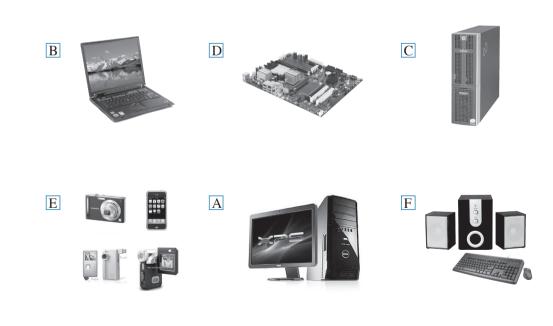


单元流程说明:

- 1. 本单元结合IT行业中的典型工作流程、工作场景,概述IT行业中第一个工作环节——"业务接 洽";
- 2. **实力展示**:公司通过介绍创建历史、创新能力、公司发展、主要业务、核心价值观等方面,借以展示公司实力(<u>Reading A</u>),引起潜在客户的注意;
- 3. **客户接待及需求分析**:客户联系公司,公司相关人员约见、接待客户,询问分析客户需求,向 客户提供选择参考意见,客户就相关事宜进行初步咨询(Listening & Speaking),
- 4. 正式咨询与合作初步达成:客户通过电子邮件向公司相关人员表达购买产品的意愿,概述产品要求,并对费用等事宜进行正式咨询(<u>Reading B</u>),公司相关人员通过电子邮件答复客户(<u>Writing</u>),
- 5. **客户购买与委托设计意向表达**: 客户向公司表达购买与委托设计意愿(<u>Reading B & Writing</u>), 为下一单元流程做铺垫。



Task 1 Key



Task 2 *Key* 1-F 2-C 3-G 4-B 5-H 6-D 7-A 8-E



Liaison



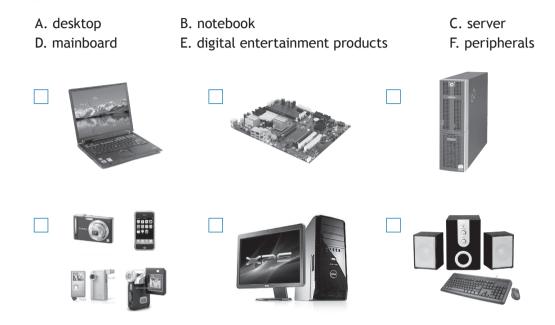
Unit Objectives

After studying this unit, you are be able to:

- demonstrate the strength of your company
- arrange an appointment and receive a client
- communicate with your supervisors and colleagues
- understand an inquiry about certain IT products
- write a reply to an inquiry



Task 1 The following are popular IT products. Match each of them with its corresponding picture.



- Task 2 Tormarch is an IT company. It has several departments. Match each department with its main responsibility.
 - Research & Development
 Production
 Testing
 Marketing & Sales
 After-sales Service
 Human Resources
 Finance
 Purchasing
- A. It deals with bills, salaries, taxes, investment and budgets, etc.
- B. It is responsible for advertising and market research and it organizes the selling of the products.
- C. It produces the products.
- D. It deals with staff and is responsible for recruitment and staff training.
- E. It is responsible for buying the materials the company needs to make products.
- F. It conducts researches, develops new products and improves the finished products.
- G. It puts the finished products into a series of tests to see their overall performance.
- H. It solves the problems that come from the customers.



Task 1 Before reading the passage, see how much you know about Lenovo by answering the following questions.

- 1. What do you know about Lenovo and its products?
- 2. What do you think leads to the global success of Lenovo?

Lenovo—New World, New Thinking

In 1984, with a vision that computers would surely change people's way of work and life, Lenovo's founder Liu Chuanzhi, together with 10 like-minded colleagues, opened the New Technology Developer Inc. It later changed into the widely known name of Legend Group.

In the following years, bearing the core value of the company—innovation—in mind, Legend made a lot of important technical breakthroughs, such as the invention of Legend Chinese character card that can translate the operating system from English into Chinese, the creation of "onetouch-to-the-net" computers that can connect to the Net simply by pressing one button, and the development of the collaborative application technology. All these innovations contribute to Legend's leading share in the PC market in China for more than 10 years.

In the year 2003, Legend announced its new "Lenovo" logo to prepare for its expansion into the overseas market. Two years later, Lenovo completed the buying of IBM's Personal Computing Division. It now employs over 25,000 people worldwide with its Executive Headquarters located in Raleigh, North Carolina. It has research and development centers in China, Japan and the United States. Besides the main PC manufacturing and assembly facilities in China, it has additional manufacturing and distribution facilities in the United States, Mexico, Brazil and many other countries.

The start

Today, Lenovo's main businesses include developing, manufacturing and marketing highquality PC products and value-added services. Its worldwide products include the famous ThinkPad notebooks and ThinkCentre desktops. In China, Lenovo has about one third of the PC market. In addition to its Tianjiao and Fengxing consumer desktops and Yangtian and Kaitian enterprise desktops, it also has a broad and expanding product line including servers, peripherals and digital entertainment products.

Committed to the four company values, namely, customer satisfaction, innovative spirit, accuracy, and trustworthiness, Lenovo is striving to be a new world company that designs and makes innovative and exciting products and services to meet its global customers' needs.

Task 2 Read the passage and match each paragraph with the corresponding aspect of the company.



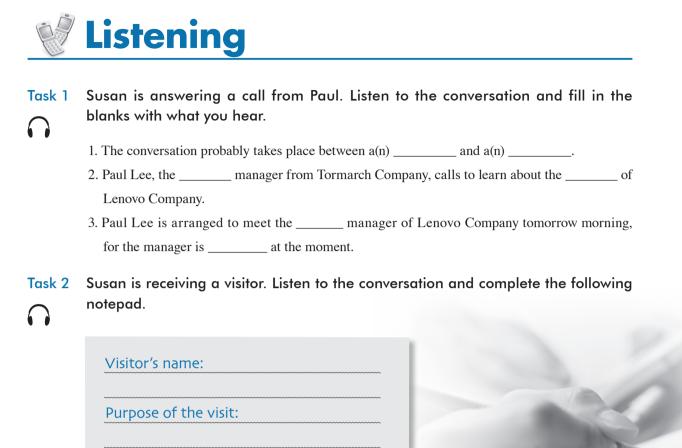
Task 3 Read the passage again and answer the following questions.

- 1. What is the original name for Lenovo?
- 2. What are some of its technical breakthroughs?
- 3. Why did Lenovo change its name from Legend to its present one?
- 4. What are Lenovo's main businesses?
- 5. What are Lenovo's company values? And which do you think is the most important for a company?

Task 4 Match the following terms with their Chinese meanings.

1. founder	
2. technical breakthrough	
3. operating system	
4. Chinese character card	
5. one-touch-to-the-net	
6. enterprise desktop	
7. consumer desktop	
8. server	
9. peripheral	
10. digital entertainment product	•

A. 创始人
B. 汉卡
C. 一键式上网
D. 家用台式机
E. 操作系统
F. 商用台式机
G. 服务器
H. 外部设备
I. 数码娱乐产品
J. 技术突破



Time and place for the appointment:

Drink preference(s):

Task 3 Susan is calling Tormarch Company. Listen to the conversation and answer the following questions.

1. Why does Susan call?

2. What are the requirements that Mr. Lee talked about last time?

3. What are the other requirements that Lisa mentioned this time?

New Words

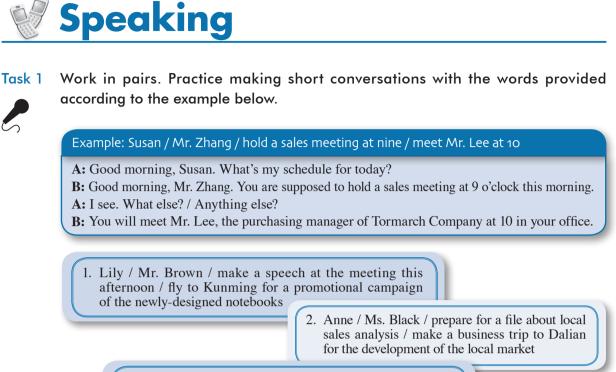
recommendation *n*. 推荐, 建议 affordability *n*. 支付能力, 可承 受性 Task 4 Mr. Zhang is having a talk with Susan. Listen to the conversation and decide whether the following statements are true (T) or false (F).

- 1. Susan hasn't called the Tormarch Company yet.
- 2. Mr. Zhang is going to Hainan for a sales meeting tomorrow.
- 3. Mr. Zhang asks Susan to inform the sales representatives that the sales meeting has to be changed to 5 o'clock this afternoon.
- 4. Mr. Zhang hopes that the sales representatives will bring the local sales analysis report with them when they attend the meeting.
- 5. Mr. Zhang will not be back from Hainan until Thursday.

Task 5 Listen to a passage about the general responsibilities of secretaries and tick those responsibilities mentioned.

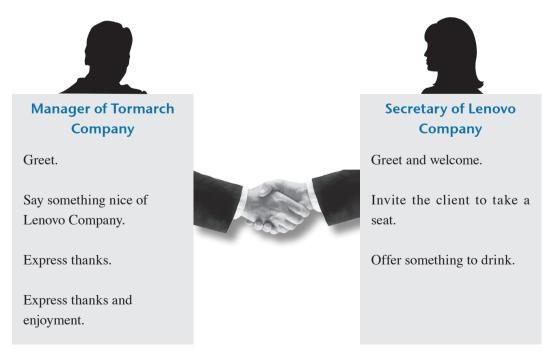
- type letters and emails
- proofread letters
- receive and distribute mails
- answer phone calls and put them through to the right people
- prepare payrolls
- make copies and send faxes
- greet customers and visitors
- complete bank transactions
- set up meetings and appointments
- purchase office supplies
- maintenance and check-ups on office equipment





3. Toni / Ms. Green / attend "New Technology Fair" at the Conference Hall in the morning / have lunch with Mr. Ma from Microsoft Company







Work in pairs. Susan is telling Mr. Zhang about Tormarch Company's requirements. Discuss and finish the conversation. You may refer to the expressions in the Language Focus Box.

Language Focus Box

- A. They said that the products should be reliable and secure.
- B. They hope that the laptops can have easy access to networks.
- C. They also asked about the possible discount we could offer.
- D. In their mind, a nice look of the computer is as important as its performance.

Susan: Good afternoon, Mr. Zhang. I have phoned the Tormarch Company about their requirements of our products.

Mr. Zhang: Great. What did they say?

Susan:	1
Mr. Zhang:	Yes, of course.
Susan:	Besides, 2
Mr. Zhang:	That makes sense. Easy connection to the Net can help them do business better.
	Anything else?
Susan:	3
Mr. Zhang:	How much are they willing to pay for each?
Susan:	9,000 <i>yuan</i> at most.
Mr. Zhang:	I see. Is that all?
Susan:	No. They also mentioned the design. 4
Mr. Zhang:	Really? That's interesting.

Task 4Work in groups. Susan is offering the staff members in the office some tips on
how to use the printers. Practice making conversations with the tips given below.

Always turn the printer on and off by using the printer's on/off switch.

Keep the printer clean, for dirt, dust, and paper shreds can interfere with the printer's normal functions.

- Use the proper type of paper for the printer and do not mix different types of paper in the same bin.
 - When the printer indicates the cartridge is empty, remove the cartridge, tip it and reinsert it back. Then you can get a little more printing.

Reading B

<u>File E</u> dit <u>V</u> iew <u>I</u> ns	ert <u>T</u> ools <u>M</u> essage <u>H</u> elp
	hment Insert Picture Recorder Signature
_	14 🔄 😇 Emoticons B / U A 🗄
🖳 То:	susanpacher@lenovo.com
Cubicati	Fundh an and anning landar in an inc
Subject:	Further enterprise laptop inquiry

Dear Susan,

After talking with your sales manager Mr. Zhang both in person and on the phone about our expectations of your enterprise laptops, we are basically satisfied with your recommendation of the ThinkPad SL series.

As you know, we are a small company featuring in career training. Your cutting-edge technologies such as built-in high-speed mobile broadband connectivity, excellent multimedia capabilities, as well as a stylish design are just fit for our needs. Besides, the software and service packages that come with your computers seem to be developed with users like us in mind. With those packages, we can get timely help when we have trouble in things such as connecting to the Internet, managing passwords, data recovery and updating the computers.

However, after examining your price list and carefully comparing it with that offered by other enterprise laptop vendors, we feel that your price for the ThinkPad SL series is a little bit high. So, I am writing to you about the possible discount you might give when we make a volume purchase. If we buy 100 notebooks at one time, could you give us 10 percent off?

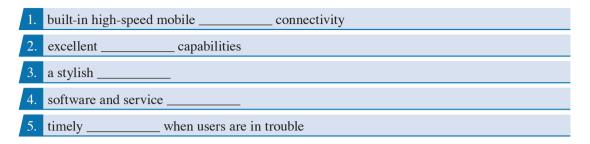
I am also writing to you to inquire of your LAN equipment, for we are going to build a LAN in our company pretty soon. Could you please send us some brochures of your products so that we can have a look first?

Look forward to hearing from you soon.



Yours sincerely, Paul Lee

Task 1 The above email contains the features of ThinkPad SL series. Find out what is being described by filling in the blanks.



Task 2 Read the email again and choose the best answer to each question.

1. According to the email, what is NOT true about Mr. Zhang and Paul Lee?

- A. They have met each other face to face.
- B. They have talked with each other on the phone.
- C. They have discussed about ThinkPad SL notebooks.
- D. They have signed a contract for the sale of ThinkPad SL series.
- 2. What is Paul Lee's attitude toward Lenovo ThinkPad SL series?

A. Extremely satisfied.	B. A little bit satisfied.
C. Generally satisfied.	D. Not satisfied at all.

- 3. According to the email, what is NOT true about the ThinkPad SL series?
 - A. They have mobile broadband connectivity.
 - C. They have powerful multimedia capabilities. D. They are rather cheap.
- 4. What is Paul Lee's purpose in writing this email?
 - A. To ask about a possible discount for a large purchase and LAN equipment.
 - B. To tell Mr. Zhang his satisfaction with their ThinkPad SL series.
 - C. To inform Mr. Zhang that their company is going to build a LAN.

D. To tell Mr. Zhang that they cannot afford its ThinkPad SL series.

Task 3 Match the following terms with their Chinese meanings.

- 1. enterprise laptop2. cutting-edge technology3. career training4. built-in mobile broadband connectivity5. multimedia capability6. stylish design7. software and service package8. password9. data recovery10. volume purchase
- A. 前沿技术
- B. 数据恢复

B. They are fashionable.

- C. 商用笔记本
- D. 职业培训
- E. 内置移动宽带连接
- F. 软件和服务包
- G. 密码
- H. 多媒体功能
- I. 大宗采购
- J. 时尚设计



Task Fill in the missing words in the email that Susan wrote to Paul Lee responding to his inquiry of Lenovo products in Reading B.

<u>File E</u> dit <u>V</u> iew Insert <u>T</u> ools <u>M</u> essage <u>H</u> elp
Send Save Attachment Insert Picture Recorder Signature Typing 3D Effects
\bullet 14 \bullet Emoticons B / \bigcup A $\stackrel{*}{=} \bullet$ \blacksquare \bullet ABC \textcircled{ABC}
To: paullee@tormarch.com
Cc:
Subject: Reply to your further enterprise laptop inquiry
Dear Mr. Lee,
Thank you for your 1 (兴趣) in and fine words for our ThinkPad SL 2
(系列). You really have an eye in 3 (选择) these products for your company. The laptops
have excellent multimedia capabilities which can help you most when you give presentations in your
4(职业培训) courses. They also have other wonderful features which can facilitate your
company's growth.
As for your request of 10 percent off for your purchase of 100 notebooks at one time, our
5 (销售经理), Mr. Zhang, has 6 (同意) to give that 7 (折扣) after
he talked with his supervisor. And he asked me to inquire of the possible time at which we can sign a
purchasing 8 (合同).
Enclosed are the company's 9 (小册子) of LAN 10 (设备). We are
looking forward to hearing from you about your inquiries of the equipment.
Thank you again for your choice of our products.
Yours sincerely,
Susan Pacher
cc+0ccc



Project Guidelines

This project aims to help you promote the image of an IT company. The overall tasks are divided into three steps. Step One emphasizes the importance of coming up with different ways of promotion. Step Two focuses on the necessity of inviting different opinions on your project. Step Three rests on the feasibility of your promotional project.



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

Task Description



Step One

- Organize a small group with 4-6 people in your class;
- Log on the Net to search for an IT company to be promoted by your group;
- Come up with different ways (ads, flyers, brochures, videos and websites, etc.) to promote the image of this company;
- Discuss and finally choose one way, e.g. brochures, as your plan.

🗼 Step Two

- Design the brochures;
- Present the brochures to the whole class;
- Invite the teacher and all the classmates to evaluate the effect of your group's promotion.

法 Step Three

- Reflect on the evaluation of your group's performance and improve your ways of promotion;
- Send your promotional products to the company involved to see if your project is workable.



Rate your progress in this unit.	D	Μ	Ρ	F*
I can understand an introduction of a company.				
I can understand conversations between a client and a receptionist.				
I can understand conversations between a secretary and a				
supervisor.				
I can use common reception expressions.				
I can understand an inquiry.				
I can write a reply to an inquiry.				

*Note: Distinction, Merit, Pass, Fail



Reading A

New Words

accuracy /'ækjʊrəsɪ/ n. 准确(性) additional /ə'dɪ [ənəl/ adj. 附加的; 另外的 assembly /ə'semblı/ n. 装配 breakthrough /'breikθrux/ n. 突破 colleague /'kplixg/ n. 同事 core /kɔx(r)/ n. 核心 expansion /ɪk'spænfən/ n. 扩张; 发展 innovation /」nəʊ'veɪʃən/ n. 创新 like-minded /'laɪk'maɪndɪd/ adj. 志趣相投的 logo /'logəu/ n. (广告等用的)标识; 商标 overseas /'ouvo'sizz/ adj. (在) 海外的; (在) 国外的 share /feə(r)/ n. 份额 strive /straiv/ v. 努力; 力争 technical /'teknikəl/ adj. 技术的 trustworthiness /'trAstw3xðinis/ n. 值得信任; 可靠 value /'væljux/ n. 价值; 价值观

Phrases & Expressions

bear in mind 记住 contribute to 作出贡献 in addition to 除……之外 (还)

Technical Terms

peripheral *n*. (=peripheral device) 外围设备, 外部 设备 server *n*. 服务器

Proper Names

Brazil 巴西 Chinese character card 汉卡 Executive Headquarter 执行总部 IBM 全称为International Business Machine, 国际商业机器公司 Mexico 墨西哥 North Carolina 北卡罗莱纳州 (美国) Personal Computer Division 个人电脑部 Raleigh 罗利

Reading B

New Words

basically /'beɪsɪkəlɪ/ adv. 基本上, 大致说来 discount /'dɪskaʊnt/ n. 折扣 expectation /ekspek'teɪʃən/ n. 期待, 期望 feature /'fiɪtʃə(r)/ v. 以……为特色 inquiry /m'kwaɪərɪ/ n. 询问 package /'pækɪdʒ/ n. 包, 包裹 recommendation /rekəmen'deɪʃən/ n. 推荐 stylish /'staɪlɪʃ/ adj. 时尚的 timely /'taɪmlɪ/ adj. 及时的 vendor /'vendɔɪ(r)/ n. 卖主

Phrases & Expressions

in person 亲自;本人 fit for 适合 volume purchase 大宗采购

Technical Terms

broadband connectivity 宽带连接 built-in *adj*. 内置的 data recovery 数据恢复 multimedia capability 多媒体功能 update v. 更新

Proper Name

ThinkPad SL series 联想ThinkPad SL系列



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.

V	power of looking ahead
i	introduction of new things
b	an important new discovery
c	the most important or central part of something
a	more than what was expected
c	someone who buys and uses products or services
f	rooms, equipment, or services that are provided for a
	particular purpose
S	to make a great effort to achieve something
c	to be one of the causes or features of something
b	to remember; to keep in one's mind

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

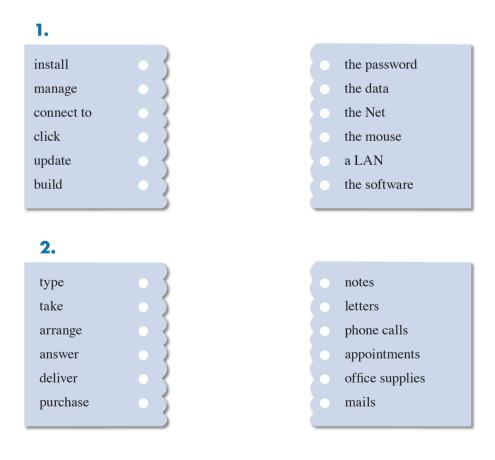
- 1. To the disappointment of his manager, it took him a(n) (add) ______ week to finish the task.
- 2. With good financial policies, the company soon (expansion) ______ into a large-sized enterprise.
- 3. The fierce (competitor) ______ in the global market reduced their profit to a large degree.
- 4. They spent one year abroad simply (broad) ______ their mind.
- 5. She is a very careful worker. Whatever she does is with great (accurate) _____.
- 6. You can rely on him to do that, for he is quite (trustworthiness) ______.
- 7. Their ability to (innovation) _____ has allowed them to compete in world markets.
- 8. Alcohol may not be (consumer) _____ in the building.
- 9. It's a children's book, but I (recommendation) ______ it to everyone.
- 10. Where did you buy that (style) _____ handbag? It's so attractive!

Task 3 Complete the following statements with the words or phrases given in the box. Change the form if necessary.

update feature market built-in clip expectation locate vision inquire about contribute to

- 1. We need a leader with _____ and strong principles.
- 2. We need to _____ our database.
- 3. Violence _____ too strongly in many TV shows.
- 4. Many important writers have ______ the debate.
- 5. The company's Research & Development Center is _____ in Shanghai.
- 6. You can start the program by _____ this button.
- 7. The camera has a(n) _____ flash.
- 8. The price you offered is beyond our _____.
- 9. The guard stopped her and _____ about her name.
- 10. A successful business must be good at ______ strategies.

Task 4 Match each of the following verbs with the possible noun.





Parts of Speech and Sentence Components

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

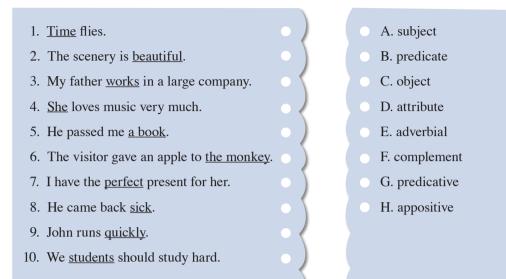
Andrew didn't go to the <u>bar</u> with <u>other</u> students. Rachel <u>told</u> him <u>they</u> were going <u>there</u>, but <u>he</u> wanted to <u>finish</u> his homework. Andrew isn't very <u>sociable</u>. He stays <u>in</u> his room <u>and</u> concentrates <u>totally</u> on his studies. He's <u>an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

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

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



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

- 1. Living in the country is less <u>expensive</u> (expense) than living in the city.
- 2. We need to reduce our _____ (depend) on oil as a source energy.
- 3. The chairman emphasized his ideas by speaking more _____ (loud).
- 5. Some people do believe that smoking will _____ (certain) cause lung cancer.
- 6. I'm _____ (real) sorry for the mistake our office worker made last month.
- 7. Her _____ (beautiful) had faded over the years.
- 8. The sellers allowed us to pay them on a _____ (month) basis.
- 9. It's _____ (danger) for women to walk alone at night.
- 10. 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	n.	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	pron.	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	adj.	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	adv.	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	v.	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	num.	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	art.	冠词	a, an, the	限定、说明名词的所指。
preposition	prep.	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	conj.	连词	and, so, because	连接词、短语或句子,表达逻辑关系。
interjection	interj.	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
- 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 _____
- 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) ______.
- 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 Identify the part of speech and sentence component of each underlined word or phrase in the following paragraph.

<u>unluckily</u> he is rather <u>old</u> for her. <u>Today</u> they <u>are</u> <u>at a café</u>. <u>With their friends</u> <u>Jenny</u> and Lucy on (1) (2) (3)

the spot, Mike can't get romantic with Lily. But he might buy her some flowers later to make $\textcircled{1}{10}$ $\textcircled{10}{10}$

her <u>happy</u>.

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



Special Skills

"You used to be a secretary in a computer company, so tell me, Mrs. Jones," asked the interviewer, "do you have some skills you think might be special?"

"Well, actually, yes," said the applicant modestly. "Last year I had two short stories published in national magazines, and I also finished my novel."

"Very impressive," commented the interviewer, "but I was thinking of skills you could apply during office hours."

Mrs. Jones explained brightly, "Oh, that was during office hours."



Background Information

1. IBM

IBM, short for International Business Machine, was founded in 1911 in the United States. Today, its business covers more than 170 countries or areas in the world. In 2008, IBM made \$103.6 billion in its global business. In the same year, IBM registered 4,186 patents in the United States, making it the first company in the country which registers more than 4,000 patents in a single year.

2. Raleigh

Raleigh is the capital of the state of North Carolina and the seat of Wake County. Raleigh is known as the "City of Oaks" for its many oak trees. It is the second most populous city in North Carolina after Charlotte. Most of Raleigh is located within Wake County, with a very small portion extending into Durham County. The towns of Cary, Garner, Wake Forest, Apex, Holly Springs, Fuquay-Varina, Knightdale, and Wendell are some of Raleigh's primary nearby suburbs and satellite towns.

Task 1

Objective: Ss get ready to know about a well-known company, Lenovo.

Time: 10 minutes

Steps:

- Ss work in pairs or small groups to survey the questions. Write any useful vocabulary on the board.
- When Ss have finished talking, get one or two pairs to present an oral report of what they find out. Give each speaker a time limit.
- The rest of the class should listen and compare the answers and be prepared to discuss with the speakers.

Suggested Answers (Open)

Translation

联想——新世界,新思维

1984年,由于预见到计算机必将改变人们 的工作和生活方式,联想的创始人柳传志和十 个志同道合的同事创建了新技术开发公司,该 公司就是后来举世闻名的联想集团。

随后的几年里,本着公司的核心价值 观——创新,联想实现了很多重要的技术突破: 例如发明了能将操作系统由英文翻译成中文的 联想汉卡,创造了轻敲一个按键就能上网的 "一键式上网"以及发展了联合应用技术。所有 这些创新奠定了联想十多年来在中国电脑市场 上的领先地位。

2003年,联想更名为Lenovo,准备进军海 外市场。两年后,联想收购了IBM 个人电脑部。 如今,联想全球雇员超过2.5万人,总部位于北 卡罗莱纳州的罗利,研发中心设在中国、日本 和美国。除了中国的电脑生产和装配厂外,联 想在美国、墨西哥、巴西和其他国家也建有生 产和分销中心。

现在,联想的主要业务涉及开发、制造和 销售高质量个人电脑产品及增值服务。其在全 世界生产销售的产品包括著名的ThinkPad笔记 本电脑和ThinkCentre台式机。在中国,联想占 有约三分之一的个人电脑市场。产品除天骄、 锋行家用台式机以及扬天、开天商用台式机外, 联想还有一条包括服务器、外设和数码娱乐产 品在内的生产线,这条生产线产品丰富,日益 扩大。

联想总是将其公司价值观牢记在心:服务 客户、创业创新、精准求实和诚信共享。联想 致力于成为一家世界性的公司,设计并提供新 颖动人的产品和服务来满足全球顾客的需求。

Task 2

Objective: Ss can skim a passage to get the main idea of each paragraph.

Time: 5 minutes

Steps:

- ▶ Pre-teach *breakthrough*, *foundation*, *expansion*.
- Get Ss to skim each paragraph for the main idea.
- ► Ss work in pairs. Check the answers with the whole class by getting one or two Ss to read their answers aloud.
- Get Ss to give reasons for their answers.

Key

Paragraph 1 Paragraph 2 Paragraph 2 Paragraph 3 Paragraph 4 Paragraph 4 Paragraph 5 A. Important breakthroughs B. Foundation C. Company values D. Main businesses E. Expansion

Task 3

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

Time: 10 minutes

Steps:

- ► Ss read the direction and given questions in this task.
- ▶ Ss read the passage carefully and answer the given questions.
- Check the answers.

Suggested Answers

- 1. New Technology Developer Inc.
- 2. The invention of Legend Chinese character card, the creation of "one-touch-to-the-net" computers, and the development of the collaborative application technology.
- 3. To prepare for its expansion into the overseas market.
- 4. Lenovo's main businesses include developing, manufacturing and marketing high-quality PC products and value-added services.
- 5. Lenovo's values are customer satisfaction, innovative spirit, accuracy, and trustworthiness.

Task 4

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

Time: 5 minutes

Steps:

- Ss read Reading A Task 4.
- ► Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

Key

1—A	2—Ј	3—Е	4—B	5—С	6—F	7—D	8—G	9—Н	10—I



Task 1

Objective: Ss can find specific information to fill in the blanks.

Time: 10 minutes

Steps:

- ► Ss read the direction and given sentences in this task.
- Ss listen to the conversation and fill in the blanks.

• Check the answers.

Script

- Susan: Good morning. Lenovo Company. This is Susan Pacher speaking. What can I do for you?
- **Paul:** Good morning. This is Paul Lee, purchasing manager from Tormarch Company. I'd like to talk with your sales manager to learn about your enterprise laptops targeted at small-to-medium businesses.
- **Susan:** I'm sorry, our sales manager is occupied at the moment. Would you like to make an appointment?

Paul: Yes, that'll be great.

Susan: How about 10 o'clock tomorrow morning? **Paul:** OK, let's make it at 10.

Suggested Answers

- 1. secretary; client
- 2. purchasing; enterprise laptops
- 3. sales; occupied

Task 2

Objective: Ss can record information about receiving a client.

Time: 10 minutes

Steps:

- Ss read the direction and given items in this task.
- Ss listen to the conversation and record the needed information.
- Check the answers.

Script

- Susan: Good morning. May I help you, Sir?
- **Paul:** Good morning. I'm Paul Lee, purchasing manager from Tormarch Company. I'm here to meet with your sales manager, Eric Zhang at 10.
- Susan: Oh, nice to meet you, Mr. Lee. I'm Susan Pacher, secretary of Mr. Zhang. We talked on the phone yesterday.
- Paul: Yes. Nice to meet you, too, Ms. Pacher.
- **Susan:** Mr. Zhang will see you in a minute. Please take a seat first. Mr. Lee, would you like something to drink?

Paul: Yes, thank you.

Susan: Tea or coffee?

Paul: Coffee, please, with milk and sugar.

Susan: OK. It'll be ready in a moment.

(Five minutes later, the telephone rings. Susan answers the phone and turns to Mr. Lee.)

- Susan: Mr. Lee, Mr. Zhang is expecting you in his office.
- **Paul:** Good. Would you please tell me his room number?

Susan: Sure, it's Room 305. Let me show you there. **Paul:** Thank you.

Suggested Answers

- Visitor's name: Paul Lee
- Purpose of the visit: to meet with the sales manager, Eric Zhang
- Time and place for the appointment: at 10, Eric Zhang's office, Room 305

Drink preference(s): coffee, with milk and sugar

Task 3

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

Time: 15 minutes

Steps:

- ► Ss read the direction and given questions in this task.
- ► Ss listen to the conversation and answer the given questions.
- Check the answers.

Script

- Lisa: Good afternoon. Purchasing Department of Tormarch Company. This is Lisa Gardner speaking.
- Susan: Good afternoon. I'm Susan Pacher from Lenovo Company. Our sales manager, Mr. Zhang would like to know more about your specific needs in choosing our enterprise notebooks, so we can make proper recommendations.
- Lisa: Oh, yes. Mr. Lee is not in at the moment. But he told me to give you our needs if you call. I know last time he talked with Mr. Zhang about quality and security; these are our basic requirements. He also hopes that the laptops have easy access to networks and nice looks in design.
- **Susan:** Let me write them down, easy access to networks and nice looks.
 - **Lisa:** Exactly. In addition, affordability is a major concern as well. Mr. Lee hopes the price for those laptops won't be too high.
- Susan: OK, I'll tell Mr. Zhang about all your considerations.

Suggested Answers

- Because the sales manager, Mr. Zhang wants to know more about Tormarch Company's specific needs in choosing Lenovo's enterprise notebooks so as to make proper recommendations.
- 2. Quality and security.
- 3. Easy access to networks, nice looks in design and affordable price.

Task 4

Objective: Ss can understand specific information and decide whether the given statements are true or false.

Time: 10 minutes

Steps:

- Ss read the direction and given statements in this task.
- Ss listen to the conversation and write down T or F.
- Check the answers.

Script

Mr. Zhang: Susan, have you phoned the Tormarch Company about their specific requirements of our laptops?

Susan: Yes. Here is a list of their requirements.

Mr. Zhang: Good. Thank you. By the way, I must go to Hainan for a promotional campaign tomorrow. So please inform our sales representatives that the meeting scheduled tomorrow has to be changed to 3 o'clock this afternoon.

Susan: I see. At the same place?

- **Mr. Zhang:** Yes. Please also remind them to bring the local sales analysis report with them.
- **Susan:** Sure. I will call them now. Do you also need me to book the ticket for your trip tomorrow?

Mr. Zhang: Yes, please.

- Susan: What time are you going to leave?
- Mr. Zhang: Around 8:00 to 9:00 o'clock tomorrow morning.
- **Susan:** When are you coming back? Shall I book a return ticket for you?
- **Mr. Zhang:** Yes, that will be good. I'll be back on Thursday.
- **Susan:** Do you need me to prepare anything before you leave tomorrow?

Mr. Zhang: Not this time, Susan, thank you anyway.

Key

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

Task 5

Objective: Ss can choose the items mentioned in the listening exercise.

Time: 5 minutes

Steps:

- Pre-teach *payroll*, *bank transaction*, *maintenance*.
- Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

Script

The General Responsibilities of Secretaries

In a company, secretaries have many responsibilities in the office. They type and send letters, emails and other correspondence, receive and distribute the incoming mails. They answer phone calls and put them through to the appropriate people. They may greet customers and visitors and set up meetings and appointments for various people in the company. In charge of purchasing office supplies, they may also schedule and organize maintenance and check-ups on all of the office equipment. What mentioned above are the general responsibilities of secretaries. But remember, if you're employed as a secretary, it would be a good idea to check with the company to see if there are any specific duties.

Key

- type letters and emails
 proofread letters
 receive and distribute r
- \checkmark receive and distribute mails
- \checkmark answer phone calls and put them through to the right people
- prepare payrolls
- make copies and send faxes
- \checkmark greet customers and visitors
- complete bank transactions
- \checkmark set up meetings and appointments
- \checkmark purchase office supplies
- ✓ maintenance and check-ups on office equipment



Task 1

Objective: Ss know how to make short conversations.

Time: 10 minutes

Steps:

- ► Ss read the example in this task.
- ► Ss choose the roles.
- ► Ss make the conversation.
- ► Ss role-play the conversation in class.

Sample

Lily / Mr. Brown / make a speech at the meeting this afternoon / fly to Kunming for a promotional campaign of the newly-designed notebooks

A: Good morning, Lily. What's my schedule for today?

B: Good morning, Mr. Brown. You are supposed to make a speech at the meeting this afternoon.

A: I see. What else? / Anything else?

B: You will fly to Kunming for a promotional campaign of the newly-designed notebooks.

Task 2

Objective: Ss know how to receive a client in the office.

Time: 10 minutes

Steps:

- ▶ Ss read the direction and pay special attention to the given instructions.
- ► Ss choose the roles.
- ► Ss make the conversation.
- ► Ss role-play the conversation in class.

Sample

A: Good morning. I'm James Huang from Tormarch Company.

B: Good morning. Welcome to Lenovo.

- A: I'm glad to be here. Your company is one of the leaders in the PC market and the whole industry.
- **B:** Thank you for saying so. Please take a seat.

A: OK, thanks.

- B: Do you want something to drink. Coffee or tea?
- A: Tea, please.
- **B:** No problem. It'll be ready in a minute.
- A: Thanks a lot.

Task 3

Objective: Ss can make a conversation between a manager and a secretary.

Time: 15 minutes

Steps:

- ► Ss read the direction and expressions given in the Language Focus Box.
- ► Ss discuss and finish the conversation.
- Check the answers.
- ► Ss role-play the conversation in class.

Sample

Susan:	Good afternoon, Mr. Zhang. I have phoned the Tormarch Company about their
	requirements of our products.
Mr. Zhang:	Great. What did they say?
Susan:	They said that the products should be reliable and secure.
Mr. Zhang:	Yes, of course.
Susan:	Besides, they hope that the laptops can have easy access to networks.
Mr. Zhang:	That makes sense. Easy connection to the Net can help them do business better.
	Anything else?
Susan:	They also asked about the possible discount we could offer.
Mr. Zhang:	How much are they willing to pay for each?
Susan:	9,000 <i>yuan</i> at most.
Mr. Zhang:	I see. Is that all?
Susan:	No. They also mentioned the design. In their mind, a nice look of the computer is as
	important as its performance.
Mr. Zhang:	Really? That's interesting.

Task 4

Objective: Ss know how to offer tips on how to use the printers to colleagues.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 4 and pay special attention to the given tips.
- ► Ss choose the roles.
- ► Ss make the conversation.
- ► Ss role-play the conversation in class.



Background Information

ThinkPad SL series

ThinkPad SL series, known as "the ultimate small business tool", has the reliability and durability small businesses require. It has the quality the ThinkPad brand is known for, as well as services and features tailored to meet their specific needs. This series has three models: SL300, SL400 and SL500.

Translation

收件人: susanpacher@lenovo.com

抄 送:

主 题:关于商用笔记本的进一步咨询

亲爱的苏珊:

在和贵公司销售经理张先生见面及打电话谈论购买意向后,我们对贵方所推荐的ThinkPad SL 系列笔记本较感兴趣。

您知道,我们是以职业培训为特色的一家小公司。贵公司产品所具备的先进技术如内置高速移 动宽带连接、完美的多媒体性能以及时尚设计恰恰能满足我们的需求。另外,产品所附带的软件和 服务包似乎正是为我们这样的公司开发的。有了这些,我们能及时解决网络连接、密码管理、数据 恢复以及电脑更新方面可能遇到的问题。

但是,在看过贵方的报价单,并和其他商家所提供的报价单进行对比之后,我觉得贵方报价偏高。所以我想写信了解一下,如果我们大宗采购的话,贵方能否给予折扣。假如我们一次购买一百台,贵方能否提供九折优惠?

另外,我还想询问贵方的局域网设备情况,因为我们公司很快将要组建一个局域网。贵方能否 发给我们相关产品的宣传册以便我们先行了解?

希望尽快得到贵方答复。

你诚挚的 保罗·李

Task 1

Objective: Ss can scan an email to find the features of ThinkPad SL series.

Time: 10 minutes

Steps:

- ► Ss read Reading B Task 1.
- ► Ss read the email.
- Allow enough time for Ss to fill in the blanks.
- ► Ss compare their work with others.
- Comment briefly. Provide the points Ss have missed.

Key

- 1. broadband
- 2. multimedia
- 3. design
- 4. packages
- 5. help

Task 2

Objective: Ss can find specific information to answer each question.

Time: 10 minutes

Steps:

- ► Ss read Reading B Task 2.
- ▶ Ss read the email and choose the correct answer to each question.
- Check the answers.

Key 1. D 2. C 3. D 4. A

Task 3

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

Time: 10 minutes

Steps:

- Ss read Reading B Task 3.
- ► Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

Key

1—C 2—A 3—D 4—E 5—H 6—J 7—F 8—G 9—B 10—I



Objective: Ss can correctly write an email.

Time: 30 minutes

Steps:

- ► Ss read Writing Task.
- ► Ss discuss in small groups.
- ► Ss work on the task individually.
- ► Give help if needed.
- ► Comment briefly.

Suggested Answers

1. interest	2. series	3. choosing
6. agreed	7. discount	8. contract

career training
 brochures

sales manager
 equipment

Project

This project is an integrated task that requires Ss to work together and go through the process of promoting the image of an IT company. Ss should know how to best demonstrate a company's strength by designing brochures. Ss are also required to know how to evaluate the group's performance and improve the ways of promotion. Finally, Ss should send the promotional products to the company involved to see if the project is workable.

Time: 30 minutes

Steps:

- ► Grouping. Divide the class into groups. There are several ways: Ss pick up their own partners; Teachers group fast learners with slow learners; Ss find their partners by drawing lots.
- ▶ Defining project. Go through the project with the class and clarify requirements.
- ► Timing & cooperation. Give Ss the deadline for completion and guidelines on working together. Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions from the teacher should come in. Make Ss fully aware that teamwork is the essential part of the practice. Remind them that different Ss have different work but everybody contributes to the project. They discuss first and then decide who will do what.
- Presentation. Ss present their evidence for completion. In this project, they need to present their brochures or other promotional products. Ask them to hand in their work after they study the whole unit.

Notes:

- ▶ The project should be done as homework.
- ▶ Since it takes time and effort to complete a project, you can ask only two or three groups to do it each time. Then demonstrate their work in class and give your feedback. In this way, Ss learn from each other.



Objective: Ss can evaluate their language skills in accordance with the Unit Objectives.

Time: 5 minutes

Steps:

- Go through the evaluation list with Ss.
- ► Ss tick the boxes on the list alone.
- ► Ss compare their work with others.
- Ask several Ss to report their self-evaluation results.
- Comment briefly.



Language Points

Reading A Paragraph 1

- vision: n. power of looking ahead
 e.g. His vision helps him to achieve great success.
- 2. *like-minded: adj. having similar interests and opinions* e.g. She likes the trip very much because of the opportunity to meet with hundreds of like-minded people.

Paragraph 2

- 3. *bear in mind:* to remember; to keep in one's mind e.g. Please bear in mind what I have told you in class.
- 4. *innovation: n. introduction of new things*e.g. They regard innovation as the key to their company's rapid development.
- 5. *breakthrough: n. an important new discovery* e.g. The meeting of the two presidents made a breakthrough in the relations between the two countries.
- 6. *contribute to:* to be one of the causes or features of something e.g. They contributed weather to the delay of their arrival.

Paragraph 3

- 7. *be located in:* to be in a particular positione.g. His house is located in the suburbs of the city.
- 8. *facility: n.* [*usu. facilities*] rooms, equipment, or services that are provided for a particular purpose e.g. The kitchen is equipped with many modern facilities.

Paragraph 4

9. in addition to: besides

e.g. In addition to the money that my mother gave me, I have some savings myself to buy the book.

Paragraph 5

- 10. accuracy: n. correctness, exactness
 - e.g. Is accuracy more important than fluency when one speaks a certain language?
 - c.f. accurate: *adj*.
 - e.g. You must be more accurate with your work next time.
- 11. trustworthiness: n. dependability
 - e.g. Trustworthiness is a moral value considered to be a virtue.
 - c.f. trustworthy: adj.
 - e.g. To many of his colleagues, he is a trustworthy man.

Reading B

Subject

inquiry: n. request for help or information
 e.g. I want to express my thanks to you for your inquiry about our products.

Paragraph 2

2. *timely: adj. done or happening at exactly the right time* e.g. This company is committed to serve customers in a timely manner.



Task 1

Objective: Ss know the spelling and meaning of the vocabulary for Reading A.

Time: 5 minutes

Steps:

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

Key

1. vision	2. innovation	3. breakthrough	4. core	5. additional
6. consumer	7. facilities	8. strive	9. contribute to	10. bear in mind

Task 2

Objective: Ss grasp the vocabulary from this unit by changing parts of speech.

Time: 10 minutes

Steps:

► Ss read Vocabulary and Structure Task 2.

- ► Ss give the correct answers based on their understanding of each sentence and the words given in the brackets.
- ► Ask Ss to work individually.
- Check the answers.

Key

1. additional	2. expanded/expands	3. competition	4. broadening	5. accuracy
6. trustworthy	7. innovate	8. consumed	9. recommend	10. stylish

Task 3

Objective: Ss can use the vocabulary from this unit in other contexts.

Time: 10 minutes

Steps:

- Ss read Vocabulary and Structure Task 3.
- ► Ss give the correct answers based on their understanding of each sentence and the words given in the box.
- ► Ask Ss to work individually.
- Check the answers.

Key

1. vision	2. update	3. features	4. contributed to	5. located
6. clipping	7. built-in	8. expectation	9. inquired	10. marketing

Task 4

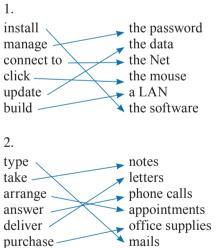
Objective: Ss know some useful collocations.

Time: 5 minutes

Steps:

- ► Ss read Vocabulary Task 4.
- ▶ Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

Key





Parts of Speech and Sentence Components

Task 1 Key					
1. prep.	2. <i>n</i> .	3. <i>adj</i> .	4. <i>v</i> .	5. <i>pron</i> .	6. <i>adv</i> .
7. <i>pron</i> .	8. <i>v</i> .	9. <i>adj</i> .	10. prep.	11. <i>conj</i> .	12. adv.
13. <i>art</i> .	14. <i>adj</i> .	15. <i>conj</i> .	16. <i>n</i> .		
Task 2					
Key					
1. <i>n</i> .	2. v.	3. <i>v</i> .	4. <i>n</i> .	5. <i>adj</i> .	
6. <i>v</i> .	7. <i>adj</i> .	8. <i>v</i> .	9. <i>adj</i> .	10. <i>adv</i> .	

5. certainly

10. depth

Task 3

Key				
1-A	2—G	3—В	4—A	5-C
6-C	7—D	8-F	9—E	10—H

Task 4

Key			
1. expensive	2. dependence	3. loudly	4. learning
6. really	7. beauty	8. monthly	9. dangerous

词类与句子成分

教学思路(供参考)

- 总的原则:加强学生对词类与句子成分的认识,明白它们在英语学习中的重要作用,克服学生只记 单词拼写和意思而不记单词词性的毛病,以及避免因分不清句子成分而犯的错误。
- 重点训练:1.一词多性的情况,让学生明白具体的语言环境决定一个词的词性及其意思。
 - 2. 了解一种词类可能充当多种句子成分。

Comprehensive Exercises

Task 1

Key 2. well 3. efficient 1. kindly 4. hardly 5. surprising 6. quick 7. late 8. fluently 9. nearly 10. pleasantly 13. differently 14. absolute 15. well 11. busily 12. easy

Task 2

Suggested Answers

Suggested Answers1. quickly2. good cook3. quite foolishly4. friendly to us5. proposal6. hard7. at the injured dog sadly8. fast swimmer9. perfectly10. heavily10. heavily10. heavily

Key

Word/Phrase	Part of Speech	Sentence Component
1. 1 Mike	n.	subject
2. ⁽⁹⁾ Today	adv.	adverbial
3. ^(B) Jenny	n.	appositive
4. (5) flowers	n.	object
5. ⁽²⁾ beautiful	adj.	predicative
6. ⑧ old	adj.	predicative
7. ⁽¹⁾ some	adj.	attribute
8. ⁽⁶⁾ happy	adj.	complement
9. ④ loves	ν.	predicate
10. ⁽¹⁰⁾ are	link v.	predicate
11. 3 He	pron.	subject
12. 6 her	pron.	object
13. ^⑤ madly	adv.	adverbial
14. ⑦ unluckily	adv.	adverbial
15. ① at a café	prep. phrase	predicative
16. ⁽¹⁾ With their friends	prep. phrase	adverbial

Task 4

Key

- 1. healthy
- 2. unfortunately
- 3. disappeared
- 4. quickly
- 5. patience
- 6. Finally
- 7. clearly
- 8. extensively
- 9. tirelessly
- 10. normally