

# Unit 1 Communication



## Quotation

*“People without rites cannot survive, undertakings without rites will fail, and countries without rites will be peaceless.”*

—Xunzi

“人无礼则不生，事无礼则不成，  
国家无礼则不宁。”

——荀子

**释义：**做人不讲礼，就不能生存；做事不讲礼，就没有成就；国家不讲礼，就不得安宁。

# Part One Starting-up

## Section A Vocabulary

### I. Match the words with the pictures.



A



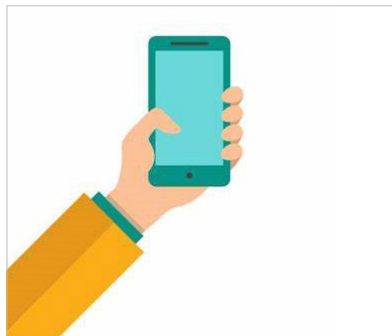
B



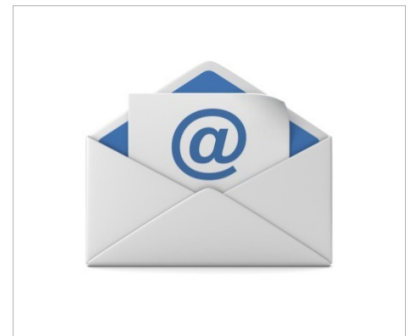
C



D



E



F

- |                 |                    |
|-----------------|--------------------|
| 1. quiet _____  | 2. shout _____     |
| 3. talk _____   | 4. email _____     |
| 5. letter _____ | 6. telephone _____ |

### II. Use the proper form of the words above to fill in the blanks.

- Please come to my office when you want to \_\_\_\_\_ about your plan.
- Mary \_\_\_\_\_ her boyfriend so often that it costs her much money every month.
- I don't know if I should speak to him or keep \_\_\_\_\_.
- The first thing my boss does every morning is to check his \_\_\_\_\_.
- A few people still keep the habit of writing \_\_\_\_\_ to his friends.
- It is not helpful for parents to \_\_\_\_\_ at their children when their children make mistakes.

## Section B Watching

### I. Watch the video clip about culture shock and choose the best answer.

- ( ) 1. In the first stage, the visitors feel that everything is \_\_\_\_\_.
- A. strange and annoying                      B. new and interesting  
C. unusual but not very good                D. safe and sound
- ( ) 2. In the second stage, the visitors \_\_\_\_\_.
- A. often begin to dislike the new culture  
B. feel more curious about the new culture  
C. begin to get afraid of the new culture  
D. feel happier about the new culture
- ( ) 3. The humor stage comes after the stage \_\_\_\_\_.
- A. honeymoon                                    B. home  
C. horror    D. happy
- ( ) 4. In the third stage, the visitors often realize that \_\_\_\_\_.
- A. the new culture is humorous  
B. their early mistakes are funny  
C. they should reflect on the new culture  
D. they can feel ease at home
- ( ) 5. In the last stage, the visitors begin to feel that \_\_\_\_\_.
- A. they are comfortable with the new culture  
B. they want to go back to their home countries  
C. they still don't like to live in the foreign country  
D. they have nothing new to learn

## Section C Discuss

### I. Work in pairs. Discuss and answer the following questions.

- Do you communicate often with your close friends or family members? How do you communicate with them?
- What is your understanding of real communication?

### II. Work with your partners. Introduce yourself and talk about your job or studies.



## Part Two Listening and Speaking

### Section A Listening

#### I. Listen to the conversation and answer the questions.

- ( ) 1. What company is Mr. Tang from?  
 A. Ocean Wide.  
 B. He works for himself.  
 C. A very competitive market.
- ( ) 2. What is Victor's job?  
 A. A manager.      B. A waiter.      C. The local sales representative.
- ( ) 3. What does Sam do?  
 A. A director.  
 B. The owner of a small company.  
 C. A sales manager.
- ( ) 4. What does Sam's company specialize in?  
 A. Seafood.      B. Shoes.      C. Seasonal fruits.
- ( ) 5. Who is Lin Chan?  
 A. Sam's sales manager.      B. Sam's classmate.      C. Sam's waiter.

#### II. Listen to the conversation again, paying attention to the words listed below, and choose the explanation for each word.

1. representative
2. expand
3. CEO
4. competitive
5. regional

- A. become greater in size, number or importance
- B. of a region
- C. of or involving competition
- D. agent of a firm, especially a traveling salesman
- E. the person with the most important position in a company

#### III. Listen to the conversation and fill in the blanks with the missing information.

**Zhang:** Hello, Helen. Good to see you again.

**Helen:** 1 \_\_\_\_\_, Mr. Zhang.

**Zhang:** I haven't seen you for almost a year. How are you?

**Helen:** Just fine, thank you. 2 \_\_\_\_\_?

**Zhang:** Well, 3 \_\_\_\_\_. In fact, we're about to open a new branch in Suzhou.

**Helen:** 4 \_\_\_\_\_! Peter, have you met Mr. Zhang? He is the sales manager at Guangdong branch.

**Peter:** Yes, 5 \_\_\_\_\_. Good to see you again, Mr. Zhang.

**Zhang:** Me too. How are you?

**Peter:** Fine, thanks. 6 \_\_\_\_\_?

**Zhang:** Yeah. In Singapore at last year's 7 \_\_\_\_\_, wasn't it?

**Peter:** Yes! You gave 8 \_\_\_\_\_ on the conference.

**Helen:** Would you both like some coffee?

**Peter:** Sure.

**Zhang:** Yes, please. Thank you.

## Section B Speaking

### I. Read the dialogue aloud in pairs.

#### Make It Clear Rather Than Blame

**A:** You look angry. Are you okay?

**B:** This is really terrible! I don't know what to do.

**A:** Calm down, please. What happened?

**B:** Lily borrowed my laptop ( 手提电脑 ) yesterday, and she broke the screen ( 屏幕 ).

**A:** Well, you don't need to be angry.

**B:** But I need my laptop for a meeting tomorrow. It's important.

**A:** Please take a deep breath.

**B:** What do I do next? I'm still upset.

**A:** Next, think positively. You can use my laptop tomorrow.

**B:** Thanks. That's really kind of you.

**A:** My pleasure.

**B:** How can Lily be so careless?

**A:** Talk to her about it instead of blaming her.

**B:** Okay, I will. Thank you for being such a nice listener.

### II. Work in pairs. Have similar dialogues by using the sentence patterns from the box. Try to replace the information in bold above.

#### Come Up with a Solution ( 解决方案 )

**Student A:** You are a friend of Student B.

**Student B:** You are angry at someone for getting you into trouble.

#### Useful Sentence Patterns

Are you okay?/Is everything okay with you?  
 What happened?  
 Calm down, please./You don't need to be angry.  
 Take a deep breath./Think positively.  
 My pleasure.  
 Talk to him/her about it instead of blaming him/her.

This is really bad/terrible!  
 I don't know what to do.  
 What do I do next?  
 That's really kind of you.  
 Thank you for being such a nice listener.

## Part Three Reading and Critical Thinking

### Section A Intensive Reading

#### Workplace Communication

- 1 Communication in the **workplace** is **essential** for company success, high **productivity** and a positive culture.
- 2 If your communication is **effective**, you will definitely save time. You need to **ensure** clear **briefs**: your **expectations** and **deadlines** need to be set too. This avoids guesses, and ensures important information is not missed. Clear instructions result in **employees** working effectively and **efficiently**.
- 3 Presentations are a great way to communicate company success and **targets**, and give **recognition** to excellent workers. This type of communication is important because it allows employees to learn about how the company is performing and **develop** their knowledge. It also helps build relationships with other teams within the business and give employees the ability to be **brand ambassadors**.
- 4 When communicating, it is **crucial** to be aware of your body language to ensure your message is clear enough. As a leader, you need to be **approachable** so employees can discuss **issues** and ask questions. This is important for the keeping of **staff** and a good company culture. It is also important for employees to work efficiently. You don't want anyone sitting **confused** or **lost**.
- 5 If the company has many offices, it is important that all employees are aware of every office's activity and offering. This is **fundamental** for employees to **represent** the business to its **maximum** potential and to be able to **cross-sell** the different services.
- 6 If you have offices in different countries or a team speaking different languages, it is essential you communicate effectively. Ensuring everyone has the same information in a clear, **concise** and understandable **format**, this allows employees to perform to the best of their abilities.
- 7 Don't **overlook** communication. It is essential for employees to work effectively.

#### New words

workplace	/ˈwɜ:kplɛɪs/	<i>n.</i>	工作场所; 职场
essential	/ɪˈsenʃl/	<i>adj.</i>	基本的; 必要的
productivity	/ˌprɒdʌkˈtɪvəti/	<i>n.</i>	生产力
effective	/ɪˈfektɪv/	<i>adj.</i>	有效的, 起作用的
ensure	/ɪnˈʃʊə(r)/	<i>vt.</i>	确保, 保证
brief	/brɪ:f/	<i>n.</i>	概要
expectation	/ˌekspekˈteɪʃn/	<i>n.</i>	预期; 期待
deadline	/ˈdedlaɪn/	<i>n.</i>	截止日期
employee	/ɪmˈplɔɪi:/	<i>n.</i>	员工, 雇员
efficiently	/ɪˈfɪʃntli/	<i>adv.</i>	高效地; 有效地
target	/ˈtɑ:ɡɪt/	<i>n.</i>	目标
recognition	/ˌrekəɡˈnɪʃn/	<i>n.</i>	承认, 认可

develop	/dɪ'veləp/	vt.	发展；开发
brand	/brænd/	n.	品牌
ambassador	/æm'bæsədə(r)/	n.	大使；使者；代表
crucial	/'kru:ʃl/	adj.	重要的；决定性的
approachable	/ə'prəʊtʃəbl/	adj.	平易近人的；可接近的
issue	/'ɪʃu:/	n.	问题；议题
staff	/stɑ:f/	n.	全体职工，全体雇员
confused	/kən'fju:zd/	adj.	困惑的；糊涂的
lost	/lɒst/	adj.	迷惑的；迷惘的
fundamental	/'fʌndə'mentl/	adj.	基本的，根本的
represent	/'reprɪ'zent/	vt.	代表
maximum	/'mæksɪmə/	adj.	最大限度的；最大值的
potential	/pə'tenʃl/	n.	潜能，潜力
cross-sell	/krɒssel/	vt.	交叉销售，配套销售
concise	/kən'saɪs/	adj.	简明的，简洁的
format	/'fɔ:mæt/	n.	格式；方式
overlook	/'əʊvə'lʊk/	vt.	忽视，忽略

### Phrases & Expressions

be aware /ə'weə(r)/of	意识到，知道
result in	导致，结果是

### Task A Reading Comprehension

#### I. Decide whether the following statements are true (T) or false (F) based on the passage.

- ( ) 1. If you are an effective communicator, you will spend less time on your work.
- ( ) 2. Presentations can help an employee become an ambassador and take the company's products abroad.
- ( ) 3. As a leader, you need to make it easy for employees to come to you.
- ( ) 4. It is not necessary for every employee to represent their company.
- ( ) 5. Effective communication is important for offices or teams whose members speak different languages.

#### II. Choose the best answer.

- ( ) 1. Effective workplace communication includes the following EXCEPT \_\_\_\_\_.
- A. clear briefs                      B. clear instructions

C. proper body language      D. language ability

- ( ) 2. Presentations are important because they allow employees to \_\_\_\_\_.
- A. operate the company                      B. develop their knowledge  
C. compete with other teams                D. introduce their brand abroad
- ( ) 3. What might happen if a company leader is not approachable?
- A. Employees might leave the company.  
B. Messages might not be clear enough.  
C. Employees can discuss more issues.  
D. Employees can ask more questions.
- ( ) 4. If you work in a company with many offices, what is important for you?
- A. Feeling encouraged.  
B. Communicating every day.  
C. Competing in a healthy way and giving help.  
D. Knowing what every office is doing and selling.
- ( ) 5. The information for a team not speaking the same language should have the following features (特征) EXCEPT \_\_\_\_\_.
- A. being clear      B. being brief  
C. being formal      D. being easy to understand

## Task B Language Focus

I. Fill in the blanks with the words from the box below. Change the form where necessary.

potential	employee	issue	essential	result in
communicate	approachable	ensure	be aware of	overlook

- Everyone should \_\_\_\_\_ the importance and urgency of protecting the environment.
- Despite being a big star, she's very \_\_\_\_\_.
- Employers usually tend to recruit \_\_\_\_\_ with professional skills.
- In the online classroom, people \_\_\_\_\_ with each other by writing.
- Even in small companies, computers are a (an) \_\_\_\_\_ tool.
- We often \_\_\_\_\_ all sorts of warning signals about our own health.
- The ignorance of protecting the environment would \_\_\_\_\_ a lot of severe consequences.
- If you want to promote your business, you can't lose any \_\_\_\_\_ customers.



9. The key \_\_\_\_\_ is whether the market will welcome the new product.
10. The factory is taking measures to \_\_\_\_\_ its employees' safety.

**II. Choose the correct form of the words to complete the following sentences.**

**A. differ, difference, different**

1. Mary and Jane are \_\_\_\_\_ from each other although they are identical twins.
2. His office \_\_\_\_\_ from mine in size and decoration.

**B. essence, essential, essentially**

3. In \_\_\_\_\_, competitive forces are dynamic and changing all the time.
4. Without question, trade is \_\_\_\_\_ for our economic growth.

**C. employment, employ, employee**

5. The new factory \_\_\_\_\_ a lot of college graduates.
6. This \_\_\_\_\_ was dismissed for laziness.

**D. communicator, communicative, communication**

7. The new president is a talented \_\_\_\_\_.
8. He has just finished his research paper on animal \_\_\_\_\_.

**E. efficient, efficiency, efficiently**

9. We should focus on \_\_\_\_\_ in learning English.
10. Jacky is an \_\_\_\_\_ scholar who published several important papers last year.

**III. Complete the following translations, using the given words or expressions in the brackets.**

1. 创新型青年人才是科技发展希望之所在。(develop)  
 Innovative talents are the hope for \_\_\_\_\_.
2. 学校力图帮助每位学生发挥他们的全部潜能。(potential)  
 The school strives to \_\_\_\_\_ to achieve their full potential \_\_\_\_\_.
3. 他相信与中国的更好关系对这个地区的福祉是绝对必要的。(fundamental)  
 He believes that \_\_\_\_\_ are absolutely necessary for the well-being of this region \_\_\_\_\_.

**Task C Translation Appreciation**

1. Both for now and some time to come, our country is still in an important period of strategic opportunity for **development**; but

there are new **developments** and changes in the opportunities and challenges that we face.

当前和今后一个时期,我国发展仍然处于重要战略机遇期,但机遇和挑战都有新的发展变化。

2. China has shifted to a stage of high-quality development, which features significant systemic strengths, improved performance in governance, long-term economic **growth**, a solid material foundation, rich human resources, vast market **potential**, strong economic resilience and social stability.

我国已转向高质量发展阶段,制度优势显著,治理效能提升,经济长期向好,物质基础雄厚,人力资源丰富,市场空间广阔,发展韧性强劲,社会大局稳定。

## Section B Extensive Reading

### Cross-cultural Communication Strategies

- 1 Effective communication with people of different cultures is especially challenging. Cultures provide people with ways of thinking—ways of seeing, hearing, and interpreting the world. Thus the same words can mean different things to people from different cultures, even when they speak the “same” language. When the languages are different, and translation has to be used to communicate, the potential for misunderstandings increases.
- 2 The key to effective cross-cultural communication is knowledge. Firstly, it is essential that people understand the potential problems of cross-cultural communication, and make a conscious effort to overcome these problems. Secondly, it is important to assume that one’s efforts will not always be successful, and adjust one’s behavior appropriately.
- 3 For example, one should always assume that there is a significant possibility that cultural differences are causing communication problems, and be willing to be patient and **forgiving**, rather than hostile and aggressive, if problems develop. One should respond slowly and carefully in cross-cultural exchanges, not jumping to the conclusion that he/she knows what is being thought and said.
- 4 Cross-cultural communication expert William Ury’s suggestion for heated conflicts is to stop, listen, and think, or as he puts it “go to the **balcony**” when the situation gets **tense**. By this he means to **withdraw** from the situation, step back, and reflect on what is going on before you act.
- 5 This helps in cross-cultural communication as well. When things seem to be going badly, stop or slow down and think. What could be going on here? Is it possible I **misinterpreted** what they said, or they misinterpreted me? Often misinterpretation is the source of the problem.
- 6 Active listening can sometimes be used to check this out — by repeating what one thinks he or she has heard one can confirm that he or she understands the communication accurately. If words are used differently between languages or cultural groups, however, even active listening can overlook misunderstandings.
- 7 Often **intermediaries** who are familiar with both cultures can be helpful in cross-cultural communication

situations.

- 8 They can translate both the substance and the manner of what is said. For instance, they can tone down strong statements that would be considered appropriate in one culture but not in another, before they are given to people from a culture that does not talk together in such a strong way. They can also adjust the **timing** of what is said and done. Some cultures move quickly to the point; others talk about other things long enough to establish **rapport** or a relationship with the other person. If discussion on the primary topic begins too soon, the group that needs a “warm-up” first will feel uncomfortable. A **mediator** or intermediary who understands this can explain the problem, and make appropriate **procedural** adjustments.
- 9 Yet sometimes intermediaries can make communication even more difficult. If a mediator is the same culture or **nationality** as one of the **disputants**, but not the other, this gives the appearance of **bias**. Even when bias is not intended, it is common for a mediator to be more supportive or more understanding of the people who are of his or her own culture, simply because he or she understands them better. Yet when the mediator is of a third cultural group, the potential for cross-cultural misunderstandings increases further. In this case, engaging in extra discussions about the process and the manner of carrying out the discussions is appropriate, as is extra time for confirming and re-confirming understandings at every step in the dialogue or negotiating process.

### New words

forgiving	/fə'gɪvɪŋ/	adj.	宽大的；宽容的
balcony	/'bælkəni/	n.	阳台
tense	/tens/	adj.	紧张的
withdraw	/wɪð'drə:/	vt.	收回；撤消
misinterpret	/,mɪsɪn'tɜ:prət/	vt.	曲解，误解
intermediary	/'ɪntə'mi:diəri/	n.	仲裁者；调解者
timing	/'taɪmɪŋ/	n.	定时；时间选择
rapport	/ræ'pɔ:(r)/	n.	和谐，友好
mediator	/'mi:diətə(r)/	n.	调停者，斡旋者
procedural	/prə'si:dʒərəl/	adj.	程序上的
nationality	/'næʃə'næləti/	n.	国籍
disputant	/dɪ'spju:tənt/	n.	争论者，辩论者
bias	/'baɪəs/	n.	偏见

### Phrases & Expressions

cross-cultural communication	跨文化交流
it is essential that...	……是必要的
be willing to do...	乐于做……
reflect on	思考，反省
tone down	使缓和

## Proper Noun

cross-cultural communication (或 inter-cultural communication), 翻译为“跨文化交际”, 也可翻译为“跨文化沟通”, 是指在特定的交际情景下, 不同文化背景的人使用母语或者目的语进行口头交际。在沟通过程中, 由于交际双方母语不同、文化习惯不同、文化背景各异, 有可能产生各种误解或交际目的无法实现。随着全球一体化进程的加快, 跨文化交际成了外语学界和对外汉语专业的一大研究热点。

## Notes

1. Firstly, it is essential that people understand the potential problems of cross-cultural communication, and make a conscious effort to overcome these problems. (Para. 2)

**译文** 首先, 人们必须了解跨文化交际中的潜在问题, 有意识地去努力克服这些问题。

2. Even when bias is not intended, it is common for a mediator to be more supportive or more understanding of the people who are of his or her own culture, simply because he or she understands them better. (Para. 9)

**译文** 就算中间人无意持有偏见, 通常他/她也会更加倾向于支持或理解与他/她来自同一文化的人, 因为他/她更了解他们。

**注:** is essential that 后面的从句要使用虚拟语气, 即谓语动词用“should+动词原形”, should 可以省略。在这句话中, 从句中的谓语动词是 understand 和 make, 为并列关系。

**注:** it 是形式主语, 真正的主语是不定式 to be more supportive or more understanding...。其后 because 引导的原因状语从句中, he or she 指代前面提到的 mediator。

## Exercises

### I. Choose the best answers according to the passage.

- ( ) 1. What is the key to reducing misunderstandings in cross-cultural communication?
- A. Working with a qualified translator.  
B. Speaking the same language.  
C. Making an effort to solve related problems.  
D. Having the knowledge of potential problems and difficulties.
- ( ) 2. In cross-cultural communication situations, people should \_\_\_\_\_.
- A. be patient and tolerant                      B. be hostile and aggressive  
C. respond quickly                                D. make conclusions quickly
- ( ) 3. What does the phrase “go to the balcony” (Para. 4, Line 2) most probably mean?
- A. Listen carefully.                                B. Go outside.  
C. Take some time for consideration.        D. Take action.
- ( ) 4. Which of the following statements is NOT true?
- A. Some statements which are proper in one culture might be taken as too strong in another culture.

- B. The intermediaries need to adjust the process of communication.
- C. In some cultures, people tend to make some small talks before getting down to business.
- D. Qualified intermediaries can eliminate misunderstandings in cross-cultural communication.
- ( ) 5. It can be concluded from the last paragraph that it is better to \_\_\_\_\_.
- A. work without intermediaries in that they often cause misunderstandings
- B. have a mediator who is of the same culture as one of the disputants
- C. have a mediator who is of a third cultural group
- D. take some time to discuss the process of communication

**II. Complete the sentences with the following words or phrases. Change the form where necessary.**

tense    interpret    reflect on    engage in    primary

- His refusal to work late was \_\_\_\_\_ as a lack of commitment to the company.
- The two governments have agreed to \_\_\_\_\_ a comprehensive dialogue to resolve the problem.
- The Red Cross's \_\_\_\_\_ concern is to preserve and protect human life.
- The manager demanded time to \_\_\_\_\_ how to promote sales.
- The situation in that area remains \_\_\_\_\_ and dangerous.

**III. Complete the following statements with no more than 3 words according to your understanding of the passage. Use the reading skill of scanning.**

- It is \_\_\_\_\_ to communicate with people of different cultures effectively.
- The key to effective cross-cultural communication is \_\_\_\_\_.
- One person should be patient and \_\_\_\_\_ when communicating with people of different cultures.
- \_\_\_\_\_ who are familiar with both cultures can be helpful in cross-cultural communication situations.
- Bias may arise if a mediator is the same culture or \_\_\_\_\_.

## Part Four Grammar

### English Basic Sentence Pattern 英语基本句型

所谓基本句型就是句子结构的几种基本“格局”，也就是千变万化的句子的结构雏形。根据句子的结构，英语的句子可分为简单句（simple sentence）、并列句（compound sentence）和复合句（complex sentence）。

**简单句：**含一个主语（或并列主语）和谓语（或并列谓语）的句子。现代英语的基本句型（pattern）主要有五种，它们是：

	句 型	特 点	例 句
1	SV 主 - 谓	在 SV 结构中，谓语动词通常是不及物动词。	(1) The sun is shining. (2) Prices are going up. (3) They have arrived. (4) Birds fly.
2	SVP 主 - 系 - 表	在 SVP 结构中，谓语动词通常是连系动词。	(1) The car is yours. (2) He is in good health. (3) All the students seemed pleased. (4) Life is colorful.
3	SVO 主 - 谓 - 宾	在 SVO 结构中，谓语动词通常是及物动词，后须跟宾语，带一个宾语的及物动词又叫做“单宾语及物动词”。	(1) I want this opportunity. (2) Nobody can answer this question. (3) They finally won the game. (4) I made a serious mistake.
4	SVOO 主 - 谓 - 宾 - 宾	在 SVOO 结构中，及物动词之后须跟两个宾语（直接宾语和间接宾语），这种可带两个宾语的动词又叫“双宾语及物动词”。	(1) Tom lent me his bike. (2) Someone left you this note. (3) I'll return you the dictionary soon. (4) Living at college gives me a sense of responsibility.
5	SVOC 主 - 谓 - 宾 - 补	在 SVOC 结构中，及物动词之后须跟宾语和宾语补足语，这种可带宾语和宾补结构的动词又叫“复杂宾语及物动词”。	(1) We made him our spokesman. (2) They painted the walls dark blue. (3) The directors appointed him sales manager. (4) We found the house empty.

**注：**其他各种简单句都可由这五种基本句型扩展、变化或省略而成。

**并列句：**由并列连词（coordinator）把两个或两个以上的简单句合并而成的句子。并列连词主要有 and, but, so, for, or, nor, yet。例如：

1. I asked her to have dinner together, but she was too busy.
2. He studied hard, yet he failed.

**复合句：**含有一个或一个以上从句的句子。从句一般由从属连接词（subordinator）、关系代词（relative pronoun）或关系副词（relative adverb）等引导，这些从句包括名词性从句（主语从句、宾语从句、表语从句及同位语从句）、定语从句和状语从句。例如：

1. Who will be our monitor hasn't been decided yet. (主语从句)
2. I am interested in what she is doing. (宾语从句)

3. This is what we should do. (表语从句)
4. He made a promise that he would never come late. (同位语从句)
5. He is the man who wants to see you. (定语从句)
6. If you are not too tired, let's go out for a walk. (状语从句)

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### Exercises

#### I. Indicate the sentence pattern of each of the following sentences by writing 1, 2, 3, 4, or 5 in the parentheses.

1. Different people may have different ideas. ( )
2. She lived very happily. ( )
3. Jane is a college student. ( )
4. The news made us quite angry. ( )
5. I bought him a nice car. ( )
6. This movie is pretty interesting. ( )
7. We'll go hiking. ( )
8. We do believe that he is right. ( )
9. The students like English. ( )
10. They elected him their new president. ( )

#### II. Translate the following sentences into English using the given sentence patterns.

1. 飞机 9 点 30 分起飞。(SV)

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2. 这个计划听起来很棒。(SVP)

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3. 我相信你是一个诚实的人。(SVOC)

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4. 她的妈妈是一个医生。(SVP)

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5. 爸爸昨天给我买了一块手表。(SVOO)

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6. 我们不信任他。(SVO)

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7. 我希望可以尽快再见到你。(SVO)

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8. 太阳每天早晨从东方升起。(SV)

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## Part Five Practical Writing

### Business Invitation Letters 商务邀请函

书信是重要的交际工具。商务信函包括推荐信、求职信、入学申请书、邀请函、投诉信等。其中商务邀请函是在邀请相关组织、公司或个人参加特定商务活动时使用的一种日常应用文书,简洁明了、重点突出。与普通邀请函相比,商务邀请函的语言更加专业、正式,书写格式可以参考公务信件的格式。但在具体内容上,还需要注意以下细节:

1. 开头用敬称和逗号以示礼貌,例如“Dear Mr. Smith,”。
2. 给每一位被邀请者的商务邀请信最好能做到个性化,可以提及与被邀请者最近的业务洽谈。
3. 说明邀请的目的,准确描述活动的类型、本质,以及举行的具体日期、时间和地点,提供联系电话和场地的具体地理位置。
4. 要求客人给出是否参加明确答复。
5. 在邀请函的结尾写上“致敬(Best regards,)”或“期盼您的出席(We look forward to your attendance.)”,附上邀请者的姓名、职位和部门。
6. 将邀请函打印出来,在打印的名字上面加上手写签名。

#### Sample:

Dear Mr. Hunter/Ms. Hunter,

I am writing on behalf of (代表) Alibaba Company to invite you to attend our exhibition (展览) to be held at the Hilton Hotel, Beijing from 4th May to 7th May this year. It will be our great honor (荣幸) to have you as our guest. This exhibition will include all the newest products of our company. It will be a great chance for both of us to discuss our future business cooperation (合作) in detail (详细地). We all look forward to your reply, and please feel free to contact (联系) me if you have any questions. We will offer more detailed information when you attend the exhibition.

Yours sincerely,

**Xu Chen**

Vice President of Sales  
Alibaba Company

### Writing Practice

Suppose your company is going to invite your business partner, Mr. Green, to attend an opening ceremony (开幕式). Write an invitation letter to him. You should write at least 100 words according to the guidelines given below in Chinese:

#### An Invitation Letter to a Business Partner

1. 表明写信的原因;
2. 提供开幕式的举办日期、时间、地点等信息;
3. 说明此次活动的目的及意义;
4. 表示期待对方回复,并就任何问题联系你;
5. 说明如果对方同意参加,会提供更加详细的信息。



Dear Mr. Green,

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Yours sincerely,  
(Your name)  
(Your position)  
(Your company name)

## Part Six Project

### Topic:

#### Compare Common Ways of Communication

Group Work: The following are some common means of communication.

Please choose one of them and consider its advantages ( 优势 ) and disadvantages ( 不足 ).



phone calls



video chats



video chats

emails

Think about...

- ◎ Which do you most often use to communicate with other people;
- ◎ Whether you will communicate with others in different ways;
- ◎ Which is your favourite means of communication;
- ◎ What are the advantages and disadvantages of the means of communication you prefer.

You may follow the procedures below:

Step 1: Discuss with your group members and decide which of the above ways you would like to focus on.

Step 2: Share your ideas and write them out.

Step 3: Each group makes a poster or PPT to show your ideas.

Step 4: Choose a representative (代表) to give a presentation to the whole class.