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UNIT

1

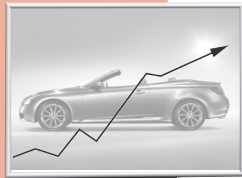


# Market Research

## Unit Objectives

After studying this unit, you are able to:

- read articles about the auto market
- analyze a market report
- get information about the auto market from multiple sources
- communicate with potential customers
- carry out a market investigation





# Warming-up

**Task** Passenger cars can be classified by size or by body type (See the following pictures). Which type of car do you like best? Why?

**A** Mini car/Subcompact car (微型轿车)

**B** Compact car (小型轿车)

**C** Midsize car (中型轿车)

**D** Luxury/Large car (豪华/大型轿车)

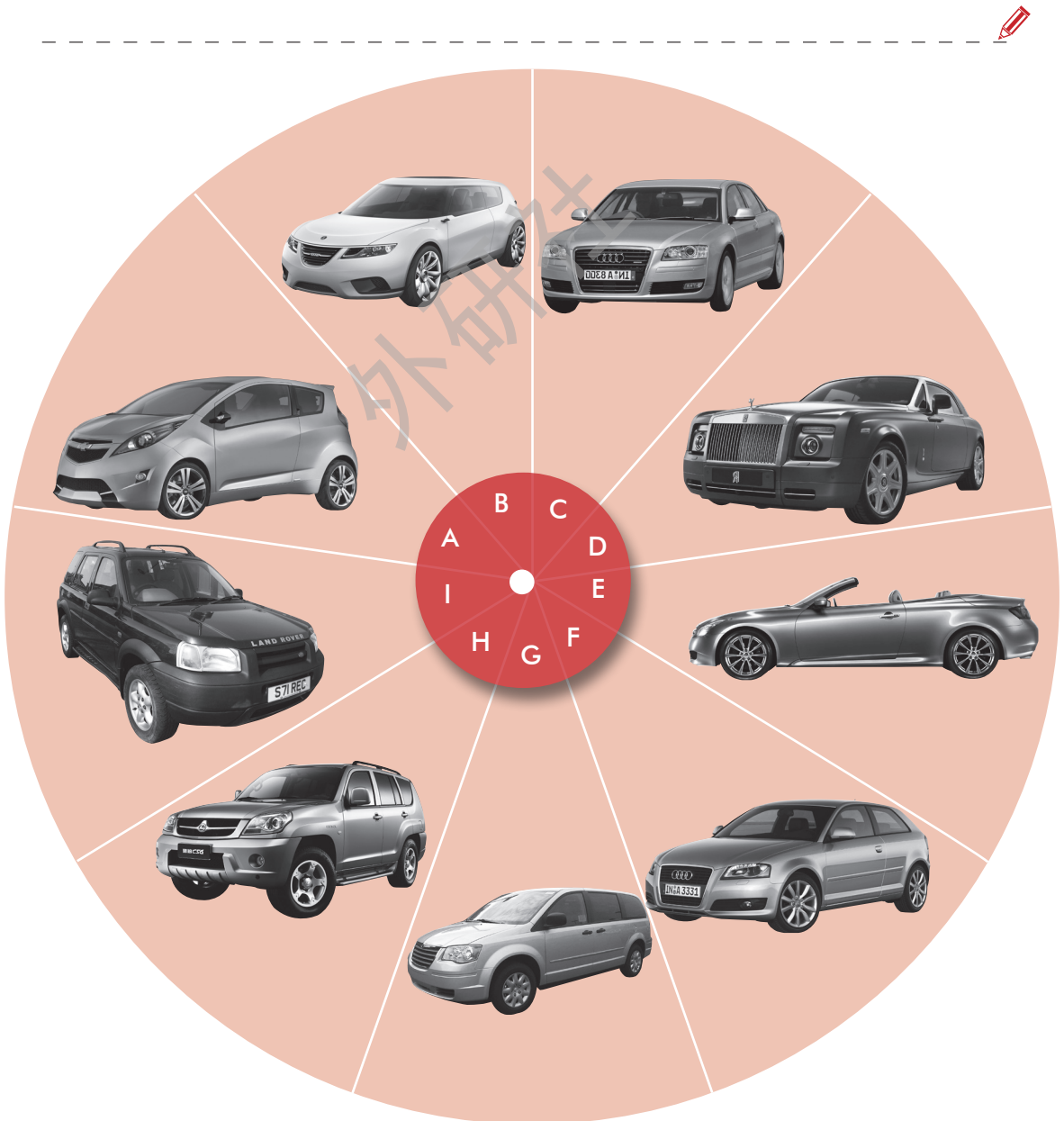
**E** Convertible (车篷可折起/取掉的轿车)

**F** Hatchback (掀背型轿车)

**G** Minivan (微型厢式车)

**H** SUV (Sports Utility Vehicle) (运动型多功能车)

**I** Wagon/Station Wagon (旅行车)





# Reading A



**Task 1** Before reading the passage, see how much you know about the present auto market.

1. You probably see more autos in the streets than before. What type of auto do you think is becoming more popular? Are there differences in car-buying priorities between young people and their parents?
2. If you want to buy a car, what is your first consideration?

## A Shift in Car-buying Priorities

In the past, the purchase of a car might be a way to demonstrate economic success. People wanted big, safe, comfortable, luxurious and fashionable cars. But with government policies favoring compact cars and people's awareness of the need for environmental protection, car buyers are changing their ideas when buying a new car.

In our recent survey, fuel economy tops the factors affecting vehicle selection. Nearly 80 percent of car shoppers, led by women, young adults and families on a medium-sized income, are concerned about fuel economy. However, there is a slight gender difference in the level of concern with 38 percent of women citing fuel economy as the most important factor, compared with only 24 percent of men. The average is 31 percent.

In order to be able to spend less on fuel, motorists are looking for cars which use alternative fuels or which are more compact. In today's market, cars using flex-fuel, hybrid fuel or diesel are becoming more popular. Although they are a little more expensive to buy, they are much cheaper to run because these fuels are cheaper than petrol. Smaller, more compact cars with smaller-sized engines, are also enjoying popularity because of their lower fuel consumption and they are increasingly being promoted by government because of their lower emissions.

To reduce running costs, drivers can be willing



to compromise. For example, about 54 percent of motorists said they were willing to compromise on higher costs in order to buy a more efficient vehicle; others may compromise on size or capacity (49 percent), on amenities or comfort (38 percent), on performance (31 percent), or on safety (15 percent).

However, people buying a car do not want to compromise too much. They may have specific requirements such as the need for a child seat, room for sports equipment or comfort during long business trips. Although they may prefer to buy a small car with low fuel consumption, they also want reliability, efficiency and comfort. So improvements in performance and comfort in small cars must be considered in order to meet consumers' needs.

In conclusion, cars with lower fuel consumption are likely to continue to be important and are expected to take up a bigger share of the auto market. Car buyers will be looking for more fuel-efficient models and carmakers need to be able to keep up with demand.

**Task 2** Translate the following English expressions into Chinese.

1. demonstrate success

2. medium-sized income

3. level of concern

4. lower emission

5. specific requirement

6. a big share of the auto market

**Task 3** Read the passage and match the question in Column A with its answer in Column B.

Column A	Column B
1. Why are car buyers changing their considerations?	a. Fuel economy.
2. What's the new No. 1 consideration?	b. On size, performance, comfort, safety etc.
3. What alternatives do people have for this consideration?	c. Government policies and environmental awareness.
4. What are people compromising on in order to reduce running costs?	d. Flex-fuel, hybrid, diesel and smaller-sized engines.
5. What do people still want in their small cars?	e. Reliability, efficiency and comfort.

**Task 4** Read the passage again and decide whether the following statements are true (T) or false (F).

- 1. In the past, people bought a car only to demonstrate their wealth.
- 2. Both men and women take fuel economy as the most important factor into consideration.
- 3. A diesel engine car is more expensive, but also more fuel-efficient.
- 4. When the engine size decreases, fuel efficiency goes up.
- 5. People would not compromise on the higher price of cars.

**Task 5** List the buyer's demands on cars mentioned in the passage or in your own opinion.

The buyer's demands on cars:


_____	_____
_____	_____
_____	_____
_____	_____

buy



# Listening



**Task 1**  Mr. Smith, manager of Market Department in Triumph Automobile Company (TAC), is talking to Wang Ming, an intern. Listen to the conversation and fill in the blanks with what you hear.

**Wang Ming:** Good morning, Mr. Smith.

**Mr. Smith:** Morning, Wang Ming. Well, your major is car industry and 1 \_\_\_\_\_, right?

**Wang Ming:** That's right.

**Mr. Smith:** So you know how to 2 \_\_\_\_\_ a market survey, huh?

**Wang Ming:** Yeah. I did it when I was a college student.


**Mr. Smith:** Now I'd like you to 3 \_\_\_\_\_ a survey of today's auto market and see what we should do. Do you have any problems?

**Wang Ming:** Yeah. What aspects do you want me to cover, Mr. Smith?

**Mr. Smith:** In your survey, you should find out the 4 \_\_\_\_\_ in auto market, collect information about our competitors, and learn about customers' expectations and the factors that 5 \_\_\_\_\_ purchase behavior.

**Wang Ming:** OK, Mr. Smith. I'll try my best.



**Task 2**  Wang Ming is having an interview with a potential car buyer. Listen to the conversation and choose the best answer to each question.

- What is the first question Wang Ming asked?
  - The interviewee's age.
  - The interviewee's vocation.
  - The interviewee's company.
  - The interviewee's IQ.
- Which of the following reasons for buying a car is not mentioned by the interviewee?
  - For showing off.
  - For going to work.
  - For weekend shopping.
  - For business.
- Which car make does the interviewee decide on?
  - Honda Fit.
  - BMW.
  - He hasn't decided yet.
  - He wouldn't say.
- Which factor probably influences the interviewee's choice most when he purchases a car?
  - Price.
  - Safety.
  - Comfort.
  - Interior.
- What is the interviewee's attitude?
  - Hostile.
  - Excited.
  - Cooperative.
  - Cold.

### New Words

suburban a. 郊区的, 在城郊的  
commute to work 往返上班

**Task 3** Wang Ming is having a talk with a middle-aged car owner at a car club. Take notes of the information you hear.



**Notes**

**Interviewee's name:** \_\_\_\_\_

**Trouble with the old car:** \_\_\_\_\_  
twice during a long journey

**Requirements for a new car:**

1. durability/ \_\_\_\_\_
2. \_\_\_\_\_
3. running on gas and \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**New Words**


nuisance *n.* 讨厌的事物,  
讨厌的人

durable *a.* 耐久的, 持久的

battery *n.* 电池

**Task 4** Wang Ming is having an interview with a government official for some policy-related questions. Now listen to the dialog and complete the summary.





**Summary**

**Purpose for raising the purchase tax:**  
To \_\_\_\_\_ cars, and promote \_\_\_\_\_.  
Finally to reduce \_\_\_\_\_ and save \_\_\_\_\_.

**Why is the determination constant:**  
Global warming \_\_\_\_\_.  
Many cities \_\_\_\_\_.  
World's resources \_\_\_\_\_.  
For sustainable \_\_\_\_\_.

**As for existing big engines:**  
Cities have adopted \_\_\_\_\_ to take them off streets.

**Task 5** Wang Ming is having a talk with Mr. Smith about her report. Tick the items that Wang Ming has mentioned in her report.



<b>Data range:</b>	over 100 people <input type="radio"/>	<b>Reasons for a new car:</b>
<b>Methods:</b>	interview <input type="radio"/>	playing sports <input type="radio"/>
	questionnaire <input type="radio"/>	job commuting <input type="radio"/>
<b>Data types:</b>	typical <input type="radio"/>	travel <input type="radio"/>
	common <input type="radio"/>	having a private parking space <input type="radio"/>
	diversified <input type="radio"/>	hoping to improve the performance <input type="radio"/>
	same kind <input type="radio"/>	demonstrating success <input type="radio"/>
<b>People included:</b>	students <input type="radio"/>	as a gift for girlfriend <input type="radio"/>
	young people <input type="radio"/>	<b>Government policies:</b>
	middle-aged businessmen <input type="radio"/>	to promote small cars <input type="radio"/>
	retired people <input type="radio"/>	to limit car industry <input type="radio"/>
	officials <input type="radio"/>	to limit big engines <input type="radio"/>
	housewives <input type="radio"/>	to cancel big engines <input type="radio"/>



# Speaking






**Task 1** Work in pairs. Practice making short conversations with the words provided according to the example below.



Example:

- A: Hello. This is Honda 4S store. May I help you?  
 B: This is George Fish. May I speak to Mr. Smith?  
 A: Speaking.  
 B: I'd like to discuss the car we are going to buy with you. Is 9 o'clock convenient for you?  
 A: Can we make it 10:30? A customer will come to my office at 9:00.  
 B: Oh, yes. That's fine with me.  
 A: Great. And I'll see you in the exhibition hall.

You may use the expressions about suggesting a meeting time.

-  I'd like to...
-  Is... convenient for you?
-  Can we make it...?
-  How about...?
-  I'll see you...



1. buy a new car / 2 pm / in the exhibition hall

2. test-drive a car / 10 am next Monday / Lincoln Street

3. have the car checked / at noon / maintenance workshop

**Task 2** Nowadays customers would like to know something of the auto they want to buy before they go to an auto seller. Work in groups and exchange ideas on where customers can get useful and helpful auto information.



Websites: www.sina.com.cn

TV channels: \_\_\_\_\_

Newspapers: \_\_\_\_\_

Magazines: \_\_\_\_\_

Other resources: \_\_\_\_\_

**Task 3** Work in pairs. Suppose you are a market researcher interviewing the prospect (可能的买主) George Fish. Role-play the interview according to the questions below.



- ❖ 1. May I know your name?
- ❖ 2. What's your profession?
- ❖ 3. Are you going to buy a car?
- ❖ 4. Which make of car do you prefer?
- ❖ 5. What will your car be used for?
- ❖ 6. What's the most important for you when you choose a car?
- ❖ 7. Do you know our cars?

**Task 4** Work in pairs. Practice an interview according to the questions below.

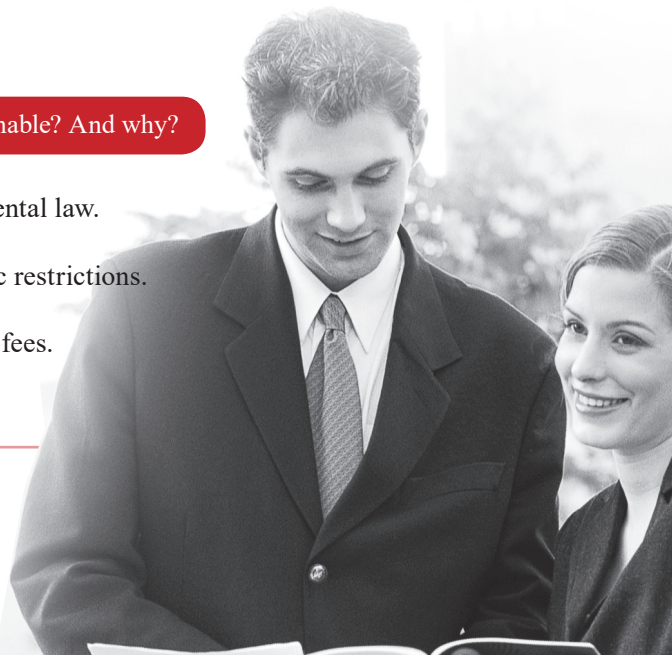


What type of auto would you buy...

- ❖ if the fuel tax goes up?
- ❖ if the purchase tax goes down?

Do you think the following proposals are reasonable? And why?

- ❖ The government issues stricter environmental law.
- ❖ The city's central districts carry out traffic restrictions.
- ❖ The government levies (征收) congestion fees.
- ❖ More bus lanes should be established.





# Reading B

**Task 1** Read the following questionnaire and tick the answer that is nearest to your facts.

## Questionnaire

### 1. What type of vehicle do you plan to buy or lease? Please select one.

- Subcompact car (e.g. Polo, Fit, Yaris)  
 Compact car (e.g. Corolla, Civic, Focus)  
 Mid-sized car (e.g. Accord, Prius, Camry)  
 Full-sized car (e.g. Ford 500, Pontiac Grand Prix)  
 Sports car (e.g. Audi TT, Porsche)  
 Luxury car (e.g. BMW 7 Series, Mercedes S Class)  
 Truck (e.g. Ford F150, Toyota Tundra)  
 Sports Utility Vehicle / SUV (e.g. Jeep Grand Cherokee, VW Toureg)  
 Minivan (e.g. Honda Odyssey, Renault Espace)  
 Don't know

Others (please specify): \_\_\_\_\_

### 2. What is your age group?

- Under 18 yrs     18-25 yrs     26-35 yrs  
 36-45 yrs     46-60 yrs     Above 60 yrs

### 3. What is your gender?

- Male     Female

### 4. What is your profession?

- Student     Businessman     Homemaker     Employee     Retired

Others (please specify): \_\_\_\_\_

### 5. How many cars do you own?

- 0     1-2     3-5     5+

### 6. How many cars do you plan to buy?

- 0     1-2     3-5     5+

### 7. What features will you consider when buying a car? (choose as many as appropriate)

- Brand Value     Luxury & Comfort     Power & Engine Specifications  
 Sports Utility     Mileage     Eco-friendly     Safety

Others (please specify): \_\_\_\_\_

### 8. What is the influential and deciding factor in your purchase?

- Brand Value     Price     Fuel efficiency  
 After-sales service     Car's interior decoration     Social status  
 Automotive appearance     Market survey     Car's configuration

Reviews on websites  
Others (please specify): \_\_\_\_\_

**9. Who is the decision-maker in your purchase?**

- You  Parents  Wife/Husband  Children  Friends/Relatives  Others

**10. How much do you plan to spend on buying a car? (RMB)**

- <50,000  50,000-100,000  100,000-150,000  150,000-200,000  
 250,000-300,000  350,000-400,000  >400,000

**11. How many hours a week do you spend driving a car on average?**

- 0-1 hrs  1-5 hrs  5-10 hrs  10-30 hrs  30-50 hrs  > 50 hrs

**12. What is the most likely reason that you drive a car?**

- Driving between home and work/study  Social visits  
 As part of your profession  Vacation trips

Others (please specify): \_\_\_\_\_

**13. How would you describe your level of expertise as a driver?**

- Beginner  Expert  Do not drive



**Task 2** Compare your answers of the above questionnaire with your partner's. Discuss why there is difference between you two.

Two silhouettes of a woman and a man are shown from the chest up, sitting at a table. In front of each silhouette is a large, light gray rectangular area with horizontal lines, intended for writing notes or comparing answers. A large, faint watermark '外研社' is visible across the center of the page.

**Task 3** Discussion. If you are the designer of the questionnaire, what other questions do you think should be included?

A large, light gray rectangular area with horizontal lines, intended for writing additional questions. The bottom right corner of the area is folded over, giving it a note-like appearance.



# Writing

**Task 1** Read the following letter of establishing business relations. Pay attention to the writing norms of this kind of letter.

Dear Sir,

Having obtained your name and address from Ms. Maria, one of our business partners, I'm writing to you in expectation of establishing a business relationship with you.

Our company has been the automobile sales agent for many years. Now we want to extend our business and we are interested in your automobiles and auto parts. We would appreciate it very much if you could send us your catalogs and quotations (报价单). If your prices are attractive, we anticipate doing business with you in the future.

I'm looking forward to your reply.

Yours faithfully,  
Zhang Xinmin  
Marketing Manager  
Yongda Co. Ltd

**Task 2** The above letter is sent to the Market Department of TAC. Please help Wang Ming write a reply letter. The letter should cover the following aspects.

1. The catalogs and the price lists are enclosed.
2. Briefly introduce your product classification.
3. Show your hope for further contact or inquiries.



# Project

The project aims to go through the process of making a desk research. The whole task is divided into three steps. Step One is to search online for information about the auto market. Step Two focuses on analyzing the collected information. Step Three centers on drafting a report or stating the discussion result.



Please follow the *Task Description* to complete the project.

## Task Description

### 1 Step One

- Organize a small group with 4-6 students in your class;
- Share the online searching results of today's auto market;
- Classify and analyze the collected market information.

### 2 Step Two

- Work in groups and explain what the market information implies;
- Put forward your own suggestions for the auto company.

### 3 Step Three

- Make an outline for the report;
- Present the report or your discussion result in class.





# Self-evaluation

Rate your progress in this unit.

	D	M	P	F*
I can read the articles about the auto market.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can understand the information about the auto market.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can communicate well with potential customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can interview experts to know about the auto market.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can carry out a market investigation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write and reply to a letter of establishing business relations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*\*Note: Distinction, Merit, Pass, Fail*





# New Words and Expressions



## Reading A

### New Words

- alternative /ɔ:l'tɜ:nətɪv/ *a.* 二者择一的, 供替代的
- amenity /ə'mɪnətɪ/ *n.* 便利, 生活设施
- cite /saɪt/ *v.* 引用, 援引
- compromise /'kɒmprəmaɪz/ *v.* 妥协, 折衷
- consumption /kən'sʌmpʃən/ *n.* 消耗, 消费量
- demonstrate /'demɒnstreɪt/ *v.* 证明, 表明, 展示
- emission /ɪ'mɪʃən/ *n.* 散发, 排放物
- favor /'feɪvə/ *v.* 赞同, 促进
- flex-fuel *n.* 弹性燃料, 双燃料
- fuel /'fju:əl/ *n.* 燃料, 动力
- hybrid /'haɪbrɪd/ *n.* 混合物源, 混合动力
- luxury /'lʌkʃəri/ *n.* 豪华, 奢侈
- medium /'mi:diəm/ *a.* 中等的

- motorist /'mɒtəɪst/ *n.* 汽车驾驶员
- petrol /'petrəl/ *n.* 汽油
- priority /praɪ'brɪti/ *n.* 优先, 重点, 优先考虑的事
- promote /prə'məʊt/ *v.* 促进, 推进
- shift /ʃɪft/ *n.* 改变, 转移
- slight /slaɪt/ *a.* 轻微的, 微小的
- top /tɒp/ *v.* 为……之首, 胜过
- vehicle /'vi:ɪkəl/ *n.* 车辆, 交通工具

### Phrases & Expressions

- as well as 也, 又
- be compared with 与……相比较
- go up 上升, 增长
- keep up with 赶上
- take up 占据

## Reading B

### New Words

- appropriate /ə'prəʊprɪət/ *a.* 适合的, 适当的
- expertise /,ekspɜ:'ti:z/ *n.* 专门技能或知识
- profession /prə'feʃən/ *n.* 职业 (尤指从事脑力劳动或受过专门训练的)
- specification /,spesɪfɪ'keɪʃən/ *n.* 详细说明, 具体要求, 技术说明, 规格

### Proper Names

- Accord 本田雅阁
- Audi TT 奥迪TT
- BMW 宝马
- Camry 丰田凯美瑞
- Civic 本田思域
- Corolla 丰田卡罗拉/花冠
- Fit 本田飞度

- Focus 福特福克斯
- Ford 500 福特500
- Ford F150 福特F150
- Golf 大众高尔夫
- Honda Odyssey 本田奥德赛
- Jeep Grand Cherokee 吉普大切诺基
- Mercedes-Benz 梅赛德斯—奔驰
- Polo 大众波罗
- Pontiac 通用庞蒂克
- Porsche 保时捷
- Prius 丰田普锐斯
- Renault Espace 雷诺太空
- Toyota Tundra 丰田苔原
- Volkswagen Toureg 大众途锐
- Yaris 丰田雅酷/雅力士



# Vocabulary and Structure

**Task 1** Write out the words in Reading A or Reading B according to their meanings in the right column. The first letters are already given.

- d \_\_\_\_\_ to stand as proof of; show
- a \_\_\_\_\_ different from the one you have or can be used instead
- f \_\_\_\_\_ to complete or perform
- p \_\_\_\_\_ to buy something
- s \_\_\_\_\_ small in degree
- d \_\_\_\_\_ to say what something or someone is like by giving details about them
- c \_\_\_\_\_ to reach an agreement with someone by both of you accepting less than you wanted at first
- p \_\_\_\_\_ an occupation requiring special education

**Task 2** Fill in each blank with the appropriate form of the word given in the brackets.

- Golf has gained (**popular**) \_\_\_\_\_ among the wealthy in my country.
- They just bought a (**slight**) \_\_\_\_\_ bigger house.
- This car manufacturer gave (**prior**) \_\_\_\_\_ to the reforming of electric system.
- Have you got an (**alternate**) \_\_\_\_\_ suggestion?
- We must improve our (**efficient**) \_\_\_\_\_ as soon as possible.
- The conditions are (**favor**) \_\_\_\_\_ for opening a new business.
- They gave me some (**profession**) \_\_\_\_\_ suggestions on this matter.
- You must (**specification**) \_\_\_\_\_ what you need for the experiment in your report.
- The child is (**depend**) \_\_\_\_\_ on his parents for support.
- This electric razor is our latest (**promote**) \_\_\_\_\_.

**Task 3** Complete the following sentences with the words or phrases given below. Change the form if necessary.

average	promote	fulfill	demonstrate	consumption
survey	concerning	compare	appropriate	take up

- Davies' style of writing has been \_\_\_\_\_ with Dickens'.
- We didn't receive your letter \_\_\_\_\_ the improvement of our service.
- Did you \_\_\_\_\_ your promise to help those who had helped you?
- Please \_\_\_\_\_ how the new machine works.
- In most cases, plain, simple clothes are \_\_\_\_\_ for school wear.
- According to the recent \_\_\_\_\_, the need for hybrid cars is increasing.
- The sales department made great efforts to \_\_\_\_\_ the sale of the new products.
- The \_\_\_\_\_ age of the students in our class is 20.



- 9. Driving as you may result in dramatic rises in fuel \_\_\_\_\_.
- 10. This table \_\_\_\_\_ too much room.

**Task 4** Make sentences with the same pattern as is shown in the examples.

*Example:* Government policies are favoring compact cars. / Car buyers are changing their ideas when buying a new car.

—**With** government policies favoring compact cars, car buyers are changing their ideas when buying a new car.

---

1. Particular attention is paid to bribery. / This article deals with common social ills.  
\_\_\_\_\_
2. The light is burning. / He fell asleep.  
\_\_\_\_\_
3. A fresh breeze is blowing. / The day is fine.  
\_\_\_\_\_

*Example:* In our recent survey, fuel economy tops the factors that affect vehicle selection.

—In our recent survey, fuel economy tops the factors **affecting** vehicle selection.

---

1. Here is a leaflet that gives full particulars of the plan.  
\_\_\_\_\_
2. The war went on for years, which killed thousands upon thousands of people.  
\_\_\_\_\_
3. The men who were working on the site were in danger.  
\_\_\_\_\_

**Task 5** Translate the following sentences into English using the words or phrases given in the brackets.

1. She takes private pupils \_\_\_\_\_ (同时也在学校教书). (**as well as**)
2. Mother set the pace so that \_\_\_\_\_ (她的孩子能跟上她). (**keep up with**)
3. How much you will get if \_\_\_\_\_ (这座新房子升值)! (**go up**)
4. \_\_\_\_\_ (我愿意帮你照顾这些宠物) when you are away. (**be willing to**)
5. \_\_\_\_\_ (不管你去哪), I will go with you. (**no matter**)



# Grammar

## Parts of Speech and Sentence Components

**Task 1** Identify the part of speech of each underlined word in the following paragraph.

Andrew didn't go to the cinema with other students. Rachel told him they were going there, but he wanted to finish his homework. Andrew isn't very sociable. He stays in his room and concentrates totally on his studies. He's an excellent student, but he doesn't have much fun.

- |           |              |               |       |
|-----------|--------------|---------------|-------|
| 1. to     | <u>prep.</u> | 9. sociable   | _____ |
| 2. cinema | _____        | 10. in        | _____ |
| 3. other  | _____        | 11. and       | _____ |
| 4. told   | _____        | 12. totally   | _____ |
| 5. they   | _____        | 13. an        | _____ |
| 6. there  | _____        | 14. excellent | _____ |
| 7. he     | _____        | 15. but       | _____ |
| 8. finish | _____        | 16. fun       | _____ |

**Task 2** Identify the part of speech of the underlined word in each sentence.

- |   |           |
|---|-----------|
| 1. We went to a wonderful <u>show</u> in Beijing. | <u>n.</u> |
| 2. Jenny wanted to <u>show</u> Jack her photos.   | _____     |
| 3. Henry <u>thought</u> Claire looked beautiful.  | _____     |
| 4. A strange <u>thought</u> came into her head.   | _____     |
| 5. The windows are <u>clean</u> .                 | _____     |
| 6. We should <u>clean</u> the windows.            | _____     |
| 7. Wendy is feeling quite <u>tired</u> now.       | _____     |
| 8. Studying all day had <u>tired</u> Wendy out.   | _____     |
| 9. We did some <u>hard</u> work.                  | _____     |
| 10. They worked <u>hard</u> .                     | _____     |

**Task 3** Match each underlined word with its corresponding component in the sentence. Some sentence components may be used twice.

1. Time flies.
2. The scenery is beautiful.
3. My father works in a large company.
4. She loves music very much.
5. He passed me a book.
6. The visitor gave an apple to the monkey.
7. I have the perfect present for her.
8. He came back sick.
9. John runs quickly.
10. We students should study hard.

- A. subject
- B. predicate
- C. object
- D. attribute
- E. adverbial
- F. complement
- G. predicative
- H. appositive

**Task 4** Fill in each blank with the proper form of the word given in the brackets.

1. Living in the country is less expensive (**expense**) than living in the city.
2. We need to reduce our \_\_\_\_\_ (**depend**) on oil as a source energy.
3. The chairman emphasized his ideas by speaking more \_\_\_\_\_ (**loud**).
4. Some foreign businessmen in China are spending a lot of time in \_\_\_\_\_ (**learn**) Chinese.
5. Some people do believe that smoking will \_\_\_\_\_ (**certain**) cause lung cancer.
6. I'm \_\_\_\_\_ (**real**) sorry for the mistake our office worker made last month.
7. Her \_\_\_\_\_ (**beautiful**) had faded over the years.
8. The sellers allowed us to pay them on a \_\_\_\_\_ (**month**) basis.
9. It's \_\_\_\_\_ (**danger**) for women to walk alone at night.
10. I was impressed by the \_\_\_\_\_ (**deep**) and complexity of the book.

## 词类与句子成分

词 类	缩 写	中文名	例 子	概念或功能
noun	<i>n.</i>	名词	boy, milk, bike	表示人、物及抽象概念的名称,除谓语 (predicate) 外,可充当句子任何成分。
pronoun	<i>pron.</i>	代词	you, I, my, yours	代替名词或起名词作用的短语、句子,可充当主语 (subject)、表语 (predicative) 和宾语 (object) 等。
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态,可作定语 (attribute)、表语、补语 (complement) 等。
adverb	<i>adv.</i>	副词	well, badly, quickly	修饰动词、形容词、副词或全句,表达时间、地点、程度、方式等概念,主要用作状语 (adverbial)。
verb	<i>v.</i>	动词	be, cut, run, jump	表示动作或状态,作谓语或作为系动词 (linking verb) 与表语连用。
numeral	<i>num.</i>	数词	two, third	表示数目多少或顺序,可作主语、宾语、定语、同位语 (appositive) 等。
article	<i>art.</i>	冠词	a, an, the	限定、说明名词的所指。
preposition	<i>prep.</i>	介词	at, in, with, for	表示词与词、词与句之间的关系,与介词宾语构成短语,可作表语、定语、状语、补语等。
conjunction	<i>conj.</i>	连词	and, so, because	连接词、短语或句子,表达逻辑关系。
interjection	<i>interj.</i>	感叹词	oh, yeah, ouch	表示喜怒哀乐等感情或情绪。



## Comprehensive Exercises

### Task 1 Cross out the wrong word in each word pair underlined.

Dear Christine,

Well, here I am in Australia. Thank you for your 1 kind/kindly letters. You ask me what it's like here. I must say it's pretty 2 good/well! The language school is very 3 efficient/efficiently organized. On the first morning we had to take a test, which I found rather 4 hard/hardly. However, I got a 5 surprising/surprisingly good mark, so I'm in the second class. At first, I couldn't think of the words 6 quick/quickly enough, but 7 late/lately I've become much more 8 fluent/fluently in English. I'm staying with a family who live 9 near/nearly the school. They are quite 10 pleasant/pleasantly but I don't see much of them because I'm always so 11 busy/busily hanging out with my friends from school. I was surprised how 12 easy/easily I made friends here. They come from 13 different/differently parts of the world and we have some 14 absolute/absolutely fascinating discussions. I do hope you will be able to join me here next term. I'm sure we'd have a 15 good/well time together.

Best wishes,

Celia

### Task 2 Rewrite each of the following sentences without changing its meaning.

- The boy is a quick learner.  
The boy learns \_\_\_\_\_.
- The man can cook really well.  
The man is a(n) \_\_\_\_\_.
- Your behavior was quite foolish.  
You behaved \_\_\_\_\_.
- The hotel staff treated us in a very friendly manner.  
The hotel staff were \_\_\_\_\_.
- He proposed that we put off our meeting, which is unreasonable.  
His \_\_\_\_\_ that we put off our meeting is unreasonable.
- Philippa is usually a hard worker.  
Philippa usually works \_\_\_\_\_.
- Tom looked sad when he saw the injured dog.  
Tom looked at the injured dog \_\_\_\_\_.
- I wish you could swim fast.  
I wish you were a(n) \_\_\_\_\_.
- She speaks perfect English.  
She speaks English \_\_\_\_\_.
- I didn't go out because of the heavy rain.  
I didn't go out because it rained \_\_\_\_\_.

**Task 3** Identify the part of speech and sentence component of each underlined word or phrase in the following paragraph.

Mike thinks Lily is beautiful. He loves her deeply and dreams of marrying her, but unluckily he is rather old for her. Today they are at a café. With their friends Jenny and Lucy on the spot, Mike can't get romantic with Lily. But he might buy her some flowers later to make her happy.

Word/Phrase	Part of Speech	Sentence Component
1. ① Mike	_____	_____
2. ⑨ Today	_____	_____
3. ⑬ Jenny	_____	_____
4. ⑮ flowers	_____	_____
5. ② beautiful	_____	_____
6. ⑧ old	_____	_____
7. ⑭ some	_____	_____
8. ⑯ happy	_____	_____
9. ④ loves	_____	_____
10. ⑩ are	_____	_____
11. ③ He	_____	_____
12. ⑥ her	_____	_____
13. ⑤ madly	_____	_____
14. ⑦ unluckily	_____	_____
15. ⑪ at a café	_____	_____
16. ⑫ With their friends	_____	_____

**Task 4** Fill in each blank with the proper form of the word given in the brackets.

When Helen Keller was born, she was a 1 \_\_\_\_\_ (health) baby. But 2 \_\_\_\_\_ (unfortunate), when she was 19 months old, she had a sudden fever. Later, the fever 3 \_\_\_\_\_ (disappearance), but she became blind and deaf.

When Helen was seven years old, a teacher named Anne Sullivan came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen how to read by the Braille system. Helen learned those things 4 \_\_\_\_\_ (quick). However, learning to speak was harder. Anne continued to teach Helen with 5 \_\_\_\_\_ (patient). 6 \_\_\_\_\_ (final), when Helen was 10 years old, she could speak 7 \_\_\_\_\_ (clear) enough for people to understand her.

Helen went to an institute for the blind, where she did very well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled 8 \_\_\_\_\_ (extensive) with Anne. She worked 9 \_\_\_\_\_ (tireless), traveling all over America, Europe, and Asia to raise money to build schools for blind people. Her main message was that disabled people are like everybody else. They want to live life fully and 10 \_\_\_\_\_ (normal). Helen wanted everyone to be treated equally.



# Fun Time

## The funny English language



English seems to be a “stupid” language. Look at them.

There is no egg in the eggplant (茄子).

No ham in the hamburger (汉堡).

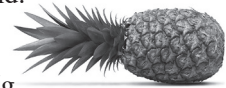
And neither pine (松木) nor apple in the pineapple (菠萝).

English muffins (英式松饼) were not invented in England.

French fries (土豆条) were not invented in France.

And a guinea pig (荷兰鼠) is neither from Guinea nor is it a pig.

No wonder the English language is so very difficult to learn. You may wonder how you can manage to communicate at all!



**Please enjoy the following jokes about the English language. Do you know why they made mistakes?**

### 1

Three students, who study English as a foreign language, are walking down the road to their remedial listening comprehension workshop.

“It’s windy,” says the first.

“No it isn’t. It’s Thursday.” says the second.

“Me too,” says the third. “Forget the listening; let’s go for a drink!”

### 2

A student, who is studying English as a foreign language, was confused when he saw the words “open here” on a box of laundry soap, so he asks the clerk, “Can’t I wait until I get home to open it?”

### 3

My student who did not speak much English wanted to impress me one day. She had to walk past me while I was talking to someone. She said, “Excuse me, can I pass away?”