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# ***UNIT ONE***

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## **Highlights**

### **Section A Listening and Speaking**

- ◆ 掌握 Partnership and Cooperation 的相关表达

### **Section B Reading**

- ◆ 阅读两篇有关 Culture 的文章
- ◆ 阅读一篇有关 Preface 的应用文

### **Section C Trying Your Hand**

- ◆ 了解名词从句的用法
- ◆ 学习 Advertisement 的写法

Section  
A

## Listening and Speaking

**Part One Imitate and Memorize**

1. —How do you do? I'm Jane Green, Manager of the Marketing Department.  
—How do you do, Ms. Green? I'm Jack Smith from the ABC Company. Here is my card.  
—Nice to meet you, Mr. Smith. Have a seat, please.  
—Thank you!
2. —I've learned that you are one of the largest manufacturers of electronic games.  
—Yes, we have been in this line of business for more than 40 years. <sup>①</sup>
3. —We are very interested in your portable electronic games. May I have a look at your catalogues and samples? <sup>②</sup>  
—Yes, of course. Would you like to follow me to the showroom to have a look at our products?  
—Yes, thank you!  
—This way, please.
4. —Now I have a feeling that we can do a lot of trade in this line. We wish to establish relations with you. <sup>③</sup>  
—Your desire coincides with ours. <sup>④</sup>
5. —We shall be very glad to enter business relationships with your firm.  
—We are also looking forward to cooperating with you!
6. —Now, if you don't mind, I'd like to discuss some business before dinner. As shown in my proposal, our new line of products is exactly what you need.  
—Then what about the price?  
—It's of the same price as your stated requirements, and it's much more powerful.  
—Then there is no problem with that.
7. —Concerning our financial position, credit standing and trade reputation <sup>⑤</sup>, you may refer to Bank of Hong Kong.  
—Thank you for your information.
8. —Establishing business relations between us will be to our mutual benefit. <sup>⑥</sup>  
—That sounds interesting. I'll send a fax home. As soon as I receive a definite answer, I'll make a specific inquiry.

**Notes:**

- ① We have been in this line of business for more than 40 years. 我们从事这个行业已经 40 多年了。
- ② May I have a look at your catalogues and samples? 我能看一下贵公司的产品目录和样品吗?
- ③ We wish to establish relations with you. 我们希望与贵公司建立业务联系。
- ④ Your desire coincides with ours. 我们和您的愿望是一致的。
- ⑤ financial position, credit standing and trade reputation 财务状况、信誉和声誉
- ⑥ Establishing business relations between us will be to our mutual benefit. 建立业务联系将对我们双方都有利。

## Part Two Dialogues

**Dialogue** /

I. Listen to the dialogue and choose the best answer to each of the following questions.

1. Mr. Brown is interested in \_\_\_\_\_ of Sky Textile Import and Export Corporation.
 

A. woolen knitwear	B. silk blouses
C. sweaters	D. cotton piece goods
2. According to the dialogue, which of the following statements is true?
  - A. Susan is from Sky Textile Import and Export Corporation in Australia.
  - B. Susan showed Mr. Brown to their exhibition hall to check their products on display.
  - C. Cotton garments are very popular overseas.
  - D. Silk is one of the traditional exports of the Sky Textile Import and Export Corporation.

II. Listen to the dialogue again and fill in the blanks with the information you've heard.

1. My name is Susan Song, the \_\_\_\_\_ of Sky Textile Import and Export Corporation.
2. Pleased to meet you too, Ms. Song. I travel a lot every year on business, and I have been



much impressed by \_\_\_\_\_ of your company.

3. Most of our products are on display, such as \_\_\_\_\_, woolen knitwear, \_\_\_\_\_, and garments.

4. I found some of the exhibits to be \_\_\_\_\_ and \_\_\_\_\_.

5. Our silk is known for its good quality. It is one of our \_\_\_\_\_ exports. ...They've met with great favor \_\_\_\_\_ and are always in great demand.

### III. Role Play

Act out this dialogue with your partner.



## Dialogue 2

### I. Listen to the dialogue and answer the following questions.

1. According to the importer, what may be referred to Bank of Hong Kong or Local Chamber of Commerce or inquiry agencies?

\_\_\_\_\_

2. What would the importer do before establishing business relationship with the exporter?

\_\_\_\_\_

### II. Listen to the dialogue again and complete the following statements with the information you've heard.

1. Mr. Smith, some of your products seem to be of \_\_\_\_\_ style.

2. Now I've a feeling that we can do a lot of trade \_\_\_\_\_.

3. We wish to \_\_\_\_\_ with you.

4. As you know, our corporation is a \_\_\_\_\_ one.

5. We always trade with foreign countries on the basis of \_\_\_\_\_ and \_\_\_\_\_.

6. I have no doubt that it will bring about \_\_\_\_\_ between us.

## Part Three Passages



## Passage 1

### Listen to the passage twice and answer the following questions.

1. How did the buyer get the information of the manufacturer?

\_\_\_\_\_



2. What details did the buyer want the manufacturer to provide in order to establish business relationship?

\_\_\_\_\_

3. How many units might the buyer want?

\_\_\_\_\_

4. What is the title of John Brown, the writer of the letter?

\_\_\_\_\_



## Passage 2

### I. Listen to the passage and answer the following questions.

1. What are enclosed with the letter?

\_\_\_\_\_

2. When will the price offered expire?

\_\_\_\_\_

3. What is the title of Joe Lee, the writer of the letter?

\_\_\_\_\_

### II. Listen to the passage again and fill in the following chart.

Serial No.	Name of the goods	Size ( cm )	Price
A1	①	30 * 30	②
A2	③	④	\$1.07
A3	Bath Towel	⑤	⑥

## Part Four Manners Bar

### 商业信函礼仪

商业活动中的任何环节,如建立业务关系、进行业务磋商等,都离不开良好的信息交流和沟通,而商业信函则是商业活动中信息交流和沟通的重要方式和手段,因此了解并掌握商业信函的写法和礼仪对于促进商业交流是非常必要的。

一般来说,商业信函的书写除了要求格式正确、语法无误外,还应遵循以下七个原则(又称为7 C 原则):1. 谦恭有礼(Courtesy);2. 条理清晰(Clearness);3. 简洁明了(Conciseness);4. 考虑周到(Consideration);5. 语言正确(Correctness);6. 内容完整(Completeness);7. 具有特色(Character)。

**Text A**
**Pre-class Work: Two-minute Presentation**

read the text by yourself before class → try to answer the questions below with the given expressions → organize your ideas into a short passage → give a two-minute presentation in class

- ★ **Questions:**
1. How many types of education are available in China? What are they?
  2. Where do children usually go before they enter primary school?
  3. How many years does primary school usually last?
  4. What does secondary education in China usually include?
  5. What do higher education and adult education in China usually consist of?

★ **Useful Expressions:**

pre-school education	学前教育	kindergarten	幼儿园
elementary school	小学	secondary school	中学
junior high school	初中	senior high school	高中
vocational and technical school	职业技术学校	undergraduate	本科生
junior college	大专	graduate program	研究生教育
postgraduate	研究生	Ph. D	博士
self-taught students at higher level	高等教育自考生	evening university	夜大

## Education in Britain

**1** Education is a **subject** about which British people care deeply. Most believe that the State should provide education free of charge and promote it to a high standard.

### *The Education System*

**2** An increasing number of children under 5 receive pre-school education. Some go to **playgroups** several times a week and take part in structured play with other

Para. 1:

*British people are deeply concerned for education.*



Para. 2-5:

*A description of the British education system.*

children of the same age. Others go to a **nursery** school or the nursery department or **kindergarten** of a school. The **availability** of pre-school education varies from area to area, and parents often have to pay for it.

**3** Children are required to be in full-time education between the ages of 5 and 16. Different areas of Britain have different school systems. In some areas children receive their **primary** education at an **infant** school and then a junior school, or at a primary school that **combines** these two. At about 11, they begin their **secondary** education at a **comprehensive** school, a grammar school or a high school. In other areas, children go to a first school at age 5, a middle school at 8 and an upper school from 13 onwards.

**4** In Scotland and Northern Ireland most schools are still managed by local **authorities**. Some children go to independent schools run by private organizations, for which their parents have to pay **fees**. A few go to public schools, such as Eton and Harrow. Younger children may attend a private **preparatory** school until the age of 13. Some parents may send their children to private schools, even if this is against their principles, because they think that their children will receive a better education there.

**5** The British education system aims to educate the whole person, so that each child develops his or her **personality** as well as gains **academic** knowledge. Most primary and secondary schools offer activities outside normal lessons, including sports, music and community service that help students to prepare for having a job by arranging short periods of work experience with local businesses.

#### *Standards in Education*

**6** Since 1988, the subjects to be taught in state schools have been laid down in the National **Curriculum**, which also sets the standards to be achieved. Children have to study the **core** subjects of English, mathematics



Para. 6:

*A description of the standards in British education.*

and science, and also the **foundation** subjects of technology, **geography**, history, art, music and physical education. Older children take a foreign language. The National Curriculum does not apply in Scotland, and schools there are free to decide how much time they **devote** to each subject. Children do Standard Assessment Tests (SATs) at ages 7, 11 and 14. At 16, students take exams for the General **Certificate** of Secondary Education (GCSE) or the Scottish Certificate of Education. Some may take GNVQs (General National **Vocational Qualifications**) in work-related subjects. Some students go on to study for A levels in three or four subjects. Many people worry that the education system fails to make sure that all children reach **minimum** standards of **literacy** and **numeracy**, and there are often demands for more attention to be paid to the three R's (reading, writing and **arithmetic**). School performance tables are published **annually** to show how well students in individual schools have done in tests and exams.

(Words: 528)

## New Words

<b>subject</b> /'sʌbdʒɪkt/	<i>n.</i>	题目, 学科, (语法) 主语
	<i>adj.</i>	受制于...的, 受...影响的
	<i>vt.</i>	使屈从于, 使隶属于
<b>playgroup</b> /'pleɪgru:p/	<i>n.</i>	(三到五岁孩童的) 托儿所, 集体游戏场所
<b>nursery</b> /'nɜ:səri/	<i>n.</i>	托儿所
<b>kindergarten</b> /'kɪndə'gɑ:tɪn/	<i>n.</i>	幼儿园
	<i>adj.</i>	幼儿园的, 初级的, 启蒙阶段的
<b>availability</b> /ə'veɪlə'bɪləti/	<i>n.</i>	可用性, 有效性, 实用性
<b>primary</b> /'praɪməri/	<i>adj.</i>	初级的, 第一位的, 主要的
<b>infant</b> /'ɪnfənt/	<i>n.</i>	婴儿, 幼儿
	<i>adj.</i>	婴儿的, 幼稚的
<b>combine</b> /kəm'baɪn/	<i>vt. &amp; vi.</i>	(使) 联合, (使) 结合



<b>secondary</b> /'sekəndəri/	<i>adj.</i>	次要的, 中级的, 第二的
<b>comprehensive</b> /,kɒmpri'hensiv/	<i>adj.</i>	全面的, 综合性的
<b>authority</b> /ɔ:'θɔ:riti/	<i>n.</i>	权威, 权威人士, 权力
<b>fee</b> /fi:/	<i>n.</i>	费(会费、学费等), 酬金
<b>preparatory</b> /pri'pærətəri/	<i>adj.</i>	预备的
<b>personality</b> /,pɜ:sə'næləti/	<i>n.</i>	个性, 人格
<b>academic</b> /,ækə'demik/	<i>adj.</i>	学院的, 理论的, 学术的
<b>curriculum</b> /kə'rikjuləm/	<i>n.</i>	全部课程; 教学大纲
<b>core</b> /kɔ:/	<i>n.</i>	果核, 中心, 核心
<b>foundation</b> /faun'deɪʃn/	<i>n.</i>	基础, 基金, 基金会
<b>geography</b> /dʒi'ɔgrəfi/	<i>n.</i>	地理学, 地理
<b>devote</b> /di'vəʊt/	<i>vt.</i>	投身于, 献身
<b>certificate</b> /sə'tɪfɪkət/	<i>n.</i>	证书, 执照
	<i>vt.</i>	发给证书, 以证书形式授权给
<b>vocational</b> /vəʊ'keɪʃənl/	<i>adj.</i>	职业的
<b>qualification</b> /,kwɒlɪfɪ'keɪʃn/	<i>n.</i>	资格, 条件, 限制, 赋予资格
<b>minimum</b> /'mɪnɪmə/	<i>adj.</i>	最小的, 最低的
	<i>n.</i>	最小值
<b>literacy</b> /'lɪtərəsi/	<i>n.</i>	有文化, 有教养, 有读写能力
<b>numeracy</b> /'nju:mərəsi/	<i>n.</i>	识数, 计算能力
<b>arithmetic</b> /ə'riθmətik/	<i>n.</i>	算术, 算法
<b>annually</b> /'ænjuəli/	<i>adv.</i>	每年一次地

### Phrases and Expressions

<b>aim to</b>	针对..., 目标是...
<b>lay down</b>	拟定, 设计
<b>make sure</b>	确保, 保证
<b>pay attention to</b>	注意..., 关注...

### Proper Nouns

<b>Scotland</b>	苏格兰
<b>Northern Ireland</b>	北爱尔兰
<b>Eton</b>	伊顿(位于英国伦敦附近白金汉郡的市镇, 伊顿公学所在地)
<b>Harrow</b>	哈罗(英国伦敦西北面的市镇)

## Background Tips

### 英国的教育体系

**享有盛誉 (High Reputation)** 英式教育体制有超过八百年的历史,至今依然是最为成功的,它是世界上大多数国家教育制度的基础。英国的教育质量在全世界享有盛誉。英国的学者和学院获得过近一百次诺贝尔奖 (Nobel Prize)。

**义务教育 (Compulsory Education)** 在英国,所有人在五岁至十六岁期间均要接受义务教育。目前,越来越多的儿童在三、四岁时上幼儿园 (Kindergarten),并且年满十六岁的青少年继续求学的人数也在逐年上升。

**双轨制 (Dual-track System)** 公立学校 (Public School) 与私立学校 (Private School) 是英国学校体系实行双轨制的体现:公立学校提供免费教育,私立学校一般由家长负担学费 (Tuition)。公立和私立中学都负责教育并帮助学生准备普通中等教育证书考试 (General Certificate of Secondary Education) 或者同等水平课程考试。



### Exercises:

#### Task 1 Trying to Remember It

Fill in the blanks without referring to the original text. Then check your answers. After that, read the passage aloud until you can say it from memory.

The British education system 1 \_\_\_\_\_ educate 2 \_\_\_\_\_, so that each child develops his or her 3 \_\_\_\_\_ as well as gains 4 \_\_\_\_\_. Most primary and secondary schools offer activities 5 \_\_\_\_\_, including sports, music, and 6 \_\_\_\_\_ that help students to prepare for having a job by 7 \_\_\_\_\_ short periods of work experience with \_\_\_\_\_ businesses.

#### Task 2 Reading Comprehension

I. Tell whether the following statements are true (T) or false (F) according to the text.

- ( ) 1. Parents usually have to pay for their kids' pre-school education.
- ( ) 2. In Britain, children usually start pre-school education at the age of five.
- ( ) 3. In Britain, children have to attend community service.
- ( ) 4. Subjects taught in all public schools are the same.
- ( ) 5. Some parents think that private schools have better standards in education.
- ( ) 6. Some people worry that the education system has failed to teach every child the ability of reading, writing, and arithmetic.



## II. Explain the following sentences.

1. **Text sentence:** Education is a subject about which British people care deeply.

**Paraphrase:** British people \_\_\_\_\_.

2. **Text sentence:** The availability of pre-school education varies from area to area, and parents often have to pay for it.

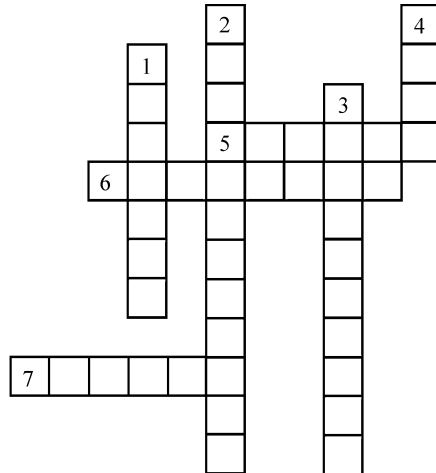
**Paraphrase:** The number and types of pre-school education are \_\_\_\_\_, and parents often have to pay for it.

3. **Text sentence:** The British education system aims to educate the whole person, so that each child develops his or her personality as well as gains academic knowledge.

**Paraphrase:** The British education system aims to educate the whole person, in order that \_\_\_\_\_.

## Task 3 Vocabulary & Structure

### I. Crossword



#### To help you:

- [ **Down** ]
1. the least possible quantity or degree
  2. a program or class for children that serves as an introduction to primary school
  3. of or related to a job or jobs
  4. the basic or most important part
- [ **Across** ]
5. to give or apply (one's time, attention or self) entirely to a particular activity, pursuit or cause
  6. the condition or quality of being able to read and write

7. a child in the earliest period of life, especially before he or she can walk

**II. Fill in the blanks with the proper forms of the words given below (Please notice that not every one will be used).**

availability	subject	combine	secondary
comprehensive	core	foundation	devote
qualification	minimum	annually	academic
preparatory	nursery	curriculum	

- Having \_\_\_\_\_ all his time to work, he has made many great achievements all his life.
- He laid the \_\_\_\_\_ of his success by studying and working hard.
- The state government gave a very \_\_\_\_\_ explanation of its plans for the development of electronic industry.
- The \_\_\_\_\_ of the problem is a lack of funds.
- The two principal political parties have \_\_\_\_\_ to form a new government.
- You must get a \_\_\_\_\_ of 40 questions right to pass the examination.
- A thorough cleaning of the house took place \_\_\_\_\_ to our departure.
- He has fulfilled the \_\_\_\_\_ for registering to vote in the presidential election.
- With the \_\_\_\_\_ of computers, we can do any complex calculation in just a second.
- To ensure that the machine can run properly, we give it a thorough examination \_\_\_\_\_.

**III. Combine the two simple sentences in each of the following groups together by using Nominal Clauses.**

Model:

Schools there are free. Schools there decide how much time they devote to each subject.

⇒ Schools there are free to decide how much time they devote to each subject.

- He has won the first prize in the speech contest. This surprises us.
- She has received a doctor's degree. This is splendid news.
- No one likes this book. This is strange.
- How is the plan to be carried out? This still needs to be discussed.
- Great achievements have been made in the past few years. This fact proves our policy to be correct.

## Task 4 Translation

**I. Complete the following sentences according to the Chinese information.**

- (你有什么条件) \_\_\_\_\_ to apply for this job?



2. Mary(献身于)\_\_\_\_\_ caring for the sick.
3. The rumor rocks(他们信念的基础)\_\_\_\_\_.
4. To work for the sick is(她一生的首要目标)\_\_\_\_\_.
5. What we need to do is to(把理论和实践结合起来)\_\_\_\_\_.
6. Whether he will be present is just a matter of(次要的)\_\_\_\_\_.

## II. Translate the following sentences into Chinese.

1. Most believe that the State should provide education free of charge and promote it to a high standard.
2. The availability of pre-school education varies from area to area, and parents often have to pay for it.
3. The British education system aims to educate the whole person, so that each child develops his or her personality as well as gains academic knowledge.
4. School performance tables are published annually to show how well students in individual schools have done in tests and exams.

## Text B

### Education in the US

#### *The Government and Education*

**1** Although in general, Americans prefer to **limit** the influence of government, this is not so where education is **concerned**. All levels of governments are **involved** in education and it is considered to be one of their most important responsibilities. The **federal** government provides some money for education through the Department of Education. But state and local governments have direct control and are responsible for the education of students between the age of 5 and 18, or the years of school called kindergarten, first grade, second grade, etc. to twelfth grade. These years are together referred to as K-12.

**2** Individual states have their own **Boards** of Education, which decide the curriculum and what students must have **achieved** before they can graduate from high school at the age of 18. Local governments **appoint** school boards, which have control over how individual schools are run. A school board hires a **superintendent**, the person in charge of all the schools in a school **district**, **principals** for each school and teachers. It also decides how the rest of money **available** should be spent. School boards are usually made up of people who live in the area—often parents of children in the schools.

**3** At the primary and secondary levels, most school districts have a Parent-Teacher **Association**

(PTA) which gives all parents a chance to take part in making decisions about how the school may be run. Parents **regularly** visit schools to meet their children's teachers and discuss their progress. Many **volunteer** in their children's schools to teach the children a skill, take them on trips or work in the school library.

#### *The School System*

4 Although many Americans attend nursery school, day care or pre-school from an early age, formal education is usually considered to begin at the age of 5 when children go to kindergarten, the first step in the K-12 education. Kindergarten and the next five or six years of education together are usually called **elementary** school. Grades seven to twelve are part of secondary school. In some places, grades seven and eight are called **junior** high school. **Senior** high school usually covers four years, from the ninth to the twelfth grades. Post-secondary education, after twelfth grade, is not free though state governments which run most of the educational **institutions subsidize** the cost for people who live in the state.

#### *The Quality of Education*

5 By some standards, American education seems very successful. Although young people must attend school until they are 16, over 80% continue until they are 18. About 45% of Americans have some post-secondary or further education, and over 20% graduate from a college or university. However, 20% of adults, about 40 million people, have very limited skills in reading and writing, and 4%, about 8 million, are **illiterate**. Since control over education is mostly at local level, its quality **varies** greatly from place to place. There are many reasons for this but the most important one is money. In general, people with more money prefer to live in the **suburbs** and pay higher taxes. So the schools there have more money to spend, hence better teaching **atmosphere**.

(Words: 521)

### New Words

<b>limit</b> /'limit/	<i>n.</i>	界限, 限度
	<i>vt.</i>	限制, 限定
<b>concerned</b> /kən'sə:nd/	<i>adj.</i>	关心的, 有关的
<b>involved</b> /in'vɒlvd/	<i>adj.</i>	有关的
<b>federal</b> /'fedərəl/	<i>adj.</i>	联邦的, 联合的
<b>board</b> /bɔ:d/	<i>n.</i>	理事会, 董事会
<b>achieve</b> /ə'tʃi:v/	<i>vt.</i>	完成, 达到
<b>appoint</b> /ə'pɔɪnt/	<i>vt.</i>	约定, 指定(时间、地点), 任命, 委任
<b>superintendent</b> /,sju:pərin'tendənt/	<i>n.</i>	主管, 负责人, 指挥者, 管理者



<b>district</b> /'distrikt/	<i>n.</i>	区域, 管区, 行政区
<b>principal</b> /'prinsəpl/	<i>n.</i>	校长, 首长, 负责人
	<i>adj.</i>	主要的, 首要的
<b>available</b> /ə'veiləbl/	<i>adj.</i>	可用的, 可利用的, 有用的
<b>association</b> /,ə'səʊsi'eɪʃn/	<i>n.</i>	协会, 联合, 结交, 联想
<b>regularly</b> /'regjuləli/	<i>adv.</i>	有规律地, 有规则地, 整齐地, 匀称地
<b>volunteer</b> /vɒləntiə/	<i>n.</i>	志愿者, 志愿兵
	<i>adj.</i>	志愿的, 义务的, 无偿的
	<i>vt. &amp; vi.</i>	自愿, 志愿
<b>elementary</b> /,eli'mentəri/	<i>adj.</i>	初步的, 基本的
<b>junior</b> /'dʒu:nɪə/	<i>n.</i>	年少者, 晚辈, 下级
	<i>adj.</i>	年少的, 下级的
<b>senior</b> /'si:nɪə/	<i>n.</i>	年长者, 长辈, 上级
	<i>adj.</i>	年长的, 资格较老的, 地位较高的, 高级的
<b>institution</b> /,ɪnstɪ'tju:ʃn/	<i>n.</i>	公共机构, 协会, 制度
<b>subsidize</b> /'sʌbsaɪz/	<i>vt.</i>	资助, 给予...津贴
<b>illiterate</b> /i'litərit/	<i>adj.</i>	不识字的, 未受教育的
<b>vary</b> /'veəri/	<i>vt. &amp; vi.</i>	改变, 使多样化, 变化
<b>suburb</b> /'sʌbəʊb/	<i>n.</i>	市郊, 郊区
<b>atmosphere</b> /'ætməsfɪə/	<i>n.</i>	大气, 空气, 气氛

### Phrases and Expressions

<b>prefer...to...</b>	比起...更喜欢...
<b>be referred to as</b>	被称做...
<b>in charge of</b>	掌管..., 负责..., 管理...
<b>be made up of</b>	由...组成
<b>take part in</b>	参与, 参加

### Proper Nouns

<b>Department of Education</b>	教育部
<b>Parent-Teacher Association</b>	家长教师会



### About the Theme

由于文化、社会制度等方面的巨大差异,中、西方在教育体制、教育观念、教育方法等方面存在较大的差异。例如,在课程方面:中国学校比较注重知识的深度,而西方学校的教学则以培养学生的个人能力为主;在授课方面:中国学校以老师授课为主,主要讲解记忆性的基本知识,而西方学校课堂注重双向交流,知识点的传授也以发挥学生的自由想象为主;在对待知识的态度方面:中国老师鼓励学生积极吸收知识,而一些西方国家老师鼓励学生以怀疑、批判的态度来对待书本上的知识。



### Exercises:

#### I. Choose the best answer according to the text you have read.

- The sentence "Although in general, Americans prefer to limit the influence of government, this is not so where education is concerned." (Paragraph 1) means \_\_\_\_\_.
  - American people prefer to limit the influence of government on any issue including education.
  - American people prefer the government to influence education as well as other affairs.
  - American people prefer the government not to influence any issue including education.
  - American people prefer the government not to influence any issue except education.
- The federal government provides some money for education through \_\_\_\_\_.
 

A. local governments	B. the Board of Education
C. the Department of Education	D. the superintendent
- \_\_\_\_\_ decides the standard students must achieve before graduation.
 

A. The Boards of Education	B. The principal
C. The superintendent	D. The teacher
- The word "it" in sentence "It also decides how the rest of money available should be spent" (Paragraph 2) refers to \_\_\_\_\_.
 

A. the superintendent	B. the board of the school
C. the local government	D. the principal

#### II. Discuss the following questions with your partners.

- What are the differences between the education system in Britain and that in the U. S. ?
- Besides the reasons mentioned in the text, do you think there are other reasons that contribute to the differences in education quality in different places?

**Text C**

**Preface to *Promote Your Business or Service in a Small Town*  
by Tom Egelhoff**

When Tom Egelhoff asked me to write the preface to his new book on Small Town Marketing, I had no idea that he was actually going to blame me for the whole project. However, while reading the introduction, I discovered that he attributed the notion to write a small town marketing book to a conversation we had several years ago. While I didn't remember having that conversation, and therefore could plausibly deny all the responsibility for the end product, I was interested in reading the manuscript.

I can bluntly say, as a marketing professor for over 20 years, that this is the most practical and usable help for people to market small businesses in small towns that I've ever seen. By using lots of examples and talking in non-technical language, Tom has made the secrets of marketing a business in a small town intellectually available to a wide audience. There are lots of good ideas here, even for folks with lots of experience.

As you read through the book, I would encourage you to apply the concepts to your business. While you'll find some outstanding ideas that you can apply immediately, the real benefit of the book will come from a better understanding of the perspective that is needed to successfully operate any business in the challenging environment of small towns. As Tom clearly points out, small towns typically don't provide a continual flow of new customers. Tactics that will work successfully in larger cities often fail miserably. Market research data, information on the audience of media, demographic information, economic data, and a variety of other resources that can help guide decisions in more populated areas are typically sketchy or absent in smaller towns.

Despite this, small business owners make marketing decisions daily that can have substantial positive impact. Prior to this book, there has been little information in the way of guidance. I am very familiar with most of the academic and popular literature on marketing, and find little of it to be of much use for most of my small business consulting clients, because it is broad, general and frequently describes tactics that may be appropriate for a large manufacturer, but difficult to be translated to a small business scale.

Tom's book does an excellent job of adapting traditional marketing thought and technology to the unique problems of small towns. If you're marketing a small business in a small town, there is no better source of information available.

I intend to distribute this manuscript to small town clients for whom I provide marketing consulting service. I think you'll find it helpful and informative.



Mike Reilly  
Professor of Marketing  
Montana State University  
Bozeman, Montana

### New Words

<b>attribute</b> /ə'tribju:t/	<i>vt.</i>	把…归于…,认为…属于…
<b>notion</b> /'nəʊn/	<i>n.</i>	概念,观念
<b>plausibly</b> /'plɔ:zəbli/	<i>adv.</i>	似真地,看似合理地
<b>manuscript</b> /'mænʃuskrɪpt/	<i>n.</i>	手稿,原稿
<b>bluntly</b> /blʌntli/	<i>adv.</i>	坦率地,率直地
<b>intellectually</b> /,ɪntɪ'lektʃuəli/	<i>adv.</i>	知性地,理性地
<b>perspective</b> /pə'spektɪv/	<i>n.</i>	远景,前途,观点,看法
<b>tactics</b> /'tæktɪks/	<i>n.</i>	战术,策略
<b>demographic</b> /demə'græfɪk/	<i>adj.</i>	人口统计学的
<b>sketchy</b> /'sketʃi/	<i>adj.</i>	粗略的,不完全的
<b>substantial</b> /səb'stænʃl/	<i>adj.</i>	实质的,真实的,充实的
<b>consulting</b> /kən'sʌltɪŋ/	<i>adj.</i>	商议的,咨询的
<b>adapt</b> /ə'dæpt/	<i>vt.</i>	使适应,改编

### Phrases and Expressions

<b>blame somebody for something</b>	因为某事而责怪某人
<b>prior to...</b>	在…之前

### Proper Nouns

<b>Tom Egelhoff</b>	汤姆·艾格豪夫(人名)
<b>Mike Reilly</b>	迈克·瑞利(人名)
<b>Montana State University</b>	蒙大拿州立大学(美国)
<b>Bozeman</b>	博兹曼(蒙大拿西南部城市)

**Exercises:**

**Decide whether the following statements are true (T) or false (F) according to the text you have read.**

- ( ) 1. The preface is written by a university professor on the requirement of the author of the book.
- ( ) 2. The aim of writing this book is to teach people how to start business.
- ( ) 3. According to the author, one of the disadvantages of marketing in small towns is that there are not enough customers.
- ( ) 4. According to the author, the tactics which work successfully in large cities usually don't work in small towns.
- ( ) 5. The book is easy to understand and has a lot of excellent ideas according to the author of the preface.

**Part One Grammar**
**名词从句**

在复合句中起名词作用的句子叫名词从句(Noun Clause)。

引导名词性从句的引导词可以分为三类:

连接词        that, whether, if

连接代词     what, whatever, who, whoever, whom, whose, which

连接副词     when, where, how, why

名词从句的功能相当于名词词组,在句子中可以充当主语、宾语、表语、同位语、介词宾语等,因此根据它在句中不同的语法功能,名词从句又可分别称为主语从句、宾语从句、表语从句和同位语从句等。

- e. g. 1. **That he is still alive** is a miracle. (主语从句)  
 2. **How the room will be decorated** all depends on its owner. (主语从句)  
 3. Jack said **that he had been to Beijing three times**. (宾语从句)  
 4. This prize will be given to **whoever wins the game**. (宾语从句)  
 5. The good news is **that he has won the competition**. (表语从句)  
 6. Our concern is **who will get the prize**. (表语从句)  
 7. The fact **that he had failed the examination** disturbed him greatly. (同位语从句)  
 8. I have no idea **when he will come back**. (同位语从句)

有时有些形容词后的 that 从句也被看成是一种宾语从句,此时 that 可以省略。

e. g. It's obvious **that they are happy together**.

It's funny (**that**) **she should do a thing like that**.

注意:在下列情况下引导从句的连词不可以省略:

1. 位于介词后时;
2. 引导主语从句和表语从句时;
3. 引导两个或两个以上宾语从句时;
4. 连接词在从句中充当句子成分时。

下列情况下可省略:

e. g. 1. James said (**that**) **he was feeling better**.



2. I suggest (**that**) **we should go home.**

3. It is essential (**that**) **they should be told at once.**

注意:主语从句在句中会因太长而产生头重脚轻的现象,一般用形式主语 it 来代替主语从句,而把主语从句后置,此时 that 可以省略。

e. g. 原句:**That he had won the first prize in the contest** pleased his parents.

⇒ It pleased his parents **that he had won the first prize in the contest.**

由 if 和 whether 引导的名词从句是由一般疑问句或选择疑问句转化而来的,功能和 that 及其他连接代词、连接副词引导的主语从句一样,也可以在句子中充当主语、宾语、表语、同位语等。

e. g. 1. **Whether the plan is feasible** remains to be proved. (主语从句)

2. Please let us know **whether/if you can come to the party on Friday.** (宾语从句)

3. The point is **whether we should lend him the money.** (表语从句)

4. They are investigating the question **whether the man is trustworthy.** (同位语从句)

注意:在下列情况下,whether 不能被 if 取代:

1. whether 引导主语从句并在句首时;

2. 引导表语从句时;

3. whether 从句作介词宾语时;

4. 从句后有 or not 时。

注意:连接词 that 在名词从句中不充当任何句子成分。



## Exercises:

### I. Choose the best answer to each of the following sentences.

1. \_\_\_\_\_ we need more practice is quite clear.

- A. When                  B. What                  C. That                  D. /

2. \_\_\_\_\_ I accept the gift or refuse it is none of your business.

- A. If                      B. Whether              C. Even if              D. No matter when

3. \_\_\_\_\_ knows the truth about it will tell you.

- A. Who that              B. That                  C. Whoever              D. That who

4. \_\_\_\_\_ he is doing seems quite difficult.

- A. How                  B. That                  C. Which                  D. What

5. \_\_\_\_\_ certain that his invention will lead to the development of production.

- A. That's                  B. This's                  C. It's                      D. What's

6. \_\_\_\_\_ that there is another good harvest this year.

- A. It says                  B. It is said              C. It was said              D. He was said

7. \_\_\_\_\_ that she has received a doctor's degree.  
 A. It's a splendid news                      B. This is a splendid news  
 C. It's splendid news                        D. This is splendid news
8. I will give this dictionary to \_\_\_\_\_ wants to have it.  
 A. whomever      B. whoever      C. whom              D. whatever
9. It is suggested that the experiment \_\_\_\_\_ under low temperature.  
 A. makes              B. is make              C. should be made      D. will be made
10. \_\_\_\_\_ still needs to be discussed.  
 A. How is the plan to be carried out      B. How the plan is to be carried out  
 C. Why is the plan carried out              D. Why the plan carried out

||. Point out the nominal clause and the function it serves in each of the following sentences.

1. The manager agreed that the meeting can be postponed to the next day.
2. How can the world get rid of poverty is a big problem.
3. The problem is who will marry a poor man like him.
4. He is doubtful how the prisoners could escape from there.
5. I must apologize for what I've said just now.
6. The fact that he had no girl-friend worried him a lot.
7. He said he wanted to get drunk.
8. The director has not decided whether he will use the actress or not.

## Part Two Practical Writing

### 广告

#### 一、常用语

##### 1. 常用表达

be in charge of...

主管...

excellent interpersonal skills

出色的人际交往能力

strong negotiation skills

优秀的协商谈判能力

at least 3 years' successful working experience of...

在...领域至少三年的成功工作经验

working experience in the field of...is a benefit

有在...领域的工作经验者优先



A capability of working under high pressure and tight schedules is a must.  
 必须有能够适应紧急安排及高压力工作的能力。

## 2. 常见缩略语

admin (administrative)	行政的	F/T (full-time)	全日制
loc (location)	位置,场所	temp (temporarily)	临时性地
bkgd (background)	背景	HS (high school)	高中(学历)
perm (permanent)	永久性的	trnee (trainee)	实习生,培训生
refs (references)	推荐信	wpm (words per minute)	打字/每分钟
P/T (part-time)	兼职(的)	exp'd (experienced)	有经验的
fr. ben (fringe benefits)	额外福利	inexp (inexperienced)	无经验的

## 二、范例

### Sample I

Brand Manager  
Sports Corporate

You are a proven leader with a formal management background in Sports Brand Marketing. You are a strategic thinker, a creative man and a highly motivated team player with a solid understanding of sports brand equipment. Operating from the Sports Corporate head office located in Shanghai, China, your responsibilities will be to prepare, execute, and manage the Sports Brand marketing plan. Along with your experience, you have a university degree in marketing (Sports Mgmt. ). We thank you for your interest and ask that you fax your curriculum vitae( cv) to (0086-21)1234 5678.

体育公司招聘品牌经理

如果你有体育用品品牌推广管理经验,如果你具有领导能力,如果你拥有战略思想、创造力和团队精神,加入我们——中国上海体育公司总部,担负起策划、执行、管理体育品牌推广计划的责任。除相关经验外,还需要有大学体育管理营销学位。感谢你的关注并将简历传真至(0086-21)1234 5678。





### Sample II

#### Accountant

Responsibilities:

- Accountant work for Chongqing Office and Project.
- Perform the finance management locally according to the rules and policy of the company.

Requirements:

- College degree and above in finance.
- Good English and computer skills.
- Good sense of finance management.
- At least two years of experience as an accountant in an international organization is a must.
- Self-managed, hard-working, independent and able to deal with pressure.

You can go to × × × × for the information. Please mail or fax your resume (both in English and Chinese), diploma, training certificates and expected salary to the following address within two weeks. (Please write “Job Application” on the envelope.) No personal visits or telephone calls.

Add: Room 1607, Plaza Building, Yuzhong District, Chongqing, 400100

Fax No: 023-6372828

E-mail: acercq@cta.cq.cn

#### 招聘会计师

职责:

- 负责重庆公司和工程部的会计工作
- 根据公司的规章和条例负责本地财务管理

要求:

- 金融专业大学及以上学历
- 良好的英语和计算机技能
- 良好的财政管理能力
- 必须有至少两年在国际机构组织中做会计师的工作经验
- 自主管理、勤奋、独挡一面并且能够承受工作压力

你可以进入 × × × × 查询信息。在两周内邮寄或传真你的简历(中英文)、毕业证书、培训证件以及所期望的薪水到下列地址。请在信封上注明“应聘”字样,谢绝来电来访!

地址:重庆渝中区,广场大楼,1607室,邮政编码 400100

传真:023-6372828

电子邮件:acercq@cta.cq.cn



### 三、注意事项

广告写作要求:

1. 内容详尽。但这并不意味着要面面俱到。一般招聘广告应包括招聘职位、招聘人数、要求(对外语、计算机、工作经验等的要求)、工作时间、工作地点、工资待遇及应聘方式等。
2. 措辞得体。广告措辞要得体,要用书面语。



### Exercises:

I. Complete the advertisement according to the Chinese information given below.

#### Wanted

Project Management Assistant

Responsibilities:

- Provide services for the project in Chongqing.
- 1 \_\_\_\_\_.
- Responsible for 2 \_\_\_\_\_ for students and parents.

Requirements:

- 3 \_\_\_\_\_.
- Good English and computer skills.
- 4 \_\_\_\_\_ in international organizations.
- Patient, careful, supportive and 5 \_\_\_\_\_.

#### 招聘工程管理助理

职责:

- 为重庆的工程项目提供服务
- 协助工程经理处理日常事务
- 负责文件管理,为顾客提供服务

要求:

- 大学及以上学历
- 英语和计算机技能良好
- 在国际机构组织中有过相关的工作经验
- 耐心、细心、善于协作、具有良好的团队精神



**II. Read the following famous advertisements and try to translate them into Chinese.**

1. The taste is great. (Nestle coffee)
2. Poetry in motion, dancing close to me. (Toyota car)
3. To me, the past is black and white, but the future is always colorful. (Hennessy wine)
4. No business too small, no problem too big. (IBM)
5. Take Toshiba, take the world. (Toshiba)
6. Feel the new space. (Sumsung)