

Understanding ideas

Business blossoms

Unit 4 Everyday economics

汇报人姓名

汇报日期





Skim the title “Business Blossoms” and the pictures and predict what the passage may talk about.

Maybe it is about a young girl who starts a business of flowers.





What' s the type of the passage?

- √ A. An argumentation.
- B. A feature story(专题故事) .
- C. An exposition.

A feature story often appears on a magazine or newspaper.

It has varied subjects of human interest.

It can be a profile of someone or about some event, a pet, or local food.

A good feature story includes true aspects and impressive details to make it appealing and generally persuasive.





5. Organize information and fill in the chart.

Interviewee	
Name	Zhang Yue
Occupation	(1) <u>Chairwoman</u> of Rose Valley Co., Ltd
Favorite saying	(2) <u>The early bird catches the worm</u>
Dream	Turn a new and exciting business into a (3) <u>successful</u> one.



Post-reading

1. Figure out the timeline of Zhang Yue's story.



return to home town

see the
(1) potential

make a
(2) decision

present her idea

get
(3) investment

start a
(4) business

a lot to learn

overcome
(5) obstacles

business
blossoms





Which words can best describe Zhang Yue?

- A. Potential and doubtful.
- √ B. Passionate and devoted.
- C. Diligent and experienced.
- D. Realistic and pessimistic.





What is the main purpose of the passage?

- ✓ A. To help young people think more realistically before starting their own businesses.
- B. To encourage all young people to start their own businesses after graduation.
- C. To introduce the main reasons why young people choose to start their own businesses.
- D. To analyse the pros and cons of young people starting their own businesses.





Discussion

1. What do you think has contributed to Zhang Yue' s success ? (Critical thinking)

From my point of view, she is passionate and devoted, which contributes to her success. Besides, she has a good idea and works so hard with a strong determination.





2. Have you ever thought about starting your own business ? Give your reasons.(Creative thinking)

I' d like to start my own business, because I can experience the freedom of being my own boss just like Zhang Yue and at the same time I can apply what I have learnt to practice.





Reflection

To start our own businesses and make our dreams come true,

**we
should**

understand our own strengths.

follow our passion.

dream big and start small.



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