

# Unit 1 Fashion and Culture

## \* Part 1 Basic Training

### Words and Expressions

① Translate the following phrases either from English to Chinese or from Chinese to English.

- |                                      |       |
|--------------------------------------|-------|
| 1. to make friends with some experts | _____ |
| 2. to chat with colleagues           | _____ |
| 3. to experience pub cultures        | _____ |
| 4. old-fashioned patterns            | _____ |
| 5. the new trend                     | _____ |
| 6. 起源于一个古老的习俗                        | _____ |
| 7. 沉溺于赌博                             | _____ |
| 8. 提供娱乐设施                            | _____ |
| 9. 二流的产品                             | _____ |
| 10. 购买飞机票                            | _____ |

② Choose the best answer to complete each of the following sentences.

1. He has to \_\_\_\_\_ several hours from home to the workplace every day.
- |                |              |
|----------------|--------------|
| A. travel      | B. commute   |
| C. communicate | D. transport |
2. He gave me an apple in \_\_\_\_\_ of an orange.
- |             |           |
|-------------|-----------|
| A. charge   | B. change |
| C. exchange | D. return |

3. Some students \_\_\_\_\_ playing violent games when online.  
A. take in  
B. indulge in  
C. make fun of  
D. take in
4. They failed to find any \_\_\_\_\_ of the runaways.  
A. trace  
B. track  
C. chase  
D. trail
5. 2010 Shanghai World Expo \_\_\_\_\_ many visitors from all over the world.  
A. instructed  
B. introduced  
C. arranged  
D. attracted
6. Such values are \_\_\_\_\_ to our way of life.  
A. major  
B. central  
C. hearty  
D. main
7. When reading, she usually reads an article quickly to get a/an \_\_\_\_\_ idea at first.  
A. common  
B. normal  
C. general  
D. ordinary
8. The union leaders asked for paid holidays \_\_\_\_\_ the usual wage increase.  
A. except for  
B. instead  
C. in addition  
D. in addition to
9. No one is \_\_\_\_\_ to take the risk.  
A. content  
B. hard  
C. willing  
D. want
10. The train will pass \_\_\_\_\_ a tunnel.  
A. away  
B. over  
C. through  
D. for

## Grammar

① Combine the two sentences into one with a relative clause.

Example: He is the very policeman. The policeman helped me find my wallet yesterday.

→ He is the very policeman who helped me find my wallet yesterday.

1. The professor and his lecture were mentioned in the newspaper. This caused heated discussion among us.
-

2. The prevention and treatment of AIDS is a field. We can cooperate in this field.  
\_\_\_\_\_
3. He had a lot of friends there. Quite a few of his friends were businessmen.  
\_\_\_\_\_
4. The workers can put up with the poor working conditions there. The workers can take the job.  
\_\_\_\_\_
5. She got to know the young man very well. She had worked with the young man for so long.  
\_\_\_\_\_
6. The rise in quality owes much to the improvement of our equipment. He has pointed it out.  
\_\_\_\_\_
7. Some teenagers get hooked by online games. This is a constant worry to teachers and parents.  
\_\_\_\_\_
8. On their way home, they came over to help a man. The man's car had broken down.  
\_\_\_\_\_
9. A student is playing with fire. The student tries to cheat while the examiner is watching.  
\_\_\_\_\_
10. Divorce is such a matter. You cannot afford to take divorce lightly.  
\_\_\_\_\_

⑪ Put in the relative pronouns or adverbs that are missing from the following text. If possible, omit the pronoun and leave the underline blank.

Dear Mr. Jack Brown,

I was very sorry to hear about the problems \_\_\_ 1 \_\_\_ you are having with your daughter, \_\_\_ 2 \_\_\_ is being most understandable, in my opinion. You have tried to see the situation from her point of view as well as your own, \_\_\_ 3 \_\_\_ is very important if a solution is to be found. Children \_\_\_ 4 \_\_\_ parents don't allow the space to develop often rebel, so it is vital that you remain sympathetic towards the man \_\_\_ 5 \_\_\_ your daughter has fallen in love with. Patience, \_\_\_ 6 \_\_\_ we all know is a difficult virtue to practice, is your best approach, I feel. Try not to force your daughter into doing something \_\_\_ 7 \_\_\_ both you and she might later regret. She doesn't sound like the most respectful and appreciative child \_\_\_ 8 \_\_\_ ever was, but you don't want to lose her.

Remember that it is during teenage years \_\_\_ 9 \_\_\_ children do most growing up physically and emotionally. It is also \_\_\_ 10 \_\_\_ parents want to throw up their hands in despair and wonder who should leave home, the child or the parents!

Girls, \_\_\_\_ 11 \_\_\_\_ usually develop more quickly than boys, are often attracted to older men, because they find boys of their own age immature. However, this is a situation \_\_\_\_ 12 \_\_\_\_ often sorts itself out in later teens, \_\_\_\_ 13 \_\_\_\_ should give you some cause for hope.

Having children is an experience \_\_\_\_ 14 \_\_\_\_ brings great joy, \_\_\_\_ 15 \_\_\_\_ also involves much responsibility. Don't despair of your daughter! I'm sure things will work out for you.

Sincerely yours,

Eric White

## \* Part II Skill Development

### Reading Comprehension

① After reading the following passage, you will find 5 questions or unfinished statements numbered 1 through 5. You should make the best choice from the choices marked A, B, C and D.

(建议用时: 9 mins)

When the early settlers, especially the English, arrived in the New World, the hardships and dangers awaiting them were totally unexpected. Had it not been for some friendly Indians, the colonists would never have survived the terrible winters. They knew nothing about planting crops, hunting animals, building solid houses, or making clothing from animal skins. Life in England had been much simpler, and this new life was not like what the Spanish explorers had reported. The settlers did introduce iron tools, muskets (步枪) for hunting, domesticated animals, and political way to the Indians. In exchange, the settlers learned to build canoes (独木舟) for water transportation and snowshoes for winter traveling. The Indians also taught them to penetrate through the forest, to hunt large animals and trap smaller ones, and to catch fish in the lakes and streams. The natives also introduced to the settlers typical local food. Everything possible was done in order to make their new settlement resemble the homes they had left behind.

1. Which of the following did the new settlers teach the Indians?
  - A. New means of water travel.
  - B. How to trap animals.
  - C. New methods of fishing.
  - D. New political ways.
2. What can we learn about some local food in the new land from the passage?
  - A. They were preferred to eat raw.
  - B. The settlers learned to make local food.
  - C. They were the main food for Indians.
  - D. They were also common in England.

3. The Indians mainly taught the settlers to \_\_\_\_\_.
  - A. survive on the new land
  - B. change their former habits
  - C. cooperate with them
  - D. live a better life
4. Which of the following is true according to the passage?
  - A. The settlers had difficulty making friends with the Indians.
  - B. The settlers soon became accustomed to the New World.
  - C. The settlers evidently found the winters severe.
  - D. The settlers were well prepared to encounter hardships.
5. From the last sentence of the passage we can learn that \_\_\_\_\_.
  - A. the settlers hated to live in the new land
  - B. the settlers had a deep love for their old homes
  - C. the settlers would like to forget their old life
  - D. the settlers made every effort to improve their new life

② The following is a brief introduction to Apple Inc. After reading it, you should answer the questions marked 1 through 5 by filling in each blank in no more than 3 words.

(建议用时: 8 mins)

Apple Inc., formerly Apple Computer, Inc., is an American manufacturer of personal computers, computer peripherals (设备), and computer software. It was the first successful personal computer company and the popularizer of the graphical user interface. Established on April 1, 1976 in Cupertino, California, the company was called Apple Computer, Inc. for its first 30 years, but removed the word “Computer” on January 9, 2007, to reflect the company’s ongoing expansion into the consumer electronics market in addition to its traditional focus on personal computers.

The company’s best-known hardware products include Macintosh computers, the iPod, the iPhone and the iPad. Apple software includes the Mac OS X operating system, the iTunes media browser, the iLife suite of multimedia and creativity software, the iWork suite of productivity software, etc. As of January 2010, the company operates 284 retail stores in ten countries and an online store and is one of the largest technological corporations in the world by revenue.

Apple has established a unique reputation in the consumer electronics industry. This includes a customer base that is devoted to the company and its brand, particularly in the United States. Fortune

magazine named Apple the most admired company in the United States in 2008, and in the world in 2008, 2009, and 2010.

1. Why did Apple Computer, Inc. change its name for Apple Inc.?

To reflect the company's ongoing expansion into the \_\_\_\_\_.

2. What are the company's best-known hardware products?

Its best-known hardware products include \_\_\_\_\_, the iPod, the iPhone and the iPad.

3. How many retail stores has the company operated by January 2010?

\_\_\_\_\_ in ten countries.

4. In what way is Apple different from others in the same field?

It has established \_\_\_\_\_ that is devoted to the company and its brand.

5. How many years has Apple Inc. been established by 2010?

\_\_\_\_\_ years.

③ The following is a list of terms related to air transport. After reading it, you are required to find the items equivalent to (与……等同) those given in Chinese in the table below. Then you should put the corresponding letters in the brackets, numbered 1 to 5.

A—civil aviation

B—medium-haul aircraft

C—passenger cabin

D—waiting list

E—emergency exit

F—safety inspection

G—departure time

H—arrival time

I—seat belt

J—boarding check

K—luggage insurance

L—customs procedure

M—off-peak season

N—airport bus

O—personal valuables

P—flight schedule

Q—airport terminal

Examples: (K) 行李保险 (O) 个人贵重物品

1. ( ) 起飞时间

( ) 淡季

2. ( ) 安全检查

( ) 海关手续

3. ( ) 登机牌

( ) 民用航空

4. ( ) 紧急出口

( ) 机场巴士

5. ( ) 客舱

( ) 座椅安全带

## Translation

① Choose the best translation for the sentences.

1. If you go to Britain, it's a good chance to experience the local and traditional pub culture.

- A. 如果你到英国去, 这是一个好机会去亲身经历当地传统的酒吧文化。
- B. 如果你到英国去, 这是一个亲身去经历当地传统的酒吧文化的绝好机会。
- C. 如果你到英国去, 这是一个好机会去亲身体验当地传统的酒吧文化。
- D. 如果你到英国去, 这是一个亲身去体验当地传统的酒吧文化的绝好机会。

2. It's not only bargain basement fashion stores that have become popular.

- A. 受人们欢迎的不仅仅是那些低价的、底层的时装店。
- B. 只有那些可以讨价还价的地下时装店受到人们的欢迎。
- C. 备受人们追捧的不仅仅是那些可以讨价还价的地下时装店。
- D. 只有那些低价的、底层的时装店才是人们所追捧的。

3. We'd like to cancel the order for the goods because of the change in the home market.

- A. 我们喜欢购买东西, 只是为了满足家庭的需要。
- B. 我们想要撤销商品的订单, 是因为家庭市场起了变化。
- C. 因为超市价格发生了变化, 我们想要退货。
- D. 由于国内市场的变化, 我们想取消该批货物的订单。

4. School spirit is a quality that begins early and often lasts a lifetime.

- A. 学习精神是一种很早开始便养成而最后延续到你一生的素质。
- B. 校园精神是一种很早就养成并常常能持续终身的品质。
- C. 学校的目的是为培养学生从开始一直延续到生命最后的一种品格。
- D. 学校教育质量常常是在人生的早期就开始而且和一生有关。

② Put the following passage into Chinese.

A pub is not only an important cultural location and a place where adults chat and make friends with each other, but also a commuting gathering place. After a day's work, people find a lot of entertainment there.

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## Writing

You are required to write an invitation letter according to the following information given in Chinese.

写信日期: 2012 年 12 月 20 日

邀请人: UST 电子公司总经理 Mike Kennedy

被邀请人: 张威

内容:

UST 电子公司为庆祝公司创立 30 周年, 定于 2012 年 12 月 27 日 (星期二) 晚上 7 点在假日酒店举行庆祝晚宴。

为了感谢张威先生多年来的支持和合作, UST 电子公司总经理邀请他出席庆祝晚宴。

Words for reference:

电子公司: Electronics Corporation

三十周年纪念日: 30th anniversary

庆祝晚宴: dinner party

假日酒店: Holiday Inn

## \* Hot Words and Phrases \*

*clotheshorse* (活衣架)

*clotheshorse* 原本指用来晾晒衣服的晾衣架; 现在多喻指爱时髦, 喜欢买很多衣服的人, 可译为“活衣架”。

*wardrobe malfunction* (走光)

*wardrobe malfunction* 常用作指代因穿衣不当 (尤指演员) 或演员更换演出服时导致身体部位外露的意外“走光事件”的委婉表达。

*eye candy* (养眼花瓶)

英语俚语中通常用 *eye candy* 这个词来指代在视觉上颇具吸引力的人或者能够吸引人眼球的视觉效果。也就是说, 这些人或者视觉画面从表面来说很具有吸引力。也可

以指代那些仅仅用来让观众赏心悦目的演员。eye candy 这个词初见于 1983 年，是由 INTERAC 公司的互动视盘、用户界面设计师首先使用的。

*skinny jeans syndrome* ( 紧身牛仔裤综合征 )

美国有很多病人都因为穿着紧身牛仔裤等流行服饰而患上“感觉异常性股痛”(meralgia paresthetica)，其症状表现为大腿刺痛、麻木及疼痛，可称之为“紧身牛仔裤综合征”。

*celebrity worship syndrome* ( 名人崇拜综合征 )

celebrity worship syndrome 指一个人过度关注某位名人私生活细节而导致迷恋成瘾的精神混乱状态。它表现在三个方面：社会娱乐性、个人感情强烈和处于发病边缘。

# Unit 2 Business

## \* Part ① Basic Training

### Words and Expressions

① Translate the following phrases either from English to Chinese or from Chinese to English.

1. conduct business \_\_\_\_\_
2. the unique quality \_\_\_\_\_
3. entrepreneurial minds \_\_\_\_\_
4. labor union \_\_\_\_\_
5. labor force \_\_\_\_\_
6. 公务员 \_\_\_\_\_
7. 街道的另一边 \_\_\_\_\_
8. 达成妥协 \_\_\_\_\_
9. 错失良机 \_\_\_\_\_
10. 解决争端 \_\_\_\_\_

② Choose the best answer to complete each of the following sentences.

1. I have a/an \_\_\_\_\_ opinion on this suggestion, that is to say, I don't agree.  
A. negative  
B. positive  
C. approving  
D. agreeable
2. Her speech made a tremendous \_\_\_\_\_ on everyone.  
A. effect  
B. affection  
C. impact  
D. efficiency

3. All these questions \_\_\_\_\_ policy.  
A. increase  
B. involve  
C. inform  
D. invite
4. This \_\_\_\_\_ is still in wide use.  
A. technician  
B. technical  
C. technological  
D. technique
5. I had done everything I can to \_\_\_\_\_ the customers.  
A. scan  
B. sacrifice  
C. satisfy  
D. secure
6. This is a highly \_\_\_\_\_ new heating system.  
A. elegant  
B. eloquent  
C. effortless  
D. efficient
7. Plastic is sometimes used \_\_\_\_\_ leather.  
A. instead of  
B. because of  
C. due to  
D. in case of
8. Language teaching is \_\_\_\_\_ a science \_\_\_\_\_ an art.  
A. neither; nor  
B. either; or  
C. both; and  
D. but; also
9. Hard graft ( 艰苦的工作 ) is the only way to succeed \_\_\_\_\_ business.  
A. on  
B. for  
C. to  
D. in
10. Neither party showed any sign of \_\_\_\_\_ after a prolonged ( 持久的 ) negotiation.  
A. giving away  
B. giving in  
C. giving off  
D. giving out

## Grammar

① Choose the best answer to complete each of the following sentences.

1. Don't talk about such things of \_\_\_\_\_ you are not sure.  
A. which  
B. what  
C. as  
D. those
2. Is this the factory \_\_\_\_\_ you visited the other day?  
A. that  
B. where  
C. in which  
D. the one

3. Is this the factory \_\_\_\_\_ he worked ten years ago?  
A. that  
B. where  
C. which  
D. the one
4. I'll tell you \_\_\_\_\_ he told me last week.  
A. all which  
B. that  
C. all that  
D. which
5. That tree, \_\_\_\_\_ branches are almost bare, is very old.  
A. whose  
B. of which  
C. in which  
D. on which
6. The freezing point is the temperature \_\_\_\_\_ water changes into ice.  
A. at which  
B. on that  
C. in which  
D. of what
7. He failed in the examination, \_\_\_\_\_ made his father very angry.  
A. which  
B. it  
C. that  
D. what
8. Those \_\_\_\_\_ not only from books but also through practice will succeed.  
A. learn  
B. who  
C. that learns  
D. who learn
9. We are going to spend the Spring Festival in Guangzhou, \_\_\_\_\_ live my grandparents and some relatives.  
A. which  
B. that  
C. who  
D. where
10. He is not \_\_\_\_\_ a fool \_\_\_\_\_.  
A. such; as he is looked  
B. such; as he looks  
C. as; as he is looked  
D. so; as he looks
11. Is that the reason \_\_\_\_\_ you are in favour of the proposal?  
A. which  
B. what  
C. why  
D. for that
12. He has two sons, \_\_\_\_\_ work as chemists.  
A. two of whom  
B. both of whom  
C. both of which  
D. all of whom
13. He must be from Africa, \_\_\_\_\_ can be seen from his skin.  
A. that  
B. as  
C. who  
D. what

14. Who can think of a situation \_\_\_\_\_ this idiom can be used?

- A. which
- B. that
- C. where
- D. in that

15. I like the second football match \_\_\_\_\_ was held last week.

- A. which
- B. who
- C. that
- D. where

II Underline the mistakes of the following sentences and correct them.

1. I am using the pen which he bought it yesterday.
2. July 1,1999 is the day when we will never forget.
3. Mr. Johnson is one of the foreign experts who is working in China.
4. He is a man of great experience, from who much can be learned.
5. It was a meeting that importance I didn't realize at that time.
6. Wilma became the first American woman to win 3 Olympic gold medals in track, that made her mother very happy.
7. He lived in London for 3 months, during that time he learned some English.
8. I don't like the way which you speak to her.
9. That was the reason because she looked old.
10. They talked for about an hour of things and persons who they remembered in the school.

## \* Part II Skill Development

### Reading Comprehension

① After reading the following passage, you will find 5 unfinished statements numbered 1 through 5. You should make the best choice from the choices marked A, B, C and D.

(建议用时: 10 mins)

There are some problem areas for international students and immigrants studying in the United States. Making friends is a challenge. Many colleges and universities offer a variety of student clubs and organizations where both foreign-born and native American students have a greater chance of meeting people with shared interests. Information about these out-of-class activities is often posted in the student center and listed in the student newspaper. Sometimes foreign students and immigrant students find Americans to be “cliquish (分派系的)”. If people feel separated from the social aspects of American college life, they should actively seek people with shared interests. It is unlikely that students will make friends just by passing people on the campus.

Foreign or immigrant students may feel confused during the first few weeks at a new school because they do not understand the system and are not willing to ask questions. Many students do not take advantage of the numerous services offered on campus that assist students in developing new skills and social groups. Some colleges offer students tutorial (辅导的) support in such subjects as writing, language study, computer skills, and other basic subjects. Students who appear to be most successful in “learning the ropes” are those who can solve problems by taking the initiative to ask questions, locate resources, and experience new social situations.

1. In the United States, students can find friends with the same interests \_\_\_\_\_.
  - A. by passing people on the campus
  - B. by reading the student newspaper
  - C. by visiting the student center
  - D. by joining the student clubs

2. The underlined sentence “people feel separated from the social aspects of American college life” in the first paragraph means they have difficulty in \_\_\_\_\_.
  - A. joining social activities within the university
  - B. being easily accepted by the university
  - C. finding people with shared interests
  - D. getting a job in American society
3. When they first come to college, some foreign students may feel confused because \_\_\_\_\_.
  - A. they are denied any help from people around
  - B. they are provided with few services
  - C. they are faced with an unfamiliar education system
  - D. they don't know how to adapt themselves to a new environment
4. The phrase “learning the ropes” (Line 6, Para. 2) is closest in meaning to \_\_\_\_\_.
  - A. finding the way to develop new skills
  - B. having the skills to operate computers
  - C. learning how to answer questions
  - D. knowing how to handle problems
5. From the passage we may conclude that foreign students \_\_\_\_\_.
  - A. may face some problems in adjusting to college life
  - B. are unlikely to be successful in American college life
  - C. are not good at developing friendship and social groups
  - D. can hardly make friends when they enter an American college

② There is a washing machine instruction. After reading it, you should answer the questions marked 1 through 5 by filling in each blank in no more than 3 words.

(建议用时: 8 mins)

To effectively use this washing machine, you must complete four steps carefully: loading ( 装载 ) the clothes, pouring in the detergent ( 洗涤剂 ), adjusting the water temperature, and putting in the coins. First, throw clothes of similar color into the machine; for example, whites, colored clothes, and towels should be washed separately. While completing this step, you must be careful not to overload the machine. Second, you should read the directions on your detergent box to find out the correct amount for your particular load. Next, select one of three possible water temperatures: hot, warm, or cold. Generally, hot temperature is used for dark or brightly colored clothes. Finally, after closing the door of the washing machine, put in the proper amount of money.



In summary, by following these simple directions, the washing machine will give you a clean load of wet clothes.

1. Why should you follow the directions carefully when using the machine?

To use the washing machine in an \_\_\_\_\_ way.

2. What is the first step for using the machine to wash your clothes?

To throw the clothes of \_\_\_\_\_ into the machine.

3. How do you know the correct amount of the detergent to be used?

You can read the directions on the \_\_\_\_\_.

4. What temperature is recommended for washing brightly colored clothes?

\_\_\_\_\_.

5. When should you put in the money?

After \_\_\_\_\_ of the washing machine.

③ The following is a list of terms related to stock market. After reading it, you are required to find the items equivalent to (与……等同) those given in Chinese in the table below. Then you should put the corresponding letters in the brackets, numbered 1 to 5.

A—Stock Exchange

B—Buying and Selling Stock

C—Holder of Record

D—Current Prices of Stock

E—Stock List

F—Capital Stock

G—Money Paid for Shares

H—Common Stock

I—Preference Share

J—Watered Stock

K—Stock Transfer

L—Stock Company

M—Share Capital

N—Listed Stock

O—Public Bonds

P—Government Bonds

Q—Buying Long

Examples: (L) 股票公司 (Q) 长期持有

1. ( ) 登记持股人

( ) 证券交易所

2. ( ) 证券行市

( ) 普通股

3. ( ) 股份转让

( ) 政府债券

4. ( ) 股份资本

( ) 优先股

5. ( ) 上市股票

( ) 虚股

## Translation

① Choose the best translation for the sentences.

1. It's just a personal and very automatic way of thinking which I suspect is developed in childhood.
  - A. 这是个人非常自动的想法, 我认为是孩提时代就得到发展了。
  - B. 这种个人的、习惯性的思维方式, 我猜想, 是从童年时期就得到发展的。
  - C. 这仅仅是个人的、无意识的想法, 我推测, 是从童年开始就开发的。
  - D. 这是很个人和非常自动的思考问题方式, 我觉得是从童年时代就得到培养的。
  
2. When one of the parties uses "hard" negotiating techniques or uses threats against the other side in order to get a more favorable result, it only creates resentment and has bad effect on future negotiations.
  - A. 当一方为了获得更多的利益, 在谈判中用“硬”技巧, 它只能给未来的谈判带来怨恨和影响。
  - B. 当一方使用“硬”谈判技巧或与另一边过分亲密, 以获得更有利的结果, 它只会造成怨恨并影响未来的谈判。
  - C. 当有一方为了得到更有利的结果, 用“硬”谈判技巧或者恐吓对方, 这只会造成怨恨, 并不利于未来的谈判。
  - D. 当一方在谈判中用硬器和子弹, 以期获得更好的结果, 这只能带来伤害, 并为未来的谈判带来怨恨。
  
3. Customers prefer to purchase our products though they seem to be higher in price.
  - A. 顾客情愿买我们那些价格看上去较高的产品。
  - B. 虽然我们的产品价格似乎高了一些, 但顾客仍喜欢购买。
  - C. 消费者宁愿买我们的产品, 不过它们的价格似乎高了一些。
  - D. 尽管我们的产品价格很高, 人们虽不情愿但仍然购买。
  
4. The different languages of many people who came to the United States also helped make American and British English different.
  - A. 许多说不同语言的人们来到美国, 也导致了美国英语和英国英语的不同。
  - B. 来美国的许多民族的不同语言也帮助使得美式英语和英式英语有了区别。
  - C. 来到美国的许多人们说着不同的语言, 这最终逐渐形成了美式英语和英式英语。
  - D. 许多说不同语言的人们来到美国, 这些不同的语言也导致了美式英语和英式英语的不同。

**II** Put the following passage into Chinese.

Negotiation takes place every day in nearly every aspect of life—from national governments negotiating border disputes, to companies negotiating work agreements with labor unions, to real estate agents negotiating the sale of property, to former spouses negotiating the terms of a divorce.

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**Writing**

You are required to write a business letter according to the following information given in Chinese.

要求：请以 Douglass Company 市场部经理 John Smith 的身份于 2012 年 4 月 6 日向中国山东纺织品出口公司写封信。

内容：

1. 希望与贵公司建立贸易往来。
2. 介绍自己的公司：
  - 1) 我方是多年从事艺术品和工艺品交易的进口贸易商。现在，我们对中国市场的同类商品产生了浓厚兴趣；
  - 2) 在贸易往来中，我方一贯坚持平等和互惠互利的原则；
  - 3) 我们希望通过共同努力，进一步促进双方的贸易增长和友谊。
3. 希望贵方考虑建立贸易往来的问题，并在方便之时提供产品目录和价格单。

注意：必须按照商务信函的格式写。

## \* Hot Words and Phrases \*

### *trailer fraud* (预告片陷阱)

当预告片和实际放映的影片内容不同,或者预告片只显示了影片的精华部分,而观众看到影片的时候却大失所望,那么这就可以叫作“预告片陷阱”。

### *left-digit effect* (左位数效应)

*left-digit effect* 指的是人们购物时只关注价签最左侧的数字,对价签上小数点右侧的数字并不是太在意。一份研究显示,一种被市场推广人员称为“左位数效应”的现象很大程度上影响人们购物时的决定。所以在商家打出的商品价格中,最后两位数字印得明显比前两位数字小很多。

### *buyer's remorse* (买家懊悔)

*buyer's remorse* 指购物后又后悔的情绪。这种情绪通常会在购买车、房等大笔支出时出现,多半是因为担心做了错误的选择、因为支出过大而愧疚,或者怀疑自己被卖家忽悠了。

### *the squeezed middle* (受挤压的中产阶级)

收入一般的人群因为生活成本提高而收入未曾增加而变得手头紧,原先能买的东西现在都没钱买了,我们称之为“受挤压的中产阶级”。这个表达最先由英国工党领袖艾德·米利班德在 2011 年的一次广播访问中使用,之后便被很多人接受并认为自己属于该人群。

### *seagull manager* (海鸥经理)

这一说法的出现始于 1988 年迈克尔·麦迪逊所写的一篇有关市场营销的文章,指那种出现问题了才跟员工沟通的管理模式,即管理者对于自己不太了解的事务匆忙做出决策,然后把烂摊子留给其他人来处理。

# Unit ③ Success

## \* Part ① Basic Training

### Words and Expressions

① Translate the following phrases either from English to Chinese or from Chinese to English.

- |                           |       |
|---------------------------|-------|
| 1. a generous billionaire | _____ |
| 2. numerous problems      | _____ |
| 3. natural phenomenon     | _____ |
| 4. a gold medal           | _____ |
| 5. world championships    | _____ |
| 6. 突出优点                   | _____ |
| 7. 吸引观众                   | _____ |
| 8. 创造历史                   | _____ |
| 9. 认出一个老朋友                | _____ |
| 10. 广泛的想象力                | _____ |

② Choose the best answer to complete each of the following sentences.

1. My monthly \_\_\_\_\_ was just over 200 pounds.  
A. money  
C. income  
B. gains  
D. means
2. They \_\_\_\_\_ to be able to handle the problem.  
A. appear  
C. look  
B. show  
D. see

3. She \_\_\_\_\_ a measure of success with her first book.  
A. acquainted B. achieved  
C. activated D. adapted
4. Ready? Fire at the \_\_\_\_\_.  
A. aim B. target  
C. goal D. end
5. The cottage is an \_\_\_\_\_ place for bird watch.  
A. ideal B. good  
C. perfect D. brilliant
6. How does your bike compare \_\_\_\_\_ mine?  
A. with B. for  
C. to D. in
7. I have rarely seen her \_\_\_\_\_ any sign of emotion.  
A. dispose B. dispute  
C. display D. discuss
8. I suggest (that) we establish Mr. Jeffrey \_\_\_\_\_ our representative.  
A. as B. for  
C. with D. in
9. He missed a good opportunity \_\_\_\_\_ a promotion.  
A. in B. for  
C. with D. by
10. She went to Hollywood in search of \_\_\_\_\_ and fortune.  
A. fame B. reputation  
C. name D. repute

## Grammar

① Rearrange the order of the words to form correct sentences.

1. swim, learn, will, to, he, this summer, how

\_\_\_\_\_

2. that, cannot, to, I, say, I, help, regret

\_\_\_\_\_

3. have, would, you, what, me, do

\_\_\_\_\_

4. I, a great honor, to, believe, it, give a lecture

5. the young man, the story, he declared, told, to be false

6. it, very, is, to drive, in the mountains, difficult

7. laid down, he, to save, the child, his life

8. arrange, it, I, will, for, you, try to, to be, the first, to speak

9. comfortable, in, is, the bed, to sleep

10. it, difficult, the work, too, is, in a month, to complete

② Decide which underlined part contains an error, then put its letter below in the brackets and write down the correct answer.

1. Can you imagine yourself alone to stay in a lonely island for two nights? ( ) \_\_\_\_\_  
A B C D

2. I can't understand you laugh at that poor child, who is actually an orphan. ( ) \_\_\_\_\_  
A B C D

3. On workdays, she doesn't mind work overtime. ( ) \_\_\_\_\_  
A B C D

4. We suggested sleeping in the hotel but the children were anxious to camping out. ( ) \_\_\_\_\_  
A B C D

5. Ever since we received his letter, we have been looking forward to his come. ( ) \_\_\_\_\_  
A B C D

6. Jean didn't have time to play, because she was busy to prepare for her exam. ( ) \_\_\_\_\_  
A B C D

7. After getting to know him better, I regretted treating him unfairly. ( ) \_\_\_\_\_  
A B C D

8. Is there any possibility of our win the championship? ( ) \_\_\_\_\_  
A B C D

9. He came to the party though without having invited. ( ) \_\_\_\_\_  
A B C D

10. He should consider himself lucky for not be punished for his failure. ( ) \_\_\_\_\_  
A B C D

## \* Part II Skill Development

### Reading Comprehension

① After reading the following passage, you will find 5 unfinished statements numbered 1 through 5. You should make the best choice from the choices marked A, B, C and D.

(建议用时: 9 mins)

The term Yellow Pages refers to a telephone directory (目录) of businesses, categorized according to the product or service provided. As the name suggests, such directories were originally printed on yellow papers, as opposed to white pages for non-commercial listings. The traditional term Yellow Pages is now also applied to online directories of businesses.

The name and concept of Yellow Pages came about in 1883, when a printer in Cheyenne, Wyoming working on a regular telephone directory ran out of white paper and used yellow paper instead. In 1886 Reuben H. Donnelley created the first official yellow pages directory, inventing an industry.

Today, the expression Yellow Pages is used globally, in both English-speaking and non-English speaking countries. In the United States, it refers to the category, while in some other countries it is a registered name (注册名称) and therefore a proper noun. The term Yellow Pages is not a registered name within the United States and is freely used by many companies.

Online Yellow Pages are known as IYP or Internet Yellow Pages. On a broader scale they are known as vertical (垂直的) directories. There are consumers oriented (以……为导向) and business oriented varieties. All providers of IYP offer online advertising.

1. What does the term Yellow Pages imply according to the passage?
  - A. Yellow Pages is a kind of product or service.
  - B. Yellow Pages is about non-commercial telephone directory.
  - C. Telephone listings were originally printed on yellow papers.
  - D. Telephone directory must be printed on yellow papers now.



2. Which of the following statements is TRUE?
- A. After white paper was used for telephone directory for the first time, a new industry was invented thereafter.
  - B. Yellow paper was used because white paper was not available when a printer was working on a telephone directory in 1883.
  - C. The printer in Cheyenne, Wyoming liked using white paper instead of yellow paper when working on a regular telephone directory.
  - D. Yellow paper was more suitable than white paper for a telephone directory.
3. How is Yellow Pages used in the United States?
- A. It's used as a registered name in the US.
  - B. It's used in the same way in the US as in the other countries.
  - C. It's used as a proper name.
  - D. It's freely used by many companies.
4. Which of the following statements about IYP is NOT true?
- A. Internet Yellow Pages refers to Online Yellow Pages.
  - B. Internet Yellow Pages is horizontal directories.
  - C. Online advertising can be offered by all providers of IYP.
  - D. There are two different kinds of directories.
5. What is mainly discussed in the passage?
- A. The origin and usage of Yellow Pages.
  - B. The difference between yellow paper and white paper.
  - C. Yellow Pages in America.
  - D. An online dictionary.

② The following are two letters. After reading them, you should answer the questions marked 1 through 5 by filling in each blank in no more than 3 words.

(建议用时: 7 mins)

**Letter 1**

December 1, 2012

Dear Mr. John Campbell,

We have received your letter of November 20, 2012 about your latest model of mountain bikes, in which we are very much interested. We believe that they will sell well here in the US. Please send us further details of your prices and terms of sales. Your favorable quotation (报价)

will be appreciated. We look forward to hearing from you soon.

Yours sincerely,  
Robert Loftus  
Marketing Manager

**Letter 2**

December 4, 2012

Dear Mr. Robert Loftus,

Thank you for your letter of December 1st inquiring about our latest model of mountain bikes. We are pleased to send you the catalogue (产品目录) and price list you asked for. You will find our quotation reasonable with attractive terms of sales. We are looking forward to receiving your order at the earliest time.

Very truly yours,  
John Campbell  
Sales Manager

1. What product is inquired about in the first letter?

The latest model of \_\_\_\_\_.

2. What information of the product does Mr. Robert Loftus ask for?

Further details of the prices and \_\_\_\_\_.

3. What is enclosed with the second letter?

The catalogue and \_\_\_\_\_.

4. What's the job title of the writer of the second letter?

He is a \_\_\_\_\_.

5. What does Mr. John Campbell say about the quotation of the product?

He says it is \_\_\_\_\_ with attractive terms of sales.

③ The following is a list of terms related to administration. After reading it, you are required to find the items equivalent to (与……等同) those given in Chinese in the table below. Then you should put the corresponding letters in the brackets, numbered 1 to 5.

A—Research and Analysis

B—Role of Departments

C—Communication Process

D—Sampling Public Opinion

E—Dealing with the News Media

F—Planning Actions

G—Reaching the Audience

I—Feedback and Evaluation

K—Social and Cultural Agencies

M—Government and Public Affairs

O—Legal Problems

Q—Background Briefing

Examples: (E) 与新闻媒体打交道 (F) 行动计划

1. ( ) 交流过程

2. ( ) 国际公共关系

3. ( ) 政府和公众事务

4. ( ) 部门职能

5. ( ) 反馈与评价

H—Opportunities in the Print Media

J—Public Opinion and Persuasion

L—Entertainment and Sports

N—Membership Organizations

P—International Public Relations

( ) 娱乐和体育

( ) 公众意见抽样调查

( ) 研究与分析

( ) 社会与文化机构

( ) 法律问题

## Translation

① Choose the best translation for the sentences.

- Best of all, she can usually say what other people would like to say themselves, if only they dared.
  - 最好的是，她经常能说其他人想自己说的话，如果他们敢的话。
  - 最好的是，她能说出其他人不敢说的话。
  - 最难能可贵的是，她常能说出别人想说却不敢说的话。
  - 最难能可贵的是，她经常能说出其他人不敢说的话。
- He was the bullied kid who rose from a working class background to become a sporting phenomenon.
  - 他是一个被欺负的孩子，从工人阶级背景来，成为了体育现象。
  - 他从小被欺负，出身于工人阶级家庭，现在却成为了一个体育现象。
  - 他从小被欺负，从工人阶级背景来，现在却成为了体育奇才。
  - 他出身于工人阶级家庭，小时候曾受尽欺负，而今却成了体育奇才。
- If you are buying a car, you may pay for it out of savings.
  - 假使你正在买一辆汽车，你也许会透支购买。
  - 如果你要买一辆汽车，你可以用自己的储蓄存款支付。
  - 假定你打算买一辆汽车，你得花掉你的全部存款。

- D. 假如你买一辆汽车，你可以用你的积蓄交此款。
4. The steady rise in the quality of our products owes much to the improvements of the management.
- A. 产品质量的平稳上升在很多方面取决于管理水平的改进。  
B. 我们产品的质量提高在很大程度上是因为管理水平的改进。  
C. 我们产品的质量稳步提高了，但在管理水平方面亏欠很多。  
D. 我们产品质量的稳步提高在很大程度上是由于管理水平的改进。

II Put the following passage into Chinese.

“When some people said it was not possible and it couldn’t be done, I think that was when my imagination came into play.” Phelps said. “And I thought I had a chance to do it. Coach Bob Bowman and I talked about it, and we were able to get through a lot of hard work. It’s been fun.”

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**Writing**

You are required to write a letter of inquiry according to the following information given in Chinese.

内容：我厂通过电视广告，对贵厂生产的男女自行车及童车产生兴趣，能否请贵公司寄一份产品目录表和价格表。我公司是武汉最大的经销商，并在十几个地区设有分公司。如果贵厂的自行车质量令人满意，价格合理，我们将大量订货。

发信人：王强（销售部经理）

Words for reference:

目录表 catalog

价格表 price list

经销商 dealer

## Hot Words and Phrases

### *leisure quotient* (玩商)

*leisure quotient* (简称LQ)是描述人们休闲、生活、玩乐能力的指数,心理学家认为“玩商”对于自我满足感和将来的成就都有重要意义。玩商高的人,说明其对自己生活的控制力比较强,懂得如何拓展个人价值,使人生更健康、更快乐、更平衡。

### *last minute helper* (事后帮手)

*last minute helper* 常指那些干活时不见他们,等到享受的时间,他们就立马出现,还表现出一副热心想帮忙但没机会的样子的人。也就是指所有事情都完成以后才出现,或者别人把所有事情都做完后才提出帮忙的人。

### *mappie* (媚皮族)

这个词是 *mature* (成熟)、*affluent* (富有)、*pioneering people* (有开创精神的人)这几个词的英文缩写形式,用来指代五六十岁,精力充沛,喜欢玩乐的老年人群体。“媚皮族”一词最先出现在瑞典,他们在那里有一本专属于自己的杂志,将他们定义为“有钱有闲并且愿意消费的”老年人。

### *kidult* (童心未泯的人)

这个词是 *kid* 和 *adult* 两词的混合形式,指那些表面看上去已经成年、但心里不想长大(或至少不想像大人那样行为做事)的人,他们会更加倾向于选择一些儿童类娱乐项目,如卡通、玩具、漫画书以及迪斯尼电影等。

### *resolutionist* (新年计划族)

*resolutionist* 指元旦过后为了执行新年计划而去健身房锻炼但后来没怎么坚持的那些人,我们称之为“新年计划族”。在健身房,新年计划族的特征很容易辨认:苍白的皮肤、赘肉、身材走样,还有站在健身器材旁时空洞的眼神。他们通常会在1月中旬或者3月初的时候就转移到自家沙发上了。