**Unit 4 Product**

**Learning objectives**

1.In warming-up: Students can identify the differences between two products and explain their preferences. And know what factors to consider before they buy a product.

2. In Reading A : grasp the main idea of the text and know about the industrial design mentioned in the passage.; learn the useful words and phrases;

3. In Reading B: practical reading about ipod safety manual

4.In listening and speaking: conduct a series of listening, speaking and writing activities related to the theme of the unit.

**Warming-up**

Task 1 Work in pairs. Choose one product from each pair and explain why to your partner.

Task 2Work in pairs and discuss the following questions

What factors do you need to consider before you buy a product? Which one is the most important for you? Why?

Before you make purchase of any product, there are some factors you should consider.

• Necessity: Do I really need this?

• Property: Do I really like this? Am I really satisfied with the quality, color, shape, packaging, etc?

• Price: Do I have any spare money right now? Is it a bargain or is it too much money?

• Brand: What brand is the best choice for my purchase?

• After-sales service: Does it come with a warranty?

• Shipment: How can it be sent to my house?

**Reading A**

**Step 1** Words study

1. Lead the students to read the new words after the tape twice and correct their pronunciations while reading.

2. Ask some students to read the new words to check whether they have mastered the pronunciations of the words.

3. Explanation for some important and useful words

1）target **noun**

a result that you try to achieve 目标；指标

Set yourself targets that you can reasonably hope to achieve. 给自己制定有望达到的指标。

an object that people practise shooting at, especially a round board with circles on it 靶；靶子

to aim at a target 瞄准靶子

to hit/miss the target 中╱脱靶

target practice 射击练习

**verb**

Irregular: **targeting**; **targeted**; **targeted**

to aim an attack or a criticism at somebody/something 把…作为攻击目标；把…作为批评的对象 VN usually passive

The missiles were mainly targeted at the United States. 导弹主要瞄准的是美国。

to try to have an effect on a particular group of people 面向，把…对准（某群体） VN usually passive

2）locate **verb**

to find the exact position of somebody/something 找出…的准确位置；确定…的准确地点 VN

The mechanic located the fault immediately. 机修工立即找到了出故障的地方。

to put or build something in a particular place 把…安置在（或建造于）

They located their headquarters in Swindon. 他们把总部设在了斯温登。

to start a business in a particular place 创办于（某地）

3）attempt **noun**

an act of trying to do something, especially something difficult, often with no success 企图；试图；尝试 countable uncountable ~ (to do sth) ~ (at sth/at doing sth)

Two factories were closed in an attempt to cut costs. 为削减费用，关闭了两家工厂。

I passed my driving test at the first attempt. 我考汽车驾驶执照时一次就通过了。

an act of trying to kill somebody 杀人企图 countable ~ (on sb/sb's life)

Someone has made an attempt on the President's life. 有人企图刺杀总统。

an effort to do better than something, such as a very good performance in sport （为超越某事物的）尝试，努力 countable ~ (on sth)

the latest attempt on the world land speed record 为创造世界陆上速度纪录所作的最新尝试

**verb**

to make an effort or try to do something, especially something difficult 努力；尝试；试图

4）sketch **noun**

a simple picture that is drawn quickly and does not have many details 素描；速写；草图

a short funny scene on television, in the theatre, etc. 幽默短剧；小品

a short report or story that gives only basic details about something 简报；速写；概述

a biographical sketch of the Prime Minister 首相生平简介

**verb**

to make a quick drawing of somebody/something 画素描；画速写

He quickly sketched the view from the window. 他很快勾勒出了窗外的风景。

to give a general description of something, giving only the basic facts 概述；简述 VN ~ sth (out)

See also:[outline](http://www.google.com.hk/dictionary?hl=zh-CN&q=outline&sl=en&tl=zh-CN&oi=dict_lk)Synonym

Phrasal: **sketch something↔in**

5）vision **n.**

the ability to see; the area that you can see from a particular position 视力；视野 uncountable

to have good/perfect/poor/blurred/normal vision 视力好╱极好╱差╱模糊╱正常

an idea or a picture in your imagination 想像；幻象 countable

He had a vision of a world in which there would be no wars. 他幻想有一个没有战争的世界。

a dream or similar experience, especially of a religious kind 梦幻；幻象；神示；异象 countable

The idea came to her in a vision. 她在神示中想到了这个主意。

the ability to think about or plan the future with great imagination and intelligence 想像力；眼力；远见卓识 uncountable

a leader of vision 有远见的领袖

6）flatten **verb**

to become or make something become flat or flatter （使）变平；把…弄平

These exercises will help to flatten your stomach. 这些身体锻炼有助你腹部变小。

to destroy or knock down a building, tree, etc. 摧毁，推倒，弄倒（建筑物、树木等）

Most of the factory was flattened by the explosion. 工厂的大部份被爆炸夷为平地。

to defeat somebody easily in a competition, argument, etc. （竞赛、辩论等中）轻易击败

Our team was flattened this evening! 今晚我们队被打得落花流水！

Phrasal: **flatten something/yourself against/on somebody/something**

to press something/your body against somebody/something 使平贴；把…紧贴着

She flattened her nose against the window and looked in. 她把鼻子紧贴着窗户朝里瞧。

Phrasal: **flatten out** to gradually become completely flat 逐渐变平

The hills first rose steeply then flattened out towards the sea. 山峦起初拔地而起，然后逐渐平坦，伸向大海。

to stop growing or going up 停止生长；不再长高；停止上升

Export growth has started to flatten out. 出口增长已逐渐缓了下来。

Phrasal: **flatten something↔out** to make something completely flat 使变平

7）enhance v

to increase or further improve the good quality, value or status of somebody/something 提高；增强；增进

This is an opportunity to enhance the reputation of the company. 这是提高公司声誉的机会。

the skilled use of make-up to enhance your best features 熟练的利用化妆以突出最妩媚的容貌

Derivative: **enhanced** adjective

enhanced efficiency/security 提高了的效率；增加了的安全感

Derivative: **enhancement** noun, uncountable, countable

8）remote **adjective**

Irregular: **remoter**;   **remotest**

far away from places where other people live 偏远的；偏僻的 ~ (from sth)

See also:[isolated](http://www.google.com.hk/dictionary?hl=zh-CN&q=isolated&sl=en&tl=zh-CN&oi=dict_lk)Synonym

The farmhouse is remote from any other buildings. 这家农舍附近没有别的房屋。

far away in time 遥远的；久远的 only before noun

See also:[distant](http://www.google.com.hk/dictionary?hl=zh-CN&q=distant&sl=en&tl=zh-CN&oi=dict_lk)Synonym

in the remote past/future 在遥远的过去／将来

a remote ancestor(= who lived a long time ago) 远祖

a remote dream/goal 遥远的梦想／目标

of people 人 not closely related 关系较远的；远亲的 only before noun

that you can connect to from far away, using an electronic link 远程的；远程连接的

a remote terminal/database 远程终端／数据库

very different from something 相差很大的；极不相同的 ~ (from sth)

His theories are somewhat remote from reality. 他的理论有点儿脱离现实。

**remoteness** noun, uncountable

[remote control](http://www.google.com.hk/dictionary?hl=zh-CN&q=remote+control&sl=en&tl=zh-CN&oi=dict_lk)

9）a chunk of 一大块

***e.g.***a chunk of cheese

A huge chunk of the audience got up and left before the show.

10）run over飞快地读一遍

11）a pain in the neck.令人厌烦的人或事物

***e.g.*** What’s wrong with Dave? He’s becoming a total pain in the neck.

**Step 2 Extensive Reading**

*Pre-reading*

1. Ask the students to discuss in pairs something about designs they like

2. Read the passage. Then tick off the jobs of industrial designers mentioned in

the passage.

3. Lead the students to read the text together part by part and ask them to answer some simple questions to check whether they have understood the passage or not.

Para1

1. I’d design an alarm clock with a moving snooze button that would be an easy target the first time I hit it.

That代替snooze button.

“Hit” means touch

Para.2

2. product ，produce and production的区别

produce, product, production是同根词，它们译成汉语时往往都有生产、产品等意思，但他们之间有区别。

(1)produce作动词是生产、制造的意思，作名词用是产品、产物的意思，**主要用于指农产品，为不可数名词**。 We must produce more food for ourselves and import less. 我们必须增产粮食，以减少粮食进口。 The factory hasn't begun to produce yet. 工厂还没有开始生产。 Things produced on a farm,such as milk,potatoes,and wool,are produce. 农场里生产的东西，如牛奶、土豆、羊毛，都是农产品。

(2)product是产品、产物的意思，是最普通的用语，**可指天然的或人造的，多指工业产品，也可指农产品，还可指脑力劳动、意志力、环境等的产物。** Important products of South Africa are fruit and gold. 南非的重要产物是金子和水果。 These are the products of our factory. 这些是我们厂的产品。 Criminals are sometimes the product of bad home. 犯罪分子有时是不幸家庭的产物。

(3)**production是“生产、产量”的意思。指生产时，是指生产行为，指产品时，侧重产量，也可指文学艺术作品。** The production of cloth by hand has been replaced by production of it by machine. 布料的手工生产已被机器生产所取代。 The production of eggs has increased in the last few weeks. 我们的蛋产量近几个星期上升了。 This book on political history is the writer's latest production. 这本行政改革的书是作者的最新作品。

3. presenting to the manufacturing client their vision of what a certain product should look like.

将生产厂商想象的某种产品的样子呈现给他们。

Para3

1.at a time :一次；每次；在某时

Let your listener answer one question at a time.

让你的听众一次回答一个问题。

at one time :曾经，一度；同时(大多时候可以同at a time 替换）

All showed signs that, at one time, they had been active.

所有迹象表明，它们曾一度活跃过

at the time ：在那时，那时候

At the time, printing itself was not a new idea.

在当时，印刷术本身并不能算是一个新想法。

at all times：一直；始终

Please pay attention to them at all times.

请随时注意遵守这些规则。

2. be like 问性格

look like 问外貌

be like 范围更大一些，有时候既问性格也问外貌

What's your sister like?你姐姐怎么样？/你姐姐是怎样一个人？

She is kind.她很善良。

She is a beautiful kind girl with long hair and two big eyes.她是一个长发大眼漂亮又善良的女孩。

What does your sister look like?你姐姐长什么样子？

She is tall.She has long black hair.She is very beautiful.她个子很高。她有一头黑黑的长发。她很漂亮。

She looks like her mother.她看起来象她的妈妈。（外貌）

She is like her mother.她象她的妈妈。（性格）

在做句型转换的时候 What do/does sb. look like?的同义句可以做成What be sb. like?

Para 4

1.Nearly和almost的用法

1) 两者都可用来修饰不定代词、形容词、副词、动词、介词短语等，此时两者常可换用：

It’s almost [nearly] impossible. 那几乎是不可能的。

He almost [nearly] always arrives late. 他差不多总是迟到。

The girl nearly(almost)fainted. 这姑娘差点(几乎)晕倒了。

They have almost [nearly] run out of food. 他们的食品几乎(差不多)已经吃完了。

He went out almost [nearly] every evening. 他几乎(差不多)每天晚上都出去。

It was nearly [almost] five thirty. 几乎已经五点半了。

He fell and almost [nearly] broke his leg. 他摔了一跤，险些摔断了腿。

(2) almost 可用于 any 以及 no, none, nobody, nothing, never 等否定词之前，但 nearly 一般不这样用：

Almost any man can do it. 几乎任何人都会做。

Almost no one came to the party. 几乎没有人来参加晚会。

但是，两者都可用在否定动词之前：

He almost [nearly] didn’t catch the bus. 他差点没赶上公共汽车。

(3) nearly 前可用 very, pretty, not 等词修饰，但 almost 之前不能用这些词：

It’s not nearly so difficult as you think. 这远不像你想像的那么难。

【注】not nearly 意为“远非”, very [pretty] nearly 意为“几乎”，都是习语。

(4) 有时 almost 可表示十分相似(但又不完全相同)，此时不用 nearly：

I almost wish I’d stayed at home. 我真有点后悔没在家里呆着。

2. draw blood **vi.  伤人感情(惹人生气)**

[draw the first blood](http://dict.cn/draw%20the%20first%20blood) 首先进攻; 先下手为强

3. make difference 区别

make a difference between 区别对待

make some (no) difference 有些(没有)关系,有些(没有)影响

It won't make much difference whether you go today or tomorrow.   
你今天去或明天去没有多大关系.   
Does that make any difference，Is it important,need we consider it?   
那是否有重要性？我们是否需要考虑它?

**Step 3. Exercise**

Lead the students to discuss Task 2 and fill in the form without rereading the passage. Then check the answers together.

**Step 4. Assignments**

1.Task 3 of language lab

2.Exercises. on the workbook

**Practical Writing（ Catalogs）**

Product catalogs are one of the oldest forms of sales material in business. Over hundreds of years they have changed very little: basically a list of products breaks down into different categories; then for each product there is a product name, some relevant specifications or options, perhaps a description and then the price of the product.

With Internet access becoming universally available, online catalogs play an ever bigger role in today’s business. In comparison to traditional printed catalogs an online catalog is inexpensive. Also, a printed catalog can sometimes be out of date before it is even in the customer’ s hand whereas an online catalog can be updated at any time, so that customers can always have access to the latest information.

**Listening & Speaking**

Task 1 A salesgirl is introducing one of their printers to a customer. Listen to the conversation and fill in the blanks with what you hear.

Task 2 A customer is asking about some furniture. Listen to the conversation and complete the table with what you hear.

Task 3 Mike and Anne are discussing which gifts to give a coming trade fair. Listen and note the reasons for and against the gifts.

Task 4 A shop assistant is presenting a new model language translator to her customer. Listen to the conversation and choose the points the woman mentions in her description.

Task 5 Listen to the passage twice and fill in the blanks with what you hear