



## Learning Focus

Please pay attention to the following important items in this unit.

- **Pronunciation:** Practice reading a poem and learn to appreciate it. Pay attention to the pronunciation, intonation and rhythm.
- **Listening:** Get familiar with the topic of “jobs”.
- **Speaking:** Memorize the useful expressions for describing products:
  - —How many colors does it come in?  
—It has three colors available: red, gray and black.
  - —How is your product better than the competition?  
—Since it is very light, you can carry it easily.
  - —This is our latest model. It was a great success at the last exhibition in Paris. Would you like to see it?  
—Sure!

# Reading Aloud

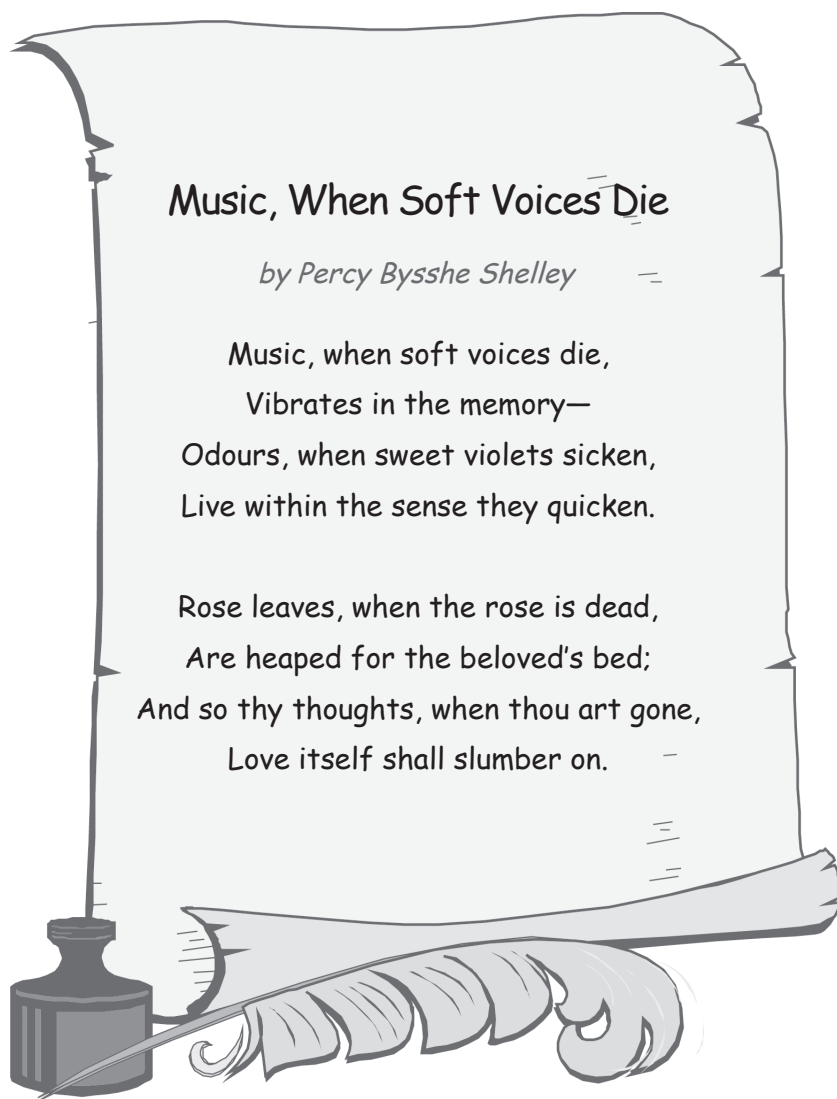
**Task** Read the following poem aloud after the recording. Pay attention to the pronunciation, intonation and rhythm.

## Music, When Soft Voices Die

*by Percy Bysshe Shelley*

Music, when soft voices die,  
Vibrates in the memory—  
Odours, when sweet violets sicken,  
Live within the sense they quicken.

Rose leaves, when the rose is dead,  
Are heaped for the beloved's bed;  
And so thy thoughts, when thou art gone,  
Love itself shall slumber on.



# Reading Aloud

## Task

### Teaching Tips

This part is designed to help students practice reading poems and learn to appreciate them.

#### The following is an introduction of Percy Bysshe Shelley.

Percy Bysshe Shelley (1792–1822) was a British romantic poet, whose works include “Ode to the West Wind” (1819), “To a Skylark” (1820), the lyric drama *Prometheus Unbound* (1820), and “Adonais” (1821), an elegy to John Keats. Born into a noble family, Shelley was able to study in Oxford University, but was expelled later because of some of his anti-religious handouts. The poet demonstrates, in most of his works, optimism and expectation for the future.

#### The following translation of the poem is only for reference.

### 音乐，当乐声已经消亡

珀西·比希·雪莱

音乐，当乐声已经消亡，  
仍在记忆中轻轻回荡——  
芳香，当紫罗兰已经凋殒，  
仍活在被它刺激的感官中。

玫瑰叶，当玫瑰枯萎，  
仍把爱人的卧榻点缀；  
同样地，当你已经消逝，  
爱情长眠于对你的相思。

#### Notes:

1. **thy**=your    2. **thou**=you    3. **art**=are

# Testing Your Ears

## New Words

architecture	<i>n.</i>	建筑学；建筑物
attract	<i>v.</i>	吸引
attractive	<i>adj.</i>	吸引人的；引人注目的
cashier	<i>n.</i>	出纳员；收银员
convenient	<i>adj.</i>	方便的；合适的
publish	<i>v.</i>	出版
publisher	<i>n.</i>	出版者；出版社；发行者
ridiculous	<i>adj.</i>	荒谬的；可笑的
supportive	<i>adj.</i>	支持的

## Phrases and Expressions

brush up (on)	重温；重新学习
but then	但另一方面；然而

civil engineering	土木工程
electronic engineering	电子工程学
leading character	主角
make ends meet	使收支平衡
make up	虚构；编造；捏造
stick... together	粘在一起；粘紧
take the place of	代替；接替
take up	开始从事；占用
turn down	拒绝；驳回

## Proper Names

Marriott Inn	万豪酒店
Olympia Diner	奥林匹亚餐厅

**Task 1** You will hear eight short conversations. After each conversation, there will be a question. After each question, there will be a pause of ten seconds. The conversations and questions will be spoken only once. When you hear a question, you should decide on the correct answer from the four choices marked A, B, C and D.

Example:

You will hear: W: Are you catching the 10:15 flight to New York?

M: No. I'll leave this evening.

Q: What are the two persons talking about?

You will read: A. New York City. B. An evening party.

C. A plane trip. D. The man's job.

From the conversation, we learn that the man is to take a flight to New York. Therefore, **C. A plane trip.** is the correct answer. Now listen.

- A. Because the work hours were unsuitable. B. Because the job was not well-paid.  
C. Because the job was quite boring. D. Because Linda didn't like traveling.
- A. Electronic music. B. Civil engineering.  
C. Electronics. D. Electronic engineering.

# Testing Your Ears

This part is designed to build students' ability in listening. All the exercises here are concerned with jobs.

## Task 1

### Tapescript

- 1 **M:** Did Linda turn down the job offered by the travel agency?  
**W:** Yeah. The hours were convenient, but if she'd accepted it, she wouldn't have been able to make ends meet.  
**Q:** Why did Linda refuse to take the job?
- 2 **M:** You know, I started out in civil engineering. Then I turned to electronic engineering, but what really interests me is electronic music.  
**W:** Wow, that's a long way from civil engineering.  
**Q:** What was the man interested in at first?
- 3 **W:** I'm free from today. Nobody will tell me what I should do and what I shouldn't any more.  
**M:** You don't mean you've quit that well-paid job you've had for so long?  
**Q:** What is the man's reaction?
- 4 **W:** Have you found a position yet?  
**M:** I'm still checking the papers.  
**Q:** What can we conclude from the conversation?
- 5 **W:** Do you have any special reasons for choosing this company?  
**M:** Oh, not really. I mean, er, yes, I was attracted by the money, but that's not the only reason, of course.  
**Q:** What does the man mean?
- 6 **M:** Have you met the new sales manager yet?  
**W:** We've been introduced about 3 times, but he seems a little forgetful.  
**Q:** What do we know about the sales manager?
- 7 **M:** Did you tell Jason that you were promoted?  
**W:** No, I'm not about to tell him anything.  
**Q:** What does the woman mean?
- 8 **M:** Bob said he was looking for a job in the bookstore.  
**W:** But then when he had the chance to work there, he turned it down, didn't he?  
**Q:** What can we know about Bob?

Key:

1. B 2. B 3. C 4. C  
 5. A 6. B 7. C 8. A

- 3 A. He is excited. B. He is supportive.  
C. He is surprised. D. He is angry.
- 4 A. The man is selling newspapers.  
B. The man has a new job.  
C. The man is hunting for a job.  
D. The man likes his position at the paper.
- 5 A. The salary attracted him.  
B. The company needs him badly.  
C. The working condition of the company is attractive.  
D. He doesn't like the job.
- 6 A. He hates meeting people.  
B. He tends to forget people's names.  
C. He always gets to the office at 3:00 p.m.  
D. He forgot to introduce the woman to the man.
- 7 A. She is willing to tell Jason. B. She thinks she must tell Jason.  
C. She doesn't want to tell Jason. D. She asked the man to tell Jason.
- 8 A. He didn't really want to work in the bookstore.  
B. He liked the job very much.  
C. He couldn't get the job.  
D. He didn't know the way to the bookstore.

**Task 2** You will hear two conversations. After each conversation, there will be some questions. After each question, there will be a short pause. The conversations and questions will be spoken only once. When you hear a question, you should decide on the correct answer from the four choices marked A, B, C and D.

**Conversation 1**



- 1 A. To study law.  
B. To attend international conferences.  
C. To study English.  
D. To go back to his hometown and work there.
- 2 A. Because he had a natural ability in design.  
B. Because his father encouraged him.  
C. Because he was so good at English.  
D. Because he was not good at art.

## Task 2

This task checks students' ability to figure out key information in long conversations.

### Conversation 1



*In Conversation 1, a man and a woman are talking about the man's future career.*

#### Tapescript

- W:** What are you going to take up as a career?  
**M:** Architecture. Actually, I've already started. I began my studies at Shenyang School of Architecture last September.  
**W:** What will you do when you finish?  
**M:** Oh, I'll go back to my hometown and work there. You know there's a lot of useful work to do there, such as building schools, hospitals and homes for the people.  
**W:** So you will be an architect then. What made you choose architecture as a career?  
**M:** Well, I was good at math and art at school. And I think I had a certain feeling for design.  
**W:** Will you need English in your job?  
**M:** It'll be useful in many ways because there's a lot about architecture written in English and besides, many professional people in my country use English in business. When you attend international conferences, English is often the official language. Yes, I think I've done well to brush up on my English.

#### Questions

- 1 What is the man going to do when he finishes his studies in architecture?
- 2 Why did the man take up architecture as his career?

Key:

1. D 2. A

### Conversation 2



*In Conversation 2, a man is interviewing a woman who applies for a job as a waitress.*

#### Tapescript

- W:** Hello, I'm Angela Catler.  
**M:** Hello. Please come in.  
**W:** I saw your ad in this morning's paper, and I decided to come and apply immediately.  
**M:** Oh, yes. I'm Bill Warren, the owner and manager of this restaurant. Miss Catler, do you have any experience in the restaurant business?  
**W:** Yes, a lot. I worked as a waitress for about three years at the Marriott Inn. And I also worked at the Olympia Diner for about six months. Yes, I was a cashier there.  
**M:** Oh, I see. Well, what position are you applying for here?  
**W:** Well, I want a job as a waitress, but I can also work as a cashier.  
**M:** Yes, well, we are looking for a waitress, and you seem to have a lot of experience. Now, what about hours? Can you work in the evening?  
**W:** Yes, I can. I can do both day and evening work, but I'd prefer evening work.  
**M:** Good. OK then.

#### Questions

- 3 How long did the woman work at the Olympia Diner?
- 4 What will the woman be most likely to work as?
- 5 What does the woman prefer?

Key:

3. D 4. B 5. B

### Conversation 2



- 3 A. About three years.                                      B. About one year.  
C. About ten months.                                      D. About six months.
- 4 A. As a cashier.    B. As a waitress.  
C. As a cook.    D. As a manager.
- 5 A. Day work.     B. Evening work.  
C. Part-time work.    D. Work at noon.

**Task 3** You will hear a passage. The passage will be spoken three times. During the second reading, you are required to fill in the five blanks with the words or phrases you hear. The third reading is for you to check your answers. Now listen.

I work in London at a large hospital as a nursing officer. It's what a lot of people call a male nurse, which I think is 1) \_\_\_\_\_ I've ever come across. It implies that a nurse 2) \_\_\_\_\_ and that by being male I'm different. The other thing is that people always say "I suppose you really wanted to be a doctor", just because I'm a man. They cannot imagine that I really wanted to be a nurse and that it isn't just that I 3) \_\_\_\_\_. And what they don't realize is the work's completely different. You know, as a male nurse, you've 4) \_\_\_\_\_ with the patients and, you know, a long-term responsibility for their welfare. Huh, there's no way I'd want to be a doctor. Well, 5) \_\_\_\_\_, of course.



**Task 3****Teaching Tips**

This task helps improve students' ability in dictation.

- Ask students to pay attention to the grammatical coherence in their answers.

**Tapescript**

I work in London at a large hospital as a nursing officer. It's what a lot of people call a male nurse, which I think is the most ridiculous term I've ever come across. It implies that a nurse ought to be female and that by being male I'm different. The other thing is that people always say "I suppose you really wanted to be a doctor", just because I'm a man. They cannot imagine that I really wanted to be a nurse and that it isn't just that I failed to be a doctor. And what they don't realize is the work's completely different. You know, as a male nurse, you've much more contact with the patients and, you know, a long-term responsibility for their welfare. Huh, there's no way I'd want to be a doctor. Well, except for the money, of course.

Key:

- |                             |                       |
|-----------------------------|-----------------------|
| 1) the most ridiculous term | 2) ought to be female |
| 3) failed to be a doctor    | 4) much more contact  |
| 5) except for the money     |                       |

**Optional exercise**

Ask about students' opinions of the job as a nurse, especially as a male nurse.

**Task 4** You will hear a passage. After the passage you will hear five questions. The passage and the questions will be spoken only once. After each question, there will be a short pause. During the pause, you should decide on the correct answer from the four choices marked A, B, C and D. Now listen.

- 1 A. He hoped to finish college in a year.  
B. He hoped to retire from his position.  
C. He hoped to take the place of his manager.  
D. He hoped to get promoted.
- 2 A. Because he was not clever enough.  
B. Because he was not hard-working.  
C. Because he was rude.  
D. Because he was careless.
- 3 A. George retired from his position.  
B. The young man was promoted above George.  
C. George advanced to a higher position.  
D. George was fired.
- 4 A. Because he was angry that the young man got promoted instead of him.  
B. Because he was going to ask for early retirement.  
C. Because he wanted to have a long holiday.  
D. Because he decided to leave the company.
- 5 A. 1 year.  
B. 32 years.  
C. 15 years.  
D. 16 years.

**Task 4****Teaching Tips**

This task helps students listen for key information in a passage.

- Tell students to read the four choices in advance so that they can be better prepared for the questions and the passage.

**Tapescript**

*This passage is about George Jones' work experience.*

When George Jones finished college, he became a clerk in a big company, hoping to advance to higher positions as time went on. George did his work reasonably well, but he wasn't very smart, so when the older employees retired from higher positions, it was never George who was promoted.

After George had been with the company for 15 years without ever being promoted, a smart young man, straight from college, came to work in the same department. After a year, the young man was promoted above George.

George was angry so he went to see his manager and said, "I've had 16 years' experience on this job, yet a new man has been promoted over my head after having been here only one year." "I am sorry, George," answered the manager patiently, "but you haven't had 16 years' experience; you've had one year's experience 16 times."

**Questions**

- 1 What was George's hope?
- 2 Why was George never promoted?
- 3 What happened after a young man came to work in the company?
- 4 Why did George go to see the manager?
- 5 How long had George been working in the company?

Key:

1. D    2. A    3. B    4. A    5. D

**Optional exercise**

Ask students to discuss the factors determining a person's promotion.

**Task 5** You will hear two passages. Each passage will be spoken twice. After each passage you will hear five questions. When you hear a question, you should complete the answer with what you hear from the recording.

**Passage 1**



- 1 She sent her story to \_\_\_\_\_.
- 2 It was returned \_\_\_\_\_.
- 3 Because she was \_\_\_\_\_ with him.
- 4 Because she wanted to make a test to see \_\_\_\_\_.
- 5 Because the publisher thought it was \_\_\_\_\_.

**Passage 2**



- 1 Because \_\_\_\_\_ are so high in America.
- 2 It allows the readers to become \_\_\_\_\_ in the stories.
- 3 It publishes them with the help of \_\_\_\_\_.
- 4 Because they like to see their own names and \_\_\_\_\_ in print.
- 5 They are helping a child to \_\_\_\_\_.

**Task 5**

This task helps students listen for key information and some details in the passages.

**Passage 1****Tapescript**

A woman once wrote a long story. She sent it to a famous publisher. After a few weeks the story was returned to her. The woman was so angry that she wrote back to the publisher.

“Dear sir, yesterday you sent back a story of mine. How do you know that the story is not good? You did not read it. Before I sent you the story, I stuck pages 18, 19 and 20 together. This was a test to see whether you would read the story. When the story came back yesterday, the pages were still stuck together. Is this the way you read all the stories that are sent to you?”

The publisher wrote back.

“Dear Madam. At breakfast when I have an egg, I don’t have to eat the whole egg to find out that it is bad.”

**Questions**

- 1 Where did the woman send her story to?
- 2 When was the story returned to the woman?
- 3 Why did the woman write to the publisher?
- 4 Why did the woman stick pages 18, 19 and 20 together?
- 5 Why did the publisher send back the story?

**Key:**

1. a famous publisher
2. after a few weeks
3. very angry
4. whether the story was read
5. not good enough

**Passage 2****Tapescript**

In America, where labor costs are so high, “do-it-yourself” is a way of life. Many people repair their own cars, build their own garages, even rebuild their own houses. It doesn’t surprise anyone that people will also be writing their own books.

In Hollywood, there is a company publishing children’s books. This company is not like other book companies because it allows the readers to become the leading characters in the stories with the help of computers. Here is how they do it. Let us suppose the child is named Jenny. She lives in New York, and has a dog named Hody. The computer uses this information to make up a story with pictures. The story is then printed up. A child who receives such a book might say, “This book is about me.” So the company calls itself the “Me-Books Publishing Company”.

Children like the “me-books” because they like to see in print their own names and the names of their friends and their pets. But more important, in this way, children are much more interested in reading the stories. “Me-books” are helping children to learn how to read.

# Opening Your Mouth

## New Words

bead	<i>n.</i>	(有孔的) 小球; 珠子
carpet	<i>n.</i>	地毯
catalog	<i>n.</i>	目录
competition	<i>n.</i>	[口] 竞争对手; 竞争
delivery	<i>n.</i>	送货; 递送; 发送
display	<i>v.</i>	展示; 陈列
durable	<i>adj.</i>	耐用的
elegant	<i>adj.</i>	优雅的; 优美的
exhibit	<i>n.</i>	展览品
	<i>v.</i>	展示
fair	<i>n.</i>	博览会; 展览会
fold	<i>v.</i>	折叠
launch	<i>v.</i>	(新品) 投放市场; 发射
mileage	<i>n.</i>	里程
outstanding	<i>adj.</i>	杰出的; (负债) 未付的

overseas	<i>adj.</i>	海外的; 外国的
	<i>adv.</i>	向海外; 在国外
pamphlet	<i>n.</i>	小册子
sample	<i>n.</i>	样本; 样品
	<i>adj.</i>	样品的
springy	<i>adj.</i>	有弹性的
textiles	<i>n.</i>	纺织业
tire	<i>n.</i>	轮胎
unique	<i>adj.</i>	独特的

## Phrases and Expressions

come in	到货; 上市
compare with	与……比较
in stock	有现货
on display	陈列; 展示
out of stock	缺货; 售光

## Proper Names

Canton Fair	广交会 (中国进出口商品交易会)
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### Task 1 Read and practice the short conversations.

1

**M:** This is our latest model.  
It was a great success at  
the last exhibition in Paris.  
Would you like to see it?  
**W:** Sure!

2

**M:** We have this style in several  
sizes and colors.  
**W:** Haven't you got any brown  
color in stock?

3

**M:** Can you tell me about this  
camera?  
**W:** Yes. This is our new product.  
It was launched last month.

4

**M:** How is your product better  
than the competition?  
**W:** Since it is very light, you can  
carry it easily.

**Questions**

- 1 In America, why do people do most things themselves?
- 2 How is the “Me-Books Publishing Company” different from other book companies?
- 3 How does the “Me-Books Publishing Company” publish children’s books?
- 4 Why do children like the “me-books”?
- 5 What are “me-books” helping a child do?

**Key:**

1. labor costs
2. the leading characters
3. computers
4. the names of their friends and their pets
5. learn how to read

# Opening Your Mouth

This part is designed to build students’ ability in speaking.

**Task 1****Teaching Tips**

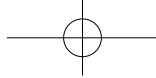
This task presents expressions for describing products.

- Play the recording and ask students to read after it.
- Ask students to work in pairs to act out the short conversations.
- Ask students to list more expressions for describing products. Write them on the blackboard and ask students to practice using them.

The following expressions are for teachers’ reference.

**Describing products**

Comments/Inquiries	Responses
1. The demand is getting greater and greater.	1. There’s no doubt about it. You said it.
2. They are not as salable as canned fruit, I suppose.	2. Oh, no. That’s where we differ. I don’t think you’re right there.
3. I’d like to look at this kind of toy.	3. It is well-thought-of in Europe.
4. What are the strong points of your product?	4. Innovative technology has been applied.
5. Our products are all quality goods. We guarantee its quality. We’re confident about the quality of our products.	5. It’s true that your products are of high quality, but your price is the highest, too.
6. How many different colors do you offer?	6. Our products are available in various colors.
7. This is our latest model. May I show it to you?	7. Sure.



**Task 2** Read the following two conversations after the recording and pay attention to the expressions for describing products.

**Conversation 1**



- M:** I saw some of your sample carpets at the Canton Fair.
- W:** The samples displayed at the Fair are just part of our products. We are exporting a wide range of carpets to many countries. And now the demand is getting greater and greater.
- M:** So it is. Your exports of carpets have considerably increased during the last few years. It appears that Chinese carpets are attractive indeed.
- W:** Shall we go to the sample room?
- M:** That would be perfect.
- W:** Here is our sample room.
- M:** Oh, you certainly have got a large collection of sample carpets here.
- W:** You said it. This way, please. Here is a pure wool carpet and that one is of artificial wool. Both are quite popular.
- M:** Oh, the material is soft and springy. Is this carpet hand-made?
- W:** Yes. We use two ways in weaving our carpets, by hand or by machine.
- M:** Oh, the designs are so nice!
- W:** This is the well-known Beijing style carpet. Its pattern is very popular and the style is unique. One feature of the wool carpet is that it looks classic and elegant.
- M:** Very nice indeed. I think some of the items will find a ready market in Canada, especially pure wool carpets. May I take back your catalogs and a price list with me?
- W:** Certainly.



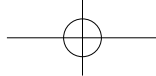
Picture 1

**Conversation 2**



- M:** Good morning, Madam.
- W:** Good morning. I am very interested in your exhibits. May I have some pamphlets?





## Task 2

### Teaching Tips

This task presents two conversations using the expressions for describing products.

- Have students look at Picture 1. Then ask some pre-listening questions like:
  - What is the product in the picture?
  - What are the essential elements when you introduce a product to customers?  
(Open-ended.)
- Have students look at Picture 2. Then ask some pre-listening questions like:
  - What is the product in the picture?
  - Do you have a bicycle? If so, how do you describe your bicycle?  
(Open-ended.)
- Have students find their partners and act out the conversations. Encourage them to use other information instead of that used in the two conversations.



**M:** Here you are.

**W:** Our company engages in the trading of bicycles. We used to purchase bicycles from Japan and Britain. As we intend to expand our business with China, I have come to the Fair.

**M:** Our bikes are of good quality as you can see from the samples here and they have met with a favorable reception in overseas markets.

**W:** Well, this one looks nice.

**M:** This model is our latest product. Compared with our old models, it is relatively light in weight.

**W:** How many colors does it come in?

**M:** It has three colors available: red, gray and black.

**W:** Your new model is really attractive.



Picture 2

**Task 3** Act out the following conversations and create your own conversations based on the given situations.

### Conversation 1



First try to complete Conversation 1, and then listen to the recording to check your answers.

**M:** What do you have there, Mrs. Lee?

**W:** 1) \_\_\_\_\_, Mr. Coffman.

**M:** Please let me have a look at it.

(Mr. Coffman is carefully examining the new product.)

**W:** 2) \_\_\_\_\_.

**M:** And what are the results?

**W:** We found that our tire averaged twice the mileage of other brands.

**M:** 3) \_\_\_\_\_?

**W:** Please look at this section of the tire. As you can see, these twin beads are set in very firmly. They will not break or come loose easily under normal driving conditions.

**M:** I think 4) \_\_\_\_\_.

**W:** I'm happy to hear that.

**Task 3****Teaching Tips**

This task helps students make up their own conversations.

- Divide the class into pairs to act out the conversations.
- Ask volunteer pairs to act out in front of the whole class.

**Conversation 1****Teaching Tips**

Ask students to discuss their answers before listening. Students may give different answers for each blank. The teacher decides whether they are suitable or not, and explains why.

**Tapescript**

**M:** What do you have there, Mrs. Lee?

**W:** One of our new products, Mr. Coffman.

**M:** Please let me have a look at it.

*(Mr. Coffman is carefully examining the new product.)*

**W:** We've been testing this tire for over five years.

**M:** And what are the results?

**W:** We found that our tire averaged twice the mileage of other brands.

**M:** Why did it do so well?

**W:** Please look at this section of the tire. As you can see, these twin beads are set in very firmly. They will not break or come loose easily under normal driving conditions.

**M:** I think it's an excellent product.

**W:** I'm happy to hear that.

*Key:*

- 1) One of our new products
- 2) We've been testing this tire for over five years
- 3) Why did it do so well
- 4) it's an excellent product

## Conversation 2

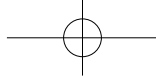


### 1 Arrange Conversation 2 in the right order and then act it out with your partner.

- 1) That would be interesting.
- 2) It's very durable. Look, here's a sample that has traveled 15,000 kilometers in delivery.
- 3) It's about three times as strong as the usual packaging material.
- 4) You don't believe it, do you? Everyone has doubts at first.
- 5) Please take a look at this. It's a revolutionary new packaging we've just developed.
- 6) It looks new. Has it really traveled 15,000 kilometers?
- 7) It doesn't look like it's made of paper. How strong is it?
- 8) Well...
- 9) Yes. Then you can see for yourself what an outstanding product this is.
- 10) I see. It must be hard to fold.
- 11) You mean to send them to my home in the States?
- 12) Is it durable?
- 13) Let's try something. We have some small gifts we'd like to give you before you leave. Let's package them in this material and mail them.
- 14) On the contrary, it folds easily.

———————————————





## Conversation 2



1

Key:

5-7-3-10-14-12-2-6-4-8-13-11-9-1

- A:** Please take a look at this. It's a revolutionary new packaging we've just developed.
- B:** It doesn't look like it's made of paper. How strong is it?
- A:** It's about three times as strong as the usual packaging material.
- B:** I see. It must be hard to fold.
- A:** On the contrary, it folds easily.
- B:** Is it durable?
- A:** It's very durable. Look, here's a sample that has traveled 15,000 kilometers in delivery.
- B:** It looks new. Has it really traveled 15,000 kilometers?
- A:** You don't believe it, do you? Everyone has doubts at first.
- B:** Well...
- A:** Let's try something. We have some small gifts we'd like to give you before you leave. Let's package them in this material and mail them.
- B:** You mean to send them to my home in the States?
- A:** Yes. Then you can see for yourself what an outstanding product this is.
- B:** That would be interesting.

2 Now make your own conversations based on the situations given below.

**Situation 1**

Mr. Black is a British businessman specializing in textiles. He comes to trade with Suzhou Silk Import & Export Corporation. Mr. Zhang is showing him around the sample room.

**Situation 2**

Mr. Sun and Mr. Wilson are at the Light Industrial Products Exhibition. Mr. Sun is describing the products of his corporation to Mr. Wilson.

**Situation 3**

Ms. Wang is visiting the exhibition with the intention of purchasing some electric toys. After going over the catalogs, she finds some models rather attractive. Mr. Anderson, an exhibitor from a company, is introducing their products.

**Situation 4**

Mrs. Johnson is asking about a kind of cloth displayed in the sample room. Miss Zhao is trying to give her as much information as possible.

**Language Tips**

The following are for your reference.

- fashion industry; electronic product; product description; product instruction; user manual
- I'm quite interested in your products. Could you show me some of your samples?
- I'd like to know more details about your products. Could you give me a copy of the product description?
- What's special about your products?
- What makes your products different from others'?
- First, it's light enough for easy carrying.
- Second, it's user-friendly and much safer than before.
- You don't have to worry about its durability.
- The new material has been tested by some authoritative testing organizations.

## 2 Teaching Tips

Divide students into groups. Assign each group a different situation to practice using the expressions they have just learned. Ask students to vote for the best performance.

### Situation 1

#### Conversation

*Example:*

- A:** Welcome to Suzhou Silk Import & Export Corporation, Mr. Black. What can I do for you?
- B:** Oh, I see. I'm quite interested in something with subtle traditional Chinese flavor.
- B:** I'm quite interested in your silk products. Could you show me some of your samples?
- A:** What about the products in this section? The bright red color is typical of Chinese Tang suit. And look at the embroidery, it is hand-made.
- A:** Of course. I can show you around our sample room now, if you like.
- B:** It's really very beautiful, and very delicate. I like it.
- B:** It would be great.
- A:** It's our belief that clothing is more than dressing up; it is one form of cultural expression.
- A:** This way, please.
- B:** I do agree with you.
- B:** It's really a big sample room.
- A:** Yes, you can find samples of most of our products in this room. And it is divided into different sections according to the different design styles.

### Situation 2

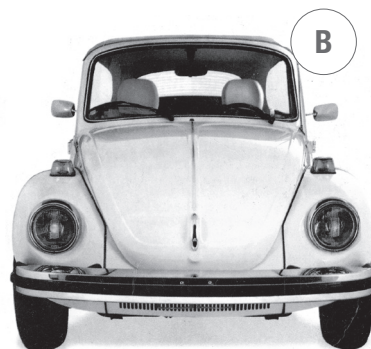
#### Conversation

*Example:*

- A:** Mr. Wilson, I want to show you some of our new products. I'm sure you will be interested.
- A:** You don't have to worry about its durability, because it's made of a kind of new material which has been tested by some authoritative testing organizations. It proves to be stronger than steel.
- B:** Oh, what's it?
- B:** That really sounds great. Could you give me a copy of the product description, so that I can know more details about it?
- A:** I'll show you. Here's our new product—a portable bicycle.
- A:** Of course, here's one for you.
- B:** What's special about it? What makes it different from the previous ones?
- B:** Thank you.
- A:** First, it's much lighter than the previous ones. About 20% lighter than most bicycles of the same size. So it's light enough for easy carrying.
- A:** You're welcome.
- B:** It sounds good. What about its durability?

# Talking Together

**Task 1** Work in pairs to practice the expressions for describing products based on the following pictures.



**Task 2** Work in pairs to play a game. One student in the pair tries to describe a product to the other, while the other guesses the name of the product with the help of the description.

## Language Tips

The following are for your reference.

- It's a machine that has changed the ways people work and live.
- It's a machine that can take instructions and perform different tasks for the users.
- This machine is much more widely used in different places.
- It's a product that you may use every day.
- Do you mean...?
- I guess it is...
- You're talking about..., aren't you?
- You guessed it right.
- You got it.



# Talking Together

This part is designed to build students' ability in listening and speaking.

## Task 1

### Teaching Tips

- Ask students to look at the pictures first and answer questions like:
  - What is it in the picture?
  - Have you ever used it?
 (*Open-ended.*)
- Let students act out their own conversations and ask some volunteers to act out in front of the class.

### Conversation A

*Example:*

**A:** Now I would like to briefly introduce our product line to you.

**B:** Fine, thank you.

**A:** The main line is computer keyboards.

**B:** How many kinds of them are available now?

**A:** We have in total three types of keyboards.

**B:** Excuse me. I have a question. May I know what is your market share in the world?

**A:** Our market share is around 5%.

**B:** Have you ever thought of applying your line to other computer products?

**A:** So far we don't have any plan yet.

### Conversation B

*Example:*

**A:** Good morning. Anything I can do for you?

**B:** I'd like to look at some of these cars.

**A:** We have various cars. Do you want a domestically made car or an imported one?

**B:** A domestic car is cheaper. So I'd prefer a domestic one.

**A:** OK. Please have a look over there. What about the blue car? It is our latest model.

**B:** But I'd like the economy model better.

**A:** OK. What about this white one?

**B:** It looks good. What price do you set?

**A:** Only 48,000 *yuan*.

**B:** Let me think about it. Can I have a test drive?

**A:** Sure. This way, please.




## Task 2

### Teaching Tips

In this task, the teacher can make the game more enjoyable by organizing a kind of competition between different groups. The group that can make more correct guesses within the given time wins the game.

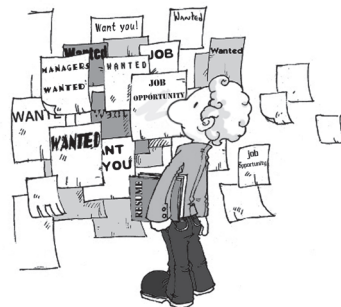
**Task 3** Look at the table. You are going to hear three conversations. Circle the number of each conversation next to the picture according to the sequence in which you hear them. Then listen again and complete the table below. Finally, practice the conversations with your partner.

goat leather 山羊皮  
yarn *n.* 纱线  
fabric *n.* 织物的质地

Picture	Conversation	Product	Features of the product
 <b>A</b>	1 2 3	Cloth	They are more 1) _____ than any 2) _____ ones on the market. The yarn is 3) _____ and 4) _____ in this fabric.
 <b>B</b>	1 2 3	5) _____	It's made of 6) _____. There are 7) _____ designs in that grade. It's possible to be 8) _____.
 <b>C</b>	1 2 3	9) _____	It uses 10) _____ as the "Key". The system can be modified to 11) _____ as well as lock them.

**Task 4** Look at the picture. Describe and comment on it. Then discuss the following questions with your classmates.

- 1 Should people be paid according to their performance, or age and experience? Why?
- 2 What do you think is an ideal job?
- 3 If you were out of work, what would you do?
- 4 Which is more important to you when you choose a job, salary or interest?
- 5 Will you work to live or live to work? Why?



**Conversation**

*Example:*

**M:** It is a machine that has changed the ways people work and live.

**W:** Do you mean automobiles?

**M:** No. It is a machine that can take instructions and perform different tasks for the users.

**W:** I guess it is a robot.

**M:** It's closer, but this machine is much more widely used in different places, for example, in offices, in schools and at homes.

**W:** Let me see... It's a computer, isn't it?

**M:** You got it. It's a computer.

**Task 3****Teaching Tips**

This task helps students practice listening for specific information about describing products.

- Ask students to look at the pictures first, and then describe the products.

**Tapescript****Conversation 1**

**M:** Can you tell me more about your new product? I haven't had time to study the report in detail.

**W:** I'd be happy to. Basically, this kind of lock is like other quality locks. The difference is that our system uses the human voice as the "Key".

**M:** That sounds very interesting.

**W:** Of course, the system can be modified to open doors as well as lock them.

**M:** Do you mean I could command my front door to lock and open itself?

**W:** Exactly. Furthermore, if a stranger gives the same command, it won't open.

**M:** That's great.

# Facing Culture

Listen to the passage about the experiences of some successful businessmen, and then discuss the following questions with your partner.



Several years ago, Masaru Ibuka, chairman of Sony, was at a company meeting. Suddenly he had a brilliant idea. He stopped the meeting and asked everyone present what would happen if Sony removed the recording function and the speaker and sold headphones with a tape player instead. Almost everyone thought he was crazy. Still, Ibuka kept thinking about his idea and worked on refining it. The result, of course, turned out to be the wildly successful Sony Walkman.

Good ideas often start with a silly question. Bill Bowerman was making breakfast one day. As he stood there making waffles (华夫饼) for his son, he wondered what would happen if he poured rubber into his waffle iron (烘华夫饼的铁模). Later, he tried it and the result looked something like the bottom of most sports shoes we see today. Still, when he took this idea to several shoe companies, he was literally laughed at. In fact, every single company turned him down. Though rather discouraged, Bowerman persevered and went on to form his own company, making NIKE athletic shoes.

Sometimes good ideas grow out of frustration. When Fred Smith was a student at Yale University, he had some paperwork that he needed to have delivered across the country the next day. Smith was amazed to find out that overnight delivery was impossible. He sat for a long while wondering why. "Why couldn't there be a reliable overnight mail delivery service?" He decided to design one. Smith did just that and turned his design into a class project. His professor gave him only a C for his efforts. However, Smith continued to refine the idea in that class project and eventually turned it into one of the first and most successful overnight mail services in the world—FedEx.

We know today, of course, that each of these ideas led to an incredibly successful product or service that has changed the way many of us live. The best questions are usually open-ended and are often silly. Children aren't afraid to ask such questions, but adults frequently are. Think how different the world might be if people never asked "silly" questions!

## Questions

- 1 What important qualities do you think inventors usually possess?
- 2 Do you have new ideas for new products or services? What are they?

### Conversation 2



- M:** What's the material?  
**W:** These gloves are made of goat leather.  
**M:** How many designs do you have?  
**W:** We have three designs in that grade.  
**M:** Would it be possible to change the products slightly?  
**W:** Yes, of course. How do you want them to be changed?  
**M:** Let me tell you about our requirements in detail.

### Conversation 3



- W:** These are our new models.  
**M:** What are their strong points?  
**W:** There's a lot to be said about them. In the first place, they are more durable than any similar ones on the market.  
**M:** Why does it take longer for them to get worn out than others?  
**W:** The yarn is of good quality and is woven very tightly in this fabric.  
**M:** Can you leave these samples with us?  
**W:** How long do you want to keep them?  
**M:** About two weeks.

Key:

Picture A→3	Picture B→2	Picture C→1
1) durable	5) Gloves	9) Lock
2) similar	6) goat leather	10) the human voice
3) of good quality	7) three	11) open doors
4) is woven very tightly	8) changed	