

中央电视台电视教育节目用书

# THE SADRINA PROJECT

## 沙特林那计划

BBC English  
by television



中国广播电视出版社

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## 简 介

《沙特林那计划》(The Sadrina Project)原是英国广播公司的一套英语电视教学片,经中央电视台电教部组织改编,成了由24个电视节目、一本教科书和四盘盒式录音磁带组成的一套多种媒介英语教程。这套教材是一部有趣的电视连续剧,它把日常生活和旅游用的英语编汇在引人入胜的故事情节里。新加坡的一个大旅游业主沙特林那向英国马斯登旅行社提出了合作组织欧洲至东南亚的包价旅游业务的计划。马斯登旅行社在考虑这个计划时派人到东南亚各地作前期调查。为防止欧洲其他旅行社竞争,他们对此事严加保密。在调查过程中,出现了许多意外曲折之事,最后终于发现了从中捣乱破坏的人,实现了“沙特林那计划”。

这套英语教学片属中级实用水平,凡有初步英语基础的人,均可学用。它尤其适用于我国出国人员、旅游业服务人员 and 各部门的接待人员学习,不但可以学到许多实用语言并且还可以增长不少有关知识。

课本共24课。为了方便自学,书中除刊有全部对白以外,还附有详细的注释、练习题、答案和词汇。董彩霞、曾雪梅、陈矛、刘燕胜参加了本书的改编工作。周至禹为本书绘制了插图。我们在此表示感谢。

中央电视台将于1986年下半年播出这套节目。

# CONTENTS

|                        |        |
|------------------------|--------|
| Main Characters .....  | ( 1 )  |
| Lesson One .....       | ( 6 )  |
| Lesson Two .....       | ( 23 ) |
| Lesson Three .....     | ( 38 ) |
| Lesson Four .....      | ( 53 ) |
| Lesson Five .....      | ( 68 ) |
| Lesson Six .....       | ( 82 ) |
| Lesson Seven .....     | ( 98 ) |
| Lesson Eight .....     | (111)  |
| Lesson Nine .....      | (125)  |
| Lesson Ten .....       | (141)  |
| Lesson Eleven .....    | (156)  |
| Lesson Twelve .....    | (170)  |
| Lesson Thirteen .....  | (185)  |
| Lesson Fourteen .....  | (196)  |
| Lesson Fifteen .....   | (215)  |
| Lesson Sixteen .....   | (233)  |
| Lesson Seventeen ..... | (247)  |
| Lesson Eighteen .....  | (262)  |
| Lesson Nineteen .....  | (277)  |

|                           |       |
|---------------------------|-------|
| Lesson Twenty .....       | (291) |
| Lesson Twenty-One .....   | (304) |
| Lesson Twenty-Two .....   | (318) |
| Lesson Twenty-Three ..... | (331) |
| Lesson Twenty-Four .....  | (344) |
| Key to Exercises .....    | (358) |
| Vocabulary .....          | (420) |

## MAIN CHARACTERS



BILL MARSDEN is the Chairman of Marsden Travel<sup>1</sup> in London. He's in the travel business<sup>2</sup> for many years, and he's well-known and respected.<sup>3</sup> He's a good businessman and a good judge of character<sup>4</sup>. Under him, Marsden Travel has become one of the most successful tour operators<sup>5</sup> in the country. But now he feels it's time to offer his clients<sup>6</sup> something new. He's very keen to extend his business<sup>7</sup> into new parts of the world. He's worried that, if he doesn't, some of Marsden Travel's regular clients will go to other tour operators that offer more exciting holidays, in countries outside Europe.



RON HOWELLS has worked at Marsden Travel for some years. He is now the Inclusive Tours Director<sup>8</sup>, the second most senior<sup>9</sup> position in the company. Howells disagrees with Marsden about the need for Marsden Travel to expand its operations<sup>10</sup>. He often argues that Marsden Travel's clients are happy with<sup>11</sup> European holidays, and that it is unnecessary to offer holidays in other parts of the world.



SADRINA controls a group of tour operators in South-East Asia. The Sadrina Group headquarters<sup>12</sup> are in Singapore and there are associate companies<sup>13</sup> in Indonesia, Malaysia, the Philippines and Thailand. Sadrina himself has been in the travel business for a long time and his success has won a high reputation<sup>14</sup>. He is now proposing a new scheme<sup>15</sup> to Bill Marsden, in which the two tour operators will jointly organize inclusive tours to South-East Asia. This scheme is called the Sadrina Project<sup>16</sup>.





DAVID FOSTER is the manager of a Marsden Travel branch office<sup>17</sup> outside London. He takes his work very seriously<sup>18</sup> and likes to do his job well. Ron Howells thinks he's ambitious and doesn't like him very much, but he doesn't say so because he knows that Marsden has a good opinion of<sup>19</sup> Foster. Because he's been with the firm<sup>20</sup> for only a short time, Foster hasn't had the opportunity to do anything important yet, but Bill Marsden is looking for young men with new ideas and he feels that Foster is the right young man for<sup>21</sup> Marsden Travel.



PAUL SCHULTZ is the Managing Director<sup>22</sup> of Geneva Travel (Gentrav). Gentrav is one of Marsden's main competitors<sup>23</sup>. They run similar inclusive tours to the same places in Europe. Schultz is a successful and experienced businessman, and he will do anything to get what he wants. Like Bill Marsden, he recognizes the need to expand his tour operations.



HELEN ELLIOTT is a journalist<sup>24</sup>. She comes from Melbourne, Australia, and writes articles on travel and tourism for a number of newspapers and magazines.

## Notes

1. Chairman of Marsden Travel: 马斯登旅行社的总经理
2. travel business: 旅游行业, 旅游事业
3. respected: 受尊敬的
4. good judge of character: 对人的个性能作出正确的判断
5. tour operator: 旅游公司, 这里的 operator 可以指公司, 也可以指该公司的商人。《沙特林那计划》节目里经常出现 tour company 和 travel firm, 意思跟 tour operator 一样。
6. client: 顾客; 下面提的 regular clients 意为长期顾客
7. extend his business... the world: 把他的(旅游)事业扩大到世界的其它地区
8. Inclusive Tours Director: 包价旅游部主任; inclusive tour 是旅程、住宿、伙食等各方面旅游项目都由旅行社代办的旅游; 它又叫作 package tour。director 的意思很广, 可以指某个单位的最高主任, 也可以指单位下属部门的部主任, 这里用的 director 就是第二个意思。(见注22)
9. senior: (地位)较高的
10. expand his operation: (见注7)
11. happy with: 对……满意, 又如: Are you happy with your

- new job? 你对新工作满意吗?
12. headquarters: (复)总部, 总公司
13. associate company: 合伙公司; associate 可以做名词用, 意思是合伙或合伙公司。
14. his success has won him a high reputation: 他的成功为他赢得了很高的名誉
15. scheme: 计划; 节目里用的 project, scheme, plan 都是同样的意思。 propose: 提出
16. Sadrina Project: 此计划因为是沙特林那先生所提出的, 所以叫做沙特林那计划。
17. branch office: (马斯登旅行社)分社
18. take sth. seriously: 认真对待某事
19. have a good opinion of: 对某人或某事评价很好
20. firm: 公司; firm 前面的 the 是‘该’(指马斯登)的意思
21. right: 恰当, 适当。例如: He is the right man for the job. 他做这个工作最恰当。
22. Managing Director: 总经理(见注8)
23. competitor: 竞争者
24. journalist: 记者

# Lesson One

**FOSTER:** (*Voice over*) MARSDEN TRAVEL IS A LARGE EUROPEAN TOUR COMPANY WITH ITS HEADQUARTERS IN LONDON. THE CHAIRMAN, BILL MARSDEN, IS ALWAYS KEEN TO EXTEND HIS BUSINESS TO NEW PARTS OF THE WORLD AND THE SADRINA PROJECT WAS A SCHEME FOR PACKAGE TOURS<sup>1</sup> TO SOUTH-EAST ASIA. IT WAS OPPOSED FROM THE BEGINNING BY THE INCLUSIVE TOURS DIRECTOR, RON HOWELLS.

*(In Marsden's office Marsden and Howells are discussing the Sadrina Project.)*

**HOWELLS:** I tell you it won't work<sup>2</sup>, Bill. There's nothing new about package tours to South-East Asia. Travel firms in this country have been operating them for years.

**MARSDEN:** Yes. But they've been operating mainly in the winter. Sadrina's proposal is for tours all the year round<sup>3</sup>. It'll offer our regular clients exciting new places to go to. It's exactly what they want.

**HOWELLS:** Well, we can't afford <sup>4</sup> this project. It's too risky.

**MARSDEN:** Look, Ron, I've got my own doubts about the project, too. But at least we should try and find out what it has to offer Marsden Travel.

**HOWELLS:** Even if it means going into partnership with someone <sup>5</sup> you've never worked with, in a part of the world you don't know?

**MARSDEN:** Sadrina's been in the travel business in Singapore for twenty years. He's respected throughout South-East Asia. You know that, Ron. Anyway, I've decided we should send someone out to take a closer look at Sadrina's companies in the East <sup>6</sup>.

**HOWELLS:** Yes, I know. Do you still want to send David Foster?

**MARSDEN:** Yes, I do.

*(Howells' tone shows he does not believe Foster is the right person for the job.)*

**HOWELLS:** But Foster's got hardly any experience of the travel business. He's only a branch manager <sup>7</sup>.

**MARSDEN:** *(Firmly)* Remember, Ron, I was the one who brought Foster into this company. He's been with us almost a year. *(Enthusiastically)* He's done well, extremely well. This project could give him the chance he needs to prove himself <sup>8</sup>.

**HOWELLS:** Maybe, but I . . . .

**MARSDEN:** (*Cutting in*<sup>9</sup>) Remember, Ron, you and I have been in the travel business a long time. What this company needs right now is young people with new ideas. That's why I'm sending David Foster. He's on his way here now. When he gets here, I want you to give him a detailed briefing<sup>10</sup>.

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(*In London street Foster comes out of an underground station and walks towards the headquarters of Marsden Travel.*)

**FOSTER:** (*Voice over*) YES, I WAS ON MY WAY. I FELT I WAS LUCKY THAT BILL MARSDEN HAD CHOSEN ME TO GO TO THE EAST AFTER ONLY TEN MONTHS IN THE TRAVEL BUSINESS. I WAS DETERMINED TO DO WELL. (*Foster enters into Marsden Travel headquarters and greets one of the sales assistants*<sup>11</sup>.)

**FOSTER:** Hello, Rosemary.

**SALES ASSISTANT:** Hello, Mr Foster.

**FOSTER:** All right to go up<sup>12</sup>?

**SALES ASSISTANT:** Yes, certainly.

**FOSTER:** Thank you.

(*He walks towards the lift, on his way to Marsden's office.*)

*(In Marsden's office Marsden signs a letter and hands it to his secretary.)*

**MARSDEN:** Get that off straight away<sup>13</sup>, would you?

**SECRETARY:** Yes, Mr Marsden.

*(As the secretary goes into the outer office, Foster enters.)*

**FOSTER:** Hello, Mary.

**SECRETARY:** Morning, Mr Foster. *(Taking his coat, umbrella and briefcase)* Let me take those.

**FOSTER:** Thank you.

*(He knocks on the door into the main office.)*

**MARSDEN:** Come in. *(Welcoming him)* Ah, David!

**FOSTER:** Morning, Mr Marsden. *(To Howells)* Hello, Ron.

**HOWELLS:** *(Off-hand)*<sup>14</sup> David.

**MARSDEN:** Looking forward to your trip to the exotic<sup>15</sup> East?

**FOSTER:** Yes, very much. It'll be the first time I've been outside Europe.

**MARSDEN:** Well, we're delighted you're going on this reconnaissance<sup>16</sup> for us. It'll be a great opportunity for you to show us what you can do in strange surroundings. Quite a challenge<sup>17</sup>, in fact.

**FOSTER:** It could be a very exciting project, with a<sup>4</sup> lot to offer our clients.

**HOWELLS:** Do you really think our clients will agree with you?

**FOSTER:** It's our business to persuade them<sup>18</sup>, isn't it?

**MARSDEN:** David, I'm going to leave Ron to plan your reconnaissance in detail. He'll help you to sort out your arrangements and show you exactly what to do.

**FOSTER:** Thank you, Mr Marsden.

*(Howells is making arrangements for Foster's trip in his office, occasionally consulting a large wall calendar. He clearly has a low opinion of Foster's ability.)*

**HOWELLS:** Now, let's see. You're booked on a flight to Singapore<sup>19</sup> on the 14th of February.

**FOSTER:** Yes. I was going to meet Sadrina in London.

**HOWELLS:** Apparently Sadrina's been delayed.

**FOSTER:** *(Surprised)* Oh?

**HOWELLS:** By other business somewhere in Europe.  
*(Casually)* It's not essential to see him before you go, and his head office in Singapore would like you to start your trip as soon as possible.

**FOSTER:** So when should I leave?

**HOWELLS:** You could go at the end of this week.  
*(Looking at the calendar)* What about the 5th?

**FOSTER:** Yes, fine. Shall I fix it<sup>20</sup>?

**HOWELLS:** Oh, don't worry.

*(He picks up the telephone and talks to a ticket clerk.)*

**HOWELLS:** Hello. Howells here. I want you to



change Mr Foster's flight to Singapore. I'd like him to leave on the 5th... Yes, he's got a ticket... Thanks. (*Putting the phone down and turning to Foster*) They'll check with the airline and call me back.

**FOSTER:** Where shall I be going after Singapore?

**HOWELLS:** Oh, don't worry about that now.

We'll work out your itinerary in a moment<sup>21</sup>. (*Rapidly changing the subject*) By the way, I don't know if Bill Marsden warned you, but when you're on this reconnaissance you'd better keep quiet about the purpose of your trip.

**FOSTER:** Really? Why?

**HOWELLS:** Because if any of our rivals in the travel business get to hear about this new idea of Sadrina's, it won't be a new idea any more.

**FOSTER:** Don't worry, Ron. (*Confidently*) Nobody outside this building is going to learn anything about the Sadrina Project.

**HOWELLS:** At the same time, don't forget to report back to me, at least once a week. I want to know about everything you do and see in South-East Asia. Everything. Even if your reconnaissance turns out to be a failure.

(*Foster questions Howells' lack of enthusiasm.*)