

UNIT 1

单元流程说明:

1. 本单元结合国际经贸业务中的典型工作流程、工作场景，概述经贸行业中的第一个工作环节——“建立业务关系”；
2. **建立业务关系**：通过整体介绍，首先明确建立业务关系的重要性、常用方法以及一些注意事项，并结合具体实例初步掌握建立业务关系的方法，如写商务信件 (**Reading A**)；
3. **客户接待**：在具体的场景下——包括打电话和直接会面，公司相关人员约见、接待客户，向客户介绍自己的公司及产品，并就合作意向和事宜进行初步接洽 (**Listening & Speaking**)；
4. **客户背景**：通过多种途径了解客户的背景信息，对可能进行合作的客户及其产品有比较清楚准确的了解 (**Reading B**)；
5. **确立业务关系**：客户与公司通过比较正式的形式——书面方式，沟通和确立业务关系 (**Writing**)。



Warming-up

Task 1

Suggested Answers

Philips

Royal Philips Electronics of the Netherlands focuses on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, providing a great variety of products such as juicer, coffee maker, patient monitor, etc.

Nokia

Nokia Corporation is a Finnish multinational communications corporation engaged in the manufacturing of mobile devices and in converging Internet and communications industries. It is the world's largest manufacturer of mobile telephones.

Wal-Mart

Wal-Mart Stores, Inc. is an American public corporation that runs a chain of large, discount department stores. It is the world's largest public corporation by revenue, according to the 2008 Fortune Global 500. The company was founded by Sam Walton in 1962, incorporated on October 31, 1969, and listed on the New York Stock Exchange in 1972.

Lenovo

Lenovo Group Limited is the world's fourth largest personal computer manufacturer, after Hewlett-Packard and Dell of the US and Acer of China's Taiwan. Lenovo produces desktops, laptops, servers, hand-held computers, imaging equipment, and mobile phone handsets. Its executive headquarters are located in Beijing, China, and in Morrisville, North Carolina, the US.

Dunhill

Alfred Dunhill, Ltd. is a British-based company, specializing in men's luxury leather goods, writing implements, lighters, timepieces, fragrances and clothing.

Toyota

Toyota Motor Corporation is a multinational corporation headquartered in Japan, and the world's largest automaker. In addition to manufacturing automobiles, Toyota provides financial services and also builds robots.

Task 2

Suggested Answers

1. Cordial and Friendly Attitude
2. Considerable Flexibility
3. Great Familiarity with Products
4. Standard Mandarin (or English)



Reading A

Background Information

In modern international trade, it is primary and necessary for a company to seek prospective clients and to establish business relations with them so as to start and develop its business. In doing this, the seller and the buyer often choose writing letters, sending emails, making phone calls, or simply meeting each other, among which, writing letters or emails is most frequently used. A good letter for establishing business relations should comply with the following principles: complete—the letter should include necessary information; considerate—the letter should be composed with due consideration of the receiver's need or expectation; courteous—the tone of the letter should be courteous and polite; clear—the writer's ideas should be expressed clearly in the letter, avoiding possibly misleading words or expressions; concise—the letter should be concise and direct; correct—the information, grammar, and punctuations, etc. in the letter should be correct.

Task 1

Objectives:

- ▶ Ss know the importance of establishing business relations.
- ▶ Ss understand the methods generally used to establish business relations.
- ▶ Ss learn what makes a successful business letter in establishing business relations.

Time: 10 minutes

Steps:

- ▶ Ss do this in pairs or small groups to brainstorm a list. Circulate in the classroom to assist if necessary. Write any useful vocabulary on the board.
- ▶ When Ss have finished talking, get one or two pairs to give their answers in class. Give each speaker a time limit.
- ▶ The rest of the class should listen and compare answers and be prepared to discuss whether they agree or disagree with the speakers.

Note:

- ▶ Accept any ideas as this is a way of getting Ss to

think about the topic. When making a comment, encourage rather than dishearten. Emphasize any good point made by Ss. To encourage fluency, don't always try to interrupt.

Suggested Answers

1. Because establishing business relations is the very first step of doing business with clients, especially when your company is newly established, or the client is new, or your company is entering a new market.
2. Meeting in person, making phone calls, writing business letters, sending emails, etc.
3. A successful business letter should be polite, cordial, friendly, with your intention clearly stated, and include necessary information such as the introduction to your company and products.

Translation

建立业务关系

建立业务关系通常是公司开展业务的第一步，无论对于新公司还是老公司都非常重要。对于前者，建立业务关系有助于开展业务和确保其市场地位；对于后者，建立业务关系则能够使其扩大业务量、增加营业额。

在国际贸易中，一个公司可以通过某些渠道获得关于潜在客户的信息，如媒体广告、市场调查、业务关联、商会、国内外贸易交易展览会或贸易代表团的互访等。国际贸易的买方与卖方之间通常存在巨大的地理距离，这使买卖双方很难会面，所以通常的做法是写信给潜在的或可能成为客户的伙伴来建立业务关系。此类信件通常包括以下信息：

1. 信息来源（在何处获知对方公司）；
2. 提及对方公司在市场的地位和声望；
3. 简略介绍己方公司（公司的业务范围、市场地位、产品或服务）；
4. 写该信的目的（期望以何种方式与对方开展业务：购买对方产品、销售己方产品或投资对方公司等）；
5. 表示期待合作和及早得到答复。

下面是一封信件样本供您参考。

亲爱的司考特先生：

在上星期举行的广交会上，我们从贵公司的业务伙伴杰克·路易斯处了解了贵公司。贵公司已在时装行业从业数年，在国际上享有盛名。关于我公司（中国纺织品公司）的服务和产品，路易斯先生建议我与您直接联系。因此我冒昧地写信给您，希望您会对我们优质的布料和其他相关产品有兴趣。

正如您可能了解的，中国是棉质和丝质产品的主要供货地之一。我公司负责中国纺织产品的进出口业务，我们强大的生产力、优质的产品以及认真负责的态度使我们成为最佳、最可靠的客户。随信寄去我们最新的产品目录，以便您大概了解我公司和我们的产品。如果您有兴趣，请随时联系我们。

期待您的回复。非常感谢。

敬上

方洋

中国纺织品公司总经理

Task 2

Objective: Ss can scan the passage to get useful information from it.

Time: 5 minutes

Steps:

- ▶ Pre-teach words in the box.
- ▶ Ss do this exercise alone and then compare answers with their partners.
- ▶ Check the answers with the whole class.

Suggested Answers

The functions of establishing business relations:
expanding business; starting business; increasing the turnover

Sources of getting information about potential dealers:

exhibitions; business connections; chambers of commerce; advertisements in the media; trade fairs

Task 3

Objective: Ss can scan the sample letter to find related information.

Time: 5 minutes

Steps:

- ▶ Ss do this exercise alone and then compare answers with their partners.
- ▶ Check the answers with the whole class.

Suggested Answers

- 1. location
- ✓ 2. brief introduction to the company
- ✓ 3. the intention of writing the letter
- 4. the history of the company
- 5. competition on the market
- ✓ 6. expectation of cooperation and early reply
- 7. payment for sales
- 8. plan for development
- ✓ 9. the source of information
- 10. previous customers' satisfaction

Task 4

Objective: Ss can understand the techniques of writing a business letter.

Time: 10 minutes

Steps:

- ▶ Get Ss to review the aspects mentioned in Reading A about writing a business letter.
- ▶ Ss work in small groups to discuss this question, making notes on their answers and giving reasons for them.
- ▶ Circulate in the classroom while Ss are discussing and assist if necessary.
- ▶ Get each group to make an oral presentation on what they find out to the whole class.

(open)



Listening

Task 1

Objective: Ss can accurately write down the missing words in the conversation.

Time: 5 minutes

Script

Sara: Good morning. Fortune Export & Import. What can I do for you?

Ben: This is Ben Blare. I'm working with the United Produce Corporation, and I'm calling to see if there would be opportunities for our business cooperation, and I don't know whom I should talk to.

Sara: Hmm... Could you further introduce your company?

Ben: Sure. Our company handles the export of animal by-products. We have been in the business for years and have good reputation on the market.

Sara: I see. If you agree, I shall arrange an appointment for you with Alan Wood, the assistant to the manager. He is responsible for this kind of business.

Ben: That would be perfect. When can I come over to see him?

Sara: He will be here tomorrow morning. Does the time suit you?

Ben: Sure! I will come at ten o'clock tomorrow morning. Thank you very much.

Sara: My pleasure. Bye.

Key

- | | | | |
|-------------|----------------|---------|--------|
| 1. business | 2. cooperation | 3. in | 4. the |
| 5. business | 6. appointment | 7. suit | 8. you |

Task 2

Objective: Ss can accurately match the people with the correct information.

Time: 10 minutes

Script

John Foster: How do you do? I'm John Foster from Smart Software Corporation.

Grace King: Nice to meet you, Mr. Foster. I'm Grace King from the Network Department, and I am the assistant to the manager. Here is my card.

John Foster: Nice to meet you, Ms. King. The reason I came here is to see if there is possibility that we enter into business relationships with your company.

Grace King: I see. Do you also provide after-sales technical service? That's the part we are mostly concerned.

John Foster: Up to now the focus of our business is to develop and sell computer software. The after-sales technical service is our next plan.

Grace King: What a pity! We attach great importance to that part. I'm expecting the development of your after-sales technical service and looking forward to our cooperation then.

John Foster: That's also our expectation. Thank you for meeting me, Ms. King.

Grace King: You are welcome.

Key

John Foster: visit to see if there is possibility to enter into business relationships with the company;
sales representative from Smart Software Corporation

Grace King: assistant to the manager;
from the Network Department;
consider after-sales technical services are of great importance to the company

Task 3

Objective: Ss can decide whether the statements are true or false.

Time: 15 minutes

Script

Jerry: Good morning. I'm Jerry Smith from Tiger Textile Company.

Laura: Welcome, Mr. Smith. I'm Laura, assistant to the general manager. We have talked over the phone.

Jerry: Sure. Today I bring with me brochures and catalogs of our products. I hope they will help you better understand our company and products.

Laura: Thank you. That would be very helpful.

Wow! Wonderful! I like the design of your silk products. The patterns and the colors are really impressive!

Jerry: We have the best design team, and our techniques are leading the field.

Laura: That's terrific. What about the quality of your products?

Jerry: You can be entirely assured of that. We have been in the business for over 50 years. High quality is one of the most important factors that have secured our leading position on the market.

Laura: It seems that everything is perfect. I'd like you to meet with our general manager and talk about the details of cooperation.

Jerry: That would be the best arrangement. Thank you so much.

Laura: You are welcome.

Key

1. F 2. T 3. F 4. T 5. F 6. F

Task 4

Objective: Ss can record information about meeting clients.

Time: 15 minutes

Script

Mr. Jeffery: Nice to meet you, Ms. Sun. I'm John Jeffery from Swift Automobile.

Sun Yan: Welcome to our company. I'm Sun Yan, manager of the sales department. I have read the report by my assistant and clerks and learned a lot about you and your company. They speak highly of your products as well as your company.

Mr. Jeffery: Thank you for saying so. In fact, if you decide to establish business relations with us, you will never be disappointed.

Sun Yan: I hope so. And will you provide favorable conditions such as considerable discount if we establish a business relationship?

Mr. Jeffery: That's for sure. We always give the best discount to our old clients. And we also have other favorable conditions to our loyal customers regarding payment and delivery. And our after-sales service is also very attractive.

Sun Yan: Good. I can foresee the bright future of

our cooperation.

Mr. Jeffery: Me too.

Key

1. the sales
2. the report by her assistant and clerks
3. considerable discount
4. payment and delivery, their after-sales service

Task 5

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

Time: 15 minutes

Script

Martin Blade: Hello. Allow me to introduce myself. My name is Martin Blade. I'm a representative of New Star Co. which produces toys.

Sam Brown: Nice to meet you.

Martin Blade: Nice to meet you, too. My company has assigned me to negotiate business with you. Here's my card.

Sam Brown: Thanks. Would you like to have a look at our showroom now, Mr. Blade?

Martin Blade: I'd love to.

Sam Brown: This way, please.

Martin Blade: Your products are of such a great variety. It would take hours if I really look at everything.

Sam Brown: You may be especially interested in some of the items.

Martin Blade: I think I've already seen some items we'd like to order. But I'd still like to study them a bit further.

Sam Brown: OK. By the way, we have also prepared these brochures for your reference. When do you think we can work out a deal?

Martin Blade: I'll probably be able to let you know tomorrow.

Sam Brown: All right. I'll be expecting you tomorrow morning.

Key

1. Toys.
2. His purpose of visit is to negotiate business.
3. Some items he'd like to order.
4. The next morning.



Speaking

Task 1

Objective: Ss know how to make short phone calls.

Time: 15 minutes

Steps:

- ▶ Ss read the Example of Speaking Task 1.
- ▶ Ss choose the roles.
- ▶ Ss make conversations.
- ▶ Ss role-play the conversations in the class.

Note:

- ▶ For a class with higher English proficiency, skip this task and start on the next task.

Task 2

Objective: Ss know how to talk to a client to establish business relations.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 2 and the given useful expressions.
- ▶ Ss choose the roles.
- ▶ Ss make conversations.
- ▶ Ss role-play the conversations in the class.

Sample

A: We are pleased to have you here.

B: It's my pleasure to visit your factory.

A: To give you a general idea of our products, I'd like to show you our showroom.

B: OK. I'd love to. In fact, I'm particularly interested in your silk fabric. I wonder if I could get a discount if I place an order.

A: About the details, I'm afraid I have to report to the manager before giving you the answer.

B: I'm looking forward to your early reply.

Note:

- ▶ Encourage Ss to use the given expressions fully and try to make the conversation longer.

Task 3

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

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 3 and pay special attention to the given instructions.
- ▶ Ss choose the roles.
- ▶ Ss make conversations.
- ▶ Ss role-play the conversations in the class.

Suggested order: 3-6-5-2-7-4-1

Sample

A: Good morning, Mr. Brown.

B: Good morning, Mr. White. Welcome to our company.

A: I am deeply impressed by your beautiful products and have been expecting this visit for a long time.

B: Thank you for saying so. Please have a cup of tea.

A: Thank you. I'm looking forward to our long-term cooperation.

B: The same to me.

A: It's my great pleasure to meet you. Thank you again for your warm welcome.

Task 4

Objective: Ss know how to make a conversation with a new client.

Time: 15 minutes

Steps:

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

Sample

A: Nice to meet you, Mr. Wood. I'm Sam Smith from Associated Trade Co.

B: Nice to meet you. Welcome to our company. Take a seat, please.

A: Thank you. I learned about your high-quality grain products from your associate, Tom Blade of Green Products Corporation. That's why I'm here.

B: Yeah, we provide various grain products with best quality. Would you please further introduce your company?

A: Sure. Our company is the biggest Canadian company dealing with export and import of grain products. We have been in the business for decades and our clients are all around the world. If I place a large order, could you give a discount?

B: Sure. I am expecting our good cooperation.

A: Thank you. The same to me.

Note:

- ▶ In some weaker classes, make sure that Ss understand the given instructions. Refer to the scripts of Listening Tasks 4 & 5 if necessary.



Reading B

Background Information

Adidas is undoubtedly one of the most successful sports shoes producers in the world. Besides sports footwear, the company also produces other products such as bags, shirts, watches, eyewear and other sports and clothing related goods. Ceaseless pursuit of innovation is the drive for the company to develop and ensures its leading position on the market. The study of the story of Adidas helps us better understand the secrets for its success.

Translation

不止止于运动

八十多年以前，德国的一个年轻鞋匠用旧军用袋做拖鞋赚钱养家。作为一个热心的足球迷，他很快就把这些拖鞋加以改造穿到了足球赛场上。他的“运动鞋”轻便舒适，从他第一天穿上起就不断引起人们的关注。他就是阿迪（阿道夫的昵称）·达斯勒。

阿迪·达斯勒自一战归来就开始在母亲的厨房里做运动鞋。到 20 世纪 20 年代，他早已经试着提高这些鞋的性能。1924 年，他的哥哥鲁道夫（鲁迪）·达斯勒也加入进来，他们做得很好——在二战之前每年卖出了 20 万双鞋。到 20 世纪 30 年代，阿迪·达斯勒已经成为全世界主要的运动鞋制造商，为 11 项体育运动生产 30 种不同类型的鞋。而且他不断创新的传统一直延续至今。但是，因为相处不合，1948 年兄弟二人分道扬镳，鲁迪创建了彪马公司，阿迪创建了阿迪达斯公司。

除了运动鞋，阿迪达斯还生产手袋、衬衫等产品以及其他与运动和穿着相关的产品。现在它是欧洲最大的运动服饰生产商，也是世界最大的生产商之一。

2005 年 8 月，阿迪达斯宣布打算以 38 亿美元收购其英国竞争对手锐步。这项收购工作于 2006 年 1 月彻底结束，这意味着阿迪达斯将更接近北美的耐克公司的营业额，这也使阿迪达斯成为世界第二大运动鞋制造商，足以与耐克在全世界范围内一争高下。

阿迪达斯的总部在德国，分公司遍布世界各地，包括加拿大、日本、澳大利亚和西班牙等地，主要销售地是美国。阿迪达斯从上述国家和地区获得了丰厚利润，并且还在向更多国家扩展业务。公司 2006 年的收入是 100.84 亿欧元，约合 136.25 亿美元；2007 年的收入是 102.99 亿欧元，大约为 156 亿美元。

现在，绝大部分阿迪达斯运动鞋的生产已经转移到了亚洲，但在德国的施恩菲尔德还有一个专门生产机构，主要负责对原有款式进行创新研究，并为拥有世界上最昂贵的脚的职业运动员定制运动鞋。

阿迪达斯成功的营销策略之一就是积极参与对运动赛事的赞助。阿迪达斯赞助的顶级球队包括新西兰国家橄榄球队、澳大利亚板球队、德国国家足球队等。同时阿迪达斯还积极赞助 AC 米兰队和拜仁慕尼黑这样的一流足球俱乐部。

Task 1

Objective: Ss can scan a passage to decide whether the statements are true or false.

Time: 20 minutes

Steps:

- ▶ Ss read Reading B Task 1.
- ▶ Ss work individually to complete the task.
- ▶ Check the answers with the whole class.

Key

1. F 2. T 3. F 4. F 5. T 6. T

Task 2

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

Time: 10 minutes

Steps:

- ▶ Ss read Reading B Task 2.
- ▶ Ss work individually and then compare answers with their partners.
- ▶ Check the answers with the whole class.

Key

1. j 2. f 3. g 4. b 5. h 6. c 7. d 8. e 9. a 10. i

Task 3

Objective: Ss can learn more about Adidas, and understand sponsorship as a marketing strategy.

Time: 30 minutes

Steps:

- ▶ Ss read Reading B Task 3.
- ▶ Ss work in pairs or in groups to work out answers to the exercise.
- ▶ Circulate in the classroom while Ss are discussing and assist if necessary.
- ▶ Choose two Ss to present their work.
- ▶ Make necessary comments on their work.

(open)



Writing

Task 1

Objective: Ss can correctly write an email.

Time: 20 minutes

Steps:

- ▶ Ss read Writing Task 1.
- ▶ Ss discuss in small groups to list points that should be included in the email.
- ▶ Ss work on the task individually.
- ▶ Provide help if needed.
- ▶ Comment briefly.

Suggested Answers

Dear Mr. Blare,

I am Jane Trappe from Swift Communication Company. We are one of the largest communication service providers in Brazil. I know you have been an established international company, and your handset products enjoy great popularity in Brazil. We shall be pleased if we can establish business relations with you.

At present we are interested in your new series of mobile phones designed for business purposes, with high technology applied. Could you send your latest catalog for our reference?

I am expecting your early reply, and looking forward to cooperating with you.

Yours sincerely,
Jane Trappe
Swift Communication Company

Task 2

Objective: Ss can correctly reply to a letter.

Time: 10 minutes

Steps:

- ▶ Ss read Writing Task 2.
- ▶ Ss discuss in small groups to list points that should be included in the email.
- ▶ Ss work on the task individually.
- ▶ Provide help if needed.
- ▶ Comment briefly.

Suggested Answers

Dear Mr. Brown,

Thank you for your letter of July 11, 2009. We are glad to learn that you are interested in our products and hope to enter into business relations with us.

In compliance with your request, we are sending you by air a catalog together with a range of pamphlets for your reference. If any item in the catalog appeals to you, please let us know and our quotation will be forwarded without delay.

I am expecting our successful cooperation.

Yours faithfully,
Dave Lincoln
Sales Manager



Project

This project is an integrated task that requires Ss to work together and go through the process of establishing business relations. Ss should know how to search and find potential clients, knowing about their financial status, market position and products, analyze their strength, and demonstrate the strength of certain companies. Finally, Ss are required to establish business relations with clients by exchanging emails and conducting conversations.

Steps:

- ▶ **Grouping.** Divide the class into groups with two sides in each group: one being the computer manufacturer, the other being an international trade corporation, a potential customer. 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. You are advised to do it after studying Reading B.
- ▶ **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 team work 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 give a presentation on company introduction, complete emails from both sides for establishing business relations, and role-play the meeting between the two companies. Ask them to do it 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.



Self-evaluation

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.



New Words and Expressions

Reading A

Language Points

Paragraph 1

1. **turnover:** *n. the amount of business transacted during a given period of time*
e.g. The reform in the management resulted in a great increase in the turnover.

Paragraph 2

2. **channel:** *n. a route of communication or access*
e.g. She made her request taken through official channels.
3. **potential:** *adj. capable of being but not yet in existence*
e.g. Potential problems are the focus of the inspection.
4. **prospective:** *adj. likely or expected to happen*
e.g. Those students in the normal school are prospective teachers.

Paragraph 4

5. **reference:** *n. a mention of an occurrence or a situation*
e.g. I lost my admiration for her because of her frequent references to her own achievements.

Sample Letter

6. **associate:** *n. a person united with another or others in an act, an enterprise, or a business; a partner or colleague*
e.g. He is on good terms with his associates wherever he works.
7. **fashion:** *n. something, such as a garment, that is in the current mode*
e.g. Fashion shows are the best occasions for various fashion designers to demonstrate their ideas.
8. **regarding:** *prep. in reference to; with respect to; concerning*
e.g. The teacher wrote to her parents regarding her performance at school.
9. **agency:** *n. a business or service authorized to act for others*
e.g. I never believe employment agencies because I used to be cheated by one of them.
10. **fabric:** *n. a cloth produced especially by knitting, weaving, or felting fibers*
e.g. She bought some fabric to make shirts for her children.
11. **enclose:** *v. to insert into the same envelope or package*
e.g. I enclosed a check in the envelop and sent it to the orphanage.

Useful Expressions:

enclose...in...: 把……封入……

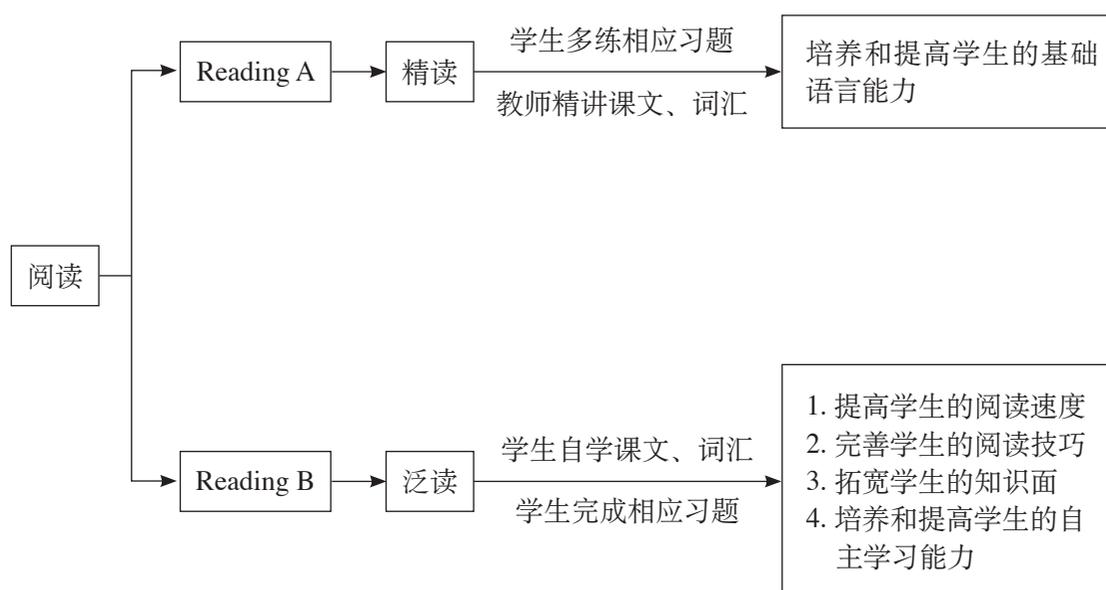
enclose...with...: 随……附上……

Reading B

本教材中，每单元内两篇阅读材料的功能有所不同：

Reading A 的定位为精读，课文及词汇应由教师进行详细讲解，相应的词汇 / 结构习题 (Vocabulary & Structure) 应由学生在老师的指导下进行反复操练，以便通过密集的语言知识输入培养和提高学生的基础语言能力。

Reading B 的定位为泛读，课文及词汇的学习、相应习题的处理均应由学生自行完成，教师只是在必要的情况下进行适度的讲解，以便在提高学生阅读速度、完善学生阅读技巧、拓宽学生知识面的同时，培养和提高学生的自主学习能力。





Vocabulary and Structure

Task 1

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

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. prospective | 2. enclose | 3. custom | 4. reference | 5. fabric |
| 6. turnover | 7. expand | 8. survey | 9. rival | 10. business associate |

Task 2

Objective: Ss grasp the vocabulary from Reading A and Reading B 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. service | 2. national | 3. expansion | 4. establishment | 5. cooperation |
| 6. importers | 7. manufacturer | 8. regarding | 9. consideration | 10. intention |

Task 3

Objective: Ss can use the vocabulary from Reading A and Reading B 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. sponsoring | 2. compete with | 3. potential | 4. channels | 5. to adapt |
| 6. reliable | 7. delegation | 8. enclosed | 9. Establishing | 10. obtained |

Task 4

Objective: Ss can use the vocabulary in Reading A for translation.

Time: 15 minutes

Steps:

- ▶ Tell Ss that English and Chinese sentence structures are different.
- ▶ If necessary, rebuild the first Chinese sentence in accordance with the English sentence structure as an example.
- ▶ Ss work individually or in pairs and translate sentences 2-5 with the words or phrases given in the brackets.
- ▶ Check the answers and give necessary comments.

Suggested Answers

1. Our company is willing to establish business relations with your company.
2. I wrote to the manager for the purpose of expanding our business.
3. I enclose in the letter our latest catalog.
4. His intention of writing the letter is to persuade us to invest in their company.
5. He is interested in our high-quality fabric and other related products.



Grammar

Part of Speech

Task 1

Key

- | | | | | |
|--------------|----------------|--------------|----------------|-----------------|
| 1. <i>n.</i> | 2. <i>v.</i> | 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> |

Task 2

Key

- | | | | | |
|---------|---------|---------|-------|---------|
| 1. the | 2. the | 3. the | 4. an | 5. a |
| 6. a | 7. a | 8. the | 9. a | 10. a |
| 11. the | 12. the | 13. a | 14. a | 15. The |
| 16. The | 17. the | 18. The | | |

Task 3

Key

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

Task 4

Key

- | | | | | |
|-------------|-------------|------------------|------------|----------|
| 1. studying | 2. speaking | 3. communicating | 4. meeting | 5. doing |
| 6. spend | 7. hearing | | | |

词类及其之间的相互关系

教学思路（供参考）

总的原则：加强学生对词性的认识，明白词性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。

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. 词与词之间的修饰关系。

Comprehensive Exercises

Task 1

Key

- | | | | | |
|-------------------|-------------|--------------|------------|-----------------|
| 1. wonderful time | 2. advices | 3. a chicken | 4. photoes | 5. businesses |
| 6. conversation | 7. luggages | 8. eggs | 9. sheeps | 10. experiences |

Task 2

Key

- | | | | | |
|--------------|---------------|------------|--------------|--------------|
| 1. expensive | 2. confidence | 3. loudly | 4. learning | 5. certainly |
| 6. really | 7. earlier | 8. monthly | 9. cleverest | 10. lively |

Task 3

Key

- | | | |
|------------|--------------|------------------------|
| 1. quickly | 2. good cook | 3. extremely foolishly |
|------------|--------------|------------------------|

4. very friendly to us
9. perfectly

5. practical
10. heavily

6. hard

7. sadly

8. fast swimmer

Task 4

Key

1. health
6. hardly
11. tireless

2. suddenly
7. final
12. mainly

3. blindly
8. clear
13. full

4. deafly
9. good
14. natural

5. quick
10. extensive
15. equal