




职场通用篇 (第二版)

新素养英语 基础模块




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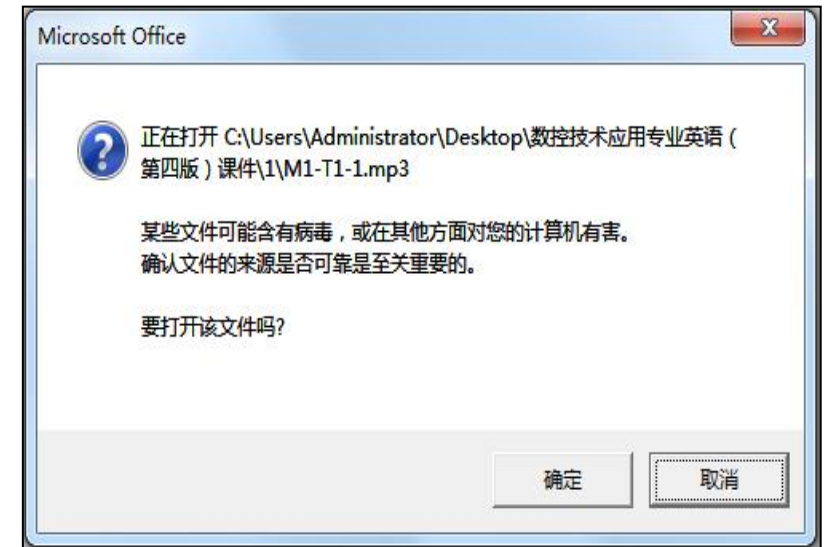


课件使用引导

1. 如有“”音频图标按钮，可点击该按钮，调用外链音频文件进行播放。

注意：当调用外链文件弹出阻止对话框时，请点击“确定”按钮。

2. 在全屏播放课件时，如要切换出音频播放界面，可按  十  键，或按  键调出导航栏，点击音频播放器即可。



● Learning Objectives:

In this unit, you will

- ◎ talk about job positions and responsibilities;
- ◎ read about opinions on getting a job well done;
- ◎ write a note in English;
- ◎ expand your vocabulary of company departments;
- ◎ comprehend etiquette in Chinese traditional culture.

Unit 3

Each Performs Its Own Functions





目录

CONTENT

Enlightening

Enabling

Evaluating





01

Enlightening



Do you know your job position?



Task 1 Match the department name with its English expression listed below.

1. **e**

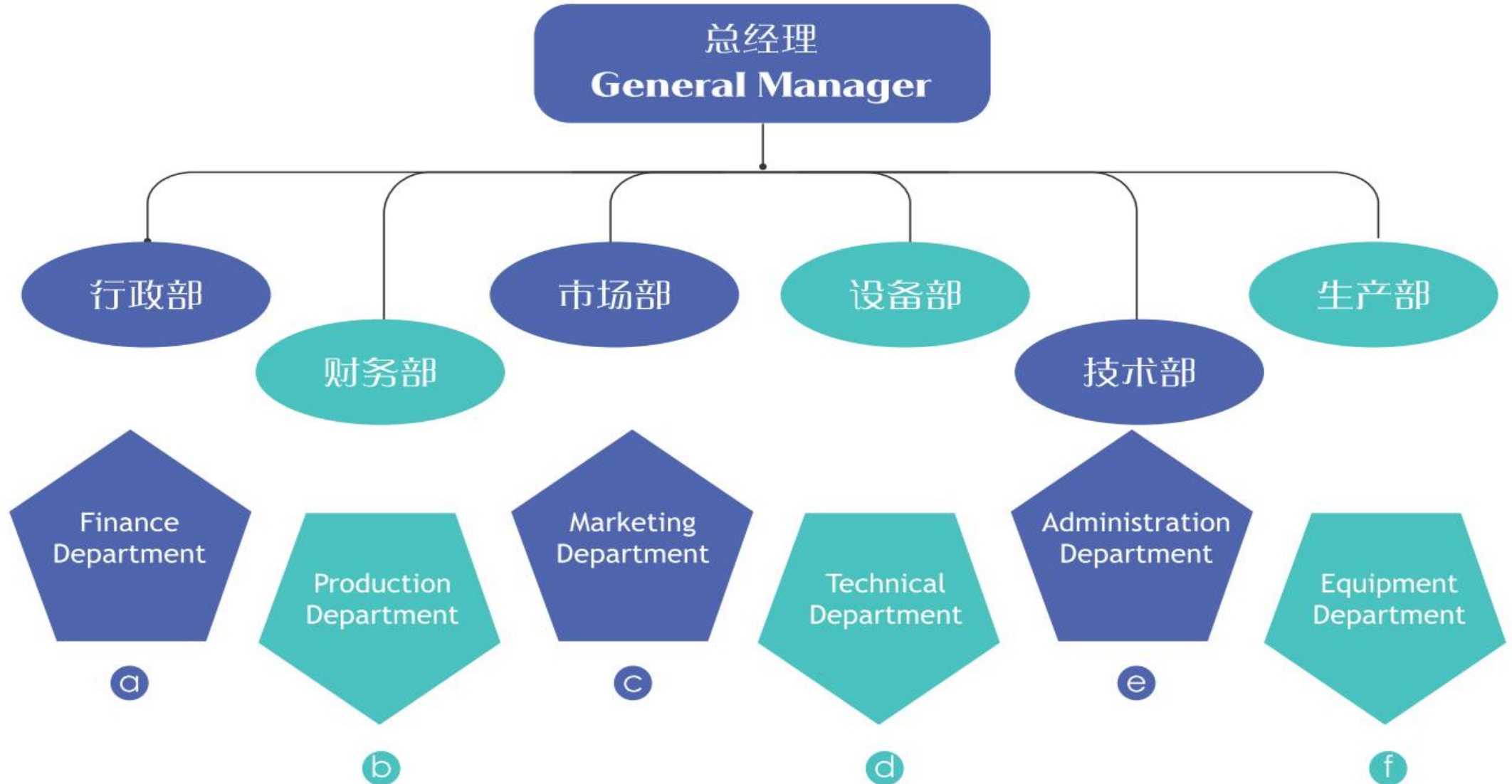
2. **a**

3. **c**

4. **f**

5. **d**

6. **b**





Do you know your job position?



Do you know any other departments in a typical company? Write them down to expand your vocabulary.

举例

Add More
Sales Department
...





举例

返回

Sales Department, Research Department, HR Department, Planning Department, Purchasing Department, General Affairs Department, Public Relations Department...



Do you know your job position?



Task 2

Do you know the corresponding responsibilities of your position? Share your opinions with your classmates.

举例



As a/an ..., I'm in charge of/ I'm responsible for ...

general manager, management of the company

assistant, the company's work scheduling

marketing director, business negotiation

sales manager, developing promotion resources

accounting, financial operation of the company

...





As a general manager, I'm responsible for the management of the company.

As a marketing director, I'm in charge of the business negotiation.

As sales manager, I'm in charge of developing promotion resources.



Do you know your job position?



Task 3

Visiting customers is one of the most important work of a businessperson. Do you know how to visit customers? Think about the following questions.

- What should I prepare before visiting customers?
- What should I do if the customer is not available while calling for the reservation?
- What should I say while seeing the customer's assistant?



The background of the slide is a photograph of a cityscape. On the left, there is a large, ornate Gothic-style building with many windows and a tall spire. In the foreground, a multi-arched stone bridge spans across a river. A red double-decker bus is visible on the bridge. The sky is blue with scattered white clouds.

02

Enabling



Let's listen and speak!



I'm going to start a new job.



Task 1

Listen to the conversation and match the questions with the answers. Practice the conversation with your partner.

原文

Questions

Answers

What do you do?

1

What department are you in?

2

What are you in charge of?

3

What are your working hours like?

4

a

I don't have a definite schedule. I must be available to work flexible hours including early mornings, nights and weekends.

b

I'm mainly in charge of the people who sell our products.

c

I'm a Sales Director.

d

I'm in the Finance Department.





(C—Cherry, T—Tony)

C: What do you do, Tony?

T: I'm a Sales Director.

C: Hey, that's great. So you must be in the Sales Department.

T: Yes, you're right.

C: What are you in charge of?

T: I'm mainly in charge of the people who sell our products.

C: So what are your working hours like?

T: I don't have a definite schedule. I must be available to work flexible hours including early mornings, nights and weekends. And what do you do, Cherry?

C: I'm an accountant. It's a regular nine-to-five job.

T: Great. What are you responsible for?

C: I'm responsible for the bookkeeping and the payroll.

T: What department are you in?

C: I'm in the Finance Department.



Let's listen and speak!



I'm going to start a new job.

Task 2

Listen to the dialogue and then fill in each blank with no more than three words.

Role-play this dialogue with your partner.

原文



Name: Jenny

Job position: (1) secretary

Main duties:

a. (2) answer phone calls

b. (3) transfer them to the person (4) wanted

c. ask the caller to (5) leave a message

d. (6) arrange meetings

e. meet (7) customers

f. (8) see them off





(J—Jenny, L—Lesley)

J: Good morning, my name is Jenny White. I was hired by the Personnel Department and told to report here to work as a secretary.

L: Nice to meet you. I am Lesley, the assistant to the Managing Director. Welcome to our company.

J: It is my first day at work. What am I supposed to do?

L: I will give you an orientation. Now let me tell you your definite duties here. This is your desk. Please sit down here.

J: Thank you. I am looking forward to starting work and getting to know each of you.

L: Jenny, your main duty is to answer phone calls and transfer them to the person wanted.

J: I see, but what shall I do if the person wanted is not present?

L: In that case, you are responsible to ask the caller to leave a message.

J: Is there anything else I should do?

L: You are still responsible for arranging meetings, meeting visitors and seeing them off.

J: All right. I feel so happy to work here.

L: Now, I'll show you around here and introduce you to our manager and the other colleagues.



Let's listen and speak!



举例



Try to summarize the questions related to positions and responsibilities.
Then practice answering these questions with your partner.





询问职位和职责的问题举例

- What are your main duties?
- What kind of job do you do?
- What's your occupation?
- What line of business are you in?
- What does your job involve?
- Who's in charge of production?
- Who's responsible for public relations?
- What position are you in?



Useful Expressions

Describing Jobs

- — What do you do?
— I'm a manager in the Sales Department.
- — What's your job?
— I'm a computer programmer. My company allows me to work on my computer at/from home.
- — What company are you with? / What company do you work for?
— I work as a software engineer for ...

Describing Responsibilities

- — What are you in charge of?
— I'm in charge of training employees.





Let's listen and speak!



- — What exactly are your duties?
 - I run the Production Department. This includes hiring staff, ensuring that the production meets deadlines and dealing with customers.

Describing Positions and Departments

- — Which department are you in?
 - I'm in the Human Resources Department.
- — What position do you hold?/ What's your position?
 - I'm the Marketing Manager. I am skillful with ...
 - Who do you report to?
 - I report to the Channel Sales Manager.





Let's listen and speak!



I'm going to start a new job.

Task 3

Listen to the passage about a position description and complete the following form. Then practice describing your job position with the useful expressions in the passage.

原文



Name	Adam
Company	specializes in importing (1) <u>high quality wines</u> from all over the world
Location	(2) <u>Beijing</u>
Department	the On-trade Sales Department
Job Position	(3) <u>a salesperson</u>





Let's listen and speak!



<p>Job Responsibilities</p>	<p>a. provide great (4) <u>wine products and service</u> to restaurants and hotels</p> <p>b. make many (5) <u>sales calls</u> every day, to present our (6) <u>brands and products</u> in the best restaurants and hotels</p>
<p>Reasons for Loving the Job</p>	<p>a. It's very (7) <u>challenging</u>.</p> <p>b. It gives a lot of opportunities to (8) <u>taste great wines</u>.</p> <p>c. It's a great pleasure to (9) <u>meet people</u> and (10) <u>make new friends</u>.</p>





Hello, I'm Adam from Beijing. I work for a company which specializes in importing high quality wines from all over the world. I work in the On-trade Sales Department which means that I'm responsible for providing great wine products and service to restaurants and hotels. I make many sales calls every day, to present our brands and products in the best restaurants and hotels in Beijing. I love to be a salesperson, because it's very challenging and gives me a lot of opportunities to taste great wines, and of course, it's always a great pleasure to meet people and make new friends.



A thousand-mile journey begins with a single step.



Reading 1

How to Excel at Work?

- 1 Most of us want to be good **employees**, and most of us want to **excel** at our jobs. However, it is not simply a matter of being good at what you do. Here's several tips for how to excel at work.
- 2 Take opportunities to learn new skills. The longer we work at one job, the more probably we'll get bored with it. One way around this problem is taking opportunities for additional education and training when your boss offers them.
- 3 Take practical advice. Practical advice helps you improve your skills, performance and relationships. Noticing any areas for improvement provides you with the opportunity to **enhance** your **overall** performance. This practice can **expand** your thought and help you excel at work.





如何在工作中脱颖而出？

1 我们大多数人都想成为好员工，我们大多数人也都想在工作中出类拔萃。然而，这不仅仅是要擅长你所做的工作。以下是如何在工作中脱颖而出的建议。

2 抓住机会学习新技能。我们从事一份工作的时间越长，我们就越可能对其感到厌倦。一种解决这个问题的办法就是，当你的老板提供额外的教育和培训时，抓住这些机会。

3 接受实用的建议。实用的建议可以帮助你提升技能、提高绩效和改善人际关系。注意到任何有需要改善的地方后，你就可能提高你的整体能力。这种做法可以扩展你的思维，帮助你在工作中脱颖而出。



Let's read!



- 4 Establish relationships. Having workplace friendships with some positive people who concentrate on excelling at their work, is usually a positive element in job happiness, which should result in greater power to perform your job to the best of your abilities.

- 5 For most of us, it's important to make great efforts to be the best worker and to excel at our jobs. It's not just to impress the bosses and obtain a promotion; it's more about having a sense of achievement for a job well done. Tips above should help you become a needed member of the organization's team.

译文





4 建立关系。与那些积极的、专注于工作的人建立职场友谊，这通常会有利于提升工作幸福感，也会使你以更大的能力、尽最大的努力去完成工作。

5 对我们大多数人来说，努力成为最好的员工并在工作中表现出色是很重要的。这不仅是要打动老板并获得晋升，更是要满足自己做好工作的成就感。以上这些建议将帮助你成为团队中必不可少的一员。



Let's read!



Words and Expressions



employee /ɪm'plɔɪi:/ n. 职员, 雇工
excel /ɪk'sel/ v. 擅长, 善于
enhance /ɪn'hɑ:ns/ v. 提高, 增强
overall /,əʊvər'ɔ:l/ a. 全面的, 总体的
expand /ɪk'spænd/ v. 扩展, 发展
concentrate on 集中精力于, 全神贯注于
make great efforts 努力
impress /ɪm'pres/ v. 给.....留下深刻的好印象
obtain /əb'teɪn/ v. 获得, 赢得
promotion /prə'məʊʃn/ n. 提升, 晋升
sense of achievement 成就感





Let's read!



A thousand-mile journey begins with a single step.

Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below .

1. There are _____ tips on excelling at work in the passage.
A. two
B. three
 C. four
D. five
2. The longer you work at one job, _____ the more likely you will _____ it.
A. be satisfied with
B. be bored with
C. be worried about
D. be interested in





Let's read!



3. _____ is NOT the benefit of taking practical advice.
- A. Improving your skills
 - B. Expanding your thought
 - C. Enhancing your overall performance
 - D. Influencing your judgement
4. Having workplace friendships with _____ people is usually necessary.
- A. positive
 - B. lazy
 - C. negative
 - D. unkind





Let's read!



5. For most of us, it is essential to _____.
- A. Impress the employer
 - B. obtain a promotion
 - C. make great efforts
 - D. compare with others





Let's read!



A thousand-mile journey begins with a single step.

Task 2 Vocabulary Focus

Fill in the blanks in the following sentences with the words in the box. Change the form if necessary.

excel

enhance

overall

expand

impress

1. I can get an overall view of my job.
2. There are no plans to expand the local airport.
3. As a child, he excels at music and art.
4. We were all impressed by her enthusiasm.
5. This is an opportunity to enhance the reputation of the company.





Let's read!



A thousand-mile journey begins with a single step.

Task 3 Grammar Drill

Complete each sentence with the correct form of the word in brackets.

1. Smoking (smoke) is bad for your health.
2. You should practice speaking (speak) English more.
3. Your task is cleaning (clean) the windows.
4. A washing (wash) machine will save us a lot of time.
5. It is no use learning (learn) theory without practice.





Let's read!



A thousand-mile journey begins with a single step.

Grammar Notes

动名词

- ◆ 兼有动词和名词特征的非谓语动词形式，基本形式为 v-ing;
- ◆ 还动名词可以在句中作主语、宾语、表语、定语等。





Let's read!



A thousand-mile journey begins with a single step.

Task 4 Translation Practice

Translate the words in brackets to complete the following sentences.

1. They excel in teaching English. (擅长)
2. We need to concentrate on our core business. (集中精力于)
3. The company needs to make great efforts to improve the image of the original brand cars. (努力)
4. We obtain knowledge through books. (获得)
5. Even a small success gives you a sense of achievement. (成就感)





Let's read!



A thousand-mile journey begins with a single step.

Task 5 Text Summary

Summarize the text with the help of the useful expressions.

【例文】

Most of us want to be good employees, and most of us want to excel at our jobs. However, it is not simply a matter of being good at what you do. Here are several tips for how to excel at work. First, take opportunities to learn new skills. Second, take practical advice. Third, establish relationships. It's important to make great efforts to be the best worker and to excel at our jobs. It's not necessary to impress the bosses and obtain a promotion. It's more about having a sense of achievement for a job well done.





Let's read!



A thousand-mile journey begins with a single step.



Useful Expressions

- Most of us...
- It is not simply...
- Take opportunities to...
- The longer... the more...
- Practical advice helps...
- This practice can...
- It's important to...
- It's more about...





Let's read!



Further Thinking

Most of us want to be good employees and excel at our jobs, but it is not an easy thing. Being a successful employee involves many aspects. Think about other aspects you need to learn to help you shine in your job. Share your opinions with your classmates.





A thousand-mile journey begins with a single step.



Reading 2

Customer Management

- 1 Customer management is defined as the inclusion of different processes and systems to manage relationships among a small business or big organization, its employees, and target customers to optimize and automate the sales-marketing procedures.
- 2 The customer relationship management process is how businesses carry out their customer-related activities. These customers act as marketers for the business and help get new clients, which helps the business grow. The following is the breakdown of the customer management process.





客户管理

1 客户管理的定义为：以不同的流程和系统来管理小型企业或大型组织、其员工和目标客户之间的关系，从而优化和自动化销售营销的流程。

2 客户关系管理流程是指企业如何开展与客户有关的活动。这些客户可以充当业务营销人员，帮助吸引新客户，从而帮助企业发展。以下是客户管理流程的细目。



Let's read!



- 3 Identifying and selecting customers. The first step in the customer management process is improving brand awareness. This means that the business must first identify its target audience and compile them into various groups.
- 4 Acquiring leads. Companies devote a lot of resources towards lead generation. Any person who shows interest in a brand's product or service is a lead. Lead generation is the process of attracting such leads and converting them into buyers.

译文





3 识别和选择客户。客户管理流程的第一步是提高品牌知名度。这意味着企业必须首先确定其目标受众，并将他们编到不同的组中。

4 捕获潜在客户。公司投入大量资源来开发潜在客户。任何对品牌产品或服务感兴趣的人都是潜在客户。潜在客户开发是吸引此类潜在客户并将其转化为买家的过程。



Let's read!



- 5 Lead conversion. Once a business has made contact with a lead, it devotes all its efforts to convert its leads into clients.

- 6 Providing proper customer service. Once you have successfully converted a lead into a client, your focus should be on how to keep this customer. Customer service is one of the deciding factors of brand loyalty. Instead, improper after-sales service and customer support can lead to customer loss.

译文





5 潜在客户转换。一旦企业与潜在客户取得联系，就会竭尽全力将潜在客户转化为客户。

6 提供适当的客户服务。一旦将潜在客户成功地转化为客户，之后的重点就是如何留住这个客户。客户服务是品牌忠诚度的决定因素之一。相反，不当的售后服务和客户支持可能会导致客户流失。



Let's read!



Words and Expressions



be defined as 被定义为

inclusion /ɪn'kluːʒn/ n. 包括, 包含

optimize /'ɒptɪmaɪz/ v. 使最优化; 充分利用

automate /'ɔːtəmeɪt/ v. 使自动化

client /'klaɪənt/ n. 客户

identify /aɪ'dentɪfaɪ/ v. 找到, 发现

brand awareness 品牌意识

compile /kəm'paɪl/ v. 编写, 编译

acquiring leads 捕获潜在客户





Let's read!



devote /dɪ'vəʊt/ v. 把.....用于

lead generation 潜在客户

convert /kən'veɜ:t/ v. 转变, 转换

lead conversion 潜在客户转换

make contact with 与.....联系

brand loyalty 品牌忠诚度





Let's read!



A thousand-mile journey begins with a single step.

Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below.

1. These customers function as _____ and help get new clients for the company.
A. clients
B. marketers
C. consumers
D. buyers
2. Improving _____ is the first step in the customer management process.
A. brand loyalty
B. brand recognition
C. brand awareness
D. brand tag





Let's read!



3. To improve brand awareness, companies must pick out target audience and _____.
- A. divide them into different groups B. convert them into buyers
C. make contact with them D. provide service for them
4. A person showing interest in a brand's product or service is a/an _____.
- A. lead B. customer
C. seller D. agent
5. One of the deciding factors of brand loyalty is _____.
- A. customer support B. customer attitude
 D. customer service
C. customer loss





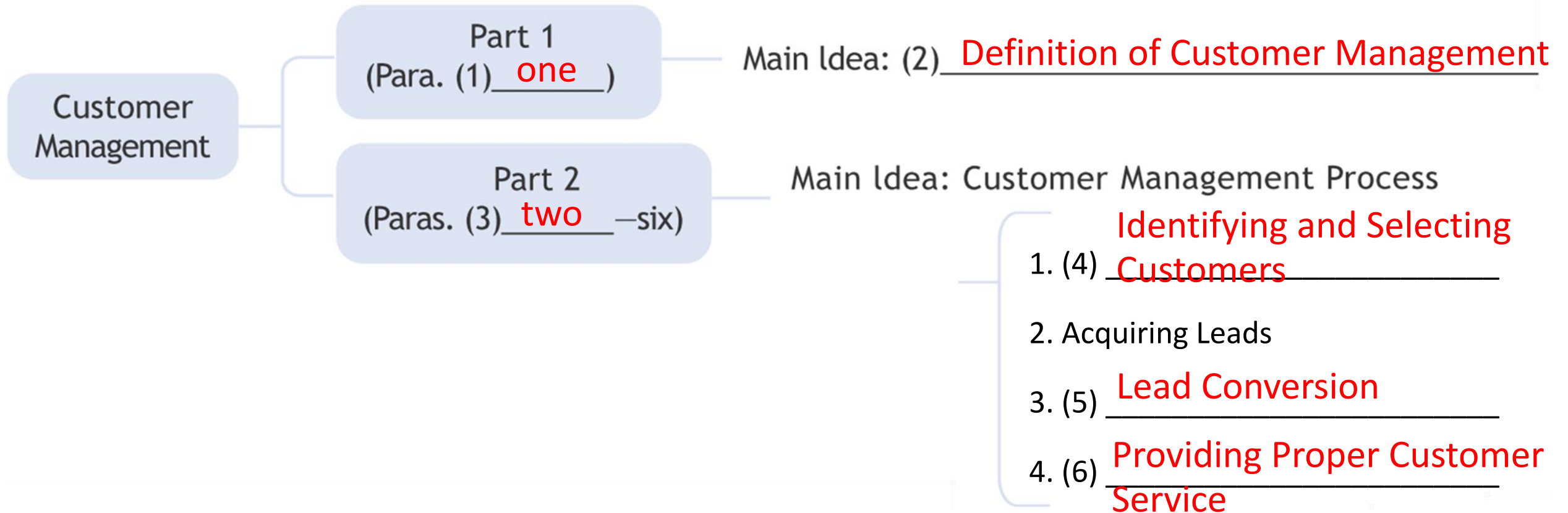
Let's read!



A thousand-mile journey begins with a single step.

Task 2 Text Analysis

Summarize the main idea of each part and fill in the blanks with proper words in the chart below .





Let's read!



A thousand-mile journey begins with a single step.

Task 3 Content Questions

Fill in the blanks with proper words to answer the questions.

1. What is the purpose of customer management?

Customer management is in order to optimize and automate the sales-marketing procedures.

2. What are the roles do customers play in the process of customer relationship management?

These customers act as marketers for the business and help get new clients.





Let's read!



3. What does the step “identifying and selecting customers” imply?

This means that the business must first identify its target audience and compile them into various groups.

4. What is the process of lead generation?

Lead generation is the process of attracting such leads and converting them into buyers.

5. What will the business do after contacting with a lead?

Once a business has made contact with a lead, it devotes all its efforts to convert its leads into clients.





Let's read!



A thousand-mile journey begins with a single step.

Task 4 Translation Practice

Translate the following sentences into Chinese.

1. The customer management process is how businesses carry out their customer-related activities.

客户管理流程是指企业如何开展与客户有关的活动。

2. The business must first identify its target audience and compile them into various groups.

企业必须首先确定其目标受众，并将他们编到不同的组中。





Let's read!



3. Companies devote a lot of resources towards lead generation.

公司投入大量资源来开发潜在客户。

4. Customer service is one of the deciding factors of brand loyalty.

客户服务是品牌忠诚度的决定因素之一。

5. Improper after-sales service and customer support can lead to customer lose.

不当的售后服务和客户支持可能会导致客户流失。





Let's read!



Task 5 Vocabulary Expansion

Pictures below are related with different manners of greetings in different countries. Match them with their English expressions.



shake hands

hug

bow

kiss on the cheek

Namaste





Let's read!



A thousand-mile journey begins with a single step.



Do you know other etiquette while communicating with customers?
Exchange ideas with your classmates!

举例

Speak with a smile, make eye contact, appropriate speaking speed, keep a proper physical distance, don't interrupt customers, maintain a good standing or sitting posture...





Culture Notes

中国素以“文明古国^①，礼仪之邦^②”著称于世，讲“礼”重“仪”是中华民族世代相传的优秀传统，源远流长的礼仪文化^③是先人留给我们的一笔丰厚遗产。在中国更加向世界开放的今天，礼仪不仅体现出丰厚的历史优秀传统，更富有鲜明的时代内涵。可以说，礼仪是一张人际交往的名片。礼仪是帮助我们获得成功，创造幸福生活的“通行证^④”。所以说：知礼懂礼，注重文明礼仪，是每个人立足社会的基本前提之一，是人们成就事业、获得美好人生的重要条件。

① ancient civilized country

② land of ceremony and propriety

③ etiquette culture

④ pass check





Let's write!



Please leave a message.

在日常工作中，你经常会遇到其他公司人员来电约见部门经理，而经理当时又不在公司的情况。这时，往往就需要写一个**留言条**。留言条一般不用邮寄，多系托人转交或临时放置在特定位置；但留言条具有一般书信的特征，所以必须要交代清楚写给谁、什么事、谁写的、何时写的。例如：

Date 日期

日期的签署通常只需写星期几或星期几的上午、下午，也可只写上午或下午和具体时间。只写日期也可以。一般写在右上角。





Salutation 称呼

留言条开篇须有称呼语，称呼可以正式（如： Dear Mr. White），也可以比较随便（如： Dear Peter）。

Body 正文

正文写明要留言的内容，语言尽量口语化，简明扼要，直截了当，把事情说清楚即可。

Signature 署名

留言条结尾须署上留条人的姓名，写在留言条右下角。



Let's write!



Please leave a message.

Task 1

Listen to a dialogue and record the key information of a message note including *when*, *where*, *who* and *what*. Then write them down in the following table.



When

Where

Who

What





Jane: This is Jane speaking. May I ask who is calling?

Frank: This is Frank. I would like to speak with Mr. Wang, please.

Jane: I'm sorry, but he's not here at the moment. If you'd like, you can leave him a message.

Frank: Yes, thank you. When he gets back, please tell him that I would like to meet him on Saturday, 9 a.m. at the university gate. If it is not convenient for him, he is expected to call me at any time.

Jane: Does he have your number?

Frank: Yes, he does. But I'll give it to you again, 1-2-3-4-5-6-7.

Jane: That was 1-2-3-4-5-6-7, right?

Frank: Yes. Thank you very much.

Jane: You're welcome.



Let's write!



Task 2

Organize the information you listed above into a complete text of the message note. Here is an example for you.

Salutation

Dear Mr. Zhang,

Date

Mar. 21

Mr. Kennedy just called to say he felt so regretful that he couldn't attend the evening party tonight because of something urgent. He'll see you at your office tomorrow morning.

Body

Xiao Wang

Signature





Useful Expressions

Ask-for-a-leave Note

- I beg to apply for a week's leave from ... to...
- Please excuse my absence from...
- I hope my request will be given due consideration.
- I will resume my study/work if I feel better.

Thank-you Note

- I can never thank you enough.
- I value your hard work.
- I really appreciate that...





Let's write!



Apology Note

- I promise that won't happen again.
- I am awfully sorry that I cannot...
- Please accept my heartfelt apology for my behavior yesterday.

Request Note

- Would you do me a favor by...
- Let's go...
- Please give me...





03

Evaluating



Let's do a project!



Visit Your Customers.

Many work flows involve visiting customers, such as market research, new product promotion, customer maintenance and etc.. Also, customer visit is an important link in customer management. Now, role-play with your partner in the following situation according to the steps.



Student A



a sales representative, planning to visit customers

Student B



a general manager's secretary in Company A





Let's do a project!



Task 1 Make an Appointment

Student A plans to visit a customer — general manager of Company A and make a phone call to Student B for an appointment. The following information is what you need to take into account:

- visitor's name
- specific number of visitors
- visit time
- visit purpose





Let's do a project!



Task 2 Leave a Message

Due to the manager going out for a business, Student B needs to write a message note to the manager according to the specific appointment information. Student A checks the message note according to the following main elements:

- Date
- Salutation
- Body
- Signature





Let's do a project!



Task 3

Be on a Visit

Student A comes to Company A at the appointment time and Student B receives Student A. Student A and Student B prepare separately for the reception. Student B lists several questions to greet Student A; Student A thinks about questions that may be asked by Student B and prepares answers. Once prepared, you can begin a mock reception. The following expressions are for your reference.

- Good morning/afternoon/evening.
- Nice to see you.
- May I help you? / What can I do for you?
- Is Mr. Smith available now?
- Can I have your name, please?
- I have a reservation with him this afternoon.





Let's do a project!

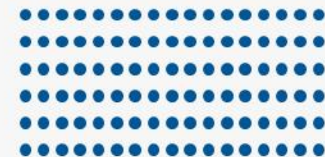


- I am afraid he is not available now. / I am sorry. He is in conference now.
- Would you like to wait him for about half an hour?
- Would you please have a seat and wait for a moment?
- I'm sorry to have kept you waiting.
- Room... I can show you the way. Please follow me.
- Here is some English newspapers and magazines. You can have a look.
- Mr. Li is waiting for you at his office. / Please follow me, and I will take you to his office.





THANKS





Reading 1 【语言要点】

返回

1. employee /ɪm'plɔɪi:/ n.

▲ 职员，雇工

e.g. The firm has over 500 employees.

这家公司有 500 多名雇员。



2. excel /ɪk'sel/ v.

▲ 擅长，善于

~ (in/at sth)/(~at doing sth)

e.g. As a child he excelled at music and art.

他小时候擅长音乐和美术。



3. enhance /ɪnˈhɑːns/ v.

▲ 提高，增强

e.g. This is an opportunity to enhance the reputation of the company.

这是提高公司声誉的机会。



4. overall /,əʊvər'ɔ:l/ a.

▲ 全面的，总体的

e.g. the person with overall responsibility for the project

全面负责本项目的人

an overall improvement in standards of living

生活水平的全面提高

There will be winners in each of three age groups, and one overall winner.

三个年龄组将各产生一位优胜者，另有一位总优胜者。



5. expand /ɪk'spænd/ v.

▲ 扩展，发展

e.g. We've expanded the business by opening two more stores.

我们增开了两个商店以扩展业务。

▲ 扩大，增加，增强（尺码、数量或重要性）

e.g. Metals expand when they are heated.

金属受热会膨胀。

Student numbers are expanding rapidly.

学生人数在迅速增加。

A child's vocabulary expands through reading.

孩子的词汇量通过阅读得到扩大。



6. impress /im'pres/ v.

▲ 给.....留下深刻的好印象
~ sb (with sth/sb)

e.g. We interviewed a number of candidates but none of them impressed us.
我们和数名申请人进行了面谈，但都没有给我们留下什么印象。
He impressed her with his sincerity. 他的真诚打动了她。

▲ 使意识到（重要性或严重性等）
~ sth on/upon sb

e.g. He impressed on us the need for immediate action.
他让我们认识到立刻采取行动的必要。



7. obtain /əb'teɪn/ v.

▲ 获得，赢得

e.g. to obtain advice/information/permission 得到忠告 / 信息 / 许可

I finally managed to obtain a copy of the report.

我终于设法弄到了这份报告的一个副本。

▲ （规则、制度、习俗等）存在；流行；沿袭

e.g. These conditions no longer obtain. 这些条件不再适用。



8. promotion /prə'məʊʃn/ n.

▲ 提升，晋升

~ (to sth)

e.g. a job with excellent promotion prospects 有充分晋升机会的职务

Her promotion to Sales Manager took everyone by surprise.

竟然提拔她当销售经理，叫每个人都感到意外。

▲ (体育运动队的) 晋级，升级

~ (to sth)

e.g. the team's promotion to the First Division 这个球队晋升为甲级队

▲ 促销活动；广告宣传

e.g. Her job is mainly concerned with sales and promotion.

她的工作主要是销售和广告宣传方面的。