

# UNIT 1

## 单元流程说明:

1. 本单元结合包装印刷行业中的典型工作流程、工作场景，概述包装印刷行业中的第一个工作环节——“业务接洽”；
2. **实力展示：**公司通过主页上的“公司简介”就自己的企业环境、技术团队、设计创意、产品质量、服务理念、对客户的承诺及已取得的成就等方面进行简要的介绍，借以展示公司实力 (Reading A)，引起潜在客户的注意；
3. **客户接待及需求分析：**客户根据公司简介上提供的电话号码联系公司，公司相关人员将约见、接待客户，分析客户需求，并向客户提供公司的包装印刷宣传册及相应的产品样品。客户就产品宣传册等事宜进行初步咨询 (Listening & Speaking)；
4. **正式咨询：**客户通过电子邮件向公司相关人员表达委托包装印刷业务的意愿，概述产品的设计目的及要求，并对工艺、色彩等事宜进行正式咨询，同时提出面谈相关事宜的请求 (Reading B)。公司相关人员通过电子邮件答复客户 (Writing)。



## Warming-up

### Task 1

#### Key

1. Heidelberg Group is located in Heidelberg, Germany, with sites in 6 countries and around 250 sales offices across the globe.
2. It has a total of 19,737 employees.
3. It mainly supplies printing equipment and high-quality print products.
4. It has over 40% of global market share.
5. It supports over 200,000 customers worldwide.

### Task 2

#### Key

B



A



E



F



C



D





# Reading A

## Background Information

### 1. Packaging

**Packaging** is the enclosure of products, items, or other packages in pouches, bags, boxes, cups, trays, cans, tubes, bottles, or other container forms to perform one or more of the following basic functions: containment, protection, communication and utility.

### 2. Printing

**Printing** is the process of producing multiple copies of graphic images by means of inked type and a printing press, which includes relief, intaglio, screen, and lithographic printing.

### 3. Pre-press

**Pre-press** is the process used when digital files are prepared for printing. In general, it refers to computer applications of full-page composition, color separation, and color proofing.

### 4. Post-processing/finishing

**Post-processing/finishing** refers to operations performed after the job has left the press. Common finishing operations are cutting, folding, binding and packaging.

## Task 1

### Objectives:

- ▶ Ss know the typical process of packaging and printing.
- ▶ Ss understand the importance of the advantageous management, workforce and equipment in a packaging and printing company.

**Time:** 10 minutes

### Steps:

- ▶ Ss do this in pairs or small groups to brainstorm a list. Circulate in the classroom and offer help if necessary. Write any useful vocabulary on the board.
- ▶ When Ss have finished talking, get one or two pairs to present an oral report of what they find out. Give each speaker a time limit.
- ▶ The rest of the class should listen and compare the answers and be prepared to discuss whether they agree or disagree with the speakers.

## Suggested Answers

1. It includes pre-press, printing, post-processing and delivering/transporting.
2. Outstanding management, a highly-skilled workforce and advanced equipment can make a packaging and printing company different from its competitors.

## Translation

### 新色彩包装印刷公司简介

新色彩包装印刷公司位于上海，创立于1978年，它是专门为客户设计生产各种印刷包装产品的专业制造商。

新色彩包装印刷公司作为中国包装印刷产业的龙头企业之一，率先实现了一次次包装印刷产业上的突破。它集出色的管理、优秀的专业队伍、先进的设备于一身，在该行业始终处于领先地位。让公司引以为豪的是其令客户满意的服务，长期以来享有的良好口碑以及为保证最佳质量和按时发货所做的不懈努力。

时光荏苒，但我们的初衷不改。从创业之初到现在，我们一直持有同样的信念：致力于追求完美和技术创新，这正是我们企业的灵魂所在。我们的宗旨是对所有的客户提供上乘的产品和始终如一的优质服务。

新色彩包装印刷公司拥有集印前工序、印刷工序、印后加工和运输于一体的一条龙式的完整生产线。我们有雄厚的实力成为您包装印刷需求的唯一供应商。无论您的定单提出怎样的需求，从印前工序到印后加工，我们都会与您一起生产出超出您期待的产品。

新色彩包装印刷公司是一家注重环保的公司。只要可能，我们力求生产环保型产品，同时我们会不断掌握符合严格环保标准的纸张及油墨的新产品。

我们十分珍视自己同客户之间建立的良好关系。许多客户因认可我公司的诚信而选择我们作为他们唯一的供货商。双方互惠的良好关系建立在客户的信任基础之上。所谓互惠是我们所作所为的结果不仅带来我方产品销量的增加，而且也使客户的产品销量增加，这就是我们所追求的长久伙伴关系。

如果您与新色彩包装印刷公司签单，我们将努力创作并提供各种高质量的包印产品及服务来供您任意选择。

## Task 2

**Objective:**

- Ss can scan the passage to get some specific information.

**Time:** 5 minutes**Steps:**

- Ss scan the passage to find the specific information individually.
- Ss compare the answers with others.
- Check the answers with the whole class.

**Key**

- outstanding management
- advanced equipment
- a highly skilled workforce

**Key**

1. It was founded in 1978 and is based in Shanghai.
2. The company's values are "commitment to excellence and technical innovations." Its philosophy is to offer exceptional, consistent customer service and quality products to all customers.
3. The company strives to produce eco-friendly products and continually maintains the knowledge of new products in paper and inks that meet high environmental standards.
4. Many customers choose the company because they have recognized the integrity within the company.

## Task 3

**Objective:**

- Ss can arrange the steps of a printing and packaging process.

**Time:** 5 minutes**Steps:**

- Ss scan the passage to arrange the order of the items individually.
- Ss compare the answers with others.
- Check the answers with the whole class.

**Key**

pre-press→printing→post-processing→ transporting

## Task 4

**Objective:**

- Ss can scan the passage to find the answers for the questions.

**Time:** 10 minutes**Steps:**

- Ss scan the passage to write down the answers for each question.
- Ss compare the answers with others.
- Check the answers with the whole class.

## Task 5

**Objective:**

- Ss know the most important elements of a packaging and printing company.

**Time:** 10 minutes**Steps:**

- Get Ss to review the aspects mentioned in Reading A about a packaging and printing company.
- Ss work in small groups to discuss this question, making notes on their answers and giving reasons for them.
- Circulate in the classroom while Ss are discussing and offer help if necessary.
- Get each group to make an oral presentation on what they find out in the discussion to the whole class.

(open)



# Listening

**Task 1**

**Objective:** Ss can accurately match the people with the correct information.

**Time:** 5 minutes

**Steps:**

- Ss read the direction of Listening Task 1 and the given information.
- Ss listen to the phone conversation and do the match work.
- Check the answers.

**Script**

**Liu Xin:** Good morning. New Color Packaging & Printing Company. Liu Xin is speaking. May I help you?

**Peter Dawson:** Good morning, Ms. Liu. Could you connect this call to Ms. Zhang, the manager of the Customer Service Department please?

**Liu Xin:** I'll see if she's available. May I know who is calling?

**Peter Dawson:** Peter Dawson.

**Liu Xin:** Hold on, please.

(A moment later)

**Liu Xin:** I'm sorry, Mr. Dawson. Ms. Zhang is in a meeting at the moment. May I have your number so she can call you back later?

**Peter Dawson:** Of course. 0755-69232878.

**Liu Xin:** 0755-69232878.

**Peter Dawson:** That's right. Thank you.

**Liu Xin:** You are welcome.

**Key**

Liu Xin	In a meeting
Peter Dawson	The receptionist
Ms. Zhang	The caller from Shenzhen Manager of Customer Service Department

**Task 2**

**Objective:** Ss can listen for specific information about making an appointment.

**Time:** 10 minutes

**Steps:**

- Ss read the direction and the given words in Listening Task 2.
- Ss listen to the phone conversation and tick the correct answer to each question.
- Check the answers.

**Script**

**Ms. Zhang:** Hello. This is Zhang Hui speaking.

**Mr. Dawson:** Good morning, Ms. Zhang. I'm Peter Dawson, from the Planning Department of American Landi Co., Ltd.

**Ms. Zhang:** Hello, Mr. Dawson. It's good to know you. What can I do for you?

**Mr. Dawson:** I have some promotion materials to be printed, and I want to know more about your printing products.

**Ms. Zhang:** I see. Our company mainly prints top-grade products, such as picture albums, books, newspapers, periodicals, magazines and gift packages. We have advanced equipment with strong technological strength.

**Mr. Dawson:** Great! That's what I'm looking for. I'd like your company to print a picture album for us.

**Ms. Zhang:** We feel honored to be able to provide service for you, Mr. Dawson. Can we meet sometime this week to discuss your picture album in detail? We'd like to hear your thoughts before we make any definite plan.

**Mr. Dawson:** Sure. When shall we meet?

**Ms. Zhang:** Is three o'clock Friday afternoon convenient for you?

**Mr. Dawson:** It's OK. I'll see you then. Bye!

**Ms. Zhang:** Bye!

**Key**

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

### Task 3

**Objective:** Ss can listen for specific information about changing the appointment time.

**Time:** 15 minutes

**Steps:**

- Ss read the direction and go over the table.
- Ss listen to the phone conversation and record the needed information.
- Check the answers.

**Script**

**Mr. Dawson:** Hello. This is Peter Dawson speaking. Is Ms. Zhang there?

**Ms. Zhang:** Hello, Mr. Dawson. Good to hear from you again!

**Mr. Dawson:** Ms. Zhang, I'm sorry that I can't make the meeting on Friday afternoon. Something urgent is coming up and I have to fly to Germany tomorrow morning. Can we change our appointment to next Tuesday?

**Ms. Zhang:** Oh, I'm afraid I won't be free before Wednesday.

**Mr. Dawson:** Can you suggest an alternative?

**Ms. Zhang:** Let me see. I would propose next Thursday, 10 o'clock at my office. Is it OK for you?

**Mr. Dawson:** I think so. Let's make it next Thursday.

**Ms. Zhang:** OK. I'll be looking forward to seeing you.

**Mr. Dawson:** Me, too.

**Key**

Original Time	Rescheduled Time	Place	Reasons
Friday afternoon	10 o'clock next Thursday	at Ms. Zhang's office	1. Something urgent is coming up. 2. Mr. Dawson has to fly to Germany.

### Task 4

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

**Time:** 10 minutes

**Steps:**

- Ss read the direction and the given part of the conversation in Listening Task 4.
- Ss listen to the conversation and fill in the blanks.
- Check the answers.

**Script**

**Ms. Zhang:** Welcome, Mr. Dawson. I think this is your first trip to our company.

**Mr. Dawson:** Yes, and also my first trip to Shanghai.

**Ms. Zhang:** Oh, really? The city is beautiful and I hope you will have a pleasant journey here.

**Mr. Dawson:** Thank you. Well, the purpose of my coming here is to talk about the picture album I mentioned to you over the telephone. Would it be possible for me to have a look at your samples?

**Ms. Zhang:** No problem. I've brought with me a series of catalogs for our latest products. Some of them are picture albums.

**Mr. Dawson:** These samples are amazing!

**Ms. Zhang:** Thank you. Whatever your order requires, we will work with you to produce the results that exceed your expectations.

**Mr. Dawson:** Great.

**Key**

- |            |                  |            |                    |          |
|------------|------------------|------------|--------------------|----------|
| 1. purpose | 2. picture album | 3. samples | 4. latest products | 5. order |
|------------|------------------|------------|--------------------|----------|



# Speaking

**Task 1**

**Objective:** Ss know how to make short conversations with potential clients.

**Time:** 15 minutes

**Steps:**

- Ss read the example of Speaking Task 1.
- Ss choose the roles.
- Ss make up conversations.
- Ss role-play the conversations in the class.

**Sample**

**A:** Good morning. This is New Color Packaging & Printing Company. May I help you?

**B:** Hello. This is Tom Baker, from Odyssey Promotions. I'm interested in your poster printing products.

**A:** I see. I will put you through to the poster designer. Hold the line, please.

**2. A:** Good morning. This is New Color Packaging & Printing Company. May I help you?

**B:** Good morning. This is Mike Johnson, from Shibo Computer Company. I'm interested in your corrugated boxes.

**A:** I see. I will put you through to the manager of the Sales Department. Hold the line, please.

**3. A:** Good morning. This is New Color Packaging & Printing Company. Can I help you?

**B:** This is Charles Horton, from Tencent Company. I'm interested in your label printing.

**A:** I see. I will put you through to the manager of the Planning Department. Hold the line, please.

**Task 2**

**Objective:** Ss know how to make an appointment with clients.

**Time:** 15 minutes

**Steps:**

- Ss read the example of Speaking Task 2.
- Ss do the task individually and compare the answers with a partner.
- Check the answers with the whole class.

**Sample**

1. I am available on Tuesday./Let's make it this Tuesday.

2. Why not? I'm free most of the day.

3. Any time next week will be OK with me./ Next week is perfect.

4. I think it's a good idea.

5. Do you mind if I call on you this afternoon?

6. I'd like to drop by to talk over your contract. What time would you like me to come?

7. Would Tuesday morning suit you?

8. Would it be convenient to see you on Monday morning?

**Task 3**

**Objective:** Ss know how to make a phone call to arrange an appointment based on the given situations.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 3 and pay special attention to the given situations.
- ▶ Ss choose the roles.
- ▶ Ss make up conversations.
- ▶ Ss role-play the conversation in class.

**Task 4**

**Objective:** Ss know how to make an inquiry as a client and answer the inquiry from client.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 4 and pay special attention to the instructions.
- ▶ Ss choose the roles.
- ▶ Ss make up a conversation.
- ▶ Ss role-play the conversation in class.

**Sample**

1. **Alan:** Excuse me, I'd like to make an appointment with Mr. Tom Baker. Can he fit me in on his schedule?

**Amanda:** Let me check his agenda for the week. Oh, yes. He has time tomorrow afternoon. How does that sound to you?

**Alan:** That's good for me.

**Amanda:** May I know who is calling?

**Alan:** I am Alan Stein, from E Toy Company.

2. **Alan:** Hello. Mr. Baker. This is Alan speaking. I'm afraid I can't join you for this afternoon's appointment. My plane has been delayed for two hours because of the thunder storm. Can we make it some other time?

**Tom:** Is 4 o'clock tomorrow afternoon any good?

**Alan:** OK, I'll see you then.

**Sample**

**A:** New Color Packaging & Printing Company. This is Steven Sun speaking. How can I help you?

**B:** Good morning. This is Michael Miller from Odyssey Promotions. I'm calling to ask about your eco-friendly paper bags. Do you mind giving me more information about your products?

**A:** Of course not. Our company produces various types of eco-friendly paper bags, with different colors and sizes. Because of their durability and reasonable price, they are widely used for different purposes.

**B:** Can we have our company logo printed on the bags?

**A:** Sure. Customized patterns and images are also welcome.

**B:** That sounds great.

**A:** I will send you some brochures if you are interested.

**B:** That would be very nice of you.

**A:** May I have your contact information?

**B:** My telephone number is 517-432-3663, and my email address is *miller888@yahoo.com.cn*.



# Reading B

## Background Information

### Importance of email in business communication

Email has revolutionized the way that we communicate with others. It has given us the ability to process work and information faster and cheaper. Sending documents across multiple sites is instantaneous. We are able to stay in communication via a laptop, phone or PDA anywhere, giving us the ability to be far more productive. Nowadays, it's almost impossible to believe how businesses will function without email.

## Translation

亲爱的张先生：

参观了贵公司并看了你们高质量的样品后，我们对贵公司的印刷包装服务很感兴趣。因我公司主要向中、高收入人群销售高档化妆品，且这本画册是专为宣传我们的经典产品而设计印刷的，我们对它的质量有很高的要求，尤其是在色彩方面。

我们的初步设想是画册采用大16开铜版纸印制，每册共64页，全色彩，精装装订。我们尤为关注画册的封面，希望采用一些特殊工艺进行装饰，如压花和加铝箔。如果可能的话，我们希望您在书脊上烫电化金色铝箔，而且确保装订后的圆背漂亮挺括。总之，我们希望我们的画册华丽、现代、有吸引力且独一无二，以帮助我们建立品牌特色。

在下定单之前，我还有一些事情需要核实。下周我将到上海出席一个国际会议并在那儿停留几天。如果您能在百忙中抽出一天，我们可以就产品的细节问题进行商谈。届时我将与您联系。

谨致问候！

彼得·道森敬启

## Task 1

**Objective:** Ss can scan the letter to find the useful information needed in the table.

**Time:** 15 minutes

**Steps:**

- Pre-teach business letters.
- Ss read Reading B Task 1.
- Ss read the business letter.
- Allow enough time for Ss to complete the table.
- Ss compare their work with others.
- Comment briefly.

**Key**

Client's Information		General Design Requirements	Specific Design Requirements
Name	Peter Dawson	sporty	DIN A4, 64 pages per copy
Line of business	top-grade cosmetics	modern	in full color
Target customers	medium income groups	attractive	coated paper and case binding; embossing and foil printing
	large income groups	unique	block the spine of the case in gold foil; a round back

**Task 2**

**Objective:** Ss can scan the letter to find the answers to the questions.

**Time:** 15 minutes

**Steps:**

- Ss read Reading B Task 2.
- Ss do the task individually and compare their work with others.
- Check the answers with the whole class.

**Key**

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

**Task 3**

**Objective:** Ss know some useful terms needed to understand the business letter.

**Time:** 15 minutes

**Steps:**

- Ss read Reading B Task 3.
- Ss finish the task individually and compare their work with others.
- Check the answers with the whole class.

**Key**

1.—J      2.—I      3.—D      4.—G      5.—C  
6.—B      7.—A      8.—E      9.—H      10.—F

**Task 4**

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

**Time:** 15 minutes

**Steps:**

- Ss read Reading B Task 4.
- If necessary, pre-explain the difficult words and 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 work.
- Check the answers and make necessary comments on their work.

**Suggested Answers**

我们的初步设想是画册采用大16开铜版纸印刷, 每册共64页, 全色彩, 精装装订。我们尤为关注画册的封面, 希望采用一些特殊工艺进行装饰, 如压花和加铝箔。如果可能的话, 我们希望您在书脊上烫电化金色铝箔, 而且确保装订后的圆背漂亮挺括。总之, 我们希望我们的画册华丽、现代、有吸引力且独一无二, 以帮助我们建立品牌特色。



# Writing

**Objective:** Ss can fill in the blanks of a letter as a reply to a client's inquiry.

**Time:** 30 minutes

**Steps:**

- Ss read Writing Task.
- Ss work on the task individually.
- Give help if needed.
- Check the answers with the whole class.

**Key**

Dear Mr. Dawson,

Thank you for your 1 inquiry (询问) of May 22. We are very pleased to hear that you are interested in our products.

You've mentioned in your email some specific 2 requirements (要求) regarding your 3 picture album (画册), and your high demand on the color. I think our highly skilled professionals and 4 advanced equipment (先进的设备) can meet your exact color specifications. Our customer service representatives will be available throughout the entire process to answer any questions you might have and our quality control staff will make sure that your order will be 5 fulfilled (完成) satisfactorily. We are 6 confident (自信的) you will be impressed with both our good service and the quality of your finished product!

We have 7 prepared (准备) a few latest samples of cases and book blocks with gold foil stamping on the spine and cover. When you see them, we think that you will agree that only the best quality 8 materials (材料) are used, and that the high 9 standard (标准) of workmanship will appeal to the most demanding customers.

I am looking forward to your trip to Shanghai. Then, we will be able to work on the 10 details (细节).

Yours truly,  
Zhang Hui



# Project

This project is an integrated task that requires Ss to work together and go through the process of business liaison. Ss should know how to write a profile of a packaging & printing company. Ss are also required to show the strength of the company and provide the contact information in the profile.

**Time:** 30 minutes

**Steps:**

- Grouping. Divide the class into groups. 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.
- 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.
- Writing. In this project, Ss need to write a profile of a packaging & printing company. Ask them to hand in their work after they study the whole unit.



# Self-evaluation

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**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. **specifically:** *adv. in distinction from others; in a specific manner*  
e.g. The houses are specifically designed for old people.

#### Paragraph 2

2. **breakthrough:** *n. a major achievement or success that permits further progress, as in technology*  
e.g. One breakthrough in the field of high technology promotes the growth of several industries.
3. **leading edge:** *the foremost position in a trend or movement*  
e.g. The research team operates at the leading edge of computer technology.
4. **pride oneself on sth/doing sth:** *to be proud of sth/doing sth*  
e.g. He prides himself on remaining calm in an emergency.

#### Paragraph 3

5. **lose sight of sth:** *to overlook; to fail to consider sth*  
e.g. Only a short-sighted man will lose sight of the importance of education.
6. **commitment:** *n. dedication to a cause or principle*  
e.g. We are looking for someone with a real sense of commitment to the job.
7. **consistent:** *adj. constantly adhering to the same principles; unchanging*  
e.g. Some people behave in a fashion consistent with their own self-interest.

#### Paragraph 4

8. **exceed:** *v. to go beyond the bounds or limits of*  
e.g. Our goal is to exceed industry requirements and customer expectations.

#### Paragraph 5

9. **strive to do sth:** *to exert oneself vigorously; to try hard*  
e.g. We must strive to push the national economy forward.

#### Paragraph 6

10. **integrity:** *n. soundness of moral character; honesty*  
e.g. We adore him for his integrity and brilliant

diplomatic accomplishment.

11. **beneficial:** *adj. advantageous; helpful*  
e.g. Scientific and technological cooperation is a mutually beneficial cause.

#### Paragraph 7

12. **diverse:** *adj. of different kinds, forms, characters, etc.*  
e.g. Reinforced plastics possess many diverse properties.

### Reading B

#### Paragraph 1

1. **top-grade:** *adj. first-class*  
e.g. Our business scope includes top-grade magazines and high-tech product manuals.

#### Paragraph 2

2. **initial:** *adj. of, relating to, or occurring at the beginning*  
e.g. After she'd overcome her initial shyness, she became very friendly.
3. **be concerned about sth:** *to be worried about sth*  
e.g. The whole society should be concerned about the health and sound growth of children.
4. **ensure:** *v. to make sure or certain; to secure or guarantee*  
e.g. The company is taking some measures to ensure the success of the undertaking.
5. **unique:** *adj. having no equal; unparalleled; incomparable*  
e.g. The beauty of the city consists in the unique style of its buildings.
6. **identity:** *n. the collective aspect of the set of characteristics by which a thing is definitively recognizable or known*  
e.g. It operates seven radio channels, each with a distinct identity.

#### Paragraph 3

7. **confirm:** *v. to verify; to establish the truth, accuracy of sth*  
e.g. In order to confirm the data collected in the first report, a second study was performed afterwards.

8. **place an order:** *to submit an order*

#### Useful Expressions:

accept an order 接到订单

cancel an order 取消订单

fill an order 交付订货

change the order 更改订单



# Vocabulary and Structure

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## Task 1

**Objective:** Ss learn to use the correct forms of each given word.

**Time:** 5 minutes

**Steps:**

- Ss read Vocabulary and Structure Task 1.
- Ask Ss to do the task individually.
- Check the answers.

**Key**

- |                   |                  |                 |                   |                  |
|-------------------|------------------|-----------------|-------------------|------------------|
| 1. satisfactorily | 2. delivery      | 3. inconsistent | 4. responsibility | 5. environmental |
| 6. innovative     | 7. relationships | 8. beneficial   | 9. including      | 10. appointment  |

## Task 2

**Objective:** Ss grasp the vocabulary from Reading A and B by using the correct forms of them.

**Time:** 10 minutes

**Steps:**

- Ss read Vocabulary and Structure Task 2.
- Ss give the correct answers based on their understanding of each sentence.
- Ask Ss to work individually.
- Check the answers.

**Key**

- |                |                   |           |                  |
|----------------|-------------------|-----------|------------------|
| 1. exceptional | 2. specifications | 3. exceed | 4. lose sight of |
|----------------|-------------------|-----------|------------------|

- |                       |              |               |
|-----------------------|--------------|---------------|
| 5. commitment         | 6. integrity | 7. maintained |
| 8. pride ourselves on | 9. strive    | 10. diverse   |

### 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 choose the correct words or phrases from Reading A based on their understanding of each sentence and the italicized words.
- Ask Ss to work individually.
- Check the answers.

**Key**

- |               |                |               |               |
|---------------|----------------|---------------|---------------|
| 1. continued  | 2. exceptional | 3. commitment | 4. integrity  |
| 5. consistent | 6. innovation  | 7. untiring   | 8. maintained |

### Task 4

**Objective:** Ss can follow the model and rewrite the sentences by using the different sentence structure.

**Time:** 10 minutes

**Steps:**

- Ss read the model. Explain to Ss if needed.
- Ss work orally and individually in class.
- Check the answers.

**Suggested Answers**

1. Give them an inch, and they will take a mile.
2. Think of the difficulties we are faced with, and you will realize why progress is slow.
3. Open the door and look at me, and you will see that I can do you no harm.
4. Go to bed late, and you will feel dreadful in the morning.
5. Take a ten-minute “vacation” into the realm of imagination each day, and you will probably add much to the excitement and enjoyment of your life.
6. Give us the chance, and we will assure you that your orders will continue to receive our best attention.

**Task 5**

**Objective:** Ss can use whatever-clause correctly and fluently.

**Time:** 15 minutes

**Steps:**

- Tell Ss what is whatever-clause and the advantages of using it.
- Give more examples about whatever-clause if necessary.
- Ss work individually or in groups orally first and then ask some of them to write the sentences down on board.
- Check the answers and make necessary comments.

**Suggested Answers**

1. Whatever dress you wear to the party, you will be the focus of attention this evening.
2. Whatever materials we use, our packaging will be strong enough to withstand rough handling.
3. The unique design of the packaging will help them promote the sales of their products whatever their demands are.
4. Whatever the man told you, it is not true.
5. We have confidence in your products whatever you may offer.
6. Whatever sales conditions you have, we can place an order right away.

**Task 6**

**Objective:** Ss can use the given words or phrases for translation.

**Time:** 15 minutes

**Steps:**

- Help Ss analyze each sentence and write the key words on board.
- Ss work individually and complete the sentences.
- Check the answers and make necessary comments.

**Suggested Answers**

1. New Color Packaging & Printing Company remains on its leading edge in packaging and printing industry.
2. Our commitment to the best interests of the customers has gained their trust and respect.
3. Having been in this business for more than twenty years, he still loves his work and prides himself on being a member of this company.
4. We must consider our production planning, for supplies of this packaging product greatly exceed the demand.



# Grammar

## Part of Speech

### Part of Speech

#### Task 1

##### Key

1. n.	2. v.	3. v.	4. n.	5. adj.
6. v.	7. adj.	8. v.	9. adj.	10. adv.

#### Task 2

##### Key

1. the	2. the	3. the	4. an	5. a
6. a	7. a	8. the	9. a	10. a
11. the	12. the	13. a	14. a	15. The
16. The	17. the	18. The		

**Task 3****Key**

- |           |                 |              |               |            |
|-----------|-----------------|--------------|---------------|------------|
| 1. kindly | 2. well         | 3. efficient | 4. surprising | 5. quick   |
| 6. late   | 7. fluently     | 8. nearly    | 9. pleasantly | 10. busily |
| 11. easy  | 12. differently | 13. absolute | 14. well      |            |

**Task 4****Key**

- |             |             |                  |            |          |
|-------------|-------------|------------------|------------|----------|
| 1. studying | 2. speaking | 3. communicating | 4. meeting | 5. doing |
| 6. spend    | 7. hearing  |                  |            |          |

## 词类及其之间的相互关系

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### 教学思路 (供参考)

总的原则：加强学生对词性的认识，明白词性在英语学习中的重要作用，克服学生只记单词拼写和意思而不记单词词性的毛病。

重点训练：1. 一词多性的情况，让学生明白具体的语言环境决定一个词的词性及其意思；  
2. 词与词之间的修饰关系。

# Comprehensive Exercises

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## Task 1

### Key

- |                   |             |              |            |                 |
|-------------------|-------------|--------------|------------|-----------------|
| 1. wonderful time | 2. advisees | 3. a chicken | 4. photoes | 5. businesses   |
| 6. conversation   | 7. luggages | 8. eggs      | 9. sheeps  | 10. experiences |

## Task 2

### Key

- |              |               |            |              |              |
|--------------|---------------|------------|--------------|--------------|
| 1. expensive | 2. confidence | 3. loudly  | 4. learning  | 5. certainly |
| 6. really    | 7. earlier    | 8. monthly | 9. cleverest | 10. lively   |

## Task 3

### Key

- |            |              |                        |
|------------|--------------|------------------------|
| 1. quickly | 2. good cook | 3. extremely foolishly |
|------------|--------------|------------------------|

4. very friendly to us      5. practical      6. hard      7. sadly  
8. fast swimmer      9. perfectly      10. heavily

**Task 4****Key**

- |              |             |            |             |               |
|--------------|-------------|------------|-------------|---------------|
| 1. health    | 2. suddenly | 3. blindly | 4. deafly   | 5. quick      |
| 6. hardly    | 7. Final    | 8. clear   | 9. good     | 10. extensive |
| 11. tireless | 12. mainly  | 13. full   | 14. natural | 15. equal     |