

- ☐ 全国高等院校商务英语精品教材
- ☐ 全国商务英语研究会推荐教材

# 新编商务英语

## 综合教程 教学参考书 1

( 第二版 ) (Second Edition)

Business English: A Comprehensive Course



总主编 虞苏美 张春柏  
主 编 张 逸

Teacher's Book



SEU 2619379



高等教育出版社  
HIGHER EDUCATION PRESS

2619379

H31-42  
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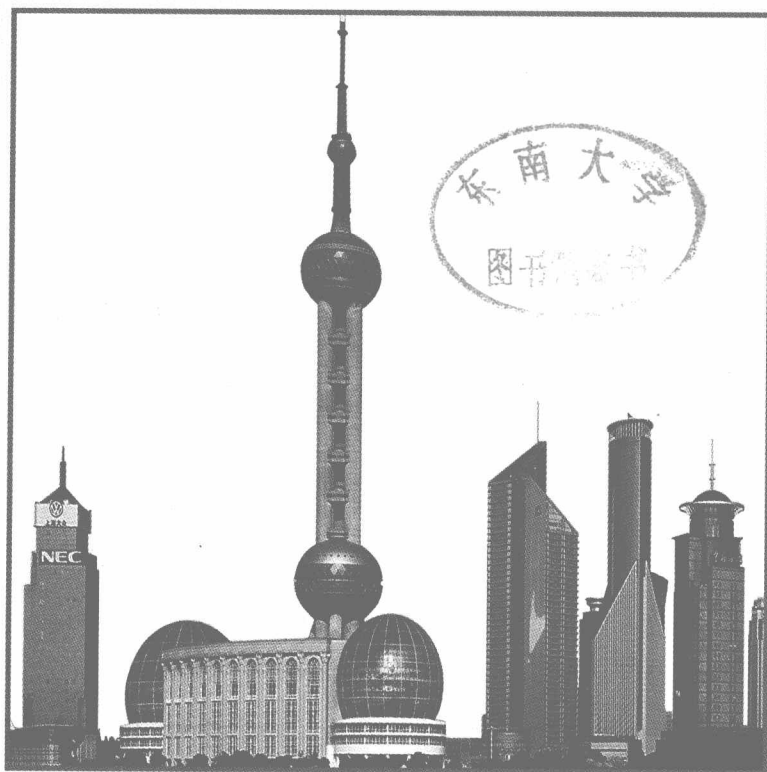
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### Business English: A Comprehensive Course

XINBIAN SHANGWU YINGYU ZONGHE JIAOCHENG JIAOXUE CANKAOSHU



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质检



高等教育出版社·北京  
HIGHER EDUCATION PRESS BEIJING

80103185

## 图书在版编目(CIP)数据

新编商务英语综合教程教学参考书. 1/虞苏美,张春柏主编;张逸  
分册主编. —2版. —北京:高等教育出版社,2011.8

ISBN 978-7-04-032980-3

I. ①新… II. ①虞…②张…③张… III. ①商务-英语-高等  
职业教育-教学参考资料 IV. ①H31

中国版本图书馆 CIP数据核字(2011)第 156930号

策划编辑 陈锡鏖 王雪婷 责任编辑 王雪婷 封面设计 顾凌芝 责任印制 田 甜

|      |                   |      |   |
|------|-------------------|------|---|
| 出版发行 | 高等教育出版社           | 网 址  | <a href="http://www.hep.edu.cn">http://www.hep.edu.cn</a>         |
| 社 址  | 北京市西城区德外大街4号      |      | <a href="http://www.hep.com.cn">http://www.hep.com.cn</a>         |
| 邮政编码 | 100120            | 网上订购 | <a href="http://www.landaco.com">http://www.landaco.com</a>       |
| 印 刷  | 北京宏伟双华印刷有限公司      |      | <a href="http://www.landaco.com.cn">http://www.landaco.com.cn</a> |
| 开 本  | 850mm×1168mm 1/16 | 版 次  | 2005年6月第1版  |
| 印 张  | 19.75             |      | 2011年8月第2版  |
| 字 数  | 506千字             | 印 次  | 2011年8月第1次印刷  |
| 购书热线 | 010-58581118      | 定 价  | 44.00元  |
| 咨询电话 | 400-810-0598      |      |   |

本书如有缺页、倒页、脱页等质量问题,请到所购图书销售部门联系调换

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物 料 号 32980-00

## 第二版前言

《新编商务英语精读》出版后,承蒙广大师生厚爱,在全国多所大专院校使用。随着时代的发展和商务英语教学的深入,也暴露了一些缺陷,如部分材料陈旧,部分单元选题不当,缺少听力练习等。针对这些缺陷,此次对全书进行了一次全面修订,在《新编商务英语精读》基础上扩展为《新编商务英语综合教程》,教师用书也随之进行了修订,根据新的学生用书作了相应的修改和调整。

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在五方面给予教师指导:

1. 策略性指导。
2. 引导性指导。
3. 程序性指导。
4. 教学活动补充或拓展材料。
5. 参考答案。

策略性指导是对课堂教学的策略加以说明;引导性指导是为课堂教学提供一些引导性的参考资料;程序性指导是对课堂教学的过程有明确的指导;教学活动补充或拓展材料是对本单元的课堂教学提供补充或扩展活动的教学材料,以便进一步就本单元的教学内容展开深入的教学活动。参考答案是教师用书必不可少的,有助于减轻教师负担。本教程的策略性指导体现在本书的“用法说明”,对教材主要内容作了宏观指导,对教学法和教学模式进行了说明,这些策略性指导对全书的教学理念和方法作了概括性的提示,同时在全书中每单元的“教学目的”、扩展活动的部分注释以及部分教学提示也对教学策略给予了足够的指导;引导性指导体现在提供每单元的背景知识、语言点知识及丰富的例句。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输入,使学生在语言知识的同时,学习商务知识。语言知识的讲解是教学的重点,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。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。因此教师用书在词语解释和语法运用方面下了很大功



夫,提供了详尽的语言点知识和丰富的例句,教师还可利用这些例句编写课堂练习。程序性指导体现在导入和扩展活动的注释以及每单元的教学提示( Teaching Tips )。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,为此我们提供一些可操作的教学提示,供教师参考。这些提示是我们的教学心得,是从课堂实践中得来的,因此具有较强的可操作性。教学活动补充或拓展材料为课堂活动提供丰富的素材。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须,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,供教师在开展课堂活动时选用。练习答案是教师用书必不可少的,本教程在原有的基础上进行了修订,增加了导入( Lead-in )部分的听力材料原文和练习答案,供教师参考。但由于语言的复杂性,书中的不少答案不是唯一正确的答案。又由于课堂活动的随机性,不可能有所谓的正确答案。因此教书用书中提供的答案有些只是一个参考答案。

修订后的教师用书第一册的每个单元设置六大板块:一、教学目的( Teaching Aim )列出本单元的重点;二、导入( Lead-in )增加了听力材料原文、练习答案,以及听写答案;三、背景知识( Background Information )为教师提供相关的背景材料;四、语言文化重点( Language and Culture Focus )为阅读I和II的课文提供详细的注释和词汇、语法方面的知识;为扩展性练习( Extended Activities )中的功能与结构( Function and Structure )提供文化和交际方面的注释;为专项用法( Special Use )提供详细的讲解和例句;为实用阅读( Practical Reading )提供阅读技能方面的注释;五、教学提示( Teaching Tips )提出一些教学的建议以及提供进一步开展课堂活动的素材;六、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

2011年7月

于华东师范大学

# 第二版使用说明

本教材共分5册,每册有10个单元,每个单元都紧扣一个商务主题展开:

**导入 (Lead-in)** 部分安排了听力理解和听写填空两项任务。听力理解部分包含passage或dialogue一至两篇,设有若干练习,题型为多项选择 (Multiple-choice Questions)、填空 (Blank Filling) 或配对 (Matching),以考查学生对语篇主旨的把握和细节的辨析。在操作时建议教师先做练习1,然后将Difficult Words and Expressions讲解一遍,以扫除语言障碍;接着做练习2、3。听写练习(Spot Dictaion)的内容紧密围绕单元主题,旨在提高学生手、耳并用的能力,可以安排在Post-reading活动之前或Reading II之前进行,以检验学生对Reading I课文的掌握和作为Reading II的热身。

**阅读I (Reading I)** 的读前准备活动 (Pre-reading) 设两项任务。Brainstorming 部分,全班学生通过自由讨论的形式,复习与单元主题相关的内容。Pairwork部分,由学生双人结对,讨论与单元主题相关的若干问题,旨在引导学生进入单元主题,进一步激发学生学习课文 (Text) 的兴趣。教师可在学生讨论的基础上,作相应的点拨和总结;也可邀请部分学生对其讨论的结果作简短的陈述和介绍。读前准备活动的目的为:将单元主题的内容和学生以前获取的相关消息进行链接和沟通,为课文的学习做好心理准备。教师可视学生的实际情况对读前活动作适当的调整。

**阅读I (Reading I)** 后配有丰富的练习题。练习I的目的为检查并加深学生对课文的理解。在处理练习I时,教师应注意引导学生用自己的话来回答问题,培养学生的分析、归纳和口头表达的能力,而不是生搬硬套原文。在校对练习II时,教师应要求学生援引课文内容,作一定的说明,提高学生对篇章的综合理解能力。练习III至V的目的为:加深学生对本课词汇的理解并提高学生对重点词汇的灵活运用能力。练习III要求学生在对课文理解和熟悉的基础上,用课文中所学的词汇完成句子。因此,不要把该练习当作单纯的词汇练习使用。练习IV针对课文的重点词组设计,教师要引导学生举一反三,掌握这些词组的正确使用方法,并对句中的个别难点予以解释。练习VI为词汇替换练习,进一步帮助学生巩固所学的词汇。原书中每课5个

基本词汇学习的练习已放入光盘,教师可在课堂将基本词的不同词义,不同词性,不同用法,以及相关词和各种搭配予以介绍,引导学生举一反三,自己操练,连词成句,掌握这些词的用法。也可以让学生在练习中自己归纳领会这些词汇的不同用法,最后由教师总结归纳。

**读后活动 (Post-reading)** 系综合性的课堂交际活动,教师可视学生的实际语言运用能力和对单元主题的熟悉程度对活动要求进行适当的调整,合理安排活动的时间(如有些对专业知识的了解要求较高的活动,可安排在完成阅读 II 后进行)。该项任务旨在使学生将课文中所学的内容和相关商务实践有机结合,融会贯通,灵活运用于各种交际活动。

**阅读II (Reading II)** 系对阅读I的补充和强化,以帮助学生进一步了解与单元主题相关的知识并相应地提高其语言技能,对该部分的内容教师不必精讲,只需针对学生的理解难点作一些点拨即可。针对阅读II课文的理解,设有阅读理解(Comprehension)、讨论题(Discussion Questions)和词汇练习(Vocabulary)三项练习。教师可根据教学的具体情况,决定取舍,有些课文和练习可由学生自主学习或作为第二课堂的活动材料。

针对商务英语专业学生在以后工作实践中经常会运用到听写、翻译等技能,阅读II 部分还特别设计了其他几项练习: 翻译练习(Translation) — 复习阅读I和阅读II中出现的重点词语,同时掌握一定的翻译技巧; 完形填空(Cloze) 的内容也与单元主题相关,该练习既能使学生对单元主题有更多的了解,也能训练其语言的运用能力。

扩展性练习(Extended Activitis) 主要对课文的内容提供进一步的知识和语言练习。功能与结构(Function and Structure)系统介绍一些日常生活或商务情景下常用的表达方式,并在充分的语言输入和操练基础上,辅之以灵活多样的交际任务,进一步提高学生的口语交际能力,在日后各种工作场景下均能轻松应对,教师可根据教学需求安排一些课堂教学活动开展交际任务; 专项用法(Special Use)主要目的是帮助学生复习一些重要的语法和词汇用法知识,教师可根据学生的水平和教学需求进行讲解和操练; 实用阅读(Practical Reading)采用商务往来中使用的真实语言材料,如数据、图表、案例、文函、广告等,实用性强,旨在帮助学生更好掌握语言基础知识并熟悉商务活动的真实场景; 词汇扩展(Additional Vocabulary)进一步扩充学生对和主题相关的词汇的扩充,教师可鼓励学生在课外阅读中注意积累相关词汇,提高其学习的兴趣和自学的能力; 商务世界(Business World)介绍商务和文化活动方面的小知识,旨在开阔学生的眼界,教师可鼓励学生多利用报

刊、杂志、专业书籍和因特网等资源,发掘相关材料,互相交流,进一步拓展知识面,提高学习的主动性。

本书的教学建议以交际法为主,充分发挥结对学习和小组学习的作用,在任务和交际中学习英语。教师可根据教学实际,利用本教程提供的内容丰富、专业面广、趣味性强的商务材料开展灵活多样的英语课堂和课外活动,帮助学生掌握英语语言的基础知识,培养学生商务实践的基本技能。商务英语教学是一项艰巨的任务,在教学中一定要发挥学生的主动性,提高学生的学习兴趣,精讲多练,课堂内外相结合,定能使学习效果事半功倍。

编 者

2011年7月

于华东师范大学



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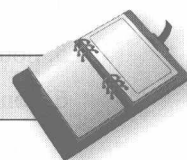
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# Unit 1

## Essentials of Business

### Teaching Aim ( 教学目的 )



#### 1. Cognitive Information ( 认知信息 ) : Basic Concept of Business

#### 2. Language Focus ( 内容重点 )

— **Key Words:** I. production, manufacture, service, merchandise, trade, land, labor, capital, entrepreneurship, distribute, accomplish, perform, go bankrupt, creditor, venture, profit; II. company, firm, a business, wholesaler, retailer, competitor, rival, compete, go into business, go out of business

— **Phrases:** I. relate ... to/with, be extracted ... from, to a certain extent, make ... of value, be responsible for, look for, decide on, up to, refer to, pay for, distribute ... to/among; II. in bulk, compete for, keep ahead of, have an advantage over, give an edge on

— **Useful Structures:** V+ing as subj.                      “where ...” relative clause  
not ... unless ...                      “whether ...” concessional clause

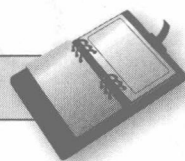
— **Grammar:** Countable and Uncountable Nouns

#### 3. Communicative Skills ( 交际技能 )

— **Expressions:** Expressions of “Meeting People”

— **Reading:** Timetables

## Lead-in 导入



### >>>> Listening Comprehension Tasks

#### Difficult Words & Expressions

---

1. occupation: job; vocation 职业
2. be closely associated with: 同……紧密联系在一起
3. commerce: the buying and selling of goods and services, especially on a large scale 商业
4. an enormous range: 一个庞大的系列
5. household item: 家用产品
6. contribute to: 对……作出贡献
7. quality of life: 生活质量
8. donate: to give as a contribution 捐赠
9. rest house: 疗养院
10. terminally ill: 处于疾病晚期的
11. transform: to change 转变

#### Passage Script

---

The word business has many meanings. It can refer to a person's occupation, to a type of occupation, to a person's behavior, to a trade or commerce, or to a firm's activity, when he or she buys and sells. The modern word "business" comes from an old English word which meant "to do things". Nowadays business is about buying and selling. Business is the way that buyers buy and sellers sell goods and services. For buyers, business is about how they get what they want. For sellers, business is about how they do their selling and receive their money and income.

In our everyday life, we constantly come into contact with business. All businesses offer something to the community. No matter how big or small, businesses have an important role to play in society. Stores aim to meet the specific needs of certain groups. Department stores offer an enormous range of household items. Even though these stores represent a small part of the business environment, they play important roles within our society. They provide goods and services to meet the wants and needs of the community.



Businesses play a large social and economic role in our society. The social role can be seen when the actions of businesses contribute to the quality of life and happiness of members of our society. Businesses also play an enormous economic role by creating wealth, employment, and choice. Businesses provide employment and investment opportunities. Through the skill of business people, new ideas are transformed into products that enable us to enjoy a high standard of living.

## Key

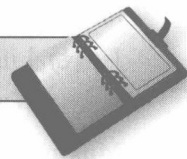
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III. 1. how 2. short 3. everyday 4. big 5. play 6. social 7. creating 8. opportunities  
9. economic 10. Without

## >>>>> Spot Dictation

Business includes the activities of all commercial producers of goods and services. These producers range from small shops owned by one person to huge organizations owned by thousands of stockholders who have shares in the companies. The word *business* may refer to producers of the same product or service, such as the clothing business or the insurance business. An individual enterprise may also be called a business.

## Background Information ( 背景知识 )



### 1. Business

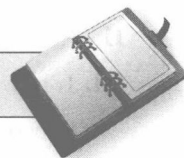
Business can mean buying or selling goods or services. That is, the activity of making money by producing or buying and selling goods, or providing services. When it is used in this meaning, it is uncountable. It can also be used to refer to an organization such as a company, shop, or factory that produces or sells goods or provides a service. When it is used in this meaning, it is countable.

### 2. Becoming a successful business

Becoming a successful business takes time, energy, motivation, and a bit of luck. Getting an idea, testing an idea, finding the right people and help, locating access to capital and credit, understanding and

using technology, and planning ahead are just a few of the steps to the process. Throughout the various stages of the business lifecycle — starting, financing, expanding, training and counseling, management assistance, advocacy, and eventually closing a business — the right help at the right time can make all the difference between failure and success. Besides access to capital and credit, business owners need management and technical assistance, training and education, counseling and user-friendly access to information all along the way.

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



### >>>> Reading I

**1. civilization:** The word *civilization* comes from the Latin *civilis*, meaning *civil*, related to the Latin *civis*, meaning *citizen*. Civilization is an advanced state of human society, marked by progress in the arts and sciences, the extensive use of writing, and the appearance of complex political and social institutions. The level of advancement of a civilization is often measured by its progress in agriculture, long-distance trade, occupational specialization, and urbanism. Aside from these core elements, civilization is often marked by any combination of a number of secondary elements, including a developed transportation system, writing, standards of measurement (currency, etc.), contract and tort-based legal systems, characteristic art styles (which may pertain to specific cultures), monumental architecture, mathematics, science, politics, and astronomy. 文明; 文明社会

【例句】 the history of Western civilization 西方文明的全部历史

Chinese civilization is one of the oldest in the world.

**2. Making airplanes, building buildings, and constructing paper boxes...:** The *-ing* form of the verb can be used as the subject of a sentence.

【例句】 Seeing is believing.

Taking good photos requires patience as well as keen eyes.

Watching television at spare time is a good entertainment.

**3. relate:** relate sth. to sth. else. 与……有关

【例句】 The report seeks to relate the rise in crime to an increase in unemployment.

**4. 辨析 capital & money:** **Capital** is the money or property that you use to start a business or to make more money. **Money** is what you earn by working and you use in order to buy things.

【例句】 The recycling industry is making huge capital investments in equipment.

Do you have enough money to pay for the sandwiches?

Therefore, collocations related with **capital** are: capital intensive industries (资本密集产业); venture/risk capital (风险资本); intellectual capital (智识资本), etc.

Collocations related with **money**, on the other hand, are: money bags (有钱人); Money makes a mare go. (有钱能使鬼推磨); money worshiper (金钱至上主义者).

**5. Other forms of business include merchandising, which is the selling of products, and providing various services, such as accounting, distributing, and repairs.**

【译文】 其他形式的商务包括销售,即出售产品、提供诸如会计、分销及修理等各种各样的服务。

**merchandise:** to try to sell goods or services using methods such as advertising; 买卖; 推销

【例句】 If this product is properly merchandised, it should sell very well.

这一产品如果促销得当,该是很畅销的。

We merchandise our furniture by advertising in newspapers.

我们在报上登广告推销家具。

**distribute:** to supply goods to shops and companies so that they can sell them 分发; 分销;

**synonym:** give out

【例句】 distribute sth. among/to sb.

Clothes and blankets have been distributed among the refugees.

Milk is distributed to the local shops by Herald's Dairies.

**6. entrepreneurship:** Entrepreneurship is a frequently used concept in English-speaking countries, but it is difficult to define and translate. It generally refers to a management concept characterized by development and renovation and the ability to implement this concept in marketing. (它指的是一种发展的、革新的经营观念,以及将这种观念贯彻在市场中的能力。) Successful entrepreneurs have an unshakable belief in themselves and in their ideas. They have drives, and can always bounce back after frustrations. That is, no matter what goes wrong, they can get up and try again. 企业家素质

**7. refer to:** 提到, 涉及; 指(的是)

1) refer to sb. or sth.

【例句】 We agreed never to refer to the matter again.

Although she didn't mention any names, everyone knew who she was referring to.

2) refer to sb. or sth. as.

【例句】 He likes to be referred to as "Doctor Khee".

**8. "where ..." relative clause:** "Where" can be used to introduce a relative clause.

【例句】 The crisis has reached a point where the receiver (破产管理人) will have to be called in.

This is the hotel where we spent our honeymoon.

The place where he was going is dangerous.

“Where” functions as an adverbial in the relative clause. The other adverbs that can introduce relative clause are “when” and “why”.

【例句】She remembered the day when Paula had first walked into her office.

This is the place where I hid the key.

In 1963 we moved to Boston, where my grandparents lived.

**9. extract:** extract something from sth. else. 拉出; 提取

1) to remove an object from somewhere, especially with difficulty.

【例句】He extracted an envelope from his inside pocket.

2) to carefully remove a substance from something which contains it, using a machine, chemical process etc.

【例句】This substance is extracted from seaweed. 这种物质是从海藻中提取的。

Oils are extracted from the plants.

**10. accomplish:** succeed in doing sth.; successfully finish doing sth.; achieve. 完成; 达到; 实现

【例句】I don't think our visit really accomplished anything.

We have accomplished a great deal in the last few days.

“Accomplished” means “skilled”, so a singer can be “accomplished”, so can a writer or painter be.

“Accomplished fact (既成事实)”, however, is a legal term, which means something that is known to be true and cannot be doubted. “Accomplishment” is the noun form, which means “achievement” or “a skill”.

【例句】Our 15% increase in sales last year was a major accomplishment.

Being able to play the piano well is one of his many accomplishments.

**11. Therefore, to a certain extent the next factor, capital, can be used to replace labor or reduce the amount of physical and mental labor that humans have to use in order to conduct business.**

【译文】因此, 下一要素: 资金, 在某种程度上可用于替代劳动力或减少人们为开展业务而所化的体力与脑力的付出。

**to a certain extent:** indicating that sth. is partly true, but not entirely true; partly (= to some extent). 在某种程度上

【例句】We all to some extent /to a certain extent remember the good times and forget the bad.

I do agree with him to a certain extent.

**replace:** to remove someone from their job or sth. from its place, and put a new person or thing there. 代替

【例句】replace A with B 以B代替A

They replaced the permanent staff with part-timers.



## 12. of value

1) worth a lot of money. 值钱的

【例句】The thieves took nothing of value.

2) useful. 有价值的

【例句】I hope this book will be of value to both teachers and students.

## 13. be responsible for: 为……负责; 是造成……的原因

【例句】Police believe that the same man is responsible for three other murders in the area.

We are determined to bring the people responsible to justice.

## 14. not ... unless ...: 除非……, 就不会……

Here “unless” is used to introduce a statement expressing a case in which an exception to a preceding statement may or will exist.

【例句】Do not leave the building unless you are instructed to do so.

Don't call me at the office unless it's absolutely necessary.

Sometimes “not” can be used with “unless” to indicate the only condition.

Then the phrase “not unless” means “only if”.

【例句】— Will you go with her?

— Not unless she wants me to.

Nowhere to land, not unless you had a spaceship.

The old man had gone to bed with instructions not to be disturbed, not unless the plan failed.

In conditional clauses, “unless” is used to express that something will happen or be true if something else does not happen or is not true. So simply stated, it is a negative “if” clause “if ... not ...”.

【例句】Unless some extra money is found, the theatre will close.

I think you should complain — unless, of course, you are happy with the way things are.

He won't go to sleep unless you tell him a story.

I can't leave her unless I know she's all right.

## 15. initiate: to arrange for sth. important to start, such as an official process or a new plan. 开始; 发动

【例句】initiate a reform 开始改革

They have decided to initiate legal proceedings against the newspaper.

Intellectuals have initiated a debate on terrorism.

## 16. innovative: an innovative idea or way of doing sth. that is new, different, and better than those that existed before. 创新的; 有新意的

【例句】an innovative approach to language teaching