

Unit 1



Meeting Service

Unit Objectives

After studying this unit, you are able to:

- get familiar with the procedures of meeting service;
- master the ways of introducing Chinese calligraphy and painting;
- acquire the method of writing a welcome speech.



Warming-up

Task Match the names with relevant pictures.

- A. Kiev Aircraft Carrier
- B. Ancient Culture Street
- C. Tianjin Culture Center
- D. Tianjin Eye
- E. Five Roads
- F. Yangliuqing New Year Painting
- G. Steamed Stuffed Bun
- H. Clay Figurine Zhang
- I. Fried Dough Twist
- J. Deep Fried Cake





Reading A

Task 1 Before reading the passage, see if you can answer the following questions.

1. How can you be an excellent tour guide?
2. If you are a local guide, what should you do to fully prepare for the task of receiving a tour group?
3. What are the important stages involved while a local guide is receiving guests?

Meeting Service

A local guide is an image of a travel agency. Before getting to meet tourists or a tour group, a tour guide should make good preparations and manage to leave a good first impression on the tourists. At the first glance, or in the very initial touch, the tourists will form their opinions about the local guide and identify what kind of person the local guide is or what

are the characteristics of the local guide. Their initial judgment will certainly influence their cooperation and interaction with the local guide to some extent. So meeting service is a pivotal part for a local guide, which is also a key to a successful tour later on.

Here are some tips on meeting service:

※ **Material preparation.** A local guide

should prepare for necessary materials such as the tour plan, the signboard, the flag, the IC card, the loudspeaker, etc.

※ **Image preparation.** A local guide should dress properly and neatly to create a good impression as well as win the trust and respect of the tourists. A light makeup is necessary. The vest or slippers are highly prohibited.

※ **Psychological preparation.** Some tourists may have prejudice against the local guide, or make irresponsible remarks on him/her or even say some vulgar words. The local guide should get ready to face it properly and reasonably.

※ **Service preparation.** Before a tour group arrives, a local guide should read the tour plan and relevant materials carefully so as to familiarize services and requirements of the group. A tour guide should:

1. Confirm the exact arrival time of

the group's transport, and show up at the transportation terminals ahead of time.

2. Identify the location of the tour group as soon as possible. He/She can identify his/her group by the tourists' national features, clothes or emblems, etc.

3. Introduce himself/herself to the tour leader of the group, and assemble and verify the number of the tourists with the tour leader or the national guide. The tour guide should report to the local travel agency if the number doesn't correspond to the tour plan.

4. Wait at the door of the coach and help the tourists to get on the coach. Do remember to remind the tourists of taking their personal belongings.

5. Get another headcount and get on the coach.

Task 2 Put the following steps in right order according to the passage.

- _____ Report to the local travel agency if the number doesn't correspond to the tour plan.
- _____ Get another headcount.
- _____ Locate the tour group as soon as possible.
- _____ Remind the tourists of taking their personal belongings.
- _____ Introduce himself/herself to the tour leader of the group.
- _____ Get on the coach.
- _____ Confirm the exact arrival time of the group's transport, and show up at the transportation terminals ahead of time.

Task 3 Decide whether the statements are true (T) or false (F) according to the passage.

- () 1. A local guide is a public face of his/her travel agency, so he/she should try to leave a good impression on the tourists.
- () 2. It is not necessary for a tour guide to make a good psychological preparation because being a tour guide is very easy.
- () 3. Before a tour group arrives, the local guide should read carefully the tour plan and

relevant materials.

- () 4. The tour guide should not report to the local travel agency if the number of the tourists doesn't correspond to the tour plan.
- () 5. It's a good habit for a tour guide to get another headcount before departure.

Listening

Task 1 Choose the correct answer from the four choices after you have heard a short dialogue.

- | | |
|---|-----------------------------|
| 1. A. From the United States. | B. From the United Kingdom. |
| C. From Australia. | D. From China. |
| 2. A. To teach Chinese. | B. To visit his friends. |
| C. To take part in a seminar. | D. To learn Chinese. |
| 3. A. Repair her car. | B. Pick up Mr. White. |
| C. Give her a ride. | D. Buy her a new car. |
| 4. A. The airport is not far from here. | |
| B. There are lots of buses going to the airport. | |
| C. The woman may take a taxi to the airport if she is in a hurry. | |
| D. It's not easy to find the subway station. | |
| 5. A. 8:25. | B. 9:25. |
| C. 7:55. | D. 9:55. |

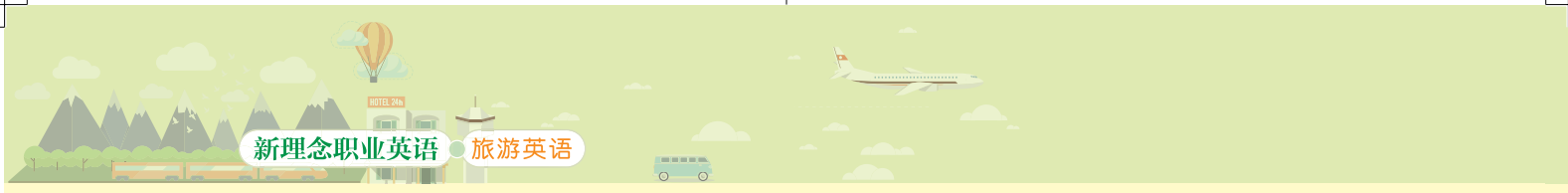


Task 2 Fill in the blanks with the words you hear.

Profile of Tianjin

Tianjin is one of the four municipalities directly under the central government and the largest 1 _____ open city in north China. Tianjin was not recorded in history before Song Dynasty. The Jin Dynasty 2 _____ Zhigu stronghold at Dazhigu. During the Yuan Dynasty, Zhigu became an economic, 3 _____, military and cultural centre, so the court set up the Haijin Town. At that time, Tianjin was 4 _____ with merchants and ships from north and south. The development of the salt industry and water 5 _____ greatly activated the economy and trade. Cities and towns developed one after another.

Since modern times, Tianjin has become the 6 _____ place for many important 7 _____ events of China. It has left many historical 8 _____ and a large amount of historical figures. After the Second Opium War, Tianjin became a trading port and many countries were 9 _____ each other in occupying the territory of China, especially in 1900, when the eight power allied force 10 _____ Tianjin.



Task 3 Fill in the table based on the above passage.

Brief Introduction of Tianjin	
Orientation	
Establishment	
Influential factors of economic development	
Modern history	

Speaking

Task 1 Read the following Model Dialogue 1 and role play it.

Meeting the Tour Group at the Airport

Sophie, a local guide from China International Travel Service (CITS), Tianjin Branch, is waiting for a delegation from the United States at the airport.

(A: Local Guide B: Tour Leader)

A: Excuse me, but are you Professor Smith from the United States?

B: Yes, I am.

A: I am so glad to meet you. I am your tour guide Sophie from CITS.

B: Nice to see you. It is very considerate of you to meet us at the airport.

A: It is my pleasure. How was your flight?

B: Just so so. The girl next to me always made noise and kept interrupting me by asking so many questions.

A: Oh, sorry to hear that. Fortunately, we don't have tight schedule this afternoon, and you can have a good rest after we check in at Hilton Hotel.

B: Thank you.

A: Is everyone in the group here?

B: All except for Mr. and Mrs. Jefferson. There is something wrong with their luggage. Let's wait for them for a while.

(Five minutes later, Mr. and Mrs. Jefferson come back with their luggage.)

B: OK, everybody is here. When shall we go?

A: Our coach is already waiting for us at the parking lot. Attention! Please follow me to get on the coach.

Task 2 Read Model Dialogue 2 and try to memorize the key words.**On the Way to the Hotel**

(A: Local Guide B: Tour Leader C: Tourist)

A: Good afternoon, ladies and gentlemen. Welcome to Tianjin! I am Sophie, your tour guide for the coming six days. This is our driver Mr. Liu, with driving experience of over 10 years under his belt, who will certainly ensure our safety. On behalf of CITS, I'd like to extend our warmest welcome to all of you. (*Applause*)

B: Thank you.

A: Now we are on the way to our hotel Hilton.

C: How far is it?

A: It will take us about 30 minutes to get there. Hilton is a five-star hotel with good facilities including Chinese & Western restaurants, fitness centers, swimming pools, laundry service, currency exchange, etc. , and can assure you of pleasant experience during your stay.

B: Sophie, could you tell us the local time? I am not used to the time difference now.

A: Of course. Now it is 4 pm, Beijing Time.

C: Sophie, could you tell me what that big ferris wheel is?

A: Of course, that is the pride of Tianjin people, which is called "Tianjin Eye" . It is the only one ferris wheel that is built over a bridge in the world, and has become a landmark of Tianjin.

C: Wonderful! Can we go to experience it?

A: Yes. It is arranged in our itinerary.

B: I've heard a lot about Tianjin before I come here. It is said that Tianjin is an amazing city.

A: Yes. Tianjin is one of the four municipalities under the direct administration of the central government, and has a lot of tourism attractions, such as Ancient Culture Street, Five Roads, Mount Pan, etc.

B: What's that fantastic building ahead?

A: That is our hotel. Please take your luggage and get ready to get off. By the way, since we will not change our coach for the next days, please do remember the plate number NFD78964.

Task 3 Work in pairs. Practice making conversations with what you have learned in model dialogues as well as the sentences provided below.

1. May I have your name?
2. Where are you from?
3. How many people are there in your group?
4. What is the serial number of your group?

5. How many adults and children are there in your group?
6. Hope you have a pleasant journey.



Reading B

Chinese Calligraphy

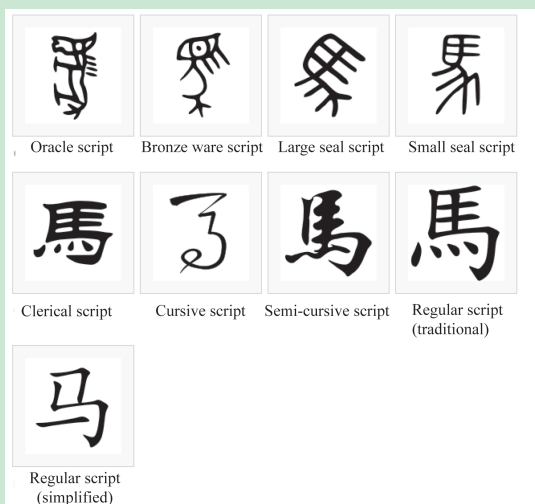
Chinese calligraphy is a form of aesthetically pleasing writing or the artistic expression of human language in a tangible form. This type of expression has been widely practiced in China and has been generally highly esteemed in the Chinese cultural sphere (including, historically, for example, Japan, Korea and Vietnam). There are some general standardizations of the various styles of calligraphy in this tradition. Chinese calligraphy and ink and wash painting are closely related: they are accomplished using similar tools and techniques, and have a long history of shared artistry. Distinguishing features of Chinese painting and calligraphy include an emphasis on motion charged with dynamic life. Calligraphy has also led to the development of many forms of art in China, including seal carving, ornate paperweights, and inkstones.

In China, calligraphy is referred to as *Shū fǎ*, literally, “the way/method/law of writing”. Chinese characters can be retraced to 4,000 BC. The contemporary Chinese character’s set principles were clearly visible in ancient China’s Oracle bone script characters carved on ox scapulas and tortoise plastrons around 14th–11th century BC. Brush-written examples decay over time and have not survived. During the divination ceremony, after the cracks were made, characters were written with a brush on the shell or bone to be later carved. With the development of *Jīnwén* (Bronze ware script) and *Dàzhuàn* (Large seal script), “cursive” signs continued. Moreover, each archaic kingdom of current China had its own set of characters.

In Imperial China, the graphs on old steles—some dating from 200 BC, and in *Xiaozhuan* style—are still accessible.

In about 220 BC, the Emperor Qin Shi Huang, the first to conquer the entire Chinese basin, imposed several reforms, among them Li Si’s character unification, which created a set of 3,300 standardized *Xiǎozhuàn* characters. Despite the fact that the main writing implement of the time was already the brush, little paper survives from this period, and the main examples of this style are on steles.

The *Lishū* style (Clerical script) which is



more regularized, and in some ways similar to modern text, was also authorized under Qin Shi Huang.

Kǎishū style (Traditional regular script)—still in use today—and attributed to Wang Xizhi (303–361) and his followers, is even more regularized. Its spread was encouraged by Emperor Mingzong of Later Tang (926–933), who ordered the printing of the classics using new wooden blocks in Kǎishū. Printing technologies here allowed shapes to stabilize. The Kǎishū shape of characters 1,000 years ago was mostly similar to that at the end of Imperial China.

Cursive styles such as Xíngshū (Semi-cursive or Running script) and Cǎoshū (Cursive or Sloppy script) are less constrained and faster, where more movements made by the writing implement are visible. These styles' stroke orders vary more, sometimes creating radically different forms. They are descended from Clerical script, in the same time as Regular script (Han Dynasty), but Xíngshū and Cǎoshū were used for personal notes only, and were never used as standard. Cǎoshū style was highly appreciated during the reign of Emperor Wu of Han Dynasty (140 BC–87 BC).

Task 1 Decide whether the following statements are true (T) or false (F).

- () 1. Chinese characters can be retraced to 2,000 BC.
- () 2. Chinese calligraphy and ink and wash painting are not closely related.
- () 3. The Lishū style (Clerical script) is less constrained and faster, and in some ways similar to modern text, was also authorized under Qin Shi Huang.
- () 4. Calligraphy has also led to the development of many forms of art in China, including seal carving, ornate paperweights, and inkstones.
- () 5. The contemporary Chinese character's set principles were clearly visible in ancient China's Oracle bone script characters.

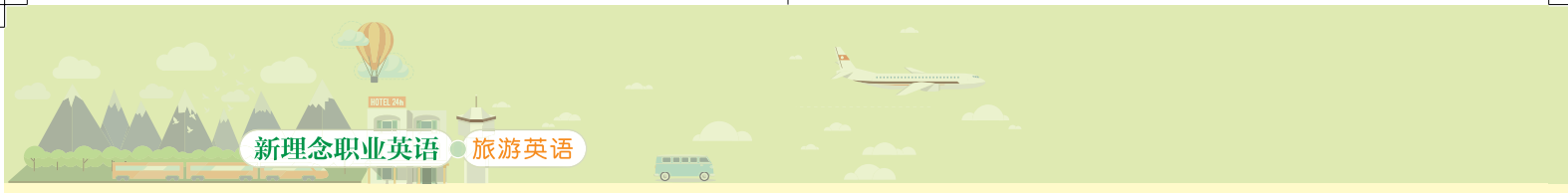
Task 2 According to the passage, answer the following questions.

1. What is the position of the Chinese calligraphy in Chinese culture?
2. What is the relationship between Chinese calligraphy and ink and water painting?
3. How many different styles of Chinese calligraphy are there? And what are they?
4. How did the Chinese calligraphy develop in the history of China?

Writing

Welcome Speech

There are many public-speaking techniques to keep in mind while you are performing a welcome



speech, and the following two points should be observed while you are writing the speech:

- The language in the speech should be clear, polite and to the point.
- The speech should express appreciation for the presence of the guests on the occasion and be related to the cultural background of the tourists.

It is very important to greet the tourists courteously and properly. Practicing the speech at least once before it is finally made is also recommended, as this will give the speaker a basic idea of the tone that these speeches are supposed to take.

Sample

Good morning, ladies and gentlemen!

It's my pleasure to have friends from afar. Welcome to the beautiful coastal city: Tianjin. Please sit back and relax. Your luggage will be sent to the hotel by another bus, so you don't have to worry about it.

Let me introduce my team. Mr. Wang is our driver. He has 20 years of driving under his belt, so you're in very safe hands. My name is Liu Zhaoxi, and you can just call me Liu, which is my surname. We're from Tianjin China Youth Travel Service (CYTS). On behalf of CYTS Tianjin and our colleagues, I'd like to extend a warm welcome to you.

During your stay in Tianjin, I will be your local guide. I'll do everything possible to make your visit a pleasant experience. If you have any problems or requests, please don't hesitate to let me know.

I hope you will enjoy your stay in our city.

Task Make out a welcome speech according to the information given below.

Tour guide: Chen Feng from CYTS

Driver: Mr. Feng with 10 years of driving experience

Tour group: A delegation of 10 professors from Thailand

Hotel: The Astor Hotel in Tianjin

Project

You have just pick up a tour group from Thailand at Binhai International Airport. You are leading the group to the Friendship Hotel in the downtown. You need to introduce your team, your duty as a tour guide, give brief introduction to Tianjin, as well as facilities and services provided in the hotel.

Step One

- Organize a small group with 4~5 students in your class.

Step Two

- Discuss and summarize what preparations you have to make before picking up the tour group,

such as placards, IC cards, etc.

Step Three

- Discuss with the group members about how to introduce your team, the hotel & facilities as well as Tianjin.

Step Four

- Write down your plans.

Step Five

- Give a performance about the whole process in the class.

New Words and Expressions

Reading A

New Words

- initial [ɪ'nɪʃl] *adj.* 最初的, 字首的
 pivotal [ˈpɪvətl] *adj.* 关键的, 至关重要的
 loudspeaker [ˌlaʊd'spi:kə(r)] *n.* 喇叭, 扩音器
 slipper ['slɪpə(r)] *n.* 拖鞋
 psychological [ˌsaɪkə'lɒdʒɪkl] *adj.* 心理的
 prejudice [ˈpreɪdʒudɪs] *n.* 偏见
 irresponsible [ˌɪrɪ'spɒnsəbl] *adj.* 不负责任的
 vulgar [ˈvʌlgə(r)] *adj.* 粗俗的
 properly [ˈprɒpəli] *adv.* 适当地, 正确地

Phrases & Expressions

travel agency 旅行社

Reading B

New Words

- aesthetically [i:s'θetɪkli] *adv.* 审美地
 tangible [ˈtændʒəbl] *adj.* 确实的, 真实的
 standardization [ˌstændədə'zeɪʃn] *n.* 标准化, 规范化
 esteem [ɪ'sti:m] *vt.* 尊敬, 认为
 aesthetic [i:s'θetɪk] *adj.* 美学的, 审美的
 divination [ˌdɪvɪ'neɪʃn] *n.* 预言, 占卦

archaic [ɑ:'keɪk] *adj.* 古代的
 unification [ju:nɪfɪ'keɪʃn] *n.* 统一
 implement ['ɪmplɪmənt] *vt.* 实施, 执行
 stele ['sti:lɪ] *n.* 石碑, 匾额
 authorize ['ɔ:θəraɪz] *vt.* 授权, 批准, 委托

Phrases & Expressions

seal carving 篆刻

Vocabulary and Structure

Task 1 Fill in the blanks with words or phrases that match the meanings in the right column. The first letters are already given.

1. I _____ T _____ 首次接触
2. L _____ G _____ 地接导游
3. M _____ P _____ 物质准备
4. A _____ T _____ 抵达时间
5. P _____ B _____ 个人物品

Task 2 Fill in the blanks with the right words. Some words are needless.

tangible	visible	standardizations	steles	emphasis
including	regularized	retraced	attributed	artistic
way	pigment	similar	esteem	implement

Chinese calligraphy is a form of aesthetically pleasing writing or the 1 _____ expression of human language in a tangible form. There are some general 2 _____ of the various styles of calligraphy in this tradition. Distinguishing features of Chinese painting and calligraphy include an 3 _____ on motion charged with dynamic life. Calligraphy has also led to the development of many forms of art in China, 4 _____ seal carving, ornate paperweights, and inkstones. In China, calligraphy is referred to as Shūfǎ, literally, “the 5 _____ of writing”. Chinese characters can be 6 _____ to 4,000 BC. The contemporary Chinese character’s set principles were clearly 7 _____ in ancient China’s Oracle bone script characters. The Lishū style (Clerical script) is in some ways 8 _____ to modern text. Kǎishū style (Traditional regular script)—still in use today—and 9 _____ to Wang Xizhi (303—361) and his followers, is even more

10 _____.

Task 3 Translation.

1. 你必须以书面的形式提出申请。(in a ... form)

2. 在一定条件下，一件坏事可以导致好的结果。(lead to)

3. 所谓网虫，就是上网上瘾的人。(refer to ... as ...)

4. 吃东西的时候说话会被认为是一种不礼貌的行为。(it is regarded ...)

5. 我们两国之间的友好往来可以追溯到上个世纪。(be retraced to)

6. 基于这些调查结果，我们得出了如下结论。(based on)

Task 4 Fill in each blank with the appropriate form of the word given in the bracket.

- We hope very much to find a _____ (satisfaction) solution to the problem.
- The tourists are deeply _____ (impression) by the warm-hearted local guide.
- Sophie's loss of memory is a _____ (psychology) problem instead of a physical one.
- Professor Li is held in high _____ (esteem) by his colleagues.
- The people are willing to _____ (authorized) the president to use force if necessary.

Grammar**Part of Speech and Sentence Components 词类及其之间的相互关系****一、词类**

名称	缩写	中文译称	例子	功能
noun	<i>n.</i>	名词	boy, milk, love	表示人、物及抽象概念的名称
pronoun	<i>pron.</i>	代词	you, I, my, yours	代替名词或起名词作用的短语、句子
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态
adverb	<i>adv.</i>	副词	well, fast, quickly	表达时间、地点、程度、方式等概念
verb	<i>v.</i>	动词	do, cut, run, jump	表示动作或状态
numeral	<i>num.</i>	数词	two, third, fourth	表示数目多少或顺序

续 表

名 称	缩 写	中文译称	例 子	功 能
article	<i>art.</i>	冠词	a, an, the	限定、说明名词的所指
preposition	<i>prep.</i>	介词	at, in, with, for	表示词与词、词与句之间的关系
conjunction	<i>conj.</i>	连词	and, so, because	连接词、短语或句子，表达逻辑关系
interjection	<i>interj.</i>	感叹词	oh, yeah, ouch	表示喜、怒、哀、乐等感情或情绪

注：不少单词不仅仅属于一个词类，在不同的语言环境下可体现不同的词性。例如：

1. Would you like to take a **walk**? (名词)
2. I usually **walk** to school. (动词)

二、词与词之间的关系

1. 冠词修饰和限定名词：a book, an apple, the president
2. 形容词修饰名词：new car, beautiful flower
3. 副词修饰动词、形容词、副词及整个句子：
 - I speak English loudly. (修饰动词)
 - She is really pretty. (修饰形容词)
 - “What happened?” the father asked, rather slowly. (修饰副词)
 - Fortunately, no one was hurt. (修饰整个句子)
4. 介词后接名词或动名词：in spring, look forward to visiting your city

Comprehensive Exercises

Task 1 Identify the part of speech of the word underlined in each sentence.

1. We went to a wonderful show in Beijing. _____
2. Jenny wanted to show Jack her photos. _____
3. Henry thought Claire looked beautiful. _____
4. A strange thought came into her mind. _____
5. The windows are clean. _____
6. We should clean the windows. _____
7. Wendy is feeling quite tired now. _____
8. Studying all day had tired Wendy out. _____
9. We did some hard work. _____
10. They worked hard. _____

Task 2 Fill in each blank with the appropriate form of the word given in the bracket.

1. Living in the country is less _____ (**expense**) than living in the city.

2. Although John was not experienced in business, he did it with _____ (confident).
3. The chairman emphasized his ideas by speaking more _____ (loud).
4. Some American businessmen in China are spending a lot of time in _____ (learn) Chinese.
5. Some people do believe that smoking will _____ (certain) cause lung cancer.
6. I'm _____ (real) sorry for the mistake our office worker made last month.
7. Could you go to bed _____ (early) than you usually do?
8. The sellers allowed us to pay them on a _____ (month) basis.
9. John is the _____ (clever) student I have ever taught.
10. He told a very _____ (live) story about his life in Africa.

Task 3 Fill in each blank with the appropriate form of the word given in the bracket.

When Helen Keller was born, she was a(n) 1 _____ (health) baby. But 2 _____ (unfortunate), when she was 19 months old, she had a sudden fever. Later, the fever 3 _____ (disappearance), but she became blind and deaf.

When Helen was seven years old, a teacher, Anne Sullivan, came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen to read by the Braille system. Helen learned these things 4 _____ (quick). However, learning to speak was harder. Anne continued to teach Helen 5 _____ (patient). 6 _____ (final), when Helen was 10 years old, she could speak 7 _____ (clear) enough for people to understand her.

Helen went to an institute for the blind, where she did very well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled 8 _____ (extensive) with Anne. She worked 9 _____ (tireless), traveling all over America, Europe and Asia to raise money to build schools for blind people. Her main message was that disabled people are like everybody else. They want to live life fully and 10 _____ (normal). Helen wanted all people to be treated equally.

Cultural Extension

The Great Wall

China's Great Wall is one of the seven wonders in the world. It is the symbol and pride of our Chinese people. The Great Wall begins in the east at Shanhaiguan in Hebei province and ends at Jiayuguan in Gansu province to the west. The main body is composed of walls, horse tracks, watch towers, and shelters on the wall, and includes fortresses and passes along the wall. Its historic and strategic importance is matched only by its architectural significance.

Huangya Pass Great Wall is a small section of the Great Wall, located in the north of Ji County, Tianjin. The site lies on a steep and abrupt mountain ridge. Huangya Pass was originally built in AD 556, and reinforced with brick walls in the Ming Dynasty. Between 1985 and 1987, the second major renovation was conducted by the government. Now, it is 3,025 meters long. It is a world-renowned tourist attraction for its unique natural resources and abundant cultural heritage.



Along the Great Wall, there are many famous passes with their unique names. Huangya Pass got its name for its yellow rocks. This Great Wall was built on the mountain ridges with an altitude of more than 800 meters. The high buildings here are good examples of all the great walls in China.

On the Great Wall drain ditches were constructed mainly in order to prevent rain water from destroying the bases of the walls. The arched doorway was constructed for soldiers to walk through when the wall needed repairing.



The square watch tower, the major part of the Great Wall, is composed of the base, the middle part and the top part. The middle part can accommodate people, grain and ammunition. The top is the place for watching and shooting enemies. This is an important design in strengthening defense system of the

Great Wall, thanks to which, the soldiers on duty could no longer suffer from wind or rain.