



普通高等教育“十一五”国家级规划教材

21

English 世纪大学英语


for Interactive Purposes

汪榕培 石 坚 邹 申 ◆ 总主编

应用型 综合教程教学参考书 **3**
(下)



复旦大学出版社
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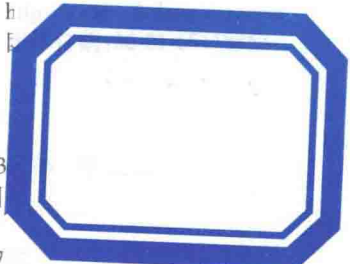
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Unit 5

Consumption





Starter

 Put the words/expressions in the box into the correct categories.

cash	preference	service	go to a regular shop
price	seller	credit card	popularity
check	goods	promotion	debit card
customer	online shopping	quality	

Words/expressions for the ways of shopping:

Words/expressions for the means of payment:

Words/expressions for the things that you purchase:

Words/expressions for the parties involved in consumption:

Words/expressions for the factors affecting consumption:

Starter

Put the words/expressions in the box into the correct categories.

设计思路

- 该部分列出了有关消费购物的词汇,其目的是让学生巩固并掌握有关购物、付款方式、消费对象等方面的词汇,同时导入本单元主题。

参考教法

- 建议1: 该部分可作为词汇翻译训练,先让学生说出每个单词的中文意思,然后进行词汇归类;
- 建议2: 让学生分组进行比赛,最短时间内正确完成该部分的小组为胜;
- 建议3: 鼓励学生说出更多关于消费的相关词汇。

Words/expressions for the ways of shopping: go to a regular shop, online shopping

Words/expressions for the means of payment: cash, credit card, check, debit card

Words/expressions for the things that you purchase: service, goods

Words/expressions for the parties involved in consumption: seller, customer

Words/expressions for the factors affecting consumption: preference, price, popularity, promotion, quality

Part A



Warm-up

I. Watch the video clip and fill in the blanks with the words or expressions you've heard.



[Collaborative consumption describes the rapid explosion in swapping, sharing, bartering, trading and renting being reinvented through the latest technologies and peer-to-peer marketplaces in ways and on a scale never possible before.]

Now, you know when you learn a new word, and then you start to see that word everywhere? That's what happened to me when I noticed that we are moving from 1 consumers to creators, to highly 2 collaborators. What's happening is the Internet is removing the 3, so that anyone from a T-shirt designer to a knitter can make a living selling peer-to-peer. And the ubiquitous (普遍存在的) force of this peer-to-peer revolution means that sharing is happening at 4 rates. I mean, it's amazing to think that, in every single minute of this speech, 25 hours of YouTube video will be loaded. Now what I find 5 about these examples is how they're actually tapping in to our primate instincts. I mean, we're monkeys, and we're born and 6 to share and cooperate. And we were doing so for thousands of years, whether it's when we hunted in packs, or farmed in 7, before this big system called hyper-consumption came along and we built these fences and created our own little fiefdoms (活动范围). But things are changing, and one of the reasons why are the 8, or Gen-Y. They're growing up sharing — files, video games, knowledge. 9. So we, the millennials — I am just a millennial — are like foot soldiers, moving us from a culture of “me” to a culture of “we”.

Part A



Warm-up

I. Watch the video clip and fill in the blanks with the words or expressions you've heard.

设计思路

- 该部分的视频涉及对合作消费的介绍。其目的在于通过该视频引起学生对合作消费的兴趣,为下一个讨论任务做铺垫。该部分内容涉及一些术语,可以在观看视频前介绍比较难的相关词汇,让学生熟悉。

参考教法

- 可先让学生读题,鼓励其根据上下文猜测本视频所涉及的内容;
- 播放完一遍视频后,核对答案;
- 根据学生理解情况,可再次播放视频,并讲解视频中的个别单词或短语。

Script & Keys:

Now, you know when you learn a new word, and then you start to see that word everywhere? That's what happened to me when I noticed that we are moving from 1. passive consumers to creators, to highly 2. enabled collaborators. What's happening is the Internet is removing the 3. middleman, so that anyone from a T-shirt designer to a knitter can make a living selling peer-to-peer. And the ubiquitous (普遍存在的) force of this peer-to-peer revolution means that sharing is happening at 4. phenomenal rates. I mean, it's amazing to think that, in every single minute of this speech, 25 hours of YouTube video will be loaded. Now what I find 5. fascinating about these examples is how they're actually tapping in to our primate instincts. I mean, we're monkeys, and we're born and 6. bred to share and cooperate. And we were doing so for thousands of years, whether it's when we hunted in packs, or farmed in 7. cooperatives, before this big system called hyper-consumption came along and we built these fences and created our own little fiefdoms (活动范围). But things are changing, and one of the reasons why are the 8. digital natives, or Gen-Y. They're growing up sharing — files, video games, knowledge. 9. It's second nature to them. So we, the millennials — I am just a millennial — are like foot soldiers, moving us from a culture of “me” to a culture of “we”.



The reason why it's happening so fast is because of mobile collaboration. 10 where we can locate anyone, anytime, in real-time, from a small device in our hands.

II. Work in pairs and discuss the following questions.

1. Have you ever experienced this kind of collaborative consumption?
2. What's your opinion of collaborative consumption?

Text A

The Wisdom of Collaborative Consumption

By Shoba Narayan

1 Have you ever opened your **closet** and discovered it is full of clothes but you have nothing to wear?

2 Economists have a term for this. They call it **depreciating** value of **property** and there are several methods, "straight-line" and complicated, to calculate the **depreciation** of vehicles or electronic goods.



3 The **psychological** reason behind depreciating value has to do with the old biblical argument against **coveting**. We all covet things we don't own, but the minute we **acquire** the object of our desire, it begins to lose its value.

4 The Cavalli **gown** that looked **charming** on the model in the shop window looks **dull** inside your closet. That additional Nikon **lens** that cost a month's salary now seems extraneous on a camera that already performs well.

5 Collaborative consumption might be the answer. The argument behind this concept is as old as **barter** economies. Trading a cow for a buffalo, jointly using the village water well, Egyptian homes built around a common courtyard where women gathered to dry **spices** and children gathered to play — all are examples of shared resources in ancient cultures.

The reason why it's happening so fast is because of mobile collaboration. 10. We now live in a connected age where we can locate anyone, anytime, in real-time, from a small device in our hands.

II. Work in pairs and discuss the following questions.

设计思路

- 该部分既延续了视频练习中的话题,又结合了 Text A 课文的内容,以进一步导入本单元的主题,切入 Text A。

参考教法

- 可采用分组讨论或个别提问方式。根据学生情况,可适当提示有用的词汇或句型,如: I insist ..., It is an excellent way ...

Suggested Answers:

- a) Yes, I have. Once, I shared my bicycle with my cousin since I was away from home to travel.
 - b) No, I have not. There seems to be no chance for me to share.
- a) I think it is an excellent way to make full use of the things that we have. And I am happy to share with others.
 - b) I insist that we should do our utmost to earn everything that we want to have. Sharing only scratches the surface. What's more, it would cause some conflicts if the things involved are damaged.

Text A

The Wisdom of Collaborative Consumption

By Shoba Narayan

Language and Cultural Points in the Text

Paragraph 2

◆ **depreciate**: v. to decrease in value or price

e. g. New cars depreciate quickly.

新车贬值很快。

Knowledge is capital and beauty is asset. Capital can multiply but asset depreciate.

知识是资本,美貌是资产。资本可以增殖,但资产只会折旧。

◆ **property**: n. 1. the thing or things that sb. owns 2. a building, a piece of land, or both together

e. g. I told him that the computer was my personal property.

我告诉他这台电脑是我的私人物品。

Several properties on this street are for sale.

这条街上有几处房产正在出售。

Paragraph 3

◆ **psychological**: a. relating to the way that your mind works and the way that this affects your behavior

e. g. Sleep disorders are causing a series of serious psychological problems.

睡眠紊乱会导致一系列严重的心理问题。

As for bankers, there seems to be another psychological factor at work.

对银行家而言,另一个心理因素似乎在发挥作用。

◆ **covet**: v. to have a very strong desire to have sth. that sb. else has

e. g. We do not covet anything from any nation.

我们不觊觎任何国家的任何东西。

She coveted his job so openly that their conversations were tense.

她如此公开地觊觎他的工作,以致两人之间的谈话很紧张。

◆ **acquire**: v. 1. to obtain sth. by buying it or being given it 2. to gain sth. by your efforts, ability or behavior

e. g. The museum has managed to acquire an important work by Dali.

博物馆设法弄到了达利的一件重要作品。

I look on it as an opportunity to acquire fresh skills.

我把这当成是一次学习新技能的机会。

Paragraph 4

◆ **charming**: a. very pleasing or attractive

e. g. He found her as smart and beautiful as she is

charming.

他发现她聪明、美丽而且惹人喜爱。

I'm glad you like it. I got it in a charming little boutique near here.

我很高兴你喜欢它。我是在附近一家可爱的小时装店里买的。

◆ **dull**: a. 1. not bright or shiny 2. not interesting or exciting

e. g. His house was the best, faced with dull red-and-grey old brick.

他的房子是最好的,外面砌着一层暗红灰色的旧砖。

It was a dull dinner, and I couldn't stand it, so I left.

那是一次很无聊的晚宴,我待不住,所以就溜了。

◆ **lens**: n. the part of a camera through which the light travels before it reaches the film

e. g. Once in place, the injector is removed and the lens opens.

位置一旦定下来,注射器就抽出来,镜头就会打开。

We are still telling stories about courage and loss through the lens of every major conflict in history.

透过历史上每个重要战争的镜头,我们依旧讲述着关于勇气和失败的故事。

◆ **That additional Nikon lens that cost a month's salary now seems extraneous on a camera that already performs well.**

A month's salary was spent on an additional Nikon lens just in case, but now it seems to be unnecessary because the camera is already working well.

Paragraph 5

◆ **barter**: n. a system of exchanging goods or services for other goods or services rather than using money

v. to exchange goods, work, or services for other goods or services rather than for money

e. g. If you agree to our proposal of a barter trade, we'll give you paper in exchange for your timber.

如果你方同意我们进行易货贸易的建议,我们将用纸与你们交换木材。

They have been bartering wheat for cotton.

他们一直在用小麦交换棉花。

◆ **Trading a cow for a buffalo, jointly using the village water well, Egyptian homes built around a common**



- 6 In the past two decades, old-fashioned sharing has become successful **rental** businesses; **witness** the success of Netflix, Zipcar and CouchSurfing. Rentals give people the advantages of ownership without its **accompanying burdens**.
- 7 Thanks in part to the global financial downturn, and as a reaction to the **excesses** of the past decade, this trend is **supposed** to become a **groundswell** in the coming 10 years.
- 8 As the social **reformer** Rachel Botsman and the serial businessmen Roo Rogers point out in their book *What's Mine Is Yours: The Rise of Collaborative Consumption*, networked technologies will enable a "rapid explosion in sharing, bartering, trading and renting ... on a scale never possible before."
- 9 The population of the world will increase by 50 per cent from 6 billion to 9 billion by 2050. Therefore, it is unsustainable for each person to continue to consume the same amount of resources. The world has to come up with ways to spread resources among many people.
- 10 Rapid mass transit is a great example of collaborative consumption but it needs to take root into mindsets.
- 11 Several European cities including London, Lyon, Stockholm, Barcelona and Oslo have come up with bike-sharing programs subsidized by companies that advertise on bikes that commuters can hire or borrow to ride short distances within the city, using different payment plans. Infosys Technologies in India has free bikes that employees can use to get from building to building in its **spacious** campus instead of using cars.
- 12 Most IT companies in Bangalore use private buses to transport employees to and from their large campuses in Electronic City, thus reducing the number of cars on Bangalore's already **choked** roads.
- 13 Netjets, owned by the US billionaire investor Warren Buffett, is an example of reducing **idle** resources by sharing the same asset with several (very rich) people.
- 14 Freecycle is a grass-roots global network in which people exchange things they don't need with others who want their **discarded** items.
- 15 There are two Freecycle groups in the UAE — one in Dubai with 873 members and one in Abu Dhabi with 375 members. Such a group doesn't exist in Bangalore, where I live, so perhaps I will have to start one.
- 16 For collaborative consumption to work, the assets have to **conform** to certain parameters. Use cannot be heavy or consistent. The vacation **villas** that a number of Bollywood stars seem to have bought in the UAE, for instance, would be ideal for collaborative consumption.
- 17 Rather than build new hotels and then run the risk of having empty rooms later in an economic downturn, some enterprising social entrepreneur could come up with a nifty website that rents out all of the empty villas in the Middle East to vacationers. Such models already exist in Italy and France but are yet to make inroads in the region.

courtyard where women gathered to dry spices and children gathered to play — all are examples of shared resources in ancient cultures.

Note: 此句主干是破折号之后的部分,前面是三个名词性短语 trading..., using... 以及 homes 作并列主语。其中第三个例子里面 built around a common courtyard 是动词过去分词短语作定语修饰前面的 Egyptian homes, 而 where 引导的从句是定语从句修饰前面的名词 courtyard。

Paragraph 6

◆ **rental:** *n.* 1. the act of renting sth. or an arrangement to rent sth. 2. amount of rent paid or received

rent: *v.* 1. to let sb. live in a house, room, etc. that you own, or use your land, in return for money 2. to pay money for the use of sth. for a short period of time

e. g. Last summer Brian rented out his house and went camping.

去年夏天,布赖恩把自己的房子租出去,然后去露营了。

She rents a house with three other girls.

她和另外3个女孩合租了一套房子。

◆ **witness:** *v.* 1. to experience important events or changes 2. to see sth. happen, especially a crime or accident

e. g. This university has witnessed quite a few changes over the years.

这所大学多年来经历了相当大的变革。

Anyone who witnessed the attack should call the police.

任何目睹了那场攻击的人都应该报警。

◆ **accompany:** *v.* 1. to come with 2. to go somewhere with sb.

e. g. Rapid economic growth is often accompanied by inflation.

经济的迅速增长往往会伴随着通货膨胀。

He agreed to accompany me on a trip to Africa.

他同意陪我去非洲旅行。

◆ **burden:** *n.* 1. sth. difficult or worrying that you are responsible for 2. (*fml.*) a heavy load that is difficult to carry

e. g. We cannot take on another heavy financial burden.

我们无法承受又一个沉重的经济负担。

The truck was loaded with so many burdens that it broke down suddenly.

卡车上装载的货物太多,以至于突然发生故障了。

Paragraph 7

◆ **excess:** *n.* more than a particular amount

a. in addition to an amount that is necessary, usual or legal

e. g. An excess of house plants in a small apartment can be oppressive.

在一套狭小的公寓里放过多的室内植物会让人感到压抑。

Make sure that you don't have to pay expensive excess charges.

确保你不需要支付昂贵的额外费用。

◆ **suppose:** *v.* 1. to expect that sth. will happen or be true, and to base your plans on it 2. to believe; to have as an opinion

e. g. There is no reason to suppose that his new book will be any better than his last one.

没有理由推测他的新书将比上一本好。

She was commonly supposed to be extremely rich.

大家都认为她非常富有。

Paragraph 8

◆ **reformer:** *n.* a person who works to achieve political or social change

reform: *v.* 1. to improve a system, law, organization, etc. by making a lot of changes to it, so that it operates in

a fairer or more effective way 2. to change your behavior and become a better person, or to make sb. do this

e. g. The company said it had now reformed the way it did business.

该公司声称已改进其经营方式。

He made sure to me that he would thoroughly reform himself and stop drinking.

他向我保证他将洗心革面,不再喝酒。

◆ ... "rapid explosion in sharing, bartering, trading and renting ... on a scale never possible before."

... "there are more people accepting the idea and practice of sharing, exchanging and trading things with other people, and the scale is unprecedented."

Paragraph 10

◆ **Rapid mass transit is a great example of collaborative consumption but it needs to take root into mindsets.**

Rapid mass transit is a great example of collaborative consumption but efforts should be made to ensure that people accept it.

Paragraph 11

◆ **spacious:** *a.* (of a room, house, places, etc.) large and with plenty of space to move around in

e. g. The house has a spacious kitchen and dining area.

这座住宅有一个宽敞的厨房和用餐区。

The museum is complemented by a spacious garden.

广大宽阔的庭院为博物馆增色不少。

Paragraph 12

◆ **choked:** *a.* 1. (of a place) totally filled so that things cannot move through it 2. so angry, upset, or disappointed that one cannot speak

e. g. The village's roads are choked with traffic.

那个村庄的道路被车辆堵住了。

He was too choked to say anything more.

他气得再也说不出话来。

Paragraph 13

◆ **idle:** *a.* 1. not working or producing anything 2. lazy

e. g. Now the machine is lying idle.

现在这台机器正处于闲置状态。

An idle youth, a needy age.

少壮不努力,老大徒伤悲。

Paragraph 14

◆ **discard:** *v.* 1. to get rid of sth. 2. to put down unwanted cards in a card game

e. g. Every crisis makes us discard our traditional way of looking at things.

每次危机都会使我们抛弃看待事物的传统方式。

He discarded before picking up another card.

他先出牌然后再抓牌。

Paragraph 16

◆ **conform:** *v.* to obey a law, rule, etc.

e. g. All students must conform to the rules.

所有学生都必须遵守规则。

He conformed the plans to the new specifications.

他使各项计划都符合新的规格要求。

Paragraph 17

◆ **Rather than build new hotels and then run the risk of having empty rooms later in an economic downturn, some enterprising social entrepreneur could come up with a nifty website that rents out all of the empty villas in the Middle East to vacationers.**

Some companies should avoid building new hotels which would not be fully used during an economic decline. Instead, these companies could try to establish a well-designed website, through which they would be able to rent out the empty villas in the Middle East to tourists.



- 18 Companies such as Bag Borrow or Steal, which rent designer handbags, watches and jewelry, would be **efficient** for countries such as Japan and the Gulf states, where women buy a lot of luxury designer goods that then sit idle in their closets.
- 19 Even if a woman of stature cannot bear the thought of renting out her things, she can share informally with an extensive network of nieces or cousins in exchange for **unpleasant** chores.
- 20 How many of you have watches, ties or designer suits that you have never worn but cannot bear to throw out because they cost a lot? Such goods at your **disposal** are ideal assets for collaborative consumption. Objects that we use frequently, on the other hand, are not suitable for sharing: iPads, sunglasses and cameras, for instance.
- 21 The micro-lending model involves more than a dozen women pooling money. A similar model can be adopted in which a dozen or so women pool together to buy a Hermes Birkin bag that they can share. Or members of a golf club can share their clubs.
- 22 The biggest challenge of collaborative consumption is **streamlining** operations. What if all the women want the same handbag during wedding season? What if all the renters want the Gulf-facing villa during Christmas? How do you share golf clubs during tournaments, and what if you want to take them for several days during vacations?
- 23 Rental businesses have come up with **temporary** blackout dates and adding extra charges for peak times. In the real world, we have to talk, either in person or through social networks to sort out the **logistics**.
- 24 In an ever-connected world with resources which are **declining** in amount, we have no choice but to collaborate with neighbors and even strangers to spread the wealth. It is not only good taste. Increasingly it is beginning to make good sense.

(975 words)

Words and Expressions

四级词汇(标记为■)	四级积极词汇(标记为▲)	六级词汇(标记为★)	超纲词汇(不标记)
6	16	7	6
*collaborative [kə'ləbəreɪtɪv] a.	involving, or done by, several people or groups of people working together 合作的;协作的		
*closet ['klɒzɪt] n.	衣橱,壁柜		
depreciate [dɪ'pri:ʃiət] v.	to decrease in value or price (使)贬值;折旧		
▲property ['prɒpəti] n.	1. the thing or things that sb. owns 财产,资产 2. a building, a piece of land, or both together 地产,房地产		
depreciation [dɪ'pri:ʃi'eɪʃən] n.	a reduction in the value or price of sth. 贬值		
■psychological [ˌpsaɪkə'lɒdʒɪkəl] a.	心理的		

Paragraph 18

◆ **efficient**: *a.* working well, quickly and without waste

e. g. I work very efficiently and am decisive, and accurate in my judgment.

我工作高效、决策果断而且判断准确。

Our efficient new machines are much cheaper to run.

我们这些高效的新机器用起来省钱得多。

Paragraph 19

◆ **unpleasant**: *a.* not pleasant or enjoyable

e. g. The symptoms can be uncomfortable, unpleasant and serious.

其症状会令人不舒服、不愉快而且很严重。

The vacuum machine has an unpleasant smell.

这个真空吸尘器有股难闻的气味。

Paragraph 20

◆ **disposal**: *n.* the act of getting rid of sth.

e. g. A traditional method of disposal is to put it into landfills.

传统清理废弃物的方法是将其倒进垃圾填埋场。

How much water and electricity does food waste disposal machine use?

食物垃圾处理机消耗多少水和电?

at one's disposal: able to be used freely by sb.

e. g. Do you have this information at your disposal?

这个信息你能随意使用吗?

During their visit, I put my car at their disposal.

他们来访期间,我把汽车交给他们随意使用。

Paragraph 22

◆ **streamline**: *v.* to make sth. such as a business, organization, etc. work more simply and effectively

e. g. They're making efforts to streamline their cumbersome bureaucracy.

他们正努力提高其繁琐的官僚机构的效率。

They tried to streamline the main panel of TV.

他们尽力简化了电视机的主板。

Paragraph 23

◆ **temporary**: *a.* continuing for only a limited period of time

e. g. His job here is only temporary.

他在这儿的工作只是暂时的。

Most adolescent problems are temporary.

多数青春期的问题都是暂时的。

◆ **logistics**: *n.* the practical arrangements that are needed in order to make a plan that involves a lot of people and equipment successful

e. g. The skills and logistics of getting such a big show on the road pose enormous practical problems.

这样的一个大节目进行巡演,在技术和后勤方面都会面临大量的实际问题。

The logistics supplying to the disaster-stricken areas is a complex process.

给灾区提供后勤供给是一个复杂的过程。

Paragraph 24

◆ **decline**: *v.* 1. to decrease in quantity or importance

2. to say no politely when sb. invites you somewhere, offers you sth., or wants you to do sth.

e. g. Official figures show that the number of foreign tourists is declining sharply.

官方数字显示外国游客数量骤减。

He said the company had more than 100 employees, but he declined to comment further.

他说这公司有 100 多名员工,但拒绝透露更多信息。



covet [ˈkʌvɪt] v.	to have a very strong desire to have sth. that sb. else has 贪求; 觊觎
▲acquire [əˈkwaɪə(r)] v.	1. to obtain sth. by buying it or being given it 购得; 得到 2. to gain sth. by your efforts, ability or behavior (通过努力、能力) 获得, 得到
■gown [gaʊn] n.	a long dress that a woman wears on formal occasions 礼服
■charming [ˈtʃɑːmɪŋ] a.	very pleasing or attractive 具有吸引力的
▲dull [dʌl] a.	1. not bright or shiny 暗淡的 2. not interesting or exciting 无趣的, 乏味的
■lens [lenz] n.	(相机) 镜头
barter [ˈbɑːtə(r)] n.	以物易物
*spice [spaɪs] n.	香料; 调味品
▲rental [rentəl] n.	1. the act of renting sth. or an arrangement to rent sth. 租赁, 出租 2. amount of rent paid or received 缴付或收取的租金数额
▲witness [ˈwɪtnɪs] v.	1. to experience important events or changes 经历, 见证 2. to see sth. happen, especially a crime or accident 见证
▲accompany [əˈkʌmpəni] v.	1. to come with 和...一起 2. to go somewhere with sb. 陪伴
▲burden [ˈbɜːdən] n.	1. sth. difficult or worrying that you are responsible for 负担 2. (fml.) a heavy load that is difficult to carry 重负
▲excess [ɪkˈses, ˈekses] n. a.	more than a particular amount 过量, 过度 in addition to an amount that is necessary, usual or legal 过量的, 过度的
▲suppose [səˈpəʊz] v.	1. to expect that sth. will happen or be true, and to base your plans on it 猜想 2. to believe; to have as an opinion 认为, 相信
groundswell [ˈgraʊndswel] n.	(fml.) the sudden increase of a particular feeling among a group of people (群体情绪的) 迅速高涨
▲reformer [rɪˈfɔːmə(r)] n.	改革者; 改良者
*spacious [ˈspeɪʃəs] a.	(of a room, house, places, etc.) large and with plenty of space to move around in 宽敞的
■choked [tʃəʊkt] a.	(of a place) totally filled so that things cannot move through it 拥挤的