



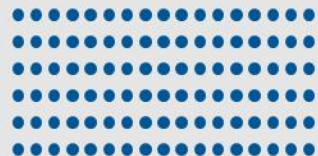
2

职场通用篇 (第二版)


新素养英语 基础模块

总主编：刘旺余




主 编：王海华 崔晓慧

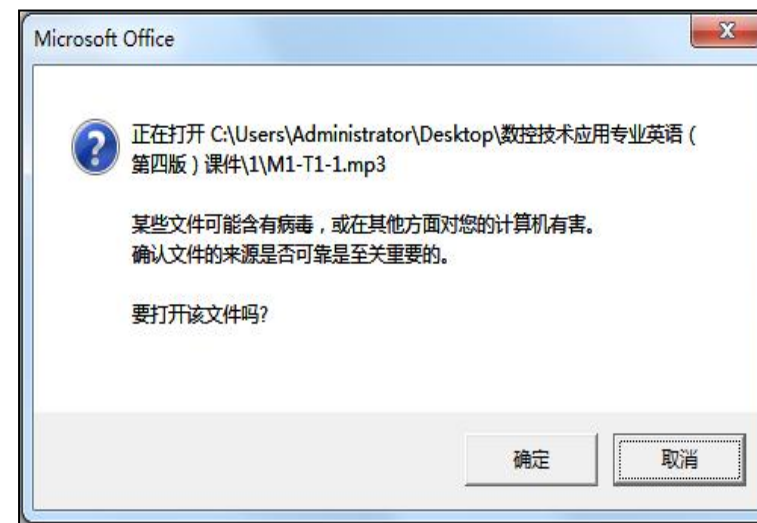


课件使用引导

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 about the use of the Internet and talk about network security;
- ◎ read about big data and network security;
- ◎ write a tourist industry report and discuss how to improve the tour packages;
- ◎ expand your vocabulary about the Internet;
- ◎ learn about high-quality development in China.

Unit 7

Let's Go Digital





目录

CONTENT

Enlightening

Enabling

Evaluating



01

Enlightening



大连理工大学出版社



How do you use the Internet?



Task 1 The network, wired or wireless, is widely used in our daily life and work. Look at the pictures and match them with the English expressions in the box.

(1) e-commerce

(2) live video streaming

(3) video conference

(4) GPS navigation

(5) email communication



(a)



(b)



(c)

video conference

email communication

GPS navigation



(d)



(e)

live video streaming

e-commerce



How do you use the Internet?



举例



Nowadays, almost every aspect of our life is dependent on network systems and the data they process. Think about other things you do with the Internet and share them with your classmates. You can use an online dictionary to help you with new words or expressions.

Add More

search information

...



shopping online

instant messaging

online learning

online library

social media

network disc

online games



How do you use the Internet?



Task 2

What are the benefits of using the Internet? Complete the following answer with your own words.

The Internet enables us to make transactions effectively and conveniently. In the past, we had to use telephones, which was expensive. Now we use online instant messaging to communicate with people around the world at nearly no cost.

Useful Expressions

- communicate
- search engine
- app
- live streaming marketing
- entertain
- navigation
- online meeting room
- in real time
- travel
- make transaction
- instant messaging
- effectively
- online learning
- work from home
- economically
- conveniently



How do you use the Internet?



Task 3

Businesses can use big data to deliver tailored products to their targeted market. Do you know how people in the tourist industry use big data to predict the market trends? Think about how you would discuss the market trends with the marketing manager in the following situations.

- You are required to make predictions about travelers' preferences for next year.
- You need to analyze the guest booking data for the past year.
- You need to discuss the results with the marketing manager.
- You will make suggestions on how to improve your routes and create new tour packages based on your analysis.

02

Enabling



大连理工大学出版社



Let's listen and speak!



We are connected!

Task 1

Listen to the conversation about network security in the workplace and choose the best answer to complete each statement. Practice the conversation with your partner.

原文



Statements

Answers

Jason Wilson is a **d** . ①

Ⓐ the boss

Alice Taylor is a **c** . ②

Ⓑ scheduling software

Alice wanted to install a **b** . ③

Ⓒ secretary

Alice could not install the software on her computer because there are **e** . ④

Ⓓ network engineer

Alice's major responsibility is to **f** for the boss. ⑤

Ⓔ restrictions

Alice needs to ask **a** for permission. ⑥

Ⓕ make schedules



Alice: Good morning, Mr. Jason Wilson. I heard you are the network engineer here, right?

Jason: Yes, and you are...?

Alice: I'm the new secretary, Alice Taylor. I've got a problem with my computer.

Jason: What's wrong with your computer?

Alice: I could not install OnTime Scheduling on my computer, you know, a scheduling software.

Jason: Of course you can't. We have a list of acceptable downloads and there are restrictions on installing programs on the company computer systems.

Alice: Why do we have these restrictions?

Jason: Downloads represent a security risk to our network. If our network is infected with virus, there will be severe consequences to our business.

Alice: OK, I see. But what if I do need the software for my job? I really need this scheduling software. You see, my major responsibility is to make schedules for the boss.

Jason: Well, you need to ask your supervisor for permission. He has the administrative password. With this password, you can install the program on your computer.

Alice: OK, that would be the boss. I'll talk to him.



Let's listen and speak!



We are connected!

Task 2

Listen to the second part of the conversation and fill in the blanks with proper words. Role-play this conversation with your partner.



Jason: Since you are new here, I must say that, if you use the company network for personal purposes during breaks, make sure you only browse (1) trusted news, social media, and information (2) websites in case you accidentally follow links that lead to viruses.

Alice: OK, I get it. Can I connect to the company Wi-Fi using my personal (3) cell phone ?

Jason: We don't use the company Wi-Fi for personal use. Instead, we have a guest Wi-Fi network for our employees' personal (4) devices.

Alice: OK, can I have the guest Wi-Fi network name and (5) password ?



Let's listen and speak!



Jason: Sure, the name is our company name, and the password is (6) JS58903.

Alice: Thank you very much.

Jason: And remember to create a strong password for your employee account. Make it (7) complex.

Alice: I see. Is there anything else I should pay attention to?

Jason: Never (8) disable the firewall on your computer. I know it often slows down a computer, but security is always No. 1 (9) priority.

Alice: OK, I will never do that.

Jason: If you have any network security (10) incidents, report to me

Alice: directly.

Jason: Sure. Thanks a lot, Jason.

You are welcome.



Let's listen and speak!



Task 3

Listen to the passage about smart cities and fill in the blanks with proper words.



A smart city uses information and communication technology (ICT) to improve operational (1) efficiency, share information with the public and provide a better quality of (2) government service.

The main goal of a smart city is to optimize city (3) functions and promote economic growth while improving the (4) quality of life for citizens by using smart technologies.

The success of a smart city (5) relies on the relationship between the (6) public and private sectors, as much of the work depends on the (7) cooperation between government and companies. For example, traffic (8) monitoring system may need input and technology from several companies. Data analysts are also needed to analyze the (9) data provided by the smart city systems so that problems can be (10) identified and solved.



Let's read!



Transform big data into big insights.

Reading 1

译文



Big Data in Business

- 1 Big data comprises the organized and unstructured data collected by businesses that can be analysed to have value. Data analysts discover trends and patterns to provide information about customers, services and products. In the past few years, more businesses have placed increased emphasis on big data in their daily activities. This focus on big data in business has generated a greater demand for professionals with strong data analysis skills.



商业大数据

1 大数据包括企业收集的有组织的和非结构化的数据，这些数据可以被分析以产生价值。数据分析师通过分析数据发现趋势和模式，以提供有关客户、服务和产品的信息。在过去几年中，更多企业在日常活动中越来越重视大数据。这种对商业大数据的关注，对具有强大数据分析能力的专业人员产生了更大的需求。



Let's read!



- 2 Big data comes from many sources — some examples are transaction processing systems, customer databases, documents, emails, medical records, mobile apps and social networks.
- 3 Companies use big data to improve operations, provide better customer service, create personalized marketing campaigns and take other actions that, ultimately, can increase revenue and profits. Businesses that use it effectively hold a potential competitive advantage over those that don't because they're able to make faster and more reasonable business decisions.



2 大数据来源多样，例如交易处理系统、客户数据库、文档、电子邮件、医疗记录、移动应用程序和社交网络。

3 公司使用大数据来改善运营，提供更好的客户服务，创建个性化营销活动，并采取其他最终可以增加收入和利润的行动。使用大数据的企业与不使用的公司相比具有潜在的竞争优势，因为它们能够更快、更合理地做出商业决策。



Let's read!



- 4 Big data provides valuable insights into customers that companies can use to improve their marketing, advertising and promotions in order to increase customer engagement. Both historical and real-time data can be analyzed to assess the preferences of consumers or corporate buyers, enabling businesses to become more responsive to customer needs.
- 5 In the energy industry, big data helps oil and gas companies identify potential drilling locations and monitor pipeline operations.
- 6 Financial services firms use big data systems for risk management and real-time analysis of market data.



4 大数据为公司提供了对客户的深入了解，公司可以利用这些宝贵的信息来改进营销、广告和促销活动，以提高客户参与度。历史数据和实时数据都可以用来分析，以评估消费者或公司买家的偏好，从而使企业能够对客户需求做出更大的反应。

5 在能源行业，大数据有助于石油和天然气公司确定潜在的钻井位置并监控管道运营。

6 金融服务公司使用大数据系统进行风险管理和市场数据的实时分析。



Let's read!



- 7 Manufacturers and transportation companies rely on big data to manage their supply chains and optimize delivery routes.
- 8 Some government uses include emergency responses, crime prevention and smart city plans.
- 9 For businesses, analysis of big data can reveal trends, improve operational efficiency, reduce costs, predict future outcomes, and enable new opportunities.

译文



- 7 制造商和运输公司依靠大数据来管理其供应链并优化运输路线。
- 8 一些政府用途包括应急响应、预防犯罪和智慧城市计划。
- 9 对于企业而言，大数据分析可以揭示趋势，提高运营效率，降低成本，预测未来结果，并创造新的机会。



Let's read!



Words and Expressions



comprise /kəm'praɪz/ v. 包括，包含

analyst /'ænəlɪst/ n. 分析员

place emphasis on 重视，强调

transaction /træn'zækʃn/ n. 交易

app /æp/ abbr. (application) 应用软件

personalize /'pɜ:sənəlaɪz/ v. 为个人定制

campaign /kæm'peɪn/ n. 活动，运动

revenue /'revənju:/ n. 收益； 财政收入



Let's read!



competitive advantage 竞争优势

engagement /ɪnˈɡeɪdʒmənt/ n. 参与; 约定

responsive /rɪˈspɒnsɪv/ a. 反应敏捷的, 反应积极的

drill /drɪl/ v. 钻 (孔)

financial /faɪˈnænʃl/ a. 金融的, 财务的

supply chain 供应链

optimize /ˈɒptɪmaɪz/ v. 使最优化; 充分利用

crime /kraɪm/ n. 犯罪

smart city 智慧城市



Let's read!



Transform big data into big insights.

Task 1 Comprehension Check

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

1. The demand for _____ is on the rise because of the extensive use of big data in business.
 - A. professionals with marketing skills
 - B. data analysts
 - C. big data managers
 - D. customer service professionals



Let's read!



2. _____ are NOT mentioned as a source of big data used in business.
- A. Customer databases
 - B. Medical records
 - C. Financial transactions
 - D. Credit reports
3. Big data can help businesses to _____, thus gaining potential competitive advantages.
- A. improve mobile operations
 - B. take actions immediately
 - C. make faster and more reasonable decisions
 - D. increase profits greatly



Let's read!



4. Businesses gain valuable insights into customers through analyzing big data, so they can _____.
- A. become more responsive to customer needs
 - B. engage more efforts in market research
 - C. assess the preferences of suppliers
 - D. provide real-time data to corporate buyers
5. _____ use big data systems for supply chain management and delivery route planning.
- A. Energy companies
 - B. Financial services firms
 - C. Manufacturers and transportation companies
 - D. Government agencies



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.

transaction
financial

campaign
responsive

optimize
revenue

comprise
engagement

1. Organic farmers should be encouraged with financial aids.
2. The bank charges a fixed rate for each transaction.
3. The company has an annual revenue of about \$8 million.
4. Analyzing customers' surfing habits will help an organization to design its website to optimize customer engagement.
5. The company has launched an advertising campaign in the hope of attracting new customers.



Let's read!



Task 3 Grammar Drill

Complete the following sentences by translating the Chinese in brackets into English.

1. Companies tend to take actions that can increase revenue (能增加收入的).
2. The company is looking for someone who is hard-working (努力工作的).
3. A shop should keep a stock of those goods which sell best (卖得最好的).
4. The factory that we will visit (我们要参观的) next week is not far from here.
5. Great changes have taken place since then in the factory where we are working (我们工作的).



Let's read!



Transform big data into big insights.

Grammar Notes

定语从句

在复合句中修饰某一名词或代词的从句叫定语从句。被修饰的词叫先行词，定语从句一般放在先行词的后面。引出定语从句的词叫关系词，包括关系代词和关系副词。

关系代词: that, which, who, whom, whose

关系副词: when, where, why



Let's read!



Task 4 Translation Practice

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

1. Gaining a competitive advantage means having better products and services, attracting more customers, and making more profits. (获得竞争优势)
2. The new type of walking holidays puts the emphasis on enjoyment, not endurance. (强调) managing their supply chain
3. Some enterprises found that through efficient planning and managing their supply chain would improve competitive ability. (管理他们的供应链)
4. According to the research report, building smart cities is a global trend. (建造智慧城市)
5. Developing a personalized marketing campaign takes a lot more effort than just directly speaking to a target group. (开发个性化的市场营销活动)



Let's read!



Task 5 Text Summary

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



Useful Expressions

- big data can be analyzed...
- trends and patterns
- provide information about...
- ... come from many sources
- improve operations
- competitive advantage over...
- valuable insights into...
- increase customer engagement
- responsive to...
- in ... industry
- other uses include...
- analysis of big data can...



Let's read!



Task 5 Text Summary

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

【例文】

Big data can be analysed to discover trends and patterns and provide information about customers. Big data comes from many sources including transaction processing systems, customer databases, documents, emails, medical records, mobile apps and social networks. Companies use big data to improve operations and have potential competitive advantage over other companies. Big data provides valuable insights into customers and increases customer engagement. For businesses in different industries, analysis of big data can reveal trends, improve operational efficiency, reduce costs, predict future outcomes, and enable new opportunities.



Further Thinking

As the saying goes, every coin has two sides. If there are pros to big data, there are cons too. What is the negative impact of big data? Think about the question and share your opinions with your classmates.



Let's read!



Transform big data into big insights.

Reading 2

译文



Network Security

- 1 Network security is the operation of protecting data, applications, devices, and systems that are connected to the network. It includes both hardware and software technologies. Effective network security manages access to the network. It targets a variety of threats and stops them from entering or spreading on your network.
- 2 Digital technology has transformed our world. Data security is now one of the most essential aspects of running a business in this digital world. Enhancing network security enables a business to keep its data safe and secure, thus helping it earn the trust of consumers and partners.



网络安全

1 网络安全是保护连接到网络的数据、应用程序、设备和系统的操作。它包括硬件和软件技术。有效的网络安全会对网络的访问进行管理，针对各种威胁，阻止它们进入或传播到你的网络。

2 数字技术改变了我们的世界。数据安全现在是在这个数字世界中经营企业的最重要方面之一。增强网络安全使企业能够保持其数据的安全，从而帮助其赢得消费者和合作伙伴的信任。



Let's read!



- 3 The following rules will help reduce security risks in the workplace.
- 4 Create strong passwords. A strong password has many complicated characters. When creating passwords for the work computers, work email accounts, or other work-related accounts, employees should make sure the passwords are complicated enough. They should contain both upper-case and lower-case letters, numbers and symbols, and they must have over eight characters. The more variables hackers have to guess, the less likely they will crack the password.



3 以下规则将有助于降低工作场所的网络安全风险。

4 创建高强度密码。高强度密码有许多复杂的字符。为工作计算机、工作电子邮件账户或其他与工作相关的账户创建密码时，员工应确保密码足够复杂。它们应该包含大写和小写字母、数字和符号，并且必须超过八个字符。黑客需要猜测的变量越多，破解密码的可能性就越小。



Let's read!



- 5 Don't disable antivirus software and firewalls. Employees must leave these programs running at all times, even when they restrict them from playing a song or video. These types of software may also restrict them from visiting their favourite websites. But no matter what, the antivirus software must remain.

- 6 Only follow trusted links in emails. Employees should recognize spam emails and do not click any links. Make sure the emails come from reliable sources and have passed the company's antivirus test before following attached links. If the emails contain any odd spellings, characters, or pictures, just throw them in the junk-box.



5 不要禁用防病毒软件和防火墙。员工必须确保这些程序始终运行，即使这些程序会限制他们播放歌曲或视频。此类软件也可能限制员工们访问自己喜欢的网站。但无论如何，防病毒软件必须保持开启。

6 只点击电子邮件中的可信链接。员工应能够识别垃圾邮件，不要点击任何链接。请确保电子邮件来源可靠，并已通过公司的防病毒测试，然后再查看所附链接。如果电子邮件中包含任何奇怪的拼写、字符或图片，就把它们扔进垃圾箱。



Let's read!



Words and Expressions



hardware /'hɑ:dweə(r)/ n. 硬件; 五金设备

threat /θret/ n. 威胁; 构成威胁的人或事物

transform /træns'fɔ:m/ v. 使转变; 使变形

complicated /'kɒmplikeɪtɪd/ a. 复杂的, 难懂的

upper-case /,ʌpə'keɪs/ a. (字母) 大写的

lower-case /,ləʊə'keɪs/ a. (字母) 小写的

variable /'veəriəbl/n. 变量; 可变情况

hacker /'hækə(r)/ n. 黑客



crack /kræk/ v. 找到解决 (难题等的) 方法; 破解

disable /dis'eɪbl/ v. 使无效, 使不能运转

antivirus /'æntɪvaɪrəs/ a. 防病毒的

restrict...from... 阻止.....做.....

favourite /'feɪvərɪt/ a. 最喜欢的

spam /spæm/ n. 滥发的电子邮件



Let's read!



Transform big data into big insights.

Task 1 Comprehension Check

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

1. The operation of network security aims to stop _____ from entering your network.
A. information B. data C. access **D. threats**
2. In the digital world, companies must enhance their network security to _____.
A. increase their reliance on e-commerce
B. keep their employees safe and secure
C. earn the trust of customers and business partners
D. gather big data for their business



Let's read!



3. A strong password _____.
- A. should be complex enough
 - B. contains lots of letters
 - C. is made up of various symbols
 - D. is formed by at least 8 numbers
4. An employee must make sure a link _____ before clicking it.
- A. is restricted
 - B. can be trusted
 - C. can be followed
 - D. is attached
5. The purpose of this article is to _____.
- A. explain what network security is
 - B. tell office workers how to protect their network
 - C. list the source of threats to the network
 - D. explain the function of antivirus software and firewalls



Let's read!



Task 2 Text Analysis

Summarize the main idea of each part and fill in the blanks in the following structure diagram.

Para. 1

The definition of (1) network security

Para. 2

The (2) importance of network security

Para. 3-6

How to reduce security risks in the workplace

(3) Create strong passwords.

(4) Don't disable antivirus software and firewalls.

(5) Only follow trusted links in emails.



Let's read!



Task 3 Content Questions

Answer the following questions using the keywords in brackets.

1. What is network security? (operation, application, device, systems)

Network security is the operation of protecting data, applications, devices, and systems that are connected to the network.

2. Why is network security important to businesses? (enhance, safe and secure, earn trust)

Enhancing network security enables a business to keep its data safe and secure, thus helping it earn the trust of consumers and partners.



Let's read!



3. How can you create a strong password? (contain, upper-case, lower-case, number, symbol)

A strong password should contain both uppercase and lowercase letters, numbers and symbols, and they must have over eight characters.

4. What should employees do with antivirus software and firewalls? (leave, running, even when, restrict)

Employees must leave these programs running at all times, even when they restrict them from playing a song or video.

5. How can you tell if an email is unsafe and what should you do with it? (contain, odd, throw, junk-box)

If the emails contain any odd spellings, characters, or pictures, just throw them in the junk-box.



Let's read!



Task 4 Translation Practice

Translate the following sentences into Chinese.

1. Network security is the operation of protecting data, applications, devices, and systems that are connected to the network.

网络安全是保护连接到网络的数据、应用程序、设备和系统的操作。

2. Enhancing network security enables a business to keep its data safe and secure, thus helping it earn the trust of consumers and partners.

增强网络安全使企业能够保持其数据的安全，从而帮助其赢得消费者和合作伙伴的信任。



Let's read!



3. The more variables hackers have to guess, the less likely they will crack the password.

黑客要猜测的变量越多，破解密码的可能性就越小。

4. Employees must leave the antivirus programs running at all times, even when they restrict them from playing a song or video.

员工必须保持杀毒软件程序始终运行，即使这些软件会限制他们播放歌曲或视频。

5. Make sure the emails come from reliable sources and have passed the company's antivirus test before following attached links.

请确保电子邮件来源可靠，并通过了公司的杀毒软件测试，然后再查看所附链接。



Let's read!



Task 5 Vocabulary Expansion

The Internet has changed our lives in virtually every field of life. The following people are all Internet users. Match the English expressions with their Chinese meanings.

1. blogger

2. netizen

3. e-pal

4. cyber criminal

5. cyber policeman

6. online game tester

7. webmaster

8. network programmer

A. 网管

B. 网友

C. 网警

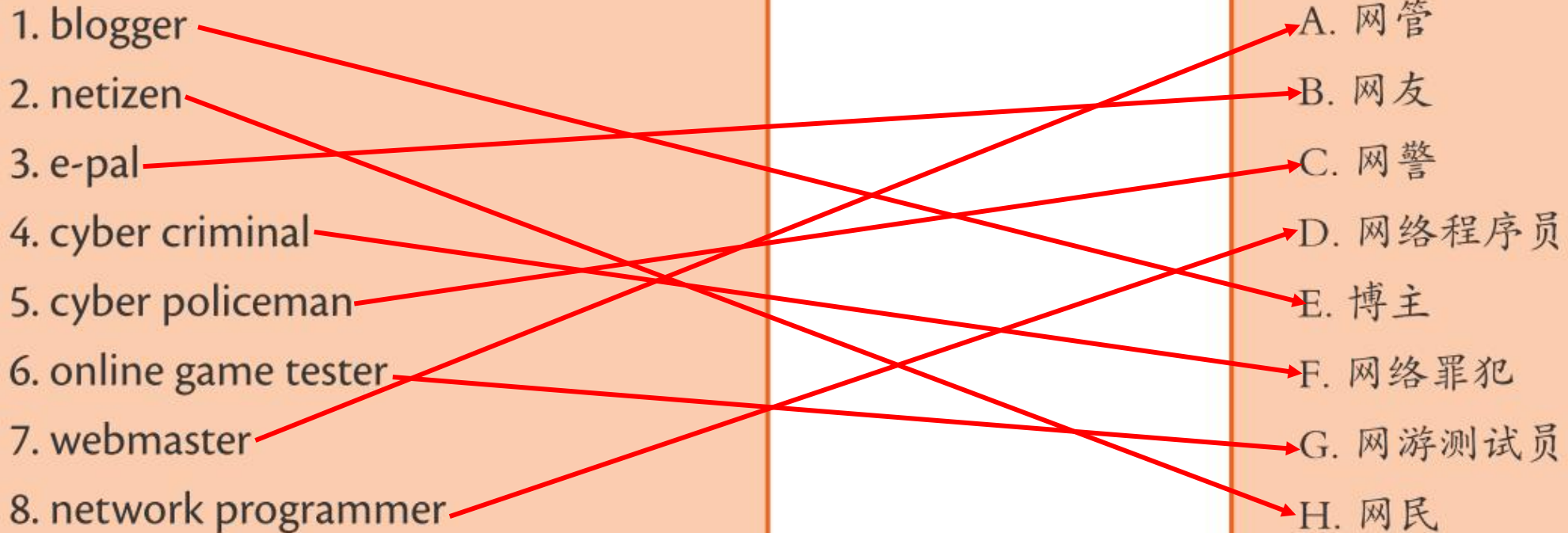
D. 网络程序员

E. 博主

F. 网络罪犯

G. 网游测试员

H. 网民





Let's read!



Do you know other people who often use the Internet in their lives or jobs? Search the Internet for more information and exchange ideas with your classmates!

举例



Network Administrator

Network Technician

Network Engineer

Cable Technician

Network Systems Engineer

Network Analyst

Network Systems Manager

Network Service Technician

Network Operations Manager

Information Systems Manager

Database Administrator

Cybersecurity Consultant

Infrastructure Engineer

Cloud Architect



Culture Notes

高质量发展 ① 是全面建设社会主义现代化国家的首要任务。推进新型工业化，加快建设制造强国、质量强国、航天强国、交通强国、网络强国、数字中国。支持专精特新企业发展，推动制造业高端化、智能化、绿色化发展。巩固优势产业领先地位，构建新一代信息技术、**人工智能** ②、生物技术、新能源、新材料、**高端装备** ③、绿色环保等一批新的**增长引擎** ④。加快发展**数字经济** ⑤，促进数字经济和实体经济深度融合，打造具有国际竞争力的**数字产业集群** ⑥。

- ① high-quality development ② artificial intelligence ③ high-end equipment
④ growth engine ⑤ digital economy ⑥ digital industrial cluster



Analyze the market; predict the trend.

行业报告 (Industry Report) 是一种市场评估工具，通过分析研究统计数据对某一特定行业或市场进行全面考察，进而做出对当前产业、市场的研究分析和预测。行业报告通常包括以下几个方面：

- 概述报告的目的与用途；
- 介绍调研基本情况；
- 描述数据，介绍行业现状；
- 分析数据，总结市场特征；
- 根据数据分析预测行业发展趋势。

一份行业报告的数据渠道主要包括：国家统计局、国家海关总署、商务部、各行业协会、研究机构、市场一线采集。行业报告一般由企业内部市场部或专业的市场研究公司撰写，市场研究公司在数据采集、资料归类、观点提炼、报告撰写方面具备独特的专业优势。



Let's write!



Analyze the market; predict the trend.

Scenario

You are working at the marketing department in an online travel agency. Your task is to analyze the past data and give a prediction on people's preferences for destinations and accommodations next year.

Step 1 You need enough information to predict the trend of the market. Think about what information you need and how you can get it.



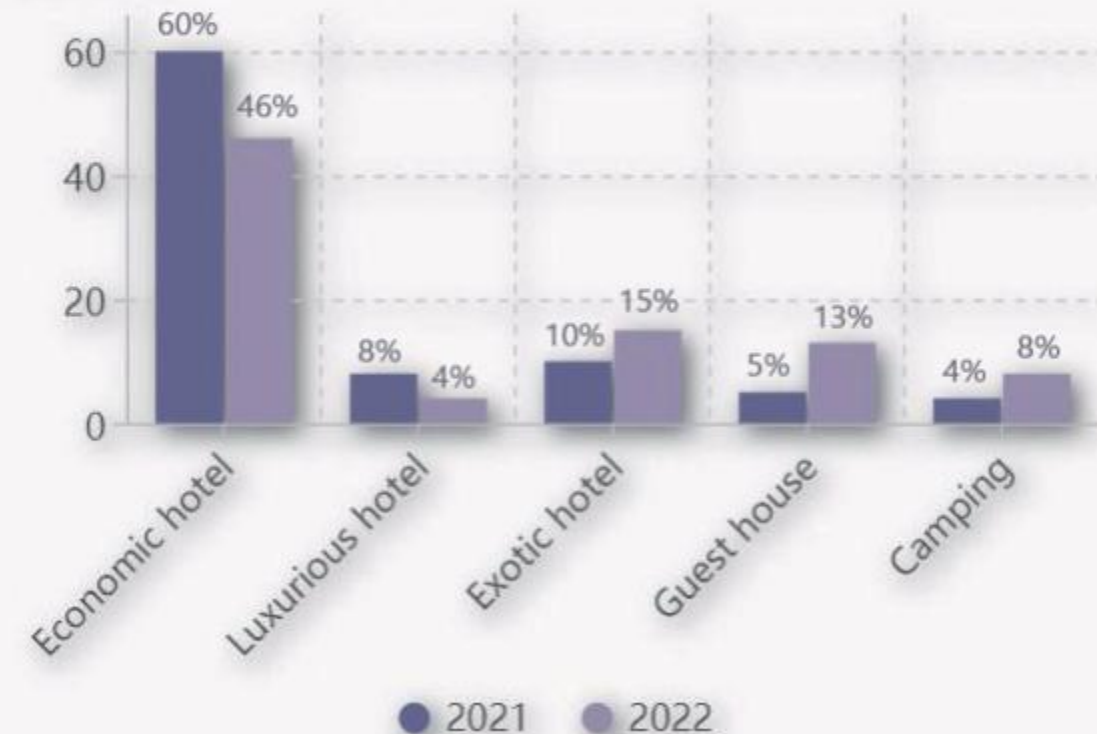
Let's write!



Step 2 Analyze and describe the data. Before writing the report, you need to get a thorough understanding of the tourists' preferences. Through analyzing the data, you can have a clear view of the trend of the market.

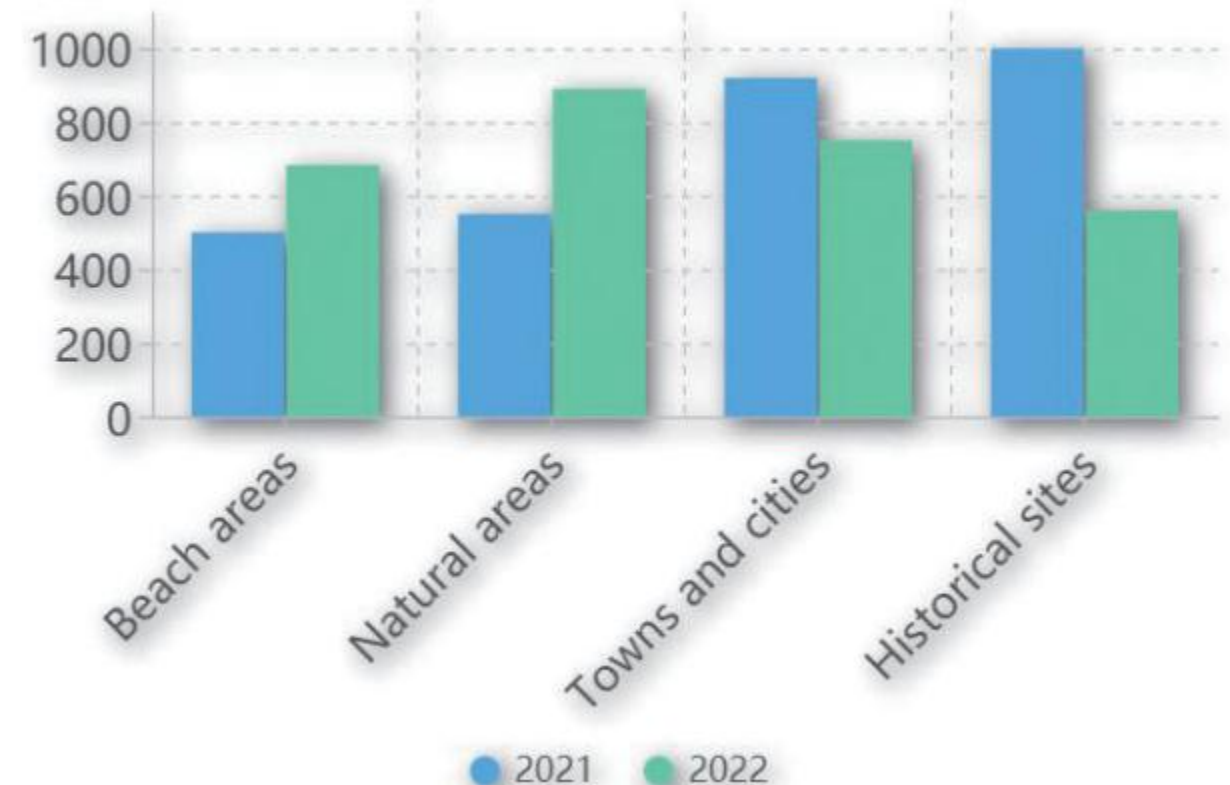
Tourist Accommodation 2021-2022

百分比%



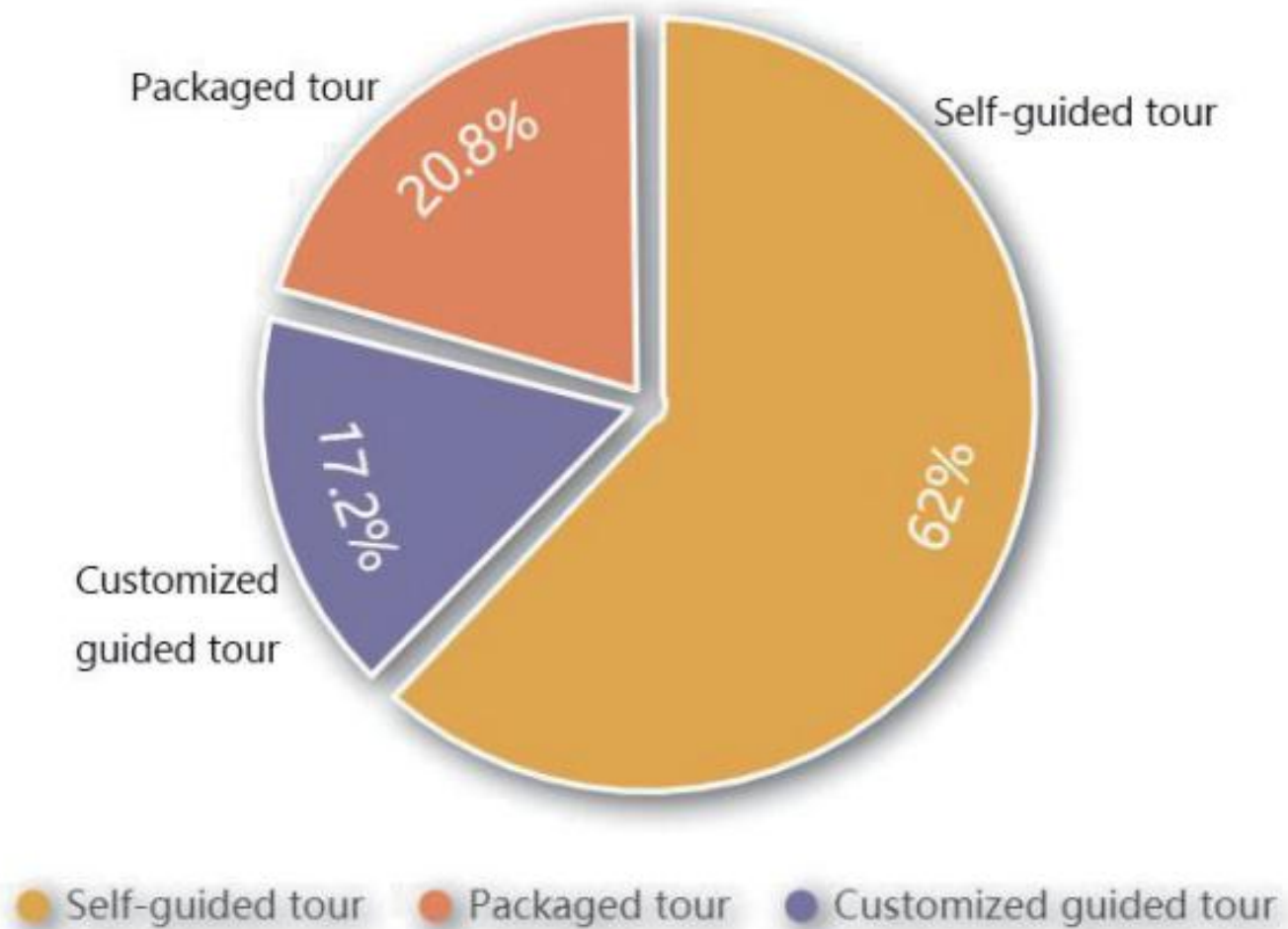
Tourist Destination 2021-2022

单位: 万人





How do you plan your next vacation?





Let's write!



Current Situation	Trend



Let's write!



Step 3 After getting information, you should spend some time organizing the industry report and write an outline.



Let's write!



Step 4 Following the steps above, you can begin to write the report. Remember, an industry report should be objective and based on the data.

- Where and how the company was founded;
- The purpose of this report is to summarize the data of the tourism industry in China.
- ... from the following three aspects: first, ... ; second, ...; third, ...
- According to the data...
- From the above figures we can see that an increasing number of ...
- It can be predicted that in the future, more ...



Let's write!



Step 5 Now, you've finished writing your industry report. Before sending it to your boss, you'd better revise and reflect on your report based on the following questions.

- Where and how the company was founded?
- Have you included all the information needed?
- Have you structured your report in a clear and logical way?
- Have you used correct language patterns to describe the data?
- Have you explained your graph clearly?
- Have you eliminated all the grammar and spelling mistakes?

03

Evaluating



大连理工大学出版社



Let's do a project!



Let's develop new tours!

In this unit, we have practiced conversations about the Internet, and learned how to write an industry report. Now, let's practice discussing tourists' preferences and improve the options of routes, accommodations and services.

Scenario

You are assigned the task of analyzing the past data and predicting travelers' preferences for next year. Now you've finished writing the industry report, and will discuss your results with the marketing team, especially your supervisor, the marketing director.



Let's do a project!



Step 1 Deciding on the Form of Your Report

Decide how you would like to report your results to your team. You can use slides to present your data and analysis, or you may print your industry report and give a copy to each of the team members. Indeed, it will be more effective to make a presentation since you can use visual aids in your presentation.

Tips

- If you decide to make a presentation, take time to make the slides in a proper way.
- The slides do not need to follow the structure of your report.
- You can present each graph while explaining the data and drawing a conclusion.
- Remember to conclude your presentation with your predictions and suggestions.



Let's do a project!



Step 2

Making Preparations

Make preparations for the meeting. You need to practice delivering the presentation or explain your industry report. Make sure you cover all the important information and have everyone understand your points.

Tips

- Greet the audience, introduce yourself and your speech.
- Use clear and concise language while explaining your report.
- Summarize your main points at the end of your presentation.
- Predict the future trend as well as make suggestions.
- Encourage your team members to ask questions before you end your pre-sentation.



Let's do a project!



Step 3

Having a Discussion

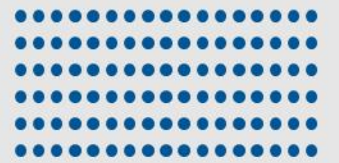
After you finish the presentation, you can begin the discussion session.

Tips

- Ask open-ended questions to begin.
- Ask participants follow-up questions.
- Move the discussion forward as needed and make sure all the aspects are covered.
- Ask your director's permission before moving to the next step.
- In the end, review the discussion briefly and make sure everyone understands the key points made.



THANKS





1. comprise /kəm'praɪz/ v.

▲ 包括，包含

e.g. The collection comprises 327 paintings. 这部画册收有 327 幅画。

be comprised of

e.g. The committee is comprised of representatives from both the public and private sectors.

委员会由政府 and 私人部门的双方代表组成。

▲ 是（某事物的）组成部分；组成；构成

e.g. Older people comprise a large proportion of those living in poverty.

在那些生活贫困的人中，老年人占有很大的比例。



2. place emphasis on

▲ 重视，强调

e.g. Primary schools are required to place emphasis on quality-oriented education.

要求小学注重素质教育。



3. transaction /træn'zækʃn/ n.

▲ 交易, 业务, 买卖

e.g. financial transactions between companies 公司之间的财务往来

commercial transactions 商业交易



4. personalize /'pɜ:sənəlaɪz/ v.

▲ 为个人定制

e.g. All our courses are personalized to the needs of the individual.

我们的全部课程都是针对个人需要设计的。



5. campaign /kæm'peɪn/ n.

▲ （为取得某目的而组织的）活动，运动

e.g. During his election campaign he promised to put the economy back on its feet.

竞选活动期间，他许诺要致力于恢复经济。

We will start a campaign to improve the training of staff.

我们将会开展一项改进员工培训的活动。

▲ 一系列军事行动；战役

e.g. The allies are intensifying their air campaign.

盟军在加强他们的空中军事活动。



6. engagement /ɪnˈɡeɪdʒmənt/ n.

▲ 参与，从事

e.g. Many students pass without any real engagement in learning.

很多学生没有参与学习就通过了考试。

▲ 订婚

e.g. Their engagement was announced in the local paper.

他们订婚的消息已在当地报纸上公布。

▲ 约会，约定

e.g. I was unable to attend because of a previous engagement.

我因有约在先，无法出席。

▲ 交火

e.g. The general tried to avoid an engagement with the enemy.

将军竭力避免与敌军交火。



7. financial /faɪ'nænʃl/ a.

▲ 金融的，财务的

e.g. It was a wonderful film, but not exactly a financial success.

这是一部精彩的电影，但财务方面并不成功。



8. supply chain

▲ 供应链

e.g. Companies are looking for a shortened supply chain and increased efficiency.

很多公司都在寻找更短及更高效的供应链。



9. optimize /'ɒptɪmaɪz/ v.

▲ 使最优化；充分利用

e.g. The companies merged to optimize the allocation of resources.

为了优化资源配置，这几家公司合并了。



10. crime /kraɪm/ n.

▲ 犯罪

e.g. Stores spend more and more on crime prevention every year.

商店每年在防止犯罪方面的花费越来越多。

▲ 不道德的行为；罪过

e.g. It's a crime to waste so much money.

挥霍这么多钱是一种罪过。