



# UNIT 1

Unit 1	Working Process / Language Skills								
Needs Analysis 需求分析	Information Collecting	→	Market Research					→	Feasibility Study
	↓		↓		↓		↓	↓	
	Reading A	→	Listening & Speaking	→	Reading B	→	Practical Writing	→	Simulated Writing
	Men's Cosmetics Market	→	Interviews with Consumers and Professionals	→	Skin Type Test	→	Summary of Survey Results	→	Feasibility Report

## 单元流程说明:

1. 本单元结合**精细化工专业**（以男士化妆品为例）的典型工作流程、工作场景，概述化生行业中的第一个工作环节——“需求分析”；
2. **资料收集**：根据对男性化妆品市场需求状况统计出的数据，从中了解研究市场对哪些种类的男性化妆品需求较高（**Reading A**）；
3. **市场调查**：通过电话、面谈等方式对化妆界专家、化妆品售货员及男性顾客进行采访（**Listening & Speaking**），进一步缩小目标化妆品范围，就市场需求量最大的护肤品对男性顾客进行问卷调查（**Reading B**），并对调查结果进行总结（**Practical Writing**）；
4. **撰写可行性报告**：撰写拟开发产品的可行性报告（**Simulated Writing**）。



## Warming-up

### Task 1

#### Key

- |                      |                  |                      |
|----------------------|------------------|----------------------|
| 1. cosmetic products | 2. questionnaire | 3. target market     |
| 4. market research   | 5. R&D           | 6. feasibility study |

### Task 2

#### Key

- A. Conduct a street interview.
- B. Design a questionnaire.
- C. Analyze data with a chart.
- D. Draft a feasibility report.





# Reading A

## Background Information

### 1. cosmetics

**Cosmetics** are substances used to enhance or protect the appearance or odor of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, colored contact lenses, hair colors, hair sprays and gels, deodorants, baby products, bath oils, bubble baths, bath salts and many other types of products.

### 3. China Polling

Founded in 2003 and based in Beijing, **China Polling** is a research organization. Its goal is to provide extremely accurate consumer data for multinational companies, traditional marketing professionals and global advertising agencies.

### 4. boutique

A **boutique**, from the French word for “shop”, is a small shopping outlet, especially one that specializes in elite and fashionable items such as clothing and jewellery. The term entered into everyday English use in the late 1960s when, for a brief period, London was the center of the fashion trade.

### 5. niche market

A **niche market** is a market in which a limited and clearly defined range of products is sold to a specific group of customers.

## Task 1

**Objective:** Ss get to know different types of men's cosmetics.

**Time:** 10 minutes

**Steps:**

- ▶ Get Ss to go through the directions.
- ▶ Pre-teach *cosmetics, perfume, shaving, shampoo*.
- ▶ Ss work alone to do the match work.
- ▶ Ss work in groups to brainstorm more cosmetic products.
- ▶ Circulate in the classroom to assist if necessary and write useful words on the board.
- ▶ Do a whole-class feedback, and get one or two Ss to give a brief report.

**Suggested Answers**

(E) Hair Care: shampoo, hair conditioner, styling gel

(A) Make-Up: lipstick, nail polish, face powder, eye shadow

(C) Skin Care: face lotion, body lotion, sunscreen, face tonic, facial wash, face scrub, facial mask

(B) Perfume: cologne, eau de toilette

(D) Shaving Care: shave cream, after-shave repair

## Translation

### 男士化妆品市场 ——一座有待挖掘的“金矿”

近年来，男士化妆品消费呈上升趋势，尤其是护肤品和个人护理用品。随着“形象”意识的不断增强，为了让自己更加好看，自我感觉更好，中国消费者，无论男女，在化妆品上的花费和“投资”越来越多，对男士来说，使用化妆品真正地关系到能否在事业上取得成功。

CP 网络消费调研中心正在进行的针对男用化妆品的调查显示，几乎 99% 的男性消费者经常使用化妆品。虽然，到目前为止，调查对象的数量可能相对较少——目前仅有对于 138 名经常使用化妆品的男士的抽样报告，但人们认为调查结果极为重要：洁面霜、护肤护发品以及剃须膏是最常用的。

在决定购买哪种产品时，男士很有可能会征求朋友和家人（28%）的意见。可是，影响男士购买决定的最重要的因素是什么呢？目前的调查结果表明产品质量非常重要。产品特色或功用、品牌和产品成分是男性消费者做出购买决定时要考虑的前三大因素。或许，出乎意料的是，虽然网络广告、有吸引力的包装和印刷广告常常备受关注，但它们的影响力似乎要弱得多。

销售点也是调查的内容。大多数男士（58%）会去精品店和百货商店购买化妆品，其次（30%）是超市，接下来（9%）是个人护理品商店。

上面提到，对男士化妆品的调查还在继续。不过，这些早期调查结果表明有一件事清晰无疑：随着男性消费者对形象和自我良好感觉的需求不断增强，越来越多的生产商将进入这个针对男士的消费市场。对化妆品公司来说，中国男士化妆品市场就是“一座有待挖掘的金矿”。





### Task 2

**Objective:** Ss read the passage for main ideas.

**Time:** 5 minutes

**Steps:**

- ▶ Clarify the assignment for Ss.
- ▶ Ss do the task alone.
- ▶ Check the answers with the whole class by getting individual Ss to explain their work.

**Key**

Paragraph 1—c

Paragraph 2—d

Paragraph 3—e

Paragraph 4—a

Paragraph 5—b

### Task 3

**Objective:** Ss skim the passage for specific information.

**Time:** 5 minutes

**Steps:**

- ▶ Ss do this exercise alone.
- ▶ Check the answers with the whole class by getting individual Ss to correct the false statements.

**Key**

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

### Task 4

**Objective:** Ss know about the methods of collecting market information.

**Time:** 10 minutes

**Steps:**

- ▶ Ss work in groups to brainstorm the methods for collecting information.
- ▶ Circulate in the classroom while Ss are discussing and write useful words on the board.
- ▶ Get one or two groups to explain their work to the whole class. The rest of the class listen and compare.
- ▶ Get some Ss to make comments.
- ▶ The whole class vote for the best three methods.

**(Open)**



# Listening

## Task 1

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

**Time:** 5 minutes

### Script

**Richard:** Good morning, Jane. Sit down, please.

**Jane:** Good morning, Richard.

**Richard:** Our company has just decided to develop some new products for men's cosmetics. As the R&D Department Manager, I'll assign some tasks to you and David.

**Jane:** But David is not here. He's gone to Chicago on business.

**Richard:** I see. He'll be back this afternoon.

**Jane:** So, what shall we do?

**Richard:** Before we start developing new products, we have to present a feasibility report first, and you two are to do the market research for preparing the report.

**Jane:** OK. Just as usual, we should carry out the survey among the consumers and professionals?

**Richard:** Right. In order to improve our working efficiency, you're responsible for the survey among the consumers and David for that among the professionals.

**Jane:** OK. We'll try to finish the survey as quickly as possible.

### Key

Richard—b    Jane—a    David—c, d

## Task 2

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

**Time:** 15 minutes

### Script

**Jane:** Good morning, sir. I'm from P&G, and I wonder if you'd mind answering a few questions for my survey.

**Interviewee:** Sure, why not?

**Jane:** Do you often use cosmetics?

**Interviewee:** Of course.

**Jane:** What kind of products do you usually use?

**Interviewee:** I use facial cleanser, shaving care and some face cream.

**Jane:** OK, my next question is... Oh, please forgive me. The question may be a bit offending. Why do you decide to use cosmetics? You know, cosmetics use is popular among ladies.

**Interviewee:** Well, the opinion that cosmetics only belong to women is quite outdated. Nowadays, both men and women are spending more on cosmetics so they can look and feel better.

**Jane:** I quite agree with you. Where do you usually buy your cosmetics?

**Interviewee:** Oh, sometimes I go to department stores and sometimes I buy them in supermarkets when I do some shopping for my necessities.

**Jane:** OK. Thanks for your time.

### Key

- |                                  |             |              |
|----------------------------------|-------------|--------------|
| 1. answering                     | 2. survey   | 3. cosmetics |
| 4. face cream                    | 5. forgive  | 6. offending |
| 7. popular                       | 8. outdated |              |
| 9. they can look and feel better |             |              |
| 10. I do some shopping           |             |              |

## Task 3

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

**Time:** 10 minutes

### Script

**Jane:** Good morning. I'm carrying out a survey on male cosmetics consumption. Would you mind answering a few questions?

**Interviewee:** Not at all.

**Jane:** I see you are choosing cosmetics. What may affect your decision?

**Interviewee:** Brand names. I believe in famous ones.

**Jane:** Well, there are several famous brand names for cosmetics in this department store. How do you choose among them?

**Interviewee:** Some of my friends told me that the products of Nivea are pretty good. So, I'm here, at the counter of Nivea to have a look.

**Jane:** Is Nivea the only brand for all the cosmetics you bought?

**Interviewee:** Of course not. As for shaving foam,



I prefer Gillette to Nivea because it smells better. But today, I want to buy some products of sun protection. I was told Nivea is better.

**Jane:** Then, you'll buy what your friends recommend?

**Interviewee:** Not absolutely. I'm here to get some information about the ingredients used in the product. And then, I'll decide whether to buy it or not.

**Jane:** OK, thank you very much.

**Interviewee:** You're welcome.

#### Key

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

#### Task 4

**Objective:** Ss can write down information about an interview.

**Time:** 15 minutes

#### Script

**Salesgirl:** Good morning, what can I do for you?

**David:** Good morning. I'm from the R&D Department of P&G, and I'm carrying out a survey on men's cosmetics. Would you please answer a few questions?

**Salesgirl:** No problem. You see, our shop just specializes in men's personal care products.

**David:** What kind of products do you sell in your shop?

**Salesgirl:** We sell many kinds of them, mainly including shampoo, shaving products, skin care products and so on.

**David:** What's the best seller in your shop?

**Salesgirl:** Oh, all of them sell quite well. But nowadays, consumers pay more and more attention to skin care products such as sunscreen, eye cream and anti-aging face cream.

**David:** What do customers care when they choose cosmetics?

**Salesgirl:** Function and ingredients. For example, when they choose certain sunscreen product, they really care how our product can protect their skin from the sunshine. Is the SPF value 15 or 30? And at the same time, the ingredients of the products should be healthy.

**David:** Oh, I see. Thank you very much. Your answers are very informative.

**Salesgirl:** You're welcome.

#### Key

1. men's personal care products
2. shampoo, shaving products, skin care products and so on
3. skin care products such as sunscreen, eye cream and anti-aging face cream
4. function and ingredients
5. healthy

#### Task 5

**Objective:** Ss can find specific information from listening to answer the given questions.

**Time:** 15 minutes

#### Script

**David:** Good afternoon. May I speak to Miss Olivia Lee, please?

**Olivia:** This is Olivia speaking. Who's that?

**David:** Hi, Olivia, this is David from the R&D Department of P&G. I went to your office with my manager Richard last month. Do you still remember?

**Olivia:** Oh, it's you, David. How are you? What can I do for you?

**David:** We're going to develop a series of men's cosmetics. As an excellent market research consultant, would you please give me some advice about the new trends in men's cosmetics?

**Olivia:** Well, nowadays, more and more men care about their appearance. They want to keep their skin looking good. They want to find some cosmetics that can reduce the dark circles under their eyes, smooth their wrinkles and protect their skin from sunburn. So, functional products are popular.

**David:** I see. And anything else?

**Olivia:** Meanwhile, they want their personal care products to be healthy. So all-natural products are the new trend. I have some reports on the technologies of extracting natural ingredients from fruits. If you need, you may come to my office tomorrow morning.

**David:** Thank you very much! I'll get there at 8:30.

#### Key

1. In Olivia's office last month.
2. An excellent market research consultant.
3. The functional products.
4. All-natural products.
5. At 8:30 on the next morning.





# Speaking

## Task 1

**Objective:** Ss know how to assign a task to others.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 1 and pay special attention to the instructions.
- ▶ Ss choose the roles.
- ▶ Ss make up a conversation.
- ▶ Ss role-play the conversation in class.

### Sample

**Manager:** Good morning, Jane. Sit down, please.

**Jane:** Good morning.

**Manager:** Our company has just decided to develop a new product. Now I want assign you to do the market survey.

**Jane:** But I'm afraid I can't do it by myself. I need an assistant.

**Manager:** I see. I'll appoint an assistant to you. And if you have any difficulty, turn to me for help directly.

**Jane:** Thank you very much.

**Manager:** I hope you'll present the report next Friday.

**Jane:** OK. I'll try my best to finish it on time.

## Task 2

**Objective:** Ss know how to make a survey.

**Time:** 15 minutes

**Steps:**

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

**Note:**

- ▶ In some weaker classes, make sure that Ss understand the given instructions. Refer to the scripts of Listening Task 2, 3, 4 if necessary.

### Sample

**A:** Good morning. I'm now conducting a survey on cosmetics often used by students. Would you mind answering me a few questions?

**B:** Not at all.

**A:** Do you often use cosmetics?

**B:** Of course.

**A:** What kind of products do you usually use?

**B:** I use facial cleanser, shaving care and some sun care products in summer.

**A:** What do you think of the prices of the cosmetics you use?

**B:** I think the prices are reasonable. I'm a student, and won't choose expensive products.

**A:** OK. Thanks for your time.



### Task 3

**Objective:** Ss know how to report the results of a survey.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 3 and the given sample.
- ▶ Ss choose the topic of the survey.
- ▶ Ss make the survey.
- ▶ Ss report the results of the survey in class.

**Note:**

- ▶ Encourage students to make a survey of what they are interested in. Don't limit the topic to the given sample.

### Task 4

**Objective:** Ss know how to talk about likes and dislikes of certain cosmetics.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 4 and the given expressions.
- ▶ Ss choose a topic.
- ▶ Ss make up a conversation.
- ▶ Ss role-play the conversation in class.

#### Sample

**A:** What do you think of the shaving care products of Gillette?

**B:** Oh, I do like it! Especially, the shaving foam smells nice.

**A:** I love it too! But as for sun protection, I prefer Nivea. How do you feel about it?

**B:** I'm afraid I don't like this brand so much. I'm very keen on Clinique.

**A:** Don't you think it's too expensive?

**B:** Yeah. But considering the function, it's totally worth.



# Reading B

## Background Information

### 1. personal care products

**Personal care products** help keep skin and hair clean and fresh smelling. They include skin cleansers, shampoos, conditioners and deodorants/antiperspirants.

### 2. skin care products

**Skin care products** are designed to maintain healthy skin. They include astringents, moisturizers and sunscreens.

## Translation

### 皮肤类型测试

在改善和保养皮肤方面要想获得全面成功，使用适合自己皮肤类型的产品至关重要。我们大多数人依靠直觉来确定自己的皮肤类型，并据此对皮肤进行相关护理。不过，失误在所难免，为此，我们提供了一种简单快速的测试方法，帮助大家准确测定自己的皮肤类型并了解相应的皮肤护理方法。进行我们的皮肤类型测试时，请尽量准确回答。要做到这一点，您无需他人帮忙，只要光线良好再加上一面镜子即可。您提供的信息越准确，我们为您推荐的产品就越具体。完成下方测试后，请将问卷交回我们的销售人员，并留下您的地址。我们将在三天内寄出您的皮肤护理建议。

#### 1. 您是什么皮肤类型？

- 极度干性     干性     中性偏干性     中性  
 中性偏油性     油性     极度油性     暗疮性

#### 2. 您现在使用哪种洁肤产品？

- 洁肤乳     洁肤液     香皂

#### 3. 您会偶尔感到面部皮肤紧绷吗？

- 会     不会

#### 4. 您在太阳底下时会使用防晒霜吗？

- 会     不会     有时使用

#### 5. 您脸上有皱纹吗？

- 有一点或没有     眼周有一些     眼周 / 脸上有

#### 6. 您面部整体肌理如何？

- 不光滑、不均匀     柔滑     其他 \_\_\_\_\_

#### 7. 您在清洁皮肤后多长时间会感到很油？

- 从来不会     3 个小时内     3 至 5 个小时  
 当一天结束时

#### 8. 以下哪几项您特别关注（可多选）？

- 眼周细纹     黑眼圈     眼睛浮肿  
 脸部皱纹 / 松弛     颈部皱纹     油光部位  
 红斑     皮肤干燥 / 局部干燥     粗厚或暗疮皮肤  
 皮下小疙瘩     红斑痤疮     嘴唇干燥  
 黑斑 / 皮肤色素沉着





### Task 1

**Objective:** Ss can complete a skin type test questionnaire.

**Time:** 5 minutes

**Steps:**

- ▶ Ss read Reading B Task 1.
- ▶ Allow enough time for Ss to complete the questionnaire.
- ▶ Ss compare their work with others.

**(Open)**

### Task 2

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

**Time:** 10 minutes

**Steps:**

- ▶ Ss read Reading B Task 2.
- ▶ Ss work individually and then compare the answers with their partner.
- ▶ Check the answers with the whole class.

**Key**

1. h 2. e 3. j 4. a 5. f 6. g 7. i 8. c 9. d 10. b

### 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 work.
- ▶ Check the answers and make necessary comments on their work.

### Suggested Answers

市场研究方法分为两种基本类型：初级研究和二次研究。初级研究收集各种原始信息，包括现有客户和潜在客户个人偏好、购买习惯以及观点和态度。这些信息可以通过焦点组、调查和现场测试的方法收集。二次研究则基于参考书籍、杂志报纸、行业刊物、政府机构或者行业协会的数据。它能提供关于行业销售趋势和增长率方面的信息。



# Writing

## Task 1

**Objective:** Ss can write a summary based on the pie chart provided.

**Time:** 20 minutes

**Steps:**

- ▶ Ss read Writing Task 1.
- ▶ Ss discuss in small groups to analyze the chart.
- ▶ Ss work on the task individually.
- ▶ Give help if needed.
- ▶ Comment briefly.

### **Suggested Answers**

The above pie chart is based on a “Skin Type Test” survey polling 1,000 female adults aged from 20 to 40 in Shenzhen. The test is aiming at asking respondents a range of questions testing their skin types and skin care habits.

It is well-known that when you are purchasing any skin care product, it is important to understand what is going on with your skin and how it reacts day to day and season to season. As can be seen from the above chart, more than half of the respondents are of oily or combination skin type. It suggests that there is a big market potential for cleansing and moisture products suitable for oily and combination skin. In addition, among all the respondents, 18% are of dry skin type, 16% of sensitive skin type and 15% have normal skin. Cosmetics manufacturers should also endeavor to develop some skin care products for such kinds of skin types.

In conclusion, knowing your skin type is important both for you to buy the right skin care products and for cosmetics manufacturers to develop correct products to meet your personal needs.





## Task 2

**Objective:** Ss know the layout of a feasibility report.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read Writing Task 2.
- ▶ Tell Ss what a feasibility report is.
- ▶ Explain the difficult words and phrases when necessary.
- ▶ Ss do the task on their own.
- ▶ Provide help if needed.
- ▶ Present the answers and explain.

**Key**

1. Customer preference
2. Overview
3. Conclusion
4. Market potential
5. Product innovation



# Project

This project is an integrated task that requires Ss to work together and go through the process of needs analysis. Ss should know how to conduct a market research by various means including handing out questionnaires and making interviews. First, Ss are required to gather information on a certain product's market. And later, with a full analysis of the market needs, Ss can summarize the survey results and form a complete idea of their product market by writing a feasibility report.

**Time:** 30 minutes

**Steps:**

- ▶ Grouping. Divide the class into groups with two sides in each group. There are several ways: Ss pick 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 give a presentation of how well the product is received on the market. Ask them to hand in their work after studying the whole unit.

**Notes:**

- ▶ The project should be done as homework.
- ▶ As it is very time-consuming to prepare an effective questionnaire, Ss should handle it with extra patience.



# 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

## Reading A

### Language Points

#### Paragraph 1

- on the rise:** *increasing*  
e.g. Oil price is on the rise.  
The influence of the global economic crisis is rapidly on the rise.
- consciousness:** *n. the condition of being awake; the state of understanding and realizing sth.*  
e.g. He fell down from the ladder and lost consciousness.  
Her consciousness that she's different makes her feel uneasy.
- get ahead:** *to do well; to succeed*  
e.g. When I first got in the Army I wanted to get ahead.  
He was talking about the way to get ahead in business.

#### Paragraph 2

- ongoing:** *a. continuing to exist or progress*  
e.g. an ongoing investigation/process/project  
No agreement has yet been reached and the negotiations are still ongoing.
- to date:** *up to now*  
e.g. This novel is his best work to date.  
To date I have done half of the work.

#### Paragraph 3

- decide on/upon:** *to choose one thing from many possible choices*  
e.g. Have you decided on the date of leaving?

After the heated discussion, we finally decided on a design solution.

- likely:** *a. probable; that can reasonably be expected*  
e.g. It's likely to rain tomorrow.  
He is not likely to be elected.
- given:** *prep. taking sth. into consideration*  
e.g. Given his age, he has done really well.  
Given the fact that he's just begun to do this, he has made much progress.
- influential:** *a. having great influence*  
e.g. She wanted to work for an influential newspaper.  
Johnson was influential in persuading the producers to put money into the film.

#### Paragraph 4

- outlet:** *n. a shop that is one of many owned by a particular company and that sells the goods which the company has produced*  
e.g. a fast-food outlet  
a retail outlet
- be looking to do sth.:** *to plan to do sth.; to try to do sth.*  
e.g. I'm looking to start my own business.  
The government is looking to reduce inflation.

#### Paragraph 5

- excavation:** *n. digging a hole or channel in the ground, esp. with a machine; digging up the ground in order to find sth. that was buried there in an earlier time*  
e.g. The excavation of the tunnel took a long time.  
The archaeological excavation exposed some ancient ruins.

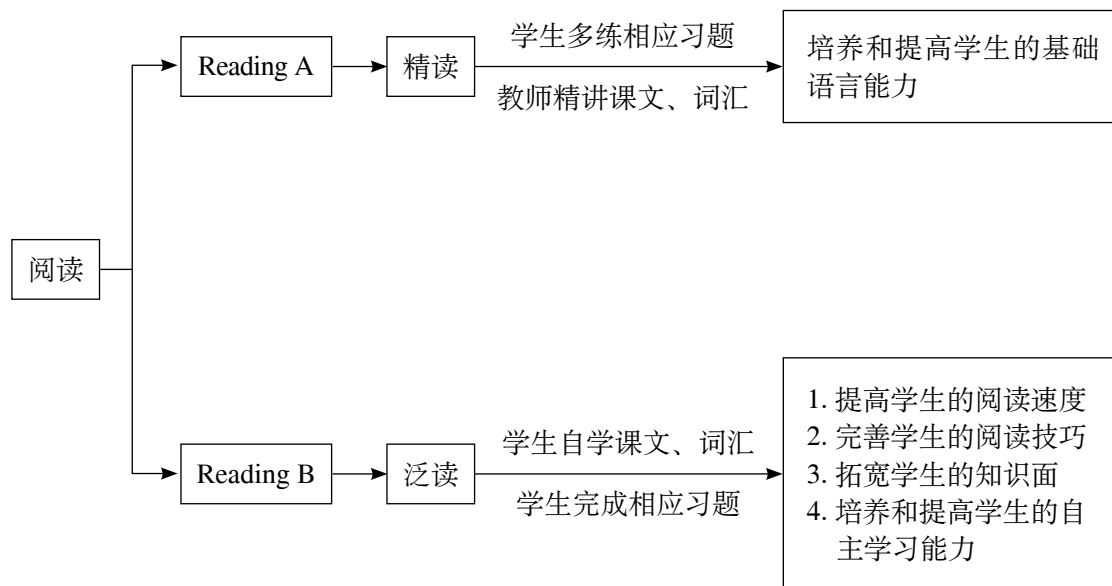


## Reading B

本教材中，每单元内两篇阅读材料的功能有所不同：

Reading A 的定位为精读，课文及词汇应由教师进行详细讲解，相应的词汇/结构习题 (Vocabulary & Structure) 应由学生在老师的指导下进行反复操练，以便通过密集的语言知识输入培养和提高学生的基础语言能力。

Reading B 的定位为泛读，课文及词汇的学习、相应习题的处理均应由学生自行完成，教师只是在必要的情况下进行适度的讲解，以便在提高学生阅读速度、完善学生阅读技巧、拓宽学生知识面的同时，培养和提高学生的自主学习能力。





# Vocabulary and Structure

## Task 1

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

**Time:** 5 minutes

**Steps:**

- ▶ Ss read Vocabulary and Structure Task 1.
- ▶ Allow 5 minutes for Ss to do the task.
- ▶ Ss close their books and do the following: Ss work in pairs. One student reads the items randomly in the column on the right while the other writes down the words or phrases.
- ▶ Ss switch roles.
- ▶ Check the answers.

**Key**

- |           |           |                |              |               |
|-----------|-----------|----------------|--------------|---------------|
| 1. reveal | 2. attain | 3. influential | 4. ongoing   | 5. given      |
| 6. shave  | 7. target | 8. to date     | 9. decide on | 10. get ahead |

## 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 the brackets.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

**Key**

- |                  |                |                  |                |                |
|------------------|----------------|------------------|----------------|----------------|
| 1. consciousness | 2. influential | 3. manufacturers | 4. consumption | 5. facial      |
| 6. extremely     | 7. respondents | 8. affected      | 9. excavated   | 10. attractive |





### 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.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

**Key**

- |                |           |              |               |                |
|----------------|-----------|--------------|---------------|----------------|
| 1. on the rise | 2. Given  | 3. targets   | 4. decided on | 5. influential |
| 6. shaved      | 7. reveal | 8. get ahead | 9. attain     | 10. to date    |

### 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 an explanation if needed.
- ▶ Ss work in pairs.
- ▶ Check the answers.

### Suggested Answers

A.

- 1) Given his age, he can be regarded as a pretty strong boy.
- 2) Given her interest in children, I'm sure teaching is the right career for her.
- 3) Given his poor health, it is not surprising that he was absent from class several times.
- 4) Given the fact that he's just started, he knows a lot about it.
- 5) Given the fact that she's only been learning English for a year, she speaks it very well.



B.

- 1) *As might be expected*, the answer to the question was very complicated.
- 2) *As is known to the world*, Mark Twain is a great American writer.
- 3) *As is suggested by the local government*, some actions should be taken against air pollution.
- 4) *As is often the case*, people in one country are not so familiar with the culture and ways of doing things in some other countries.
- 5) *As is announced in today's papers*, the Shanghai Export Commodity Fair is also open on Sunday.

### 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, rebuild the first Chinese sentence in accordance with the English sentence structure as an example.
- ▶ Ss work individually or in pairs and translate sentences 2-5 with the words or phrases given in the brackets.
- ▶ Check the answers and give necessary comments.

### Suggested Answers

1. For home cosmetics companies, it is a long way to get ahead of foreign companies technically.
2. Given that they haven't decided on the outlets of their products, it is a little early to estimate how many items they can sell out.
3. To our great joy, the recent experiment reveals that our products can attain the effect of making people appear young.
4. Though they entered the cosmetics market just two years ago, they targeted male market and their market share was constantly on the rise.
5. Their survey results show that, to date, the more influential brand names in China's cosmetics market all belong to foreign manufacturers.



# Grammar

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## Part of Speech

### Task 1

#### Key

- |              |                |              |                |                 |
|--------------|----------------|--------------|----------------|-----------------|
| 1. <i>n.</i> | 2. <i>v.</i>   | 3. <i>v.</i> | 4. <i>n.</i>   | 5. <i>adj.</i>  |
| 6. <i>v.</i> | 7. <i>adj.</i> | 8. <i>v.</i> | 9. <i>adj.</i> | 10. <i>adv.</i> |

### 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. advices  | 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 |
|------------|--------------|------------------------|



Unit 1 Needs Analysis 

4. very friendly to us  
9. perfectly

5. practical  
10. heavily

6. hard

7. sadly

8. fast swimmer

**Task 4**

**Key**

1. health  
6. hardly  
11. tireless

2. suddenly  
7. final  
12. mainly

3. blindly  
8. clear  
13. full

4. deafly  
9. good  
14. natural

5. quick  
10. extensive  
15. equal