

高职高专“十一五”规划教材



总主编◎何兆熊 本册主编◎吕乐

Contemporary
Business English An Integrated Course

当代商务英语

综合教程 3

学生用书



华东师范大学出版社

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编者说明

《当代商务英语综合教程》第一至四册为基础阶段精读教材,供高职高专商务英语专业或应用英语专业学生使用,也可供程度相当的自学者使用。

英语语言基础在商务英语教学中的重要地位和作用是显而易见的。在经济全球化浪潮的冲击下,各种涉外工作对外语人才特别是商务英语人才的要求越来越高。这也对教学和教材编写提出了更高的要求。由于高职高专商务英语教学研究起步较晚等多方面原因,出现了相关教材跟不上形势的情况,甚至出现用《大学英语》代替“商务英语综合”或“精读”教学的极端个案。针对这些状况,我们编写本系列教材,希望能为解决这些问题做出微薄的贡献。

本教程以高等职业技术学院、独立本科院校商务英语专业学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知1900个左右的英语单词(掌握其中1200个),并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生在英语语言知识和语言的实际运用能力方面,可以达到商务英语中高级、高等学校英语专业第四级结束时的水平,能够从事一般商务英语工作;中等水平的学生能够达到商务英语中级、大学英语六级水平,能够从事使用英语的相关商务工作。

本教程的编写指导思想是全面打好学生英语基础,以课文为中心,由浅入深,循序渐进,进行语音、语法、词汇等基础知识的综合教学;对学生的听、说、读、写、译等基本技能进行全面的训练,培养学生准确运用所学知识进行语言交际的能力。

教材的质量关系到国家人才的培养。为了编写出高质量的教材,本教程编写者怀着强烈的质量意识,踏踏实实、一丝不苟地工作,在整体编写中遵循如下理念:

丰富而实用的选材。精读教材课文的核心地位为英语教学学者所公认,因此我们在选材上付出的努力最多。本教程的所有课文力求内容丰富,题材各异,主题贴近生活与商务实际,视角触及面广,关注实用性。实用性体现在既选取语言优美的范文,又选取与商务相关的可读性强的短文。此外,选材的真实性是我们对实用性最好的注解之一。本教程充分利用了国外教材和相关读物以及互联网的丰富资源,其中相当部分数据、图表、商务文件、信函、产品说明书、广告、公告、通知及案例等均来自一些企业、公司或网络,并配有相当数量的练习或交际任务,旨在努力创造条件为学生提供真实的语言输入和输出机会,使学生真切地掌握相应的英语语言基础知识,熟悉商务实践的技能、策略以及相关的现实商务活动的真实场景,从而使学生真切地掌握相应的英语及商务实践的技能。

精心设计且系统的练习。练习设计的重要性不亚于课文。丰富多样的练习活动能体现各种技能训练的要求,可为学生提供更多提高听、说、读、写、译等各项技能的机会,极大地增强学生学习语言的兴趣。本教程特别突出对学生语言交际能力的培养,强调教学过程中的互动性,为学生提供了诸多在现实生活中灵活运用英语语言的场合、情景及任务等,以期达到学以致用用的教学目的。

结构清晰、易于教学。教程形式活泼多样,与众不同,图文并茂,互动性强。每册教材的侧重点不同,但注意系统性和独立性的有机结合。本系列教程可成套使用,亦可根据使用者的实际情况选择使用;既适合高职商务英语专业的学生,也适用于对商务活动感兴趣的人士。

教材编写中我们还考虑了高职商务英语教学的特点,注意教材与高职教学多方面的需要相适应,考虑两个兼顾问题。一是实用与考试兼顾。本系列教程从选材内容到训练内容都从实用角度出发,选材内容与学生生活及社会生活息息相关;训练过程侧重学生听、说、读、写、译实用技能的培养。各册的语法、词汇、写作训练紧贴现行相关语言考试的要求,有助于学生在提高英语实际交际能力的同时,能顺利地通过大学四、六级英语考试、英语等级考试、英语专业四级等相关语言类考试。二是认知水平、系统性与可读性兼顾。在选材时,我们特别注重科学性与可读性的关系,既不失其科学的严谨性,又要考虑到学生学习心理方面的要求,力求将商务知识用浅显易懂的方式表现出来,使教材的内容具有可读性,教师愿意教,学生愿意学。

此外,与本综合教程配套使用的还有听说教程(1—4)和阅读教程(1—2)。商务英语实践性较强的听说训练均放在听说教材中;听说教程的主题与剑桥商务英语证书(BEC)以及全国商务英语认证考试紧密衔接,有助于学习者通过这些考试。商务英语阅读技能培养与实用文体阅读技巧训练这部分主要放在阅读(泛读)教材中:通过对一些商务上的数据、图表、案例、商务文书等应用性极强的材料进行全面的阅读训练,能增强学生的商务阅读能力,以适应日后所从事的各种商务实践活动。

本教程共分四册,即每学期一册。第一、二册在学生原有基础上,系统安排语音、语法等基础语言知识,其内容主要参考《高等学校英语专业基础阶段教学大纲》所列项目;第三、四册在巩固基本功的基础上,进一步加强语言实际运用能力的培养。每课授课时间可根据教学对象的水平和专业课程总体安排等情况,由教师酌定。每课内容构成如下:

- 精读课文(课文、注释、生词表、课文理解练习、与课文相关的口语活动)
- 课文练习(词汇练习、与课文相关的语法练习,本部分另见练习与测试 workbook)
- 语言在用(听力、商务英语综合练习)
- 职业技能(第二至四册)
- 商务文体阅读课文

各部分的编写思路以及使用中应注意的问题,分别说明如下:

1. Text A(精读课文)

(1) 鉴于学生入学水平不同,我们对课文的起点难度作了适当控制。为便于学生朗读与背诵,课文长度第一册每课一般为400—600字;第二册每课一般为500—800字;第三册每课一般为700—1000字;第四册每课一般为900—1400字。课文的题材内容,第一、二册以英语国家日常生活、商务活动、社会情况、百科知识、文学故事等题材为主;第三册以后,适当增加经济、科技、政治、文化等方面的内容。文体类型包括小说、散文、小品文、戏剧、传记等多种体裁,其中以叙事体为主。

(2) 每课课文后列有该课生词表,每册后列有该册总词汇表。第一册后附有学生在学习本教程前应掌握的1200个词汇及应认知的740个词汇,这些词汇所列出的含义一般不再视为生词。第一、二册全部生词采用英文、中文注释,均标注音标(少数符合读音规则的单音节生词,不标注音标);第三册开始逐渐减少中文释义。生词的中文释义力求先交代原意,再注出该词在本课中的准确含义。每册均保留4—6个学生虽已见过但是意义或用法却是新的生词由学生自己查找工具书(使用英英词典),以培养学生的自学习惯和独立工作能力,以及根据上下文猜测词义的能力。课文中出现的常用搭配和习惯用法,一般单列成项,并加以注释。

(3) 课文注释与理解。第一部分为课文注释,第二部分为课文理解检查题。课文注释内容包括作者简介和文章出处以及语言难点和有关背景知识。课文理解检查题主要是多项选择题,供学生预习时参考,教师讲课时可据此对学生预习情况进行检查。

(4) 口语实践练习。包括两个方面:一是就课文内容相互问答和围绕课文进行简单对话或专题讨论;二是在课文题材范围内模拟交际活动。

2. Additional Tasks (课文练习)

(1) 词汇练习。首先是借助构词法,大力扩充词汇。其次是通过介词搭配、习惯用语、短语动词、动词用法模式、同义词、一词多义等操练,打下扎实的语言基础。特别地,我们还强调掌握构成短语能力强的基本动词(phrasal verb/expression)的使用,如take, make, do等动词的用法。

(2) 与课文结合的语法练习。本部分练习与课文密切关联,狠狠抓住中国学生的弱项进行操练(如从句、不定式、分词、动名词、介词短语的句法作用;句子的连接;主谓一致等等)。语法项目参考《高等学校英语专业基础阶段英语教学大纲》规定的内容,逐步安排到第二册为止,每课安排一至两个重点。

(3) 翻译练习。含汉译英与英译汉两种形式,目的是提升学生对语言的掌握和运用能力,注重活学活用,逐步增强学生的翻译技能。

(4) 写作练习。写作实践第一册以组句、造句为主,掌握最常用的60多个句型;第二册以段落拓展为主,掌握围绕主题句写作和常用的衔接技巧(表达因果关系、进行比较、学会起承转合等等);第三至四册以创造性写作和实用商务文体写作为主,熟悉各种写作技巧及方法(了解基本的修辞方法)。重视写作训练是本教程的重要特色之一。

3. Language in Use (语言在用)

(1) 听力部分。语音:在系统整理、巩固、加深已学语音知识的基础上,着重训练学生在

语流中运用语音语调知识和朗读技巧。语感:第二、三、四册主要是通过朗读或背诵名篇名段,进一步提高学生在语流中运用语音知识和朗读技巧的能力。这一部分也充分体现了我们重视文化内涵和人文价值的思路,希望通过潜移默化的影响来培养和提升学生高尚的情操。

(2) (商务)语言综合练习部分。本部分是在语篇层次上的综合练习,是教材中最有特色的亮点。所选的小文章短小精悍、材料新颖、体裁各异、语言地道、趣味性强,相当一部分材料具有强烈的时代气息和前瞻性,练习形式活泼多样。

4. Career Skills (职业技能)

职业技能板块从第二册起开始出现,涵盖了商务场合中表达和沟通的各种基本职业技能训练。本册中这一部分主要介绍中国成功的大型企业,以此为背景设计一些职场上经常涉及到的职业技能。该练习旨在让学生对商务领域职场工作性质和内容有更好的了解和认识,也旨在培养他们解决问题和思考问题的能力,同时让他们在一个较为真实的情景中提高语言理解和运用能力。

5. Text B (商务文体阅读)

本部分商务阅读选文注重难度适宜,文章主要选取国外同类教材、商务报刊及其他素材中与商务活动相关的短文,以叙事性和描述性文体为主。第一册主要选择商业故事,主题以商务知识入门为主。第二至四册,以商务英语活动的核心主题为主线,涵盖商务语境的各个重要方面,涉及工作所需要的多个学科的知识,如:国际贸易、涉外会计、市场营销、证券投资、电子商务、经济、金融、企业管理、商业文化、信息技术、旅游等。

为了方便教师使用,本教程配备了较为详尽的教师用书。每单元的教师用书由两部分组成:第一部分是 Text explanations,该部分按课文内容的顺序把课文分为若干部分,每一部分包括 Analysis 和 Language work,为教师提供了进入课文教学时引导性的问题、讲解词汇时所需要的例句;第二部分是 Key to exercises,在必要之处我们对所给答案作了简单的解释。我们的意图是把教师用书变成一本十分实用、使用方便的教学参考书。

本教程第一至四册的主编分别为上海工商外国语(职业)学院的陈明娟副教授、上海金融学院的吴慧副教授、上海理工大学的吕乐教授和上海立信会计学院的陈雪翎教授。青岛职业技术学院的李永生教授负责编写第一至二册“语言在用”部分的语法练习。美籍商务英语教学专家 John Parker 审定教程所有英文部分。参加本教程第三册编写工作的有(按姓氏笔划顺序)吕乐、陈剑虹、张旻、邾莹、胡漫、熊淑慧等老师。

本教程在编写过程中得到常玉田教授(对外经济贸易大学)、邹为诚教授(华东师范大学)、陈洁教授(上海对外贸易学院商务英语学院)、王大伟教授(上海海事大学)、张武保副教授(广东外语外贸大学商务英语学院)、井升华教授(商务英语专家)等多位英语界和商务英语教学界专家的支持,在此一并对他们表示衷心的感谢。

何兆熊

2008年6月

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We are extremely grateful to the authors and publishing houses of all the articles chosen as the texts for this textbook, with the hope that the pleading for the permission to use the related articles for teaching purposes will receive kind and generous consideration.

Every effort has been made to contact copyright holders before publication. However, in some cases this has been impossible. If contacted, the publisher will ensure that full credit is given at the earliest opportunity.

Bookmap

Content	Reading	Language	Vocabulary	Language in Use	Career Skills	Business Reading
Unit 1	Spotlight on Copenhagen	Phrasal verb: see Writing: A City I Like	Conversion: <i>n.</i> → <i>verb.</i>	Tourism	Lenovo: telephone calls	Globalization
Unit 2	A Coke and a Smile	Phrasal expressions: place Writing: My First Experience at Pizza Hut (KFC/ MacDonald's)	Compounding	Company	TCL: memo	Customer relationship
Unit 3	The Rich Man and the Poor Man	Phrasal verb: fall Writing: A Rich Man I Respect	prefix: in-, im-, il-, ir-, non-, mis-, un-	Entrepreneurship and small business	APP: advertising	Outdoor advertising
Unit 4	The Power of a Blue Box	Phrasal verb: pass Writing: Concentration Camps	Suffix: -er, -or-	Job hunting	ZJMI: objective and evaluation	EU
Unit 5	The Value of Time	Phrasal expressions: account Writing: My Daily Schedule is Tight	bound roots: -mem-, -cide-	Price	Nokia: interview	Company growth
Unit 6	Delight	Phrasal expressions: impression Writing: The Pop Star I Like Most	bound roots: -mov-, mob-, mot-; -pass-	Employment	Tsingtao Brewery: problem and solution	Business models
Unit 7	Only Children: Finding the Middle Ground Between Lonely and Lionized	Phrasal expressions: regard Writing: I Wish I had a Brother/Sister	bound roots: -sum-, -gress-, -sequ-	Partnership	Cash Flow Analysis: statistics	Planning
Unit 8	British Pub Culture	Phrasal expressions: moment Writing: The Restaurant Culture in My Hometown	bound roots -anthrop-, -duct-, -center-	Job rotation	Shanghai Electric Group Co., Ltd.: minutes	Strategy

Content	Reading	Language	Vocabulary	Language in Use	Career Skills	Business Reading
Unit 9	Home	Phrasal expressions: eye Writing: A Place that Gives Me Comfort and Peace	bound roots -flect-, -flex-, gen-	Job application	Fosun; competitor comparison	Company description
Unit 10	My Bank Account	Phrasal expressions: sight Writing: The Most Embarrassed Moment in My Life	bound roots -son-, man(u)	Stock market	Business ethics; presentation	Interview
Unit 11	Leave Your Hat On, but Lose the Jeans	Phrasal expressions: ease Writing: Fashion on the Campus	free root and bound root	Advertisement	Neusoft; job interview	Human resources
Unit 12	One Man Talking	Phrasal expressions: terms Writing: Should Local Dialects be Preserved	bound roots: -voc-, -vok-; -scribe, -script	Food industry	Shanghai Baolian Group Co., Ltd. ; business model	Franchising
Unit 13	Heard on the Street	Phrasal verb: pull Writing: E-Life in E-Age	bound roots: -popul, publ-, people-; -port-	Internet	media; press conference	Management
Unit 14	I Know Why the Caged Bird Sings	Phrasal verb: set Writing: Family Warmth I Experienced in My Childhood	bound roots: -flu-	Office hour	Youngor Group Co., Ltd. ; team building	Collaboration
Unit 15	Flowers in the Sky	Phrasal verb: pack Writing: Fireworks on the Eve of National Day	bound roots: equ-, spec(t)-	Joint stock company	Customer relationship; dealing with complaints	Company operation
Unit 16	Black Horse	Phrasal expressions: air Writing: Wild Animals	bound roots: -plac(e)-, -form-	Value Innovation Program	Founder Electronics; company achievement	Product development

* 语言点(Language)和词汇(Vocabulary)练习请见配套用书练习与测试。

Table of Contents

Acknowledgement

Bookmap

Unit 1

Text A	Spotlight on Copenhagen	1
Language in Use	7	
Text B	Lenovo Steps Out Onto Global Stage	10

Unit 2

Text A	A Coke and a Smile	13
Language in Use	20	
Text B	Knowing Customer Internal Feelings Builds the Bridge to High Sales	22

Unit 3

Text A	The Rich Man and the Poor Man	26
Language in Use	32	
Text B	Look up! Big Bucks in Billboards	36

Unit 4

Text A	The Power of a Blue Box	40
Language in Use	47	
Text B	China's Commercial Ties with EU	50

Unit 5

Text A	The Value of Time	54
Language in Use	61	
Text B	How Could Huawei Realize Its Great Leap Forward?	64

Unit 6

Text A Delight	68
Language in Use	74
Text B How to Organize Your Business	78

Unit 7

Text A Only Children: Finding the Middle Ground Between Lonely and Lionized	81
Language in Use	88
Text B Planning a Positive Cash Flow	91

Unit 8

Text A British Pub Culture	94
Language in Use	100
Text B Competitive Strategy and Change Management	103

Unit 9

Text A Home	106
Language in Use	112
Text B Three-point Turn — Hyundai in America	115

Unit 10

Text A My Bank Account	118
Language in Use	124
Text B Lessons from the Enron Scandal	127

Unit 11

Text A Leave Your Hat On, but Lose the Jeans	131
Language in Use	139
Text B The Internet Changes Rules of Game	143

Unit 12

Text A One Man Talking	147
Language in Use	155

Text B Franchising Pros and Cons: Is Franchising Right for You? 158

Unit 13

Text A Heard on the Street 163

Language in Use 171

Text B Creating a High Performance Culture — Breathe in and out ... 174

Unit 14

Text A I Know Why the Caged Bird Sings 178

Language in Use 185

Text B The Culture of Collaboration: Building Bridges for Success 188

Unit 15

Text A Flowers in the Sky 193

Language in Use 200

Text B The Truth Behind the Tagline of KFC 203

Unit 16

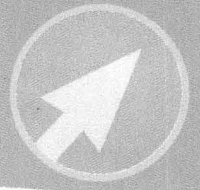
Text A Black Horse 207

Language in Use 215

Text B What is “Lean” about Product Development? 218

Appendix 222

Unit 1



Text A



Spotlight on Copenhagen

Warm-up Questions:

Have you heard of Andersen's fairy tale *The Little Mermaid*? A city in Denmark still maintains a statue of this fairy today. Do you know which city it is?

Pre-class Task 1

Read the text once for the main idea (s). Do not refer to the notes, the glossary or dictionaries.

1 Are you too old for fairy tales? If you think so, Copenhagen¹ is sure to change your mind.

See the city first from the water. In the harbor sits Denmark's best-known landmark; the Little Mermaid².
5 Remember her? She left the world of the Sea People in search of a human soul in one of Hans Christian Andersen's³ beloved fantasies. From the harbor you can get a feel for the attractive "city of green spires." At twilight or in cloudy weather, the copper-covered spires of old
10 castles and churches lend the city a dream-like atmosphere. You'll think you've stepped into a watercolor painting.

Copenhagen is a city on a human scale. You don't have to hurry to walk the city's center in less than an hour. Exploring it will take much longer. But that's easy.
15 Copenhagen was the first city to declare a street for pedestrians only. The city has less traffic noise and pollution than any other European capital.

Stroll away from the harbor along the riverbanks, you'll see the modest Amalienborg Palace⁴ first. Completed
20 in the mid-18th century, it still houses the royal family. The Danish Royal Guard is on duty. At noon, you'll watch the changing of the guard. The guards are not just for show,

however. Danes will always remember their heroism on April 9, 1940. When the Nazis invaded Denmark, the guards aimed their
25 guns and fired. Soldiers fell on both sides. The guards would all have been killed if the king hadn't ordered them to surrender.

Churches and castles are almost all that remain of the original city. Copenhagen became the capital of Denmark in 1445. During the late 16th century, trade grew, and so did the
30 city. But fires in 1728 and 1795 destroyed the old wooden structures. Much of what we see today dates from the 19th and early 20th centuries.

See one of the spires up close — really close — at the 17th century Church of Our Saviour⁵. Brave souls may climb the 150
35 stairs winding outside the spire to its top. If you're afraid of heights, or if it's a windy day, you can forget the climb. But then you'll miss the magnificent view.

Once the earth is under your feet again (you'll enjoy the feeling), cross the nearest bridge to Castle Island. The curious
40 yet majestic-looking spire ahead tops the oldest stock exchange in Europe, built in 1619. Its spire is formed from the entwined tails of three dragons. They represent Denmark, Sweden and Norway⁶.

Keep going to the Christiansborg Palace. The town of
45 Copenhagen began here. Stop and visit the medieval castle. Parliament and the Royal Reception Chambers are open, too. Then continue to Nyhavn, a narrow waterway dug by soldiers in 1673. You'll understand why Hans Christian Andersen made this charming waterway his home. A specially-built mirror
50 outside his apartment window allowed him to peek unseen at the world outside.

Nyhavn⁷ is peaceful, an ideal place for lingering and people-watching. You'll usually see them dressed casually, though they are among Europe's rich people. Danes are taught
55 not to stand out in a crowd. But they do know how to party, especially during holidays.

To see them having fun, and to have some fun yourself, cross Andersens Boulevard and enter Tivoli Gardens. You won't be alone. More than five million people a year come here. They



60 come to dance, dine, take in outdoor and indoor
concerts, see ballets and laugh at the comedy. One tip:
Bring a lot of money. About 20 restaurants are among the
city's most expensive. Even without money, you can still
enjoy the proud old trees, the colored night lights and the
65 beautiful gardens. You might feel as if you are in a fairy
tale.

Notes to the Text

1. Copenhagen

Copenhagen /ˌkəʊpənˈheɪɡən/ (哥本哈根), the capital of Denmark situated on the island of Zealand, is Scandinavia's /ˌskændɪˈneɪviə/ (斯堪的纳维亚) largest and most fantastic city, and part of the most dynamic region in Northern Europe.

2. The Little Mermaid

The Little Mermaid /ˈlɪtəlˈmɛərmaɪd/ (小美人鱼) is a fairy tale written by Hans Christian Andersen (汉斯·克里斯蒂安·安徒生). Disney produced a movie and Copenhagen maintains a statue in her honor. The Little Mermaid continues to be the most popular tourist attraction in Denmark and one of the most photographed statues in the world.

3. Hans Christian Andersen

Hans Christian Andersen, Danish writer (1805 – 1875), is famous for his fairy tales, which were not meant merely for children but for adults as well. Many of Andersen's fairy tales depict characters who gain happiness in life after suffering and conflicts. *The Ugly Duckling* (丑小鸭) and *The Little Mermaid* are Andersen's most famous works.

4. Amalienborg Palace

Amalienborg /ˌɑːməˈlɪnbɔːrɡ/ Palace (阿玛林堡宫) is the winter home of the Danish royal family.



Amalienborg seen from the Copenhagen Operahouse.

5. Church of Our Saviour

Church of Our Saviour /ˈsɜːvjər/ (我们的救世主教堂) is characterized by its black and golden spire and the numerous church bells, which can play melodies.

6. Denmark, Sweden and Norway

Denmark: /ˈdenmɑːk/ 丹麦; Sweden: /ˈswɪːdn/ 瑞典; Norway: /ˈnɔːweɪ/ 挪威。

7. Nyhavn

Nyhavn /njuːˈhævn/ (新港) is a popular area in Copenhagen, Denmark



with both locals and tourists. The street is lined with many small bars and restaurants facing out to a picturesque harbor.



Pre-class Task 2

Can you match the places to their descriptions?

- In the text, underline, circle or highlight the places described so that it is easy to find them.
- Read the description about each place in the text and then check the list below.

Places		
a) The Little Mermaid	b) Amalienborg Palace	c) Church of Our Savior
d) Christiansborg Palace	e) Nyhavn	f) Tivoli Gardens

1. Completed in the mid-18th century, it still houses the royal family. _____
2. In the harbor sits Denmark's best-known landmark. _____
3. The town of Copenhagen began here. _____
4. Brave souls may climb the 150 stairs winding outside the spire to its top. _____
5. It is a narrow waterway and a peaceful and ideal place for lingering and people-watching. _____
6. More than five million people come here. They come to dance, dine, take outdoor and indoor concerts, see ballets and laugh at the comedy. _____

Now can you make a recommendation on what to see for the visitors there?

Pre-class Task 3

Read the text a second time to review the vocabulary in context. Study the new words and their definitions.

Glossary

spotlight /'spɒtlɑ:t/ *n.* (title)

a lamp that produces a strong beam of light to illuminate a restricted area 聚光灯; 焦点

spire /'spaɪə(r)/ *n.* (line 8)

a tall tower that forms the superstructure of a building (usually a church or temple) and that tapers to a point at the top 尖塔, 尖顶

twilight /'twɑɪlaɪt/ *n.* (line 8)

the time of day immediately following sunset 黄昏

watercolor /'wɔ:təkələ/ *n.* (line 11)

a picture painted with colors that are mixed with water 水彩画