

UNIT 5

单元流程说明:

1. 本单元结合汽车**市场营销**中的典型工作流程、工作场景,概述汽车市场营销的方法与策略;
2. **市场营销策略**:掌握一定的市场营销知识,分析丰田公司在美国汽车市场不同时期所采用的不同营销策略并比较其所产生的不同市场效应 (Reading A);
3. **汽车发布会**:邀请客户参加汽车发布会;向客户介绍公司的新车型;与客户探讨公司的市场营销计划;接待客户并满足客户的租车需求 (Listening and Speaking);
4. **汽车发布会通知**:通过电子邮件告知客户关于汽车发布会的详细信息,并邀请客户参加此次汽车发布会 (Reading B);向汽车经销商介绍公司新推出的车型,建立业务关系,制定新车的市场营销策略 (Writing);
5. **广告宣传策略**:为新车制定广告宣传策略,展开有效的宣传推广活动 (Project)。



Warming-up

Task 1

Key

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

Task 2

Key

① b > ② d > ③ c > ④ e > ⑤ a



Reading A

Background information

1. Toyota

Toyota Motor Corporation is a multinational corporation headquartered in Japan. In addition to manufacturing automobiles, Toyota provides financial services through its division Toyota Financial Services and also builds robots. Toyota Industries and Finance divisions form the bulk of the Toyota Group, one of the largest conglomerates in the world.

2. Hybrid vehicle

A hybrid vehicle is a vehicle that uses two or more distinct power sources to move the vehicle. The term most commonly refers to hybrid electric vehicles (HEVs), which combine an internal combustion engine and one or more electric motors.

Task 1

Objectives:

- ▶ Ss understand the concept of “four Ps” and the importance of marketing.
- ▶ Ss learn some impressive advertising slogans.

Time: 10 minutes

Steps:

- ▶ Ss discuss the questions in pairs or in small groups. Circulate in the classroom to monitor and offer help if necessary. Write any useful vocabulary on the board.
- ▶ When Ss have finished talking, invite some volunteers to answer the questions.
- ▶ The rest of the class should listen and compare answers and be prepared to add more information.

Suggested Answers

1. “The four Ps” is Product, Price, Promotion and Place. Every business achieves a different balance between them to make a marketing mix.

Product

A high quality product that is right for the market is the key to marketing success. If it is a mobile phone, it needs to look and feel right, be fashionable and easy to use, and offer the right services. It must reflect the end-user’s needs and wants and offer something different from its competitors.

Price

Price is an important factor. A luxury product can have a higher price. Organic food can be priced high

because it offers customers guarantees of safety and taste. But if you are entering a new market you may set a low price to compete better. Low price may also be used by supermarkets for economy brands, and shopping sites such as Amazon which promotes sales with aggressive pricing strategies.

Promotion

This includes advertising, publicity and selling. Personal selling by sales representatives is an effective way to sell products such as car. Advertising is essential and is used by most companies. It may be on the Internet, TV, radio, on posters or in newspapers and magazines and on mobile phones.

Place

It’s no good having a perfect product if you can’t get it to our customer. A business has to distribute its products effectively. They can be distributed directly to your customer, via a shop, or indirectly through a wholesaler. Wholesalers act as a link between a company and retailers. Direct selling is becoming increasingly important on the Internet.

2. Slogan is a recognition tool that consists of smart phrases and expressions that function as a form of recognition for the brand, organizational image, campaign theme or marketing communication image.

Slogan should be a statement of such merit about a product or service that is worthy of continuous repetition in advertising, is worthwhile for the public to remember, and is phrased in such a way that the public is likely to remember it.

Translation

丰田混合动力车市场营销策略

引言

充分认识到了消费者对于更具有燃油经济性和废气排放量更少的产品的需求，丰田公司在2000年向美国市场推出了混合动力车普锐斯。

第一代丰田普锐斯

丰田普锐斯最初的市场营销策略定位于喜欢创新和易于接受新技术的消费者群体。2000年“普锐斯”的市场推广活动侧重于宣传丰田生产了环保型轿车并利用互联网空间吸引那些对新技术充满热情的人。

丰田早在普锐斯正式上市前两年就吸引那些感兴趣的消费者浏览关于普锐斯发展的特别网站。丰田利用目标客户群的焦点团体和讨论会来评价普锐斯的各个方面。丰田发现消费者特别注重高科技、可承受的价格、简洁的操作、舒适性、质量、方便的设计和安全性。

丰田的电视广告和印刷品广告强调混合动力技术的新发展和其不依赖于汽油的特点。丰田还在网上制作了长为17秒的电子视频宣传册，并将这一视频发送给44,000人。此外丰田还借助社会各界精英名流的支持使得新款普锐斯受到了公众的普遍关注。

丰田为询问普锐斯信息的目标客户群提供了预定购车的机会，并最终通过经销商达成交易，以此作为促进消费的“购买加速器”。丰田还同大约900名经销商合作实施了“租车”项目，此项目允许那些感兴趣的消费者进行长达一天的超长驾车体验。

第一代丰田普锐斯在美国市场获得了巨大的成功，2001年至2003年间销量上涨了32%。

第二代丰田普锐斯

第二代普锐斯于2004年面世，目标客户群定位于“早期大众”，即那些倾向于购买可靠、可负担得起、经过检验的产品的消费者，而不是2000年宣传推广活动中定位的“早期接受者”。

作为对美国消费者对较大轿车需求的回应，丰田推出了空间宽敞的“中型”普锐斯。得益于生产过程中效率的提高，此款车能够以与第一代普锐斯相同的价格出售。丰田利用电视广告宣传第二代普锐斯的空间，动力以及环保的特点，以此来说服“早期大众”相信它是一款恰好环保的高性能轿车。

未来展望

由于多个即将到来的竞争者，混合动力车市场份额分配图在未来几年将会发生巨大的变化。

Task 2

Objective: Ss know some English expressions related to automobile marketing strategies.

Time: 5 minutes

Steps:

- ▶ Pre-teach *rental program, purchase accelerator*.
- ▶ Get Ss to scan the passage for relevant information.
- ▶ Ss do the match work in pairs.
- ▶ Check the answers with the whole class.

Key

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

Task 3

Objective: Ss understand how Toyota uses mass media to promote Prius.

Time: 10 minutes

Steps:

- ▶ Ss do this exercise alone and then check the answers with a partner.
- ▶ Check the answers with the whole class.

Key

1. website
2. television
3. print ads
4. online e-brochures
5. video clip
6. television advertising

Task 4

Objective: Ss can scan the passage for correct understanding of some details.

Time: 10 minutes

Steps:

- ▶ Ss do this exercise alone and then check the answers with a partner.
- ▶ Check the answers with the whole class.

Key

1. T 2. T 3. T 4. F 5. T

Task 5

Objective: Ss learn some effective automobile marketing strategies.

Time: 15 minutes

Steps:

- ▶ Ss work in groups and brainstorm auto marketing strategies as many as possible.
- ▶ Circulate in the classroom to monitor and offer help if necessary. Write any useful vocabulary on the board.
- ▶ When Ss have finished talking, invite some groups to present their answers.
- ▶ The rest of the class should listen and be prepared to add more information.

Suggested Answers

1. Market survey, questionnaire and car exhibition are important for auto sales.
2. It may be effective to hold parties, featuring musicians and fashion folks, and have cars stationed at art galleries, independent film openings to attract potential customers.
3. Celebrity endorsements and testimonial advertisements have come a long way and they are also doing their bit to sell the cars.
4. It is a great way to stay in touch with your clients by sending an occasional email, once every month or two, and using inexpensive loyalty tools like send-out cards.



Listening

Task 1

Objective: Ss can accurately write down the missing words in a conversation.

Time: 10 minutes

Steps:

- ▶ Ss read the direction and the given part of conversation in Listening Task 1.
- ▶ Ss listen to the conversation and fill in the blanks.
- ▶ Check the answers.

Script

Mary: Hello, Mr. White, I'm Mary, secretary of the Marketing Department of TAC. I'm calling to invite you to our company's Auto Release Conference and a later tour around our tradeshow.

Mr. White: Good! Does that mean you are introducing new products or technologies?

Mary: More than that. Besides the premier opportunity to see our newly launched models, you will get a lot more, maybe a great surprise when you come.

Mr. White: Fabulous! Then what's the time? Hope I can schedule it.

Mary: The conference will be held in Beijing from June 21st to 24th, and as our VIP partner, you'll be picked up at the airport and we arrange all the accommodations that will be charged to our account.

Mr. White: Fine! I hope you can email me a letter with more details and I'll email you back to confirm when the flight number and arrival time are fixed.

Key

1. tradeshow
2. launched
3. schedule
4. account
5. confirm

Task 2

Objective: Ss can recognize specific information in a conversation.

Time: 15 minutes

Steps:

- ▶ Ss read the direction and the given items in Listening Task 2.
- ▶ Ss listen to the conversation and tick the items mentioned.
- ▶ Check the answers.

Script

Jessica Clair: Mr. White, look at this, our new product after three years' development. This four-door sedan has a very elegant interior, and also looks graceful on the outside too.

Mr. White: I'll say that. Is it comfortable and reliable? You know nowadays people care more about comfort and safety than appearance.

Jessica Clair: Safety is out of question! You know our company's products. And it's surely very comfortable to drive, with a steady, set-and-forget quality many drivers appreciate.

Mr. White: I heard at the conference that the price is the same as those of other models. How did you manage that?

Jessica Clair: Well. It's due to the efficiencies we've achieved in the production process. And the car is targeted to the "early majority" of consumers, you know, those tending to demand reliable, affordable and proven products, so we set a low price to compete better.

Mr. White: Uh-huh, I think it will have a promising market.

Key

- | | | | |
|-------------------------------------|--|-------------------------------------|------------------|
| <input checked="" type="checkbox"/> | elegant interior | <input checked="" type="checkbox"/> | elegant exterior |
| <input checked="" type="checkbox"/> | car performance | | |
| <input checked="" type="checkbox"/> | possible popularity level among people | | |
| <input checked="" type="checkbox"/> | high efficient production | | |
| <input checked="" type="checkbox"/> | target consumers | <input checked="" type="checkbox"/> | promising market |

Task 3

Objective: Ss can match each topic with its related information.

Time: 10 minutes

Steps:

- ▶ Ss read the direction and the given items in Listening Task 3.
- ▶ Ss listen to the conversation and finish matching.
- ▶ Check the answers.



Speaking

Key

Notes

Ways to launch the promotion campaign:

1. bombing the golden time on the national channel with TV commercials;
2. contacting the famous star Miller to be spokesperson;
3. using the Internet;
4. created online e-brochures;
5. also using handbooks and other publications;

Other suggestions:

Mr. White suggested opening some markets abroad/opening some outlets in the neighbor countries.

Jessica Clair's response:

It's risky, but will send somebody there to do some market research.

Task 1

Objective: Ss know how to make short phone calls.

Time: 15 minutes

Steps:

- ▶ Ss read the example in Speaking Task 1.
- ▶ Ss choose the roles.
- ▶ Ss make up a phone conversation.
- ▶ Ss role-play the conversation in class.

Sample 1

A: Mr. Smith, this is Mary Jones from Shanghai Volkswagen. I'm calling to invite you to participate in working out our market plan.

B: Hmm... I want to know the time so that I can schedule it.

A: The meeting will be held at 9 o'clock in the morning next Monday . It will last for two hours.

B: Let me see... OK. I can attend it.

A: Great. Look forward to seeing you then.

B: See you.

Sample 2

A: Mr. Brown, this is Mary Jones from Jiangling Motors Corporation. I'm calling to invite you to view our advertisement project.

B: Hmm... I want to know the time so that I can schedule it.

A: The meeting will be held at two o'clock this Friday afternoon. It will end at four o'clock.

B: OK. I'm glad to attend it.

A: Fine! Look forward to seeing you on Friday.

B: All right. See you!

Sample 3

A: Mr. Chen, this is Mary Jones from P&G. Our company would like to have you as our spokesman. I'm calling to invite you to our company sometime next week.

B: Let me see... Sorry, I have a full schedule next week. I'm afraid I can't make it.

A: When will it be convenient for you?

B: I'm afraid I can't spare a minute in the next two weeks. I will discuss this with my broker and then give you a reply.

A: OK. Thank you.

Task 2

Objective: Ss know how to receive a client who wants to rent a car.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 2 and the given expressions.
- ▶ Ss choose the roles.
- ▶ Ss make up a conversation.
- ▶ Ss role-play the conversation in class.

Sample

Mary: Good morning. May I help you?

The lady: I'd like to rent a car, please.

Mary: Would you like an economy car or a luxury one, madam?

The lady: I'd like a luxury car, please. What's your rent rate?

Mary: 58 dollars a day or 258 dollars a week. Here is our brochure, Madam. Err... luxury...? Yes, here they are in this section. Which model would you like?

The lady: I like this yellow BMW Z4.

Mary: Good, it's available. How many days would you like it for?

The lady: I'll keep it for eight days, from today, the 10th to the 17th.

Mary: That's OK. May I see your driving license, please?

The lady: Yes, here you are.

Mary: Thank you. Please fill in this form. And how will you pay for the rent?

The lady: I'd like use a credit card. Here it is.

Mary: OK. Then you can collect the car. It's parked outside in Line T4.

The lady: Thank you. See you on the 17th.

Mary: Bye.

Task 3

Objective: Ss know how to talk about marketing strategies.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 3.
- ▶ Ss rearrange the conversation and choose the roles.
- ▶ Ss role-play the conversation in class.

Key

The right order is: 2→1→4→3→7→6→5

Task 4

Objective: Ss know how to compare different auto marketing strategies and analyze the differences.

Time: 15 minutes

Steps:

- ▶ Ss review Reading A and compare the marketing strategies for the first-generation Prius and second-generation Prius.
- ▶ Ss discuss and analyze why Toyota adopts different marketing strategies.
- ▶ Each group chooses a representative who gives a presentation of their discussion results.

Sample

The first-generation Prius was launched in 2000, targeting innovators and early adopters of new technologies. The 2000 Prius campaign focused on Toyota's creating environmentally-friendly vehicles and on using online space to attract those who are enthusiastic about new technology. The marketing methods include Internet (a special website about Prius development, online e-brochures, etc.), focus groups and clinics with target customers, television and print ads, celebrity support, purchase accelerator, rental programs, etc.

The second-generation Prius was introduced in 2004, targeting the "early majority" of consumers who tend to demand reliable, affordable, proven products. The 2004 Prius campaign focused on Toyota's creating roomier mid-sized Prius, which could be sold at the same price as the first-generation car. The marketing methods include mainly the television advertising which emphasize the size and power, along with the environmental benefits of the second-generation Prius.



Reading B

Background information

Tips on How to Write an Announcement Letter

1. Think about exactly what you want to write. Ask yourself the famous five questions, who, what, when, where and why. Always be direct, brief and to the point. Always think about the details in order of importance.
2. Write your announcement letter in a straightforward and concise way so the readers can get the information quickly and be able to refer to it easily.
3. When you begin to write, make sure your paragraphs are strong and effective. Again, be straight and to the point. Do no ramble on with meaningless words. Keep it simple, with basic information. Always start with a key verb, and go from there.
4. If you are making a positive announcement, keep it short, inviting, and to the point. Demonstrate your desire to maintain a personal or business relationship, and to build morale, confidence, loyalty, and goodwill.
5. If announcing or recognizing the achievements of others, you can, if you write appropriately, motivate others to achieve the same objectives.
6. Your letter is a prime opportunity to build good relationships and promote your business.
7. Make the information in your announcement clear and complete, so you are not bombarded with questions later.
8. If you are announcing bad news, make a direct, no-nonsense statement. Temper the announcement with understanding and optimism. Your tone should be considerate and respectful.

Translation

汽车发布会通知

一个企业能生产出好的产品是不够的, 还得能为产品找到买主, 这就需要市场营销。市场营销至关重要, 因为企业通过它来制定市场目标和策略。市场营销就是要帮助企业找到目标客户群并满足客户的需求。

汽车发布会在新车的市场推广中起着非常重要的作用, 这一策略被许多汽车企业采纳。因此我们最好学会写汽车发布会的通知或信件。下面是一个例子。

收信人: zdc@mca.com

主题: TAC公司汽车发布展销会

尊敬的女士们, 先生们:

TAC公司的汽车发布与展销会一如既往地市场和消费者提供良机。我们期望与会者寻求能提高生活质量并创造商机的产品和服务。

我们的发布会将于6月21日至6月24日在北京举办。会间通过新车型的发布和其他车型的展示, 本公司将为您提供一个了解汽车工业现状和选择汽车的机会。对于汽车工业的了解可以使您获得您需要的支持和理想的服务。我们的发布会还为您提供了平时非常难得的与我们公司高层管理人员直接交流的机会。

您必须提前注册才能参加此次发布会。咨询注册信息请致电(010) 8276-3878或发电子邮件至 registration@tac.com。现在就注册不仅可以确保您的与会资格,更会为您带来所有的机遇。

TAC 公司联系人: 玛丽·琼斯 (秘书)

电话: (010) 8276-3867

传真: (010) 8991-7511

电子邮件: Mary.J@tac.com

期盼您的回复。

祝好!

玛丽·琼斯
TAC市场营销部

Task 1

Objective: Ss master some English expressions related to automobile release conference.

Time: 15 minutes

Steps:

- ▶ Pre-teach *value-added*, *launch*, and *access*.
- ▶ Ss read Reading B Task 1 and do the match work alone.
- ▶ Ss check their work with a partner.
- ▶ Check the answers with the whole class.

Key

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

Task 2

Objective: Ss can scan the passage to find specific information for the given topics.

Time: 10 minutes

Steps:

- ▶ Ss read Reading B Task 2.
- ▶ Ss scan the passage to find specific information and fill in the table.
- ▶ Check the answers with the whole class.

Key

| | | | |
|---|--|-----------------------------------|---|
| Initiator: TAC | Subject: Automobile Release Conference and Tradeshow | Date: June 21st to 24th | Place: Beijing |
| E-mail: Mary.J@tac.com | Fax: (010) 8991-7511 | Tele: (010) 8276-3867 | Contact person: Mary Jones, secretary |
| Purpose of the conference: launching the new models and exhibiting other models of TAC vehicles; providing the attendants with the opportunity to gain immediate access to the decision makers; creating business relations | | | |
| Ways to participate: registering in advance | | | |

Task 3

Objective: Ss can correctly understand a passage and translate it into Chinese.

Time: 30 minutes

Steps:

- ▶ Ss read Reading B Task 3.
- ▶ If necessary, pre-explain the difficult words or phrases in the passage.
- ▶ Allow enough time for Ss to read the passage.
- ▶ Ss work individually or in pairs to complete the translating task.
- ▶ Assist Ss if necessary.
- ▶ Choose two Ss to present their translation.
- ▶ Check the answers and make necessary comments on their translation.

Suggested Answers

我们的发布会将于6月21日至6月24日在北京举办。会间通过新车型的发布和其他车型的展示, 本公司将为您提供一个了解汽车工业现状和选择汽车的机会。对于汽车工业的了解可以使您获得您需要的支持和理想的服务。我们的发布会还为您提供了平时非常难得的与我们公司高层管理人员直接交流的机会。



Writing

Task 1

Objective: Ss can correctly finish a letter for introducing a new model car to the dealer principal.

Time: 20 minutes

Steps:

- ▶ Ss read the writing direction and have a quick look at the given information.
- ▶ Ss complete the letter alone.
- ▶ Ss exchange their writing with a partner and do peer-editing.
- ▶ Invite some Ss to read out their writing.
- ▶ Make comments and offer advice.

Sample

Mr. White:

Our company's sales volume has been going up these years. We believed that this achievement can be attributed to our popular autos and good service.

We are happy to be able to tell you that our new model Triumph 5 has come out after three years of research and development.

The four-door sedan has a decent interior and graceful appearance with good dynamic performance. Its human-friendly design makes it comfortable to drive and especially suitable for young commuters.

What an opportunity! Take it!

Enclosed is the detailed technical reference on Triumph 5. Look forward to hearing your interest and inquiry soon.

Yours truly,

Mary Jones

Secretary of the Marketing Department of TAC

Task 2

Objective: Ss know how to draft a marketing plan for a new model car.

Time: 10 minutes

Steps:

- ▶ Ss read Writing Task 2.
- ▶ Ss do some research and answer the listed questions before working out a marketing plan.
- ▶ Ss work in pairs to draft a marketing plan.
- ▶ Invite some Ss to give a presentation on their marketing plans.

Sample

A Marketing Plan for TAC's New Model

With the entry into the new century and the improved living standard, many people who have high income can afford a car. At the same time competition for the seller is getting tense and tough, particularly in the last five years. Many automobile manufacturers such as BMW and Buick paid more attention to the market of private cars, and increased their investment in this field. They are the main competitors of TAC.

Our new model Triumph 5 is a middle-grade car and the four-door sedan has a decent interior and a graceful exterior with good dynamic performance. Its human-friendly design makes it comfortable to drive and especially popular with young commuters. Its characteristics compared with others are perfect with outward appearance, higher power and competitive price.

We distribute our new model by making an ad to let customers know the new model, and by improving our after-sales service to attract the young customers.



Project

This project is an integrated task that requires Ss to work together and make a plan for a new model's advertising campaign. Ss should know how to use mass media to effectively promote a new model. Ss are also required to know how to draft an advertising plan and make an oral presentation of the plan.

Time: 30 minutes

Steps:

- ▶ Grouping. Divide the class into groups of 4-6 Ss. There are several ways: Ss pick up their own partners; teachers group fast learners with slow learners; Ss find their partners by drawing lots.
- ▶ Defining project. Go through the project with the class and clarify requirements. You are advised to do it after studying Reading B.
- ▶ Timing & cooperation. Give Ss the deadline for completion and guidelines on working together. Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions from the teacher should come in. Make Ss fully aware that team work is the essential part of the practice. Remind them that different Ss have different work but everybody contributes to the project. They discuss first and then decide who will do what.
- ▶ Presentation. Ss present their evidence for completion. In this project, they need to write an advertising plan and give a presentation. Ask them to hand in their work after they study the whole unit.

Notes:

- ▶ The project should be done as homework.
- ▶ Since it takes time and effort to complete a project, you can ask only two or three groups to do it each time. Then demonstrate their work in class and give your feedback. In this way, Ss learn from each other.



Self-evaluation

Objective: Ss can evaluate their language skills in accordance with the *Unit Objectives*.

Time: 5 minutes

Steps:

- ▶ Go through the evaluation list with Ss.
- ▶ Ss tick the boxes on the list alone.
- ▶ Ss compare their work with others.
- ▶ Ask several Ss to report their self-evaluation results.
- ▶ Comment briefly.



New Words and Expressions

Language Points

Reading A

Paragraph 1

1. **economy:** *n. the careful use of money, time, goods etc. so that nothing is wasted*
e.g. The gas fire was turned low for reasons of economy.

Paragraph 2

2. **initial:** *a. happening at the beginning*
e.g. an initial investment of £5,000
3. **campaign:** *n. a series of actions intended to achieve a particular result relating to politics or business, or a social improvement*
e.g. Florida was a key state in his campaign for re-election.
4. **focus on:** *concentrate*
e.g. He focused all his attention on finding a solution to the problem.

Paragraph 4

5. **lay stress on:** *treat it as important*
e.g. I cannot lay enough stress on the fact that this behavior has got to stop!
6. **in addition:** *used to add another piece of information to what you have just said*
e.g. The company provides cheap Internet access. In addition, it makes softwares freely available.

Useful expressions:

in addition to 除……之外

e.g. In addition to all of the above, she won a Pulitzer Prize in 1980.

7. **benefit from:** *receive benefit from*
e.g. Ignorance and superstition prevent them from benefiting from modern medicine.
8. **attract (sb's) attention:** *to make people show interest in sb. or sth.*
e.g. Her case attracted a great deal of media attention.

Paragraph 5

9. **accelerator:** *n. the part of a car or other vehicle that you press with your foot to make it go faster*
e.g. The brake (pedal) is between the clutch and the accelerator.

10. **rental:** *n. an arrangement to rent sth. for a period of time, or the act of doing this*
e.g. Could you sign the rental agreement?

Paragraph 7

11. **contrast:** *v. show a difference when compared*
e.g. His actions contrasted sharply with his promises.

Paragraph 8

12. **due to:** *because of sth.*
e.g. The accident was due to careless driving.
13. **along with:** *together with sb. or sth. else*
e.g. Dunne was murdered, along with three guards.

Useful expressions:

get along with sb. 相处和谐

e.g. The new director is easy to get along with.

Reading B

Paragraph 2

1. **play an important role in:** *to be involved in an activity or situation, and have a great influence on it*
e.g. Parents play an important role in their child's learning.

Paragraph 4

2. **release:** *n. a new CD, video, film etc. that is available to buy or see*
e.g. The new film will be released next month.

Paragraph 5

3. **exposure:** *n. the attention that sb. or sth. gets from newspapers, television etc.*
e.g. The failure of their marriage has got a lot of exposure recently.
4. **access:** *n. the right to enter a place, use sth., see sb. etc.*
e.g. Password is required to gain access to the computer system.

Paragraph 6

5. **in advance(of):** *beforehand*
e.g. It's unwise to spend your income in advance.



Vocabulary and Structure

Task 1

Objective: Ss know the spelling and meaning of the vocabulary for the unit.

Time: 10 minutes

Steps:

- ▶ Ss read Vocabulary and Structure Task 1.
- ▶ Ss close their books and work in pairs. One student reads the meanings in the right column while the other writes down the words or phrases accordingly in the left column.
- ▶ Ss switch roles.
- ▶ Check the answers.

Key

- | | | | |
|------------|-------------|--------------|-------------|
| 1. initial | 2. target | 3. celebrity | 4. brochure |
| 5. impend | 6. register | 7. otherwise | 8. roomy |

Task 2

Objective: Ss grasp the vocabulary from Reading A by changing parts of speech.

Time: 10 minutes

Steps:

- ▶ Ss read Vocabulary and Structure Task 2.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in brackets.
- ▶ Check the answers.

Key

- | | | | | |
|---------------|--------------|----------------|----------------|--------------|
| 1. beneficial | 2. extension | 3. achievement | 4. convenience | 5. majority |
| 6. finalize | 7. roomy | 8. recognition | 9. Exposure | 10. dramatic |

Task 3

Objective: Ss can use the vocabulary from Reading A in other contexts.

Time: 10 minutes

Steps:

- ▶ Ss read Vocabulary and Structure Task 3.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in the table.
- ▶ Check the answers.

Key

- | | | | | |
|-------------|--------------|------------------|----------------|---------------|
| 1. access | 2. otherwise | 3. Responding to | 4. executes | 5. impending |
| 6. targeted | 7. released | 8. coordinated | 9. In addition | 10. innovated |

Task 4

Objective: Ss can express ideas in writing using the two models outlined for Task 4.

Time: 10 minutes

Steps:

- ▶ Read the models to Ss with necessary explanation.
- ▶ Ss finish the task individually.
- ▶ Check the answers by inviting some Ss to read out their sentences.

Key

1.
 - 1) They will win the match, which will please my brother.
 - 2) The environmental protection is the focus of the debate, which surprised no one.
 - 3) He had prepared for the exam for three months, which ensured his final success.
2.
 - 1) Living in a remote village, we rarely have visitors coming.
 - 2) Not knowing how to pronounce the word “plough”, the Frenchman looked it up in a dictionary.
 - 3) Considering the importance of the experiment, they checked the result again and again.

Task 5

Objective: Ss can use the vocabulary in Reading A for translation.

Time: 15 minutes

Steps:

- ▶ Tell Ss that English and Chinese sentence structures are different.
- ▶ If necessary, re-build the first Chinese sentence in accordance with the English sentence structure as an example.
- ▶ Ss work individually or in pairs and translate the sentences.
- ▶ Check the answers and make necessary comments.

Suggested Answers

1. It's reasonable for her to lay stress on being on time for class.
2. If you go on like this, no one will benefit from this project.
3. If you want to visit our plant, you must inform us in advance.
4. I strongly recommend buying this car, for it responds well to the controls.
5. Government recommends exporters to coordinate with their importers on this matter.



Grammar

Attributive Clauses

Task 1

Key

1. the pretty girl
2. the woman with long hair
3. the man who plays football
4. the slim woman
5. the young boy beside the window
6. the man who drives a car
7. the boy with blue eyes
8. the smart young lady
9. the boy who failed his final exam
10. the girl who takes evening class

Task 2

Key

- | | | | | |
|---------------|-------------------|---------------|---------|---------------|
| 1. who/that | 2. who/that | 3. that/which | 4. that | 5. that/which |
| 6. that/which | 7. where/in which | 8. whose | 9. who | 10. whom/that |

Task 3

Key

- | | | | | |
|----------|-------------|---------------|-------------|-----------|
| 1. whose | 2. who/that | 3. that/which | 4. who/that | 5. where |
| 6. why | 7. who/that | 8. that/which | 9. when | 10. where |

Task 4

Key

One kind of vacation that many Americans enjoy is camping. Each summer millions of Americans drive to the countryside where they find places to camp. The national parks, many of which are in the mountains, are favorite camping places. Campers enjoy the fresh air, the lakes and the forests which they find in these parks. Campers hike, swim and fish. They can also find many kinds of animals and plants in the parks. Mostly, campers relax. They enjoy a change from their busy lives in the city. Some campers have trailers which they drive or pull behind their cars to their camp sites. Trailers are like houses on wheels. They have many of the conveniences which people have in their homes, such as electricity and hot water. But most campers don't have trailers. They camp in tents which they set up in their camp sites. Campers in tents don't have the conveniences that campers in trailers have. Tent campers enjoy a very simple life.

定语从句

教学思路 (供参考)

总的原则：定语从句是英语中运用广泛、结构复杂、涉及知识面较多的一种复合句。通过本章的学习，熟悉并巩固定语从句的概念、种类及相关用法。

重点训练：1. 限制性定语从句与非限制性定语从句的区别；
2. 介词与关系词之间的关系；
3. that 作为关系词的特殊用法；
4. 利用所给材料写含有定语从句的句子。

Comprehensive Exercises

Task 1

Key

- | | | | | |
|---------------|---------------|---------------|----------|----------|
| 1. where | 2. that/which | 3. that/which | 4. where | 5. when |
| 6. that/which | 7. that/which | 8. when | 9. that | 10. that |

Task 2

Key

- | | | | | |
|-------------|---------------|--------------|----------------|---------------|
| 1. to whom | 2. with which | 3. with whom | 4. about which | 5. in which |
| 6. of which | 7. to whom | 8. with whom | 9. in which | 10. from whom |

Task 3

Suggested Answers

1. The fan that/which you want is on the desk.
2. The man who/that brought our textbooks yesterday is in the next room.
3. The man who/that witnessed the accident was wearing a blue shirt.
4. The students who/that don't study hard will not pass the exam.
5. The woman whom/that you saw in the park is our geography teacher.
6. The letter that/which I received yesterday is from my sister.
7. The man whose car was damaged reported the accident.

8. The research paper on which David is working must be finished by Friday.
9. The church where my grandparents were married is very old.
10. 1910 is the year when the revolution began.

Task 4

Key

- | | |
|---|------------------|
| 1. The bike I bought it yesterday was broken. | <u>/</u> |
| 2. I know a girl ^ speaks five languages. | <u>who/that</u> |
| 3. The person to who you spoke is a friend of mine. | <u>whom</u> |
| 4. The house in that we live is very small. | <u>which</u> |
| 5. A car which have a big engine is not economical. | <u>has</u> |
| 6. This is the best film which I have ever seen. | <u>that or /</u> |
| 7. Everything which we saw was of great interest. | <u>that or /</u> |
| 8. His dog, that was now very old, became ill and died. | <u>which</u> |
| 9. Who want to leave early should sit in the back. | <u>Those who</u> |
| 10. He talked of things and persons whom he was interested in. | <u>that or /</u> |