



高职高专

商务英语类专业

规划教材

实用英语阅读

Practical English Reading

◆ 主编 吴翠华 ◆



武汉理工大学出版社
WUTP Wuhan University of Technology Press

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Practical English Reading

实用英语阅读

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内 容 简 介

本书的材料均选自著名英语报刊、网站及英美经济贸易的专业书籍,材料新颖,语言规范生动,信息量大,实用性强。全书共 14 单元,每单元包括阅读技巧和 4 篇文章(两篇课文、一篇快速阅读、一篇实用阅读),涉及商务礼仪、国际贸易、电子商务、金融、营销、中国经济、公司文化、产品与广告、职业生涯规划等热门话题,知识性、趣味性强。阅读技巧部分循序渐进地介绍了猜词、识别主题句、分析段落展开模式、长句解析、扫读、略读、推断等常用阅读技巧;四篇文章紧扣单元主题,难度适中,致力于提高学生的阅读和分析能力,同时了解国际商务知识,追踪世界经贸领域的最新动态,开阔视野。

本书适用于高职高专商务英语专业的学生,也适用于对外经贸、财政金融等专业的学生,还可供国际商务从业人员参考使用。

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出版说明

随着改革开放的进一步深入和经济全球化趋势的加快,我国对外经贸活动将更加活跃,无论沿海或内地,经贸活动的外向性将更加明显。所有这些都对培养既具备较强的英语交际能力,又具备扎实的商务及外贸运作知识的商务英语专业人才提出了迫切要求。

据统计,目前我国开设商务英语及其相关专业的高职高专院校已达到几百所,其课程设置从传统的老三门课程“外刊选读”、“外贸函电”、“外贸口语”发展到包括管理学、经济学、国际贸易等学科的一些主干课程的综合课程体系。如何改革高职高专的商务英语教育机制,加强这一层次的商务英语学科建设、课程体系建设,特别是教材建设,对人才培养具有十分重要的现实意义。为此,武汉理工大学出版社和全国二十多所高职高专院校决定联合组织编写一套适合高职高专教学需要的“高职高专商务英语类专业规划教材”。

本系列教材的主要特点如下:

◆**知识性**。本系列教材以高职高专商务英语专业基本课程建设为依据,紧紧围绕国际商务的各种主题与实际的业务内容,广泛取材于当代国内外商务活动,内容覆盖面较广,知识含量较多,而单位章节的篇幅适中,以期学生能在有限的学习时间里接触到更丰富、多层次、跨学科的全面的专业知识。

◆**实用性**。本系列教材在适当介绍理论知识的基础上,着重强调实践环节的设计。几乎每本教材的每个章节都穿插了适当的案例分析、阅读资料、练习题等,部分教材还配备了相应的录音CD,注重培养学习者运用商务英语知识与技能从事国际商务工作的应用能力。为方便教师教学和学生自学,本系列教材还配有电子课件和课后习题的参考答案等资料。

◆**针对性**。本系列教材既重视对英语知识的传授,又兼顾商务知识的介绍,从而使学习者既学习国际经贸知识,又掌握当代流行的国际商务英语。

◆**趣味性**。本系列教材的趣味性体现在语言生动活泼、案例新鲜实用、思想新颖独到等方面,希望通过寓教于乐的方式,加深学生对相关知识的记忆与理解,以更好地掌握相关的学习内容。

本系列教材的编写者大多是从事商务英语或国际经贸教学和工作的专家和一线教师,有丰富的教学经验和科研成果,从而保证了教材的编写质量,使其具有一定的指导性与权威性。

本系列教材主要适用于高职高专商务英语、国际商务、国际贸易、涉外事务管理等专业相关课程的教学。

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前 言

我国正处于经济全面对外开放的形势下,外语学习的热潮高涨。商务英语是我国职业教育的重要组成部分,其教学目标重在培养学生实际使用英语从事涉外商务活动的能力,也即能够处理国际商务业务的“实用英语”。《实用英语阅读》正是为此目的而策划、编写的商务英语系列教材之一。本书阅读材料均选自当今世界著名英语报刊、网站和英美经济贸易专业书籍,并对这些文章精心编排注释,配备了大量具有针对性的练习,使读者掌握报刊文摘的特点,提高阅读和分析能力,从不同侧面了解国际商务知识,追踪当今世界经贸领域的最新动态,开阔视野。

在选材方面,首先考虑到入选文章涉及的主题要广,尽量涵盖涉外经贸最重要的领域,如国际贸易、金融、营销等,使读者了解国际商务的最新变化与发展。其次,选材力求涵盖各类文体,如新闻报道、综述、分析评论及国际组织编写的年度报告等。此外,选材也充分注意到文章内容的实效性及语言质量,以最典型的商务语言传递最新的商务信息和热点问题。

本书共 14 单元,每单元包括阅读技巧和 4 篇文章(两篇课文、一篇快速阅读、一篇实用阅读),涉及商务礼仪、国际贸易、金融、电子商务、营销、中国经济、跨国公司、跨文化交际、产品与广告、职业生涯规划等热门话题,知识性、趣味性强。阅读技巧部分循序渐进地介绍了猜词、识别主题句、分析段落展开模式、长句解析、扫读、略读、推断等常用阅读技巧;四篇文章紧扣单元主题,难度适中。为帮助读者更好地理解 and 掌握课文,使所学的专业知识和语言技能具有更强的实践性,在课文之后设计了形式多样的练习,如回答问题、选词填空、词义搭配、英汉互译及根据文章内容判断句子正误等;电子课件中提供了练习的答案。

本书由石家庄职业技术学院吴翠华、张宝玉、赵丽丽,武汉工业职业技术学院陈水琴,河北行政学院李清晨共同编写而成。具体编写分工如下:吴翠华负责全书的编写思路设计、文字审校、统稿,并编写了第一、二、三、五、十、十二单元;赵丽丽编写了第四单元;张宝玉编写了第六、七、八单元;陈水琴编写了第九、十一单元;李清晨编写了第十三、十四单元。

本书在编写过程中参考了大量的国内外有关资料,得到了许多学界前辈、同行的热心帮助和指导,在此一并表示感谢。

由于编者的水平有限,书中难免有不足之处,敬请广大读者批评指正。

编 者

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Unit 1

Effective Communication

Reading Skills: Context Clues (I)

When you come across a new word in your reading, before looking it up in a dictionary, very often you can guess its meaning from its context. Context here means words, phrases, or sentences surrounding a word and the situation in which it is used. There are often specific words (context clues) in a sentence or paragraph that can help you determine the meaning of an unfamiliar word. We will discuss the following context clues from Unit 1 to Unit 3.

1. Definition Clues (定义)
2. Restatement/Synonym Clues (重述/同义)
3. Contrast/Antonym Clues (对比/反义)
4. Example Clues (示例)
5. Cause and Effect Relationships (因果关系)
6. General Sense Context Clues (常识)

Definition Clues

The definition of an unknown word is usually given in the sentence by a clue that comes right after or before it. The clue words include: be, mean, be called, that is, be known as, refer to, be said to, be described as, be termed. . .

Sample 1

An unreasonable and lasting fear of something is called a phobia.

画线词的含义很明确:对某一事物莫名而持久的恐惧。

Restatement/Synonym Clues

A sentence with a difficult word often contains a more familiar word to make it easy to understand. You may recognize some synonyms because they are set apart by commas, dashes, or parentheses. Synonyms are words or phrases that are similar in meaning to other words.

Sample 2

They seem to have problems with directionality. In other words, they get lost.

通过 “In other words” 我们推断这两句话的含义相同, 即他们迷路了。由此, 断定画线词的意思为 “方向、方向感”。

Let's try

Choose A, B, or C that has the closest meaning to the underlined word.

1. Experts in kinesics, in their study of body motion as related to speech, hope to discover new methods of communication.

- A. the study of body motion
- B. the study of history
- C. the study of communication

2. The weather in Hawaii is always mild. It is pleasant and warm. There is usually a light wind to cool the air.

- A. rainy
- B. very hot
- C. not too hot or too cold

3. Whales and elephants are gigantic animals. No other animals can compare with them in size.

- A. sea
- B. land
- C. huge

4. In this season, the prevailing winds, those usually blowing from the same direction, come from the west.

A. When you speak of the direction from which winds usually blow, you speak of prevailing winds.

- B. The strongest winds in an area are its prevailing winds.
- C. A prevailing wind is one that destroys everything in its path.

5. He is a courteous young man. He always says “please” and “thank you” and respects older people.

- A. polite
- B. short
- C. smart

6. Usually if restaurant food is poorly prepared, I don't criticize the waiter. Instead, I reprimand the manager.

- A. speak to
- B. complain to
- C. criticize formally

7. Mother was tall, fat, and middle aged. The principal of the school was an old woman, almost as chubby as mother, and much shorter.

- A. tall
- B. fat
- C. thin

8. Many businessmen act on intuition, which is immediate understanding of a situation without consciously thinking about it.

- A. Intuition requires time for careful study.
- B. Intuition is a quick response to a situation.
- C. If a person acts on intuition, he has thought a good deal about what he is going to

do.

9. Weather experts say that a drought is imminent, likely to occur at any time this year or next.

- A. An imminent danger is one close at hand.
- B. If a drought is imminent, it will not occur for many years.
- C. An imminent drought is not very serious.

10. Dr. Barnard was a member of an agricultural mission to India, a group of experts on better farming methods.

- A. A mission is a group of immigrants.
- B. A mission is a group of tourists.
- C. A mission is a group sent abroad to provide help to a foreign country.

Text A

Listen with Your Eyes: Tips for Understanding Nonverbal Communication

By Susan M. Heathfield

Is there ever any doubt in your mind as to the mood of a coworker upon their arrival at work? Nonverbal communication is the single most powerful form of communication. More than voice or even words, nonverbal communication cues you in to what is on another person's mind. The best communicators are sensitive to the power of the emotions and thoughts communicated nonverbally.

Nonverbal communication ranges from facial expression to body language. Gestures, signs, and use of space are also important in nonverbal communication. Multicultural differences in body language, facial expression, use of space, and especially, gestures, are enormous and enormously open to misinterpretation.

One study at UCLA indicated that up to 93 percent of communication effectiveness is determined by nonverbal cues. Another study indicated that the impact of a performance was determined 7 percent by the words used, 38 percent by voice quality, and 55 percent by the nonverbal communication.

If you want to mask your feelings or your immediate reaction to information, pay close attention to your nonverbal behavior. You may have your voice and words under control, but your body language including the tiniest facial expressions and movement can give your true thoughts and feelings away. Especially to a skilled reader of nonverbal cues, most of us are really open books.

Here are several tips for improving your reading of nonverbal information. No matter your position at work, improving your skill in interpreting nonverbal communication will add to your ability to share meaning with another person. Shared meaning is my definition of communication. Correct interpretation of nonverbal communication will add depth to your ability to communicate.

◇ Recognize that people communicate on many levels. Watch their facial expressions, eye contact, posture, hands and feet movements, body movements and placements, and appearance and passage as they walk toward you. Every gesture is communicating something if you listen with your eyes. Become accustomed to watching nonverbal communication and your ability to read nonverbal communication will grow with practice.

◇ If a person's words say one thing and their nonverbal communication says another, you are wont to listen to the nonverbal communication—and that is usually the correct decision.

◇ Assess job candidates based on their nonverbal communication. You can read volumes from how the applicant sits in the lobby. The nonverbal communication during an interview should also elucidate the candidate's skills, strengths, weaknesses, and concerns for you.

◇ Probe nonverbal communication during an investigation or other situation in which you need facts and believable statements. Again, the nonverbal may reveal more than the person's spoken words.

◇ When leading a meeting or speaking to a group, recognize that nonverbal cues can tell you:

- when you've talked long enough,
- when someone else wants to speak, and
- the mood of the crowd and their reaction to your remarks.

Listen to them and you'll be a better leader and speaker.

Understanding nonverbal communication improves with practice. The first step in practice is to recognize the power of nonverbal communication. I'm sure you've had gut feelings that what a person said to you was untrue. Listen to your gut. Along with your life experiences, training, beliefs and all that make up your past, it's your inner expert on nonverbal communication.

(555 words)



UCLA University of California, Los Angeles 加利福尼亚大学洛杉矶分校

Exercises

I. Answer the following questions.

1. Can you list several types of nonverbal communication?
2. Why do you need to pay attention to your nonverbal behavior?
3. How to improve your ability to read nonverbal communication?

II. Fill in each of the blanks with the appropriate word or phrase from the list. Change the form where necessary.

misinterpret	assess	reveal	gaze	perceive
posture	facial expressions	appearance	assumptions	

1. Body movement includes movements of the hands, head, feet and legs, posture, eye movements, and _____—all these affect the message.
2. When you are in doubt about the meaning of nonverbal behavior, confirm it with the sender and try not to make _____.
3. He _____ her silence as giving consent.
4. One day the truth about these events will be _____.
5. _____ and clothing are important and highly visible parts of nonverbal communication.
6. The artist asked his model to take a reclining _____.
7. Damages were _____ at \$20,000.
8. On entering his house, we at once _____ him to be a man of taste.
9. She was the most beautiful woman he had ever _____ upon.

III. Translate the following sentences into English.

1. 毫无疑问,善于倾听的人能与客户保持良好的关系。
2. 如果进行目光交流,你就知道对方是否同意你的意见。
3. 倾听能让客户感到你对他们以及他们的需求或问题真正地感兴趣,同时倾听也能让他们自我感觉良好。
4. 在反映说话人的感情和喜爱方面,信息中的非语言部分往往比语言部分更自发,也更诚实。
5. 握手能表示平等和友好,拍拍肩膀则表示亲密或控制。

Fast Reading

Types of Nonverbal Communication

According to experts, a substantial portion of our communication is nonverbal. Every day, we respond to thousands of nonverbal cues and behaviors including postures, facial expression, eye gaze, gestures, and tone of voice. From our handshakes to our hairstyles, nonverbal details reveal who we are and impact how we relate to other people.

Scientific research on nonverbal communication and behavior began with the 1872 publication of Charles Darwin's *The Expression of the Emotions in Man and Animals*. Since that time, there has been an abundance of research on the types, effects, and expression of unspoken communication and behavior. While these signals are often so subtle that we are not consciously aware of them, research has identified several different types of nonverbal communication.

1. Facial Expressions

Facial expressions are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

2. Gestures

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and using fingers to indicate number amounts. Other gestures are arbitrary and related to culture.

3. Paralinguistics

Paralinguistics refers to vocal communication that is separate from actual language. This includes factors such as tone of voice, loudness, inflection, and pitch. Consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest.

4. Body Language and Posture

Posture and movement can also convey a great deal of information. Research on body language has grown significantly since the 1970's, but popular media have focused on the over-interpretation of defensive postures, arm-crossing, and leg-crossing, especially after the publication of Julius Fast's book *Body Language*. While these nonverbal behaviors can indicate feelings and attitudes, research suggests that body language is far more subtle and less definitive than previously believed.

5. Proxemics

People often refer to their need for "personal space", which is also an important type of nonverbal communication. The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, situational factors, personality characteristics, and level of familiarity. For example, the amount of personal space needed when having a casual conversation with another person usually varies between 18 inches to 4 feet. On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.

6. Eye Gaze

Looking, staring, and blinking can also be important nonverbal behaviors. When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a range of emotions, including hostility, interest, and attraction.

7. Haptics

Communicating through touch is another important nonverbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood. Harry Harlow's classic monkey study demonstrated how the deprivation of

touch and contact impedes development. Baby monkeys raised by wire mothers experienced permanent deficits in behavior and social interaction.

8. Appearance

Our choice of color, clothing, hairstyles, and other factors affecting appearance are also considered a means of nonverbal communication. Research on color psychology has demonstrated that different colors can invoke different moods. Appearance can also alter physiological reactions, judgment, and interpretations.

(604 words)

Exercises

Choose the best answer for each of the following questions according to the text.

- Nonverbal communication includes the following except _____.
A. touch B. gesture C. tone of voice D. image
- Which of the following statements is **not true**?
A. Voice qualities such as loudness, pitch and speed convey quite different meanings.
B. Nonverbal communication equals to body language.
C. The amount of space is influenced by level of familiarity, personality characteristics, situational factors, etc.
D. Perfume, clothes, lipstick and hairpins reflect the style or mood of the wearer.
- The word "proxemics" (Para 7, Line 1) most probably means _____.
A. intimacy B. closeness
C. the state of being near in space D. personal space
- People maintain the smallest space when they speak to _____.
A. strangers B. friends and family members
C. intimates D. colleagues
- If you wish to convey a positive message through nonverbal communication, you should _____.
A. speak loudly
B. avoid making eye contact
C. dress appropriately
D. stay very close with business associate when having a talk with them
- The word "haptics" (Para 9, Line 1) most probably means _____.
A. communication B. touch
C. behavior D. interaction

Text B

How to Make Your Messages Memorable

From Isabelle Albanese

What makes a memorable TV commercial, product design, or marketing campaign? Why do you listen to certain politicians or business leaders, and glaze over at the very mention of others? Why is it that you dread opening certain senders' emails, but open others as soon as they land in your inbox?

It's all about messaging. When a piece of communication is to the point, relevant, worthwhile, and compelling, it moves you—the listener or reader—to action.

Moving people is not magic—it's all about effective communication. Anyone can achieve effective communication by using a simple tool that has an uncanny ability to pinpoint why any message works or doesn't work, and how to improve it. It's called the 4Cs Model, which stands for Comprehension, Connection, Credibility, and Contagiousness.

The 4Cs Model was originally developed as an assessment tool for evaluating the impact of advertising and marketing materials. Brands such as Dunkin' Donuts, Suave Shampoo, and Breyers Ice Cream used the 4Cs Model to develop marketing campaigns that really spoke to people and built an emotional connection with their consumers.

The good news is that you don't have to be an expert writer or advertising genius to accomplish messaging mastery. The beauty of the 4Cs Model is that it's easy to understand and simple to apply to every piece of communication you produce at work whether it's a résumé, an email, newsletter article, marketing piece, PowerPoint, or blog.

When you get into the habit of applying the 4Cs to every type of communication you generate, managers, coworkers, clients, and customers will take notice.

The 4Cs Model of Effective Communication At-a-glance

The 4Cs model is a useful tool for objectively evaluating the effectiveness of many forms of communication: what's working, what isn't working, and why. The 4Cs can assess marketing communication, as well as business communication, political communication, entertainment, and plain old everyday person-to-person communication, from email and blogging to relationship talk.

The First C: Comprehension

Does the audience get the message, the main idea, the point? What does the message instantly communicate? Can the audience play the message back? This confirms that they "get it" and the first C is working. Here are three tips for better comprehension:

- ◇ Make the message clear and sharp.
- ◇ Repetition helps. Tell them what you're going to tell them; next, tell them; and then tell them what you told them.
- ◇ Keep it simple—don't go too deep.

The Second C: Connection

Making a connection with a communicated idea or message means not only that the audience “gets it”, but that it resonates with them, has meaning and significance for them, and usually triggers an irrational or emotional response: frustration, excitement, anger, passion, joy, happiness, sadness, and so on. When connection is there, it will spark new behaviors and actions.

The Third C: Credibility

The audience needs to believe who is saying it (the brand or messenger’s voice), what is being said, and how it is being said. Otherwise, any connection begins to break down—immediately. Credibility is the critical C, because the audience may completely understand a communicator’s message, and even connect with it on an emotional level, then promptly turn around and say that coming from this particular source: company, political candidate, supervisor, whatever, they aren’t buying it.

The Fourth C: Contagiousness

In communications, contagiousness is a good thing. You want your audience to “catch the message”, run with it, and spread it around. Think of the last time you saw a TV ad that was so funny or clever that you discussed it with your friends, found yourself reenacting it, or repeated the slogan or catch phrase in conversations. That’s contagiousness. To be contagious, a message has to be energetic, new, different, and memorable. It should also evoke a vivid emotional response, have “talk” potential, motivate the target to do something, and elicit a demonstrable reaction.

Put the 4Cs in Action for Effective Communication

Practice 4C-ing for effective communication and it will become second nature to you. Try this experiment. Apply the 4Cs to a commercial or a news story you see or hear today on TV or radio. Did you instantly get it? Did it evoke an emotional response? Was it or the messenger believable? Did you feel like the message “stuck” and made you want to react in some way? Or try 4C-ing some of the emails you receive today. You’ll quickly see why messages work and don’t work. Seeing communications through a 4Cs lens will make you more aware of your own communication and messaging challenges.

Once you start “4C-ing” messages, both yours and those of other people, looking through the effective communications lens of comprehension, connection, credibility, and contagiousness, will become a habit. You’ll become adept at reading something as simple as a memo and understanding why it got you so riled up and eager to take action, or why you quickly tossed it into the “circular file”. The more you think about and apply the 4Cs to your own messages, the more effective you’ll become at everything you do.

(853 words)

Notes

1. Dunkin’ Donuts 咖啡和烘焙食品连锁品牌, 销售热咖啡、冰咖啡、甜甜圈等, 在全

球 31 个国家和地区拥有超过 7,900 个门店, 年销售近 10 亿杯咖啡。

2. Suave Shampoo 丝华芙, 是 Unilever(联合利华)旗下著名洗发水品牌。

3. Breyers Ice Cream Unilever(联合利华)旗下著名冰激凌品牌。

Exercises

I. Answer the following questions.

1. How to make your messages memorable and achieve effective communication?
2. What's the function of the 4Cs model?
3. Explain the fourth C "contagiousness" in your own words.
4. Try to make a list of your memorable TV commercial, product design, or marketing campaign, etc.

II. Fill in each of the blanks with the appropriate word or phrase from the list. Change the form where necessary.

dread	frustration	passion	glaze	stuck	evoke
mastery	uncanny	adept	toss	spark	pinpoint

1. His eyes _____ over at the sight of her.
2. The little boy _____ going to bed in the dark.
3. An _____ light seemed to be coming from the castle.
4. These missiles can be fired with _____ accuracy.
5. He shows complete _____ of his chosen subject.
6. Anna was almost crying with _____.
7. He had a _____ for music.
8. A cigarette _____ started the forest fire.
9. The music _____ memories of her youth.
10. I'll help you with your mathematics if you're _____.
11. He was highly _____ at avoiding trouble.
12. I _____ a cigarette to him.

III. Match each of the items in Column A with its advertisement in Column B.

Column A

1. Ericsson (Mobile)
2. Nike
3. Philips
4. Kodak
5. Pepsi-Cola
6. Sprite
7. Toyota
8. Colgate

Column B

- a. Ask for more.
- b. A Kodak moment.
- c. Just do it.
- d. Make yourself heard.
- e. Let's make things better.
- f. No business too small, no problem too big.
- g. Tide's in, dirt's out.
- h. Poetry in motion, dancing close to me.