

UNIT

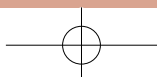
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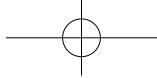
Needs Analysis

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 word or phrases given.

questionnaire
R&D

feasibility study
market research

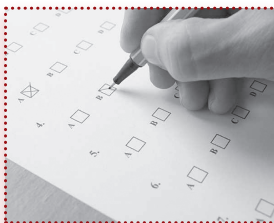
cosmetic products
target market

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.

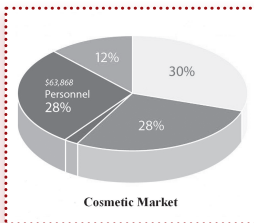
Task 2 Match each of the following pictures with a corresponding component of needs analysis which might arise when developing new cosmetic products.



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: _____
- Skincare: _____
- Perfume: _____
- Shaving Care: _____



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

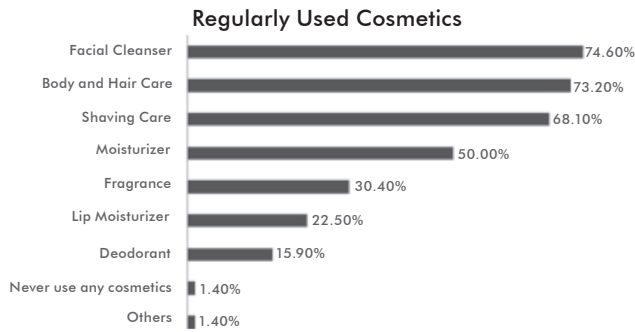
Male cosmetics consumption has been on the rise in recent years with extremely strong growth in the area of skin and personal care products. With rising consciousness in attaining "The Look", Chinese consumers, both men and women, are spending more on and "investing" in cosmetics so they can look and 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.

<p>Paragraph 1 ●</p> <p>Paragraph 2 ●</p> <p>Paragraph 3 ●</p> <p>Paragraph 4</p> <p>Paragraph 5</p>	<p>● a. Preferred shopping places</p> <p>● b. Market development potential</p> <p>● c. Reasons for the growth in male cosmetics consumption</p> <p>d. Regularly-used cosmetics</p> <p>e. Factors influencing purchasing decisions</p>
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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 skincare 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
 David		b. R&D Department Manager
		c. is responsible for the survey among professionals
		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?

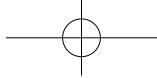
Interviewee: Oh, sometimes I go to department stores and sometimes I buy them in supermarkets when 10. _____ for my necessities.

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.



1. Which of the following factors mostly affects the interviewee's purchasing decision?
- A. Brand name.
 - B. His friends' recommendation.
 - C. 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.

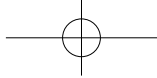
Promise to finish the task on time.

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 skincare suggestion within three days.

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

- Very dry Dry Normal to dry Normal
 Normal to oily Oily Very oily Blemished

2. What type of cleanser do you use now?

- Cream Lotion Soap

3. Does your face feel tight at times?

- Yes No

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

- Yes No Sometimes

5. Do you have facial lines?

- A few or none Some around the eyes Around the eyes/On the face

6. How is the overall texture of your face?

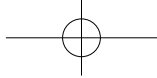
- Bumpy and uneven Soft and smooth Other _____

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

- Never Within 3 hours
 In 3-5 hours By the end of the day

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

- Fine lines around the eyes Under-eye shadows Puffy eyes
 Facial lines/Loss of firmness Lines on the throat Shiny areas
 Blotchiness Dry skin/Dry patches Thick or blemish prone skin
 Tiny bumps under the skin Rosacea Dry lips
 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	<input type="radio"/>	a. 防晒霜
2. lines on the throat	<input type="radio"/>	b. 易长斑皮肤
3. facial cleanser	<input type="radio"/>	c. 眼睛浮肿
4. sunscreen cream	<input type="radio"/>	d. 松弛
5. facial lines	<input type="radio"/>	e. 颈部细纹
6. normal skin	<input type="radio"/>	f. 面部细纹
7. undereye shadow	<input type="radio"/>	g. 中性皮肤
8. puffy eye	<input type="radio"/>	h. 皮肤类型
9. loss of firmness	<input type="radio"/>	i. 黑眼圈
10. blemish prone skin	<input type="radio"/>	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.

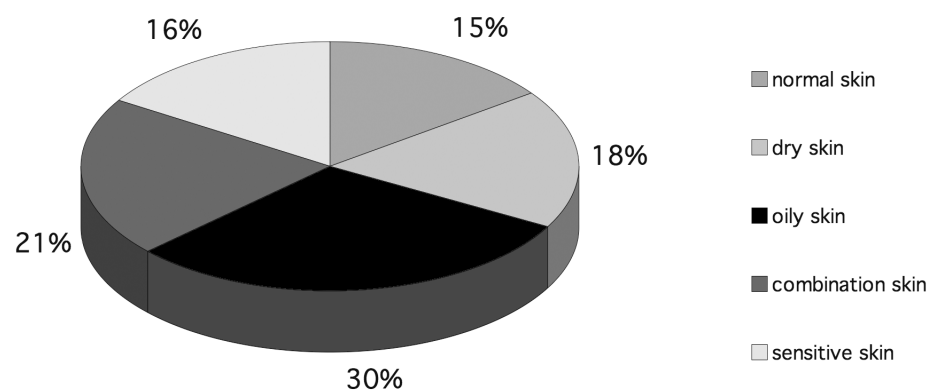




Writing

Task 1 Write a summary of 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 skincare 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.	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 benefits 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.	In the last decade, men's skincare 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.	As in previous years, 2022 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 skincare products and the development of innovative technologies.
4.	The global skincare market last year was estimated at \$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 skincare products.
5.	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.

*Note: <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 the 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

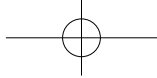
attain /ə'teɪn/ <i>v.</i>	to succeed in achieving sth. esp. after a lot of effort; to reach 完成; 获得; 达到
boutique /bu:'ti:k/ <i>n.</i>	(尤指专卖妇女服饰用品的) 小商店
brand /brænd/ <i>n.</i>	商标, 牌子
cleanser /'klenzər/ <i>n.</i>	清洁剂 (如洁肤霜、去污粉等)
consciousness /'kɔ:ɪnʃəns/ <i>n.</i>	意识; 知觉; 觉悟; 自觉
consumption /kən'sʌmpʃən/ <i>n.</i>	消费; 消耗
cosmetic /kɑ:z'metɪk/ <i>n.</i>	(常用复数) 化妆品
excavate /'ekskəveɪt/ <i>v.</i>	to make or uncover sth. by digging 发掘; 挖掘
excavation /,ekskə'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:diənt/ <i>n.</i>	(混合物的) 组成部分, 成分; (构成) 因素
manufacturer /,mænʃə'fæktʃərər/ <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 /'ɒ:n,ɡoʊɪŋ/ <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'spɔ:ndənt/ <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:rgɪt/ <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 /'blɒtʃɪnəs/ <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:rmjəleɪt/ <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 /'louʃən/ <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'tʃʊr/ <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 /,oʊvər'ɔ: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 /praʊn/ <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 /rou'zeɪʃə/ <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 /'tekstʃər/ <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



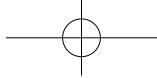
Vocabulary and Structure

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 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 skincare 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

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

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

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

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

- 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.
- _____

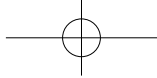
B. Example: It is noted above that the survey of cosmetics used by men is continuing.

—*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 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*)



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> . | _____ |

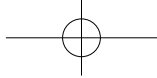


Task 3 Match each underlined word with its corresponding component in the sentence. Some sentence components may be used twice.

- | | | |
|---|-----------------------|----------------|
| 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 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 talk 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.

- The boy is a quick learner.
The boy learns _____.
- The man can cook really well.
The man is a(n) _____.
- Your behavior was quite foolish.
You behaved _____.
- The hotel staff treated us in a very friendly manner.
The hotel staff were _____.
- He proposed that we put off our meeting, which is unreasonable.

His _____ that we put off our meeting is unreasonable.

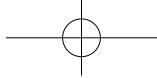
- Philippa is usually a hard worker.
Philippa usually works _____.
- Tom looked sad when he saw the injured dog.
Tom looked _____.
- I wish you could swim fast.
I wish you were a(n) _____.
- She speaks perfect English.
She speaks English _____.
- I didn't go out because of the heavy rain.
I didn't go out because it rained _____.

Task 3 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 to the full and 10 _____ (normal). Helen wanted all people to be treated equally.



Task 4 Identify the part of speech and sentence component of each underlined word or phrase in the following paragraph.

Mike thinks Lily is beautiful. He loves her deeply and dreams of marrying her, but
 ① ② ③ ④ ⑤ ⑥
unluckily he is rather old for her. Today they are at a café. With their friends Jenny and Lucy on
 ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬
 the spot, Mike can't get romantic with Lily. But he might buy her some flowers later to make
 ⑭ ⑮
 her happy.
 ⑯

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	_____	_____



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.