Unit 6 Digital economy

Lesson 1

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关于期末考试
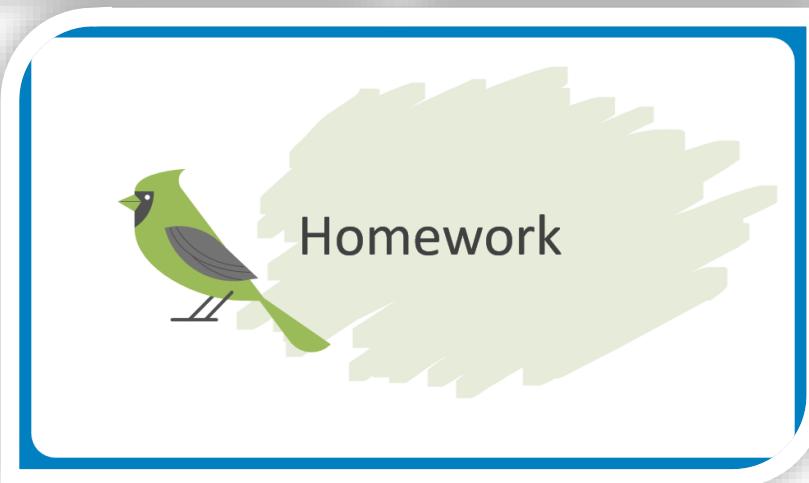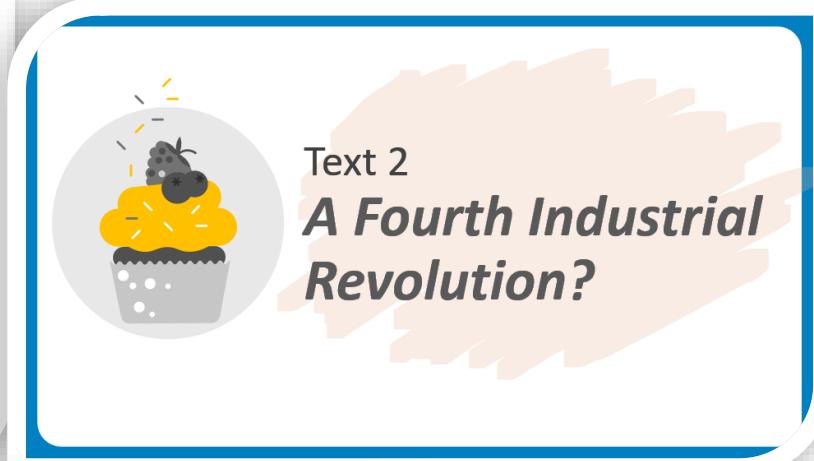
2025-2026-1 大学商务英语（一）期末考试题型（学生版）

精讲单元：第 1、2、3、6、7 单元；**自学单元**：第 4、5、8 单元

题型	分值	出题范围	出题方式
Business terms	5 分	**精讲单元** 纸质版教材中 Warming up、Text 1 和 Text 2 中出现的与商务相关的词语和短语。	选词填空，从 10 个与商务相关的词语或短语中，选出 5 个分别填入 5 句已经挖空的课外句子。 AB 卷各 5 题
Word formation	10 分	**精讲单元** Text 1 重点词汇（Text 1 Words & Phrases）。	用括号内所给单词的正确形式填空。 AB 卷各 10 题
Multiple choices	10 分	**精讲单元** Text 1 中的全部单词、词组与句型。	单词、词组与句型的用法，单项选择题，四选一。 AB 卷各 10 题
Cloze	10 分	第一段出自于**自学单元**课文（Text 1）；第二段来自课外材料（1-8 单元相关主题）。	从课文和课外材料中各找一段，每段各挖 5 个空、给出 8 个词，选词填空。 AB 卷各 2 段
Reading comprehension	30 分	阅读理解，大学英语四六级难度的题目。	单项选择题，每篇 5 道题。 AB 卷各 3 篇，共 15 题。
C-E translation	15 分	关键词为**精讲单元** Text 1 重点词汇（即 Text 1 Words & phrases）。	汉译英，中文 3 个长句，提供英文关键词。 AB 卷各 3 段。
Writing	20 分	**精讲单元**相关主题。	根据题目背景信息写不少于 160 词左右的 email。 AB 卷各 1 题。

本节
内容

Warming up

Text 2
A Fourth Industrial Revolution?

Homework

Warming up

1 **There are a few headlines or news snippets about recent developments in the digital economy. Discuss in pairs the implications of these trends for businesses.**

China, Singapore to let each other's tourists pay with digital yuan

EU launches Digital Economy Package for Kenya to boost connectivity, skills, and inclusive governance

Cybersecurity threats on the rise: Protecting Businesses in the digital age

AI breakthrough creates images from nothing

Big data analytics transforming business strategies in retail

Challenges in meeting citizen appetite for digital government

2 Watch a video clip on the digitalization of agriculture by the Technical Center for Agricultural and Rural Cooperation (CTA), the Food and Agriculture Organization of the United Nations, and discuss the following questions.

1. Who is **Sonia**?

2. What role do **weather reports** play in Sonia's decision-making process?

3. How do **e-payments** help Sonia in her farming activities?

4. What are the **innovative technologies** mentioned in the video clip?

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she is a new generation of digital farmer
她是新一代数字农民

1. Who is Sonia?

Sonia is a new generation digital farmer who uses technology to enhance her agricultural practices and decision-making. She represents a shift toward digital farming.

2 **Watch a video clip on the digitalization of agriculture by the Technical Center for Agricultural and Rural Cooperation (CTA), the Food and Agriculture Organization of the United Nations, and discuss the following questions.**

weather reports help her to make better decisions
天气预报帮助她做出更好的决定

2. What role do weather reports play in Sonia's decision-making process?

Weather reports help Sonia make better decisions. This enables her to adjust farming practices.

2 **Watch a video clip on the digitalization of agriculture by the Technical Center for Agricultural and Rural Cooperation (CTA), the Food and Agriculture Organization of the United Nations, and discuss the following questions.**

payments enable her to easily send and receive money
付款使她能够轻松地汇款和收款

3. How do E-payments help Sonia in her farming activities?

E-payments enable her to easily send and receive money.

2 **Watch a video clip on the digitalization of agriculture by the Technical Center for Agricultural and Rural Cooperation (CTA), the Food and Agriculture Organization of the United Nations, and discuss the following questions.**

while a local startup flies drones
而本地初创公司则驾驶无人机

big data
大数据

the real time data gives Sonya information
实时数据为Sonya提供信息

artificial intelligence
人工智能

4. What are the innovative technologies mentioned in the video clip?

- **Drones (for monitoring crop/land health and profiling cooperatives).**
- **Real-time data analytics (to inform fertilizer use and reduce environmental impact).**
- **Big data (enabling bank lending, insurance, and government policy decisions).**
- **Artificial Intelligence (AI), Blockchain, and Internet of Things (IoT).**

The increase in data from thousands of smallholder farmers gives banks the information they need to lend money, and offer (1) _____ against extreme weather. Big data can help governments make better (2) _____, and progressive digital policies can enable (3) _____ like artificial intelligence, (4) _____ , and (5) _____ to make entire supply chains more efficient and transparent. But it's not just about technology. It's about (6) _____ the lives of smallholder farmers like Sonia to increase (7) _____ and improve livelihoods. This is next-generation agriculture, bringing scalable solutions that will help meet the UN (8) _____ a reality.

The increase in data from thousands of smallholder farmers gives banks the information they need to lend money, and offer (1) __insurance__ against extreme weather. Big data can help governments make better (2) _informed decisions_, and progressive digital policies can enable (3) _innovative technologies_ like artificial intelligence, (4) __blockchain__ , and (5) _the Internet of Things_ to make entire supply chains more efficient and transparent. But it's not just about technology. It's about (6) _transforming_ the lives of smallholder farmers like Sonia to increase (7) _production_ and improve livelihoods. This is next-generation agriculture, bringing scalable solutions that will help meet the UN (8) _sustainable development goals_ a reality.

Text 2
A Fourth Industrial Revolution?

Pre-reading Discussion

- What do you know about the **Industrial Revolution**? Can you name one invention or change it brought?

- In the past, people learned **skills for factory work** (e.g., operating machines). What **skills do people need now** for the Digital Revolution?

Structure of Text 2

- Para 1: **Introduction** to digital technologies

- Para 2: **Review** of 3 industrial revolutions

- Para 3-5: **different opinions** on whether digitalization is the 4th revolution

- Para 6: **Conclusion**

Digital technologies are transforming how we live, work, consume, and produce goods and services. Examples include **cloud computing**, the Internet of Things, advanced **analytics** (including big data, artificial intelligence, and machine learning), biotechnology, social media, three-dimensional printing, virtual reality, broadband Internet, and wireless mobility. During the **information and communications technology (ICT)** revolution, firms used electronics to automate a limited number of routine steps in production. Moving forward, firms will use digital technologies to automate many more routine steps in production.

信息通信技术革命

- **cloud computing** 云计算
  - a model of computer use in which services stored on the Internet are provided to users on a temporary basis 把储存在网络上的运行系统暂时提供给用户的电脑模式
- **Analytics** 分析学
  - the systematic computational analysis of data or statistics
- **Routine steps** 常规步骤

Speak out their Chinese terms quickly!

Cloud computing 云计算

Internet of Things 物联网

Big data 大数据

Artificial intelligence 人工智能

Machine learning 机器学习

biotechnology 生物技术

Social media 社交媒体

Three-dimensional printing 3D打印

Virtual reality 虚拟现实

Broadband internet 宽带互联网

Wireless mobility 移动无线技术

Text 2 (Para. 1)

Digital technologies are transforming how we live, work, consume, and produce goods and services. Examples include **cloud computing**, the Internet of Things, advanced **analytics** (including big data, artificial intelligence, and machine learning), biotechnology, social media, three-dimensional printing, virtual reality, broadband Internet, and wireless mobility. During the information and communications technology (ICT) revolution, firms used electronics to automate a limited number of routine steps in production. **Moving forward, firms will use digital technologies to automate many more routine steps in production.**

- **Paraphrase this sentence in your own words.**

In the future, Companies will use digital tools to do more basic work automatically.

There have been three industrial revolutions in history, and the emergence of the digital economy is considered by some to represent a fourth. **The first Industrial Revolution**, between roughly 1760 and 1850, marked a significant change from rural-agrarian to urban-mechanized systems of production. Key technological advances included steam power, railways, and the transition from wood to metal. **The second Industrial Revolution** spanned roughly the century after 1870, centering on the shift to mass production, distribution, and communication. Key innovations included electricity, the telephone, air transport, highways, radio, television, high-rise buildings, and antibiotics.

- **What were the three Industrial Revolutions in history? Describe them in your own words.**

First Industrial Revolution (1760-1850):

- Machines and steam power replaced manual farm work.

- People moved from farms to factories.

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- **Rural-agrarian** /əˈgrɛrɪən/
  农村-农业型（社会），指人们住在乡下，以种地为生

- **Urban-mechanized**
  城市-机械化型（社会），指人们住在城市，用机器生产

- **Steam power** 蒸汽动力

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- **What were the three Industrial Revolutions in history? Describe them in your own words.**

Second (after 1870):

- Electricity and mass production.

- People could make products faster and communicate over long distances.

There have been three industrial revolutions in history, and the emergence of the digital economy is considered by some to represent a fourth. **The first Industrial Revolution**, between roughly 1760 and 1850, marked a significant change from rural-agrarian to urban-mechanized systems of production. Key technological advances included steam power, railways, and the transition from wood to metal. **The second Industrial Revolution** spanned roughly the century after 1870, centering on the shift to mass production, distribution, and communication. Key innovations included electricity, the telephone, air transport, highways, radio, television, high-rise buildings, and antibiotics.

- **Span (v.)**
  跨越，持续（一段时间）
  e.g. The meeting spanned two hours.

- **Center on**
  集中于，以...为中心

- **Antibiotics (n.)**
  抗生素

The third Industrial Revolution, the ICT revolution, began roughly in the 1960s. Significant advances in networked computing and telecommunication capabilities were accompanied by steep price declines and rapid quality improvements in ICT hardware and software. Notable innovations included advances in semiconductor manufacturing, personal computers, email, faxes, the Internet, bar-code scanning, and mobile telecommunications.

- **What were the three Industrial Revolutions in history? Describe them in your own words.**

Third (1960s onwards):

- Computers and the Internet.

- Information became digital and could spread instantly around the world.

The third Industrial Revolution, the ICT revolution, began roughly in the 1960s. Significant advances in **networked computing** and **telecommunication capabilities** were accompanied by **steep price declines** and rapid quality improvements in ICT hardware and software. Notable innovations included advances in **semiconductor manufacturing**, personal computers, email, faxes, the Internet, bar-code scanning, and mobile telecommunications.

- **Networked computing**
  联网计算
- **Telecommunication capabilities**
  远程通信能力
- **Steep price declines**
  - 价格急剧下降
  - Steep (adj.) 陡峭的
- **Semiconductor manufacturing**
  半导体制造

There is no consensus in literature as to whether digitalization should be seen as an evolution of the third revolution or as a distinct, fourth revolution. **Robert J. Gordon**, a professor at Northwestern University, <u>sees</u> digital technologies as evolved ICTs that are less transformative to generate large increases in productivity compared with innovations in earlier eras. **In contrast, Klaus Schwab**, Founder and Executive Chairman of the World Economic Forum, <u>**argues that**</u> a fourth Industrial Revolution is underway that will fundamentally transform economies and societies by combining the physical, digital, and biological worlds through highly interconnected production chains and semi-automated decision-making processes.

观点逻辑：
- No consensus 没有定论
- In contrast 表示不同观点
- A sees that...
- B argues that...
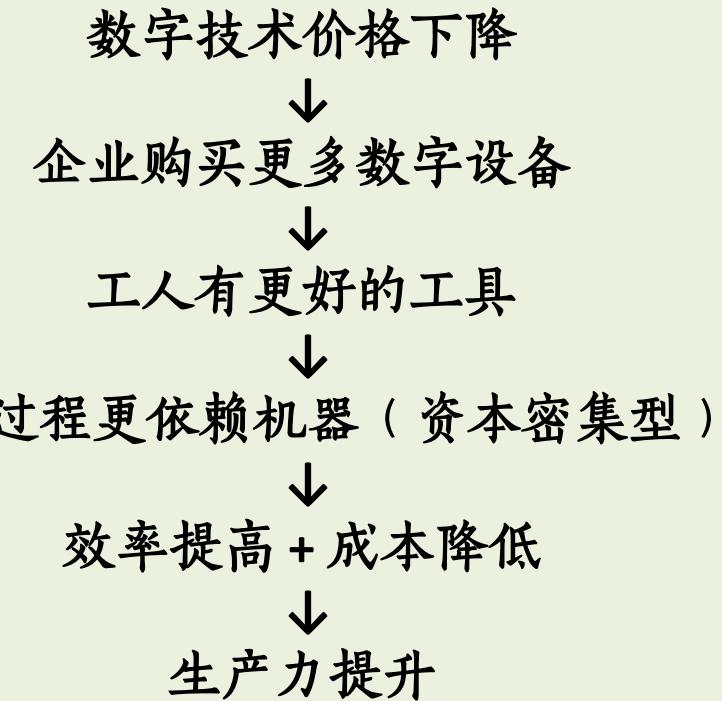
**Productivity is the efficiency with which an economy transforms input into output.** Investments in digital technologies contribute to higher productivity by providing workers with more tools to do their work. The production process becomes more **capital-intensive**. Falling prices for digital technologies encourage firms to modernize their equipment so they can achieve cost efficiencies and enhanced capabilities.

翻译:

生产力是指经济体将投入转化为产出的效率。

数字技术价格下降
↓
企业购买更多数字设备
↓
工人有更好的工具
↓
生产过程更依赖机器（资本密集型）
↓
效率提高＋成本降低
↓
生产力提升
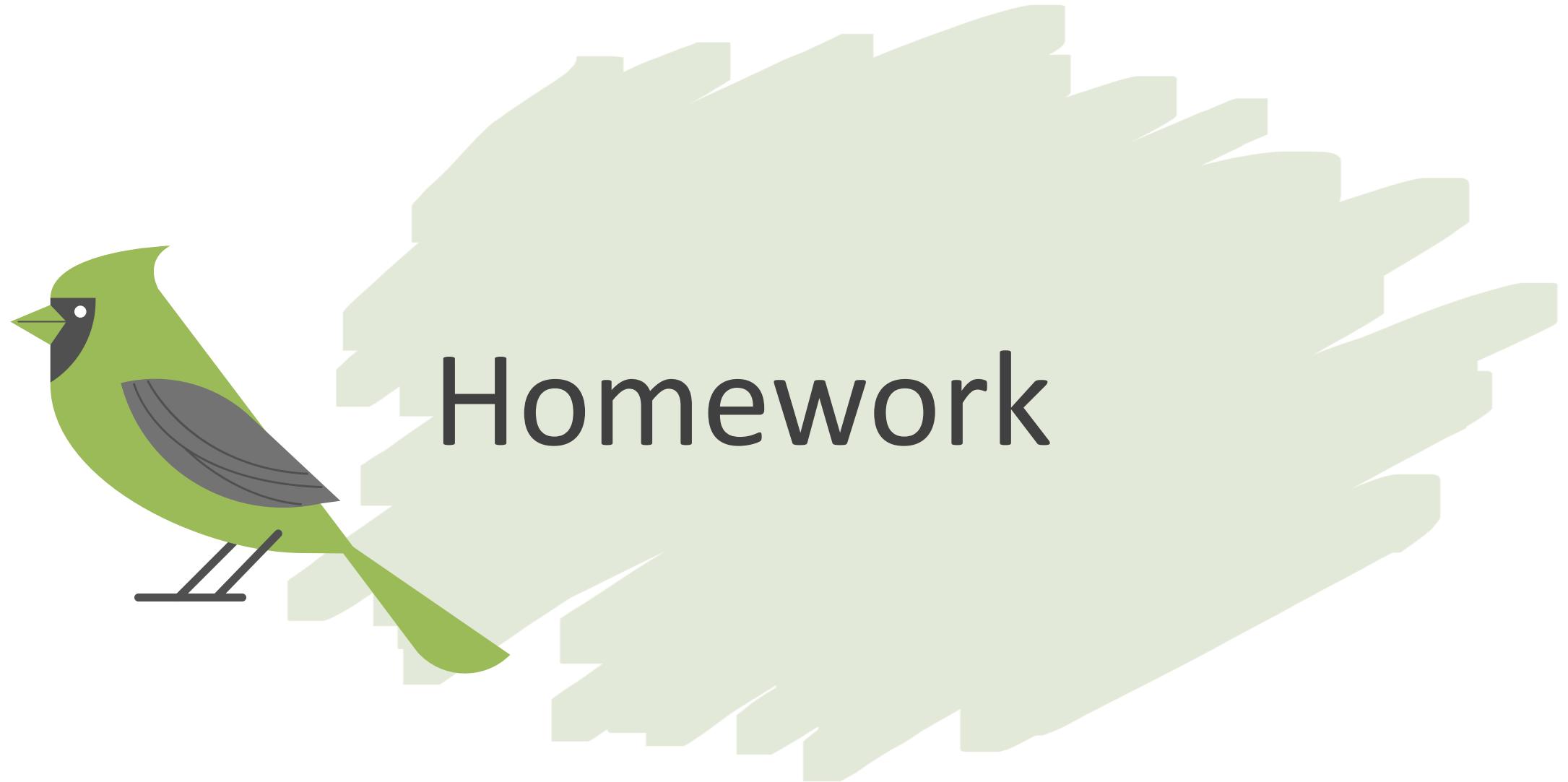
Capital-intensive 资本密集型

Labor-intensive 劳动密集型

X-intensive?

类型	主要依赖	成本重点	典型行业
Labor-intensive	👷 人工	工资	服装、餐饮
Capital-intensive	🏭 设备	机器、厂房	汽车、钢铁
Technology-intensive	💡 技术	研发	芯片、航天
Knowledge-intensive	🧠 专业知识	人才培养	咨询、法律
Energy-intensive	⚡ 能源	电力、燃料	炼铝、水泥

Homework

Homework

- 预习 Unit 6 Lead-in video，自学新单词

  - https://pub-f74b9fb442714a7b82a0ca9fd7337260.r2.dev/chezvivian_github/2025-business-english/Unit6_lead_in.mp4

- 预习 Unit 6 Text 1, 完成 Exploring the text Task 1 + 2. (p. 161)

- 本周五期中考试(20%)。

END