

Unit 1

Do small things in a great way!

一、单元概览

单元目标	能够描述人们对工作中的小事所持的不同观点 能够讨论工作中小事所具有的意义 在邀请函中加入细节使之更丰富
Warming up	针对“为同事订餐”的调查报告和采访进行讨论
Listening and Speaking	对话1: 两位应届毕业生对第一份工作的讨论 自述1: 自述者在工作中从小事做起, 最终成功升职
Reading and Vocabulary	窦立国以自己在饭店作为一名门卫和之后作为一名快递员的经历, 告诉读者, 不论做什么都要从小事做起, 从生活和工作的点滴入手
Grammar for Use	英语的主谓搭配
Practical Reading	“刘磊在邀请函中加入路线图”的案例告诉我们, 在工作中注意细节, 从小事、细节入手, 会使工作产生不一样的效果
Practical Writing	根据材料, 按照自己的想法为邀请函添加内容, 编写一份客户认同的邀请函
Project	就“大学食堂就餐服务”问题进行调研讨论, 针对问题提出意见并向后勤集团反馈
Around the World	快餐店从小事、细节入手, 创造“疯狂粉丝”
My Progress Check	听力、词汇和语法结构、翻译、读写任务

二、教学活动与教学资源

Front page & Warming up

活动内容	针对“为同事订餐”的新闻和调查报告进行讨论
活动目的	激活与“从小事做起”相关的词汇，引导学生对观点进行思考
活动形式	看图、分析、讨论
训练技能	沟通、讨论、分析

1. When students talk about the picture in the front page, ask them if they are busy with any small things in their daily life.
2. The second question in the front page can lead into the warming up activity. Teacher can encourage students to consider their attitude towards the small things and make them focus on thinking about the importance of doing small things.
3. Useful words and expressions of “do small things”:

Hard work and perseverance, work one's way up, do anything from detail, try one's best, positive attitude.

Listening and Speaking

Dialogue 1

Pre-listening activities	
活动内容	预测对话主题
活动目的	增加背景信息，降低听力理解的难度
活动形式	阅读、分析、讨论
训练技能	听力预测技巧，根据对话片段推测整体

1. This dialogue is about two new graduates' first jobs. Have you ever imagined a similar situation?
2. Let students read the new vocabulary. Explain their meaning in the context.
3. Read the key words, expressions and sentences and predict what you are going to hear in the dialogue.

While-listening activities

活动内容	听对话，了解简对新工作的看法
活动目的	理解“从小事做起”的含义
活动形式	听力、问答、讨论
训练技能	信息提取、归纳总结

- Listen to the dialogue and understand the main idea. Answer the questions below.
 - Why doesn't Jane like her new job?
 - How do they think about their first jobs?
- Listen again and check the answers to the above questions.
- Listen for the third time. Tick the two speakers' day-to-day tasks.

Post-listening activities

活动内容	分析对话人对新工作的看法和态度
活动目的	通过对话人与自己观点的对比，深化“从小事做起”的含义
活动形式	小组讨论
训练技能	归纳、解释说明

- Work in groups. What do the two speakers think of their jobs?
- In the dialogue, Jane's partner said "Start with the basics, and that's how people work their way up a company. Just hang in there!" What do you think of it?
- What do you learn from this dialogue?

Dialogue 2**Pre-listening activities**

活动内容	预测听力话题
活动目的	增加背景信息，降低听力理解的难度
活动形式	阅读、讨论
训练技能	听前预测技巧，根据片段推测整体

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1. This dialogue is about a story of a sales manager.
2. Help students read the new vocabulary. Explain their meaning in the context.
3. Read the key words, expressions and sentences and predict what you are going to hear in the dialogue.

While-listening activities

活动内容	听独白，找到关键信息；了解听力主要内容
活动目的	了解主人公成功的秘诀
活动形式	听、问答、讨论
训练技能	信息提取、归纳总结

1. Listen to the passage and understand the main idea. Answer the questions below.
 - 1) What does the sales manager talk about?
 - 2) In your opinion, what is the key to the manager's promotion?
2. Listen again and check the answers to the above questions.
3. Listen for the third time and do Activity 5.

Post-listening activities

活动内容	情景模拟，为简设想一个新的结局
活动目的	掌握相关词汇，理解“从小事做起”的意义
活动形式	小组讨论、写作
训练技能	理解、分析

Finish Activity 6.

参考答案

Activity 2: answer telephones; take messages; copy a large number of files

听力脚本

Dialogue 1

W: I think I'm wasting my life at this job.

M: So, Jane, what do you do every day?

W: It's pretty basic. Answer telephones, take messages, send receipts to the accountant and get

the money back.

M: I'm running errands all day, too.

W: But you work at a "law firm"!

M: As an "assistant"! Last week, I copied a thousand pages and the copier broke down nearly every day. I had to learn how to fix it myself.

W: I don't feel like I'm growing. I don't feel I do anything useful.

M: Start with the basics, and that's how people work their way up a company. Just hang in there!

W: I want to start a new job, but I'm not sure I'll be good at it. Should I quit?

Passage 2

Five years ago, I started as an office clerk in this company. Just like you, I was busy doing "small things" all day. One task was to put all the receipts in order and send them to the accountant. But I did something more. I recorded all the key information using a form, like how much they spent, when, where and for what purpose. I began to understand some general rules to follow in the business. There were a few times I made real progress with nobody explaining the details to me. And yes, I got a promotion. My boss told me I could do something bigger.

参考译文

对话 1

W: 我觉得做这份工作是在浪费时间。

M: 那么, 简, 你每天做什么?

W: 很简单。接电话, 捎信息, 给会计送发票并拿回钱。

M: 我也是每天在跑腿。

W: 但你是在一家“律师事务所”工作!

M: 仅仅是“助理”! 上周, 我复印了上千页文件, 复印机几乎每天都出故障。我得自己学会如何修好它。

W: 我觉得自己没有成长。我觉得我做的事都没用。

M: 从基础做起才是人们在公司的晋升之路。你一定要坚持!

W: 我想找一份新的工作, 但是我不确定我能做好。我应该辞职吗?

段落 2

五年前, 我成为这家公司的一名办公室职员。就像你一样, 我整天忙着做“小事”。一个工作是按顺序整理收据并送给会计。但是我多做了一些事。我用一个表单记录下所有的关键信息, 如开销的金额、时间、地点和用途。我开始明白公司里的一些大概规则。

Unit 1

好几次，在没有人向我解释细节的情况下，我取得了很大的进步。是的，我升职了。老板告诉我，我可以做一些更重要的工作。

Reading and Vocabulary

Pre-reading activities	
活动内容	利用听力活动引入话题
活动目的	启发学生对“关注身边小事”的思考
活动形式	讨论、写作
训练技能	思辨能力

1. Work in groups and discuss the following questions.
 - 1) What did Dou Liguó do before he succeeded?
 - 2) In your opinion, what is the reason that Dou Liguó made a success?
2. If you were Dou Liguó, what would you do when you meet the same situation?

While-reading activities	
活动内容	理解课文：从窦立国的经历中领悟“从小事做起”的含义；反思自己在日常生活和工作中的状态
活动目的	认识小事的重要性，反思自己，改变自身的学习、工作态度，从小事做起，脚踏实地
活动形式	阅读、讨论
训练技能	信息提取、描述、归纳

1. Read the new vocabulary. Explain their meaning in the context.
2. Read the first paragraph of the passage and discuss in groups why he can be so successful?
3. Read Paragraphs 2 and 3. Work in groups and make a summary about Dou Liguó's experience.
4. Compare Dou Liguó's story with Jane's in Listening and Speaking. What's the difference between them?
5. Read the rest of the passage and think about the importance of "doing small things in a great way".
6. Read the passage again. How do you think about the following sentences?

- 1) Many young people complain about the lack of jobs or promotions, when actually there are plenty of opportunities out there. (Para 3)
- 2) Dou's life turned on those small and seemingly trivial things, which anyone can do, but not everyone will do. (Para 4)
- 3) Sometimes it's hard to see how much small things matter, but when added up over time, they can make big differences. (Para 4)

Post-reading activities

活动内容	讨论“从小事做起”的重要性；学习主谓搭配
活动目的	识记不同主语与谓语的搭配，理解“从小事入手”的含义
活动形式	讨论
训练技能	综合分析、识记和巩固词汇

Do Activities 2, 3 and 4.

Words and Expressions in Context

1. launch: to start selling a new product or service to the public
e.g. the launch of a new women's magazine
2. other than: in addition to someone or something
e.g. Are you studying any science subjects other than chemistry?
3. add up: to calculate the total of several numbers
e.g. I can add up in my head quite easily.

参考译文

为小事操心

每天我们都会遇到送货的快递员。窦立国是一位北京的快递员。2014年9月，阿里巴巴在纽约证券交易所上市时，他和其他七位普通人受邀作为敲钟人，之后他便成了超级明星。窦立国在脱口秀节目“我是演说家”中分享了他自己的两个故事。

故事一：

“我的第一份工作是饭店门卫。有一天，雨下得非常大，大多数客人都没有带伞。所以，我就拿了一把伞把他们一个个送上车，而我自己很快就湿透了。我的经理看到了这一切。第二天，他就问我对自己的未来有什么打算。我告诉他如果可能的话我想成为一名厨师，然后他说，‘没问题，明天开始你可以去厨房学习做菜了。’并且，经理给我加了薪。”

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故事二：

“2004年，我成为了一名快递员。那个时候电子商务在我国还是很新的行业。刚开始的时候我没有业务，所以我自己掏钱打印了1万张名片，然后发给我在街上遇到的每一个人。两个月后，我接到了电话，让我去取包裹，我的业务很快开始一天天扩大。2013年，我创办了自己的快递公司。很多年轻人抱怨工作不好找，晋升很难，但事实上机遇很多。”

窦立国的成功取决于那些看起来琐碎的小事，这些事每个人都能做，但是并不是每个人都会去做。它们大都很简单，只需要花些精力。有时候很难看出小事会有多大的作用，但是当它们随着时间累积起来的时候，就会产生巨大的不同。

补充阅读

The Importance of Doing Small Things Before Undertaking Something Big

Success is something that many people strive for, but that not everyone among us attains. When we consider the various factors that play a role in determining whether a person is successful in life, ambition and action are the first two to come to mind. Just as American writer Napoleon Hill put it, “If you cannot do great things, do small things in a great way.”

Numerous examples can be given, but this will suffice. A young person who aspires to be a great chef might decide to buy some cookbooks, spend weekends practicing and refining his culinary techniques, or take on a part-time job at a local restaurant. On the other hand, if he simply ends up spending all his spare time surfing the Internet or playing video games, neither of which would give him the skills or experience needed to succeed.

In conclusion, doing great things and doing small things are both essential in determining whether we flourish or fall behind. The former gives us the drive and direction to move forward, while the latter enables us to implement our vision and “make things happen”. In combination, they represent the winning formula that will put us firmly on the road to success.

Dad, I'm a bit worried about disposing of nuclear waste.

If you can empty the dustbin here, you can do anything.



Grammar for Use

活动内容	阅读改错
活动目的	通过练习回顾已学的语法知识
活动形式	阅读、改错
训练技能	归纳和演绎

Do the activity on page 6.

参考答案

Activity: Working on tasks that seem pretty unimportant often let people down. But interestingly, we often learn more from such experiences. In his autobiography, Colin Powell tell (tells) a story of a summer job he had in college at a soft-drink bottling plant. “When I reported in, I were (was) handed a mop. One day 50 cases of cola fell and smashed onto the floor. The huge mess and stickiness was (were) noticed by other cleaners and they all walked away. But I decided to be the best mop user ever, and left the floor cleaner than before. At the end of the summer, the foreman said, ‘Kid, you mop pretty good. Come back next summer, I’ll have a job for you, not behind a mop.’ And next year I worked on the bottling machine.” All work are (is) honourable. Always do your best, because someone are (is) watching.

教学资源

英语主谓搭配总结

一、语法一致原则

主语单复数决定谓语动词的单复数形式，即主语是单数，谓语用单数；主语是复数，谓语用复数。

例：Two students are waiting for you in your office. (两名学生在办公室等你。)

二、意义一致原则

(一) 谓语动词用单数的情况

(1) 由连词and连接的并列成分指的是同一概念，兼具身份或匹配出现。

例：The worker and writer is from Wuhan. (那个工人兼作家来自武汉。)

(2) “no/each/every/many a + 单数名词 + and + no/each/every/many a + 单数名词”作主语。

例：Every man and every woman has a good reason to be proud of the work done by their fathers. (每一个人都很有理由为他们的父亲所从事的职业感到骄傲。)

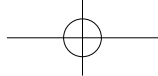
(3) one/every one/each/either/the number of + 复数名词作主语。

例：Each of the students has a book. (每个学生都有一本书。)

(4) 由every-, any-, some-, no- 和 -one, -thing, -body 等所构成的不定代词作主语。

例：Is everybody here today? (今天每个人都在这里吗?)

(5) 非谓语动词、名词性从句作主语。



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例: Persuading him to join us seems really hard. (劝他加入我们看起来很难。)

To go to bed early and to rise early is a good habit. (早睡早起是一个好习惯。)

Whatever was left was taken away. (剩下的东西都被拿走了。)

注意: what 引导的主语从句, 谓语动词一般用单数形式, 若从句谓语或从句后的表语是复数形式, 则谓语动词用复数形式。

例: What they need are books. (他们需要的是书。)

(二) 谓语动词用复数的情况

(1) 由 and 连接的两个并列成分表示两个不同的概念。

例: Both bread and butter are sold out. (面包和黄油都卖完了。)

(2) people, police, cattle 等有生命的集体名词作主语。

例: People read for pleasure during their spare time. (人们闲暇之余的阅读是为了消遣。)

(3) 一些常用做复数或只有复数形式的名词, 如 goods, stairs, arms 等作主语。

例: The goods are made in China. (这些货物都是中国制造的。)

(4) 由山脉、群岛、瀑布等以 s 结尾的专有名词作主语。

例: The Himalayas are the roof of the world. (喜马拉雅山脉是世界屋脊。)

(5) a number of/quantities of/a group of + 名词作主语。

例: A number of other plants were found in America. (在美国发现了大量的其他植物。)

(三) 谓语动词单、复数视情况而定

(1) 集体名词 class, family, army, team, club, population, enemy, party, crowd, crew, audience, public, government, majority, group 等作主语, 强调整体用单数, 指个体成员用复数。

例: The population in China is very large and 80% of the population live in rural areas. (中国人口很多, 其中 80% 的人住在农村。)

(2) 单复数同形的名词作主语时, 谓语形式要根据其具体含义而定, 这类词有 means, works, pains, deer, fish, sheep 等。

例: Every means has been tried to solve the problem, but none is effective. (每种方法都试过, 但没有一个有效。)

There are various means of communicating with a stranger. (同陌生人交流有很多不同的方法。)

(3) “kind, sort, pair, type + 名词” 作主语, 以这些名词本身的单复数而定。

例: The kind of paper is made of straw. (这种纸是由稻草制成的。)

Some kinds of animals are dying out. (一些种类的动物要灭绝了。)

(4) all, none, some, any 等不定代词作主语, 根据其指代的内容而定。

例: All is going on very well. (一切顺利。)

All are present besides the professor. (包括教授在内大家都在场。)

(5) “half/most/enough/part/the rest/the last/lots/plenty/分数/百分数 + of + 名词” 作主语, 谓语动词要和 of 之后的名词单复数保持一致。

例: A lot of students are coming to the meeting. (有很多学生要来开会。)

A lot of work is to be done to prepare for the conference. (准备这次会议需要做大量的工作。)

三、就近一致原则

(1) 由 or, either... or..., neither... nor..., not only... but also... 等连接的并列主语, 谓语动词常与最近的主语在单复数上保持一致。

例: Neither you nor I am fit for the work. (你和我都不适合这份工作。)

Are neither you nor I fit for the work? (你和我都不适合这份工作吗?)

注意: “with/along with/together with/including/but/except/like/as well as/no more than/besides/rather than + 名词” 置于主语后, 谓语动词一般仍与前面的名词在单复数上保持一致。

例: Henry, rather than Jane and John, is responsible for the loss. (损失的责任应由亨利而不是由简和约翰来承担。)

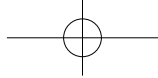
(2) 由 there, here 引起的主语不止一个时, 谓语通常和最邻近的主语保持一致。

例: There is a pencil and two pens in the pencil box. (文具盒内有一支铅笔和两支钢笔。)

Are there three books and one pen on your desk? (你的书桌上有三本书和一支钢笔吗?)

Practical Reading

活动内容	阅读一封邮件式邀请函, 获取信息
活动目的	训练快速阅读信息的能力以及表达能力
活动形式	阅读、讨论、表达
训练技能	分析、归纳、描述



Unit 1

1. Emails are very useful for official invitations. Unique emails can make clients feel special and valued.
2. Read the email written by Liu Lei.
3. Work in groups and discuss what other small changes can be made to make the email different.

Words and Expressions in Context

1. attend: to go to an event such as a meeting or a class
e.g. Only 12 people attended the meeting.
2. the best brain (常用复数): someone who is intelligent, with good ideas and useful skills
e.g. Some of the best brains are leaving the country to work in the US.
3. respond to: to do something as a reaction to something that has been said or done
e.g. Please respond to the email as soon as possible.

主要内容

通过阅读一封邀请函熟悉其格式和主要内容，引导学生进一步完善邀请函。

参考译文

主题——In Tech Entrepreneur 论坛邀请函

亲爱的杜兰先生：

我们谨代表 In Tech 公司，诚邀您出席 2016 年 5 月 30 日上午 9:00 到下午 4:00 在丽晶饭店举行的 In Tech Entrepreneur 论坛。

届时，来自 5 家顶级电子商务公司的精英会同聚论坛，讨论新科技如何改变我们的商业。约翰·马库斯先生将发表题为“通过网络营销提高业务水平”的主旨演讲。

我们很高兴邀请您参加论坛。请您于 2016 年 4 月 30 日前回复此邀请函。期待您确认可以出席论坛。

敬上！

刘磊

In Tech 公司商务助理

010-6541 × × × ×

刘磊每个月都要写几封邀请函。他可以像其他助理常做的那样，复制模板，更改主要信息，但是他认为：“这是不够的，尤其是针对重要客户的邀请函。”因此，这封邀请函里，刘磊做了一点改变，加入了一张路线图，方便杜兰先生前来。

补充阅读

How to Write a Business Invitation?

Business requires its own sort of etiquette, not only in person but in writing as well. A business invitation differs greatly from a personal invitation. The style and tone of a business invitation is much more professional and precise than a common invitation. Moreover, business invitations must be direct, complete and to the point. The proper business invitation consists of a few basic and necessary elements.

1. Begin typing your invitation by beginning your salutation with a comma as business etiquette dictates, such as “Dear (Name of Recipient),”.

2. Personalize the business invitation to each invitee. You can do this by thanking the invitee for a recent phone conversation or business consultation. Personalizing business invitations makes the invitees feel valued and sets a positive tone in advance.

3. Discuss the purpose of the invitation. Describe exactly what the event will be, the nature of the event, the purpose of the event, where it will be held, on what day it will be held and at what time it will be held. Identify any notable people who will be in attendance and provide a phone number and directions to the location.

4. Request the guest to RSVP by a certain time and date. Provide a phone number or address where the invitee can confirm his attendance.

5. End your business invitation with “Regards,” or “Looking forward to your attendance,” and print your name, title and department.

6. Print the business invitation on ivory vellum paper for a classy touch. Hand-sign each invitation beneath your printed name.

Practical Writing

活动内容	为邀请函添加内容
活动目的	提高文字表达能力，加强对本单元核心概念的理解
活动形式	讨论、写作
训练技能	分析、综合

1. Read the invitation carefully, and discuss it with your partner.
2. Add something to the invitation and make it more valued and special.

Unit 1

参考答案

Activity:

Add a phone number for contact.

Add a map for clients.

List some notifications for your clients if they come.

Project

活动内容	对学校食堂餐饮服务存在的问题进行调研讨论
活动目的	通过调查运用所学知识，从生活中的小事开始做起
活动形式	调研、讨论
训练技能	分析、综合、归纳

1. Encourage students to express their opinions about the food service at the campus dining hall.
2. Each group makes a list of problems the campus dining hall has.
3. Work in groups, discuss what the campus dining hall should do to make some changes, and write a letter to the Foodservice Director.

Around the World

活动内容	阅读三条快餐店的服务细节
活动目的	趣味阅读、扩大视角
活动形式	阅读、讨论
训练技能	信息提取、分析

1. Read the passage and understand the details the fast-food restaurant has done.
2. Work in groups and discuss the meaning of “little things create ‘raving fans’”.

参考译文

细节成就“忠诚的顾客”

根据美国消费者满意度指数的一项新报告，Chick-fil-A 位居最受欢迎快餐店排行榜榜首。该连锁店的顾客服务分数为 86，为调查所记录的最高分数。正是它“更进一步提

供优质服务”中的细节吸引了回头客。让我们一起看看其中的一些细节。

1. “很高兴为您服务”代替“不客气”

在回答感谢时，员工不说“不客气”，而是说“很高兴为您服务”。用词的微妙变化向顾客传达了完全不同的信息。它让人感觉自已是在一个更高档且更昂贵的餐厅点餐。

2. 下雨时撑伞迎接顾客

下雨时，员工会给您撑伞，陪您一起进出餐厅。我们又到高档餐厅了吗？任何一个受到此种待遇的人都可能会对他们的朋友说一说。

3. 叫顾客名字而不是数字

大多数快餐店都是使用数字处理订单。Chick-fil-A 却使用顾客的名字。当你受到如此人性化的待遇时，你就会记住它。你觉得自己特别而且受到了重视。大多数人听到自己的名字，都远比听到诸如 348 号这类数字要高兴得多。

这些小事情的影响远远超出通常的预期。朋友之间相互讨论，并分享到社交媒体上，帮助餐厅创造更多“忠诚的顾客”。

My Progress Check

参考答案

Listening Comprehension

Activity 1: Taking lunch orders for colleagues is “useful” in some way.

Activity 2: 2. You may get to know your co-workers better from their lunch orders.

3. Taking lunch orders for colleagues may make them get to know more about you.

4. If you never get the orders wrong, people may trust you more and give you more important tasks.

Vocabulary and Structure

Activity 1: 1. helps

2. makes

3. realises

4. are

5. generates

6. will launch

Activity 2: 1. E-commercial

2. ran into

3. promotion

4. other than

5. seemingly

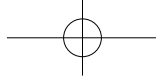
6. worked his way up

Translation

1. Please keep the receipt in case you need to return your goods.

2. Everything turns on how much money can be used.

3. Don't waste time on these trivial things.



Unit 1

4. If possible, please help me book a single room with bath.

Reading and Writing

1. 有时候很难看出小事会有多大的作用，但是当它们随着时间累积起来的时候，就会产生巨大的不同。

听力脚本

M: How's your new job going?

W: Just OK. But there is one thing that I really don't like. I have to order lunch for people in my department.

M: I did that, too, during my first year at this job.

W: It's not real work and that's not my job.

M: Well, take it as a part of the job. Actually, you may get to know your co-workers better from their lunch orders.

W: What do you mean?

M: One girl in my office loves sweets. So I brought her some biscuits I made at home. Did you learn anything about their food habits?

W: Our manager doesn't eat any meat.

M: Is he vegetarian? Why not talk about that with him? You see, taking lunch orders for them helps you make kind of... connections.

W: Yeah, I guess. And they would also get to know more about me. But you know, it's not an easy job.

M: If you never get the orders wrong, people may trust you more and give you more important tasks.

参考译文

M: 你的新工作如何?

W: 还行吧。但有一件事，我真的不喜欢。我要为我们部门的人订午餐。

M: 我工作的头一年也干过这个。

W: 这不是真正的工作，而且这不是我的工作。

M: 好吧，把它当作你工作的一部分。实际上，你可能会从同事们的午餐订单中更好地了解他们。

W: 这是什么意思?

M: 在我的办公室里，有一个女孩喜欢吃甜食。所以我给她带了一些我自己在家里做的饼干。你了解他们的饮食习惯吗?

W: 我们经理不吃肉类。

M: 他是素食主义者吗? 为什么不跟他讨论这个呢? 你看, 订午餐能帮助你 and 同事们进行某方面的……沟通。

W: 我想是的。这样他们也会更了解我。但你知道, 这不是一件容易的事。

M: 如果你从未搞错订单, 大家会更加信任你, 然后给你更重要的任务。