



**UNIT**

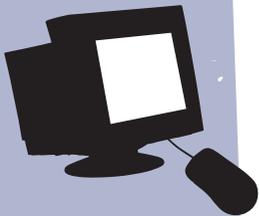
**1**

# Establishing Business Relations

## Unit Objectives

After studying this unit, you are able to:

- demonstrate the strengths of your company
- arrange a meeting and receive clients
- negotiate the price with clients
- build business relations with a company
- understand a contract





# Warming-up

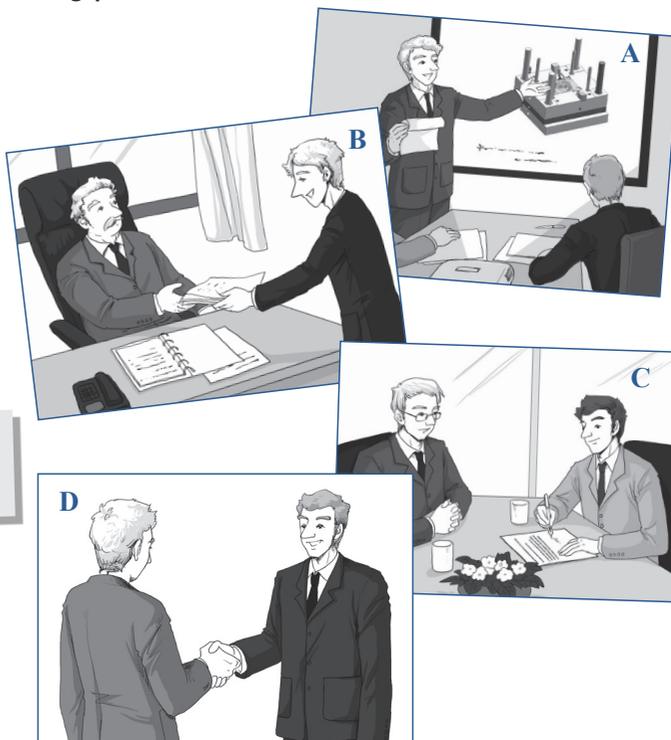
**Task 1** As a marketing assistant, Bruce may experience the following situations. Match each situation with its corresponding picture.

Meeting a client.

Signing a contract.

Providing necessary information for the manager.

Briefing a product.



**Task 2** The following things are what Bruce usually does for taking orders. Arrange them in the order of time and explain.

- a. Show the product line to the client.
- b. Make an inquiry, offer and counter-offer.
- c. Make an appointment with the client.
- d. Sign the contract.
- e. Introduce his company to the client.

① \_\_\_ > ② \_\_\_ > ③ \_\_\_ > ④ \_\_\_ > ⑤ \_\_\_



# Reading A



**Task 1** Before reading the passage, try to answer the questions about company profile.

1. What may be included when introducing a company to the client?
2. Which company's introduction or ads ever impressed you most? And why?

## Create Excellence — Blue-sky Mold

Blue-sky Mold is one of the most well-known extrusion mold manufacturers in China. We own two subsidiary companies: TA Mold and TC Mold and four mold classifications and produce hundreds of different products.

The original company, TA Mold, was built in 1993. The 30-acre plant is located in Ningbo City, Zhejiang Province, a city famous as the “hometown of molds” and “kingdom of plastic”. In 2007, we expanded our business by setting up a new company called TC Mold.

An experienced professional extrusion mold manufacturer, we have created our own unique extrusion integrated system. We are leaders in the field of mold design, thermoplastic fine inching control, PVC low foam technology, WPC raw material formulas and extrusion operating techniques.

We have developed many products that are widely used in the construction industry, interior and external decoration and packaging as well as many of life's daily necessities.

We are committed to excellence in all aspects of our business. To this end, we aim to work closely with our customers to ensure that their demands are met and that our products are competitively priced without compromising on quality.

Our company is proud to offer expert



support and advice to our customers to enable them to select or develop the most effective molded products for their requirements. Our technology support teams provide experienced advice and support at every stage of the business and we are also able to provide on-the-spot training to enable customers to use our products most effectively. Nonetheless, we are not complacent and constantly seek to improve the quality of our service and our products.

Because of our rich experience, advanced equipment and effective production processes, our products are now exported to over 40 countries in Europe, America, Southeast and Central Asia. We aim to provide all our customers with the very best Chinese extrusion mold products and technological support.

We look forward to cooperating with you to create a bright future.



**Task 2** Read the passage and pick out the areas mentioned that the extrusion molds can be used in.

medical industry	( )	architecture material	( )
construction industry	( )	external decoration	( )
sports equipment	( )	packaging	( )
daily necessities	( )	IT industry	( )
interior decoration	( )	gardening	( )

**Task 3** Read the passage again and fill in the blanks.

1. Two subsidiary companies: \_\_\_\_\_
2. The location of the original company: \_\_\_\_\_
3. The field the company specializes in: \_\_\_\_\_
4. The fields in which the company is in the leading level: \_\_\_\_\_
5. What support the company offers: \_\_\_\_\_
6. The countries or areas the products are exported to: \_\_\_\_\_
7. The aim the company strives for: \_\_\_\_\_
8. The wishes of the company: \_\_\_\_\_

**Task 4** While introducing a mold company, what else do you think the customers may be interested in? Discuss with your classmates.



# Listening



**Task 1** Listen to the conversation and match the people with the correct information.




**Martin Jones**

**Mr. Li**

**Wang Ning**

- marketing assistant of TA Mold
- a prospective customer from Australia
- marketing manager of TA Mold
- works in Leigh Mardon Company
- wants to get more information about the products

**Task 2** Listen to the conversation between Martin Jones and Wang Ning and fill in the blanks with what you hear.



**Wang Ning:** Hello! This is Wang Ning, marketing assistant of TA Mold.

**Mr. Jones:** Hello, Miss Wang. This is Martin Jones from Leigh Mardon Company. I'm interested in your 1 \_\_\_\_\_ mold. I've seen some samples in Guangzhou Fair. They are very 2 \_\_\_\_\_.

**Wang Ning:** Thank you for your interest in our products. They are 3 \_\_\_\_\_ products and have been 4 \_\_\_\_\_ to more than 40 countries and areas with high identification.

**Mr. Jones:** I see. And could you give me a 5 \_\_\_\_\_ introduction of your products?

**Wang Ning:** Okay, Mr. Jones. But you know, for each model, we have a 6 \_\_\_\_\_ of products. May I fax you a catalog?

**Mr. Jones:** No, you needn't. I have got one copy. I'm really 7 \_\_\_\_\_ in the prices of your products.

**Wang Ning:** In that case, I think we do need a 8 \_\_\_\_\_.

**Mr. Jones:** That's 9 \_\_\_\_\_ what I'm thinking. When will it be convenient for you?

**Wang Ning:** It is up to you. But I hope you can come to visit our company.

**Mr. Jones:** I'll fly to Ningbo next Monday morning. Is that alright for you?

**Wang Ning:** That's great! I will meet you at the 10 \_\_\_\_\_.

**Mr. Jones:** Thank you. I will email you the flight number. See you then.

**Wang Ning:** See you.



**Task 3** Martin Jones has to attend an important conference next Monday morning and he calls Wang Ning to rearrange the time. Listen to the conversation and choose the best answer to each question.



1. When should Mr. Jones fly to Ningbo according to the original plan?  
 A. This Monday morning.      B. Next Monday morning.  
 C. This Thursday morning.      D. Next Thursday morning.
2. Why does Mr. Jones want to change the time?  
 A. Because he will be in the US on business that time.  
 B. Because he does not want to meet Wang Ning.  
 C. Because he will have a meeting to attend.  
 D. Because he has already met Wang Ning.
3. When will Mr. Jones fly to Ningbo?  
 A. This Monday morning.      B. Next Monday morning.  
 C. Next Thursday morning.      D. Monday morning the week after the next.
4. What will Miss Wang do next Thursday morning?  
 A. Meet Mr. Jones.      B. Be on business.  
 C. Attend a meeting.      D. Be on vacation.
5. What can we infer from the conversation?  
 A. Mr. Jones often puts off his appointments with others.  
 B. Miss Wang often flies to the US on business.  
 C. Miss Wang and Mr. Jones have not reached an agreement on when they will meet.  
 D. Face-to-face talk is sometimes a must in the business field.

**Task 4** Wang Ning meets Martin Jones at the airport. Listen to the conversation and answer the following questions.



1. Where did Mr. Jones get the information about Ningbo city?

\_\_\_\_\_

2. What impression did Mr. Jones have about Ningbo city?

\_\_\_\_\_

3. Has Mr. Jones ever visited China? How about Ningbo city?

\_\_\_\_\_

4. Where will Mr. Jones stay?

\_\_\_\_\_

5. When will the manager meet Mr. Jones?

\_\_\_\_\_



**Task 5**  Mr. Jones visits TA Mold and feels quite satisfied. Now he is sitting at the negotiating table and talking about the prices with Mr. Li. Listen to the conversation and complete the sentences with the information you hear.

**Mr. Jones:** OK. Mr. Li. I'm much impressed by your working environment and the workers' efficiency here.

**Mr. Li:** Thank you. In fact, we have 1 \_\_\_\_\_, and our products have been exported to over 40 countries and areas.

**Mr. Jones:** What services will you provide your customers with?

**Mr. Li:** We could 2 \_\_\_\_\_, selection of extruder machine, mold technique and operation training on the spot.

**Mr. Jones:** Great! We are very interested in your plastic molds. I'd like to know your latest prices for plastic molds, FOB(Free on Board 船上交货价格) Ningbo.

**Mr. Li:** Due to the increase of international demands on plastics, the prices of the plastic molds 3 \_\_\_\_\_ this month. But we can offer you some discount, if you place a big order.

**Mr. Jones:** Oh, you mean the prices are flexible?

**Mr. Li:** Yes, especially 4 \_\_\_\_\_.

**Mr. Jones:** Well, what discount can I get?

**Mr. Li:** Three percent off! That is the maximum we can offer.

**Mr. Jones:** Mr. Li, as you know, 5 \_\_\_\_\_. It is easy for us to get the same molds at much lower prices.

**Mr. Li:** We are in the leading place in the plastic molds in the world market. Our products are competitive in quality and prices as well.

**Mr. Jones:** Oh, yes. But ah... Anyway, it's over and above what we expected.

**Mr. Li:** Okay. 6 \_\_\_\_\_ for you?

**Mr. Jones:** Five percent off?

**Mr. Li:** Five percent off. Well... that is too much. How about four percent off?

**Mr. Jones:** Okay. It seems that I have no other choice but to accept it.

**Mr. Li:** I'm glad that we've settled on the price.



# Speaking

**Task 1** Work in pairs. Practice making short phone calls with the words provided according to the example below.



Example: Tom Green/Yohama Co., Ltd./Bruce Bowen/call back

**A:** TA Industrial Design Company. Can I help you?

**B:** Yes, this is Tom Green from Yohama Co. Ltd. and I'd like to speak to Bruce Bowen, please.

**A:** Just a minute and I'll put you through... I'm sorry, he's having a meeting right now. Can I get your number and ask him to call you back?

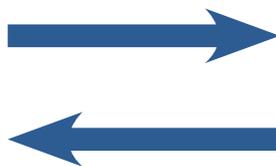
**B:** Uh, 408-816-008. I am available from 9 to 11 am. I would appreciate it if he could call back soon.

**A:** Don't worry. He will, Mr. Green.

**B:** Thank you.

1. Brian Reeves/General Motors/Zhang Xinmin/call back
2. He Haiyang/Zhejiang Import & Export Co., Ltd./Joe Feigan/fax the documents
3. Tom Black/Nissan/Wang Peng/send a price list

**Task 2** Work in pairs. Suppose the manager of Yohama Co., Ltd. in Japan is interested in the products of TA Industrial Design Company. Practice making a phone conversation. You may use the phrases or expressions listed below.



Can I help you?  
 Have a face-to-face talk.  
 When will it be convenient for you?  
 Where to meet?

I am interested in...  
 Would you please...  
 Be free after 5:30 pm.  
 The City Hotel, Ningbo.

**Task 3** Work in pairs. Bruce Bowen meets Tom Green at the City Hotel. Play their roles according to the instructions below.




**Bruce Bowen**

Introduce the company briefly.

Tell the price.

Show the competitiveness of the products.

Agree to offer a discount.

**Tom Green**

Show interest in the WPC molds.

Ask for the price.

Think the price is too high.

Agree.

**Task 4** Work in pairs. Assume you and your partner are the seller and buyer of the smart phone respectively. Make a conversation and act it out. Some useful sentences are provided below for your reference.



❖ **Requesting for discounts**

- Could you make it a little cheaper?
- Is it possible for you to reduce your price by 10%?
- A deal is possible if you reduce your price.

❖ **Bargaining**

- You are asking too much for this product.
- The price is too high. I can buy the same thing from ABC Company at one third of your price.
- If you order a larger amount, we can reduce the price a little.
- Usually, we offer no discount for it.

❖ **Striking a deal**

- Let's meet each other half way.
- OK, let's call it a deal!
- All right. I now agree with you on that.





## Reading B



# Letters of Establishing Business Relations

Establishing business relations is the first step to develop trade ties. Since business growth and expansion largely depend on the establishment of business relations, writing appropriate business letters in this respect is vitally important.

When writing a letter to start business with another company, you are supposed to tell your readers how you get this address and what your business line is, then state your purpose and request, and finally express your sincere wish to cooperate in future.

Here is a sample letter.

The screenshot shows an email client window with a toolbar at the top containing icons for a paper plane, a warning sign, a paperclip, an '@' symbol, a bold 'A', a sphere, and a document. The email content is as follows:

**Dear Ms. Wang Ning,**

We should like you to send us a catalog and price list regarding your plastic mold products and also samples of the different item models. You were recommended by Mr. Thompson, your business representative here, who convinced us that you are among the long-standing mold companies with high reliability in your country.

Our company is engaged in both civil and industrial construction, and we are interested in purchasing a number of products from your company. As we are about to invest more on the civil construction, it is essential that our suppliers be both competitive in terms of price, and extremely reliable.

If your price and quality are attractive, you may expect a big order from us.

Our opening bank is National Australia Bank Limited (NAB), Head Office, Sydney, from whom you can have any reference regarding our financial standing.

We are looking forward to hearing from you very soon.

Yours Sincerely,  
Martin Jones  
General Manager of Leigh Mardon Company in Australia

If you reply to a letter of this kind, you should try to answer all the questions with the necessary information the other party required. Please remember to reply politely even if you are unable to meet the needs. The reasons should be made clear so as to leave space for future cooperation.



**Task 1** Read the passage and decide whether the following statements are true (T) or false (F).

- 1. Establishing business relations is the first step to expand trade.
- 2. In international trade, one may establish business relations with the companies in other countries through local business representatives.
- 3. Writing an appropriate business letter is necessary to establish business relations.
- 4. When writing a letter to start business with another company, you should tell your readers how you get to know them.
- 5. When writing a letter to start business with another company, you needn't have to express your hope to cooperate with them.
- 6. You don't need to answer all the questions the other party required when you reply to the letter.

**Task 2** Read the passage again and answer the following questions.

1. Why does Martin Jones write this letter?  
\_\_\_\_\_
2. How does Martin Jones get to know Ms. Wang's company?  
\_\_\_\_\_
3. Why does Leigh Mardon Company want to establish business relations with Blue-sky Mold?  
\_\_\_\_\_
4. What business is Leigh Mardon Company engaged in?  
\_\_\_\_\_
5. Why does Martin Jones refer to NAB?  
\_\_\_\_\_

**Task 3** Translate the following paragraph into Chinese.

To give you a general idea of our products, we enclose a complete set of leaflets showing various products being handled by this company with detailed specifications and means of packing. The price list and samples will be sent upon receipt of your specific inquiries.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Writing

**Task 1** Wang Ning wrote a letter in reply to Martin Jones. Please finish the letter according to the letter in Reading B.

Dear Mr. Martin Jones,

Your May 16 letter has been received. We are very glad to find that your company \_\_\_\_\_.

Our company was founded in 1993, and ever since then we have gradually built our fame in China as well as in the world. We specialize in \_\_\_\_\_, and we are in the leading place in \_\_\_\_\_.

We can assure you that \_\_\_\_\_. Furthermore, we promise to provide you \_\_\_\_\_.

The discount you care about depends on \_\_\_\_\_, which needs some further discussion.

Enclosed we are sending you \_\_\_\_\_.

Finally, we would like to extend our sincere invitation to you, hoping \_\_\_\_\_.

\_\_\_\_\_.

Yours faithfully,  
Wang Ning  
The Marketing Assistant from Blue-Sky Mold in China



**Task 2** The following is a delivery contract sample. Fill in the blanks in the contract according to the information in this unit.

Contract No.: PM00347

Signed at: City Hotel, Ningbo, China

Date: July 28, 2020

The Buyer: 1 \_\_\_\_\_

The Seller: 2 \_\_\_\_\_

The Buyer agrees to buy and the Seller agrees to sell the following goods on terms and conditions as set forth below:

Name of Commodity, Specifications: YL26, Made in China

Quantity: 150 Units

Unit Price: \$100

Total Value: 3 \_\_\_\_\_

Time of Shipment: Aug 28, 2020

Port of Loading: 4 \_\_\_\_\_

Port of Destination: Melbourne Port

Terms of Payment: By 100% Confirmed, Irrevocable and Sight Letter of Credit to remain valid until the 15th day after shipment.

## Project

### Project Guidelines

This project aims to go through the whole process of establishing business relations. The task is divided into three steps. Step One is about the introduction of the company. Step Two focuses on the client reception. Step Three rests on the process of business negotiation between the company and the client.



Please follow the *Task Description* to complete the project.

### Task Description

#### Step One

- Organize a small group of 4-6 students in your class;
- Share the work of researching online resources for information about a company (e.g. company profile, products and services, contact information, etc.);
- Give a presentation to introduce your company and products with the help of the online resources you found.

#### Step Two

- Discuss with your partners what you should do during the reception;
- Talk about what you should pay attention to in doing the reception work and write down the tips;
- Share the discussion results with your classmates;
- Divide your group into two sides: one side being the company staff, the other being the potential customers;
- Take turns to play each role at the first meeting.

#### Step Three

- Divide your group into two and discuss in the sub-groups how to negotiate the price;
- Take turns to role-play the situation of negotiating the price;
- Search online for videos about signing a contract and then practice the ceremony of signing the contract.



## Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I can demonstrate the strengths of our company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can communicate with potential clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can arrange a meeting and receive clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can negotiate the price with clients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can establish business relations with a company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I can understand a contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



# New Words and Expressions



## Reading A

### New Words

classification /,klæsəfə'keɪʃən/ *n.* 类别, 种类  
 competitively /,kəm'petətɪvli/ *ad.* 有竞争性地  
 complacent /kəm'plesnt/ *a.* 自满的, 自鸣得意的  
 compromise /'kɒmprə,maɪz/ *n./v.* 妥协, 让步  
 constantly /'kɒnstəntli/ *ad.* 不断地, 经常地  
 construction /kən'strʌkʃən/ *n.* 建筑(物)  
 cooperate /kə'ɒpə,ret/ *v.* 合作  
 decoration /,dekə'reɪʃən/ *n.* 装饰, 装饰品  
 ensure /ɪn'ʃʊr/ *v.* 确保, 保证  
 expand /ɪk'spænd/ *v.* 扩大, 扩展  
 export /'eksɔːt/ *v.* 出口  
 external /ɪk'stɜːnl/ *a.* 外部的, 外面的  
 formula /'fɔːmjələ/ *n.* 配方, 公式  
 integrated /'ɪntə,ɡretɪd/ *a.* 集成的, 综合的  
 manufacturer /,mænjə'fæktʃərə/ *n.* 生产商, 制造商  
 original /ə'ɪrɪdʒənəl/ *a.* 最初的, 最早的  
 process /'prases/ *n.* 程序, 流程

professional /prə'feɪʃənəl/ *a.* 专业的, 职业的  
 reference /'refərəns/ *n.* 证明文书  
 spot /spɒt/ *n.* 现场  
 subsidiary /səb'sɪdɪ,əri/ *a.* 附属的, 副的  
 thermoplastic /,θɜːmə'plæstɪk/ *n.* 热塑性塑料  
 unique /ju'niːk/ *a.* 独一无二的, 独特的

### Phrases & Expressions

be committed to 致力于  
 in the field of 在……领域  
 cooperate with 与……合作, 与……共同努力

### Technical Terms

extrusion mold 挤压式模具  
 fine inching control 精密缓动控制  
 PVC low foam technology PVC (Polyvinyl Chloride 聚氯乙烯) 低发泡技术  
 WPC raw material formula WPC (木塑复合) 原材料配方

## Reading B

### New Words

appropriate /ə'prɒprɪət/ *a.* 适当的, 恰当的  
 catalog /'kætəlɒg/ *n.* 目录  
 civil /'sɪvl/ *a.* 民用的  
 convince /kən'vɪns/ *v.* 使确信, 使信服  
 essential /ɪ'senʃəl/ *a.* 基本的  
 item /'aɪtəm/ *n.* 项目, 条款  
 long-standing /,lɒŋ'stændɪŋ/ *a.* 久经考验的, 经久不衰的  
 model /'mɒdl/ *n.* 型号, 样式  
 party /'pɑːtɪ/ *n.* 一方, 当事人  
 purchase /'pɜːtʃəs/ *n./v.* 购买  
 recommend /,rekə'mend/ *v.* 推荐  
 reliability /rɪ,laɪə'bɪlətɪ/ *n.* 可靠 (reliable 是其形容词形式)  
 representative /,reprɪ'zentətɪv/ *n.* 代表  
 sample /'sæmpl/ *n.* 范例, 样品

sincere /sɪn'sɪr/ *a.* 真诚的  
 supplier /sə'plaɪə/ *n.* 供应商, 厂商  
 vitally /'vaɪtli/ *ad.* 极为, 生死攸关地

### Phrases & Expressions

be about to 将要, 正打算  
 be engaged in 专营于  
 head office 总部  
 in terms of 根据, 按照, 用……的话, 在……方面  
 in this respect 在这方面  
 invest... on 投资于  
 prior to 在前, 居先

### Proper Names

National Australia Bank (NAB) 澳大利亚国立银行  
 Sydney 悉尼



# Vocabulary and Structure

**Task 1** Write out the words in Reading A according to their meanings in the right column. The first letters are already given.

- |         |  |
|---------|--|
| e _____ | to make certain that something will happen properly                    |
| c _____ | determined or trying very hard to be more successful than other people |
| e _____ | to sell or transfer abroad   |
| p _____ | of or belonging to a profession  |
| e _____ | to become larger in size, number or amount                             |
| d _____ | things used for beautifying something                                  |
| c _____ | all the time or very often   |
| c _____ | to make a concession   |

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

1. This model may be (classification) \_\_\_\_\_ as either an optimizing model or simulation model.
2. My company (manufacture) \_\_\_\_\_ toys and games for children.
3. "Have you consulted any other member of my (professional) \_\_\_\_\_?" he asked.
4. Our foreign trade (expand) \_\_\_\_\_ during recent years.
5. We must hurry back to the Armory and get the (decorate) \_\_\_\_\_ done.
6. I (commit) \_\_\_\_\_ to attending the farewell dinner.
7. I wanted to go to Greece, and my wife wanted to go to Spain, so we (compromise) \_\_\_\_\_ on Italy.
8. Despite yesterday's win, there is clearly no room for (complacent) \_\_\_\_\_ if the team wants to stay top of the league.
9. Miller was a quiet and (reliability) \_\_\_\_\_ man.
10. Regular exercise is (vitality) \_\_\_\_\_ for your health.



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

set up            expand    in the field of   cooperate    be committed to  
look forward to   so as to   convince        be engaged in   invest

1. The church seeks to \_\_\_\_\_ closely with local schools.
2. You must always create things to \_\_\_\_\_, to enjoy and you must always reward yourself each week.
3. She \_\_\_\_\_ a new world record in the 100 metres.
4. He ran quickly \_\_\_\_\_ catch the last bus.
5. The doctor is \_\_\_\_\_ that she does not need to lose weight.
6. He does wholesale business, while his brother \_\_\_\_\_ retail business.
7. People \_\_\_\_\_ education worked especially hard.
8. He \_\_\_\_\_ his short story into a novel.
9. He \_\_\_\_\_ his savings in a business enterprise.
10. For all these years, she has \_\_\_\_\_ the cause of women's liberation.

**Task 4** Make sentences with the same pattern as is shown in the examples.

*Example 1:* we/have developed many products that are widely used in the construction industry, interior and external decoration and packaging/many of life's daily necessities  
— We have developed many products that are widely used in the construction industry, interior and external decoration and packaging *as well as* many of life's daily necessities.

*Example 2:* she/has got a boy/girl  
— She has got a boy *as well as* a girl.

1. Harry/has knowledge/experience  
\_\_\_\_\_
2. he/grows flowers/vegetables  
\_\_\_\_\_
3. hatred/is blind/love  
\_\_\_\_\_
4. he/drove carefully/slowly  
\_\_\_\_\_
5. air/water/is needed to make plants grow  
\_\_\_\_\_



*Example 1:* our suppliers/both competitive/in terms of price/and/extremely reliable  
 — *It is essential that* our suppliers be both competitive in terms of price, and extremely reliable.

*Example 2:* a student/know/something about a computer  
 — *It is essential that* a student should know something about a computer.

1. land/put/under grass and corn cultivated  
\_\_\_\_\_
2. both wind strength and direction/serve our purpose  
\_\_\_\_\_
3. my judgment/balance/and/my brain/clear  
\_\_\_\_\_
4. everyone/be kept informed about/what is involved and just how the new system will impact upon them  
\_\_\_\_\_
5. in doing this kind of work/the water/clean/and/free from rust or dirt  
\_\_\_\_\_

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

1. 我们在机床 (lathe) 制造方面处于领先地位。(in the field of)  
\_\_\_\_\_
2. 我们的产品无论是价格还是质量, 都在市场上具有竞争优势。(in terms of)  
\_\_\_\_\_
3. 我们和同事们协力制订生产计划。(cooperate with)  
\_\_\_\_\_
4. 我们一直致力于在产品与服务上不断取得进步。(commit to)  
\_\_\_\_\_
5. 他正要离开的时候, 有人叫住了他。(be about to)  
\_\_\_\_\_



# Grammar

## Parts of Speech and Sentence Components

**Task 1** Identify the part of speech of each underlined word in the following paragraph.

Andrew didn't go to the cinema with other students. Rachel told him they were going there, but he wanted to finish his homework. Andrew isn't very sociable. He stays in his room and concentrates totally on his studies. He's an excellent student, but he doesn't have much fun.

- |           |              |               |       |
|-----------|--------------|---------------|-------|
| 1. to     | <u>prep.</u> | 9. sociable   | _____ |
| 2. cinema | _____        | 10. in        | _____ |
| 3. other  | _____        | 11. and       | _____ |
| 4. told   | _____        | 12. totally   | _____ |
| 5. they   | _____        | 13. an        | _____ |
| 6. there  | _____        | 14. excellent | _____ |
| 7. he     | _____        | 15. but       | _____ |
| 8. finish | _____        | 16. fun       | _____ |

**Task 2** Identify the part of speech of the underlined word in each sentence.

- |   |           |
|---|-----------|
| 1. We went to a wonderful <u>show</u> in Beijing. | <u>n.</u> |
| 2. Jenny wanted to <u>show</u> Jack her photos.   | _____     |
| 3. Henry <u>thought</u> Claire looked beautiful.  | _____     |
| 4. A strange <u>thought</u> came into her head.   | _____     |
| 5. The windows are <u>clean</u> .                 | _____     |
| 6. We should <u>clean</u> the windows.            | _____     |
| 7. Wendy is feeling quite <u>tired</u> now.       | _____     |
| 8. Studying all day had <u>tired</u> Wendy out.   | _____     |
| 9. We did some <u>hard</u> work.                  | _____     |
| 10. They worked <u>hard</u> .                     | _____     |



**Task 3** Match each underlined word with its corresponding component in the sentence. Some sentence components may be used twice.

1. <u>Time</u> flies.	<input type="radio"/>	A. subject
2. The scenery is <u>beautiful</u> .	<input type="radio"/>	B. predicate
3. My father <u>works</u> in a large company.	<input type="radio"/>	C. object
4. <u>She</u> loves music very much.	<input type="radio"/>	D. attribute
5. He passed me <u>a book</u> .	<input type="radio"/>	E. adverbial
6. The visitor gave an apple to <u>the monkey</u> .	<input type="radio"/>	F. complement
7. I have the <u>perfect</u> present for her.	<input type="radio"/>	G. predicative
8. He came back <u>sick</u> .	<input type="radio"/>	H. appositive
9. John runs <u>quickly</u> .	<input type="radio"/>	
10. We <u>students</u> should study hard.	<input type="radio"/>	

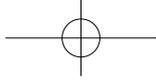
**Task 4** Fill in each blank with the proper form of the word given in the brackets.

- Living in the country is less expensive (*expense*) than living in the city.
- We need to reduce our \_\_\_\_\_ (*depend*) on oil as a source energy.
- The chairman emphasized his ideas by speaking more \_\_\_\_\_ (*loud*).
- Some foreign businessmen in China are spending a lot of time in \_\_\_\_\_ (*learn*) Chinese.
- Some people do believe that smoking will \_\_\_\_\_ (*certain*) cause lung cancer.
- I'm \_\_\_\_\_ (*real*) sorry for the mistake our office worker made last month.
- Her \_\_\_\_\_ (*beautiful*) had faded over the years.
- The sellers allowed us to pay them on a \_\_\_\_\_ (*month*) basis.
- It's \_\_\_\_\_ (*danger*) for women to walk alone at night.
- I was impressed by the \_\_\_\_\_ (*deep*) and complexity of the book.



## 词类与句子成分

词类	缩写	中文名	例子	概念或功能
noun	<i>n.</i>	名词	boy, milk, bike	表示人、物及抽象概念的名称,除谓语 (predicate) 外,可充当句子任何成分。
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,可充当主语 (subject)、表语 (predicative) 和宾语 (object) 等。
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态,可作定语 (attribute)、表语、补语 (complement) 等。
adverb	<i>adv.</i>	副词	well, badly, quickly	修饰动词、形容词、副词或全句,表达时间、地点、程度、方式等概念,主要用作状语 (adverbial)。
verb	<i>v.</i>	动词	be, cut, run, jump	表示动作或状态,作谓语或作为系动词 (linking verb) 与表语连用。
numeral	<i>num.</i>	数词	two, third	表示数目多少或顺序,可作主语、宾语、定语、同位语 (appositive) 等。
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,与介词宾语构成短语,可作表语、定语、状语、补语等。
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。



## Comprehensive Exercises

### Task 1 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 4 hard/hardly. However, I got a 5 surprising/surprisingly good mark, so I'm in the second class. I didn't take much at first, because I couldn't think of the words 6 quick/quickly enough, but 7 late/lately. I've become much more 8 fluent/fluently. I'm staying with a family who live 9 near/nearly the school. They are quite 10 pleasant/pleasantly although I don't see much of them because I'm always so 11 busy/busily with my friends from school. I was surprised how 12 easy/easily I made friends here. They come from 13 different/differently parts of the world and we have some 14 absolute/absolutely fascinating discussions. I do hope you will be able to join me here next term. I'm sure we'd have 15 good/well fun together.

Best wishes,

Celia

### Task 2 Rewrite each of the following sentences without changing its meaning.

1. The boy is a quick learner.  
The boy learns \_\_\_\_\_.
2. The man can cook really well.  
The man is a(n) \_\_\_\_\_.
3. Your behavior was quite foolish.  
You behaved \_\_\_\_\_.
4. The hotel staff treated us in a very friendly manner.  
The hotel staff were \_\_\_\_\_.
5. He proposed that we put off our meeting, which is unreasonable.  
His \_\_\_\_\_ that we put off our meeting is unreasonable.
6. Philippa is usually a hard worker.  
Philippa usually works \_\_\_\_\_.
7. Tom looked sad when he saw the injured dog.  
Tom looked \_\_\_\_\_.
8. I wish you could swim fast.  
I wish you were a(n) \_\_\_\_\_.
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 3** Identify the part of speech and sentence component of each underlined word or phrase in the following paragraph.

<sup>①</sup> Mike thinks Lily is beautiful. He <sup>③</sup> loves her <sup>④</sup> deeply and dreams of marrying her, <sup>⑥</sup> but <sup>⑦</sup> unluckily he is rather <sup>⑧</sup> old for her. <sup>⑨</sup> Today they <sup>⑩</sup> are <sup>⑪</sup> at a café. <sup>⑫</sup> With their friends <sup>⑬</sup> Jenny and Lucy on the spot, Mike can't get romantic with Lily. But he might buy her <sup>⑭</sup> some <sup>⑮</sup> flowers later to make her <sup>⑯</sup> happy.

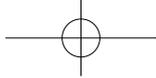
Word/Phrase	Part of Speech	Sentence Component
1. ① Mike	_____	_____
2. ⑨ Today	_____	_____
3. ⑬ Jenny	_____	_____
4. ⑮ flowers	_____	_____
5. ② beautiful	_____	_____
6. ⑧ old	_____	_____
7. ⑭ some	_____	_____
8. ⑯ happy	_____	_____
9. ④ loves	_____	_____
10. ⑩ are	_____	_____
11. ③ He	_____	_____
12. ⑥ her	_____	_____
13. ⑤ deeply	_____	_____
14. ⑦ unluckily	_____	_____
15. ⑪ at a café	_____	_____
16. ⑫ With their friends	_____	_____

**Task 4** Fill in each blank with the proper form of the word given in brackets.

When Helen Keller was born she was a(n) 1 \_\_\_\_\_ (health) baby. But 2 \_\_\_\_\_ (unfortunate), when she was 19 months old, she had a sudden fever. Later, the fever 3 \_\_\_\_\_ (disappearance), but she became blind and deaf.

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 4 \_\_\_\_\_ (quick). However, learning to speak was harder. Anne continued to teach Helen with 5 \_\_\_\_\_ (patient). 6 \_\_\_\_\_ (final), when Helen was 10 years old, she could speak 7 \_\_\_\_\_ (clear) enough for people to understand her.

Helen went to an institute for the blind, where she did very well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled 8 \_\_\_\_\_ (extensive) with Anne. She worked 9 \_\_\_\_\_ (tireless), traveling all over America, Europe, and Asia to raise money to build schools for blind people. Her main message was that disabled people are like everybody else. They want to live life fully and 10 \_\_\_\_\_ (normal). Helen wanted all people to be treated equal.



## Fun Time



### How to Tell a Joke

Do you often tell jokes when you speak English? Very few students even try to do it. There are two reasons for this. One is that they have trouble remembering jokes and stories. The second reason is that they don't tell the jokes in a natural, funny way. Now I can give you some advice.

First, enjoy the following joke and try to retell it to your classmates.

#### A Good Teacher

One day, a teacher was teaching the names of animals to a class of five-year-olds. She held up a picture of a deer, and asked one boy, "Billy, what is this animal?" Little Billy looked at the picture with a disheartened (灰心的) look on his face and answered, "I'm sorry, Mrs. Smith, I don't know." The teacher was not one to give up easily, so she then asked Billy, "Well, Billy, what does your Mommy call your Daddy?" Little Billy's face suddenly brightened up, but then a confused look came over his face, as he asked, "Mrs. Smith, is that really a pig?"

Do you know "punch line"? It is the last line of a joke and is the part that makes the story funny. The boy's surprise answer is what makes people laugh. Maybe you could introduce the "punch line" with more detail and say "Little Billy thought for a moment... still confused. Suddenly a bright look appeared on his face as he asked the teacher..." and then you can give the same punch line "Is that really a pig?"

Be sure to practice jokes before you tell them. Especially practice telling the "punch line" because that's the most important part.

