



UNIT

1

Needs Analysis

Unit Objectives

After studying this unit, you are able to:

- collect market information for the product you are going to develop
- do simple market research
- analyze survey results
- understand a feasibility report





Warming-up

Task 1 Complete the following sentences with the words or phrases given.

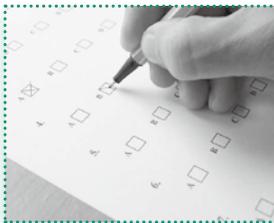
- | | | |
|----------------------|--------------------------|--------------------------|
| questionnaire | feasibility study | cosmetic products |
| R&D | market research | target market |

1. Only a few years ago, the shelf space in department stores dedicated for male _____ and personal care products was limited to shaving foam and body washes.
2. A _____ is a research instrument consisting of a series of questions and other tips for gathering information from respondents.
3. A _____ is a specific group of consumers at which a company aims its products and services.
4. Doing _____ is gathering and evaluating data on consumers' preferences for products and services.
5. While _____ is often considered the work of high-tech firms developing cutting-edge technology, it is also undertaken by many established consumer goods companies seeking to improve old products.
6. Small business owners may find it helpful to conduct a _____ before they decide to develop a new product.

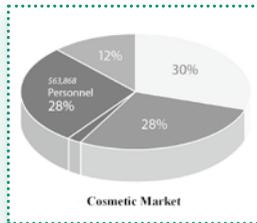
Task 2 Match each of the following pictures with a corresponding component of needs analysis which might arise when developing new cosmetic products.



A



B



C



D

Design a questionnaire.

Draft a feasibility report.

Conduct a street interview.

Analyze data with a chart.



Reading A

Task 1 Cosmetics are no longer just for women. More and more cosmetic products are being brought out for men to use. Match each picture below with its corresponding type of men's cosmetics and list as many other products of each type as you can.

Hair Care: _____

Make-up: _____

Skin Care: _____

Perfume: _____

Shaving Care: _____



Men's Cosmetics Market —A "Gold Mine" Ready for Excavation

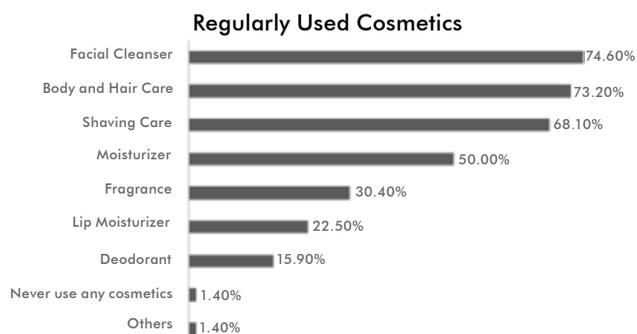
Male cosmetics consumption has been on the rise in recent years with extremely strong growth in the area of skin and personal care products. With rising consciousness in attaining "The Look", Chinese consumers, both men and women, are spending more on and "investing" in cosmetics so they can look and feel better. And for men, it's really about using cosmetics to get ahead in their careers.

An ongoing survey on cosmetics used by men, being conducted by China Polling, has revealed that almost 99% of male consumers regularly use cosmetics. While, to date, the number of respondents may still be relatively modest and a sample of just 138 regular users has been reported so far, the results are considered significant: facial cleanser, body & hair care and shaving care are the

most frequently used products.

When deciding which products to buy, men are more likely to get advice from friends and family (28%). But what are the most important factors that affect their purchasing decisions? Survey results so far show that the quality of the product is very important. The features or functions of the item, the brand name and the ingredients used in the product are the top three factors that male consumers consider when making their cosmetics purchasing decisions. Perhaps surprisingly, given the attention they often receive, web ads, attractive packaging and print ads appear to be far less influential factors.

The survey has also looked at the point of sale. Boutiques and department stores have been found to be the outlets most men go to when looking



to buy cosmetics (58%). Supermarkets are the second most frequent suppliers (30%) followed by personal care stores (9%).

As is noted above, the survey of cosmetics used by men is continuing. However, one thing seems to be clear from these early results: with the increasing need for male consumers to look and feel good, more and more manufacturers will enter this niche market targeting men. For cosmetics companies, the male consumer market in China is very much the “gold mine yet to be excavated”.

Task 2 Read the passage. Match each paragraph with the corresponding aspect of China’s male cosmetics market.

Paragraph 1	•	a. Preferred shopping places
Paragraph 2	•	b. Market development potential
Paragraph 3	•	c. Reasons for the growth in male cosmetics consumption
Paragraph 4		d. Regularly-used cosmetics
Paragraph 5		e. Factors influencing purchasing decisions

Task 3 Decide whether the following statements are true (T) or false (F) according to the passage.

- 1. In China men spend more on cosmetics than women do to achieve career success.
- 2. Most male customers worldwide have responded to the survey so far.
- 3. Men often turn to family and friends for advice on purchasing cosmetic products.
- 4. Good packaging can greatly influence men’s choice of cosmetics.
- 5. Cosmetics companies can expect to enjoy opportunities in China’s male cosmetics market.

Task 4 Suppose your company is targeting the men’s skin care market, and you are required to collect information on the preferences, buying habits, opinions and attitudes of current or potential male customers. Brainstorm **THREE** useful methods for collecting the information and explain to your classmates how you would carry them out.



Listening

Task 1 Richard and Jane are talking about a market research plan. Listen to the conversation and match the persons on the left with the corresponding information on the right.



 Richard	 Jane	a. is responsible for the survey among consumers
		b. R&D Department Manager
		c. is responsible for the survey among professionals
 David	d. is in Chicago now	

Task 2 Jane is carrying out a street survey on the men's cosmetics market. Listen to the conversation and fill in the blanks with what you hear.



Jane: Good morning, sir. I'm from P&G, and I wonder if you'd mind 1. _____ a few questions for my 2. _____.

Interviewee: Sure, why not?

Jane: Do you often use 3. _____?

Interviewee: Of course.

Jane: What kind of products do you usually use?

Interviewee: I use facial cleanser, shaving care and some 4. _____.

Jane: OK, my next question is... Oh, please 5. _____ me. The question may be a bit 6. _____. Why do you decide to use cosmetics? You know, cosmetics use is 7. _____ among ladies.

Interviewee: Well, the opinion that cosmetics only belong to women is quite 8. _____. Nowadays, both men and women are spending more on cosmetics so 9. _____.

Jane: I quite agree with you. Then, where do you usually buy your cosmetics?

Interviewee: Oh, sometimes I go to department stores and sometimes I buy them in supermarkets when 10. _____ for my necessities.

Jane: OK. Thanks for your time.

Task 3 Jane is carrying out her survey in the cosmetics section of a department store. Listen to the conversation and tick (✓) the correct answer to each question.



- Which of the following factors mostly affects the interviewee's purchasing decision?
 - Brand name.
 - His friends' recommendation.
 - The salesgirl's recommendation.



2. Which brand name does the interviewee's friend recommend?
A. Gillette. B. P&G. C. Nivea.
3. Which product of Gillette does the interviewee prefer over Nivea?
A. Sunscreen. B. Face cream. C. Shaving foam.
4. What does the interviewee want to buy today?
A. Sunscreen. B. Face cream. C. Shaving foam.
5. Besides brand names and friends' recommendation, what is the other factor that influences the interviewee's purchasing decision?
A. The smell of the product. B. The ingredients used in the product.
C. The price.

Task 4 David is carrying out a survey in a shop. Help him to finish his notes after listening to the conversation.



1. The shop specializes in _____.
2. The products sold in the shop mainly include _____.
3. Consumers today pay more attention to _____.
4. When choosing products, customers care _____.
5. The ingredients of the products should be _____.

Task 5 David is continuing his survey by calling a professional. Listen to the phone conversation between David and Olivia, and answer the following questions.



1. When and where did David first meet Olivia?

2. Who is Olivia?

3. According to Olivia, what kinds of products are popular?

4. According to Olivia, what is the new trend in men's cosmetics market?

5. When will David go to Olivia's office to get the reports?



Speaking

Task 1 Work in pairs. Suppose you are the Marketing Department Manager and you ask your assistant Jane to carry out a survey on a new product. Practice role-playing the conversation according to the instructions below.



Greet.

Assign the task.

Offer help.

State the deadline for the task.

Greet.

State the difficulties in taking the task.

Express thanks.

Promise to finish the task on time.

Task 2 Work in groups. Practice making a survey on cosmetics regularly used by students in your class according to the instructions below.



Topics	Interrogatives	Reference words
<i>product</i>	what, which	facial cleanser, body and hair care, shaving care, moisturizer, perfume, lip moisturizer, sun care product
<i>function</i>	what, which	keep the skin healthy, keep the hair clean, boost cell regeneration, increase skin elasticity, reduce dark circles around the eyes, smooth wrinkles, protect the skin from sunburn
<i>purchase</i>	how much, where, what do you think of...	cheap, expensive, affordable, reasonable price, department store, supermarket, personal care store, brand names, friends' recommendation, healthy ingredients





Task 3 Work in groups. Practice making a survey in Task 2 on a larger scale, then report your results to the class. The following sample is for your reference.



Good morning, everyone. I'm honored to report the results of my survey here. We've interviewed 100 students on the campus at random about the factors influencing their cosmetics purchasing decision. About 48% of the respondents think the function is the most important factor. And 30% say the price will influence their purchasing decision. And the others take the brand name first. In brief, we may get the conclusion from our survey that the function is the most important factor that college students will consider when purchasing cosmetics.



Task 4 Work in pairs. Practice talking about your likes or dislikes of certain cosmetic product with reference to the expressions in the table.



Asking about likes and dislikes	Likes	Dislikes
How do you like...?	I do/really like...	I'm afraid I don't like...
What do you think of...?	I'm very keen on...	I've never liked...
How do you feel about...?	I'm crazy/mad about...	There's nothing I dislike more than...
Do/Don't you enjoy/like...?	There's nothing I enjoy more than...	I can't stand/bear...



Reading B

Skin Type Test

Using products that are properly formulated for your skin type is critical for the overall success in improving and maintaining the appearance of your skin. Most of us instinctively determine what our skin type is and in relation to this we take relevant care of our skin. Yet mistakes happen, and that's why we offer you a simple and quick test that will help you to determine exactly what your skin type is and to know how to care for it. To take our skin type test, answer the following questions as accurately as possible. You should do this on your own with a good light and a mirror. The more accurate information you provide, the more specific your product recommendations will be. After finishing the test below, please hand it back to our salesperson and leave your address. We will mail you our skin care suggestion within three days.



1. What is the skin type you believe you have?

- | | | | |
|---|-------------------------------|--|------------------------------------|
| <input type="checkbox"/> Very dry | <input type="checkbox"/> Dry | <input type="checkbox"/> Normal to dry | <input type="checkbox"/> Normal |
| <input type="checkbox"/> Normal to oily | <input type="checkbox"/> Oily | <input type="checkbox"/> Very oily | <input type="checkbox"/> Blemished |

2. What type of cleanser do you use now?

- | | | |
|--------------------------------|---------------------------------|-------------------------------|
| <input type="checkbox"/> Cream | <input type="checkbox"/> Lotion | <input type="checkbox"/> Soap |
|--------------------------------|---------------------------------|-------------------------------|

3. Does your face feel tight at times?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

4. Do you use sunscreen when you are in the sun?

- | | | |
|------------------------------|-----------------------------|------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Sometimes |
|------------------------------|-----------------------------|------------------------------------|

5. Do you have facial lines?

- | | | |
|--|---|--|
| <input type="checkbox"/> A few or none | <input type="checkbox"/> Some around the eyes | <input type="checkbox"/> Around the eyes/On the face |
|--|---|--|

6. How is the overall texture of your face?

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Bumpy and uneven | <input type="checkbox"/> Soft and smooth | <input type="checkbox"/> Other _____ |
|---|--|--------------------------------------|

7. What is the length of time until you feel oily after washing?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Never | <input type="checkbox"/> Within 3 hours |
| <input type="checkbox"/> In 3-5 hours | <input type="checkbox"/> By the end of the day |

8. Which of the following are of specific concern to you (check all that apply)?

- | | | |
|--|---|--|
| <input type="checkbox"/> Fine lines around the eyes | <input type="checkbox"/> Under-eye shadows | <input type="checkbox"/> Puffy eyes |
| <input type="checkbox"/> Facial lines/Loss of firmness | <input type="checkbox"/> Lines on the throat | <input type="checkbox"/> Shiny areas |
| <input type="checkbox"/> Blotchiness | <input type="checkbox"/> Dry skin/Dry patches | <input type="checkbox"/> Thick or blemish prone skin |
| <input type="checkbox"/> Tiny bumps under the skin | <input type="checkbox"/> Rosacea | <input type="checkbox"/> Dry lips |
| <input type="checkbox"/> Dark spots/Pigmentation | | |



Task 1 Suppose you are a respondent of the survey, complete the questionnaire in Reading B as directed.

Task 2 Match the following terms with their Chinese meanings.

1. skin type	●	a. 防晒霜
2. lines on the throat	●	b. 易长斑皮肤
3. facial cleanser	●	c. 眼睛浮肿
4. sunscreen cream	●	d. 松弛
5. facial lines	●	e. 颈部细纹
6. normal skin	●	f. 面部细纹
7. undereye shadow	●	g. 中性皮肤
8. puffy eye	●	h. 皮肤类型
9. loss of firmness	●	i. 黑眼圈
10. blemish prone skin	●	j. 洗面奶

Task 3 Translate the following short passage into Chinese. Consult a dictionary if necessary.

Market research methods fall into two basic categories: primary and secondary. Primary research involves collecting original data about the preferences, buying habits, opinions and attitudes of current or potential customers. These data can be gathered in focus groups, surveys and field tests. Secondary research is based on existing data from reference books, magazines and newspapers, industry publications, government agencies or trade associations. It yields information about industry sales trends and growth rates.

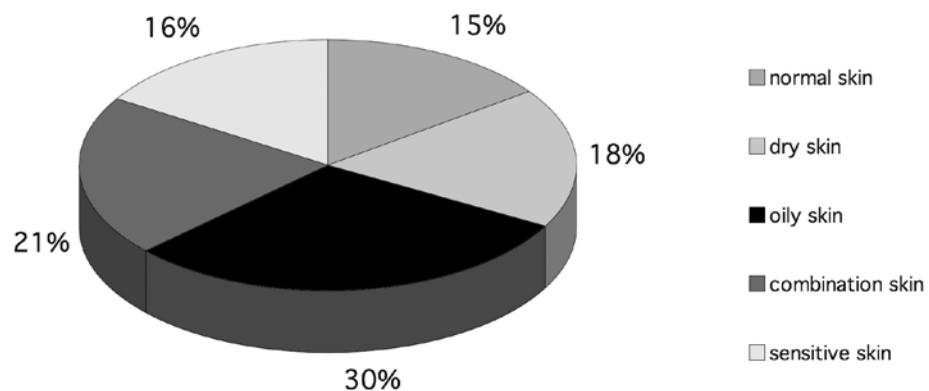




Writing

Task 1 Write a summary in no less than 80 words, based on the skin type test results shown in the following pie chart. Your summary should include:

- ❖ a description of the chart;
- ❖ an analysis of the data;
- ❖ a conclusion.



Task 2 The following is an outline of a feasibility report for developing new skin care products. Match the underlined titles or subtitles from the outline with the paragraphs listed in the table on the next page.

Feasibility Report

1. Overview
2. **Situation analysis**
 - 2.1 Market analysis
 - 2.1.1 Market potential
 - 2.1.2 Product innovation
 - 2.1.3 Customer preference
 - 2.2 Key success factors
3. **Marketing strategy**
 - 3.1 Overall sales and marketing strategy
 - 3.2 Distribution
 - 3.3 Pricing policy
 - 3.4 Advertising and promotion programs
4. **SWOT analysis**
5. Conclusion



Title/Subtitle	Paragraph
1. [Redacted]	As men are becoming more interested in their appearance, they are also demanding products specifically suited for them. According to a recent market survey, men want basic items offering real benefit and shy away from products perceived to be pampering. By having more than 300 men participate in focus groups and by distributing more than 500,000 product samples, we found that the two most significant male trends were towards the use of light, easily-absorbed products and light fragrances.
2. [Redacted]	In the last decade, men's skin care market has received a lot of attention around the world. This market targets the beauty conscious society ready to spend money to be appealing and good-looking. Male consumers are well-informed and demand new products which offer more than just a functional benefit. Sensory and emotional features also play a very important role in the total product package.
3. [Redacted]	As in previous years, 2010 will see continued growth in men's cosmetics market. This market growth is being fueled by two things: men finding more time to care for their appearance and their use of the latest new products. Extensive research into the market enables us to anticipate and propose future trends in men's skin care products and the development of innovative technologies.
4. [Redacted]	The global skin care market last year was estimated at USD \$43 billion, approximately 15% spent on men's products. And this market share is increasing. The 11% annual growth rate for men's products recorded last year was twice the growth rate for women's skin care products.
5. [Redacted]	Research and development of new ingredients are driving the creation of innovative products. The use of organic ingredients has become quite popular as people have become aware of the effect of specific ingredients on their skin.

<i>*Note:</i> <i>appealing</i>	<i>a.</i> 引人注意的, 讨人喜欢的	<i>approximately</i>	<i>ad.</i> 大约, 近似地
<i>emotional</i>	<i>a.</i> 情绪(上)的; 感情的	<i>extensive</i>	<i>a.</i> 大量的; 范围广泛的; 详尽的
<i>fragrance</i>	<i>n.</i> 香水	<i>functional</i>	<i>a.</i> 功能的; 可使用的
<i>innovation</i>	<i>n.</i> 创新, 革新	<i>innovative</i>	<i>a.</i> 创新的, 革新的
<i>organic</i>	<i>a.</i> 有机体的; 有机物的	<i>overview</i>	<i>n.</i> 概观; 概述
<i>pamper</i>	<i>v.</i> 纵容; 娇养	<i>perceive</i>	<i>v.</i> 感觉, 认知; 理解; 意识到
<i>potential</i>	<i>n.</i> 潜力, 潜能; 潜在性, 可能性	<i>sensory</i>	<i>a.</i> 感觉的, 知觉的

*** SWOT:** SWOT 分析法, 也称自我诊断方法, 即分析企业内部条件的优势 (*Strength*) 及劣势 (*Weakness*) 和外部环境带来的机会 (*Opportunity*) 和威胁 (*Threat*)。



Project

Project Guidelines

This project aims to go through the process of needs analysis. The overall task is divided into three steps. Step one is about how to collect information on a certain product. Step two focuses on market research. Step three involves making a feasibility report based on the previous steps.

Please follow the *Task Description* to complete your work.



Task Description

1 Step One

- Organize 4-6 students in your class to play the role of a polling group;
- Decide on the target customers, ask them about the cosmetic products they often use, the factors affecting their purchasing decisions and their expectations for new cosmetic products;
- Analyze the information obtained and identify some popular cosmetic products.

2 Step Two

- Interview experts, salesmen and target customers on the popular cosmetic products;
- Identify the most frequently used cosmetic product, design a simple questionnaire on it and hand out copies of the questionnaire for target customers to complete;
- Summarize your findings from the questionnaires.

3 Step Three

- Analyze the results and decide on a cosmetic product for immediate development;
- Write a feasibility report.



Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I can read a report on the collection of information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can ask appropriate questions to get relevant market information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can complete a questionnaire.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write a survey summary.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can draft a feasibility report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



New Words & Expressions

Reading A

New Words

attain /ə'teɪn/ <i>v.</i>	to succeed in achieving sth. esp. after a lot of effort; to reach 完成；获得；达到
boutique /bu:'ti:k/ <i>n.</i>	(尤指专卖妇女服饰用品的) 小商店
brand /brænd/ <i>n.</i>	商标，牌子
cleanser /'klenzə(r)/ <i>n.</i>	清洁剂 (如洁肤霜、去污粉等)
consciousness /'kɒnʃənsɪs/ <i>n.</i>	意识；知觉；觉悟；自觉
consumption /kən'sʌmpʃən/ <i>n.</i>	消费；消耗
cosmetic /kɒz'metɪk/ <i>n.</i>	(常用复数) 化妆品
excavate /'ekskeɪvɪt/ <i>v.</i>	to make or uncover sth. by digging 发掘；挖掘
excavation /,ekskeɪ'veɪʃən/ <i>n.</i>	发掘；挖掘
facial /'feɪʃəl/ <i>a.</i>	of or concerning the face 脸部的，脸上的
given /'gɪvən/ <i>prep.</i>	taking (sth.) into consideration 考虑到……
influential /,ɪnflu'ɛnʃəl/ <i>a.</i>	having great influence 有影响的
ingredient /ɪn'gri:dʒənt/ <i>n.</i>	(混合物的) 组成部分，成分；(构成) 因素
manufacturer /,mænʃə'fæktʃərə(r)/ <i>n.</i>	制造商，生产商；制造厂；制造人
niche /nɪʃ/ <i>n.</i>	(有利可图的) 市场一隅
ongoing /'ɒn,gəʊɪŋ/ <i>a.</i>	continuing to exist or progress 持续存在的；进行中的
outlet /'aʊtlet/ <i>n.</i>	【商】销路，市场；批发商店
poll /pəʊl/ <i>v.</i>	to question people the same questions to find their opinions 进行民意测验；统计投票
respondent /rɪ'spɒndənt/ <i>n.</i>	回答者；响应者；(民意测验的) 调查对象；(问卷的) 答卷人
reveal /rɪ'veɪl/ <i>v.</i>	to cause or allow to be seen 展现，显示；使显露
shave /ʃeɪv/ <i>v.</i>	to cut off (hair or beard) from (one's face, etc.) with a razor 剃，刮 (头发或胡子)
target /'tɑ:ɡɪt/ <i>v.</i>	to aim at 瞄准

Phrases & Expressions

decide on	决定，下决心
get ahead	前进，进步；领先
niche market	小众市场 (市场的客户群较小、规模不大，但因传统营销无法满足此类需求，因此蕴涵丰富的市场机遇)
on the rise	在上涨；在增长
to date	至今，迄今为止

Proper Names

China Polling	CP 网络消费调研中心 [总部设在北京]
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Reading B

New Words

blemish /'blemɪʃ/ <i>n.</i>	疤；黑头粉刺；污点
blotchiness /'blɒtʃɪnɪs/ <i>n.</i>	(皮肤) 有斑点的状态
bumpy /'bʌmpɪ/ <i>a.</i>	(of the surface) having a lot of raised parts 有肿块的；高低不平的
formulate /'fɔ:mjuleɪt/ <i>v.</i>	to create (sth.) in a fixed form 配制；制定……的配方
instinctively /ɪn'stɪŋktɪvli/ <i>ad.</i>	based on natural inborn tendency to behave in a certain way without reasoning or training 本能地
lotion /'ləʊʃən/ <i>n.</i>	【药】 洗剂，洗液
maintain /meɪn'teɪn/ <i>v.</i>	to keep sth. in good condition or working order 保养；维护
mature /mə'tjʊə(r)/ <i>a.</i>	complete in natural growth or development 成熟的
oily /'ɔɪli/ <i>a.</i>	containing oil or covered with oil 含油的；涂满油的
overall /'əʊvərwɔ:l/ <i>a.</i>	covering or including everything 全部的，全部的
patch /pætʃ/ <i>n.</i>	斑点
pigmentation /,pɪgmən'teɪʃən/ <i>n.</i>	【生】 色素沉着
prone /prəʊn/ <i>a.</i>	likely to suffer from sth. 易于……的
puffy /'pʌfi/ <i>a.</i>	fat; rounder and larger than normal 肥胖的；膨起的，肿胀的
rosacea /rəʊ'zeɪʃɪə/ <i>n.</i>	【医】 红斑痤疮
shiny /'ʃaɪni/ <i>a.</i>	shining; rubbed until bright 发亮的；磨光的
sunscreen /'sʌnskri:n/ <i>n.</i>	防晒油；(防晒油中的) 遮光剂
texture /'tekstʃə(r)/ <i>n.</i>	【医】 肌理； 【生】 组织
uneven /,ʌn'i:vən/ <i>a.</i>	not level or flat; rough 不平坦的；凹凸不平的



Vocabulary and Structure

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

- | | |
|-------------|---|
| 1. r _____ | to cause or allow to be seen |
| 2. a _____ | to succeed in arriving at, esp. after effort; to reach |
| 3. i _____ | having great influence |
| 4. o _____ | continuing to exist or progress |
| 5. g _____ | taking (sth.) into consideration |
| 6. s _____ | to cut off (hair or beard) from (one's face, etc.) with a razor |
| 7. t _____ | to aim at |
| 8. t _____ | until today |
| 9. d _____ | to consider and come to a conclusion |
| 10. g _____ | to advance (beyond sb. or sth.) |

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

- It is widely accepted that we have no (conscious) _____ during sleeping.
- After years' growth, *China Daily* has become a very (influence) _____ newspaper in Asia.
- Nowadays, almost all the big auto (manufacture) _____ are interested in technical improvement.
- Facing such a serious water shortage, some immediate measures must be taken to limit industrial water (consume) _____.
- According to the ad, this skin care product can help to get rid of (face) _____ lines.
- This knife is made of an (extreme) _____ hard substance, and it can be used to cut glass.
- During the survey, they were surprised to find that some (respond) _____ had no idea of their brands.
- So far, the economic crisis had (affect) _____ all countries worldwide, both developed and developing.
- As an international waterway, the Suez Canal is completely (excavation) _____ by manpower.
- His proposal sounds very (attract) _____, but in fact it is not practical at all.



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

given reveal attain target shave
influential to date get ahead decide on on the rise

1. Their findings showed that the number of smokers with lung cancer was _____ in the country.
2. _____ his inexperience in this field, I have to say that he has done a very good job.
3. This time, our new product _____ the youth market which we always neglected in the past.
4. After seeing all the candidates we have _____ this one to be our new sales director.
5. Though not as powerful as it used to be, the United Kingdom still remains a very _____ country in international affairs.
6. We could hardly recognize Tom at the first sight because he hadn't _____ his beard for days.
7. To keep him calm, the doctor didn't _____ the truth to the patient.
8. By doing extra homework, John soon _____ of most of his classmates.
9. Our production of beer can _____ 500,000 tons this month as a result of technical improvement.
10. Linda sent her application letter to GM last month, but _____, she hasn't received any reply.

Task 4 Rewrite the following sentences according to the given examples.

A. **Example:** Perhaps surprisingly, *if people take into account the attention they often receive*, web ads, attractive packaging and print ads appear to be far less influential factors.
—*Perhaps surprisingly, given the attention they often receive*, web ads, attractive packaging and print ads appear to be far less influential factors.

- 1) If we take his age into account, he can be regarded as a pretty strong boy.

- 2) If you take her interest in children into consideration, I'm sure teaching is the right career for her.

- 3) If we take his poor health into account, it is not surprising that he was absent from class several times.

- 4) If you take the fact into consideration that he's just started, he knows a lot about it.



- 5) If you consider the fact that she's only been learning English for a year, she speaks it very well.
-

B. Example: *It is noted above that the survey of cosmetics used by men is continuing.*

—As is noted above, the survey of cosmetics used by men is continuing.

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

Task 5 Translate the following sentences into English, using the words or phrases given in the brackets.

1. For home cosmetics companies, it is a long way _____
(在技术上领先国外公司). (*get ahead*)
2. (考虑到他们还没有决定产品的销路) _____
_____, it is a little early to estimate how many items they can sell out. (*given, decide on*)
3. To our great joy, the recent experiment _____
_____ (表明我们的产品能够达到使人显得年轻的效果). (*reveal, attain*)
4. Though they entered the cosmetics market just two years ago, _____
_____ (但他们瞄准男性市场, 市场份额一直在增长). (*target, on the rise*)
5. Their survey results show that _____ (迄今
为止, 中国化妆品市场上较有影响的几个品牌都属于国外生产商). (*to date, influential*)



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

Dear Christine,

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

Best wishes,
Celia

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



Dear Peter,

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

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

I look forward to 7 hear _____ from you soon!

Jane



词类及其之间的相互关系

一、词类

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

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

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

二、词与词之间的关系

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



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

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

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

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

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



Pronunciation

Sentence Stress

Work in pairs. Read the following sentences, paying attention to sentence stress. Then discuss what words are usually pronounced with stress.

1. What 'color is Julie's 'T-shirt?
2. I 'always play 'tennis on 'weekends.
3. 'What would you 'like to 'drink?
4. My 'second 'brother is a 'pilot.
5. 'This is the 'reason I 'left 'early.