



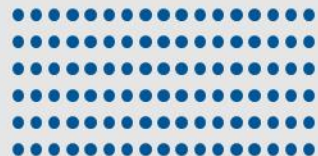
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职场通用篇 (第二版)


新素养英语 基础模块

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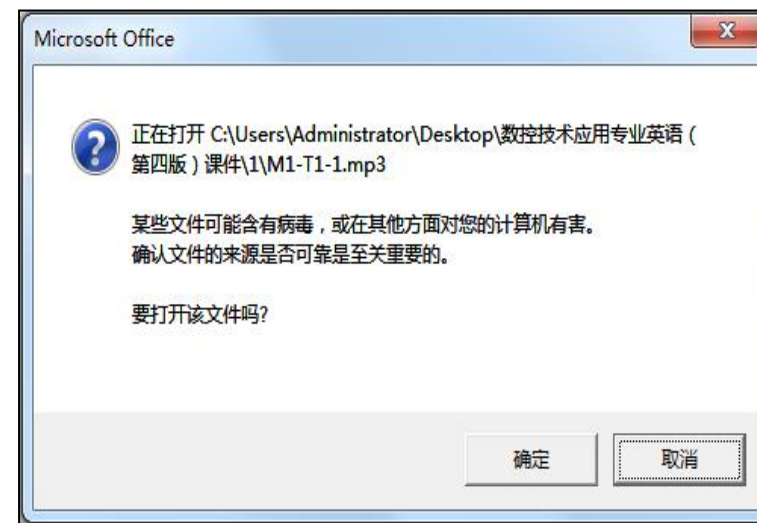


课件使用引导

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

- ◎ listen and talk about the arrangements of cultural activities;
- ◎ read about cultural and national identity;
- ◎ write a speech of welcome;
- ◎ expand your vocabulary about Chinese opera culture;
- ◎ understand the breadth of Chinese culture and its importance to human civilization.

Unit 3

Grasp the Charm of Chinese Culture





目录

CONTENT

Enlightening

Enabling

Evaluating



01

Enlightening



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How much do you know about Chinese culture?



Task

1

Match the words in the box with the pictures about Chinese culture. Do you know any other perspectives of Chinese culture?

(1) blue and white porcelain

(2) cheongsam

(3) Chinese brush painting

(4) peking opera

(5) calligraphy



(a)

peking opera



(b)

Chinese brush painting



(c)

calligraphy



(d)

blue and white porcelain



(e)

cheongsam



How much do you know about Chinese culture?



举例



What else do you know about Chinese culture? Write it down and share its stories with your classmates.

Add More

shadow play

...



shadow play 皮影戏

Chinese knot 中国结

clay figure 泥人

The Great Learning 《大学》

The Doctrine of the Mean 《中庸》

The Analects of Confucius 《论语》

Mencius 《孟子》

The Spring and Autumn Annals 《春秋》

The Book of Poetry 《诗经》

The Book of Changes 《易经》

The Book of Rites 《礼记》

The Book of Documents 《尚书》



How much do you know about Chinese culture?



Task 2

How can we spread excellent traditional Chinese culture well? Complete the following answer with your own words.

Traditional Chinese culture has a long history. We need not only to protect traditional Chinese culture, but also to spread it through new technologies. For example, we can specifically combine VR technology with Chinese ink painting, This makes figures in the painting come to life, which promotes the spread of culture.



How much do you know about Chinese culture?



Useful Expressions

- new technological means
- short video
- VR technology
- simplified Chinese works
- public cultural places
- tea tasting in teahouses
- practicing *tai chi* on morning exercises squares
- Chinese brush painting
- simplified Chinese culture courses
- Chinese language courses
- *tai chi*



How much do you know about Chinese culture?



Task 3

Confucius once said, “what a joy it is to have friends coming from afar! ” Chinese people are friendly and hospitable to guests from all over the world. Therefore, if you meet new friends with a different culture background, do you know how to make them feel the charm of Chinese culture? Think about what you would say in the following situations.

- Welcome the guests formally or light-heartedly.
- Arrange a cultural tour for the guests.
- Provide travel tips for the guests.

02

Enabling



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Let's listen and speak!



Nice to meet you.

Task 1

Listen to the conversation and fill in the following form with proper words. Role-play this conversation with your partner.

原文



Travelling Schedule	
Time Span: 3 days	
Friday	Get up at 7:30 ; Start at 8:20
	Palace Museum
Saturday	Bird's Nest, (1) <u>Water Cube</u> , Olympic Park
Sunday	Get up at (2) <u>6:30</u> ; Start at (3) <u>7:00</u>
	(4) <u>the Great Wall</u>
Belongings	ID card, (5) <u>some clothes</u> , phone charger



A: Mr. Brown, nice to meet you. We learned that this is the first time that you've come to Beijing, so we take the liberty of making the travel arrangements for you. We hope you will like them.

B: Nice to meet you. Thank you for your consideration. I'm planning to take this opportunity to do some sightseeing here.

A: Great. The travelling schedule is set on this Friday, and it will last for 3 days. We would like to take you to visit the Palace Museum on the first day.

B: I can't wait to see it. After all, it is a famous tourist spot in China, right?

A: It's right. And next day, we are scheduled to go to the Bird's Nest and Water Cube. If we have extra time, Olympic Park will be a good choice.

B: OK, what is the plan on the last day?

A: On the last day, we plan to visit the Great Wall. Because it is located in the suburbs of Beijing, we need to get up early at 6:30 and set off at 7 o'clock. But on the first two days, we can get up at 7:30, and start at 8:20.

B: What do I need to take?

A: We may need to take our ID card, some clothes, phone charger, etc. And it will be better to wear sports shoes. If you have other requirements, please let me know.

B: Thank you. If any, I will.



Let's listen and speak!



Nice to meet you.

Task 2

Listen to the following conversation and fill in the blanks with proper words. Practice the conversation with your partner.



A: Hello, guys. Here is a notice. In order to let our colleagues know each other better, our company has organized a two-day cultural (1) tour this Friday.

B: Where is our (2) destination ?

A: Tiantangzhai scenic spot, a national forest park.

B: Could you introduce the (3) route ?

A: We will start with the group at 6:00 from Lu'an. And at (4) 8 o'clock, we will arrive there. Then we will take the cable car up the mountain to admire LongJianfeng (5) waterfall. Baima Grand Canyon and Dabie Mountain Geopark are the other two places for us to (6) visit.



Let's listen and speak!



B: What about our meals and (7) accommodation ?

A: We will have meals at the local restaurants and stay in the local (8) guesthouse for one night.

B: Do we need to take something?

A: We may need to take some personal (9) items and clothing. And our company will prepare the medical box for us.

B: Where are we going to (10) gather ?

A: We will meet at the company gate before 6 o'clock and then take the bus to get there.

B: Wonderful, maybe we can bring our own food and drinks.



Let's listen and speak!



Task 3

Listen to the passage about the Spring Festival, and fill in the blanks with proper words.



Under the guidance and support of Yunnan Intangible Cultural Heritage Protection Center, the project of China Cultural Tour in Yunnan Province was officially launched. By promoting excellent traditional culture of all ethnic groups in Yunnan, this visit would (1) motivate local people to improve the (2) innovation and development of their culture. Therefore, it would (3) attract more tourists to visit and experience Yunnan's unique and (4) diverse ethnic group culture. Focusing on Yunnan, the visit was (5) divided into east and west routes. Starting from Pu'er on the (6) eastern route, we knew the production techniques of Pu'er tea, a national intangible cultural heritage. And we experienced more than ten (7) complicated production processes in person such as frying, (8) drying and steaming. Then, we visited the well-preserved Jianshui Confucian Temple.



Let's listen and speak!



On the west line, we started from Kunming and visited Guandu Ancient Town. There, we (9) appreciated making techniques of black copper, silver and Yunzi Weiqi in a row. When we walked into Xizhou Ancient Town in Dali, we listened to the songs of Bai people that have been (10) passed down, and even tasted the tea with a long aftertaste.



Let's read!



Pass on the essence of Chinese culture.

Reading 1

译文



“Guochao” Products Favored by Chinese Youth

- 1 According to a recent survey conducted by an online survey platform, some 96 percent of surveyed youth said they were willing to purchase “guochao” products, which refer to the products of homegrown brands. At the same time, 91.6 percent of respondents expressed their expectation for more video programs digging deeper into traditional Chinese culture. The age group of the interviewees ranged from the post-80s to the post-2000s generations, with the latter accounting for 22.1 percent.



中国青年青睐的“国潮”

1 根据一个在线调查平台最近进行的一项调查，约 96% 的受访青年表示他们愿意购买国潮产品，即本土品牌的产品。与此同时，91.6% 的受访者期待更多深入挖掘中国传统文化的视频节目。受访者的年龄在 80 后到 00 后之间，后者占 22.1%。



Let's read!



- 2 Of late, much discussion has been centred on “guochao”, or the rising cultural tide in China. It typically refers to an emotion that champions Chinese thoughts and ideas, and shows itself in Chinese consumers’ interest in national culture and a preference for homegrown brands.

- 3 “‘Guochao’ style suits Chinese people’s appearance and character. And most products from domestic brands are more cost-effective. Some decade-old brands have been developing for many years. They have a complete industry chain and still maintain a reasonable price. With the Internet as a core driving force, they have gained force in recent years,” a college student in Tianjin said.



2 最近，很多讨论都围绕着国潮，或者说它是中国正在兴起的文化浪潮。它通常指的是一种拥护中国思想和观念的情绪，表现为中国消费者对民族文化的兴趣和对本土品牌的偏好。

3 “‘国潮’风格符合中国人的外貌和性格。而且大部分国产品牌的产品性价比更高。一些老字号已经发展了很多年，他们有完整的产业链，并且仍然保持合理的价格。以互联网为核心驱动力，他们近年来发展得越来越好，”天津的一名大学生接受采访说道。



Let's read!



- 4 Professor Huang of the School of Journalism and Communication at Xiamen University maintains the essence of traditional culture has spread all over into every aspect of people's lives. "We hope 'guochao' can be trendy not only in China, but also abroad. We can't stop at traditional Chinese elements; we must absorb elements of modern China, whether China's world-leading technology or cutting-edge products. Be it traditional or modern, these elements should be included in China's cultural products and delivered internationally, so the whole world can grasp the charm of China's ancient treasure and its modern atmosphere," Huang said.
- 5 The youth nowadays can access a wide range of China's cultural treasure in order to pass on the essence of Chinese culture. However, the key is to take the initiative in learning.



4 厦门大学新闻与传播学院的黄教授认为，传统文化的精髓已经渗透到人们生活的方方面面。“我们希望国潮不仅能在中国流行，也能在国外流行。我们不能止步于传统中国元素，我们必须吸收现代中国的元素，无论是中国世界领先的技术还是尖端的产品。无论是传统的还是现代的，这些元素都应该包含在中国的文化产品中，并在国际上传播，这样全世界都可以了解中国古老宝藏的魅力及其现代气息。”

5 现在的年轻人可以接触到广泛的中国文化宝藏，以传承中国文化的精髓。但是，关键还是要积极主动学习。



Let's read!



Words and Expressions



refer to 指的是

homegrown /,həʊm'grəʊn/ a. 国产的

brand /brænd/ n. 品牌

respondent /rɪ'spɒndənt/ n. 调查对象

expectation /,ekspek'teɪʃn/ n. 期望

interviewee /,ɪntəvju:'i:/ n. 被采访者

account for 占 (比例)

of late 最近

centre... on 使.....集中于



Let's read!



champion /'tʃæmpjən/ v. 拥护

preference /'prefrəns/ n. 偏爱

domestic /də'mestɪk/ a. 国内的

cost-effective /,kɒstɪ'fektɪv/ a. 经济划算的

essence /'esns/ n. 本质

trendy /'trendi/ a. 时髦的

absorb /əb'zɔ:b/ v. 吸收

cutting-edge /,kʌtɪŋ'edʒ/ a. 先进的

grasp the charm of 领会.....的魅力

atmosphere /'ætməsfiə(r)/ n. 氛围

initiative /ɪ'nɪʃətɪv/ n. 主动性



Let's read!



Pass on the essence of Chinese culture.

Task 1 Comprehension Check

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

1. Most of the interviewed youth _____.
 A. volunteered to buy domestic products
 B. refused to buy domestic products
 C. didn't like the domestic items
 D. lacked interest in domestic products
2. "Guochao" is _____.
 A. based on national culture
 B. catching Chinese people's attention
 C. showing Chinese people's preference for homegrown brands
 D. All of the above.



Let's read!



3. Chinese like “guochao” because _____.
- A. its style suits people’s dressing code
 - B. its products are more cost-effective**
 - C. it is a decade-old brand
 - D. people have gained force in recent years
4. What Professor Huang said suggests that _____.
- A. the essence of traditional Chinese culture should be maintained
 - B. “guochao” needs to absorb elements of modern China and be delivered internationally**
 - C. the whole world needs to grasp the charm of Chinese culture
 - D. the whole world needs the modern atmosphere



Let's read!



5. Young people nowadays need to _____.
- A. access a wide range of China's culture
 - B.** take the initiative in learning the essence of Chinese culture
 - C. buy more “guochao” products
 - D. create a modern atmosphere for Chinese culture



Let's read!



Task 2 Vocabulary Focus

Choose the words in the box to fill in the blanks of the following sentences. Change the form if necessary .

preference

domestic

absorb

champion

cost-effective

homegrown

expectation

trendy

1. They don't make most decisions based on what is popular or trendy.
2. But out of his expectation, he even failed to get the third prize.
3. We must absorb lessons of this disaster.
4. This is probably the most cost-effective way for you to buy it.
5. His preference for action over talk is a big part of his success.



Let's read!



Task 3 Grammar Drill

Combine the two words in brackets into a compound one and complete each sentence with the correct form.

1. Cycling is an environment-friendly (environment, friend) form of transport.
2. She worked hard to overcome (come, over) her shyness.
3. Moreover (more, over), you can rest assured that nothing needs to be done by yourself.
4. Worldwide (wide, world) sales reached 2.5 billion.
5. Staying calm was an exercise in self-control (self, control).



Let's read!



Pass on the essence of Chinese culture.

Grammar Notes

英语复合词指由两个或两个以上的词根合成的词。如：

- ◆ 复合形容词：cost-effective, English-speaking
- ◆ 复合名词：homework, makeup
- ◆ 复合副词：anywhere, somewhat
- ◆ 复合动词：overthrow, undergo



Let's read!



Task 4 Translation Practice

Translate the words in brackets into English to complete the following sentences.

1. They can also refer to pop culture and new cultural trends.
(指的是)
2. The social services account for a substantial part of public spending.
(占比)
3. She was greatly encouraged to think creatively and take the initiative in work. (积极主动)
4. His stories usually centre on young love. (集中在)
5. Our teacher led us to grasp the charm of medieval towns in the book.
(领会.....的魅力)



Let's read!



Task 5 Text Summary

Summarize the text with the help of the word cloud and useful expressions.



Useful Expressions

- homegrown brands
- express one's expectation
- dig deeper into
- account for
- centre... on
- a preference for
- maintain a reasonable price
- a core driving force
- absorb elements of
- grasp the charm of
- a wide range of
- take the initiative



Let's read!



Task 5 Text Summary

Summarize the text with the help of the word cloud and useful expressions.

【例文】

According to a recent survey, majorities of the surveyed youth were willing to purchase guochao products, which refer to products by domestic brands. Of late, guochao is in discussion, which shows people's interest in national culture and preference for domestic brands. A college student said that because of guochao's suitable style for Chinese, its reasonable price, and the benefit from the Internet, guochao has gained force in recent years. And Professor Huang maintained that China's cultural products need to absorb traditional and modern elements and be delivered internationally. To pass on the essence of Chinese culture, we young people need to take the initiative in learning it.



Let's read!



Further Thinking

From this passage we can see that products integrated with Chinese culture are trendy. From Professor Huang's expectation for homegrown brands, what can we young people specifically do to enhance the internationalization of Chinese culture? Think about it from any aspect you like, and then share your opinion with your classmates.



Let's read!



Pass on the essence of Chinese culture.

Reading 2

译文



Chinese Bamboo Weaving Art

- 1 The traditional Chinese craft of turning thick bamboo into delicate slices attracted great attention on overseas social media, gaining more than 10 million views and having been “liked” hundreds of thousands of times. From daily appliances to complex engineering structures, skilled bamboo weavers are recording the detailed production process of their handicrafts on social media — slicing, spinning, weaving, burning and boiling — which are considered as a “mysterious Chinese power” in the eyes of foreign netizens.



中国竹编艺术

1 将粗竹变成纤细竹丝的中国传统工艺在海外社交媒体上引起了极大关注，获得了超过 1000 万次观看和数十万次点赞。从日常用具到复杂的工程结构，熟练的竹编艺人在社交媒体上记录他们手工工艺品的详细制作过程——切片、抽丝、编织、烧制、水煮和水煮——这成了外国网友眼中“神秘的中国力量”。



Let's read!



- 2 Under a pan brush making video with more than 10 million broadcasts, tens of thousands of foreign netizens guessed the purpose of the tool in different languages in the comment area, and called out the magic of this handmade bamboo product made without a nail.
- 3 Without fancy clothes, tricks and measuring tools, these bamboo craftsmen in the videos can make amazing works of art simply using their own barehands. Pan Yunfeng, 51, from Lin'an in Zhejiang province, makes pot brushes and bamboo umbrellas on the Internet. He started learning bamboo weaving at an early age and began to publish his works in 2019. With over 5 million followers on some video platform, he has become a genuine influencer for netizens abroad.



2 在一个播放量超过千万的锅刷制作视频下，数万外国网友在评论区用不同语言猜测工具的用途，对这个不费一根钉子制成的纯手工竹制品直呼神奇。

3 没有花哨的衣服、花招和测量工具，视频中的这些竹艺工匠仅凭一双手就能制作出令人惊叹的艺术品。制作锅刷和阳伞的师傅叫潘云峰，来自浙江杭州临安，今年51岁。他从小就开始学习竹编，2019年开始发表作品。他在某视频平台上拥有超过500万粉丝，已经成为海外网民的真正影响者。



Let's read!



- 4 But this is just an epitome of the popularity of bamboo weaving overseas. According to incomplete statistics, the number of videos related to bamboo weaving on the related short video platform has exceeded 70 million. Among them, videos with the label of bamboo tools and bamboo art have been played 47.7 million times.
- 5 Bamboo weaving art, originating from the Warring States period about 2,000 years ago, has become an integral part of traditional Chinese culture. In 2008, it was officially listed as a national intangible cultural treasure. The popularity of these works indicates that bamboo weaving art is welcoming a new development opportunity. Through these videos, many foreign netizens are more interested in bamboo weaving art, tools and even Chinese, which have opened a window for foreign netizens to better understand Chinese culture.



4 而这只是竹编艺术走红海外的一个缩影。据不完全统计，相关短视频平台上与竹编相关的视频数量已经超过 7000 万。其中，带有竹制工具和竹艺标签的视频播放量达到 4770 万次。

5 竹编艺术起源于 2000 年前的战国时期，已经成为中国传统文化的一部分。2008 年，竹编被列入国家级非物质文化遗产名录。现在，这些作品的走红预示着竹编工艺正迎来新的发展契机。通过这些海外流行的短视频，很多外国网友对竹编艺术、制作理念和工具，甚至汉语，都有了更多的兴趣。这为外国网友更好地了解中国文化打开了一扇窗。



Let's read!



Words and Expressions



turn...into 使.....变为

delicate /'delɪkət/ a. 纤细的

attract great attention 引起极大关注

hundreds of thousands of 成千上万的

appliance /ə'plaɪəns/ n. 用具

complex /'kɒmpleks/ a. 复杂的

mysterious /mɪ'stɪəriəs/ a. 神秘的

netizen /'netɪzn/ n. 网民

call out 大声喊叫



handmade /,hænd'meɪd/ a. 手工的

nail /neɪl/ n. 钉子

trick /trɪk/ n. 花招

bare /beə(r)/ a. 赤裸的

genuine /'dʒenjuɪn/ a. 真正的

epitome /ɪ'pɪtəmi/ n. 缩影

exceed /ɪk'si:d/ v. 超过

originate /ə'rɪdʒɪneɪt/ v. 起源

integral /'ɪntɪgrəl/ a. 构成整体所必需的

intangible /ɪn'tæŋdʒəbl/ a. 无形的，触摸不到的



Let's read!



Pass on the essence of Chinese culture.

Task 1 Comprehension Check

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

1. The number of video views about bamboo weaving art shows _____.
 - A. foreign netizens' generosity
 - B. foreign netizens' great interest
 - C. the excellence of Chinese culture
 - D. Chinese craftsmen's interest in teaching
2. The example of a pan brush making video is used to refer to _____.
 - A. the diversity of foreign netizens' comments
 - B. the magic of handmade bamboo products
 - C. the popularity of bamboo weaving art overseas
 - D. the purpose of the tool



Let's read!



3. Pan Yunfeng is _____.
- A. a craftsman in bamboo weaving
 - B. An influencer for netizens abroad
 - C. one of the bamboo craftsmen weaving with bare hands
 - D.** All of the above.
4. Bamboo weaving art _____.
- A.** originates from the Warring States period
 - B. hasn't been listed as a Chinese cultural treasure
 - C. is not so attractive to foreign netizens
 - D. only exists online



Let's read!



5. What shall we learn from the passage? _____
- A. Chinese craftsmen like to post videos online.
 - B. Chinese bamboo craftsmen work with gloves.
 - C. Incomplete statistics can't support the popularity of bamboo weaving overseas.
 - D.** Bamboo weaving art has attracted foreigners' attention to Chinese culture.



Let's read!



Task

2

Text Analysis

Summarize the structure of the whole passage and finish the following matching exercises.

Paragraphs

Para. 1

Para. 2-4

Para. 5

Main Ideas

Specific examples of the popularity of bamboo weaving art

The trendy phenomenon of bamboo weaving art videos

The significance of bamboo weaving art



Let's read!



Task 3 Content Questions

Answer the following questions using the keywords in brackets.

1. What has attracted foreign netizens' attention? (traditional Chinese craft, turn...into , delicate slices)

The traditional Chinese craft of turning thick bamboo into delicate slices attracted great attention of foreign netizens' attention.

2. How to describe those bamboo craftsmen? (without fancy clothes, tricks and measuring tools, bare hands)

Without fancy clothes, tricks and measuring tools, these bamboo craftsmen make works simply with their own bare hands.



Let's read!



3. How to explain the popularity of bamboo weaving, according to incomplete statistics? (the number of, exceed)

The number of videos related to bamboo weaving on the related short video platform has exceeded 70 million.

4. How to explain the popularity of bamboo weaving, according to incomplete statistics? (the number of, exceed)

Bamboo weaving art originates from the Warring States period about 2,000 years ago.

5. What influence has the popularity of bamboo weaving art brought abroad? (open a window, better understand)

It has opened a window for foreign netizens to better understand Chinese culture.



Let's read!



Task 4 Translation Practice

Translate the following sentences into Chinese.

1. Without fancy clothes, tricks and measuring tools, these bamboo craftsmen in the videos can make amazing works of art simply using their own bare hands.

没有花哨的衣服、花招和测量工具，视频中的这些竹艺工匠仅凭一双手就能制作出令人惊叹的艺术品。

2. With over 5 million followers on some video platform, he has become a genuine influencer for netizens abroad.

他在某视频平台上拥有超过500万粉丝，已经成为海外网民的真正影响者。



Let's read!



3. But this is just an epitome of the popularity of bamboo weaving overseas.

而这只是竹编艺术走红海外的一个缩影。

4. Bamboo weaving art, originating from the Warring States period about 2,000 years ago, has become an integral part of traditional Chinese culture.

竹编艺术起源于2000年前的战国时期，已经成为中国传统文化的一部分。

5. In 2008, it was officially listed as a national intangible cultural treasure.

2008年，竹编被列入第二批国家级非物质文化遗产名录。

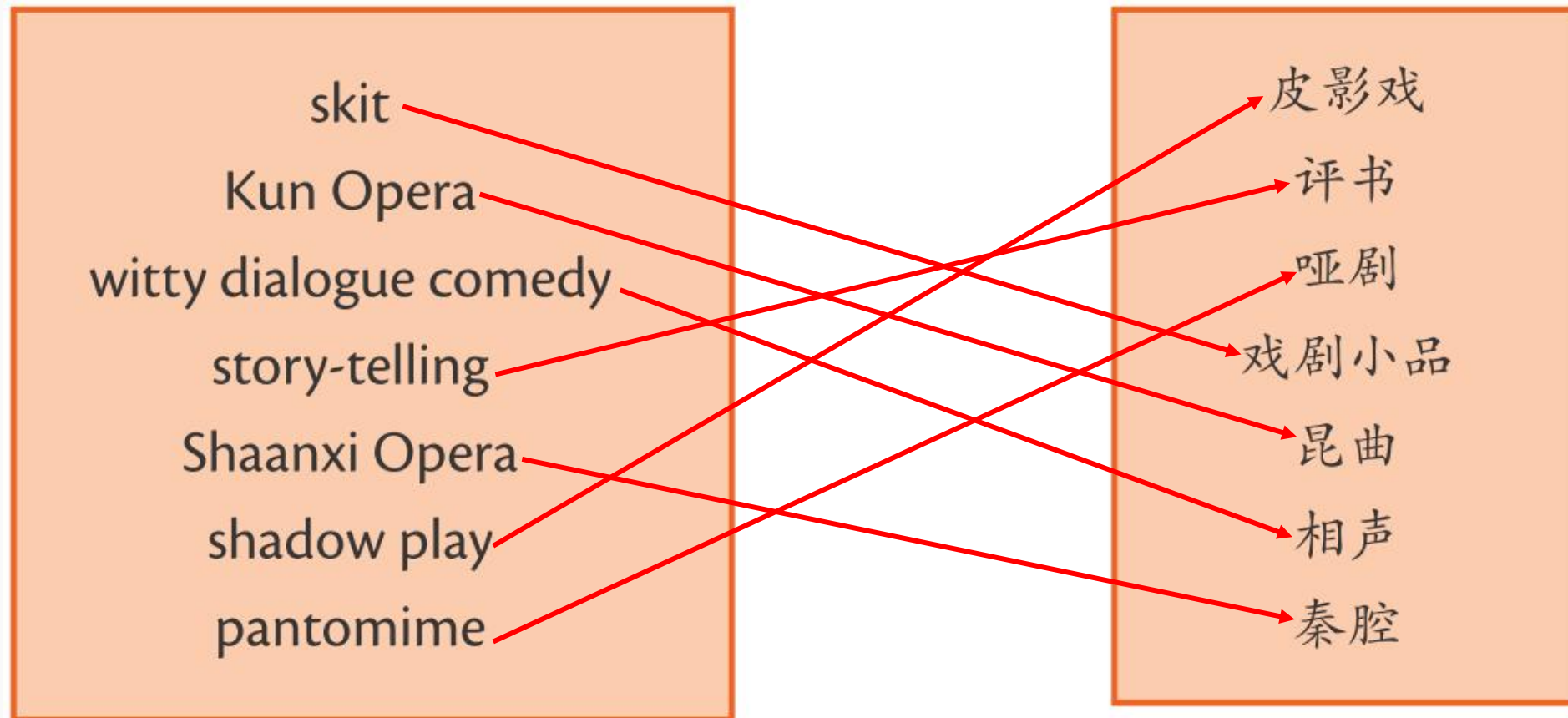


Let's read!



Task 5 Vocabulary Expansion

Here are some expressions related to Chinese opera culture. Match the English expressions with their Chinese meanings.





Let's read!



What other expressions about Chinese opera culture do you know? Do you know their English expressions? Exchange ideas with your classmates!

举例



1. Shaoxing Opera 越剧
2. Henan Opera 豫剧
3. male (the positive male role) 生(男性正面角色)
4. female (the positive female role) 旦(女性正面角色)
5. a supporting male role with striking 净(性格鲜明的男性配角)
6. a clown or a negative role 丑(幽默滑稽或反面角色)
7. painted role 花脸



Culture Notes

中华优秀传统文化源远流长、博大精深，是中华文明的智慧结晶，其中蕴含的**天下为公**①、民为邦本、为政以德、革故鼎新、任人唯贤、**天人合一**②、**自强不息**③、**厚德载物**④、讲信修睦、亲仁善邻等，是中国人民在长期生产生活中积累的宇宙观、天下观、社会观、道德观的重要体现，同科学社会主义价值观主张具有高度契合性。

- ① pursue common good for all
- ② promote harmony between humanity and nature
- ③ ceaselessly pursue self-improvement
- ④ embrace the world with virtue



Welcome the guests for cooperation.

欢迎辞(Welcoming Speech)是在迎接宾客的仪式上或在会议开始时对宾客的到来表示欢迎的讲稿。热情洋溢的欢迎辞能给宾客带来愉悦和温暖，在宾主之间促成亲切友好、互相尊重的氛围，使宾主在短时间内缩短距离，便于日后的接触与合作。

在职业场景中，现场演讲类欢迎辞和公事往来类欢迎辞比较常见。在正式场合的欢迎辞中，需要注意以下事项：

- **对宾客要用尊称**：欢迎辞的抬头称谓应是主要宾客姓名或代表团名称。一般要在姓名前冠以“尊敬的”、“亲爱的”等词语，在后面加上职务头衔，或加“先生”、“女士”等称呼。尊重对方的风俗习惯，不讲对方忌讳的话；

- **选词和用语恰当、准确**：既要表达热情欢悦的情感，又要注意双方的身份和关系；

- **篇幅长短适宜**：既要说出想要传达的内容，又要注意不要拖沓。

欢迎辞的正文内容主要包括两方面：一是表达欢迎的意愿，二是介绍宾客的主要情况（职务、工作成绩等，或宾客来访的意义，组织之间友好交往的历史等）。结语部分则表达美好的祝愿或希望。



Welcome the guests for cooperation.

- Step 1** Welcome the audience using serious language for a formal occasion. Pick up an appropriate greeting to set the tone (an important occasion with serious tone; an informal one with light-hearted and straightforward tone). Remember to introduce the event itself. Provide a short introduction to the name and purpose of the event and talk a little about who is behind the organization.

Differentiate phrases with different tones for a formal or informal occasion and write “formal” or “informal” in the right place.

- Good morning, ladies and gentlemen. We are so glad to have you all here and we appreciate your presence today. ()
- Good morning, everyone! It's so wonderful to see you all here on this sunny day. ()



Let's write!



Step 2 Express the significance of guests' visit and describe the friendship and communication between the two sides, showing the willingness to strengthen cooperation and looking forward to a bright future.

Making sentences with the following useful expressions for reference.

we have cooperated in/for ...

benefit from the achievements we made

express our heartfelt gratitude for...

look forward to further cooperation







Let's write!



Step 3 Say that you hope the audience enjoy the event if applicable. Pass on your warm wishes to the audience for the rest of the event and thank them for attending.

Useful Expressions

As we are meeting here together today for XX meeting, on behalf of XX, I wish to extend my sincere welcome to XX present here.

今天我们在这里相聚，共同参加 XX 会议，我谨代表 XX 向在座的 XX 表示热烈的欢迎。

I would like to reflect on some of the work we cooperated in doing and the difference we have made.

我想回顾一下我们的合作带来的成就以及改变。

I believe that our meeting is bound for abundant accomplishment through our hard work.

我相信，在我们的努力下，会议一定能取得丰硕的成果。

In conclusion, I wish this meeting a complete success.

I wish our guests a pleasant stay in XX.

Thank you very much again for your presence.

最后，我预祝本次会议取得圆满成功。祝我们的客人在 XX 过得愉快。再次非常感谢大家的光临。

I now declare XX meeting open.

我宣布 XX 会议现在开幕。

At this point, I propose a toast: to the cooperation between ... And ..., to the health of...!

在此，我提议为.....之间的合作干杯，为.....的健康干杯！



Let's write!



Step 4 Based on the above steps, now write a piece of welcome speech following the structure given below.

Name of the welcomed guests

Welcome and greet the guests

Expound the significance of the guests' visit
Describe two sides' friendship and communication
Express the willingness of cooperation
Introduce the arrangements of the event or meeting

Express good wishes to the guests

Signature of the speaker

Date of address

03

Evaluating



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Let's do a project!



Take good care of your guests.

In this unit, we have practiced conversations about arrangements of cultural activities, and learned to extend a warm welcome to our guests. Now, role-play with your partner in the situations according to the steps.



Student A: an employee from Company A for airport pickup



Student B: a foreign partner of Company A for business cooperation



Let's do a project!



Step 1

Meeting at the Airport

At the airport, Student A picks up Student B and extends a warm welcome. Student B expresses his/her appreciation and expectation for the upcoming cooperation.



Let's do a project!



Step 2 Chatting About a Cultural Journey

Then on the drive back to Company A, Student A naturally extends their conversation on Student B's stay in China and politely invites Student B for the cultural trip scheduled in advance. Student B gladly accepts the invitation and asks for the detailed information of the journey.



Let's do a project!



Step 3 Presenting the Trip Guidance

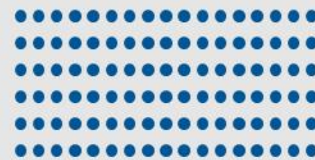
Student A presents the detailed guidance and trip tips, including the time of departure, sightseeing, and the necessary items to take. Correspondingly, Student B posts his/her questions about the schedule, and shows his/her great interest and gratitude.

Useful Expressions

- extend a warm/cordial welcome to ...
- extend special thanks to ...
- I am delighted to welcome ... to ...
- Thank you for coming and participating.
- Wish you a rewarding and enjoyable stay.
- We take the liberty of arranging the travel arrangements for you and hope you will like them.



THANKS





1. homegrown / ,həʊm'grəʊn/ a.

▲ 国产的

e.g. China has tried this homegrown approach to technology standards before.

中国此前曾尝试以此国产方案作为技术标准。

▲ 自家种植的

e.g. These homegrown apples taste better than the ones from abroad.

这些自家产的苹果吃起来比进口的味道好。



2. brand /brænd/ n.

▲ 品牌，商标

e.g. Champagne houses owe their success to brand image.

香槟公司的成功在于他们的品牌形象。

brand loyalty 品牌忠诚

the leading brand of detergent 一流品牌的洗涤剂



3. respondent /rɪ'spɒndənt/ n.

▲（调查表、问卷调查的）答卷人，调查对象

e.g. Only one respondent was optimistic.

只有一位受访者表示乐观。

▲（尤指上诉案或离婚案的）被告

e.g. The respondent signing a consent order agrees to comply with the order's remedial requirements.

签署同意令的被告同意遵守命令的纠正要求。



4. champion /'tʃæmpiən/ v.

▲拥护，支持

e.g. These people champion the ideas and put themselves behind it fully even when met with resistance.

这些人支持新想法，即使在遇到阻力时也完全投身其后。



5. preference/'prefrəns/ n.

▲ 偏爱，偏好

e.g. Everyone will have their preference.

每个人都会有自己的偏爱。

▲ 优待，优先（权）

e.g. We'll give preference to children and the aged.

我们将给儿童和老人优先权。



6. domestic /də'mestɪk/ a.

▲ 国内的，本国的

e.g. Domestic prices have been aligned with those in world markets.

国内价格已调整到与世界市场一致。

▲ 家用的，家庭的

e.g. It was a scene of such domestic bliss.

这是一幕家庭美满的场景。

▲ 非野生的，驯养的

e.g. Last week, we saw a documentary about two domestic animals.

上周，我们看了一场关于两只驯养的动物的记录片。



7. essence /'esns/ n.

▲ 本质，要素

e.g. What is the essence of true beauty?

真实之美的本质是什么？

▲ 精华

e.g. Can you sense the essence of this poem?

你能理解这首诗的精华吗？



8. trendy /'trendi/ a.

▲ 时髦的，赶时髦的

e.g. I enjoyed being able to go out and buy trendy clothes.

我很高兴能出去买些时髦衣服。



9. absorb /əb'zɔ:b/ v.

▲ 吸收

e.g. Plants absorb oxygen. 植物吸收氧气。

▲ 理解，掌握（信息）

e.g. To absorb the lesson, I had to do it over and over.

为了消化这一课，我不得不一遍遍重复。

▲ 使全神贯注，使专心

e.g. This book is easy to be absorbed in. 这本书容易让人沉迷其中。



10. atmosphere /'ætməsfiə(r)/ n.

▲ 气氛，氛围

e.g. festive atmosphere 节日气氛；喜庆的气氛

▲ 大气层

e.g. the earth's atmosphere 地球的大气层