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工作流程/语言技能表

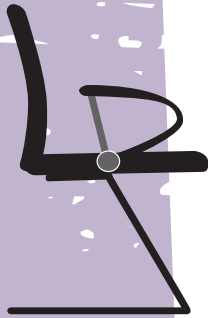
单元	工作流程/语言技能								
1 设计接洽	实力展示 Reading A	→	客户接待 Listening & Speaking	→	客户需求 Reading B	→	报价、时间 Writing	→	合同签署
2 设计准备	信息收集 Reading A	→	市场调研 Listening & Speaking	→	Reading B	→	决策 Writing		
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6 设计评估	预评估 Reading A	→	中期评估 Listening & Speaking	→	评估标准 Reading B	→	后评估 Writing		
7 设计管理	计划 Reading A	→	实施 Listening & Speaking	→	协调 Reading B	→	监督/控制 Writing		
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UNIT

1

Design Liaison



Unit Objectives

After studying this unit, you are able to:

- demonstrate the strength of your company
- receive a client
- understand your client's needs
- discuss price and plan time
- understand a simple agreement



Warming-up

Task 1 As a design assistant, Jane may experience the following situations. Match each situation with its corresponding picture.

meeting a guest

signing an agreement

introducing a product

negotiating price



Task 2 The following statements describe the work Jane did for a design project. Arrange them in time order and explain to your partner.

- a. Answered a call from her friend asking about a possible logo design project.
- b. Sent her company's brochure to a friend she met by chance.
- c. Wrote an agreement for her manager, based on an existing one.
- d. Got approval for the project to be finished before December 1.
- e. Understood that the logo should have a simple design.

① ___ > ② ___ > ③ ___ > ④ ___ > ⑤ ___



Reading A

Task 1 Before reading the passage, see how much you know about logo design by answering the following questions.

1. What is the purpose of a company's logo?
2. What makes a logo design company different from others?

Profile of Logo Design Guru

Founded in 2003 and based in Langhorne, Pennsylvania, Logo Design Guru is dedicated to providing affordable design services to small and start-up businesses to help them build their brands' identities. We aim to provide quality, cost effective branding solutions for our customers all over the world. We try our best to maintain a professional and ethical work environment that fosters creativity, teamwork and communication.

Logo Design Guru has an excellent reputation for professional logo design services. The logo design team consists of highly trained individuals with a wealth of graphic design knowledge and experience to assist customers every step of the way through the logo design project. Our friendly and knowledgeable sales and support team is available through phone, email and live chat for design consultation and technical support. And our staff is dedicated to our customers' 100% satisfaction.

Logo Design Guru has integrated a number of tools in order to streamline the communication process, measure customer satisfaction and deliver additional services to our clients that can help their business. Our user-friendly system allows for quick viewing, feedback and communication directly to the designers.

Logo Design Guru has successfully designed over 10,000 logos for clients in every industry imaginable. We have also designed thousands of business cards, brochures, postcards, presentation folders and more.

Our clients put their trust in our hands when they team up with Logo Design Guru. With the initial trust, a mutually beneficial relationship starts, and we strive to build a long-lasting relationship. We consider our clients as our partners and adopt genuine interest in the growth of our clients' businesses. We employ creative strategies to deliver effective solutions that provide our clients with significant value.

Logo Design Guru delivers 100% custom logos and websites and outstanding services at prices you can afford. From the first concept to the final drawing, Logo Design Guru's award-winning designers will build you an image so perfect that every time you see your logo, you will be proud of it and your business.



Task 2 Read the passage and match each paragraph with the corresponding aspect of the company.

Logo Design Guru

Paragraph 1	Service
Paragraph 2	Commitment
Paragraph 3	Technology
Paragraph 4	Mission
Paragraph 5	Experience
Paragraph 6	Partnership

Task 3 Read the passage again and tick off the facts mentioned about the company.

<input type="checkbox"/> history	<input type="checkbox"/> direct communication
<input type="checkbox"/> location	<input type="checkbox"/> past design work
<input type="checkbox"/> target customers	<input type="checkbox"/> customers' satisfaction
<input type="checkbox"/> logo design packages	<input type="checkbox"/> affordable price
<input type="checkbox"/> talented designers	<input type="checkbox"/> payment policy

Task 4 When introducing your logo design company, what else could you talk about besides the points mentioned in the passage? Discuss with your classmates.








Listening

Task 1 The receptionist of Logo Design Guru is answering a call from a client. Listen to the conversation and match the people with the correct information.




 A. Sam Smith


 B. Jane


 C. Mr. Black

assistant of Customer Service Department
 manager of Customer Service Department
 from California
 in a meeting
 can provide detailed information

Task 2 Jane is answering Sam's questions on the phone. Listen to the conversation and fill in the blanks with what you hear.



Jane: Good morning. This is Jane. Can I help you?

Sam: Hello, Jane. This is Sam Smith, manager of _____ at World of Sports. I'd like to know something about your logo design services.

Jane: Hello, Mr. Smith, nice to get to know you. I feel honored that you've _____ our company.

Sam: Our company is new. We need an _____ for it.

Jane: I see. We will work on a design for your company logo until you are absolutely certain it accurately _____ your corporate image.

Sam: What if I have my own idea for the company logo?

Jane: We'll be glad to consider any ideas _____ for your logo once you have chosen our services.

Sam: That sounds great.

Task 3 Jane is arranging an appointment with Sam. Listen to the conversation and choose the best answer to each of the following questions.



1. What did Jane check before she decided on the appointment time with Sam?
 A. Memo. B. Schedule. C. Notebook.
2. What will Jane do first the next morning?
 A. Attend a meeting. B. Print meeting minutes. C. Arrange a meeting.
3. What did Sam think about the appointment time Jane suggested?
 A. Too early. B. Too late. C. Acceptable.
4. What time the next morning did they finally decide to meet?
 A. 10:00. B. 9:30. C. 9:13.
5. Which is Sam's telephone number?
 A. 877-525-92768. B. 877-525-92786. C. 877-525-92876.

Task 4 Jane is answering a call from Sam about changing the appointment time. Listen to the conversation and complete the following notepad with the revised message.



Appointment Time: _____
Road: _____
Direction: _____
Building: _____
Floor: _____
Office Number: _____

Task 5 Jane is meeting Sam in her office. Listen to the conversation and answer the following questions.



1. What product does Sam's company sell?

2. How long does it take to design a sample logo?

3. What else is in the folder in addition to the company profile and price list?

4. Where can Sam find Jane's email address?

5. When will Sam contact Jane again?

New Words

referee *n.* 裁判员

umpire *n.* (板球、网球等比赛的) 裁判员

jersey *n.* 毛织运动衫; 紧身羊毛衫

sportswear *n.* 运动服

team jersey 队服



Speaking

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



Example: Logo Design Guru / Sam Smith / logo design / assistant designer

A: Good morning. Is that Logo Design Guru?

B: Yes. Can I help you?

A: This is Sam Smith. I'm interested in your logo design services.

B: I see. I will put you through to an assistant designer. Would you hold on, please?

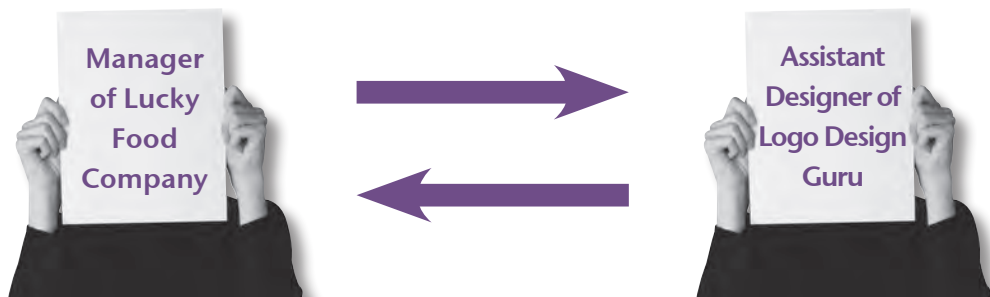


1. EICO Design Company / Alan Stein / web design / web designer

2. Shanghai Logo Design / Diana White / business card design / secretary

3. One Company / Norman Whitney / postcard design / designer

Task 2 Work in pairs. Suppose the manager of Lucky Food Company wants to ask Logo Design Guru about web design. Practice making an appointment by telephone with reference to the expressions below.



I'd like to make an appointment to...
 Could we meet and...?
 How about...?
 I'd like to...
 I'm afraid I have to...
 Can we make... a little later?

When is it convenient...?
 What time...?
 I'm looking forward to...
 We will be waiting for...
 That's all right.
 ... reschedule it?

Task 3 Work in pairs. The assistant designer of Logo Design Guru is meeting the manager of Lucky Food Company in his/her office. Role-play it according to the instructions below.



<p>Manager of Lucky Food Company</p> <p>Greet.</p> <p>Say something nice of Logo Design Guru.</p> <p>Express thanks.</p> <p>Express thanks and enjoyment.</p>	<p>Assistant Designer of Logo Design Guru</p> <p>Greet and welcome.</p> <p>Invite the client to take a seat.</p> <p>Offer something to drink.</p>
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Task 4 Work in pairs. Lucky Food Company specializes in developing, farming, processing and exporting fresh produce, frozen fruits and vegetables. Practice making an enquiry about logo design with the help of the instructions below.



<p>Manager of Lucky Food Company</p> <ul style="list-style-type: none">❖ Identify who you are.❖ State the services you are interested in.❖ Bring forward your questions and requirements.❖ Be sure you have given your name and telephone number.	<p>Assistant Designer of Logo Design Guru</p> <ul style="list-style-type: none">❖ Use a business-like manner when answering the enquiry.❖ Provide the enquirer with necessary information about your services.❖ Ask the enquirer for any other important information.❖ Express your hope for further contact with the enquirer.
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Reading B

File Edit View Insert Tools Message Help

Send Save Attachment Insert Picture Recorder Signature Typing 3D Effects

14 Emoticons B / U A ABC

To: logosale@logodesignguru.com

Cc:

Subject: Logo design enquiry

Dear Jane,

Having visited your website and read carefully the brochures you gave me, we are very interested in your logo design services. As you know, our company, **World of Sports**, is a sportswear retailer based in San Diego, California. We sell to school boards referee and umpire uniforms as well as equipment for football and other sports. We also sell team jerseys. So we would like a logo aiming at target clients such as referees, umpires, and sports officials (league presidents, school board purchasing agents, etc.).

The logo design needs to be sporty, exciting, modern and energetic. And it is to be of two colors, red and grey. Our company slogan is "The Official's Locker Room". The logo design will be placed on promotional products as well. It should not be too busy as it will also be embroidered on shirts and hats. While our main products may appear to be geared towards football and football referees, we do not want a football as part of our logo. We want it to be generic to all sports.

Before we sign an agreement, could you please quote us a firm offer and tell us your turnaround time for logo design? It is important that we have our work done on an affordable budget and schedule.

Looking forward to hearing from you soon.

Sam Smith

Manager of Marketing Department


World of Sports

610 W. Ash St.

San Diego, CA 92101

Tel.: (619) 652-9966 Fax: (619) 645-6644

Email: smithsam@worldofsports.com



Task 1 Read the above email and complete the following table.

Client Information	General Requirements	Specific Requirements
Name		
Location		
Line of Business		
Target Customers		

Task 2 Match the following terms with their Chinese meanings.

1. logo design	○ a. 队服
2. team jersey	○ b. 裁判制服
3. referee and umpire uniform	○ c. 校董事会
4. turnaround time	○ d. 实盘
5. target customer	○ e. 衣帽间
6. promotional product	○ f. 运动服
7. firm offer	○ g. 促销产品
8. sportswear	○ h. 目标客户
9. locker room	○ i. 标识设计
10. school board	○ j. 周期

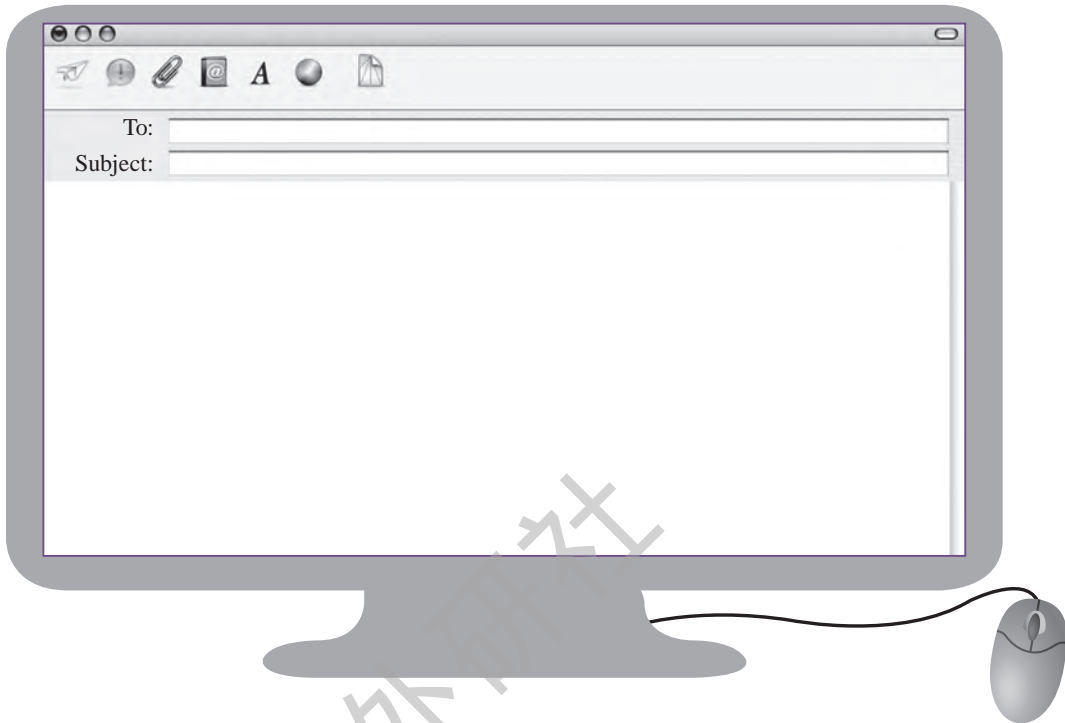
Task 3 Translate the following passage into Chinese.

Fruity Mix is a health food restaurant founded in 1978. It serves all kinds of health food and fruit juice smoothies. The target audience is health-conscious people aged between 25 and 50. The logo design is to be illustrative with a simple but catchy font, something not too hi-tech. And the logo is to be of three colors using purple, black and gold. It needs to suit the style of the health food industry.



Writing

Task 1 Suppose you are Jane. Write an email to Sam Smith as a reply to the logo design enquiry in Reading B.



Task 2 Suppose you are Sam Smith. Fill in the following form with the necessary information and sign the agreement offered by Logo Design Guru after a full understanding. Refer to Reading B for the information needed.

Bill to: (Name and Address on Credit Card)

Name		ZIP Code	
Company		Country	
Address		Phone	
City		Fax	
State		Email	

Credit Card Information

Card Type (*Tick one)	Master Card	Visa <input checked="" type="checkbox"/>	
Card #	4 1 2 3	1 2 3 4	5 7 8 9 1 2 3 4
Expiration Date (MM/YY)	0 6 / 1 2		

I acknowledge that I have read and understood the Terms and authorize **Logo Design Guru** to charge my credit card \$349.00 for the requested design services.

If Client is not satisfied with the initial design concepts provided by **Logo Design Guru**, Client may request a refund, in which case **Logo Design Guru** will refund the total payment made by Client. Once Client requests revisions to any of the initial design concepts, Client shall forfeit the right to the refund outlined above.

Cardholder Name (Please Print) Cardholder Signature Date: /MM/DD/YY

New Words

- acknowledge *v.* 承认
forfeit *v.* (作为惩罚被没收或剥夺而) 失去
refund *n.* 归还额; 偿还额
v. 归还; 偿还
revision *n.* 修改, 修正
terms and conditions 条款



Project

Project Guidelines

This project aims to go through the process of design liaison. The whole task is divided into three steps. Step One is about demonstrating the strength of your company. Step Two focuses on client reception and company services enquiry. Step Three rests on the process of business negotiation between the design company and the clients.

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



Task Description

1 Step One

- Organize a small design group of 4-6 students in your class;
- Share the work of researching online for information about a design company (e.g. company profile, products and services, contact information, etc.);
- Give a presentation to introduce your company and products/services with the help of the online resources you've found.

2 Step Two

- Design a logo for your company and explain what it implies;
- Divide your group into two sides: one side being the design company staff, the other being the potential customers;
- Take turns to play each role in the first meeting: the side of design company staff receiving the customers, and the side of potential customers enquiring about business.

3 Step Three

- Both company staff and clients write notes on at least three proposals for negotiation;
- Discuss these proposals in a further business meeting;
- Summarize agreements reached in this meeting.



Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I can understand an introduction of a company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can understand conversations between a client and a receptionist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can understand and summarize a client's needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can use common reception expressions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write an email.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can draft a simple agreement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

外研社



New Words and Expressions

Reading A

New Words

adopt /ə'dɒpt/ <i>v.</i>	to take over and have or use sth. as one's own 采纳, 采取, 采用
affordable /ə'fɔ:dəbl/ <i>a.</i>	able to be done, spent, bought, borne, etc. esp. without serious loss or damage 负担得起的, 承受得起的
assist /ə'sɪst/ <i>v.</i>	to help or support 帮助; 援助
beneficial /,benɪ'fɪʃəl/ <i>a.</i>	having a helpful or useful effect 有用的; 有益的
brochure /'brəʊʃə(r)/ <i>n.</i>	(作介绍或宣传用的) 小册子
consultation /,kɒnsəl'teɪʃən/ <i>n.</i>	咨询; 磋商
creativity /,kri:etɪvətɪ/ <i>n.</i>	创造性; 创造力
dedicate /'dedɪkeɪt/ <i>v.</i>	to give to or declare for a cause, purpose or person 奉献; 献给, 献上
ethical /'eθɪkəl/ <i>a.</i>	of morals or moral questions 道德的; 伦理的
feedback /'fi:dbæk/ <i>n.</i>	反馈; 反应
foster /'fɒstə(r)/ <i>v.</i>	to encourage sth. to grow or develop 培养, 培育; 促进; 鼓励
graphic /'græfɪk/ <i>a.</i>	connected with or including drawing, printing or designing 图的; 用图表示的
identity /aɪ'dentətɪ/ <i>n.</i>	身份; 本体; 特性
imaginable /ɪ'mædʒɪnəbl/ <i>a.</i>	that can be imagined; being of all the possible examples of sth. 可以想象的
individual /,ɪndɪ'vɪdʒʊəl/ <i>n.</i>	个人, 个体
integrate /'ɪntɪgrɪt/ <i>v.</i>	to combine sth. in such a way that it becomes fully a part of sth. else 使结合; 使并入; 使一体化
maintain /meɪn'teɪn/ <i>v.</i>	to continue to have, do, etc. as before 保持; 维持
mission /'mɪʃən/ <i>n.</i>	使命, 任务; 天职
partnership /'pɑ:tnəʃɪp/ <i>n.</i>	伙伴关系; 合伙关系
professional /'prəʊ'feʃənəl/ <i>a.</i>	relating to a person's work, esp. the work that requires special training 专业(上)的; 职业(上)的
reputation /,repju'teɪʃən/ <i>n.</i>	名誉; 名声
strategy /'strætɪdʒɪ/ <i>n.</i>	策略; 战略
streamline /'stri:mleɪn/ <i>v.</i>	to make sth. work more simply and effectively 使效率更高; 使合理化
teamwork /'ti:mwɜ:k/ <i>n.</i>	协作, 配合

Phrases & Expressions

allow for (sth./sb.)	考虑到……；估计到……
team up (with sb.)	(与……) 合作, (与……) 协作
branding solution	品牌解决方案
business card	名片
custom logo	量身定制的标识
live chat	(网上) 实时聊天
start-up business	新创办的公司; 初创的公司

Proper Names

Langhorne /'læŋhɔ:n/	兰格霍恩 (城市名)
Logo Design Guru /'gʊrʊ/	格鲁标识设计公司 (公司名)
Pennsylvania /pensɪl'veɪnjə/	宾夕法尼亚 (美国州名)

Reading B

New Words

agent /'eɪdʒənt/ <i>n.</i>	代理人; 代理商
embroider /ɪm'brɔɪdə(r)/ <i>v.</i>	to decorate cloth by sewing a pattern, picture or words on it with colored threads (在布上) 绣花; 刺绣
gear /gɪə(r)/ <i>v.</i>	to organize sth. in a way that is suitable for a particular purpose or situation 使适合; 使适应
generic /dʒɪ'nerɪk/ <i>a.</i>	relating to a group of things rather than to one thing 通用的; 非特有的
imprint /ɪm'prɪnt/ <i>v.</i>	to print or press a mark on sth. 印; 压印
promotional /prəʊ'məʊʃənəl/ <i>a.</i>	of or relating to advertising or other activity intended to increase the sales of products 推销的; 促销的
quote /kwəʊt/ <i>v.</i>	to tell a customer the price you will charge them for a service or product 报 (价)
sporty /'spɔ:tɪ/ <i>a.</i>	used in or appropriate for sports 运动的; 适合于运动的
turnaround /'tɜ:nə,raʊnd/ <i>n.</i>	周转时间

Phrases & Expressions

firm offer	实盘, 实价
school board	校董事会

Proper Names

San Diego /,sændɪ(ə)'eɪgəʊ/	圣地亚哥 (美国加利福尼亚州西南部港市)
World of Sports	体育世界 (公司名)



Vocabulary and Structure

Task 1 Fill in the blanks with the words or phrases from Reading A that match the meanings in the column on the right. The first letters are already given.

1. f _____ to encourage something to grow or develop
2. a _____ to help or support
3. i _____ to combine something in such a way that it becomes fully a part of something else
4. p _____ relating to a person's work, especially the work that requires special training
5. a _____ to take over and have or use something as one's own
6. s _____ to make something work more simply and effectively
7. d _____ to give to or declare for a cause, purpose or person
8. m _____ to continue to have, do, etc. as before
9. t _____ to work together with somebody, especially for a common purpose
10. a _____ to take something/somebody into consideration

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

1. To the disappointment of his manager, it took him an (add) _____ week to finish the task.
2. Several days passed, but they were still unable to find a (solve) _____ to this problem.
3. After the strike was settled (succeed) _____, the train service returned to normal.
4. I believe the teacher's encouragement had a (benefit) _____ effect on Peter because he studies harder now.
5. All decisions are made in (consult) _____ with the other members of the committee.
6. Linda had the greatest difficulty (imagination) _____ getting there on time.
7. We don't agree with his opinion that people with (create) _____ are seldom found nowadays.
8. Their (partner) _____ came into effect the moment the contract was signed.
9. The new president promised that he would make health care (afford) _____ for poor families.
10. His suggestions proved to be very (effect) _____ in the improvement of our production.

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

assist team up adopt integrate professional
 foster streamline maintain dedicate allow for

1. We teachers should help some freshmen to _____ a positive attitude to independent life.
2. Though a busy supermarket manager, Simpson _____ his interest in basketball and tennis.
3. Before graduation you need to seek some _____ advice for your future career.
4. James was required to _____ Mrs. Smith in preparing a report yesterday.
5. _____ the train being late, they might be back by midnight.
6. They've lived in this country for 10 years, but have never been really _____.
7. The management should consider _____ the production procedures so as to reduce costs.
8. As a nurse, Florence Nightingale _____ most of her life to saving the lives of wounded soldiers in field hospitals.
9. It is reported that the two companies _____ to develop a new racing car.
10. We sincerely hope these meetings will help _____ friendly relations between our two countries.

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

1. **Example 1:** Logo Design Guru / dedicate / provide / affordable design services / small businesses
 —Logo Design Guru *is dedicated to providing* affordable design services to small businesses.

Example 2: our staff / dedicate / customers' 100% satisfaction
 —Our staff *is dedicated to* our customers' 100% *satisfaction*.

- 1) the United Nations / dedicate / keep / peace / for the whole world

- 2) all her life / dedicate / the education of the blind and the deaf

- 3) our company / dedicate / deliver / satisfactory services / our clients

4) his first novel / dedicate / his wife and his friends / who have been supporting him for years

5) their consulting company / dedicate / provide solutions / the problems faced by small construction firms

2. **Example 1:** Logo Design Guru will build you an image very perfectly / you become proud of it and your business

— *Logo Design Guru will build you an image so perfectly that you become proud of it and your business.*

Example 2: he looked very funny / everyone kept looking at him

— *He looked so funny that everyone kept looking at him.*

1) Tom runs very fast / no one can catch up with him

2) these flowers look very beautiful / everyone wishes that they would never die

3) he spoke very loudly / even those sitting very far could hear him clearly

4) John was very big when he was born / people called him Big John when he grew up

5) Franklin worked very hard / he got his first promotion six months after he entered the company

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

1. Our company _____
_____ (致力于向全球客户提供专业服务). (be dedicated to doing)

2. The branding solution you plan to offer _____
_____ (应考虑到我们是一家新创办公司). (allow for)

3. Of all the strategies imaginable, we _____
_____ (采用了最能培养全体职员想象力的那个). (adopt, foster)

4. _____ (在与IBM成功合作后),
Microsoft began to enjoy good reputation in the computer industry. (team up)

5. The logo they designed for us _____
_____ (将我公司的成立年份与产品结合在一起). (integrate)



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 bar 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. bar | _____ | 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. <u>Time</u> flies.	<input type="radio"/>	A. subject
2. The scenery is <u>beautiful</u> .	<input type="radio"/>	B. predicate
3. My father <u>works</u> in a large company.	<input type="radio"/>	C. object
4. <u>She</u> loves music very much.	<input type="radio"/>	D. attribute
5. He passed me <u>a book</u> .	<input type="radio"/>	E. adverbial
6. The visitor gave an apple to <u>the monkey</u> .	<input type="radio"/>	F. complement
7. I have the <u>perfect</u> present for her.	<input type="radio"/>	G. predicative
8. He came back <u>sick</u> .	<input type="radio"/>	H. appositive
9. John runs <u>quickly</u> .	<input type="radio"/>	
10. We <u>students</u> should study hard.	<input type="radio"/>	

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

- Living in the country is less expensive (expense) than living in the city.
- We need to reduce our _____ (depend) on oil as a source energy.
- The chairman emphasized his ideas by speaking more _____ (loud).
- Some American businessmen in China are spending a lot of time in _____ (learn) Chinese.
- Some people do believe that smoking will _____ (certain) cause lung cancer.
- I'm _____ (real) sorry for the mistake our office worker made last month.
- Her _____ (beautiful) had faded over the years.
- The sellers allowed us to pay them on a _____ (month) basis.
- It's _____ (danger) for women to walk alone at night.
- 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. I didn't take much at first, because I couldn't think of the words 6 quick/quickly enough, but 7 late/lately I've become much more 8 fluent/fluently. I'm staying with a family who live 9 near/nearly the school. They are quite 10 pleasant/pleasantly although I don't see much of them because I'm always so 11 busy/busily 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 15 good/well fun 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 _____.
- 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 Fill in each blank with the proper form of the word given in brackets.

When Helen Keller was born she was a(n) 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, Anne Sullivan, came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen to read by the Braille system. Helen learned these 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 all people to be treated equal.

Task 4 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 madly 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	_____	_____



Pronunciation

Sentence Stress

Work in pairs. Read the following sentences, paying attention to sentence stress. Then discuss what words are usually pronounced with stress.

1. What 'color is Julie's 'T-shirt?
2. I 'always play 'tennis on 'weekends.
3. 'What would you 'like to 'drink?
4. My 'second 'brother is a 'pilot.
5. 'This is the 'reason I 'left 'early.