

1 Unit

A Factory Tour



Factory tour is an important part in business activities. Buyers will get a comprehensive understanding of the products and the production process in the tour. Meanwhile, the manufacturer can demonstrate their advantages to attract buyers.

工厂参观是商务活动的一个重要环节。通过参观工厂，采购商可以全面深入地了解产品和生产过程。同时，生产商可以通过展示自己的实力来吸引采购商。

Part I Warm-up

Blue Bell Creameries is an ice cream maker. Guided tours about Blue Bell and how to make ice cream are offered at their production facilities. Please read the description and choose the proper word to fill in each blank.

taste

enjoy

shop

make

closed

tour

eat

Folks of all ages seem to like our plant tour, but it may be because they get to eat some of our famous ice cream when it's over. Since you can't 1) _____ Blue Bell over the Internet, you might want to 2) _____ our facility and 3) _____ the fruits of our labour for yourself.

Besides, we have a little museum full of rare Blue Bell Brenham historic photos that you'll 4) _____ seeing. Plus, we have a short movie about our history and how we 5) _____ ice cream that is pretty good, too.

We offer guided plant tours weekdays throughout the year, but we're 6) _____ on weekends. However, the Country Store and Ice Cream Parlour are open on most Saturdays, so you can 7) _____ around and treat yourself to a big helping of your favourite Blue Bell flavour.

Part II Listening Practice



Task 1

The following are some examples of questions often asked during a factory tour. Please find their corresponding responses, and then listen to the dialogues to check your answers.

Questions:

- (1) I hope the noise isn't bothering you?
- (2) Why don't we start at the workshop?
- (3) What did you think of our factory?
- (4) What's your overall impression?
- (5) How big is your factory?
- (6) What is your market share?
- (7) How many workers are there in your factory?
- (8) Well, shall we have a break? You must be tired, having seen all of our plants all at once.
- (9) Are all the products available now?
- (10) Is there anything else you'd like to see?

Responses:

- a. Not really. But there is a lot to take in. Let's have a break!
- b. At present, there are 2,000 workers at the plant.
- c. The multiplex of 9 buildings totals 767, 708 square feet of floor area.
- d. Of course. We have good stock levels.
- e. Sure. I'll follow you.
- f. It's no bother!
- g. Very big and modern.
- h. 45%.
- i. I'd like to visit your research department.
- j. I'm very favourably impressed.

Task 2**New Words and Expressions**

aerospace <i>adj.</i> 航空和航天(器制造)的	flight <i>n.</i> 飞行
jetliner <i>n.</i> 喷气客机	showcase <i>v.</i> 展示
military <i>adj.</i> 军用的	helicopter <i>n.</i> 直升机
aircraft <i>n.</i> 飞行器	missile <i>n.</i> 导弹

1. Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined. Listen to the introduction of the Boeing Everett Factory tours and choose the correct word to fill in each blank.

aerospace	showcase	manufacturer	production	globe
various	advanced	leader	services	producer

Boeing is one of the world's leading 1) _____ companies, with its heritage mirroring the history of flight. It is the largest 2) _____ of commercial jetliners, satellites and space flight and launch 3) _____. The Boeing Everett Factory tours are conducted to 4) _____ the Boeing and Everett production lines, featuring the 747, 767, 777 and 787. On the 5) _____ line, visitors will see airplanes in 6) _____ stages of manufacture. Afterwards, they will also be able to watch a flight test. As Boeing is also a leading 7) _____ of military aircraft, helicopters, space vehicles and missiles, visitors will also have a chance to see 8) _____ fighter planes such as the F-15 and F/A-18. On the tour, visitors will tour the largest building by volume in the world.

During this tour, we believe visitors from every region of the 9) _____ will realise that they have witnessed the work of the number one aerospace 10) _____ in the world: Boeing Everett.



2. You will hear a dialogue between a visitor and a receptionist in the reception room. Listen to the dialogue and decide whether the following statements are true (T) or false (F).

- _____ (1) The plant was set up in the late 1960s.
 _____ (2) The newest products are listed on Page 30.
 _____ (3) The visitor prefers knowing the production conditions by watching the videotape.
 _____ (4) The receptionist is happy to arrange a factory tour for the visitor.
 _____ (5) The factory tour will be made the day after tomorrow.

Part III Language Focus A



Factory tour (I)

Showing visitors around a factory

I'll show you around and explain the process.
 I'll guide you through the factory and give you a demonstration of our most recent models.
 I'll take you around the factory and give you an idea of how our machines operate.
 That'll be helpful.
 That'll be very interesting.
 We'd like that very much.

Talking about the size of a factory

How many square metres does this warehouse cover?
 How large is the machine shop?
 How large is the plant?
 It covers an area of 75,000 square metres.
 Its total area is 4 square kilometres.
 It covers a total area of 5,000 square metres.

Talking about the history of a factory

When was the plant set up?
 When did you start operations?
 How long has your factory been established?
 The plant was set up in the early 1970s.
 The factory was established some 20 years ago by merging two small-sized operations.
 We've been operating for about 10 years.

Follow-up Practice

1. You will hear a dialogue between Thomas and Richard when they have a factory tour. Listen to the dialogue and choose the correct answer to each question.

- (1) Where will they visit?
 - a. The machine shop.
 - b. The design shop.
 - c. The production shop.
- (2) How long does the factory tour last?
 - a. For half an hour.
 - b. For an hour.
 - c. For one and a half hours.
- (3) What do they have to wear during the tour?
 - a. A jacket.
 - b. Gloves.
 - c. A helmet.
- (4) How is the assembly line operated?
 - a. Half-automated.
 - b. Fully automated.
 - c. Manually.
- (5) How many checks do all products have to go through in the whole manufacturing process?
 - a. 3.
 - b. 4.
 - c. 5.

2. Listen again and answer the following questions.

- (1) Q: What will be the output in November? A: _____
- (2) Q: What's the usual percentage of rejects? A: _____
- (3) Q: How do they control the quality of the products? A: _____

Part IV Video 1



Ford Rouge Factory tour

New Words and Expressions

core *n.* 核心

affiliated *adj.* 附属的

meeting *n.* 汇合处

soybean *n.* 大豆

conversion *n.* 转化

footage *n.* 电影胶片

triumph *n.* 成功

virtual *adj.* 虚拟的

lean *adj.* (行业、公司) 高效精干的

elevated walkway 高架行人道

Pre-viewing

1. Work in pairs. Suppose you are the director of the marketing department of a car company, and are invited to the Ford Rouge Factory on a business visit. What should you plan to find out about Ford during your factory tour? Discuss your ideas with your partner.

- the company history
- the R&D department
- _____
- _____
- _____

2. Look at the following pictures to have a rough idea of the video.

Presenter



Ivy Black, Promotion Manager in Ford Motor Company

Setting



Ivy Black gives an introduction to the Ford Rouge Factory tour.

Viewing

1. Watch the video and fill in the following blanks.

The name of the company	Ford Motor
Sales areas	(1) _____
The number of employees	(2) _____
The number of plants	(3) _____
The number of automotive brands	(4) _____
The location of Ford Rouge Factory	In the south of Detroit
The number of the buildings	(5) _____

2. Watch the video again and find out how long each part of the factory tour will last.

Part of the factory tour	Time
Historic Driving Tour	(1) _____ minutes
Rare Historic Footage Viewing	(2) _____ minutes
Virtual Reality Experience	(3) _____ minutes
Assembly Plant Walking Tour	(4) _____ minutes

Post-viewing

Work in pairs. Discuss the following questions.

- (1) What will you see during the Historic Driving Tour?

- (2) What will you learn during the Rare Historic Footage Viewing?

- (3) What will you experience during the Virtual Reality Experience?

- (4) What will you see during the Assembly Plant Walking Tour?

Part V Language Focus B



Factory tour (II)



Asking about production

Is the production line fully automated?
Is the assembly line computer-controlled?
Is production mechanised?
Well, only half-automated.
Well, not fully computer-controlled.
Yes, it's fully mechanised.

Talking about quality control

How do you control quality?
How do your quality control systems work?
What kind of quality control do you operate?
All products have to go through three checks during the manufacturing process.
There are a total of five checks during the production process.
All products will be thoroughly inspected before they go into the market.

Talking about impressions following a tour of a factory

It has given me a good idea of your product range.
It has given me a thorough understanding of your products.
It has helped me to form a picture of your production process.
I'm glad it was useful.
I'm pleased you found it helpful.

Part VI Video 2



Victory Instant Noodle Factory tour

New Words and Expressions

instant *adj.* (食品) 速溶的, 方便的

flour *n.* 面粉

silo *n.* 筒仓

knead *v.* 揉(面)成团

dough *n.* 生面团

roller *n.* 滚筒

strand *n.* 一股

pre-steaming *n.* 预蒸

gelatinise *v.* 使胶质化

digestion *n.* 消化

Pre-viewing

1. Work in pairs. Nowadays instant foods become part of our daily consumption. The following are some examples of instant foods. Could you list more? Do you like instant foods? Why or why not?

instant coffee



instant noodle

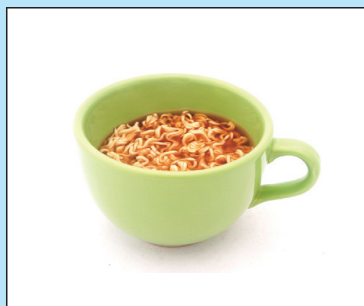


instant cereal



2. Look at the following pictures to have a rough idea of the video.

Factory



Victory Instant Noodle Factory

Presenter



Lily Wu, Production Manager Assistant

Viewing

1. Watch the video. As you watch, please pay attention to the producing process. The following are different stages of the instant noodle producing process. Rearrange them in the correct order.



- a. The sheets are cut into fine strands.
- b. Noodles are cooked in oil and then dried for easy storage and quick preparation by the consumer.
- c. Pre-steaming gelatinises the noodles for easier digestion.
- d. Flour is transported by truck from storage silos.
- e. The dough is passed through a pair of rollers to roll it into sheets.
- f. Packages of noodles are packed in boxes for shipping.
- g. The flour is mixed and kneaded in a mixing machine to produce noodle dough.
- h. The noodles are separated into meal-sized blocks which are shaped into moulds.

The correct order is: _____.

2. Watch the video again and fill in the blanks.

First, I want to give you a brief 1) _____ of the manufacturing process of instant noodles.

The 2) _____ instant noodles were made in Japan in 1958. Today noodles are known around the globe. All over the world, every year, they are 3) _____ at about 80 billion meals.

Do you know how instant noodles are made? For such a simple-looking product, the 4) _____ process is actually quite complex. Here we reveal the 5) _____ of how instant noodles are made. All the facts are waiting for you on this virtual instant noodle factory tour.



Post-viewing

Work in pairs. Choose Card A, B, or C and read the factory tour profile. Then prepare a two-minute dialogue with your partner. Try every card if you have enough time.

Card A**Before Touring a Factory**

You are a visitor, and your partner is the receptionist of a factory. You are discussing a factory tour in the near future. The details discussed include the visiting time, area, and a meeting with the manager concerned, etc.

Card B**Touring a Factory**

You are a visitor, and your partner is a receptionist of the factory. You are on a factory tour. You start at the production shop, and then go to the Product-developing Department. You ask the receptionist some questions about the factory, such as its area, history, production scales, and developing goals. The receptionist answers these questions.

Card C**After Touring a Factory**

You are a visitor, and your partner is the receptionist of a factory. You've just finished a factory tour, and are talking about your impression on the factory and the possibilities of future cooperation.

Business Culture

Factory Tours

Some major companies provide a tour of their factory in order to show perspective customers and interested parties how their factory is run. These tours are generally open to all members of the public and whilst sometimes a small fee is charged, they are usually free. Usually tours are arranged to a definite daily schedule, though sometimes an appointment may have to be made, especially for large groups. Often, companies give away small samples of their products or brochures to anyone who takes their tours.

The United States became an economic dynamo (发电机) thanks largely to its ability to mass-produce low cost goods. To do so, factory designers, engineers, and managers constantly had to come up with innovative ways to increase production. And that legacy is not a thing of the past. Factories all over the country still churn out (艰苦地做出) a huge variety of products every day and in the increasingly competitive world, innovation continues to be important to success. Some manufacturers believe opening their doors to visitors will help them establish good relations with the public. A memorable factory tour can strengthen what may only be a casual awareness into long-term enthusiasm for a product.

Guitarists (吉他弹奏者) love visiting the Martin Guitar plant in Nazareth, Pennsylvania. Corvette (轻巡洋舰) fans enjoy paying their respects at the assembly plant in Bowling Green, Kentucky. Ice cream lovers will enjoy sampling new lines at Ben and Jerry's when they're in Waterbury, Vermont.

Whatever your interests, it's easy to integrate a factory tour into family vacation plans. Some factory tours are appropriate for the whole family. Who wouldn't want to watch candy being made or pastries baked? But there are also many factories that appeal to more specialised tastes such as car making plants or wineries. With something for everyone, tours can be extremely good value.



You are invited