

高职高专“十一五”规划教材

总主编 蒋秉章

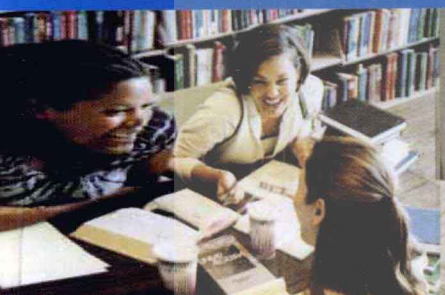
主 编 高杏生 杨 瑛



# Contemporary 当代应用英语 教师用书 Practical English 4



华东师范大学出版社



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# Unit 1 Real Estate

## I. Suggested Teaching Plan

|                     |   |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
|---------------------|---|------------|------------|--------------|------------|-------------|------------|--------------|-------------|--------------|------------|------------|------------|------------|------------|--------------|------------|
| Teaching Objectives | <p>After studying this unit, students are expected to be able to:</p> <ol style="list-style-type: none"> <li>1. identify main points about some statements on real estate by listening;</li> <li>2. talk about housing conditions in China;</li> <li>3. understand the main ideas of the reading materials, and master the useful sentence structures and words and expressions in the two passages;</li> <li>4. know how to use “as”;</li> <li>5. know how to write a sales letter.</li> </ol> |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| Teaching Procedures | <table> <tr> <td>1. Warm-up</td><td>15 minutes</td></tr> <tr> <td>2. Listening</td><td>60 minutes</td></tr> <tr> <td>3. Speaking</td><td>25 minutes</td></tr> <tr> <td>4. Passage 1</td><td>150 minutes</td></tr> <tr> <td>5. Passage 2</td><td>40 minutes</td></tr> <tr> <td>6. Grammar</td><td>35 minutes</td></tr> <tr> <td>7. Writing</td><td>25 minutes</td></tr> <tr> <td>8. Follow-up</td><td>10 minutes</td></tr> </table>  | 1. Warm-up | 15 minutes | 2. Listening | 60 minutes | 3. Speaking | 25 minutes | 4. Passage 1 | 150 minutes | 5. Passage 2 | 40 minutes | 6. Grammar | 35 minutes | 7. Writing | 25 minutes | 8. Follow-up | 10 minutes |
| 1. Warm-up          | 15 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 2. Listening        | 60 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 3. Speaking         | 25 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 4. Passage 1        | 150 minutes   |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 5. Passage 2        | 40 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 6. Grammar          | 35 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 7. Writing          | 25 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |
| 8. Follow-up        | 10 minutes  |            |            |              |            |             |            |              |             |              |            |            |            |            |            |              |            |

## II. Background Knowledge

### 1. China's history of the development of the real estate market

**The first stage:** is the phase of theoretical breakthroughs with the pilot start (1978 - 1991). In 1978 theorists proposed the perspectives of housing commercialization and land property rights. In 1991, the State Council has approved the overall housing reform program of the 24 provinces and cities.

**The second stage:** is the phase of irrational speculation and promotion with the adjustment (1992 - 1995). In 1993 “housing project” was launched.

**The third stage:** is the phase of a relatively stable coordinated development (1995 -



2002). With the continuous deepening of the housing system reform and the rise of the residents' income, housing becomes a new hot consumption. After 1998, with the abolition of the housing distribution system and the implementation of the mortgage policy, the investment of real estate enters into a stable and rapid development period. The real estate industry is changed into one of the pillar industries in the economy.

**The fourth stage:** is the new phase when prices rise and a number of control measures are introduced. Since 2003, housing prices have continued to rise, and most urban housing sales price has risen significantly. Therefore, the regulation and control policies for real estate industry have been introduced subsequently.

**2. Special terms:** After China's entry into WTO, foreign estate trade expands rapidly with a large sum of dollars often involved, thus a good command of estate English in conformity with international practice becomes more essential, especially to an outstanding real estate agent.

### **3. Investment cools slightly in 2006 (*China Daily*)**

Fixed asset investment increased by 24 percent year-on-year last year, two percentage points less than a year earlier. Investment growth has slowed in recent years as the authorities have introduced measures to keep the economy from coming to a boil.

Urban fixed asset investment grew at a year-on-year pace of 24.5 percent, 2.7 percentage points less than a year earlier. The slowing trend was especially obvious last month, when the rate was 13.8 percent. Overall investment in fixed assets like property and infrastructure grew by 29.8 percent in the first half of last year. The figure was 25.7 percent in 2005 and 26.4 percent in 2004.

Although the central government has taken a series of policies to stabilize house prices, property prices still increased by 5.5 percent in 70 major cities last year. Despite the slowdown in fixed asset investment growth last year, the current level could still cause problems. A fixed asset growth rate of 23 percent would be appropriate for the Chinese economy. Any more than that could squeeze out consumption and have an adverse effect on the economy. The central economic work conference last December called for balanced growth in investment and consumption. The downward trend of late 2006 is expected to continue into this year, at least in the first quarter, economists predicted.

## Warm-up

### Objective:

Students can express their own ideas from the pictures.

### Procedure:

- ☞ As a topic warm-up, ask the class “What kind of features can you find from the pictures?” If some students respond to your question, write their responses on the board.
- ☞ Ask students to discuss the housing development in China.
- ☞ Walk around the class and give help as needed.
- ☞ Ask some students to summarize their discussion.

**Time:** 15 minutes

### W1

#### PAIR WORK

**Look at the pictures. Discuss with your partner the features of each picture.**

(Varied answers)

## Listening

### Objectives:

- ☞ Students are able to understand and write down the key words they hear.
- ☞ Students are able to understand major points from a listening passage or conversation.

### Procedure:

- ☞ Tell students the exercises in Part I are designed to understand the special terms and information of real estate.
- ☞ Tell students the listening materials in Part II are theme-related.

☞ Tell students how to get main ideas while listening.

☞ Part III can be done in or after class depending on the remaining class time.

**Time:** 60 minutes

## Part I

**Understanding Statements****L1**

Listen to the following statements twice and fill in the blanks with the words you have just heard.

**Key:**

1. Please take some **brochures** describing the Nice Garden Phase I.
2. From the tenth floor, you can see a beautiful river **view**.
3. I think I have to talk to the bank **representatives**. Thank you for your help.
4. There are eight different banks that will provide a seventy percent **mortgage** loan.
5. The final **rent** that the landlord has offered is already below the market rate.
6. We are sure that you can sell more this year according to the **marketing** conditions at your end.
7. We can discuss further **details** when you have a thorough knowledge of the marketing possibilities of our products.
8. According to your estimate, what is the maximum annual **turnover** you could fulfill?
9. If you **insist** on your original price, I'm afraid you will have little chance to get the business.
10. It's impossible. You may notice that the cost of **raw** materials has gone up in recent years.

**L2**

You will hear five sentences. Each one will be read twice. Listen carefully and write each sentence down.

**Key:**

1. We are always willing to cooperate with you and if necessary make some concessions.
2. The price we offered is more favorable than the quotations you can get from our competitors, I'm afraid.
3. If you have any comment about these clauses, do not hesitate to make.
4. We have some reports to show you for the background information.
5. I guess you prefer remaining in the same neighborhood. Let me check the computer's



property data for you first.

## Part II Understanding Conversations

### Conversation Residential Flat for Sale

L3

Listen to a conversation between two speakers and answer the following questions in English.

Key:

1. *The sales agent and her client.*
2. *In the sales agent's office.*
3. *It is a seller's market.*
4. *Since he has to go back to England within the next few months, he would like to sell his apartment as soon as possible.*
5. *Its gross area is approximately nine hundred square feet.*
6. *Flat C, 15/F, Tong House, Tai Koo Shing.*
7. *There's one living room, one dining room, one master room and two bedrooms.*
8. *It is on the south with a hillside view.*
9. *The market price for Tong House is around five thousand Hong Kong dollars per square foot.*
10. *He would mark four point five million Hong Kong dollars.*
11. *In about one month.*
12. *She reminds him that her company will charge a commission equivalent to one percent of the transaction price in the event of a successful selling of the property through her introduction.*

### Tapescript:

W: Good morning, Sir. Have a seat please..

M: I would like to know the state of the residential property market right now because I have an apartment for sale.

W: Sure, here is my business card. I'm Jane Wilson. Let me explain to you how things are. In recent months, the demand for residential properties has become extremely high. The price for residential property is rising almost twenty percent.

- M:** Really? Since I have to go back to England within the next few months, I would like to sell my apartment as soon as possible.
- W:** Don't worry, Sir. I think it's a seller's market now. Let me get down some information about your apartment first. What is your property's address?
- M:** Flat C, 15/F, Tong House, Tai Koo Shing.
- W:** What is the square area of your property? How many bedrooms and living rooms?
- M:** Its gross area is approximately nine hundred square feet. There's one living room, one dining room, one master room and two bedrooms.
- W:** How is your property orientation and view?
- M:** It is on the south with a hillside view.
- W:** The market price for Tong House is around five thousand Hong Kong dollars per square foot, but it also depends on the internal layout and condition of the house.
- M:** I would like to mark four point five million Hong Kong dollars.
- W:** May I have your name and contact number, Sir?
- M:** Johnson, and my contact number is 28765432. My office number is 2134567.
- W:** Thank you, Mr. Johnson. May I ask you one more question? When will your property become available?
- M:** In about one month.
- W:** Also, Mr. Johnson, I would like to remind you my company will charge a commission equivalent to one percent of the transaction price in the event of a successful selling of the property through our introduction.
- M:** No problem.
- W:** Thank you very much. I will introduce your property to our clients. When they want to see your property, I will give you a call.
- M:** Thank you.

**L4**

The following are the major points in the above conversation. Listen for a second time to be sure you have understood each point. Listen to the conversation for a third time and complete the summary with the words and phrases provided.

**Key:**

1. agent   2. client   3. the state   4. the residential property   5. leave Hong Kong for England   6. seller's market   7. sell his property/house   8. Miss Jane Wilson   9. 4.5 million   10. 1% of the transaction price

## Part III

## Understanding Passages

## Passage 1 The Housing Problem in Big Cities

L5

Listen to the short passage and complete the answers to the following questions in English.

Key:

1. With the development of modern industry, more and more people are flowing into big cities 2. building satellite cities in the suburbs 3. the suburbs 4. be appealing to the city citizens, who suffer from air pollution, noises, etc. 5. very complicated

**Tapescript:**

With the development of modern industry, more and more people are flowing into big cities. Accordingly, the housing problem in big cities is becoming more and more serious.

People have offered many solutions to this problem. It's said that building satellite cities in the suburbs is more practical. The fresh air and beautiful scenery in the suburbs will be appealing to the city citizens, who suffer from air pollution, noises, etc. In the overcrowded city, with more people leaving the city, more space will be available for those remaining. The housing problem in big cities will thus be solved.

In brief, building satellite cities can not only improve the living conditions in big cities, but also provide a much better living environment. But the housing problem is very complicated in our country now. Perhaps people can hardly rely on only one way to solve the problem completely.

L6

The following are the major points from the passage. Read each point as you listen to the passage. When you are sure you have understood the major points, retell the passage.

(Answer omitted)

## Passage 2 Chinese Real Estate Market Has No Bubbles

L7

Listen to the passage and decide whether the following statements are true (T) or false (F).

Key:

1. F 2. F 3. T 4. T 5. T 6. T 7. F

**Tapescript:**

China news, Beijing, Oct. 26—Chief economist on Chinese issue from J. P. Morgan Frank Gong said on Monday that over the next few years, Chinese economy would continue to grow with increasing momentum. Fortune accumulates rapidly and many foreign investors are still very optimistic about Chinese property market. At the same time, there is still a great potential for Renminbi to appreciate. Based on these factors, it is reasonable for real properties in China to raise their value by 10% every year. In his speech at a real estate financial forum, Frank Gong said that the pressure on Renminbi appreciation was the result of inflation. He said that at present, when Renminbi was not making much gain in value and the consumer price index (CPI) was rising slowly, the inflation was shown by appreciation in the real estate market. Apart from Renminbi appreciation factor, Gong noted that if China's macro economy could grow at an annual rate of 10% over the next few years, then the 10% appreciation rate in the real estate market would be "reasonable and normal to the economic situation". He pointed out that over the past decade, Chinese people's disposable income had grown at an annual rate of 10%-11%, while price in property market rises by only 6% on average every year, far below the GDP growth rate and the growth rate of people's disposable income. According to him, Chinese property market, on the whole, was in a healthy state in the past eight years. "There are definitely no bubbles appearing in Chinese property market," said Frank Gong, who predicted that over the next three years, Chinese property market would still remain a most ideal market for international investors.

**L8****Listen to the passage again and fill in the blanks.****Key:**

1. Chinese 2. Monday 3. continue 4. rapidly 5. property 6. factors 7. pressure  
8. value 9. inflation 10. real estate 11. economy 12. reasonable 13. income 14. on  
average 15. remain

## Speaking

## Objectives:

- ☞ Students are able to do retelling by using the key words given.
- ☞ Students can express their ideas using the relevant words and expressions in the two conversations or using the expressions provided.

**Time:** 25 minutes

**S1** Listen to and read the conversation.

## Tapescript:

(Jimmy Smith's company wants to buy a shop. Peter Lee, an estate agent, is asked to help find suitable outlets. On that day, Jimmy, his colleague Bob and Peter meet and talk about buying a shop.)

A—Agent Mr. Lee                      B—Bob Williams, C's colleague  
C—Client Jimmy Smith              D—Receptionist

D: Good morning, sir. May I help you?

C: Yes. We have an appointment with Mr. Lee.  
(They walk into the conference room.)

D: Please have a seat. Sir, do you want something to drink?

B: Two cups of black coffee, please.

D: Certainly. Mr. Lee will be right with you.

A: Good morning. And ... (Turns to the other man.)

C: This is my colleague, Bob Williams.

A: Nice to meet you, Mr. Williams. Here is my business card. I'm Peter Lee.

B: Nice to meet you, Mr. Lee. Do you mind my calling you Peter?

A: Not at all. (The secretary brings in two cups of coffee.) Have a cup of coffee, please. As I know your company is looking for a shop in Tsim Sha Tsui, I have contacted one of my landlords, Mr. Song, who is the president of ABC Limited. He offered my company a sole-agency for the premises in 223–228 Shanghai Road. Are you familiar with that location?



- C: Bob and I have done the research for that area already. We have a rudimentary knowledge of it. What is the size of the shop?
- A: The gross area is approximately thirteen thousand square feet. The landlord separated the unit into three smaller units. The rental income is one million Hong Kong dollars per month.
- B: How much is the shop?
- A: Around one hundred million Hong Kong dollars. The return yield is very high.
- C: We would like to see the property as soon as possible, because we have to do a report to the management of our company within this month.
- A: (After a few minutes) No problem. I have already made an appointment at three o'clock tomorrow afternoon. How about meeting you in my office at two tomorrow?
- C: Wonderful.

S2

Fill in the following table with the information you have just learned.

|   |   |
|---|---|
| What do Jimmy Smith and Bob Williams want to do?                  | (1) <i>They want to buy a shop for the company in Tsim Sha Tsui.</i>  |
| What has the agent done for them?                                 | (2) <i>He has contacted one of his landlords, Mr. Song. Mr. Song has offered the agent a sole-agency for the premises in 223 - 228 Shanghai Road.</i> |
| What is the size of the shop?                                     | (3) <i>The gross area is approximately thirteen thousand square feet.</i>   |
| How much is the shop?   | (4) <i>Around one hundred million Hong Kong dollars.</i>  |
| What decision do the clients make at the end of the conversation? | (5) <i>They would like to see the property as soon as possible.</i>   |

S3

PAIR WORK

Work with a partner. Choose one of the two topics and develop a conversation to present to the class. The answers are open-ended.

## S4

## Presentation

Look at the pictures below and give a three-minute presentation on the real estate agent and a family or a part of a garden. You may describe the house and its surroundings or the interior of the house.

Key for reference:

### Purchasing a house(Picture 1)

First I'll introduce the persons in the picture. On the right of the picture is Mr. Johnson who is working in Wilson Housing Agency. On the left are Mr. and Mrs. Knight and their two children. The couple are running a restaurant. Being a mid-class family, they want to purchase a larger house because they have two children, but they don't want to spend a lot of money on it. The couple talked about their demands with the agent on the telephone the other day. And Mr. Johnson, the agent, suggested a two-storeyed house to them. Now the couple with their two children are visiting the house.

The Knights are satisfied with the conditions of the new house. The house has more rooms than theirs, each of them facing to the south. The sitting room is particularly large and comfortable. Outside the windows, there is a small pond where there are many petals floating on the water. In front of the house there is a pebble path and a lawn. With many trees surrounding the house, the environment there appears peaceful and pleasant.

After visiting the house, Mr. Knight and Mr. Johnson have talked about the price of the new house. At the beginning Mr. Knight argued the house charged a little higher. But the agent introduced that the house is located near the subway so it's convenient for shopping and transportation. Therefore the price for the house is reasonable. However, Mr. Knight pointed out that although the advantages are available, they still have another option which is better than this one. Hence Mr. Johnson lowered the price by 1%, and they reached an agreement finally.

### The Borrowed View(Picture 3)

This is a typical Chinese garden. Take Suzhou gardens for example. They are enclosed within the city walls, thus having to be constructed in a limited amount of space. It is therefore necessary to devise ways to make a garden appear larger than it really is. This might be accomplished in several ways, including curved walkways and zigzag bridges which require guests to take more steps to go from one end to the other, dividing the overall area into smaller gardens

within gardens, and by the technique of “borrowing views”.

Scenery is borrowed both from outside and from inside the garden. Outer walls block the sight of surrounding streets and nearby low buildings, while a bit of neighboring roof tile or the top of an adjacent tree adds to the picturesque views within. A garden is also situated to take advantage of a distant hill or nearby pagoda and, if these can't be seen over the walls, a tower or hill might be built to bring them within view.

The sky is also borrowed and brought into the garden by its reflection in the central pond — a view into another world.

With these techniques, and many more, designers of Suzhou gardens make the small seem large and bring in from outside to add a distant time and place to the borrowed views.

## Reading

### Objectives:

- ☞ Students know some difficult words needed to understand the text.
- ☞ Students can answer the questions on the text.
- ☞ Students are able to do the exercises related to the text.

**Time:** 150 minutes

### Passage 1

### Pre-reading

### Procedure:

- ☞ Use the pre-reading questions to stimulate a short, and general class discussion on how much the students know about the real estate situation.
- ☞ Ask students to read the passage and find the answer to the questions.

**Time:** 10 minutes

R1

Look at the title. Do you know why foreigners pay great attention to the purchase of houses in Shanghai? What are the problems for the big cities in China?

(Open-ended answers)

**While-reading****Procedure:**

- ☞ Discuss the text with students.
- ☞ Explain the new words and the usage of some important vocabulary.
- ☞ Analyze any difficult points and sentences if necessary.
- ☞ Ask students to answer the questions in the text.

**Time:** 50 minutes

R2

Read the passage carefully and try to answer the questions in italics.

**Key for reference:**

1. Because they have higher salaries than the local residents and they think it's really "cheaper" for them to buy houses in Shanghai than in their countries.
2. Those houses in Shanghai are sold at a very high price per square meter, which is "not acceptable" at all. So they turn their attention to the neighboring regions outside the city because of the cheaper houses there.
3. Characterized by keen awareness, sharp intelligence, and being able to judge people and situation very well and make good decisions.
4. The proportion of the houses sold to foreigners is always increasing.

**Post-reading****Procedure:**

- ☞ Students complete as much of the exercise as they can without re-reading. They can compare their answers with a partner before going back to the text to check.
- ☞ Check students' answers in class.

**Time:** 10 minutes

R3

Match Column A with Column B to complete the statements.

**Key:**