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素养提升篇 (第二版)

新素养英语 拓展模块

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● Learning Objectives:

In this unit, you will

- ◎ learn to make effective presentations;
- ◎ read about volunteer programs;
- ◎ write a letter of invitation in English;
- ◎ expand your vocabulary about corporate contributions to society;
- ◎ know about Chinese tea culture and develop translation skills.



Unit 8 Corporate Social Responsibility



素养提升篇

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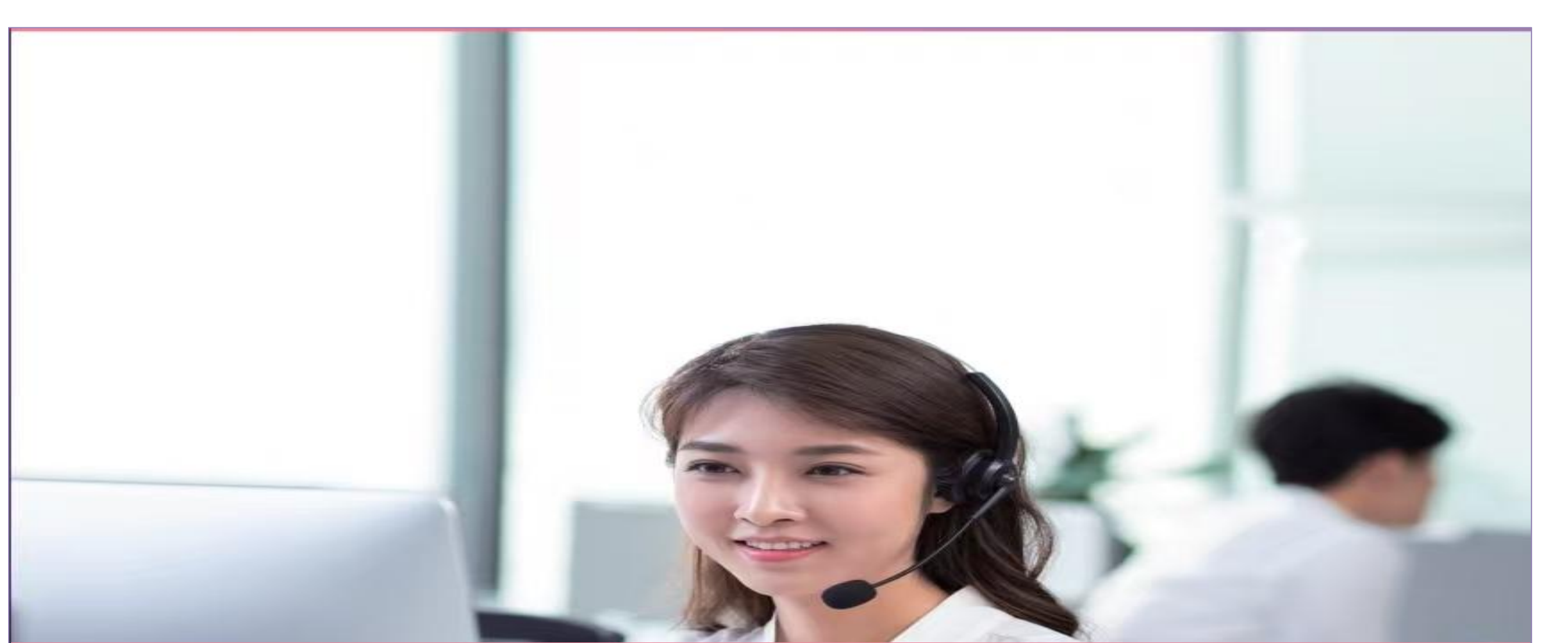
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01

Introduction

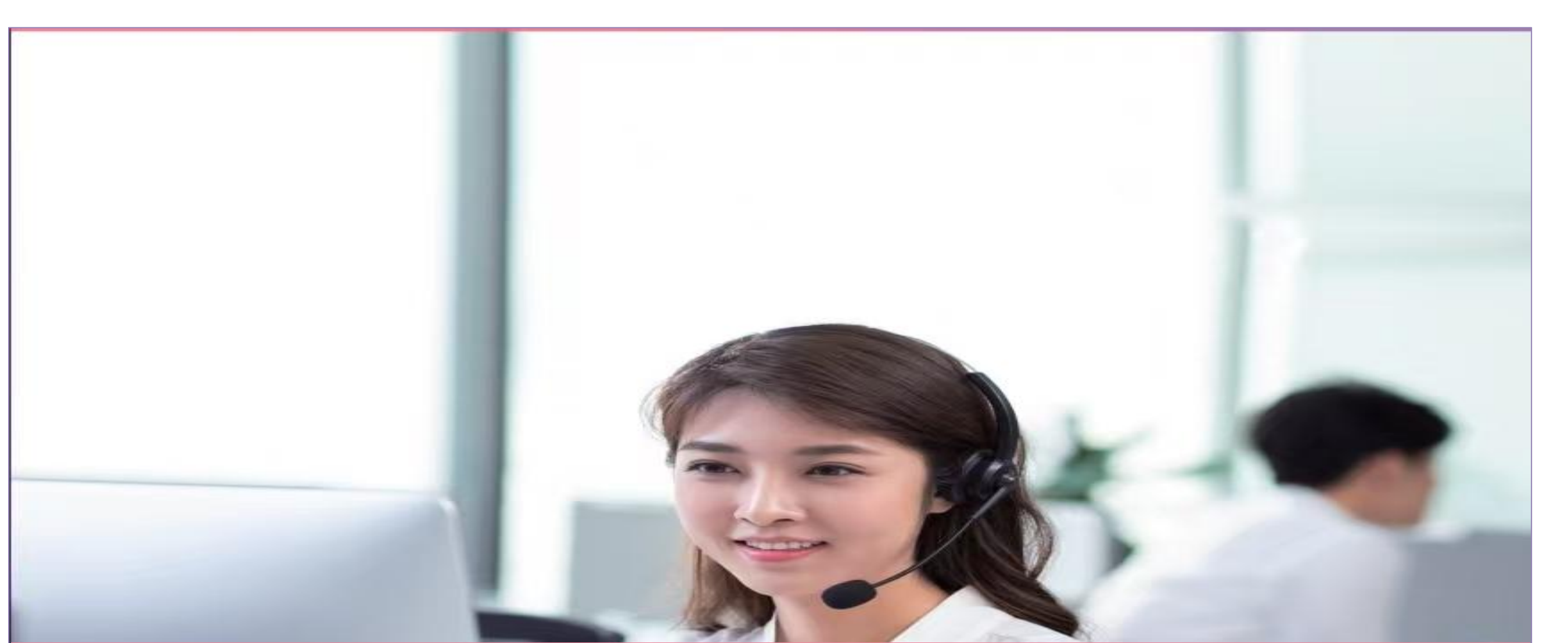


Introduction



Businesses play a huge role in culture and society in general. They not only take up the most amount of time in most people's lives, but they also help create innovations and make important technological advancements. The benefits they allow and the opportunities they provide are crucial to the way the world is viewed. It gives forward thinkers and dreamers a place to turn their visions into reality. Businesses also contribute to the growth and development of the community where they're based. Some business owners engage in charity activities whereby they donate a percentage of their profit towards a public cause. Likewise, some of these businesses build public facilities within the community. Fulfilling these communal responsibilities gives these business owners a feeling of satisfaction, strengthens their business reputation, and improves the community.





02

Lead-in



Task ① Jennifer and Derek are talking about a fund-raising event. Listen to the conversations and choose the correct answer.

1. What is Jennifer going to do? B
- A. Attend a class. B. Make a presentation.
C. Host an event. D. Attend a speech contest.
2. What is the topic of the presentation? C
- A. How to raise funds. B. Ocean animals.
C. Reducing ocean pollution. D. Reducing energy use.



3. What advice does Derek give to Jennifer? C
- A. Answer questions clearly. B. Make preparations for the event.
C. Understand the subject thoroughly. D. Understand the causes of air pollution.
4. What will Jennifer do at the beginning of the presentation? A
- A. Introduce the outline. B. Present some pictures.
C. Talk with the audience. D. Outline the solutions.
5. What is Jennifer actually worrying about? D
- A. How to make the presentation. B. Whether she is well-prepared.
C. Whether the audience will like her. D. Whether they will raise enough funds.





Task 2 Businesses and organizations can contribute to public causes in various ways. Ocean Project's mission is to help clean the ocean and save more marine life. Listen to the following passage. Learn about how they raise people's awareness and finance their project, and fill in the blanks with the missing words.

Here at Ocean Project, our 1. mission is to help clean our ocean and save more sea life. Sadly, our ocean faces many threats such as plastic waste in the sea... But there is still time and hope to clean up and save it.

Our goal is to 2. inspire, educate and spread awareness about the threats that our ocean and sea life face. We believe that together we make a 3. difference by creating ocean inspired jewelry and designs that help raise 4. awareness and support the mission.

We invite you to join us. Every 5. purchase makes a difference. With your help, we can create a brighter future for our ocean and the sea life that calls it home.





Task 3 Public speaking is an amazing skill for your professional development and you need effective presentation skills to present your ideas, projects, plans, strategies, and products in front of the audience. Read the following tips and learn how to make a presentation even more effective.

Top Tips for Effective Presentations

■ 1. Show your passion and connect yourself with your audience.

It's hard to be relaxed and be yourself when you're nervous. The most important thing is to connect yourself with your audience, and the best way to do that is let your passion for the subject shine through. Be honest with the audience about what is important to you and why it matters. Be enthusiastic and honest, and the audience will respond.





■ 2. Focus on your audience's needs.

As you prepare the presentation, you always need to bear in mind what the audience need and want to know, not what you can tell them. While you're giving the presentation, you also need to remain focused on your audience's response, and react to that. You need to make it easy for your audience to understand and respond.

■ 3. Keep it simple: concentrate on your core message.

When planning your presentation, you should always keep in mind the question: What is the key message (or three key points) for my audience to take away? The important thing is to keep your core message focused on and brief. And if what you are planning to say doesn't contribute to that core message, don't say it.





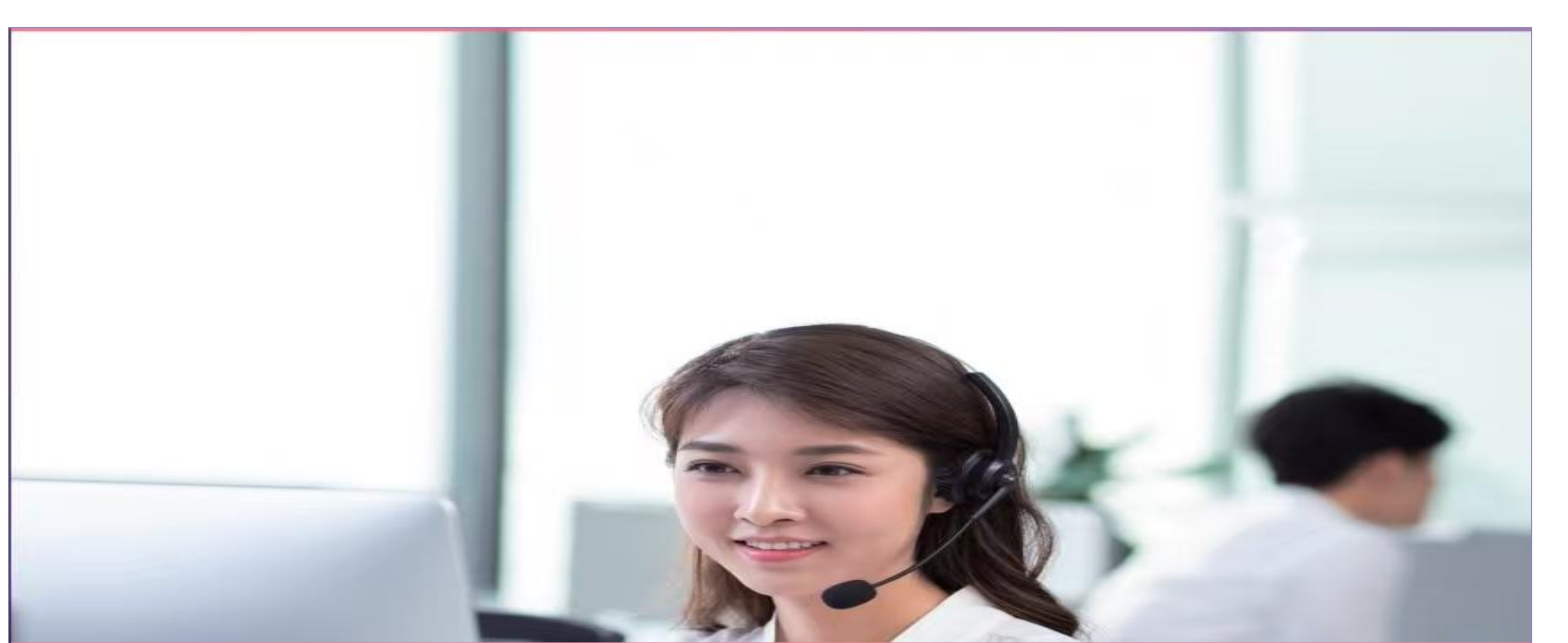
■ 4. Smile and make eye contact with your audience.

This sounds very easy, but a surprisingly large number of presenters fail to do it. If you smile and make eye contact, you are building rapport, which helps the audience to be connected with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.

■ 5. Tell stories.

Human beings are programmed to respond to stories. Stories help us to pay attention, and also to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story. Think about what story you are trying to tell your audience, and create your presentation to tell it.





03

Reading



Passage 1

Employee Volunteer Programs

Many companies give back to their communities with their employee volunteer programs. The companies get their workers involved in community service projects and sponsor these programs so employees can commit company time to volunteer work.

Businesses may gain a lot from implementing employee volunteer programs. The benefits include more productivity, increased employee engagement, and customer loyalty. Your employees will have a fulfilling and meaningful experience from volunteer work. But remember, you need careful planning to implement a successful volunteer program.

Determine the program's objectives. You should identify your desired outcomes and how to measure the effectiveness of the program. Decide the number of the employees you need and the number of volunteer hours.





Reading



Create or find local volunteer opportunities. Local nonprofit organizations and Internet resources may help you find new possibilities for your workers that match their interests and skill sets.

Inform employees of the initiatives. It would help if your volunteers knew exactly what they would be doing when signing up for a volunteer opportunity. A meeting, your lunchroom, your social media and emails are all good places to spread the word about these opportunities.

Appreciate volunteers. Rewarding your volunteers and showing appreciation for their hard work and devotion will positively impact their engagement and performance. Some ways to thank employees include planning an appreciation event, providing a free T-shirt to your staff, or writing individual letters to thank them for their hard work.





Language points:

1.volunteer : n. 志愿者; 义务工作者; 自告奋勇者
v. 自愿做; 义务做; 无偿做

e.g. :

The volunteers helped clean up the park. 志愿者们帮忙清理了公园。

He volunteered to help the old lady carry her groceries. 他主动提出帮那位老妇人提杂货。





Language points:

2. involve : v.包含；需要；使成为必然部分（或结果）；牵涉；涉及；使参与；使卷入；使陷入

e.g. :

The job involves a lot of paperwork. 这份工作需要处理大量文书工作。

We don't want to involve the police in this matter. 我们不想让警察卷入这件事。





Language points:

3.commit : v. 承诺; 保证 (做某事、遵守协议或遵从安排等); 犯 (罪); 自杀; 投入 (时间、精力等)

e.g. :

The government committed to reducing carbon emissions. 政府承诺减少碳排放。

He committed a serious crime and was sent to prison. 他犯了重罪, 被送进了监狱。





Language points:

4. implement : v. 实施； 执行； 使生效
n. 工具； 器具； 用具

e.g. :

The company will implement a new marketing strategy next month. 公司下个月将实施一项新的营销策略。

Farmers use various implements in the fields. 农民在田地里使用各种各样的农具。





Language points:

5.reward : n. 奖励; 回报; 报酬; 赏格
v. 奖励; 奖赏; 给以报酬

e.g. :

He received a large reward for his efforts. 他因自己的努力获得了丰厚的报酬。

The school rewards students who perform well academically. 学校奖励那些学业表现优秀的学生。





译文:

员工志愿者计划

许多公司通过员工志愿者计划回馈社区。这些公司让员工参与社区服务项目，并赞助这些计划，以便员工能利用公司工作时间参与志愿工作。

企业实施员工志愿者计划可能会收获颇丰。其益处包括提高生产力、增强员工参与度以及提升客户忠诚度。你的员工能从志愿工作中获得充实且有意义的体验。但要记住，实施一个成功的志愿者计划需要精心规划。

确定计划目标。你应该明确期望的成果，以及如何衡量计划的成效。确定所需员工数量和志愿工作时长。

创建或寻找本地志愿机会。当地的非营利组织和互联网资源可以帮助你为员工找到符合他们兴趣和技能的新机会。

告知员工相关倡议。志愿者在报名参加志愿活动时，确切了解自己要做什么很重要。在餐厅召开会议、利用社交媒体以及发送电子邮件，都是宣传这些机会的好方式。

感谢志愿者。奖励志愿者，对他们的辛勤工作和奉献表示感谢，这将对他们的参与度和表现产生积极影响。感谢员工的方式有很多，比如举办感恩活动、为员工提供免费T恤，或者给他们写感谢信，对他们的辛勤付出表示感谢。





Comprehension

Task 1 Choose the best answer for each statement below.

1. The benefits of carrying out employee volunteer programs include ^B.
 - A. increased productivity and meaningful customer experience
 - B. increased productivity, employee involvement, and customer loyalty
 - C. increased customer engagement and employee involvement
 - D. increased employee loyalty and customer involvement
2. ^C is/are necessary if you want your volunteer program to be successful.
 - A. Enough investment
 - B. Enough experience
 - C. Careful planning
 - D. A large number of volunteers





Reading



3. Before starting a volunteer program, first you need to identify A .
- A. the program's objectives
 - B. your volunteer partners
 - C. the desired profits
 - D. the efficiency of your employees
4. It would be better for companies to choose volunteer opportunities that D .
- A. help to increase their profits
 - B. can expand their Internet resources
 - C. provide new possibilities of development
 - D. match their employees' skill sets
5. Writing thank-you letters and giving T-shirts as free gifts are ways to A .
- A. show appreciation to volunteers
 - B. promote charity events
 - C. reward loyal customers
 - D. encourage hardworking employees





Vocabulary

Task 2 Choose the best answer for each sentence.

1. Her ^A _____ to the job left her with very little free time.
A. devotion
B. appreciation
C. opportunity
D. volunteer
2. We are waiting to hear the final ^D _____ of the negotiation.
A. engagement
B. sponsor
C. performance
D. outcome
3. She was ^A _____ for her efforts with a pay rise.
A. rewarded
B. devoted
C. fulfilled
D. determined
4. Cost-cutting measures have been ^B _____ in most hospitals.
A. engaged
B. implemented
C. sponsored
D. committed





Reading



5. I never realized doing volunteer work could be so exciting and D .
- A. appreciating B. desiring
C. producing D. fulfilling
6. Thanks ever so much for your help. I really C it.
- A. reward B. desire
C. appreciate D. determine
7. The race organizers are trying to attract B .
- A. initiatives B. sponsors
C. customers D. individuals
8. Shall we D what we are going to do next?
- A. detect B. delegate
C. desire D. determine





Reading



Task 3 Match the items in English to the Chinese equivalents.





Translation

Task 4 Choose the best Chinese versions.

- A
1. Many companies give back to their communities with their employee volunteer programs.
 - A. 许多公司通过员工志愿者计划回馈社区。
 - B. 许多公司回馈社区通过员工志愿者计划。
 - C. 许多公司的员工志愿者计划是回到社区。





- A 2. Your employees will have a fulfilling and meaningful experience from volunteer work.
- A. 你的员工将从志愿工作中获得充实而有意义的体验。
 - B. 你的员工会获得有成就感且有意义的经验来自于志愿者工作。
 - C. 你的员工将从志愿工作中获得完整而有意义的体验。
- C 3. You should identify your desired outcomes and how to measure the effectiveness of the program.
- A. 你应该确定你想要的结果并测量该计划的有效性。
 - B. 你应该识别你想要的结果以及如何衡量该计划的效率。
 - C. 你应该确定你想要的结果以及如何衡量该计划的有效性。





- B** 4. It would help if your volunteers knew exactly what they would be doing when signing up for a volunteer opportunity.
- A. 如果你的志愿者知道他们在报名参加志愿者活动时会有什么，这会有所帮助。
 - B. 如果你的志愿者在报名参加志愿者活动时知道他们将会做什么，这会有所帮助。
 - C. 会有所帮助的是志愿者们明确知道他们将会做什么，当他们报名参加志愿者活动时。
- C** 5. Rewarding your volunteers and showing appreciation for their hard work and devotion will positively impact their engagement and performance.
- A. 回报志愿者并表示感谢他们的辛勤工作和奉献，将对他们的表现产生积极影响。
 - B. 奖励志愿者并表示感谢他们的辛勤工作和奉献精神，将积极影响他们的参与和表现。
 - C. 奖励志愿者并对他们的辛勤工作和奉献精神表示感谢，将对他们的参与度和表现产生积极影响。





Passage 2

Verizon's Employee Volunteer Programs

Verizon Communications was formed in 2000. Headquartered in New York City, Verizon is one of the world's leading providers of technology and communications services.

Verizon is committed to giving back to their communities with their employee volunteer programs. Verizon offers a gift of \$750 for every 50 hours of volunteer work completed under Verizon's volunteer programs. Verizon aims to create value around the world through communications technologies. The company is focusing its volunteering on three pillars that are good for society: digital inclusion, climate protection, and human prosperity.





Reading



Verizon's Digital Inclusion Program tries to bridge the digital gap by making its technologies accessible. The volunteer program assists rural areas, low-income families, and schools with limited resources. Verizon also teams up with the government to provide more economical options and aid individuals who cannot afford high-speed Internet.

Verizon's Climate Protection Initiative aims to ensure that the company's products and service are environmentally friendly. Investments in renewable energy and improvements to its network and facilities are helping the company achieve zero carbon emission by 2035.

Verizon's Human Prosperity Commitment helps poor people improve their present skill sets so that the community as a whole may prosper. The company believes in the power of volunteering to improve the lives of others.

The contribution of the company's workers, both on the job and in their own time, allows the brand to strengthen bonds with the local communities and customers.





Language points:

1. form : n. 形式; 形状; 表格
v. 形成; 构成; 组建

e.g. :

Ice is water in solid form. 冰是水的固态形式。

They plan to form a new club. 他们计划组建一个新俱乐部。





Language points:

2.offer: n. 提议; 建议; 报价; 出价
v. 提供; 给予

e.g. :

The hotel offers a variety of services to its guests. 这家酒店为客人提供各种各样的服务。

I received an offer to join their team. 我收到了加入他们团队的提议。

We got several offers for our house. 我们的房子收到了好几份报价。





Language points:

3. focus : n. 焦点；重点；中心

v. 集中（注意力、精力等）；聚焦

e.g. :

The focus of the meeting was on cost control. 会议的焦点是成本控制。

Her beauty made her the focus of attention at the party. 她的美貌使她成为聚会上众人关注的焦点。

You should focus your attention on your study. 你应该把注意力集中在学习上。

The camera can't focus properly in this light. 在这种光线下，相机无法正确对焦。





Language points:

4.afford : v.买得起； 负担得起； 提供； 给予

e.g. :

I can't afford a new car at the moment. 我目前买不起一辆新车。

She worked hard so that she could afford to go to college. 她努力工作， 以便能负担得起上大学的费用。





Language points:

5.aim : n. 目标; 目的

v.力求达到; 力争做到

e.g. :

His aim is to become a famous scientist. 他的目标是成为一名著名的科学家。

The main aim of the project is to improve the living conditions of the local people. 这个项目的的主要目的是改善当地居民的生活条件。

We should aim to finish the work by the end of this week. 我们应该力争在本周末前完成这项工作。





译文:

威瑞森（Verizon）的员工志愿者计划

威瑞森通信公司成立于2000年，总部位于纽约市，是全球领先的技术和通信服务提供商之一。

威瑞森致力于通过员工志愿者计划回馈社区。在威瑞森的志愿者计划中，员工每完成50小时的志愿工作，公司就会提供750美元的奖励。威瑞森旨在通过通信技术在全球创造价值。该公司将志愿活动聚焦于对社会有益的三大支柱领域：数字包容、气候保护和人类繁荣。

威瑞森的数字包容计划试图通过让其技术更易获取来弥合数字鸿沟。该志愿者计划为农村地区、低收入家庭以及资源有限的学校提供帮助。威瑞森还与政府合作，提供更经济实惠的选择，帮助那些负担不起高速互联网费用的个人。

威瑞森的气候保护倡议旨在确保公司的产品和服务对环境友好。对可再生能源的投资以及对网络和设施的改进，正助力该公司在2035年前实现零碳排放。

威瑞森的人类繁荣承诺旨在帮助贫困人口提升现有技能，从而促进整个社区的繁荣发展。该公司相信志愿服务的力量能够改善他人的生活。

公司员工在工作时间和个人时间的付出，使这个品牌得以加强与当地社区和客户的联系。





Comprehension

Task ① Complete the answers with no more than three words.

1. What is the main business of Verizon?

Verizon is a provider of technology and communications services.

2. What are the three aspects that Verizon focuses its volunteering efforts on?

Digital inclusion, climate protection, and human prosperity.





3. How does Verizon bridge the digital gap?

By making its technologies accessible.

4. What is the aim of Verizon's Climate Protection Initiative?

To make sure that its products and service are environmentally friendly.

5. How does Verizon's Human Prosperity Commitment help poor people?

It helps poor people improve their present skill set.





Vocabulary

Task 2 Fill in the blanks with the words given in brackets. Change the form if necessary.

1. Our future prosperity (prosper) depends on economic growth.
2. The remote desert area is accessible (access) only by helicopter.
3. The university hopes to strengthen (strength) its ties with the local community.
4. The government is trying to develop renewable (renew) energy and promote recycling.
5. Developing a new computer system is always a big investment (invest) for any organization.





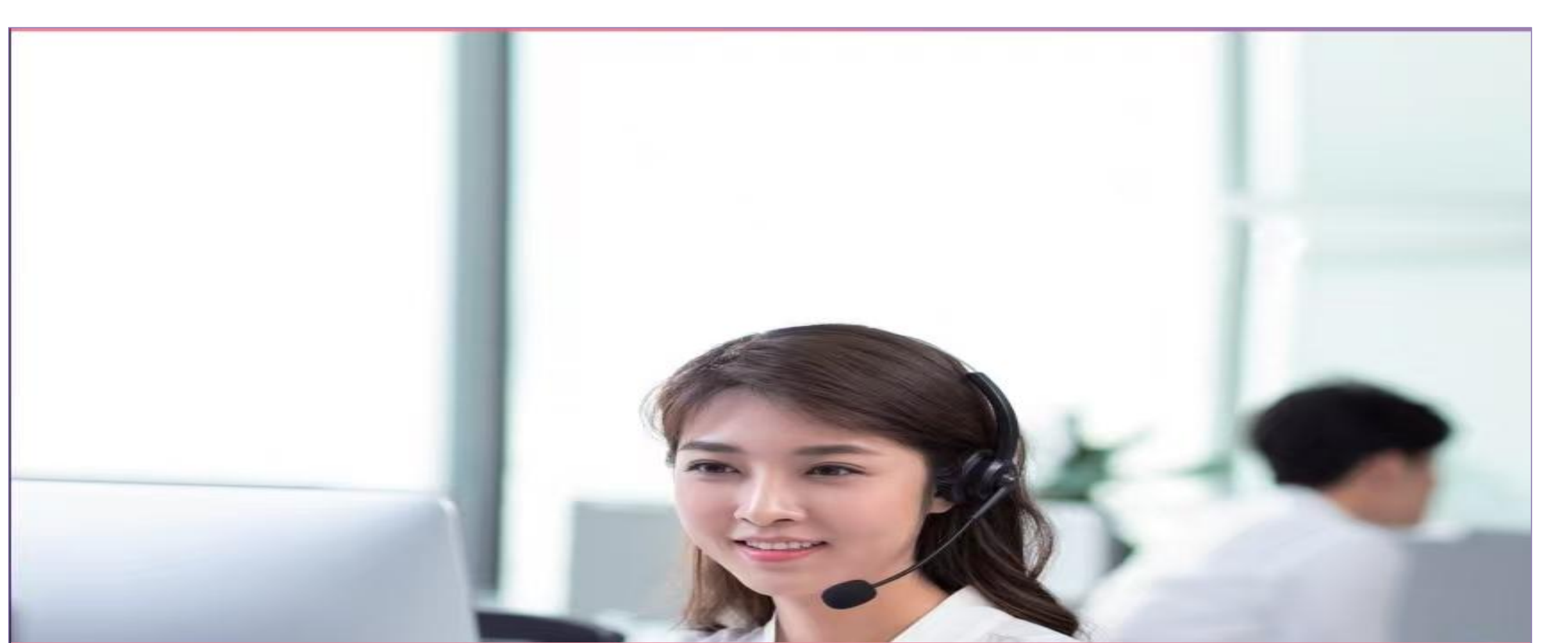
Translation

Task 3 Translate the following paragraph into Chinese.

Verizon's Climate Protection Initiative aims to ensure that the company's products and service are environmentally friendly. Investments in renewable energy and improvements to its network and facilities are helping the company achieve zero carbon emission by 2035.

Verizon的气候保护计划旨在确保该公司的产品和服务对环境友好。
对可再生能源的投资以及对其网络和设施的改进正在帮助该公司到
2035年实现零碳排放。





04

Writing



Task Write an invitation letter according to the information given in Chinese.

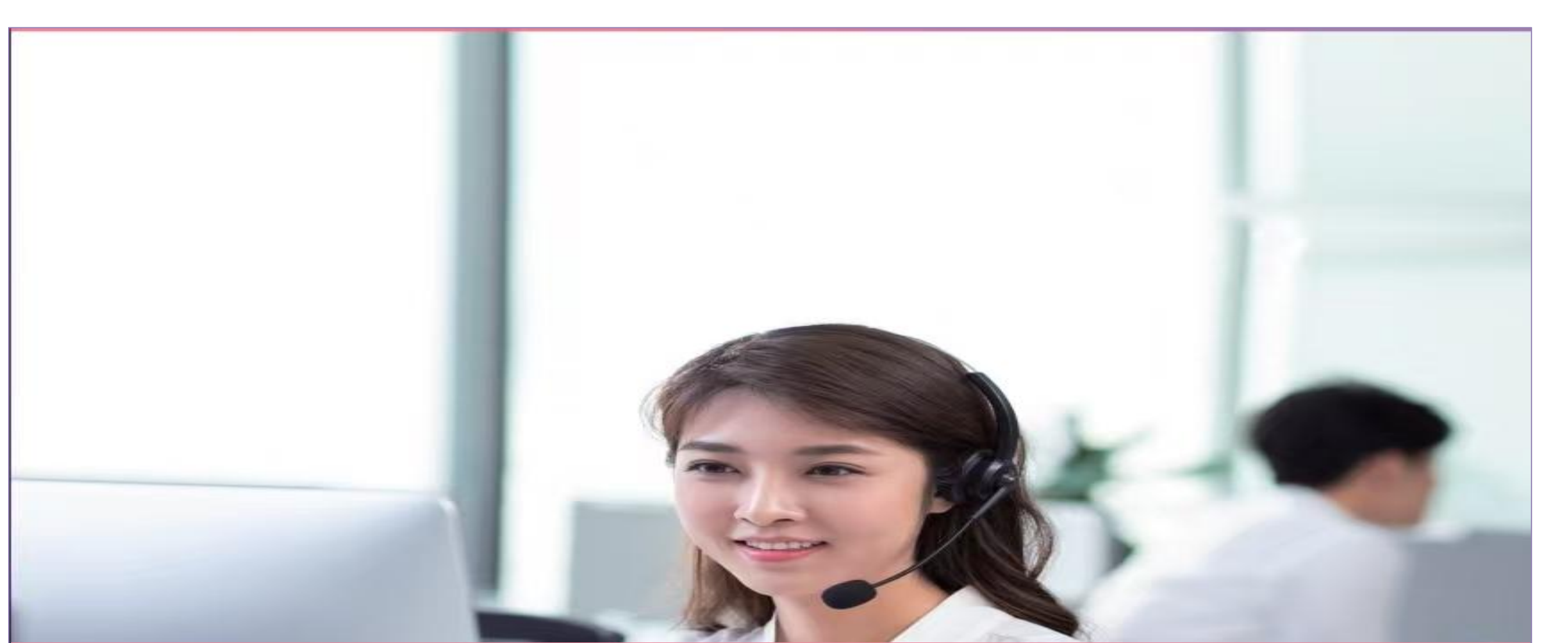
说明：假设你是公益事业部的工作人员，请根据以下信息写一封邀请信，邀请李林先生参加慈善晚会。

内容：1. 晚会由你公司与本地的非营利组织 For the Children 共同主办，目的是为当地孤儿院筹款。

2. 晚会邀请的是当地的企业家、公司主管及著名艺术家。

3. 晚会内容包括孤儿院项目介绍，艺术家捐赠的书画作品拍卖。





05

Cultural Reading



Chinese Calligraphy & Painting

Calligraphy and painting are regarded as two treasures in China. Together with Qin, the ancient Zheng, and Qi, the chess, they formed the four skills for a learned and elegant scholar to pursue in ancient times. They were also held as a good exercise to cultivate one's temperament.

Chinese calligraphy is the writing of Chinese characters as an art form, combining purely visual art and interpretation of the literary meaning. This type of expression has been widely practiced in China and has been generally held in high esteem across East Asia.

Traditional Chinese painting is famous all over the world for its original style and distinctive national features. Over the centuries, the works of countless artists evolved it into an art subdivided into a multitude of schools with some traits in common.





In terms of mode of expression, traditional Chinese painting mainly falls into two schools: The Xieyi School, literally “painting the feeling”, marked by exaggeration of form and liberal use of ink; the other school called Gongbi, meaning meticulous brushwork, characterized by strict and detailed representation of the subject. The materials and tools for traditional Chinese painting include brush, ink, ink stick, traditional Chinese painting pigment, treated xuan paper, silk, seal and others.

Traditional Chinese painting focuses not only on skills of painting but also on cultivating one’s character and nurturing the soul. Humans, landscapes, flowers and birds are top four subjects for traditional Chinese painting. The ancient painting masters created a wealth of masterpieces based on different painting skills and artistic thoughts, which reveal the ancients’ knowledge on philosophy, politics, religion, literature and art, society and nature.



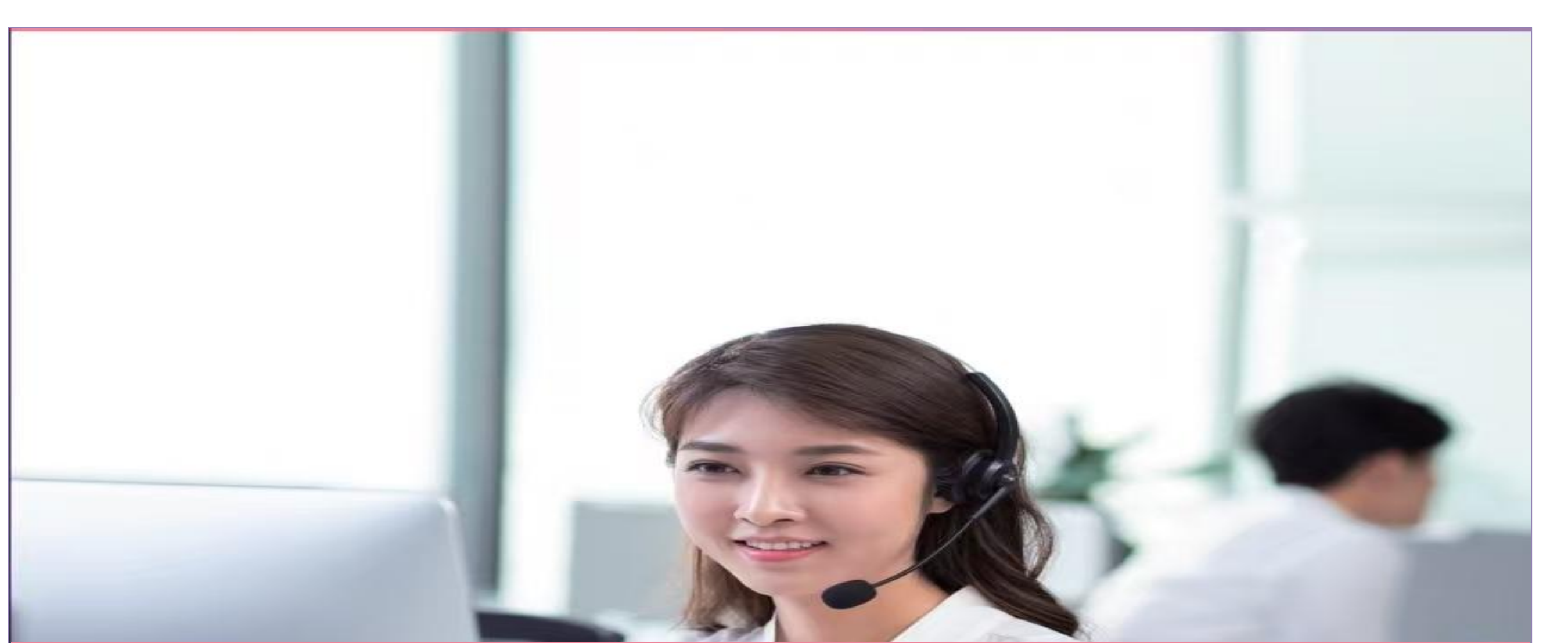


Translation

Translate the last paragraph into Chinese.

中国传统绘画不仅注重绘画技巧，而且注重人格修养和心灵修养。人、山水、花、鸟是中国画的四大主题。古代绘画大师们以不同的绘画技巧和艺术思想创作了大量的名作，揭示了古人对哲学、政治、宗教、文艺、社会和自然的认识。





06

Glossary



Passage 1

sponsor /'spɒnsə(r)/ v. 赞助（活动、节目等）

implement /'ɪmplɪment/ v. 执行；实施

engagement /ɪn'geɪdʒmənt/ n. 参加，从事

loyalty /'lɔɪəlti/ n. 忠诚；忠实

fulfilling /fʊl'fɪlɪŋ/ a. 充实的，有意义的

determine /dɪ'tɜ:mɪn/ v. 确定；决定

objective /əb'dʒektɪv/ n. 目标；目的





desire /dɪ'zaɪə(r)/ *v.* 期望，渴望

outcome /'aʊtkʌm/ *n.* 结果，成果

nonprofit /,nɒn'prɒfɪt/ *a.* 非营利的

initiative /ɪ'nɪʃətɪv/ *n.* 倡议，新方案；主动性

appreciate /ə'pri:ʃiət/ *v.* 感谢；欣赏

reward /rɪ'wɔ:d/ *v.* 奖励；回报

appreciation /ə,prɪ:ʃi'eɪʃn/ *n.* 感谢；欣赏

devotion /dɪ'vəʊʃn/ *n.* 奉献；忠诚





Passage 2

headquarter /,hed'kwɔ:tə(r)/ v. 将总部设在

pillar /'pɪlə(r)/ n. 核心，支柱；骨干

digital /'dɪdʒɪtl/ a. 数码的，数字的

inclusion /ɪn'klu:ʒn/ n. 包括，包含

prosperity /prɒ'sperəti/ n. 繁荣，兴旺，昌盛

bridge the gap 消除鸿沟

accessible /ək'sesəbl/ a. 可使用的；可接近的；可进入的

assist /ə'sɪst/ v. 帮助，协助，援助





rural /'rʊərəl/ *a.* 乡村的; 农村的

option /'ɒpʃn/ *n.* 可选择的事物; 选择

investment /ɪn'vestmənt/ *n.* 投资

renewable /rɪ'nju:əbl/ *a.* 可再生的; 可更新的

facility /fə'sɪləti/ *n.* 设施, 设备

emission /i'mɪʃn/ *n.* (光、热、气等的) 排放

prosper /'prɒspə(r)/ *v.* 繁荣, 兴旺

strengthen /'streŋθn/ *v.* 加强, 增强, 巩固

bond /bɒnd/ *n.* 纽带, 联系, 关系





THANKS