

Teacher's Book for Unit 1

Unit 1 Announce a team building event

Starting up

About the unit

An announcement is a public or official statement that gives people some information about an event, which usually covers the time, place, participants and arrangement. There are two kinds of announcement, namely the written and the oral. Compared with the written one, an oral announcement is less formal. In this unit, by helping the staff to make an oral announcement about the team building event, the Ss will develop the skills they need to make an oral announcement.

Teaching objectives

When teaching this unit, the T should enable Ss to

- note down specific information about a team building event, including the time, place, participants, etc. (Set the task & Prepare for the task);
- list two to three key points they need to consider when announcing an event (Develop the strategies);
- announce a team building event orally (Fulfil the task & To extend).

Teaching suggestions

The T can present this unit in different ways. A product-oriented approach is suggested. With this approach, the T can guide Ss through the output task by showing them how to note down specific information and how to use appropriate communicating skills.

Motivating

Ask Ss to discuss how they should prepare in order to make an oral announcement.

Enabling

Scenario

- Introduce the “Scenario” and help Ss to get background information about the task, e.g., the purpose, time and place of the event.
- Ask Ss to discuss in pairs what information should be included in an announcement.
- Explain the career tip.

Set the task

- Ask Ss to listen to the conversation and ask them what the task is for David.
- Listen again and ask Ss to finish the tasks in “Understand the text”.
- Explain the vocabulary.
- Check Ss’ answers to the tasks in “Language in focus”.

Prepare for the task

- By “Listening” & “Reading”, ask Ss to note down specific information about the team building events.
- Enable Ss to develop their skills in identifying key information while reading and listening by finishing the tasks in “Understand the text”.
- Explain the vocabulary.
- Check Ss’ answers to the tasks in “Language in focus”.
- Explain the structure, language tip, and intercultural tip where necessary, and ask Ss to share any team building events they know.

Develop the strategies

- Ask Ss to discuss the purpose of an announcement and how information in an announcement should be organised.
- Teach Ss how to organise information in an announcement with the sample.
- Help Ss to learn some useful sentences from “Useful expressions of an oral announcement”.

Assessing

Fulfil the task

- Encourage Ss to complete the task by explaining the steps in the Student Book.
- Ask Ss to make their own oral announcement.
- Invite Ss to make their announcement to the class. Ask Ss to give feedback on each other’s work and give your comments or feedback.

To extend

- Ask Ss to do the comprehension work in Task 1 by reading the passage.
- Ask Ss to discuss the question in Task 2.

Detailed Procedures & Key

Scenario

Discussion

Work in pairs and discuss the following question:

Imagine you are David. What information will you include in your announcement?

Procedures

Break up the topic by asking detailed questions such as:

- Who will be the target audience of the announcement?
- What information is needed by the target audience?

Vocabulary

1. To *strengthen* communication and *cooperation* among the *staff*, Wang Yuening, the company’s HR Manager, has planned a team building activity, and asked David Johnson, the secretary, to *announce* the activity at the weekly meeting.

strengthen /'streŋθən/ v. 加强；增强

e.g. Repairs are necessary to strengthen the bridge.

这座桥需要加固。

cooperation /kəʊ,pə'reɪʃən/ n. 合作；协作

e.g. We would like to see closer cooperation between parents and schools.

我们希望学生家长和学校有更加紧密的合作。

staff /stɑ:f/ *n.* 全体职员

e.g. The staff in this store are very helpful.

这家店的员工非常乐意帮忙。

announce /ə'naʊns/ *v.* 宣布; 宣告

e.g. Station staff announced the arrival of the train.

车站工作人员告知火车到站了。

Set the task

Script

Wang Yuening: David, our company has employed quite a few new staff members recently. So I've planned a team building event, in order to strengthen communication and cooperation among them.

David: What a good idea! It'll be a great opportunity for them to get to know each other.

Wang Yuening: Yes, I'm sure it will. I hope that this event will help the new staff work together as a real team. And they will get better prepared for the busy time ahead.

David: Great! I'm sure most of them will be happy to take part. Is there anything I can help with?

Wang Yuening: Yes, I'd like you to announce the event at the weekly meeting next week.

David: No problem. When and where will the team building event be held?

Wang Yuening: It'll be on 5th August. As for other details, I need to discuss with our general manager before making a final decision.

David: OK, I see.

Wang Yuening: I'll go back to you after our discussion and keep you updated.

Vocabulary

1. David, our company has *employed* quite a few new staff members recently.
employ /ɪm'plɔɪ/ *v.* 雇用
e.g. How many people does the company employ?
这个公司雇用了多少人?
2. It'll be a great *opportunity* for them to get to know each other.
opportunity /ˌɒpə'tju:nəti/ *n.* 机会
e.g. This is the opportunity he needs to make a fresh start.
这是他所需要的重振旗鼓的机会。
3. As for the other *details*, I need to discuss with our *general manager* before making a final decision.
detail /'di:teɪl/ *n.* 细节
e.g. Tell me the main points now; leave the details till later.
现在把要点告诉我, 细节留到以后再说。
general manager 总经理
e.g. Our general manager asked me to invite you to our meeting next week.
我们经理让我邀请您参加下周的会议。

Key for reference

Understand the text

1. C

2. (1) (get to) know (2) weekly meeting (3) 5th August, general manager

Language in focus

1. (1) strengthen (2) cooperated (3) details (4) staff
(5) employed (6) announcement (7) opportunity
2. (1) How (2) What (3) How
3. (1) How wonderful the trip is!
(2) What a patient teacher (we have)!
(3) How sunny the weather is!

Prepare for the task

I. Listening A

Script

Wang Yuening: David, I've talked with our general manager and decided on some details about the team building event.

David: Great! What's the plan?

Wang Yuening: The team building event will be held on 5th August. It'll be in two parts. We've invited ABC company to be in charge of the first part. That's an agency specialising in team building. The first part of the event will be held in ABC's team building centre.

David: That sounds great! When and where shall the new staff meet?

Wang Yuening: They will meet just outside our company at the front door at 8 am. Then they will take a bus to ABC's team building centre. After completing the first part of the event, they'll take a break. Then they will return at 4:30 pm for further activities.

Vocabulary

1. We've *invited* ABC company to be *in charge of* the first part.
invite /ɪn'vaɪt/ v. 邀请
e.g. She invited him to her 26th birthday party in New Jersey.
她邀请他去参加她在新泽西举行的 26 岁生日聚会。
in charge of 掌管; 看管或经营
e.g. Send it to whoever is in charge of sales.
把这寄给负责销售的人。
2. That's an *agency specialising* in team building.
agency /'eɪdʒənsi/ n. 代理处; 机构
e.g. You can book at your local travel agency.
你可以在当地的旅行社订票。
specialise /'speʃəlaɪz/ v. 专门研究; 专门从事
e.g. He specialised in treatment of cancer patients.
他是治疗癌症病人的专家。
3. Then they will return at 4:30 pm for *further* activities.
further /'fɜːðə/ adj. 更多的
e.g. This information is only raw data and will need further analysis.
这些资料只是原始数据, 还需要进一步进行分析。

Key for reference

Understand the text

1. Reference answer: They are talking some details about the team building event.
2. (1) 8:00 am (2) 4:30 pm (3) ABC company (4) ABC's team building centre (5) bus

II. Listening B

Script

Wang Yuening: The second part of the team building event is a party in the evening. They'll have the party in our multifunction hall, starting at 6:00 pm. And there will be a buffet with both Chinese and Western food.

David: What kind of activities will there be at the party?

Wang Yuening: There will be some singing and dancing performances. They will also have three fun games to play after the performances.

David: Fantastic!

Wang Yuening: I hope everyone will be able to take part. I think it'll be really relaxing.

David: Yes. I'll encourage the new staff to participate when I announce the event.

Wang Yuening: Great! And I'll send ABC Company's schedule to you later. It'll give you more information about the first part of the event.

David: OK, thanks.

Vocabulary

- They'll have the party in our *multifunction hall*.
multifunction hall 多功能厅
e.g. The multifunction hall is spectacular and shaped uniquely, can accommodate 5000 people.
多功能厅气势恢宏、造型独特，可容纳 5000 人。
- And there will be a *buffet* with both Chinese and Western food.
buffet /'bʌfeɪ/ *n.* 自助餐
e.g. Dinner will be a cold buffet, not a sit-down meal.
主餐是自助冷食，不是坐着等服务员送来的那种。
- They will also have three fun games to play after the *performances*.
performance /pə'fɔ:məns/ *n.* 表演；演出
e.g. It's a fine performance that commands attention from first to last.
这是个精彩的演出，自始至终都扣人心弦。
- I think it'll be really *relaxing*.
relaxing /rɪ'læksɪŋ/ *adj.* 使人放松的
e.g. Cool colours such as blue, purple, and green are relaxing colours.
蓝色、紫色和绿色等冷色是令人放松的颜色。
- I'll encourage the new staff to *participate* when I announce the event.
participate /pɑ:'tɪspert/ *v.* 参加；参与
e.g. Each child had participated in extracurricular activities at school.
每个孩子都参加了学校的课外活动。
- And I'll send ABC Company's *schedule* to you later.
schedule /'ʃedju:l/ *n.* 计划表；日程表
e.g. The new bridge has been finished two years ahead of schedule.
新桥提前两年落成。

Key for reference

Understand the text

1. C

2. (1) 6:00 pm (2) Multifunction Hall (3) Western (4) Three fun games

3. Reference answer: There are pros and cons. (1) The advantages: Agencies are usually more professional, so they can organise the activities more effectively. Besides, agencies can offer a wider variety of games, facilities and programmes. An agency can save the company time and this means that the team building will be more effective. (2) The disadvantages: It's costlier. Sometimes the activities are not well matched with the company. Organising activities is also a good opportunity for colleagues to develop their skills..

Language in focus

- | | | | | |
|-----------------|------------------|-----------------|-------------|--------------|
| 1. (1) relaxing | (2) performances | (3) participate | (4) agency | |
| 2. (1) further | (2) specialises | (3) schedule | (4) invited | |
| 3. (1) hold | (2) take | (3) take | (4) send | (5) announce |

III. Reading

Vocabulary

- Team members are *split* into two groups.
split /splɪt/ v. 把分开
e.g. She split the team into five small groups.
她把队伍划分为五个小组。
- A person from the blind group works with a person from the dumb group to complete a one-kilometre's walk with *obstacles* along the way.
obstacle /'ɒbstəkl/ n. 阻碍; 障碍
e.g. A lack of qualifications can be a major obstacle to finding a job.
学历不足可能成为求职的主要障碍。
- Each person shares their communication *preferences* and dislikes.
preference /'prefərəns/ n.[C] 偏爱; 爱好
e.g. Preference will be given to graduates of this university.
这所大学的毕业生会获得优先考虑。
- Team members work together to figure out where the *treasure* is hidden.
treasure /'trezə/ n. 珍宝
e.g. The house was large and full of art treasures.
房子很大, 里面摆满了艺术珍品。
- To encourage brainstorming and *team spirit*
team spirit 团队精神
e.g. I like playing basket, and I also enjoy the team spirit of basketball.
我喜欢篮球及篮球活动中的集体精神
- Team leaders *summarise* their team's performance.
summarise /'sʌməraɪz/ v. 总结; 概括
e.g. To summarise, this is a clever approach to a common problem.
总而言之, 这是一个解决常见问题的巧妙方法。
- To *reflect* on the performances and make further progress
reflect /rɪ'flekt/ v. 仔细思考
e.g. Before I decide, I need time to reflect.
在作出决定以前, 我需要时间认真考虑考虑。

Key for reference

Understand the text

- B

2. (1) E (2) D (3) C (4) B (5) A

Language in focus

1. (1) obstacles (2) splits/split (3) treasures
 (4) reflect (5) summarises/summarised (6) preference
2. (1) into (2) on (3) out (4) among
3. Reference answer: Our announcement has to be easy to understand. In general, it must contain four Ws and one H, which are Who, What, Where, When and How. These are important items to which attention must be paid.

Develop the strategies

Discussion

Work in pairs and discuss the following questions:

- (1) What is the purpose of making an announcement?
 - The purpose of making an announcement is to inform the audience about an event and encourage them to join in.
- (2) How will you organise the information in your announcement?
 - The opening part of an announcement includes some words of greeting along with general information about the event; the body part of the announcement provides more detailed information about the event; and the final part of the announcement encourages the audience to join in.

Vocabulary

1. The Marketing *Department* has decided to organise a team building event for all our staff members on 2nd July, 2021 at No.1 *Conference Hall* from 2:00 p.m. till 7:00 p.m.
department / dɪ'pɑ:tmənt/ *n.* 部门
e.g. I work in the Sales Administration department.
我在销售管理部门工作。
conference hall 会议室
e.g. The manager will meet you in No. 1 Conference Hall at 9:00 a.m.
经理在九点的时候会在一号会议室接待你。

Key for reference

Structure of an oral announcement

1. (1) A (2) E (3) B (4) C (5) D

Useful expressions of an oral announcement

1. (1) Hello everyone, may I have your attention please?
 (2) We will organise a team building event next Friday.
 (3) Thanks for listening. Please contact Tom if you have any question.

Fulfil the task

Key for reference

Sample Announcement

Dear all, may I have your attention please? I have an announcement to make.

In order to get to know each other better and build on our team spirit, our company has decided to organise a team building event for new staff on 5th August. An agency specialising in team building will be in charge of this event.

At this event, we'll meet outside our company at the front door and take a bus to the team-building centre of ABC Company at 8:00 am. We have organised some interesting activities there. We will return at 4:30 pm and then a party will be held at night, which will feature a buffet and some live performances.

Please send me the application form to join this event by this Saturday. I think you will enjoy it! Thanks for listening!

To extend

Key for reference

Understand the text

1. (1) A (2) D (3) D
2. (1) Toxic Waste: A popular, engaging small group activity. Equipped with a bungee cord and rope, a group must work out how to transport a bucket of "Toxic Waste" and tip it into the neutralisation bucket. The activity can be used to highlight almost any aspect of teamwork or leadership.
(2) Minefield: Objects are scattered in an indoor or outdoor place. In pairs, one person verbally guides his/her partner, a blindfolded person, through the minefield.
(3) Zoom: A group tries to create a unified story from a set of sequential pictures. The pictures are randomly ordered and handed out. Each person has a picture but cannot show it to others. The activity requires patience, communication, and trying to understand from another's point of view in order to recreate the story's sequence.

Teacher's Book for Unit 2

Unit 2 Write a hotel reservation email

Starting up

About the unit

Organising meetings is a common daily task in any workplace. In order to organise meetings, we need to be able to write hotel reservation emails. This unit presents what needs to be included in a hotel reservation email, and offers some strategies to develop Ss' abilities in structuring and writing a well-organised reservation email. After completing this unit, Ss will be able to write a hotel reservation email at work.

Teaching objectives

When teaching this unit, the T should enable Ss to

- note down specific information about a hotel, including room types, facilities, etc. (Set the task & Prepare for the task);
- list key requests for reserving a hotel (Prepare for the task);
- list two to three key points they need to consider when writing a hotel reservation email (Develop the strategies);
- write a hotel reservation email (Fulfil the task & To extend).

Teaching suggestions

The T can start this unit by showing Ss a picture of a hotel meeting room and asking them questions about the functions of the room. Ask Ss about how they would go about booking the meeting room if they were going to have a meeting there. Role-play is a suitable teaching method for this unit. Ask some Ss to act as meeting organisers and others as the hotel staff. In this way, the T introduces Ss to the task of writing hotel reservation emails.

Motivating

Ask Ss to think about what a hotel reservation email contains.

Enabling

Scenario

- Introduce the "Scenario" and help Ss to get background information about the task, e.g. the location and time of the annual meeting, etc.
- Ask Ss to discuss in pairs what information should be included in a hotel reservation email.
- Explain the language tip.

Set the task

- Ask Ss to listen to the conversation and ask them what the task is for Margaret.
- Listen again and ask Ss to finish the tasks in "Understand the text".

- Explain the vocabulary.
- Check Ss' answers to the task in "Language in focus".

Prepare for the task

- By "Listening" & "Reading", ask Ss to note down Zhang Ming's requirements and the Holloway Hotel's features.
- Enable Ss to develop their skills in identifying key information while reading and listening by finishing the tasks in "Understand the text".
- Explain the vocabulary.
- Check Ss' answers to the tasks in "Language in focus".
- Explain the structure and career tip where necessary.

Develop the strategies

- Ask Ss to discuss how to organise the information in a hotel reservation email.
- Ask Ss to read the email in the textbook.
- Guide Ss to write some sentences containing "Useful expressions of a reservation email".
- Ask Ss to write down more useful sentences or expressions for a reservation email.

Assessing

Fulfil the task

- Encourage Ss to complete the task by explaining the steps in the Student Book.
- Ask Ss to write the email by themselves.
- Invite Ss to share their writing with the rest of the class. Ask Ss to give feedback on each other's work and give your comments or feedback.

To extend

- Ask Ss to do the comprehension work in Task 1 & Task 2 by reading the passage.
- Ask Ss to discuss the question in Task 3.

Detailed Procedures & Key

Scenario

Discussion

Work in pairs and discuss the following question:

Imagine you are Margaret. What information will you include in the reservation email?

Procedures

Break up the topic by asking detailed questions such as:

- Have you ever organised a meeting at a hotel?
- What preparations would you make if you were going to have a meeting at a hotel?
- How do you reserve a hotel?
- What information will you need for the reservation?

Vocabulary

1. Guangdong Cross-Border E-Commerce *Association* is planning to have its *annual* business meeting in Shenzhen this year
 association /əˌsəʊsi'eɪʃən/ *n.* 协会
 e.g. The trade association aims to promote regional economy.
 这个贸易协会旨在促进当地经济发展。
 annual /'ænjuəl/ *adj.* 每年的; 一年一度的

e.g. They agree to have an annual economic forum from next year.
他们同意从明年起每年举办一次经济论坛。

2. Zhang Ming, *Director* of the *Administrative* Department, has asked Margaret Jones, his secretary, to write a *reservation* email to a hotel.

director /dɪ'rektə/ *n.* 经理; 主管

e.g. He plans to report the matter to the director.
他计划向经理报告此事。

administrative /əd'mɪnɪstrətɪv/ *adj.* 行政的

e.g. Working in the administrative department requires carefulness and diligence.
在管理部门工作既要细心, 又要勤快。

reservation /,rezə'veɪʃən/ *n.* 预订

e.g. We can easily make a reservation for hotel rooms from e-commerce platforms.
我们可以在电商平台上轻松预订酒店房间。

Set the task

Script

Zhang Ming: Margaret, I've just looked at the calendar. We'll have an annual business meeting on 23rd December. Have you heard about that?

Margaret: Yes. It's said that this year's meeting is a very important one.

Zhang Ming: Right, we'll be discussing our new marketing strategy. This meeting is a great opportunity to encourage ideas, so I'd like as many people as possible to attend.

Margaret: Of course. Shall I write an invitation email to the guests?

Zhang Ming: Well, I'll do that. And I'd like you to book the hotel.

Margaret: No problem. Have we decided where the meeting will be held?

Zhang Ming: Yes, the meeting will be held at the Holloway Hotel.

Margaret: Got it. I'll write a reservation email to the hotel soon.

Zhang Ming: Thanks.

Vocabulary

1. Margaret, I've just looked at the *calendar*.
calendar /'kælɪndə/ *n.* 日历; 重大事件日程表
e.g. We will make plans for the task according to the calendar.
我们会根据日历制定任务计划。
2. Right, we'll be discussing our new marketing *strategy*.
strategy /'strætɪdʒi/ *n.* 策略; 规划
e.g. Proper learning strategies should be used if we want to learn English well.
想要学好英语, 就得使用合适的学习策略。
3. This meeting is a great opportunity to encourage ideas, so I'd like as many people as possible to *attend*.
attend /ə'tend/ *v.* 参加; 出席
e.g. Many government officials attended the meeting on present economic situation last week.
许多政府官员上周参加了关于当前经济形势的会议。

Key for reference

Understand the text

1. C
2. (1) 23rd December

- (2) marketing strategy
- (3) reservation email

Language in focus

1. (1) attend
- (2) annual
- (3) reserved
- (4) strategy
- (5) association
- (6) calendar
- (7) director
- (8) administrative

Prepare for the task

I. Listening

Script

Margaret: Ming, can I check something about the hotel booking with you, please?

Zhang Ming: Of course.

Margaret: How many people will be attending the meeting?

Zhang Ming: Fifty. Fifteen of them will be staying overnight at the hotel on 23rd December.

Margaret: I see. So, that is fifteen single rooms?

Zhang Ming: We'll need eleven singles and two doubles. Also, could you check that our guests will have access to the gym and swimming pool?

Margaret: Sure. What about meals? Is there a budget per person?

Zhang Ming: Let's say 200 yuan per person. That should cover the lunch and dinner.

Margaret: Alright. Is there anything else I need to ask about?

Zhang Ming: Just one more thing, please. Could you check that the conference hall is equipped with a projector?

Margaret: No problem.

Vocabulary

1. Also, could you check that our guests will have *access* to the gym and swimming pool?
 access /'ækses/ *n.* 使用权; 进入权
 e.g. Only VIPs of the company have access to the mini conference hall.
 只有公司贵宾可以使用小会议室。
- gym /dʒɪm/ *n.* 健身房; 体育馆
 e.g. The basketball match is going to be held in the gym next Friday.
 篮球比赛将于下周五在体育馆举行。
2. What about meals? Is there a budget per person?
 budget /'bʌdʒɪt/ *n.* 预算
 e.g. We have to control the marketing budget if we want to gain more profit this year.
 今年想要多盈利, 我们就得控制我们的营销预算。
3. That should cover the lunch and dinner.
 cover /'kʌvə/ *v.* 包括; 覆盖
 e.g. The budget will cover all the expenses of the trip.
 预算足以支付本次旅途所有开支。
4. Could you check that the conference hall is equipped with a projector?

equip /ɪ'kwɪp/ v. 配备

e.g. The lab is well equipped with all kinds of expensive facilities.

该实验室配备了各种昂贵的设备。

projector /prə'dʒektə/ n. 投影仪

e.g. I just bought a second-hand projector from my friend.

我刚刚从朋友那里购入一台二手投影仪。

Key for reference

Understand the text

1. C

2. (1) 50 (2) 13 (3) 200 yuan (4) A projector

3. What other factors do you need to consider before booking a hotel for a meeting?

Possible factors: transportation, recreational facilities, environment, etc.

Language in focus

1. (1) equipped

(2) cover

(3) gym

(4) budget

(5) projector

(6) access

2. (1) about

(2) to

(3) with

(4) with

II. Reading

Vocabulary

1. We also offer you amazing *recreation facilities* and quality food at good prices.

recreation /ˌrekri'eɪʃən/ n. 娱乐; 消遣

e.g. Guangzhou offers a lot of recreation activities for tourists from home and abroad.

广州为国内外游客提供许多娱乐活动。

facility /fə'sɪləti/ n. 设施; 设备

e.g. The hotel has its own pool and leisure facilities.

这家酒店拥有自己的游泳池和休闲设施。

2. Hall 1 can *seat* up to 200 people, and *suits* large events

seat /si:t/ v. (某处) 坐得下……人

e.g. This gym can seat up to 600,000 audience.

这个体育馆可以容纳多达 6 万人。

suit /su:t/ v. 适合

e.g. She is not sure what profession suit her most.

她不知道什么职业最适合她。

3. After a long business meeting, your guests can *work out* in our gym, relax in our swimming pool, or take a walk in the beautiful *woods* surrounding the hotel.

work out 锻炼

e.g. It is always necessary for office workers to work out once or twice every week.

办公室工作人员每周锻炼一两次非常有必要。

wood /wod/ *n.* 小树林

e.g. I like taking a walk in the woods with my parents after dinner.

我喜欢晚饭后和父母在小树林中散步。

4. We also offer set meals for CNY 80 (or *vegetarian options* for CNY 70) per person.

vegetarian /ˌvedʒɪˈteəriən/ *adj.* 素食的; *n.* 素食主义者

e.g. As a vegetarian, the director takes food to office every day.

作为素食者,主任每天自带食物去办公室。

option /ˈɒpʃən/ *n.* 选择; 可选择的东西

e.g. Young graduates may be hesitant facing several job options.

年轻的毕业生面临多个工作选择是可能会犹豫不决。

5. It is advised to book all rooms at least one month *in advance*.

in advance 预先, 提前

e.g. The student made an appointment with the teacher in advance.

那个学生提前跟老师预约了。

Key for reference

Understand the text

1. (1) D (2) C (3) E (4) B (5) A
2. (1) 200 (2) 50 (3) screens (4) projectors (5) swimming pool
(6) 150 (7) set meals (8) 70 (9) single
3. Yes, I would choose the Holloway Hotel because it meets all of our needs. First of all, The conference hall has enough capacity and is equipped with a projector. Secondly, the hotel has many double and single rooms to choose from. Also, it has access to a gym and swimming pool. Last but not least, the meal price is within our budget.

Language in focus

1. (1) wood (2) vegetarian (3) work out (4) option
(5) suit (6) recreation (7) seat (8) in advance
(9) facility
2. (1) from (2) out (3) in (4) for
3. (1) were invited (2) is suggested (3) choose (4) be found (5) is recommended

Develop the strategies

Discussion

Work in pairs and discuss the following question:

How will you organise all the information clearly in a reservation email?

- The information should be organised in the following order:
 - ※ meeting rooms needed
 - ※ facility requirement
 - ※ rooms
 - ※ meals
 - ※ recreation facilities

Vocabulary

1. I am writing this email to make a reservation for your multifunction meeting hall on 3rd December for our *workshop*.
workshop /ˈwɜːkʃɒp/ *n.* 研讨会; 车间
e.g. The manager is invited to chair a workshop on marketing strategies.

经理应邀主持营销策略工作坊。

2. Since we have invited some guests to give a speech, we also require a set of multimedia devices...

device /di'vaɪs/ *n.* 设备; 仪器

e.g. Computers are the most commonly used device nowadays.

计算机是当前最为常用的设备。

3. Please reply to *confirm* my reservation and *attach* a detailed list for all the services by 25th November.

confirm /kən'fɜ:m/ *v.* 确认

e.g. The general manager of the hotel confirmed the reservation for rooms.

酒店总经理确认了房间预订。

attach /ə'tætʃ/ *v.* 附上

e.g. Two copies of the contract were attached in the letter.

随函附上合同两份。

Key for reference

Structure of a hotel reservation email

1. (1) B (2) C (3) A

Useful expressions of a reservation email

1. (1) I want to reserve a double room from 6th to 10th August.
(2) I would like to know if breakfast is provided in your hotel.
(3) Please write back to confirm my reservation by this Friday.

Fulfil the task

Key for reference

1. (1) I am writing to make a reservation on 23rd December for our annual business meeting.
(2) I would like to book eleven singles and two doubles.
(3) Please make sure that the conference room is equipped with a projector
(4) the budget should be no more than 200 *yuan* per person.
(5) Please reply to confirm my reservation.

To extend

Key for reference

Understand the text

1. (1) D (2) B (3) C
2. (1) F (2) T (3) T (4) T
3. Transportation, environment, room types, facilities, etc.

Teacher's Book for Unit 3

Unit 3 Write a quick operation guide

Starting up

About the unit

In the workplace, we need to know how to use office equipment. As technicians, we need to read product manuals, and write quick operation guides for colleagues. To write a clear and efficient operation guide, we should know what information needs to be included in it and the kind of writing style to use. This unit introduces some information about product operation, and offers strategies in writing a quick operation guide. After completing this unit, Ss will develop their writing skills, and will be able to write a quick operation guide.

Teaching objectives

When teaching this unit, the T should enable Ss to

- note down specific information about product operation (Set the task & Prepare for the task);
- list two to three key points they need to consider when writing a quick operation guide (Develop the strategies);
- write a quick operation guide (Fulfil the task & To extend).

Teaching suggestions

The T can present this unit in different ways. A product-oriented approach is suggested. With this approach, the T can guide Ss through the output task by showing them how to note down specific information about product operation and how to write a quick operation guide.

Motivating

Ask Ss to think about what preparations to make before writing a quick operation guide.

Enabling

Scenario

- Introduce “Scenario” and help Ss to get background information about the task, e.g. people’s identities, information about the companies, etc.
- Ask Ss to discuss in pairs possible preparations which should be made before writing a quick operation guide.
- Explain the language tip.

Set the task

- Ask Ss to listen to the conversation and ask them what the task is for Chen Jie.
- Listen again and get Ss to finish the tasks in “Understand the text”.
- Explain the vocabulary.
- Check Ss’ answers to the task in “Language in focus”.

- Explain the career tip.

Prepare for the task

- By “Reading” & “Listening”, ask Ss to note down specific information that should be included in a quick operation guide.
- Enable Ss to develop their skills in identifying key information while reading and listening by finishing the tasks in “Understand the text”.
- Explain the vocabulary.
- Check Ss’ answers to the tasks in “Language in focus”.
- Explain the structure and the intercultural tip when necessary, and ask Ss to practice the when-clause with classmates.

Develop the strategies

- Ask Ss to discuss what the language style of an operation guide is written in, and what sentence pattern(s) and tense(s) should be used in a guide in order to provide information in a concise and logical way.
- Check Ss’ ideas by reading “Language style of an operation guide”.
- Lead Ss in making and translating imperative sentences.

Assessing

Fulfil the task

- Encourage Ss to complete the task by explaining the steps in the Student Book.
- Ask Ss to complete the quick operation guide for the projectors.
- Invite Ss to read the finished operation guide to the rest of the class. Ask Ss to give feedback on each other’s work and give your comments or feedback.

To extend

- Ask Ss to do the comprehension work in Task1 by reading the passage.
- Ask Ss to discuss the questions in Task 2.

Detailed Procedures & Key

Scenario

Discussion

Work in pairs and discuss the following question:

Imagine you are Chen Jie. What preparations will you make before writing the quick operation guide?

Procedures

Break up the topic by asking detailed questions such as:

- Where could you get information about how to use the projectors?
- Is it necessary to include all the information about the projector in a quick operation guide?
- What information might be the most important for your colleagues in helping them to use the projector?
- Are illustrations (e.g. drawings, pictures etc.) necessary in a quick operation guide?
- What sentences are most often used in product operation guides?

Vocabulary

1. Bright Future Co., Ltd is a *media company*.
media company 传媒公司

e.g. He set up a media company in early 2012.
2012 年初，他成立了一家传媒公司。

2. Lily Cooper, the General Manager of Bright Future, asks Chen Jie, the company *technician*, to write a quick *operation guide* for these projectors.

technician /tek'nɪʃən/ *n.* 技术人员；技师

e.g. I am now working as a technician in product design.
我当前的工作是产品设计技术员。

operation guide 操作指南

e.g. Please read the operation guide before you use the machine.
使用机器前请阅读操作指南。

Set the task

Script

Lily: Morning, Jie. I'm calling to thank you for the new projectors. They make the meeting rooms brand-new.

Chen Jie: That's great! Is there anything more I can help with?

Lily: Yes, I'm wondering if you could write a quick operation guide for the projectors.

Chen Jie: Sure. Any requirements?

Lily: Emm... The guide will be put in the meeting rooms for those who may not know how to turn on and shut down the projectors. So I'd like it to be concise and easy to read.

Chen Jie: I see. I'll make clear the process of turning on and off the projectors in simple language.

Lily: Great! Glad that you can help me with this.

Chen Jie: You can count on me. By the way, when should I get the guide done by?

Lily: Is next Friday OK with you?

Chen Jie: No problem.

Vocabulary

1. They make the meeting rooms *brand-new*.

brand-new /ˌbrænd'nju:/ *adj.* 崭新的

e.g. Yesterday he bought himself a brand-new computer.
昨天他给自己买了一台崭新的电脑。

2. Do you have any *requirements*?

requirement /rɪ'kwəɪəmənt/ *n.* 要求；需求

e.g. These are the teacher's requirements for the course..
这些是老师对这门课的要求。

3. So I'd like it to be *concise* and easy to read.

concise /kən'saɪs/ *adj.* 简明的；简练的。

e.g. His letter was very concise.
他的信写得很简练。

Key for reference

Understand the text

1. D

2. (1) projectors (2) turn on; shut down
(3) concise; easy (4) next Friday

Language in focus

- | | | |
|---------------------|----------------|-----------------|
| 1. (1) requirements | (2) technician | (3) conciseness |
| (4) brand-new | (5) guide | (6) projector |

Prepare for the task

I. Reading

Vocabulary

- Power *cable*
cable /'keɪbəl/ *n.* 电线; 电缆
e.g. Is the telephone cable long enough?
电话线够长吗?
- Open the A/V mute slide (*lens cover*) so that the lamp can *project* images onto the screen.
lens cover 镜头盖
e.g. Make sure the lens cover is open for use.
要确保镜头盖打开可用。
project /prə'dʒekt/ *v.* 投射; 放映
e.g. Can you help me project the film on the screen?
你能帮我把电影投影在屏幕上吗?
- Next, *plug* one end of the power cable *into* the projector, and the other end into an *electrical outlet*.
plug into sth 接通
e.g. You can plug the device into a USB port of the computer.
你可以把这个设备接入到电脑的 USB 插口。
electrical outlet 电源插座
e.g. We can buy a new electrical outlet for the new TV set.
我们可以给新电视购置一个新的电源插座。
- "No *Signal*"
signal /'sɪgnəl/ *n.* 信号
e.g. All I get is a busy signal when I dial his number.
我什么时候拨他的电话听到的都是忙音。
- After completing the *previous* steps, press the power button on top of the projector.
previous /'pri:vɪəs/ *adj.* 先前的; 以前的
e.g. Do you remember what your speech topic was the previous week?
你记得上周你们的演讲主题是什么吗?
- When you've finished using the projector, *observe* the following steps to shut it down.
observe /əb'zɜ:v/ *v.* 遵守
e.g. It is not easy for new drivers to observe the driving rules.
对新手司机来说, 要遵守驾驶规则并不容易。

Key for reference

Understand the text

- (1) It tells the specific steps to turn on the projector for use.
(2) It tells the specific steps to shut down the projector when you finish using it.
- (1) F (2) T (3) F (4) T (5) F
- Not really. (1) It's hard for users to find the information quickly since the manual is written in long paragraphs. (2) Users may need more illustrations in a guide, so that they can easily find where the machine parts are. (Answers may vary.)

Language in focus

- (1) plugged into (2) previously (3) cables
(4) observe (5) signal (6) projects/projected
- (1) off (2) up (3) on (4) to
- (1) I loved history when I was at middle school.
(2) It was raining when we arrived.
(3) When yellow and blue are mixed, it turns green.
(4) Shut down the switch when something goes wrong with the machine.

II. Listening

Script

Staff member: Hello. This is LeaShow Co., Ltd. How may I help you?

Chen Jie: Hi. This is Chen Jie from Bright Future. Our company has bought some projectors from you, and I'm writing a quick operation guide for them. There are some steps that I'm not sure about. Could you help me?

Staff member: Sure, what do you need to know?

Chen Jie: I've plugged the power cord into the projector and an electrical outlet, and pressed the power button. But the projector doesn't work.

Staff member: Does the power light remain orange?

Chen Jie: No, it's flashing orange.

Staff member: Then you should wait for a few seconds. If it remains orange, press the power button.

Chen Jie: Oh, it works now. Thank you so much. And as for the shutting-down procedure, I can unplug the power cord as soon as the lamp turns off, right?

Staff member: To extend the life of the projector, we suggest that you unplug the power cord after the projector beeps twice and the power light remains orange.

Chen Jie: I see. I'll do as you suggest.

Staff member: And please don't forget to close the A/V mute slide.

Chen Jie: I won't. Thanks for your help.

Vocabulary

- I've plugged the power *cord* into the projector and an electrical outlet, and pressed the Power button.
cord /kɔ:d/ *n.* 电线
e.g. Turn off the computer and unplug the power cord.
关闭电脑并拔掉电源线。
- Does the power light *remain* orange?
remain /rɪ'meɪn/ *v.* 继续 (保持某种状态)
e.g. The temperature here remained between 18 ° C and 23 ° C during the autumn.
这里整个秋季的气温都保持在 18 到 23 摄氏度之间。
- And as for the shutting-down *procedure*, I can unplug the power cord as soon as the lamp turns off, right?
procedure /prə'si:dʒə/ *n.* 步骤; 程序
e.g. He told me the procedure for using a shared bike.
他告诉我使用共享单车的步骤。
- To *extend* the life of the projector, we suggest that you unplug the power cord after the projector beeps twice and the power light remains orange.

extend /ɪk'stend/ v. 延长

e.g. Careful maintenance can extend the life of your computer.

精心保养可延长电脑使用寿命。

Key for reference

Understand the text

1. BC
2. (1) power cord; power button
(2) flashing; a few seconds
(3) unplug; beeps twice
3. (1) Details that he is not very sure about;
(2) Important safety instructions or tips;
(3) Dos and Don'ts. (Answers may vary.)

Language in focus

1. (1) cord (2) procedure (3) extended (4) remains
2. (1) off (2) for (3) for (4) about

Develop the strategies

Discussion

Work in pairs and discuss the following questions:

- (1) What is the language style of an operation guide?
 - Simple and concise.
 - Often with illustrations.
 - Technical terms are used, often with their short forms.
- (2) What sentence pattern(s) and tense(s) should be used in a guide to provide information in a concise and logical way?
 - Use of sentences patterns and tenses like simple sentences, imperative sentences, the present tense, etc.

Key for reference

Use of imperative sentences

1. (1) Plug the equipment into the outlet.
(2) Do not store the product in a damp place.
(3) Read this operation guide carefully before use.
(4) You must not close the lens cover.

Fulfil the task

Key for reference

Turning on the Projectors

1. Open the A/V Mute Slide (lens cover)
2. Plug one end of the power cable into the projector
3. Press the red Power button on the remote control or on top of the projector
4. the power light remains green

Shutting Down the Projectors

1. any equipment plugged into the projector
2. Press the red Power button
3. Press the Power button again

4. Unplug the power cord
5. Close the A/V Mute Slide

To extend

Key for reference

Understand the text

1. (1) C (2) C (3) A
2. Answers may vary.

Teacher's Book for Unit 4

Unit 4 Reply to technical enquiries

Starting up

About the unit

In business, after-sales service is an important part of the services enterprises offer. Providing good after-sales service helps to strengthen the brand image and develop brand loyalty. We need to know how to approach a customer who has technical enquiries and basic communication soft skills are also necessary. This unit presents ways of understanding customers' problems and of replying carefully and helpfully to their technical enquiries.

Teaching objectives

When teaching this unit, the T should enable Ss to

- note down specific information about technical enquiries, including customer information and technical details (Set the task & Prepare for the task);
- list two to three key points they need to consider when replying to technical enquiries (Develop the strategies);
- reply to customers' technical enquiries (Fulfil the task & To extend).

Teaching suggestions

The T can present this unit in different ways. A product-oriented approach is suggested. With this approach, the T can guide Ss through the output task by showing them how to collect relevant information and how to use appropriate communication skills.

Motivating

Ask Ss to think about how to reply to a customer's technical enquiries appropriately.

Enabling

Scenario

- Introduce "Scenario" and help Ss to get background information about the task, e.g. people's identities, relationship among characters, etc.
- Ask Ss to discuss in pairs what preparations need to be made before replying to customers' enquiries.
- Explain the language tip.

Set the task

- Ask Ss to listen to the conversation and ask them what the task is for Nick.
- Listen again and get Ss to finish the tasks in "Understand the text".
- Explain the vocabulary.
- Check Ss' answers to the tasks in "Language in focus".

Prepare for the task

- By “Reading” & “Listening”, ask Ss to note down some solutions to common technical problems.
- Enable Ss to develop their skills in identifying key information while reading and listening by finishing the tasks in “Understand the text”.
- Explain the vocabulary.
- Check Ss’ answers to the tasks in “Language in focus”.
- Explain the structure, the career tip, and the intercultural tip where necessary, and ask Ss to talk about any technical problems they have experienced in their own lives.

Develop the strategies

- Ask Ss to discuss the basic steps which should be followed when replying to customers’ enquiries. Elicit the information which is needed from customers in order to reply to technical enquiries.
- Get Ss to check their ideas about basic steps by reading “Main steps in replying to technical enquiries”
- Ask Ss to role play conversations with “Useful expressions for customer care”.
- Help Ss to come up with some useful sentences for replying to customers’ enquiries.

Assessing

Fulfil the task

- Encourage Ss to complete the task by explaining the steps in the Student Book.
- Ask Ss to fill in the blanks according to the information they have got.
- Invite Ss to role play the two conversations in class. Ask Ss to give feedback on each other’s performance and give your comments or feedback.

To extend

- Ask Ss to do the comprehension work in Task 1 by reading the passage.
- Ask Ss to discuss the question in Task 2.

Detailed Procedures & Key

Scenario

Discussion

Work in pairs and discuss the following question:

Imagine you are Nick. What preparations will you make before replying to customers’ technical enquiries?

Procedures

Break up the topic by asking detailed questions such as:

- What common problems might customers have?
- Could you suggest some solutions for these problems? If so, what?
- What information do we need to get from customers?
- How do we communicate with customers politely and appropriately?

Vocabulary

1. Nick Brown, a new technician in the company, is responsible for responding to customers’ technical *enquiries*.

enquiry /ɪnˈkwɪəri/ *n.* 询问

e.g. Thank you for your enquiry for our products.

感谢您对我们的产品进行咨询。

2. One day, he receives a call from Wang Yue, a customer care *adviser*.

adviser /əd'vaɪzə/ *n.* 顾问

e.g. I worked as a legal adviser for this company last year.

我去年是这家公司的法律顾问。

3. Wang Yue *passes* two customers' enquiries *on to* Nick and asks him to reply to their questions.

pass sth on to sb 把某物传给某任

e.g. Could you please pass the book on to me?

您可以把那本书递给我吗？

Set the task

Script

Wang Yue: Hi, is that Nick? This is Wang Yue from Customer Care Centre.

Nick: Yes, what's the matter?

Wang Yue: I've just received two calls from our customers. They're having some technical problems with their smart phones, but I'm not sure how to deal with their problems.

Could you please call them back today?

Nick: No problem. What's wrong with their phones?

Wang Yue: One user, Mr Brown, said the battery of his phone is draining very quickly and has a short standby time.

Nick: What's his phone model number?

Wang Yue: It's Model II. He bought it one year ago.

Nick: I see. How about the other user?

Wang Yue: The other user, Ms White, said her phone is running very slowly when using an app or viewing websites. This has been going on for a month, regardless of where she is or what apps she's using. She uses Model IV.

Nick: Got it. How can I contact them?

Wang Yue: I'll send their phone numbers and questions to you by email.

Nick: OK. I'll call them later.

Wang Yue: Great! Thank you so much!

Vocabulary

1. They're having some technical problems with their smart phones, but I'm not sure how to *deal with* their problems.

deal with 处理

e.g. He has some unfinished business to deal with.

他还要处理一些尚未了结的事务。

2. Mr Brown, said the *battery* of his phone is *draining* very quickly and has a short *standby* time.

battery /'bætəri/ *n.* 电池

e.g. Before use, the battery must be charged.

电池使用前必须充电。

drain /dreɪn/ *v.* 耗尽；流干

e.g. Preparing for the College Entrance Examination for a whole year can drain many students of their energy.

备战高考一年会让许多学生觉得精疲力尽。

standby /'stændbaɪ/ *n.* 待机

e.g. When a computer is in standby mode, some devices are turned off and the computer uses less power.

当系统处于待机模式时，一些设备将被关闭，计算机可消耗更少的功率。

3. This has been going on for a month, *regardless of* where she is or what apps she's using.

regardless of 不管

e.g. She always travels first-class regardless of expense.

无论费用多高她总是乘头等舱。

Key for reference

Understand the text

1. D

2. (1) smart phones (2) battery; standby time (3) Model II (4) slow; websites

Language in focus

1. (1) battery (2) drains/drained (3) enquiries (4) standby time

(5) regardless of (6) deal with (7) advisor

2. (1) She said she was very glad to visit the company.

(2) He said he always felt tired.

(3) He said he had an appointment later that day.

(4) Mary said her brother liked that book very much.

(5) Mr Anderson explained (that) he didn't know Michael had gone to Shanghai.

Prepare for the task

I. Reading

Vocabulary

1. Poor or *unstable* signals can affect the network speed.

unstable /ʌn'steɪbəl/ *adj.* 不稳定的

e.g. The situation is unstable and potentially dangerous.

情况不稳定，可能有危险。

2. The problem only *occurs* in certain apps or websites.

occur /ə'kɜː/ *v.* 发生；出现

e.g. When exactly did the incident occur?

这一事件究竟是什么时候发生的？

3. Try out another app or website to check whether the network connection is *normal*.

normal /'nɔːməl/ *adj.* 正常的

e.g. Her height and weight are normal for her age.

她的身高和体重对于她的年龄来说是正常的。

4. The technicians at all these centres have received *professional* training.

professional /prə'feʃənəl/ *adj.* 专业的；职业的

e.g. He dealt with the problem in a highly professional way.

他处理这个问题非常专业。

5. The technicians will repair your phone as quickly as they can, and you will be *notified* when it is ready for pick-up.

notify /'nəʊtɪfaɪ/ *v.* 通知

e.g. Please notify us if the above is not correct.

如果上面所说的不正确，请通知我们。

Key for reference

Understand the text

1. D
2. (1) phone signals (2)apps (3)crowded (4)SmartK Repair Centre
(5) same-day (6) one day
3. Other possible technical FAQs:
(1) How can I unlock my phone?
(2) How can I check product authenticity?
(3) How to do a factory Reset?

Language in focus

1. (1) occurs (2)professional (3)normal (4)notified (5) unstable
2. (1) for (2)for (3)in

II. Listening

Script

Nick: Hi, Julie, I'm replying to some users' enquiries. One user has a problem with his phone's battery, but I'm not sure how to deal with it. Could you help me with that?

Julie: Sure. Which part are you unsure about?

Nick: If the phone's battery has a short standby time, it might be caused by improper use. So I plan to suggest that he reduce the screen brightness and update his phone to the latest system version.

Julie: That's right. In addition, you can also advise him to clear unnecessary background apps from time to time.

Nick: That's a sensible suggestion! But what if these methods still don't work?

Julie: Well, then he can buy a new battery for 275 *yuan* from our SmartK store.

Nick: I see. But if his phone is new, his battery may just need repairing, right?

Julie: Exactly. In that case, you can advise him to go to a local SmartK Repair Centre for further examination. If he doesn't have time for that, he can also send the phone to the Centre.

Nick: Got it. Thanks so much.

Vocabulary

1. If the phone's battery has a short standby time, it might be caused by *improper* use.
improper /ɪm'prɒpə/ *adj.* 不正确的
e.g. It would be improper to comment at this stage.
在这个阶段发表评论并不恰当。
2. So I plan to suggest that he reduce the screen *brightness* and *update* his phone to the latest system version.
brightness /'braɪtnɪs/ *n.* 亮度; 明亮
e.g. The size of a star affects its brightness.
恒星的大小影响它的亮度。
update /ʌp'det/ *v.* 更新
Everyone finds it necessary to update his knowledge, otherwise he will be left behind the society.
每个人都认为有必要更新自己的知识, 否则将被社会抛在后面。
3. In addition, you can also advise him to *clear* unnecessary background apps from time to time.
clear /kliə/ *v.* 清除; 清理
e.g. I'll clear the table later.

我过会儿会把桌子收拾干净。

4. That's a *sensible* suggestion!

sensible /'sensɪbəl/ *adj.* 合理的; 明智的

e.g. The sensible thing is to leave them alone.

明智的做法是不理他们。

5. You can advise him to go to a local SmartK Repair Centre for further examination.

examination /ɪgzæmɪ'neɪʃən/ *n.* 检查

e.g. I was a thorough examination.

这是一次彻底的检查。

Key for reference

Understand the text

1. D
2. (1) screen brightness; system version (2) background apps (3) 275 yuan (4) examination
3. Possible answers: (1) the repair fee at SmartK Repair Centre; (2) the address of SmartK Repair Centre; (3) the Warranty Period of the phone.

Language in focus

1. (1) updated (2) improper (3) brightness (4) examination (5) clear (6) sensible
2. (1) with (2) with (3) by (4) about (5) to

Develop the strategies

Discussion

Work in pairs and discuss the following questions:

- (1) What are the steps of replying to customers' enquires?
 - Possible steps of replying to customers' enquiries: greeting the customer; asking for the product details; asking for details of the technical issues; offering possible solutions; assisting in making an appointment with a physical store.
- (2) What information will you need from the customers?
 - Information needed: model number, time of purchase; place of purchase; technical details of the problem.

Script

Derek: Good morning, SmartK Customer Service. How can I help you?

Customer: Good morning. I have a problem with my phone. I dropped it on the floor and the screen is broken. I'm afraid I have to replace the screen.

Derek: I'm sorry to hear that. Can I have your SmartK ID please?

Customer: Sure, it's 24568765.

Derek: Do you want to take it to a SmartK store or send it to a SmartK Repair Centre? I can make an appointment for you.

Customer: That would be good. I want to take it to a SmartK store. I think there is one near Parker Street. Could you make it at 10 o'clock tomorrow?

Derek: 10 o'clock tomorrow. OK, I have made a note of that. Can I have more details about your phone? What's the model number? When did you purchase it?

Customer: It's a Model V. I bought it in June last year. So it was more than one year ago.

Derek: Well, I see that in your customer profile. It's not within the warranty period. But with your extra care plan, the fee would still be covered.

Customer: That's great. Thank you.

Derek: You're welcome. The appointment has been made for you. Anything else I can do for you?

Customer: Well, how long does it take? When can I get my phone back?

Derek: We usually provide a same-day service for screen replacement, so it might take several hours. But it still needs to be confirmed by our technician.

Customer: OK.

Vocabulary

1. I can make an *appointment* for you.
appointment /ə'pɔɪntmənt/ *n.* 预约
e.g. Can I arrange an appointment for Monday?
我可以安排星期一约见吗?
2. OK, I have *made a note of* that.
make a note of 把……记录下来
e.g. I'll make a note of our next meeting in my diary.
我将把下次会议的事记在我的记事簿上。
3. I see that in your *customer profile*.
customer profile 客户档案
e.g. We need to create customer profile.
我们要创建客户档案。
4. It's not within the *warranty period*.
warranty period 保修期
e.g. The warranty period is one year.
保修期有一年的时间。
5. But with your *extra care plan*, the fee would still be covered.
extra care plan 延期续保计划
e.g. Extra care plan would require extra payment.
延期续保计划需要额外付费。

Key for reference

2. (1) screen (2) SmartK Repair Centre (3) 10 o'clock (4) June (5) extra care plan
3. CEDAB

Useful expressions for customer care

1. (1) How can I help you?
(2) Could you please tell me more about your mobile phone?
(3) Given your requirements, this may be the best plan for you.
(4) I apologise for the inconvenience.
(5) Please hold on for several minutes, I have to confirm some details.

Fulfil the task

Key for reference

Conversation 1

- (1) This is Nick Brown, the technician from Core Digi Company
- (2) I completely understand your feelings
- (3) you can reduce the media volume and update his phone to the latest system version.
- (4) And you can also clear unnecessary background apps from time to time.
- (5) you might consider replacing a new battery

Conversation 2

- (1) I am calling to help you with the technical problems with your phone
- (2) your phone runs slow when you access apps or websites
- (3) send it to a local SmartK Repair Centre
- (4) take it to a SmartK store yourself
- (5) for the inconvenience
- (6) Happy to help!

To extend

Key for reference

Understand the text

1. (1) B (2) B (3) A
2. Possible future trends: Smart phones might be transformed from a handheld device to a wearable device; they might be more smart and capable of more functions like detection of certain diseases.

Teacher's Book for Unit 5

Unit 5 Make a business trip itinerary

Starting up

About the unit

In business, we often need to arrange business trips for clients. In order to make their trip pleasant, we should design a satisfactory itinerary based on our clients' needs and preferences. This unit presents the basic elements of an itinerary, and offers some itinerary samples and strategies for making an itinerary. After completing this unit, Ss will develop their skills in making a business trip itinerary.

Teaching objectives

When teaching this unit, the T should enable Ss to

- note down specific information about a business trip, including dates, places and events (Set the task & Prepare for the task);
- list two to three key points they need to consider when making a business trip itinerary (Develop the strategies);
- make a business trip itinerary (Fulfil the task & To extend).

Teaching suggestions

The T can present this unit in different ways. A product-oriented approach is suggested. With this approach, the T can guide Ss through the output task by showing them how to collect relevant information and make a satisfactory itinerary using the appropriate writing strategies.

Motivating

Ask Ss to imagine they have been asked to make an itinerary for a client. Ask Ss what they would want to know before they started the task.

Enabling

Scenario

- Introduce "Scenario" and help Ss to get background information about the task, e.g. people's identities, information about the companies, and the event, etc.
- Ask Ss to discuss in pairs what preparations they would need to make before writing the itinerary.
- Explain the language tip.

Set the task

- Ask Ss to listen to the conversation and ask them what the task is for Li Yue.
- Listen again and get Ss to finish the tasks in "Understand the text".
- Explain the vocabulary.

- Check Ss' answers to the tasks in "Language in focus".

Prepare for the task

- While completing "Reading A", get Ss to list the things that the publishing house wants the writer to do about the book launch.
- Enable Ss to develop their skills in identifying key information while reading by finishing the tasks in "Understand the text".
- Explain the vocabulary.
- Check Ss' answers to the tasks in "Language in focus".
- While completing "Reading B", get Ss to list the things that George Payne wants to do during his stay.
- Enable Ss to develop their skills in identifying key information while reading by finishing the tasks in "Understand the text".
- Explain the vocabulary.
- Check Ss' answers to the tasks in "Language in focus".
- While completing "Listening A", get Ss to note down the information about the flight.
- Explain the vocabulary and the intercultural tip.
- Check Ss' answers to the tasks in "Understand the text".
- While completing "Listening B", get Ss to note down the information about the sightseeing activities.
- Explain the vocabulary and the career tip.
- Check Ss' answers to the tasks in "Understand the text" and "Language in focus".

Develop the strategies

- Ask Ss to discuss the purpose of making an itinerary and the contents of an itinerary.
- Ask Ss to discuss the structure of an itinerary by reading Sample 1 and Sample 2.
- Check Ss' answers to the translation in "Useful expressions of an itinerary".
- Ask Ss to write down more useful sentences or expressions for an itinerary.

Assessing

Fulfil the task

- Encourage Ss to complete the task by explaining the steps in Student Book.
- Ask Ss to make an itinerary based on Professor Payne's arrangements.
- Invite Ss to share their itinerary in class. Ask Ss to give feedback on each other's work and give your comments or feedback.

To extend

- Ask Ss to do the comprehension work in Task 1 by reading the passage.
- Ask Ss to discuss the question in Task 2.

Detailed Procedures & Key

Scenario

Discussion

Work in pairs and discuss the following question:

Imagine you are Li Yue. What preparations will you make before making the itinerary?

Procedures

Break up the topic by detailed questions as the following:

- What event are you making the itinerary for?
- For whom are you making the itinerary?
- How long does the itinerary last?

Vocabulary

1. C&W Publications is a *publishing house*.
publishing house 出版社
e.g. A publishing house is a company which publishes books.
出版社是出版书籍的公司。
2. In July, it is going to *launch* a new book called *The Art of Gardens* in Beijing. George Payne, the writer, has been invited to give a speech at the book *launch*.
launch /lɔːntʃ/ v. 出版；发行 n. (新书的) 发行
e.g. The new novel will be launched in July.
新小说将在七月发行。
e.g. The official launch date is in May.
正式的发行日期是在五月。
3. Michael Jones, the *senior editor*, has asked Li Yue, a new assistant, to make an *itinerary* for Professor Payne's visit to Beijing.
senior editor 高级编辑
e.g. Her promotion to Senior Editor took everyone by surprise.
她升职为高级编辑让每个人都感到意外。
itinerary /aɪ'tɪnərəri/ n. 旅行计划
e.g. An itinerary is a plan of a journey, including the route and the places that you will visit.
行程表是一个旅行计划，包括你将要去的路线和地点。

Set the task

Script

Michael: Yue, we are going to publish *The Art of Gardens* in July.

Li Yue: I've heard about it. The book is about the comparison between Chinese and Western gardens, right?

Michael: Exactly, and we plan to hold a book launch on 24th July at Jianguo Hotel.

Li Yue: Is there anything I can help with?

Michael: Yes, I've invited the writer, George Payne, to give a speech at the launch, and he is very glad to come.

Li Yue: That's great!

Michael: Yeah, Professor Payne is a British professor at the University of Cambridge. He is a famous expert in the field of Chinese and Western gardens. He has published several award-winning books on the topic.

Li Yue: Wow, it's a great honour to publish his new book in our publishing house.

Michael: Definitely! And I'd like you to make an itinerary for his visit.

Li Yue: No problem.

Michael: I will forward my invitation email and his reply to you later. This will give you some ideas.

Vocabulary

1. The book is about the *comparison* between Chinese and Western gardens, right?
comparison /kəm'pærɪsən/ n. 比较
e.g. I enclose the two plans for comparison.

兹附上两份计划以供比较。

2. Professor Payne is a British professor at the *University of Cambridge*.

University of Cambridge 剑桥大学

e.g. I am an art student from the University of Cambridge, England.

我是来一名自英国剑桥大学的艺术专业的学生。

3. He has published several *award-winning* books on the topic.

award-winning /ə'wɔ:d'wɪnɪŋ/ *adj.* 获奖的

e.g. If you want to be an award-winning designer, please work harder!

如果你想成为一位获奖设计师，那么请更加努力吧！

4. I will *forward* my invitation email and his reply to you later.

forward /'fɔ:wəd/ *v.* 转发

e.g. Could you forward any mail to us?

你能不能把所有信件转寄给我们？

Key for reference

Understand the text

1. D

2. (1) comparison

(2) 24th July; Jianguo

(3) British

Language in focus

1. (1) award-winning

(2) itinerary

(3) launch

(4) forwarded

(5) comparison

2. (1) It is a bad idea to go to the beach on such a windy day.

(2) It is a good habit to drink a glass of water when you wake up.

(3) It is a pity to give up quickly without trying as hard as you can.

Prepare for the task

I. Reading A

Vocabulary

1. As the launch is to *promote* sales of the book, it would be great.....

promote /prə'məʊt/ *v.* 促进；增进

e.g. A balanced diet promotes good health and normal development.

均衡饮食能增进健康和正常发育。

2. During the launch, there will also be a speech by our vice-president, a Q&A *session* and finally a book-signing session.

session /'seʃən/ *n.* (从事某一活动的) 一段时间

e.g. It turned out to be a very interesting session with a lively debate.

结果这成了一场非常有意思的、气氛热烈的辩论环节。

3. Audience at the event will include readers interested in Chinese and Western gardens, and some *well-reputed* news media.

well-reputed /'welr'pjʊ:tid/ 获得好评的；声誉好的

e.g. Our products are well-reputed and our services are always dependable.

我们的产品声誉很好，我们的服务也一直很可靠。

4. If you are *available* for the event, please let us know your preferred travel dates and airline.

available /ə'veiləbəl/ *adj.* 有空的

e.g. We need someone to work on this job immediately. Who's available?

我们需要有人马上做这项工作。谁有时间？

5. We will book the flights for you and *arrange* a car to *pick you up* at the airport.

arrange /ə'reindʒ/ *v.* 安排

e.g. We've still got to arrange how to get to the airport.

我们还得安排如何到达机场。

pick sb up 接载（某人）

e.g. We drove to the airport the next morning to pick up Susan.

我们第二天早晨开车去机场接苏珊。

Key for reference

Understand the text

1. (1) A (2) C (3) D (4) B

2. (1) to promote sales of the book

(2) Q&A

(3) about three hours

(4) some well-reputed news media

(5) famous places of interest

(6) airline

3. Departure place and destination; time; price

Language in focus

1. (1) session (2) arranged (3) pick up

(4) available (5) well-reputed (6) promote

II. Reading B

Vocabulary

1. I'm *delighted* to give a talk on 24th July.

delighted /dɪ'lartɪd/ *adj.* 高兴的；乐意的

e.g. I'd be very delighted to come.

我非常乐意前来。

2. After the launch, I would love to visit the *Forbidden City*.

Forbidden City 紫禁城（故宫博物院）

e.g. I have got a general idea about the history of the Forbidden City.

我大概了解了一下故宫的历史。

3. I've been there once, and was deeply *impressed*.

impress /ɪm'pres/ *v.* 给……深刻印象

e.g. His sincerity impressed her.

他的真诚打动了她。

4. Please do *get in touch* if you have any further thoughts.

get in touch 取得联系

e.g. I tried to get in touch with you yesterday evening, but I think you were out.

我昨晚想要和你联系，但好像你不在家里。

Key for reference

Understand the text

1. ✓ Delighted to accept the invitation
✓ Dates of his trip to Beijing and back home
✓ Preferred airline
✓ Places to visit
2. (1) F (2) F (3) F (4) F (5) T
3. Accommodation; food preferences; flight budget...

Language in focus

1. (1) get in touch (2) delighted (3) impressed
2. (1) to (2) to (3) for (4) to (5) on

III. Listening A

Script

Li Yue: Michael, can I check with you some details about the itinerary?

Michael: Sure.

Li Yue: About the flight, I've done some research. British Airways has only one direct flight, BA89. It takes off from Heathrow Airport to Beijing Daxing International Airport. Is that OK for Professor Payne?

Michael: Well, what's the departure and arrival time?

Li Yue: It leaves Heathrow at 4:45 pm London time and arrives at 9:40 am Beijing time the next day.

Michael: That should be fine. I'll check it with Professor Payne soon and get back to you.

Li Yue: Thanks. So he will arrive on 22nd July. How about we take him out to a roast duck restaurant in the evening?

Michael: Good idea. But I need to ask him about any foods he doesn't eat first. He might be a vegetarian.

Li Yue: Yes, you're right.

Vocabulary

1. Well, what's the *departure* and arrival time?
departure /dɪ'pɑ:tʃə/ *n.* 离开; 起程
e.g. Her departure is a big loss to the school.
她的离开对学校而言是巨大的损失。

Key for reference

Understand the text

1. D
2. (1) one
(2) 4:45 pm; 9:40 am
(3) 22nd July
3. Yes, it is a good idea. As a visitor to a new place, he must be very curious about the local food. As a host, introducing special Chinese food to foreigners is also a good way to help them get a better understanding of China.

IV. Listening B

Script

Li Yue: And for the morning of 23rd July, I have planned for him to visit our company. But I'll

leave the afternoon free. Professor Payne may need some time to prepare for his speech.

Michael: Good. After the book launch on the morning of 24th July, Professor Payne wants to go sightseeing and shopping. Do you have any ideas?

Li Yue: Yes. How about Ju'er Hutong in the afternoon and Silk Street for shopping in the evening? And the Forbidden City on 25th July?

Michael: Great. What about the last day?

Li Yue: On Monday, 26th July, the flight BA88 will leave Beijing at 11:20 am. So I'll pick him up at the hotel at 7:00 am.

Michael: Thanks for arranging that. Please draft the itinerary and send it to me soon. Oh, don't forget to book a single room for him at Jianguo Hotel.

Li Yue: No problem.

Vocabulary

1. After the book launch on the morning of 24th July, Professor Payne wants to go *sightseeing* and shopping.
sightseeing /'saɪ,si:ɪŋ/ *n.* 观光; 游览
e.g. Sightseeing is best done either by tour bus or by bicycles.
最好是乘坐旅游巴士或骑自行车观光。
2. How about Ju'er Hutong in the afternoon and *Silk Street* for shopping in the evening?
Silk Street 秀水街
e.g. How about we go to Silk Street this afternoon?
今天下午我们去秀水街怎么样?
3. Please *draft* the itinerary and send it to me soon.
draft /dra:ft/ *v.* 起草; 草拟
e.g. He drafted a standard letter to the editors.
他起草了一份标准信函给编辑。

Key for reference

Understand the text

1. (1) A (2) A
2. (1) A (2) E (3) B (4) G (5) F (6) D (7) C

Language in focus

1. (1) departure (2) sightseeing (3) drafted
2. (1) time (2) in (3) speech (4) time (5) flight

Develop the strategies

Discussion

Work in pairs and discuss the following questions:

- (1) What is the purpose of making an itinerary?
 - With the help of an itinerary, the traveller can be very clear of what he/she is going to do, better arrange his/her own time, and make the best of the trip.
- (2) What information should be included in an itinerary?
 - The time to set out and return, the route of visit, accommodation, activities, contacts, the main contents of the visit, etc.

Vocabulary-Sample 1

1. Shaanxi History Museum 陕西历史博物馆
陕西历史博物馆, 中国第一座大型现代化国家级博物馆, 首批“AAAA”级旅游景点, 被

誉为“古都明珠，华夏宝库”。

2. the City Wall (西安) 城墙
西安城墙又称西安明城墙，是中国现存规模最大、保存最完整的古代城垣，是第一批全国重点文物保护单位、国家AAAAA级旅游景区。
3. accommodation /ə kəmə'deɪʃən/ n. 住宿
e.g. Hotel accommodation is included in the price of your holiday package.
你的度假套餐包含宾馆住宿。

Vocabulary-Sample 2

1. Attend the art *exhibition* at the *Art Institute of Chicago*
exhibition / eksɪ'bɪʃən/ n. 展览 (会)
e.g. The exhibition is not open to the general public.
这次展览不对公众开放。
Art Institute of Chicago 芝加哥艺术博物馆
芝加哥艺术博物馆修建于1891年，位于芝加哥市中心。收集展品极为丰富，是美国三大博物馆之一。
2. *Chicago Theatre* 芝加哥剧院
芝加哥剧院，是一座有着九十多年历史的老剧院，外观具有20世纪二三十年代的剧院风格，剧院高大的“Chicago”牌匾特别引人注目。
3. *Willis Tower* 威利斯大厦
威利斯大厦是位于美国芝加哥的一幢摩天大楼，原名西尔斯大楼 (*Sears Tower*)，从1974至1998年享有世界最高大厦的称号。

Key for reference

Structure of an itinerary

1. (1) Similarities:
 - ✓ Both list the time, events or activities,
 - ✓ Both list the accommodation and contacts in the notes.Differences:
 - ✓ Sample 1 gives more details including dates and details, while sample 2 misses out some information, i.e. the date, which may cause confusion.(2) Sample 2 is better. Because it gives more details in order to help the client understand better.

Useful expressions of an itinerary

1. (1) arrival at; arrive at
(2) hotel check-in; check in
(3) visit to; visit
(4) hotel check-out; check out
(5) departure to; depart from

Fulfil the task

Key for reference

Professor Payne's Business Trip Itinerary

Date	Time	Event	Detail
22nd July Thursday	9:40 am	Arrive at Beijing Daxing International Airport	BA89 4:45 pm (London) – 9:40 am (Beijing)

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/398041064054006140>