**Unit Five Trade**

**Learning objectives**

1.In warming-up: Students can identify the slogans of some famous companies.

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

3. In Reading B: practical reading about confirmation

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

1. Ss read warming-up task 1.

2. Go through slogans a-h with Ss.

3. Ask Ss to match the slogans with the pictures.

4. Give the key.

5. Time permitting, encourage ss to brainstorm more slogans.

Background information

1. What is a slogan?

A slogan is a memorable motto or phrase used in a political , commercial , religious and other context as a repetitive expression of an idea or purpose . slogans in advertising are claimed to be the most effective means of drawing attention to one or more aspects of a product .

2. Company introduction

Nike Inc. is a major publicly-traded sportswear and equipment supplier based in the United States. it is the world’s leading supplier of athletic shoes and apparel(服装) and a major manufacturer of sports equipment .

3. Apple Inc., is an American multinational corporation with a focus on designing and manufacturing consumer electronics and software products.

4. Panasonic is an international brand name for Japanese electric products manufacturer

5. Matsushita Electric Industrial Co., Ltd. Under this brand Matsushita sells plasma(等离子)and LCD(Liquid Crystal Display)panels, DVD recorders and players, telephones, microwave ovens, shavers, projectors, digital cameras, batteries, laptop computers, etc. all of these are marketed under their slogan “Ideas for Life”.

6. Maxwell house is a brand of coffee manufactured by a like-named division of Kraft Foods.

7. Seven-- up is the brand of a soft drink.

8. Nissan Motor Co., Ltd, shortened to Nissan, is a multinational automaker headquartered in Japan. Currently it is the third largest Japanese car manufacturer.

9. Koninklijke Philips Electronics N.V., usually known as Philips, is one of the largest electronics companies in the world, founded and headquartered in the Netherlands. The products include consumer electronics, domestic appliances, lighting and medical systems.

1．Good to the last drop.

滴滴香浓，意犹未尽。（麦斯威尔咖啡）

2．Obey your thirst.

服从你的渴望。（雪碧）

3．The new digital era.

数码新时代。（索尼影碟机）

4．We lead Others copy.

我们领先，他人仿效。（理光复印机）

5．Impossible made possible.

使不可能变为可能。（佳能打印机）

6．Take time to indulge.

尽情享受吧！（雀巢冰激凌）

7．The relentless pursuit of perfection.

不懈追求完美。（凌志轿车）

8．Poetry in motion, dancing close to me.

动态的诗，向我舞近。（丰田汽车）

9．Come to where the flavor is Marlboro Country.

光临风韵之境——万宝路世界。（万宝路香烟）

10．To me, the past is black and white, but the future is always color.

对我而言，过去平淡无奇；而未来，却是绚烂缤纷。（轩尼诗酒）

Task 2

*Objective:* Ss can identify several kinds of advertisement media .

Steps :

 1. Ss read warming-up Task 2

 2. Ask Ss to work in pairs and list places where they have seen or heard the slogans in Task 1

 3. Get some Ss to give their answers .

 4. Ask the class to add more if necessary.

 5. Summarize the various media used for advertising .

Suggested Answers

Poster , newspaper , TV commercial , outdoor signs , etc .

**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

Paragraph 1

**1.Regardless of:** paying no attention to

e.g. The law requires equal treatment for all ,regardless of race , religion or sex .

**2.better off** :in a better situation , especially in financial terms

e.g. since my husband was made the manager , we are better off .

**3.alternative**: n. something you can choose to do or use instead of something else

e.g. is there an alternative to what you propose?

**4.Make sense** : to have a clear meaning and be easy to understand

e.g. read this and tell me if it makes sense.

Paragraph 2

**5.Process** :n. a series of actions that are done in order to achieve a particular result

e.g. getting fit again has been a long slow process .

* vt. 处理；加工
* n. 过程，进行；方法，步骤；作用；程序；推移
* vi. 列队前进
* adj. 经过特殊加工（或处理）的

[第三人称单数processes  过去式processed  过去分词processed  现在分词processing  ]

[process of](http://dict.youdao.com/w/process_of/) …的过程

[in the process of](http://dict.youdao.com/w/in_the_process_of/) 在…的过程中

[in the process](http://dict.youdao.com/w/in_the_process/) 在过程中；在进行中

[in process](http://dict.youdao.com/w/in_process/) 过程中的；在进行中

[production process](http://dict.youdao.com/w/production_process/) 生产流程

vt. 处理；加工

[manufacture](http://dict.youdao.com/w/manufacture/) , [cope with](http://dict.youdao.com/w/cope_with/)

n. 过程，进行；方法，步骤；作用；程序；推移

[going on](http://dict.youdao.com/w/going_on/) , [course](http://dict.youdao.com/w/course/) , [system](http://dict.youdao.com/w/system/) , [method](http://dict.youdao.com/w/method/) , [approach](http://dict.youdao.com/w/approach/)

**6.specialize(in)**:v. to limit all or most of your study, business, etc . to a particular subject or activity

e.g. Finally Alice decided to specialize in contract law .

**7.Consumer**: n. someone who buys and uses products and services

e.g. There are a wider choice of goods for the consumers in big cities .

Paragraph 3

**8.benefit :**n. something that gives you advantages or improves your life in some way

e.g. This aid program will bring lasting benefits to the region.

**9.Absolute:** a. unlimited: complete: true , correct and not changing in any situation : not in comparison with other things

e.g. An absolute ruler need not ask anyone for permission to do anything.

A child usually has absolute trust in his mother.

You have an absolute right to refuse medical treatment.

In absolute terms wages have risen, but not in comparison with the cost of living.

**10.Comparative:** a. measured or judged by comparing

e.g. After a lifetime of poverty, his last few years were spent in comparative comfort.

**11.Legal** : a. connected with or in accordance with the law

e.g. Mr. Smith is my legal advisor

**12.be inclined to** : to have a tendency or wish to do something

e.g. I am inclined to start at once.

Paragraph 4

**13.Party :** n. one of the people or groups involved in an argument, agreement, etc .

e.g. The two parties are having difficulty agreeing with each other.

Paragraph 5

**14.Exchange:** v. to give something to someone and at the same time receive the same type of thing from them

e.g. I shook hands and exchanged a few words with the manager.

n. an act of giving something to someone and receiving something else from them

e.g. Would you like my old TV in exchange for this camera?

**15.Likewise:** ad. The same: in a similar way

e.g. Nanny put up a hat and told the girls to do likewise.

**16.Participate (in):**v. to take part in or become involved in an activity

e.g. Everyone in the class is expected to participate actively in these discussions.

**Step 2 Extensive Reading**

*Pre-reading*

1. Ask the students to discuss in pairs something about international trade

2. Read the passage. Then answer the questions

1）.What is the reason for people to trade?

2）.Why can a great variety of goods and services be created in the process of importing and exporting?

3）.Why can plants also benefit from international trade?

4）.What does comparative advantage refer to?

5）.Who would benefit from international trade?

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

**Differ from**

与...不同
Chinese differs greatly from English in spelling.
汉语和英语在拼写上大不相同。

与...意见不一

We differ from them on the issue.
我们在这个问题上与他们意见不一。

**make sense**

1 to have a meaning that you can easily understand 有道理；有意义；讲得通

例句 This sentence doesn't make sense. 这个句子不通。

2 to be a sensible thing to do 是明智的；合乎情理

例句 It makes sense to buy the most up-to-date version. 买最新的版本是明智的。

3 to be easy to understand or explain 表述清楚；易于理解；道理明显

例句 John wasn't making much sense on the phone. 约翰在电话上说得不大清楚。

Who would send me all these flowers? It makes no sense. 谁会给我送这么多花呢？真不可思议。

Para2

allow与permit的用法区别的用法区别

 1. 两者均可表示“允许”，其区别是permit 通常指上级、规则或法令等表示的准许，其语气较重；而 allow 通常指消极地不加反对，有时含有听任或默许之意，语气较轻。如：Nothing is permitted; everything is allowed. 一切都没明文规定可以做，但一切做了也无妨。The nurse allowed him to remain there，though it was not permitted. 护士让他留在那儿，而按规定那是不许可的。

2. 从用法上看. 两者后接动词作宾语时，均要用动名词形式，而不能用不定式。如：We don’t allow [permit] swimming in the pool. 我们不许在池子里游泳。但是若其后接有名词或代词，那么其后须接不定式。如：We don’t allow [permit] children to swim in the pool. 我们不许孩子们在池子里游泳。注意这类结构的被动式之后可用不定式(此时的不定式不是宾语，而是主语补语)。如：正：We do not allow [permit] people to smoke here.正：People are not allowed [permitted] to smoke here.误：People are not allowed [permitted] smoking here.

Para3

spend，cost，take和pay都可以表示“花费”，但用法却不尽相同。

spend的主语必须是人， 常用于以下结构：(1) spend time ／money on sth. 在……上花费时间（金钱）。例：I spent two hours on this maths problem. 这道数学题花了我两个小时。(2) spend time ／ money (in) doing sth. 花费时间（金钱）做某事。例：They spent two years (in) building this bridge. 造这座桥花了他们两年时间。(3)spend money for sth. 花钱买……。例：His money was spent for books. 他的钱用来买书了。

cost的主语是物或某种活动， 还可以表示“值”， 常见用法如下：(1)sth. costs (sb.) ＋金钱,某物花了（某人）多少钱。例：A new computer costs a lot of money. 买一台新电脑要花一大笔钱。(2) (doing) sth. costs (sb.) ＋时间,某物（做某事）花了（某人）多少时间。例：Remembering these new words cost him a lot of time. 他花了大量时间才记住了这些单词。

注意：cost的过去式及过去分词都是cost,并且不能用于被动句。

take后面常跟双宾语， 常见用法有以下几种：(1) It takes sb. ＋时间＋to do sth. 做某事花了某人多少时间。例：It took them three years to build this road. 他们用了三年时间修完了这条路。(2)doing sth. takes sb. ＋时间,做某事花了某人多少时间。例：Repairing this car took him the whole afternoon. 他花了一下午修车。

pay的基本用法是：(1) pay (sb.) money for sth. 付钱（给某人）买……。例：I have to pay them 20 pounds for this room each month. 我每个月要付20英磅的房租。(2)pay for sth. 付……的钱。例：I have to pay for the book lost. 我不得不赔丢失的书款。(3)pay for sb. 替某人付钱。例：Don?蒺t worry!I'll pay for you. 别担心， 我会给你付钱的。(4)pay sb. 付钱给某人。 例: They pay us every month.他们每月给我们报酬。（5）pay money back 还钱。例：May I borrow 12 yuan from you? I'll pay it back next week. 你能借给我12块钱吗？下周还你。（6）pay off one's money还清钱

**Listening & Speaking**

Task 1Rose Winn is discussing price with Tom Green. Listen to the conversation and choose the best answer to each question you hear.

Task 2Cathy Brown is showing some products to Ryan Bush. Listen to the conversation and fill in the blanks with what you hear

Task 3Jim Weeks is discussing an order with Molly Smith. Listen to the conversation and decide whether the following statements are true or false. Then write key words to support your answers.

Task 4Mr. Mailer is discussing some terms with Miss Wright. Listen to the conversation and complete Mr. Mailer’s notes.

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

**Mini-project**

This project asks Ss to sell something directly to others. It helps Ss develop promotion strategies and persuasion competence. They should use various methods to promote a particular product and adopt different strategies to persuade people to buy it. It is actually a simulation of person-to-person sale. In order to complete it successfully, Ss should use the knowledge and skills they’ve learned from other activities in the unit. The sample on Ss, books provides a simplified promotion plan. Ss can refer to it and perform their promotion activity in a similar way.

Steps:

1. Grouping. Divide the class into groups.

2. Defining the project. Go through the project with the class and clarify requirements. You are advised to do it after Ss study Reading A. Get Ss to study the points listed in Business Know-how.

3. Timing & cooperation. Give Ss the deadline for completion and guidelines on working together.

Encourage them to decide first which product to sell and then assign different members different jobs.

4. Presentation. Ss present their evidence for completion. In this project, they need to perform a promotion activity in class and their classmates can take the roles of passers-by. Ask them to do it after they study the whole unit.

Notes:

* Ss can put up a sign with slogans on the classroom wall and bring in the products they want to sell..
* Ss need to introduce the products orally in class and then try to persuade their classmates to buy.

**Grammar**

Noun Clauses

 名词性从句是高中英语语法条目中的重点和难点。许多学生任凭老师讲的口干舌燥，习题做了不少，但仍不明白什么是名词性从句，怎样辨认，怎样正确使用。

我认为原因有二：汉语语言中没有名词性从句；大多数语法书和材料应用逐条讲解的方式，缺乏对四种从句（主语从句、宾语从句、表语从句和同位语从句）之间的内含、异同点、位置、连词用法系统讲解。要让学生正确理解名词性从句，就要做到以下几点：化难为简：把抽象的理论用通俗的例句展现出来；变模糊为清晰；把纷繁的语法条目用表格形式展现出来。

在英语复合句中起名词作用的句子叫名词性从句。名词性从句的功能相当于名词词组，它在复合句中能担任主语、宾语、表语、同位语、介词宾语等成分。依据其语法功能，名词性从句又可分为主语从句、宾语从句、同位语从句和表语从句。

教师： 同学们，今天我们学习语法——名词性从句
学生甲：老师，名词性从句是不是充当名词使用？
教师：不完全是。在英语中，能担任主语、宾语、表语、同位语的从句被称为名词性从句。名词性从句含主语从句、宾语从句、表语从句和同位语从句。
学生乙：老师，这些语法术语原来也听到过，可从来不十分清楚。
教师：这个很自然，原来我们没有系统学习这项语法，今天我们正式学习，只要认真听讲，一定会掌握的。你们知道，火车要有火车头来引领，名词性从句也要有引领的东西；语法上叫连接词。没有火车头，火车跑不起来；同样没有连接词，名词性从句就不能存在于复合句中。学生丙: 老师， 快告诉我们哪些词可以当名词性从句中的连接词。
教师：根据名词性从句所表达意义的不同，可将名词性从句分成代表三种意义的从句，分别由不同的连接词引导，请看表。
学生丁: 老师，我看过一些语法书，在讲解名词性从句时好像没有陈述、是否、疑问这些概念。
教师：不，一般语法书没有从名词性从句表达的含义出发引出连接词，结果，造成学生们不能真正理解名词性从句的意义。我通过多年教学实践，探索出这个易于你们掌握名词性从句的途径。这样分类，既有道理又符合你们的认知水平。请看下面的三个分别表陈述、是否和疑问的从句：that he was saved；whether or not he was saved；who saved him我把上面的句子分别放到主语、宾语、表语和同位语的位置，这些句子自然就充当该成分，即生成主语从句、宾语从句、表语从句、同位语从句。请看具体做法：放到主语的位置（生成主语从句）：
That he was saved/Whether or not he was saved / Who saved him  is clear.
放到宾语的位置（生成宾语从句）：
I don’t know/that he was saved /whether or not he was saved /who saved him
放到表语的位置（生成表语从句）：
The fact/The question is that he was saved. / whether or not he was saved. /who saved him
放到同位语的位置（生成同位语从句）：

that he was saved.
We have no doubt  whether or not he was saved.
                  who saved him
学生甲：老师，经您这样一讲，名词性从句一点都不困难了。可是，我们以前做的习题中，涉及到 it作形式主语，真正的主语是后面的主语从句。什么时候用it作形式主语呀？
学生乙：还有，作宾语从句的连接词that不是可以省略吗？ 您怎么没有讲呀？
学生丙: 老师，那天您给我解答问题时说，同位语从句解释说明前面那个词的内容，您不是说有许多词后面可以接同位语从句吗？今天怎么只提到一个？
教师：你们说的非常好，说明你们平时学习很留心。我刚才讲的是名词性从句大的框架。你们不是都明白了吗？最基本的大框架理解了，枝节性的小问题还不好解决吗？ 下面，我们就名词性从句的细节问题逐一讨论，你们的问题都会迎刃而解的。

**Writing备忘录（Memos）**

备忘录通常用于公司内部传递信息，将实情、信息、观察资料等进行传阅。备忘录包括如下固定格式：

Date：(日期)

To：(收文人)

From：(发文人)

Subject：(事由)

在一些较大的公司或机构中，备忘录纸笺上端通常印有公司和机构名称和Memorandum或Memo字样，并印有开头部分：To， From， Date和Subject，但在一些小单位里，可能不会有格式打印出来的备忘录纸笺。

写作特点：

1在date, to, from, subject字样后填上相应的内容。

2在上述字样下面空两行写正文。

3不用称呼和结尾礼词。

4 发文人的姓名首字母写在与正文末行空一行的地方。

【例一】

**TO**: Henry Smith, Sales Manager

**FROM:** Jack Wong, Personnel Manager

**DATE**: May 4, 2000

**SUBJECT**: Applicants for Sales Post

Attached are the resumes and certificates of four applicants who have applied for your department position.

Please evaluate these applicants and then recommend people you want to interview to me. As soon as I have the names, I will make arrangement for the interviews.

 J.W.

【例二】

**To:** Ted Feng
**Date:** Oct. 1st
**From**: Paul Anderson
**Time:** 17:42
**Topic:** Delay of arrival

Paul called for you, just after you had left work. He missed the flight due to the bad weather. He will not arrive until 5 pm today on flight No. JL608. You are requested to meet him at the airport and drive him to Holiday Inn. This means you need not wait for him at lunch time tomorrow. To make up he wants to invite you for dinner.

 Nancy