang

General Manager

China Textile Product Corporation



Task 2 Read the passage. Choose from the following word or expressions and fill in the appropriate box.

- | | |
|----------------------|-----------------------------|
| expanding business | advertisements in the media |
| exhibitions | trade fairs |
| business connections | starting business |
| writing letters | increasing the turnover |
| chambers of commerce | |

The functions of establishing business relations:

Sources of getting information about potential dealers:

Task 3 Read the passage again and tick off the facts mentioned in the sample letter.

- | | |
|---|--|
| <input type="checkbox"/> 1. location | <input type="checkbox"/> 6. expectation of cooperation and early reply |
| <input type="checkbox"/> 2. brief introduction to the company | <input type="checkbox"/> 7. payment for sales |
| <input type="checkbox"/> 3. the intention of writing the letter | <input type="checkbox"/> 8. plan for development |
| <input type="checkbox"/> 4. the history of the company | <input type="checkbox"/> 9. the source of information |
| <input type="checkbox"/> 5. competition on the market | <input type="checkbox"/> 10. previous customers' satisfaction |

Task 4 The reading passage has shown clearly how to write a letter aiming at establishing business relations. Besides the important points given in the passage, do you think there are still more useful techniques? Please talk about them in class.



Listening

Task 1 Listen to the conversation and fill in the blanks with what you hear.



Sara: Good morning. Fortune Export & Import. What can I do for you?

Ben: This is Ben Blare. I'm working with the United Produce Corporation, and I'm calling to see if there would be opportunities for our 1 2, and I don't know whom I should talk to.

Sara: Hmm... Could you further introduce your company?

Ben: Sure. Our company handles the export of animal by-products. We have been 3 4 5 for years and have good reputation on the market.

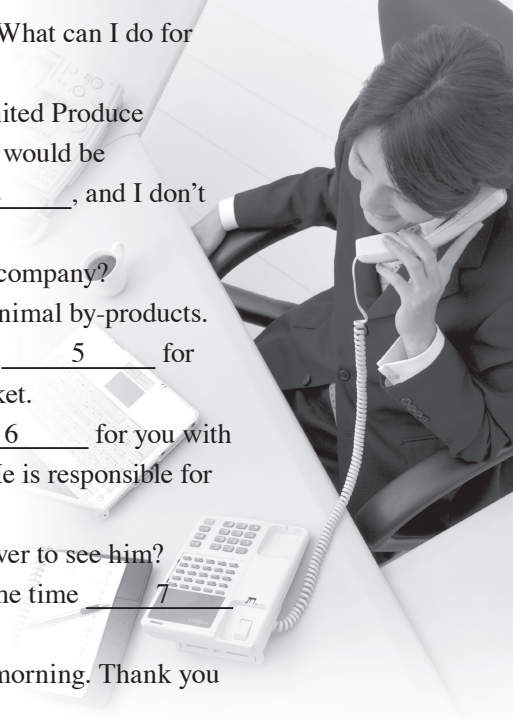
Sara: I see. If you agree, I shall arrange an 6 for you with Alan Wood, the assistant to the manager. He is responsible for this kind of business.

Ben: That would be perfect. When can I come over to see him?

Sara: He will be here tomorrow morning. Does the time 7 8?

Ben: Sure! I will come at ten o'clock tomorrow morning. Thank you very much.

Sara: My pleasure. Bye.



Task 2 Listen to the conversation and match the people with the correct information.



John Foster



Grace King

• assistant to the manager

• *visit to see if there is possibility to enter into business relationships with the company*

• from the Network Department

• sales representative from Smart Software Corporation

• *consider after-sales technical services are of great importance to the company*



Task 3 Jerry Smith is visiting Laura of Peterson Brothers Co. Listen to the conversation and decide whether the following statements are true (T) or false (F).



- 1. Jerry and Laura have met before.
- 2. Laura is the assistant to the general manager.
- 3. Laura is impressed by the variety of products of Tiger Textile Company.
- 4. Jerry has great confidence in the products of his company.
- 5. According to Jerry, the best design team, leading techniques and advanced management make Tiger Textile Company very successful.
- 6. Laura makes the decision to start business with Jerry's company.

Task 4 Sun Yan is receiving John Jeffery from Swift Automobile, talking about the details of cooperation. Listen to the conversation and fill in the blanks with what you hear.



- 1. Sun Yan is from _____ department.
- 2. Sun Yan learns about Mr. Jeffery's company from _____.
- 3. Sun Yan asks for favorable conditions for establishing business relations such as _____.
- 4. Mr. Jeffery mentions other attractions of Swift Automobile, including _____.

Task 5 Martin Blade is paying a visit to Sam Brown's company. Listen to the conversation and answer the following questions.



- 1. What are the main products of the company Martin Blade works with?

- 2. What is the purpose of Martin Blade's visit?

- 3. What will Martin Blade study a bit further?

- 4. When will they probably make the deal?



Speaking

Task 1 Work in pairs. Practice making short phone calls with the words provided according to the example below.



Example: Linda / Jack Stevens / Marketing Department / Unicare Medical Corporation / chemicals

A: Good morning. MET Company, Linda speaking. Can I help you?

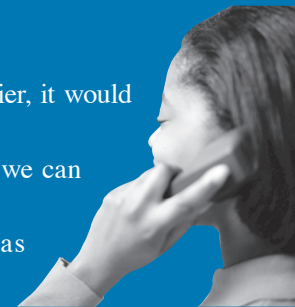
B: Hello. I'm Jack Stevens from the Marketing Department of Unicare Medical Corporation. I read your advertisement for new chemical suppliers in the newspaper.

A: That's right. Are you interested in it?

B: Very much! If my company could become your supplier, it would benefit both of us.

A: Could you send us your detailed introduction so that we can learn more about your company?

B: Sure. I will send you our latest catalog as soon as possible.

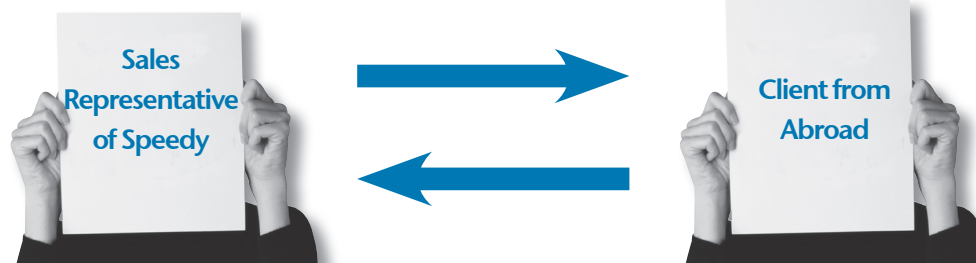


1. Mary / Tony Blake / Sales Department / Top Shaver Co. / shavers

2. Jenny / Jerry Taylor / Sales Promotion Department / Star Electrical Company / electric appliances

3. Joe / Henry Smith / Purchasing Department / Green Foods Co. / milk

Task 2 Work in pairs. Speedy Shoe Factory produces high-quality sports shoes and enjoys great popularity. Suppose the sales representative of Speedy is receiving a new client from abroad who hopes to enter into business relations with Speedy. Practice making a conversation. Some useful expressions are provided for your reference.




We are pleased to...
 We are always willing to...
 To give you a general idea of our products, I'd like to...
 About the details, I'm afraid I have to...
 We will be waiting for...

It's my pleasure to...
 I wonder if we could...
 We are particularly interested in your...
 It would be beneficial...
 When is it convenient...
 I'm looking forward to...



Task 3 Work in pairs. Vice-president of Green Electrical Appliance is paying a visit to the General Manager of Sky Electrical Co. which produces household appliances. Discuss with your partner, decide the right order of the steps and make a conversation accordingly.

Vice-president of Green Electrical Appliance

1. Express thanks and enjoyment.
3. Greet.
5. Show your good impression of Sky Electrical Co.
7. Express hope for cooperation.


General Manager of Sky Electrical Co.

2. Express thanks and offer something to drink.
4. Express the same idea.
6. Greet and welcome.

Task 4 Work in pairs. Practice making a conversation with the help of the instructions below.




Associated Trade Co.



- ❖ Identify yourself.
- ❖ State the source of information.
- ❖ Clarify the products you are interested in.
- ❖ Put forward your questions and requirements.
- ❖ Express your hope for establishing a stable business relationship.

Simpson Houseware Company



- ❖ Extend a warm welcome.
- ❖ Briefly introduce your company and products.
- ❖ Provide answers to the questions and requirements.
- ❖ Ask for important information about the visitor and his company.
- ❖ Show your expectation of further communication and cooperation.



Reading B

It Is Not Just Sport

Over 80 years ago, in Germany, a young shoemaker made slippers from old military bags to help support his family. The young man, also a keen soccer player, soon adapted those slippers to his soccer game. His lightweight, comfortable sports shoes drew unceasing attention from the first day he wore them. His name was Adi (a nickname for Adolf) Dassler.

Adi Dassler started to produce his own sports shoes in his mother's kitchen after his return from World War I. By the 1920s, Adi Dassler was already experimenting to improve performance of his shoes. In 1924, his brother Rudolf (Rudi) Dassler joined the business and they did well—selling 200,000 pairs of shoes each year before World War II. By the 1930s Adi Dassler was the leading sports shoe manufacturer in the world, making 30 different shoes for 11 sports. And the tradition of innovation continues to the present day. However, the brothers did not get along well, and in 1948 they split up, with Rudi forming Puma, and Adi forming Adidas.

Besides sports shoes, Adidas also produces other products such as bags, shirts, and other sports and clothing-related goods. The company is the largest sportswear manufacturer in Europe and one of the largest sportswear manufacturers in the world.

In August 2005, Adidas declared its intention to buy British rival Reebok for \$3.8 billion. This

takeover was completed in January 2006 and meant that the company would have business sales closer to those of Nike in North America. The acquisition of Reebok will also allow Adidas to compete with Nike worldwide as the No. 2 athletic shoemaker in the world.

Adidas has headquarters in Germany, and many other business locations around the world such as Toronto, Japan, Australia and Spain. Mainly sold in the US, Adidas makes lots of profits from these countries and is expanding to more overseas countries. The company revenue for 2006 was €10.084 billion, or about \$13.625 billion and the 2007 figure was €10.299 billion, or about \$15.6 billion.

Now most sports shoe production of Adidas has shifted to Asia. But Adidas has a specialized production facility in Scheinfeld, Germany, that creates new models of original types, as well as custom shoes, for some of the most valuable feet in the world—professional athletes.

One of Adidas's successful marketing strategies is their active involvement in sports event sponsorship. Adidas is the main sponsor of highly successful teams such as New Zealand national rugby team, Australian cricket team and German national football team. Adidas is also very active at sponsoring top football clubs such as A.C. Milan and Bayern Munich.

Task 1 Read the passage and decide whether the following statements are true (T) or false (F).

- 1. Adidas was formed before World War I.
- 2. Adi Dassler started to make slippers, which was the very beginning of his involvement in shoe business.
- 3. When Adi first made his sports shoes, they were left unnoticed though the shoes were really satisfactory.
- 4. Established in Germany, Adidas was mainly a European company instead of an international one.
- 5. The acquisition of Reebok greatly improved Adidas's competitive power.
- 6. The innovation tradition of Adidas is reflected in the new models of old types and custom shoes.

Task 2 Match the following terms with their Chinese meanings.

- | | | |
|-----------------------|---|--------------|
| 1. takeover | • | a. 制造商 |
| 2. lightweight | • | b. 运动装 |
| 3. headquarters | • | c. 竞争对手 |
| 4. sportswear | • | d. 营销策略 |
| 5. revenue | • | e. 合伙人; 合作关系 |
| 6. rival | • | f. 重量轻的 |
| 7. marketing strategy | • | g. 总部 |
| 8. partnership | • | h. 收入 |
| 9. manufacturer | • | i. 赞助; 赞助者 |
| 10. sponsorship | • | j. 接收; 接管 |

Task 3 Work in groups and discuss the following questions.

?

- In which way do you know about Adidas and its products?
- Do you think sponsoring sports events is a good marketing strategy? Will it be helpful for establishing business relations? Explain your opinion in detail.
- Do you have any suggestions for Adidas to improve its position in sportswear business? What are your suggestions?





Writing

Task 1 Suppose you are Jane Trappe of Swift Communication Company. Write an email to Starcom in the hope of establishing business relations.

About Starcom:

Starcom is the leading mobile phone producer in China and around the world. It has been at the forefront of communication inventions and innovations for nearly 80 years.

 To:	<input type="text"/>
 Cc:	<input type="text"/>
Subject:	<input type="text"/>

Task 2 The following letter is sent to your company. Please write a reply letter.

Dear Sir,

Having obtained your name and address from the Commercial Counselor's Office of our embassy in your country, I'm writing to you in expectation of establishing business relations with you.

Our company has been the importer of paper products for many years. Now we want to extend our business and we are interested in your products. We would appreciate it very much if you could send us your catalogs and quotations. If your prices are acceptable, we anticipate doing a considerable amount of business with you in the future.

I'm looking forward to your early reply.

Yours faithfully,
Jimmy Brown
Purchasing Manager
UT Co.





Project

Project Guidelines

This project aims at going through the process of establishing a business relation. The whole task is divided into three steps. Step One focuses on your ability to search and find a potential client. Step Two demonstrates the strength of your company and putting forward your request for entering into business relationships in written form. Step Three emphasizes your ability to conduct a formal talk with the potential client to finally reach a formal agreement.

Please follow the *Task Description* to complete the project.

Task Description

China Computer Group (a computer manufacturer) hopes to expand its market in Australia and establish long-term business relations with an international trade corporation.

1 Step One

- Organize a small group with 4-6 people in your class;
- Search the Internet for information about an international trade corporation or a computer manufacturer (such as company profile, products and services, contact information, etc.);
- Give a presentation to introduce the company and products/services with the help of the online information you have found.

2 Step Two

- Divide your group into two subgroups: China Computer Group and the international trade corporation;
- Take turns to play each role by writing emails to each other: China Computer Group sends an email to the international trade corporation, enquiring about the possibility of establishing business relations; the international trade corporation answers the email, suggesting a visit by China Computer Group to talk about the cooperation;
- Read your email to the whole class, and the rest of the class give their evaluation.

3 Step Three

- Take turns to play each role at your first meeting: The international trade corporation receiving China Computer Group; China Computer Group enquiring about details for establishing business relations;
- Summarize the performance of the group members and put forward suggestions for improvement.



Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I have a basic idea about how to establish business relations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can make and answer phone calls for establishing business relations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write emails in the hope of entering into business relations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write a reply letter to potential clients' email for extending business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Note: Distinction, Merit, Pass, Fail*



New Words and Expressions

Reading A

New Words

associate /ə'səʊʃieɪt/ *n.* 合作人, 同事

catalog /'kætəlɒɡ/ *n.* 目录

channel /'tʃænəl/ *n.* 途径, 渠道

delegation /,delɪ'geɪʃən/ *n.* 代表团

enclose /ɪn'kləʊz/ *v.* 把……附带装入同一个信封或包裹

expand /ɪk'spænd/ *v.* 扩张

fabric /'fæbrɪk/ *n.* 织物, 一种布 (尤指通过纺织、编织或毡结丝线而成)

fair /feə(r)/ *n.* 展览会

fashion /'fæʃən/ *n.* 流行服装、服饰

firm /fɜ:m/ *n.* 公司

former /'fɔ:mə(r)/ *adj.* 前者的, 在两个中先提到的

geographic /dʒɪə'græfɪk/ *adj.* 地理学的, 地理的

invest /ɪn'vest/ *v.* 投资

latter /'lætə(r)/ *adj.* 后者的, 所提到的两个人或两件事中的第二个

mutual /'mju:tʃʊəl/ *adj.* 相互的, 彼此的

obtain /əb'teɪn/ *v.* 获得, 得到

potential /pəʊ'tenʃəl/ *adj.* 潜在的, 可能的

prospective /prəʊ'spektɪv/ *adj.* 预期的, 可能要成为……的

reference /'refərəns/ *n.* 提及, 提到

reliable /rɪ'laɪəbl/ *adj.* 可靠的, 可信赖的

scope /skəʊp/ *n.* (活动)范围, 领域

supplier /sə'plaɪə(r)/ *n.* 供应者, 厂商

survey /'sɜ:vɪ/ *n.* 详细的考察或调查

turnover /'tɜ:n,əʊvə(r)/ *n.* 营业额, 成交量

Phrases & Expressions

for the purpose of sth./doing sth. 为了……目的

regarding (sb./sth.) 关于 (某人/某事)

start business (with sb./sth.) 开始与……做生意

Technical Terms

business associate 生意伙伴

establish business relations 建立业务关系

market survey 市场调查

Proper Name

Chamber of Commerce 商会

Reading B

New Words

adapt /ə'dæpt/ *v.* 使适合, 使适应
 athletic /æθ'letɪk/ *adj.* 运动的
 cricket /'krɪkɪt/ *n.* 板球
 custom /'kʌstəm/ *adj.* 定做的, 按照定单制作的
 facility /fə'sɪlətɪ/ *n.* 设施, 设备
 headquarters /'hed,kwɔ:təz/ *n.* 总部
 innovation /,ɪnəʊ'veɪʃən/ *n.* 改革, 创新
 lightweight /'laɪtweɪt/ *adj.* 重量轻的, 不重的
 manufacturer /,mænju'fæktʃərə(r)/ *n.* 制造者, 厂商
 marketing /'mɑ:kɪtɪŋ/ *n.* 营销
 military /'mɪlɪtəri/ *adj.* 军队的
 original /ə'ɹɪdʒənəl/ *adj.* 最初的, 最早的
 professional /prəʊ'feʃənəl/ *adj.* 专业的, 职业的
 revenue /'revənju:/ *n.* 收益, 来自财产或投资的收益; 收入
 rival /'raɪvəl/ *n.* 竞争对手, 敌手
 rugby /'rʌɡbi/ *n.* 橄榄球
 sponsor /'spɒnsə(r)/ *n.* 赞助者

sportswear /'spɔ:tswɛə(r)/ *n.* 运动服装
 strategy /'strætɪdʒɪ/ *n.* 策略, 战略
 takeover /'teɪk,əʊvə(r)/ *n.* 接收; 接管
 unceasing /,ʌn'si:siŋ/ *adj.* 不停息的; 持续的

Phrases & Expressions

as well as sb./sth. 和……, 以及……
 compete with sb./sth. 与某人/某物竞争
 get along well with sb. 与某人相处很好

Proper Names

A. C. Milan A. C. 米兰 (世界著名足球俱乐部)
 Adidas 阿迪达斯 (著名运动品牌)
 Bayern Munich 拜仁·慕尼黑 (世界著名足球俱乐部)
 Nike 耐克 (著名运动品牌)
 Puma 彪马 (著名运动品牌)
 Reebok 锐步 (著名运动品牌)
 Toronto 多伦多 (加拿大城市)



Vocabulary and Structure

Task 1 Fill in the blanks with the words or phrase from Reading A and Reading B that match the meanings in the column on the right. The first letters are already given.

p_____	likely to become or be
e_____	to insert into the same envelope or package
c_____	made to order
r_____	mention of a person, an occurrence or a situation
f_____	cloth produced especially by knitting or weaving
t_____	the value of goods and services that a company sells during a given period of time
e_____	to increase the size, volume, quantity; enlarge
s_____	a detailed inspection or investigation
r_____	one who attempts to equal or surpass another, or who pursues the same object as another
b_____ a_____	a person united with another or others in an enterprise or a business

Task 2 Fill in each blank with the appropriate form of the word given in the brackets.

1. We assure you of our best _____ (serve) at all time.
2. They mainly trade with Chinese _____ (nation) firms.
3. There is considerable scope for _____ (expand) into the export market.
4. We are writing to you for the _____ (establish) of business relations.
5. We believe in the bright future of long-term _____ (cooperate) with your company.
6. From the Chamber of Commerce, we have understood that you are one of the largest _____ (import) of coals.
7. We are the _____ (manufacture) of electric shavers.
8. If you need more information _____ (regard) our products, please contact us.
9. To support your sales, we have specially prepared for you some samples of our new products for your _____ (consider).
10. If the businessman has the _____ (intend) of buying for import, he may also request for catalogs, samples, price lists, etc.

Task 3 Complete the following sentences with the words or phrase given below. Change the form if necessary.

reliable	potential	channel	compete with	adapt
obtain	delegation	enclose	sponsor	establish

- As an important marketing strategy, _____ social activities, such as sports events, has been widely applied by companies.
- To _____ other manufacturers, the company has reduced the price greatly.
- All people coming to our store should be received politely, because everyone of them is our _____ customer.
- There are different _____ through which we can learn about new clients.
- Since McDonald came to China, it has taken various steps _____ to Chinese people's taste.
- After years of pleasant cooperation, they have become our most _____ partners.
- I came to know him when I went to America as a member of a trade _____.
- The price list is _____ in my letter. You may check it.
- _____ business relations is usually the first step to start business.
- Having been working as a sales representative for ten years, he has _____ rich experience in marketing.

Task 4 Translate the following sentences into English using the words or phrases given in the brackets.

- Our company _____
(愿意与贵公司建立业务关系). (be willing to do sth.)
- I wrote to the manager _____
_____ (为了扩展我们公司的业务). (for the purpose of, expand)
- I _____ (随信寄去我
公司最新的产品目录). (enclose, catalog)
- His intention of writing the letter is to _____
_____ (劝说我们投资给他们公司). (persuade sb. to do sth., invest)
- He is interested in our _____
_____ (优质的布料及其他相关产品). (fabric)

Task 3 Cross out the wrong word in each word pair underlined.

Dear Christine,

Well, here I am in Australia. Thank you for your 1 kind/kindly letters. You ask me what it's like here. I must say it's pretty 2 good/well! The language school is very 3 efficient/efficiently organized. On the first morning we had to take a test, which I found rather hard. However, I got a 4 surprising/surprisingly good mark, so I'm in the second class now. I didn't talk much at first, because I couldn't think of the words 5 quick/quickly enough, but 6 late/lately I've become much more 7 fluent/fluently. I'm staying with a family who live 8 near/nearly the school. They are quite 9 pleasant/pleasantly although I don't see much of them, because I'm always so 10 busy/busily with my friends at school. I was surprised how 11 easy/easily I made friends here. They come from 12 different/differently parts of the world and we have some 13 absolute/absolutely fascinating discussions. I do hope you will be able to join me here next term. I'm sure we'd have 14 good/well fun together.

Best wishes,
Celia

Task 4 Write the correct form of the verbs crossed out in the following letter.

Dear Peter,

I have been attending my college for a year. I'm very happy about 1 ~~study~~ studying here. At first, it was a little hard getting used to 2 ~~speak~~ _____ English all the time, but now I feel very comfortable about 3 ~~communicate~~ _____ in my second language.

I just joined an international student group, and I'm very excited about 4 ~~meet~~ _____ new people. Summer vacation is coming, and a few of us are planning on 5 ~~do~~ _____ some traveling together. Before joining this group, I used to 6 ~~spending~~ _____ holidays alone. I'm happy that I have made many good friends now.

I look forward to 7 ~~hear~~ _____ from you soon!

Jane

词类及其之间的相互关系

一、词类

名称	缩写	中文名	例子	概念或功能
noun	<i>n.</i>	名词	boy, milk, love	表示人、物及抽象概念的名称
pronoun	<i>pron.</i>	代词	you, I, my, yours	代替名词或起名词作用的短语、句子
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态
adverb	<i>adv.</i>	副词	well, fast, quickly	表达时间、地点、程度、方式等概念
verb	<i>v.</i>	动词	do, cut, run, jump	表示动作或状态
numeral	<i>num.</i>	数词	two, third, fourth	表示数目多少或顺序
article	<i>art.</i>	冠词	a, an, the	限定、说明名词的所指
preposition	<i>prep.</i>	介词	at, in, with, for	表示词与词、词与句之间的关系
conjunction	<i>conj.</i>	连词	and, so, because	连接词、短语或句子, 表达逻辑关系
interjection	<i>interj.</i>	感叹词	oh, yeah, ouch	表示喜怒哀乐等感情或情绪

注: 不少单词不仅仅属于一个词类, 在不同的语言环境下可体现不同的词性。例如:

1. Would you like to take a **walk**? (名词)
2. I usually **walk** to school. (动词)

二、词与词之间的关系

1. 冠词修饰和限定名词: **a** book, **an** apple, **the** president
2. 形容词修饰名词: **new** car, **beautiful** flower
3. 副词修饰动词、形容词、副词及整个句子:
 I speak English **loudly**. (修饰动词)
 She is **really** pretty. (修饰形容词)
 What happened? The father asked, **rather** slowly. (修饰副词)
Fortunately, no one was hurt. (修饰整个句子)
4. 介词后接名词或动名词: **in** the morning, look forward **to** visiting your city



Comprehensive Exercises

Task 1 Complete the dialogs by crossing out the wrong word or words.

- A: Did you enjoy your holiday?
 B: Yes, we had wonderful time/a wonderful time.
- A: What can I do for you, Susan?
 B: Can you give me some advice/advices on how to find a job?
- A: What would you like to put in your sandwich?
 B: I'd like a chicken/some chicken, please.
- A: How is the park?
 B: It is beautiful. And we took some photos/photoes there.
- A: Are you busy tomorrow?
 B: Yes. We have some business/businesses to discuss.
- A: What did you do with Jackie last night?
 B: I had conversation/a conversation with him.
- A: Hi, guys. Are you ready for the holiday?
 B: Yes. We have packed all the luggage/luggages here.
- A: What's the matter?
 B: You've got some egg/eggs on your shirt.
- A: What can you see in the distance?
 B: I can see a few sheep/sheeps.
- A: How did your interview go?
 B: Well, I didn't get the job. I think they really wanted someone with some experience/experiences.

Task 2 Fill in each blank with the appropriate form of the word given in the brackets.

- Living in the country is less (expense) _____ than living in the city.
- Although John was not experienced in business, he did it with (confident) _____.
- The chairman emphasized his ideas by speaking more (loud) _____.
- Some American businessmen in China are spending a lot of time in (learn) _____ Chinese.
- Some people do believe that smoking will (certain) _____ cause lung cancer.
- I'm (real) _____ sorry for the mistake our office worker made last month.
- Could you go to bed (early) _____ than you usually do?
- The sellers allowed us to pay them on a (month) _____ basis.
- John is the (clever) _____ student I have ever taught.
- He told a very (live) _____ story about his life in Africa.

Task 3 Rewrite each of the following sentences without changing its meaning.

- | | |
|---|-----------------------|
| 1. The boy is a quick learner. | The boy learns _____. |
| 2. The man can cook really well. | The man is a _____. |
| 3. Your behavior was extremely foolish. | You behaved _____. |



- | | |
|--|--|
| 4. The hotel staff treated us in a very friendly manner. | The hotel staff were _____. |
| 5. I don't think that's a practical suggestion. | That suggestion doesn't sound _____. |
| 6. Philip is usually a hard worker. | Philip usually works _____. |
| 7. Tom looked sad when I saw him. | Tom looked at me _____. |
| 8. I wish you could swim fast. | I wish you were a _____. |
| 9. She speaks perfect English. | She speaks English _____. |
| 10. I didn't go out because of the heavy rain. | I didn't go out because it rained _____. |

Task 4 Cross out the wrong word in each of the word pairs underlined.

Helen Keller was a 1 health/healthy baby. But when she was 19 months old, she had a 2 sudden/suddenly fever. Later, the fever disappeared, but she became 3 blind/blindly and 4 deaf/deafly.

When Helen was seven years old, a teacher, Anne Sullivan, came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen to read by the Braille system. Helen learned these things 5 quick/quickly. However, learning to speak was 6 harder/hardly. Anne continued to teach Helen patiently. 7 Final/Finally, when Helen was 10 years old, she could speak 8 clear/clearly enough for people to understand her.

Helen went to an institute for the blind, where she did very 9 good/well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled 10 extensive/extensively with Anne. She worked 11 tireless/tirelessly, traveling all over America, Europe, and Asia to raise money to build schools for blind people. Her 12 main/mainly message was that disabled people are like everybody else. They want to live life 13 full/fully and 14 natural/naturally. Helen wanted all people to be treated 15 equal/equally.



Fun Time

Reading the following tongue twister and enjoy yourself.

Yellow butter, purple jelly, red jam, black bread
 Spread it thick, say it quick!
 Yellow butter, purple jelly, red jam, black bread
 Spread it thicker, say it quicker!
 Yellow butter, purple jelly, red jam, black bread
 Don't eat with your mouth full!