

商务英语实训教程
下册 Unit 12 Intellectual Property Right教师参考

教师用书

Unit（12）Intellectual Property Right

Pre-reading questions

Mr. Feng Xiaogang is a famous film director. He advocates copyright be strictly protected and severe punishment be imposed on those who commit piracy. What do you think about his opinion?

I do agree with Mr. Feng's opinion. Copyright protection is very important. Take movie making for example. Nowadays it usually takes a large sum of money to produce a fine film. It is through the sale of screening rights and other derivative products of the film that the investors retrieve their invested money and gain profits. Thus, more capital can be put into film making industry. The infringement of copyright may incur financial losses of movie investors, which will probably drive them all out of the industry. As a result, excellent films may be increasingly rarer, which is not what people want to see.

【文本翻译】

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带来的潜在后果吧：人们不再积极地从事研究开发工作，经济增长会因此减缓；因为对未来收益的不确定性的增加，研发治疗致命疾病药物的工作会止步不前；对于药品商标的滥用会使病人受到严重创伤，甚至导致病人死亡；有组织的制假活动使得集团犯罪的问题更加严重。

New Words 词汇教学重点：

1. individual ['indi'vidjuəl]

例句1：After all, individual strength is limited. 个人的力量毕竟是有限的。

例句2：The purpose of the law is to protect the right of the individual. 该法律目的是为了保护个人权利。

2. afford [ə'fɔ:d]

例句1：She cannot afford the expense. 她花不起这笔钱。

例句2：The rooftop terrace affords beautiful views. 从屋顶上可以看到美丽的景色。

3. exclusive [iks'klu:siv]

例句1：You have seriously damaged our exclusive patent rights. 你方严重地损害了我方独家经营的权利。

例句2：As a rule, we only deal with exclusive distributor. 一般而言，我们只与独家经营者打交道。

4. dissemination [di:semi'neiʃən]

例句1：The government encourages use of the Internet for the dissemination of government information. 政府鼓励各部门利用互联网发布政府消息。

例句2：The authorities issued an order to punish those who had been responsible for the

5. indicia [in'diʃiə]

例句1：The detective found an indicia that may lead to the disclosure of the case. 侦探发现了一处有助于破案的清晰痕迹。

例句2：He has a good collection of envelopes and postcards with indicia of different places. 他收集了很多盖有各地邮戳的信封和明信片。

6. register ['redʒistə]

例句1：My daughter will register as a pupil very soon. 我女儿很快就要上学了。

例句2：Tourist is required to register with the local police. 游客们需要去当地警察局登记。

7. consist [kən'sist]

例句 1： This country consists of hundreds o small islands. 这个国家由成百上千个小岛组成。

例句 2： How many departments does t corporation consist of？这个公司由多少个部门 组成？

8. variety [və'raiəti]

例句1： There are different varieties of plants in the garden.花园里有各种各样的植物。

例句2： A good variety of seafood is offered on this menu. 菜单上有很多种海鲜可供选择。

9. goodwill ['gud'wil]

例句 1： The government released him as a gesture of goodwill. 政府释放了他以示友好。例句2. His heart is full of goodwill to all other people.他心里对所有人都充满着善意。

10. ensure [in'ʃuə]

例句1： No one can ensure you from failure. 没有人能保证你不会失败。

例句 2： The price is low enough to ensure a quick sale. 以低定价保证快速出售。

11. accrue [ə'kru:]

例句1： Many benefits accrue to society from free medical services. 免费医疗使社会深受其益。

例句2：Money deposited in banks will accrue to us with interest. 钱存在银行，利息自生。

12. counterfeit ['kaʊntə'fit]

例句1： They suspected that most of the counterfeit notes had been passed of on shopkeepers. 他们怀疑店主们被骗接受了大部分的假钞。

例句 2 ： my signature is extremely hard counterfeit. 我的签名是极难仿冒的。

13. exacerbate [ig'zæsə'beit]

例句1： The drugs they gave her only exacerbated the pain. 他们给她吃的药只是加重了她的痛楚。

例句2： The coming decline of oil could lead to a worldwide depression and exacerbate existing tensions among oil importers. 石油产量减少将会造成全球经济萧条，并使石油进口国间的紧张局势更形严重。

14. pharmaceutical [.fɑ:mə'sju:tikl]

例句1： He traveled in the north of the country for a pharmaceutical company. 他在该国北部旅行推销一家制药公司的产品。

例句 2： She has donated money to establish pharmaceutical laboratory. 她捐款成立了一个药剂实验室。

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