



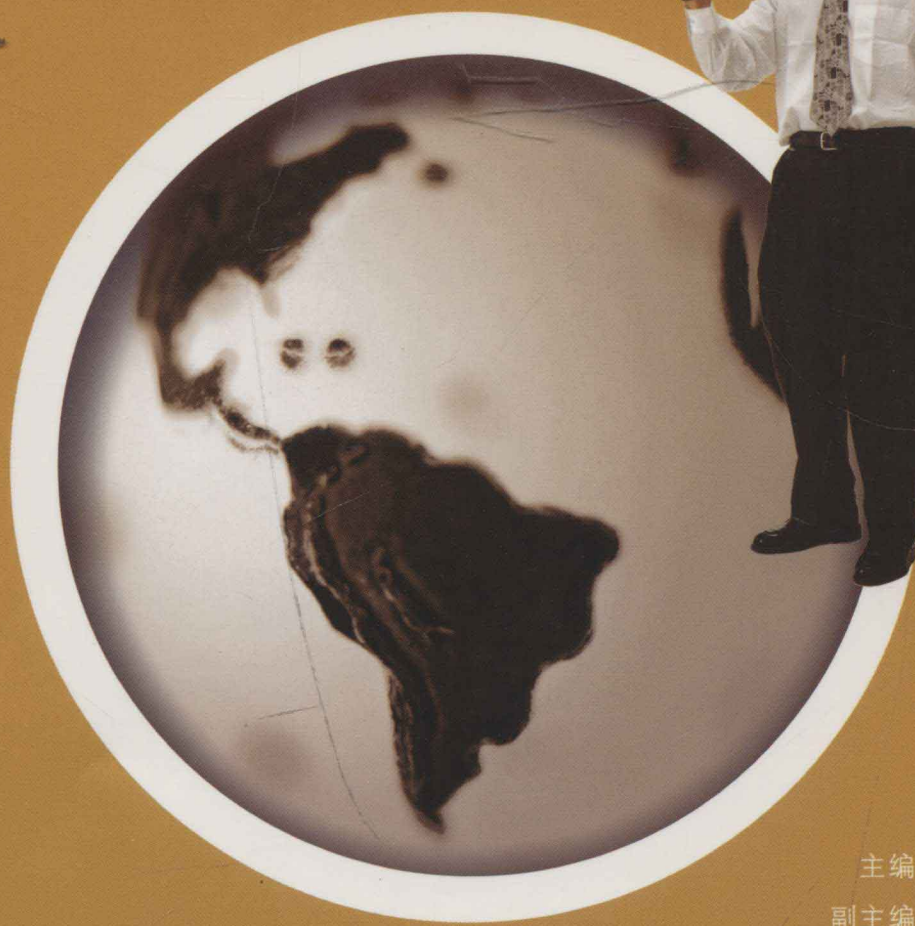
商务英语

# 综合教程

3

## BUSINESS ENGLISH: AN INTEGRATED COURSE

教师用书 Teacher's Book



主编 王立非

副主编 许德金 陈俐丽

本册主编 王彦

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# 新世纪商务英语专业本科系列教材

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# 前言

到2010年为止,教育部已批准了15所高等院校开办商务英语本科专业,《高等学校商务英语专业本科教学要求》(试行)也编写完成,即将问世,商务英语专业作为我国高等外语教育教学改革的一个全新的探索,已走上了符合学科规律的健康发展轨道。作为一个新专业的建设,教材建设是关键,而其中的综合教程又更为重要,代表着一个专业的水平和质量。《商务英语综合教程》(以下简称《综合教程》)就是在这样一个背景下诞生的,它是商务英语专业第一套按商务英语专业教学要求编写的教材,本套教材由对外经济贸易大学和上海外语教育出版社共同策划,全力打造。

教材以现代语言教育理论和教材设计理论为指导,结合商务英语语言和教学的特点,将多年的商务英语教学实践应用到教材编写中。《综合教程》1-4册专为商务英语专业本科一、二年级编写,可供商务英语专业学生、财经类院校本科生、其他各类经管商务类学生使用,也可作为社会各类商务英语读者学习商务英语的教材。

## 一、编写思路与特色

- ◆ 体现《教学要求》的培养目标,着重打牢语言基本功,商务专业素质与人文素养并重。编排和选材不仅注重学生正确世界观和道德观的形成,而且注重思维能力、创新能力和自主学习能力的培养。
- ◆ 强调语言、文化与商务三者的有机融合,语言技能、商务知识、文化知识按比例分配,培养学生的跨文化交际能力;兼顾同其他商务英语技能课程和商务专业课程的衔接。
- ◆ 每单元紧扣社会热点话题,选择不同难度和文体的课文,兼顾语言学习、商务通识、外国文化、中国文化;课文长短适中、语言精练,思想内涵深刻,语言可读性强,充分反映经济全球化时代的特点。
- ◆ 贯彻任务教学法,设计丰富多彩的学习任务,训练学生的交际能力和合作学习能力,符合当代外语教学思想和方法的发展趋势。
- ◆ 突出多媒体技术的应用,提供丰富的相关视频材料,加大语言学习的趣味性和输入的有效性,能调动学生课堂参与的积极性。

## 二、教材结构与使用建议

本套教材共分4册,包括学生用书、教师手册和多媒体光盘。每册共8个单元,每单元建议教学课时为5-6小时,每个单元围绕一个话题,三篇课文和配套视频资料相互联系又各有侧重,教师可以重点讲解一篇文章,引导学生阅读其余两篇课文,完成相应的练习。1-4册中的语言、商务、文化按比例合理分配,第1册比例为语言70%,商务与文化30%;第2册比例为语言60%,商务与文化40%;第3册比例为语言50%,商务与文化50%;第4册比例为语言40%,商务与文化60%。第三册每单元的大体结构如下:第1部分:激活准备(词汇、内容、知识),第2部分:课文I(阅读理解练习),第3部分:课文II(阅读理解练习),第4部分:课文III(问题讨论与词组练习),第5部分:语言训练(学习技能、写作技能、案例分析、视听练习)。

本套教材由国内知名的外语教学专家主编,长期从事商务英语基础教学的教授和博士参与编写,英美语言专家审校,教材编写得到上海外语教育出版社领导和编辑的大力支持,在此表示衷心感谢。

编者

2010年3月

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# UNIT 1



## Travel Broadens the Mind

### Map of the Unit

<b>Theme:</b>	Travel experience, sustainable tourism and vacation culture in European countries
<b>Skills:</b>	Reading: reading for general ideas, specific information, implied meaning Listening: listening for the gist and listening for specific information, listening and note-taking Speaking: discussion, survey, presentation skills Writing: using a comparison matrix as an outline Business-oriented skills: case study, research Study skills: word formation
<b>Notion:</b>	Travel literature, travel experience, ecotourism, sustainability, vacation culture
<b>Function:</b>	Expressing opinions, making comparisons
<b>Task:</b>	Use the ideas from the three texts to conduct a research on the economic and cultural benefits of sports tourism.
<b>Objectives:</b>	By the end of the Unit, the students should be able to: <ul style="list-style-type: none"><li>◆ Understand the main idea of the three texts and establish the link among them;</li><li>◆ Understand different cultures they may encounter in travel;</li><li>◆ Talk about their own travel experience;</li><li>◆ Research on the key terms related to the Unit;</li><li>◆ Realize the importance of ecotourism;</li><li>◆ Have a basic understanding about European vacation culture;</li><li>◆ Understand and use the expressions picked from the texts.</li></ul>

## Activation

The first two activities should be prepared by students before class. Most of the words and terms will appear in this Unit.

The teacher may spend only a limited time on the first lesson to compare answers with the students. Do not go into details, as they can better understand them in the context.

The third activity is for discussion. The teacher may ask students to do some research before class. Students should be encouraged to comment on the quotations and express their opinions in class.

### ① Group the following words or phrases according to their related meaning.

aboriginal tourism	agritourism	ecotourism	heritage tourism	(types of tourism)
biodiversity	conservationism	sustainability		(ecological concerns)
clime	habitat			(ecological environment)
ecological reserve	historic sites	national parks	World Heritage Sites	(attractions)
entrance fees	revenues	tour operator permits	tourism concessions	(economic benefits)
excursion	exodus	getaway	jaunt	(travel)
fauna	flora	wildlife		(tourism resources)

### ② Explain the following words and phrases in English.

**Ecotourism** is a form of tourism which places a heavy emphasis on appreciation and protection of the natural environment, with ecotourists traveling to regions of ecological interest around the world. This form of tourism is also sometimes called ecological tourism, nature travel, or responsible tourism.

**Post-holiday syndrome** refers to the general feeling of discomfort caused by a person's inability to adapt to work after the holidays. Drowsiness or sleeplessness, rapid heartbeat and muscular aches are some common symptoms. Stomach disorders are a symptom of over-eating calorie-laden foods and a lack of physical exercise.

**Travel literature** is travel writing of literary value. Travel literature typically records the experiences of an author touring a place for the pleasure of travel. An individual work is sometimes called a travelogue or itinerary. Travel literature may be cross-cultural or transnational in focus, or may involve travel to different regions within the same country. Accounts of spaceflight may also be considered travel literature. Travel literature often intersects with essay writing. Literary travel writing also occurs when an author, famous in another field, travels and writes about his or her experiences. Examples of such writers are Samuel Johnson, Charles Dickens, Robert Louis Stevenson, Hilaire Belloc, D. H. Lawrence, Rebecca West and John Steinbeck.

**Package holiday** means a holiday arranged by a travel company for a fixed price that includes the cost of your hotel and transport, and sometimes meals and entertainment. There are different travel packages provided by different tour operators including international and domestic tours. There are some advantages of tour packages. For example, it is easy and convenient. You have to just pay money and sit back. It saves money because of the bulk booking by the operator. It is easy to get discounts at various services like accommodation and traveling. In tour package it's easy to get accommodation because of mass booking of operator. Usually tour operator operates in very efficient manner. With the help of tour guides tour becomes more informative.

**Individual trip** means a trip arranged by yourself. It is opposite to package holiday. In an individual trip, you decide the destination, time limits and the mode of traveling on your own. Sometimes it is cheaper than package tour, but it also means taking more trouble. In organizing an individual trip one needs to know all the information about the destination and traveling. Basically individual trips test managing skills of a person.



3 The following are some quotations about travel. Explain their meanings and give your opinions about the statements.

The teacher may ask students to brainstorm or collect some famous quotations or sayings or proverbs about travel before they do this exercise.

Besides asking students to give explanations or make comments, the teacher may also ask them to share with their classmates the quotations they like best or classify the quotations into different categories and explain why they classify in this way.

## Part Two

### Text I

#### Warm-up Activities 1 Discussion

The students form groups to discuss the questions and the teacher may note down key words or phrases on the board.

#### 2 Role-play

The students form pairs and talk about all the possible plans and preparations they need to make to start a journey. For example, first they need to decide on the destination. They can talk about their favorite places of interest and compare them before they finally decide on the most desirable destination. After that they need to do enough research on the chosen destination, such as its interesting places, food, climate and culture. They also need to make some plans for an itinerary, transportation and accommodation. Besides they should also talk about the possible preparation they need to make before the journey such as a list of things to take, tickets to reserve, etc.

#### Reading

Read Text I. Make sure students know something about Bill Bryson before reading so that they can understand his feelings better.

#### Notes to Text I

**Bill Bryson** was born in the United States in 1951 and started working as a journalist in England in 1977. Bryson eventually became chief sub editor of the business section of *The Times*, and then deputy national news editor of the business section of *The Independent*. He left journalism in 1987 and started writing independently. Bryson returned to the United States in 1995 and came back to England in 2003. In the book *Notes from a Small Island*, Bryson provides historical information on the places he visits, expresses amazement at the heritage in Britain, and reflects on the humble self-effacing fortitude of British people under trying times such as the World Wars and Great Depression, as well as the various peculiarities of Britain.

**Sir Noël Peirce Coward** (1899–1973) was an English playwright, composer, director, actor and singer, known for his wit, flamboyance and what *Time* magazine called “a sense of personal style, a combination of cheek and chic, pose and poise”. Coward achieved enduring success as a playwright, publishing more than 50 plays from his teens onwards. Many of his works, such as *Hay Fever*, *Private Lives*, *Design for Living*, *Present Laughter* and *Blithe Spirit*, have remained in the regular theatre repertoire. He composed hundreds of songs, in addition to well over a dozen musical theatre works, poetry, several volumes of short stories, the novel *Pomp and Circumstance*, and a three-volume autobiography. The Noël Coward Theatre in London was renamed in his honour in 2006.

**Picardy** is a historical province of France, in the north of France. The historical capital and largest city is Amiens. During the Middle Ages, “Picardy” referred to that part of France north of Paris, and it even included the Dutch-speaking Flanders. Picardy proper now lies inside the administrative region of Picardy, making up half of this region. Villages of Picardy have a distinct character, with their houses made of dark red bricks, in contrast with the neighbouring provinces. A minority of people still speak the Picard language.

## Comprehension

### Check

In order to train the students' skills in reading for general and specific information, comprehension questions are asked at once. The students may give some of the answers. Then ask them to read the text a second time for further discussion. The teacher is refrained from providing all the answers.

#### ① Reading for general ideas

This part can be used for skimming practice.

Suggested answer:

1. He arrived in England on a foggy night in March 1973. He went there on a midnight ferry from Calais.
2. Since he arrived there in the midnight, the town was sleeping, low-lit and foggy. All the hotels and guesthouses appeared to be shut up for the night. Even the rail station was dark and shuttered.
3. He could not find accommodation for the night. Most of the hotels and guesthouses appeared to be shut up. The only guesthouse he found still with lights on refused to take him and recommended the Churchill while the latter appeared too expensive for him.
4. He spent the night on a bench in the street, a place open to the elements but roofed. He did not sleep well. He woke up twice and had a nightmare.
5. He had his breakfast in a café. He enjoyed it very much.
6. The tone of the article is humorous with slight satire. For example, the reality that he could not find accommodation must be very annoying to him, but he only refers it as "the only mildly dismaying thing". Before he approached the guesthouse, he imagined a cheery conversation but was rudely refused at the first place, no chance to offer his humble apology at all. When he had nowhere to go and finally decided to sleep on the street, he referred it as "a shelter open to the elements but roofed" and "decided that this was as good as I was going to get".

#### ② Reading for specific information

This part can be used to practice scanning.

1. F      2. F      3. T      4. F      5. F      6. T      7. T      8. F

#### ③ Reading and making interpretations

1. The ferry port was busy with activities for twenty minutes. A lot of cars and lorries went in continuous stream out of the port, customs officers were busy doing their duties, and everybody was moving towards the London road.
2. The Churchill is such a luxurious hotel that it is only suitable for those rich people who are socially respectable and well dressed. For me, a poor man not well dressed, it is definitely not suitable. Besides I did not have much money to spend and could not afford it any way.
3. In the distance on the Marine Parade I found a structure with a roof although it was exposed to natural forces. I decided that it could serve my purpose and would be as good as a room in a guesthouse.
4. The bench was made of thin pieces of wood and thus very hard to sleep on. Besides it was decorated with big roundheaded bolts. Therefore it was impossible to lie on it in a comfortable way. There is no doubt that the bench was designed in this way on purpose.
5. After the breakfast I felt like a new man and walked out of the café with a toothpick in my mouth and burped. I wandered on the street leisurely and happily, seeing Dover become more lively. I had to admit that Dover did not become a more attractive town during the daytime, but anyway I liked it.

④ Fill in the blanks with the correct form of the words given.

- |                   |                 |                     |               |
|-------------------|-----------------|---------------------|---------------|
| 1. A. fractional  | B. fractionally | 2. A. familiarizing | B. unfamiliar |
| 3. A. eventful    | B. uneventfully | 4. A. reclining     | B. recliner   |
| 5. A. circulating | B. circulation  | 6. A. fetching      | B. fetched    |
| 7. A. assorted    | B. assortment   | 8. A. irked         | B. irksome    |

⑤ Translate the following into English, using words and phrases given in brackets.

1. In the distance the pine-clad hills are bathed in that greenish-purple light that seems to come from nowhere.
2. The exit from the theater was aswarm with people when the movie was over and everyone poured forth and made for home.
3. She is very cautious about money and always secretes it away under the bed.
4. After a week of meagre diet of bread and beans, he finds it hard to resist the sumptuous banquet.
5. Many parents harbor a mixed feeling of happiness threaded with sadness towards their children who grow up and become independent, maybe because they are jealous of their children's life away from them, and wish to have the children entirely to themselves.

## Part Three

### Text II

#### Reading

Ask students to have a warm-up discussion on the concept of "sustainability", the methods to achieve sustainability of tourism, and the possible benefits and problems that tourism may bring to destinations.

Give students a time limit to read TEXT II with the help of the following notes.

#### Notes to Text II

**The United Nations World Tourism Organization** (UNWTO), based in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It is a significant global body concerned with the collection and collation of statistical information on international tourism and plays an important role in promoting the development of responsible, sustainable and universally accessible tourism.

**Machu Picchu** is a pre-Columbian Inca site located 2,430 metres above sea level. It is situated on a mountain ridge above the Urubamba Valley in Peru. Often referred to as "The Lost City of the Incas", Machu Picchu is one of the most familiar symbols of the Inca Empire. The Incas started building it around AD 1430 but was abandoned as an official site for the Inca rulers a hundred years later at the time of the Spanish conquest of the Inca Empire. Machu Picchu was declared a Peruvian Historical Sanctuary in 1981 and a UNESCO World Heritage Site in 1983. Since it was not plundered by the Spanish when they conquered the Incas, it is especially important as a cultural site and is considered a sacred place.

The **Serengeti** ecosystem is a geographical region located in north-western Tanzania and extends to south-western Kenya. It spans some 30,000 square km. The Serengeti hosts the largest and longest overland migration in the world, a semi-annual occurrence. This migration is one of the ten natural travel wonders of the world. The region contains several national parks and game reserves. Approximately 70 larger mammal and some 500 avifauna species are found there. This high diversity in terms of species is a function of diverse habitats ranging from forests, swamps, kopjes, grasslands and woodlands. Blue Wildebeests, gazelles, zebras and buffalos are some of the commonly found large mammals in the region.



**Kruger National Park** is the largest game reserve in South Africa. It covers 18,989 square km and extends 350 km from north to south and 60 km from east to west. The park is part of the Kruger to Canyons Biosphere, an area designated by UNESCO as an International Man and Biosphere Reserve.

## Comprehension

### Check

#### ① Read the text through quickly and answer the following questions.

Suggested answer:

1. Over the last 30 years international tourism to developing countries has increased enormously and one in five international flights now goes to a developing country.
2. For Southern Hemisphere destinations, tourism is a major source of foreign income as well as a major employer.
3. The park systems in most developing countries are failing to invest at anywhere near the necessary levels to build capacity for managing the growth in park visits. As a result, tourism is now a threat to biodiversity rather than a benefit. The over-crowdedness of international nature tourism destinations will not only lead to a decline in the quality of the visitor experience, but also have a great impact on the fauna and flora in the destinations.
4. On one hand, the destinations should focus on developing financial opportunities and boosting revenues; on the other hand, the revenues must be reinvested appropriately at the specific sites that generate them, at least at a level adequate to prevent loss of natural capital.
5. It is the minimum level of investment in the tourism management capacity of a protected area needed to ensure that the area's natural capital does not decline.

#### ② Answer the following questions according to the text.

Suggested answer:

1. The failure of destination countries to budget adequately for tourism management in parks is eroding the very natural capital that visitors travel to see. If the current levels of investment continue, the tourism boom is likely to be followed before long by a bust. Prime habitats will become degraded, wildlife will become scarce, the quality of the visitor experience will decline, and eventually people will choose other destinations.
2. A decline in the quality of the visitor experience is already apparent in some places. In the Galápagos Islands National Park and Marine Reserve, for example, managing visitors is starting to look like crowd control, as guides try to keep their clients on the narrow marked trails while they squeeze past other tourist groups. As recently as the mid-1980s, it was possible to visit one of the Galápagos islands as part of a group of eight or fewer and not run into another person during a whole day. Today, it is unusual to be part of a group of fewer than 16, and you are likely to encounter another 10 groups along the short trails you are permitted to follow.
3. On one hand, the park systems should get more from the tourism income. Recent studies carried out by the Nature Conservancy in Ecuador and Peru indicate that although tourism is still by far the biggest source of self-generated revenue for these countries' park systems, the park systems capture only a tiny part of current tourist spending. On the other hand, they can raise the tickets prices.
4. The five key management capacity areas for adequate investment include impact monitoring, basic infrastructure, security, interpretation and information, and staff salaries and training.
5. It starts a virtuous cycle: protected areas are more clearly perceived as assets for economic development, and investments are made in improved tourism management, which in turn leads to more visits and less poverty.

3 Explain the following sentences based on your own understanding.

1. Now there is a huge gap between current estimate of spending on protected area in developing countries and the lowest expenditure needed to provide effective conservation and management of their resources. If the policy of nature tourism and ecotourism can be properly controlled, it could help greatly in reducing the gap.
2. Judging by appearance, tourism should be good business to developing countries in all aspects, because it can make tourists happy, bring more revenues to the park systems and increase investment in conservation.
3. If we can continue to invest in the present inadequate level, the tourism will probably cease to prosper soon.
4. On one hand, the conservationists need to deal with the environmental threats caused by tourism development; on the other hand, they should also concentrate on developing tourism in order to bring more economic development.
5. According to the financial estimate, if investment is increased, there will be greater demand in tourism. The Ecuadorian tourism industry has shown that they are ready to support such initiatives after analyzing the financial estimate.

4 Match the following words with their definitions.

harness	to control and use the force or strength of sth to produce power or to achieve sth
fauna	all the animals living in an area or in a particular period of history
megastar	a very famous singer, actor or entertainer
flora	the plants of a particular area, type of environment or period of time
paradigm	(formal or technical) a typical example or pattern of sth
habitat	the place where a particular type of animal or plant is normally found
abundance	a large quantity that is more than enough
concession	something that you allow or do, or allow sb to have, in order to end an argument or to make a situation less difficult
mitigate	(formal) to make sth less harmful, serious, etc.
implication	a possible effect or result of an action or a decision

## Part Four

### Text III

#### Pre-reading Discussion

Ask students to have a discussion on the two seemingly opposing opinions on the purpose of traveling.

#### Reading

Give students a time limit to read TEXT III with the help of the following notes.

#### Notes to Text III

**Paris-plage** is a summertime operation run by the City of Paris, France since 2002 that sets up beaches along the river Seine. Every July and August, roadways on the right bank of the Seine are blocked off and host various activities, including sandy beaches and palm trees. Instigated in 2002 by the newly-elected Socialist mayor, Bertrand Delanoë, Paris-Plage has proven a major success, by providing a summer hangout for Parisians unable to head to the beach for their holiday.

**Harry Houdinis** (1874–1926) was an American magician and escapologist, stunt performer, actor and film producer of Austrian-Hungary origin. His original name was Erich Weisz and he immigrated with his family to the United States on July 3, 1878, at the age of four. As a child,



Erich took several jobs and then became a champion cross country runner. He made his public debut as a 9-year-old trapeze artist, calling himself “Erich, the prince of the air”. Weiss became a professional magician and began calling himself “Harry Houdini” because he was heavily influenced by the French magician Jean Eugène Robert-Houdin, and his friend Jack Hayman told him that in French, adding an “i” to Houdin would mean “like Houdin” the great magician.

## Questions for Group Discussion

Suggested answer:

1. Americans vacation on average 10.2 days a year, whereas in France workers get 30 days, not to mention another 11 public holidays. In Germany it's 24 days plus up to 15 public or religious holidays, while in the combined total is 34 days.
2. Europeans enjoy their vacation in several different ways. A classic is still S&M — sand and masochism — those wonderful weeks of going to a beach. Other ways to vacation include agritourism where you pay to smell what cows do to grass, “edge” trips where you are charged big bucks to risk your life scaling or jumping off something, the wellness jaunt where you try to buy back misspent youth in a spa and excursions for culture vultures, those the English poet Philip Larkin called “ruin-bibbers, randy for antique.”
3. For Europeans vacation is not only a way to escape and to relax. Most importantly, it is their way of life.
4. Vacationers may suffer from different types of stress. One common one is called “Pre-Holiday Stress”, a sense of panic caused by trying to get everything in order before leaving. Another type of stress is worrying about their work during vacation. Some people may be afraid that something will go wrong at the office while they're gone and some even fear they will be made redundant.
5. Two major changes are taking place in the trend of European vacation. One is that Europeans are not going as far as they used to. The other change is that more people now seem to be breaking their time down into smaller chunks instead of taking one three- to four-week lump. Those who prefer the traditional long holiday argue that tourists who substitute several short breaks for one sustained vacation “do not disengage sufficiently — the mind doesn't have time to forget the workplace”, but a side effect of fragmenting vacations is that many of Europe's big cities are no longer summer deserts. Europeans are rediscovering their cities in summer — and loving them.

## Language Focus

**Complete the following sentences with the correct form of the words and phrases given in the box.**

- |                 |               |                 |                 |
|-----------------|---------------|-----------------|-----------------|
| 1. sumptuous    | 2. fragmented | 3. ruminating   | 4. meager       |
| 5. attributable | 6. fetching   | 7. deter        | 8. peered       |
| 9. abundance    | 10. uncanny   | 11. accumulate  | 12. aswarm      |
| 13. threshold   | 14. opted     | 15. concessions | 16. implication |
| 17. forgo       | 18. harness   | 19. mitigate    | 20. suave       |
| 21. trudged     | 22. redundant | 23. plummet     | 24. irksome     |

## Part Five

### Study Skills

#### Adjectives Formed from Nouns Plus *-ed*

The explanation of the italicized phrases in Text I:

- a *beady-eyed* Frenchman: a Frenchman *with beady eyes*
- a shelter open to the elements but *roofed*: a shelter open to the elements but still *having a roof*
- the bench was *slatted* and hard: the bench was hard and *consisted of slats*
- studded with big *round-headed* bolts: studded with big bolts *having round heads*



## Using a Comparison Matrix as an Outline

Used as a tool for identifying similarities and differences, comparison matrices are effective visual aids, featuring a simple and exact structure. The use of this visual method contributes to the development of analytical skills among students.

### Writing Exercise

The students should review the method of conducting surveys. After they design the questionnaires, interview the representative sample of population, analyze the data, each group shall make a presentation to the whole class. After the group presentation, the students may start writing a composition about the similarities and differences between Chinese attitude and European attitude about vacationing based on their survey. With the help of a comparison matrix, students can make in-depth comparisons, confronting multiple items and their aspects all at once. The similarities and differences between Chinese and European attitudes toward vacation can be clearly illustrated in the matrix.

## Case Study

### The Economic and Cultural Benefits of Sports Tourism

This is a group work so the teacher should make sure that each group has a leader and they understand the task well. The teacher may give some examples to illustrate how to divide the research task among the group members, to make sure all the main aspects of economic and cultural benefits are covered. The presentation concentrates on the contents yet the teacher should make careful comments on students' performance, both their language and the presentation skills. After the presentation, the teacher may ask students to pick out the best report.

## Video



### Traveling in Italy

This video is taken from an introduction to Italy from the series of *Pilot Guides* of the Discovery Program. There are five guides in the video clips, who are Megan McCormick, Estella Bingham, Justin Shapiro, Ian Wright and Katy Haswell. While listening, the students should be asked to take some notes about different aspects introduced, for example, about different places to stay, and different food to eat.

After note taking, the students discuss the content of the video in groups and express their own opinions on the questions given in the student's book. The teacher can make comments on their discussion.

#### ① Watch the video clip and answer the following questions.

Suggested answer:

1. Italy has a wide range of places to stay, from economical to extravagant. Travelers may choose to stay in rural castles, designer hotels, medium-priced hotels or cheap hostels. If they do not mind getting up early, they may even choose to stay in a convent.
2. If you are a woman traveling in Rome, it is hard to avoid aggressive attentions of the Italian male. The local girl suggests that the best thing is just to ignore them, avoid any eye contact, speed up your pace when you are walking to make them realize that you are not interested. If they come up, pat your shoulder or even get in front of your face, just push them out of your way.
3. Italy is a country famous for its fashion and style and Milan is the design and business capital of Italy. It is the best place to see Italy as the most cosmopolitan. Everybody walking on the street is impossibly stylish. Even the policemen's uniforms are designed by world famous designers.
4. Italian people have a passion for food and fine wines. They all believe that the best chef is their mother. Every Italian believes that the region he lives in has the best food in the country and the country has the best food in the world.

## ② Discussion.

The students discuss the questions in groups based on the content of the video and the teacher encourages them to express their own opinions. The teacher can make comments on their discussion.

### Recommended Websites

“Darwin’s Troubled Waters”, <http://web.mac.com/timneville/iWeb/Tim%20Neville/Clips/6938479E-A770-44D1-B964-E276A66C0CEF.html>

“The Future of Tourism”, [http://www.responsibletravelnews.com/articles/2008\\_11\\_18\\_Future\\_of\\_Tourism.htm](http://www.responsibletravelnews.com/articles/2008_11_18_Future_of_Tourism.htm)

<http://www.unwto.org> includes news, features, events and publications about global tourism.

<http://www.ecotourism.org> provides tips for travelers, eco destination, and support for ecotourism.

<http://www.geographic.org> lists all kinds of information about destinations.

### Recommended Films

*The Best of Discovery Channel* 《环球采风系列》

*Earth*

*Home*

*Bill Bryson: Notes from a Small Island*

# UNIT 2



## Home! Sweet Home!

### Map of the Unit

<b>Theme:</b>	Marriage and family life, work-life balance, immigration and family values
<b>Skills:</b>	Reading: reading for general ideas, specific information, implied meaning Speaking: discussion, oral report Writing: narrative argument Business-oriented skills: case study Study skills: hyphenation
<b>Notion:</b>	Marriage, health, work-life balance, pressure, immigration, family values
<b>Function:</b>	Expressing opinions, providing suggestions, using narrative as argument
<b>Task:</b>	Conduct a case study and evaluate the advantages and disadvantages of possible solutions to the problem in business context.
<b>Objectives:</b>	By the end of the Unit, the students should be able to: <ul style="list-style-type: none"><li>◆ Understand the main ideas of the three texts and establish the link among them;</li><li>◆ Have a primary understanding of the family-related social issues;</li><li>◆ Understand and use the words and expressions picked from the texts;</li><li>◆ Understand the function of narrative in argumentation and write narrative argument;</li><li>◆ Provide suggestions and solutions to real life situations;</li><li>◆ Conduct a case study based on the understanding of the key business concepts, and present the case study report orally.</li></ul>