

全国商务英语研究会推荐教材

精读

(教师用书)

Intensive Reading

4

新编 商务 英语

高职高专商务英语专业适用

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前言

《商务英语精读》出版后,承蒙广大师生厚爱,在全国很多大专院校使用。笔者不断收到各校教师的来信来电,询问教师用书的编写情况。由于教学任务繁重,又因《商务英语精读》需要重新修订,教师用书一直是编者的一块心病。现在《新编商务英语精读(1~4)(学生用书)》已经出版,并已在全国几百所高等职业和高等专科学校使用。那么,如何编写一本教师喜欢的教师用书?我们认为一本好的教师用书应符合以下几项原则:

1. 要提供教学的背景知识。
2. 详尽的语言点知识和丰富的例句。
3. 可操作的教学建议。
4. 更多的课堂活动素材。
5. 参考答案。

本着这些原则,我们在编写教师用书的过程中体现了如下的特点:

1. 提供了便于教学的背景知识。在学习语言和商务知识并重的主题单元教学大纲中,背景知识使教师能够为学生提供更多的语言输入,使学生在在学习语言知识的同时,学习商务知识。

2. 详尽的语言点知识和丰富的例句。语言知识的讲解仍是教学的重点,语言知识之于交际如同砖瓦之于建筑,没有语言知识,交际是一句空话,因此教师用书在词语解释和语法运用方面下了很大工夫,尽量解释详细。同时,学生学习语言需要有语境,大量的例句既为教师减轻备课的负担,又为学生提供了大量的语境。教师还可利用这些例句编写课堂练习。

3. 可操作的教学建议。课堂教学是教材的活化,从这个意义上说,每一位教师都能创造性地运用教材,使之适应自己的学生。作为教材的编写者,对教材的使用有自己的看法,为此我们提供一些教学建议,供教师参考。这些建议是我们的教学心得,是从课堂实践中得来的,因此具有较强的操作性。

4. 丰富的课堂活动素材。在强调语言交际功能的今天,丰富多彩的课堂活动是语言教学的必需,教师往往苦于找不到合适的课堂活动素材,教师用书在这方面为教师准备了不少素材,供教师们开展课堂活动时选用。

5. 参考

前 言

答案。练习答案是教师用书必不可少的,但由于语言的复杂性,书中的答案并不一定是唯一正确的答案,又由于课堂活动的随机性,不可能有所谓的标准答案。因此教师用书中提供的答案有些只作一个参考。

教师用书第四册的每个单元设置五大板块:一、教学目的(Teaching Aim)列出本单元的重点。二、背景知识(Background Information)为教师提供相关的背景材料。三、语言文化要点(Language and Culture Focus)为 Reading I 和 II 的课文提供详细的注释和词汇、语法方面的知识,为 Extended Activities 中的 Function and Structure 部分提供文化和交际方面的注释,为 Practical Reading 提供阅读技能方面的注释。四、教学提示(Teaching Tips)提出一些教学建议以及提供课堂活动的素材。五、练习答案(Key)。

教师是教学成功与否的关键,教师用书只是一个工具,希望教师能各显神通,创造性地运用这个工具,在教学中取得成绩。同时也希望广大教师不吝赐教,对本书提出宝贵的意见。

编 者

2008年4月于华东师范大学

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UNIT

Advertisement

Advertising is the paid, non-personal promotion of a good, idea, product, or service by an identified sponsor attempting to inform or persuade a particular group of customers. Advertising has evolved to take a variety of forms and the purchased media used range from print to radio, television, and the Internet. A need to deliver the message, television, radio, newspaper, and the Internet are the most common media used for advertising.



I Teaching Aim (教学目的)

1. Cognitive Information(认知信息): Advertisement; Ways of Advertising
2. Language Focus(内容重点)

— **Key Words:** I. expose, expenditure, heading, pervasive, channel, schedule, nuisance, poster, tempt, sponsor, sportswear, regulation, legislation, maximum, ensure; II. benefit, flexibility, paste, scan, edit, slice, synchronize, mute, intrude

— **Phrases:** I. be exposed to, aim to/at, be subject to, limit ... to; II. turn upside down, transform into, open up, end up

— **Word Study:** aim, arrange, limit, subject, restrict

— **Useful Structures:** as well as
have the right to ...
make doing sth. easy ...

— **Grammar:** -ing and -ed adjectives

3. Communicative Skills (交际技能)

— **Expressions:** Persuasion

— **Reading:** Language of Advertising

— **Basic Writing:** Sentence Writing (I)



II Background Information (背景知识)

1. Advertising

Advertising is the paid, non-personal promotion of a cause, idea, product, or service by an identified sponsor attempting to inform or persuade a particular target audience. Advertising has evolved to take a variety of forms and has permeated nearly every aspect of modern society. Every major medium is used to deliver the message: television, radio, movies,

magazines, newspapers, the Internet, and billboards. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, and the sides of buses, or heard in telephone hold messages or in-store PA systems (Public Address System, 有线广播系统) — nearly anywhere a visual or audible communication can be placed. Advertising clients are predominantly, but not exclusively, for-profit corporations seeking to increase demand for their products or services. Other organizations that frequently spend large sums of money on advertising include political campaigns, interest groups and religion-supporting organizations. While advertising can be successful at getting the message out, it does have several limitations, including its inability to focus on an individual consumer's specific needs, to provide in-depth information about a product, and to be cost-effective for small companies.

2. Forms of advertising

Advertising can take a number of forms, including advocacy, comparative, cooperative, direct-mail, informational, institutional, outdoor, persuasive, product, reminder, point-of-purchase, and specialty advertising. Most companies are successful in achieving their goals for increasing public recognition and sales through these efforts.

Advocacy Advertising is normally thought of as any advertisement, message, or public communication regarding economic, political, or social issues. The advertising campaign is designed to persuade public opinion regarding a specific issue important in the public arena. Almost all nonprofit groups use some forms of advocacy advertising to influence the public's attitude toward a particular issue.

Comparative Advertising compares one brand directly or indirectly with one or more competing brands. This advertising technique is very common and is used by nearly every major industry. One drawback of comparative advertising is that customers have become more skeptical about claims made by a company about its competitors because accurate information has not always been provided, thus making the effectiveness of comparison advertising questionable. In addition, companies that engage in comparative advertising must be careful not to misinform the public about a competitor's

product. Incorrect or misleading information may trigger a lawsuit by the aggrieved company.

Cooperative Advertising is a system that allows two parties to share advertising costs. Manufacturers and distributors, because of their shared interest in selling the product, usually use this cooperative advertising technique. Cooperative advertising is especially appealing to small storeowners who, on their own, could not afford to advertise the product adequately.

Direct-Mail Advertising Catalogues, flyers, letters, and postcards are just a few of the direct-mail advertising options. Direct-mail advertising has several advantages, including detail of information, personalization, selectivity, and speed. But while direct mail has advantages, it carries an expensive per-head price, is dependent on the appropriateness of the mailing list, and is resented by some customers, who consider it “junk mail”.

Informational Advertising In informational advertising, which is used when a new product is first being introduced, the emphasis is on promoting the product name, benefits, and possible uses. *Institutional Advertising* takes a much broader approach, concentrating on the benefits, concept, idea, or philosophy of a particular industry. Companies often use it to promote image-building activities, such as environmentally friendly business practices or new community-based programs that it sponsors. Institutional advertising is closely related to public relations, since both are interested in promoting a positive image of the company to the public.

Outdoor Advertising Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily traveled city streets and when the product being promoted can be purchased locally.

Persuasive Advertising is used after a product has been introduced to customers. The primary goal is for a company to build selective demand for its product. For example, automobile manufacturers often produce special

advertisements promoting the safety features of their vehicles. This type of advertisement could allow automobile manufactures to charge more for their products because of the perceived higher quality the safety features afford.

Product Advertising pertains to non-personal selling of a specific product. An example is a regular television commercial promoting a soft drink. The primary purpose of the advertisement is to promote the specific soft drink, not the entire soft-drink line of a company.

Reminder Advertising is used for products that have entered the mature stage of the product life cycle. The advertisements are simply designed to remind customers about the product and to maintain awareness. For example, detergent producers spend a considerable amount of money each year promoting their products to remind customers that their products are still available and for sale.

Point-of-Purchase Advertising uses displays or other promotional items near the product that is being sold. The primary motivation is to attract customers to the display so that they will purchase the product. Stores are more likely to use point-of-purchase displays if they have help from the manufacturer in setting them up or if the manufacturer provides easy instructions on how to use the displays.

Specialty Advertising is a form of sales promotion designed to increase public recognition of a company's name. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. The value of specialty advertising varies depending on how long the items used in the effort last.

3. Advertising objectives

Advertising objectives are the communication tasks to be accomplished with specific customers that a company is trying to reach during a particular time frame. A company that advertises usually strives to achieve one of four advertising objectives: trial, continuity, brand switching, and switchback. Which of the four advertising objectives is selected usually depends on where the product is in its life cycle.

Trial The purpose of the trial objective is to encourage customers to make an initial purchase of a new product. Companies will typically employ

creative advertising strategies in order to cut through other competing advertisements. The reason is simple: Without that first trial of a product by customers, there will not be any repeat purchases.

Continuity Continuity advertising is a strategy to keep current customers using a particular product. Existing customers are targeted and are usually provided new and different information about a product that is designed to build consumer loyalty.

Brand Switching Companies adopt brand switching as an objective when they want customers to switch from competitors' brands to their brands. A common strategy is for a company to compare product price or quality in order to convince customers to switch to its product brand.

Switchback Companies subscribe to this advertising objective when they want to get back former users of their product brand. A company might highlight new product features, price reductions, or other important product information in order to get former customers of its product to switchback.

4. Selecting the right advertising approach

Once a company decides what type of specific advertising campaign it wants to use, it must decide what approach should carry the message. A company is interested in a number of areas regarding advertising, such as frequency, media impact, media timing, and reach.

Frequency Frequency refers to the average number of times that an average consumer is exposed to the advertising campaign. In a crowded and competitive market repetition is one of the best methods to increase the product's visibility and to increase company sales. The more exposure a company desires for its product, the more expensive the advertising campaign.

Media Impact Media impact generally refers to how effective advertising will be through the various media outlets (e. g., television, Internet, print). A company must decide, based on its product, the best method to maximize consumer interest and awareness. Before any money is spent on any advertising media, a thorough analysis is done of each one's strengths and weaknesses in comparison to the cost. Once the analysis is done, the company will make the best decision possible and embark on its advertising

campaign.

Media Timing Another major consideration for any company engaging in an advertising campaign is when to run the advertisements. For example, some companies run ads during the holidays to promote season-specific products. The other major consideration for a company is whether it wants to employ a continuous or pulsing pattern of advertisements. "Continuous" refers to advertisements that are run on a scheduled basis for a given time period. The advantage of this tactic is that an advertising campaign can run longer and might provide more exposure over time. Pulsing indicates that advertisements will be scheduled in a disproportionate manner within a given time frame. The advantage with the pulsing strategy is twofold. The company could spend less money on advertising over a shorter time period but still gain the same recognition because the advertising campaign is more intense.

Reach Reach refers to the percentage of customers in the target market who are exposed to the advertising campaign for a given time period. A company might have a goal of reaching at least 80 percent of its target audience during a given time frame. The goal is to be as close to 100 percent as possible, because the more the target audience is exposed to the message, the higher the chance of future sales.



III Language and Culture Focus (语言文化要点)



Reading I

Notes

1. expose vt.

1) to show something that is usually covered or hidden 使暴露

【例句】He lifted his T-shirt to expose a jagged scar across his chest.

Potatoes turn green when exposed to light.

If you expose your skin to the sun for too long, it will get

suntanned.

- 2) to put someone in a situation where they are not protected from something dangerous or unpleasant 使遭受;使暴露;招致

【例句】The report revealed that workers had been exposed to high levels of radiation.
expose oneself to diseases 使某人受到疾病的影响

- 3) to show the truth about someone or something, especially when it is bad 揭露;揭示;透露

【例句】The film exposes the utter horror of war.
The report exposes the weaknesses of modern medical practice.

- 4) to make it possible for someone to experience new ideas, ways of life, etc. 使……接触(新事物)等

【例句】expose their children to classical music
使他们的孩子们受到古典音乐的影响

[相关搭配]

be exposed to: to be introduced to 接触;暴露

【例句】Some children are never exposed to classical music.
Students should be exposed to all views, even wrong ones.
How often does your current job require that you be exposed to radiation (辐射)?
The baby was left exposed to the wind and rain.

2. **continuous:** *adj.* uninterrupted in time 连续不断的

[比较] **continuous & continual**

Continuous indicates that the action or object carries on without stopping or interruption, while *continual* usually describes an action which is repeated again and again.

【例句】They chattered continuously for an hour.

Is this a continuous flight, or do we stop off anywhere?

Our political institutions are in continual evolution.

How do we prevent these continual breakdowns?

He was continually late for work.

Please stop your continual questions.

3. **the press:** (journalists who work for) newspapers, periodicals and the news