



對外經濟貿易大學
University of International Business and Economics

Unit 3 Innovation

Lesson 3

黃婕

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新時代
大學商務英語

2

綜合教程

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the AI That Will in
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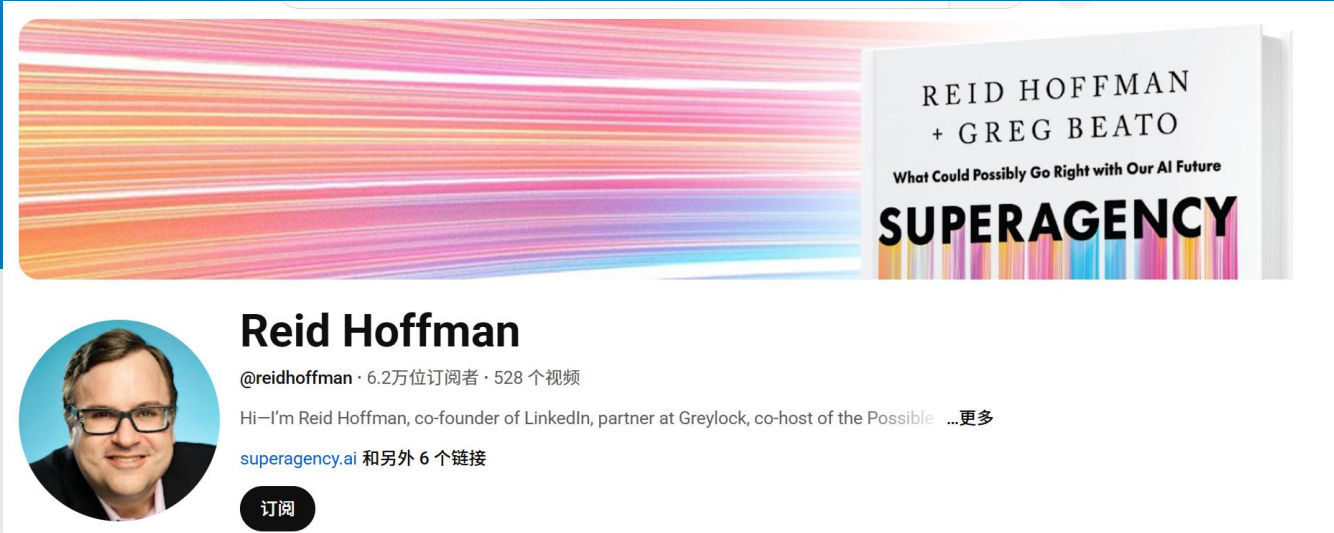
Next Friday:
Midterm examination



Text 1

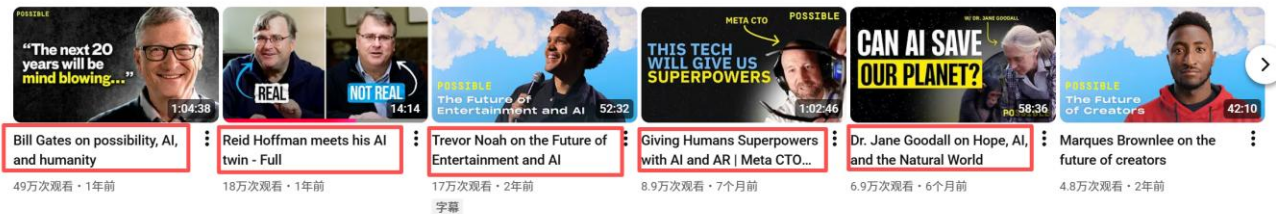
***We Must Shape
the AI That Will in
Turn Shape Us***

Reid Hoffman

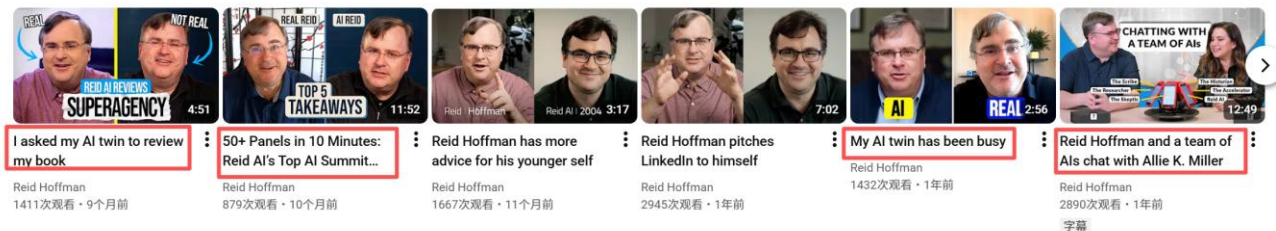


What is his standpoint on AI's role?

热门视频



My Thoughts On AI ▶ 全部播放



Scanning questions:

4. In paragraphs 7-10, the author uses a historical example. Who is the person and what did he build?

Filippo Brunelleschi.

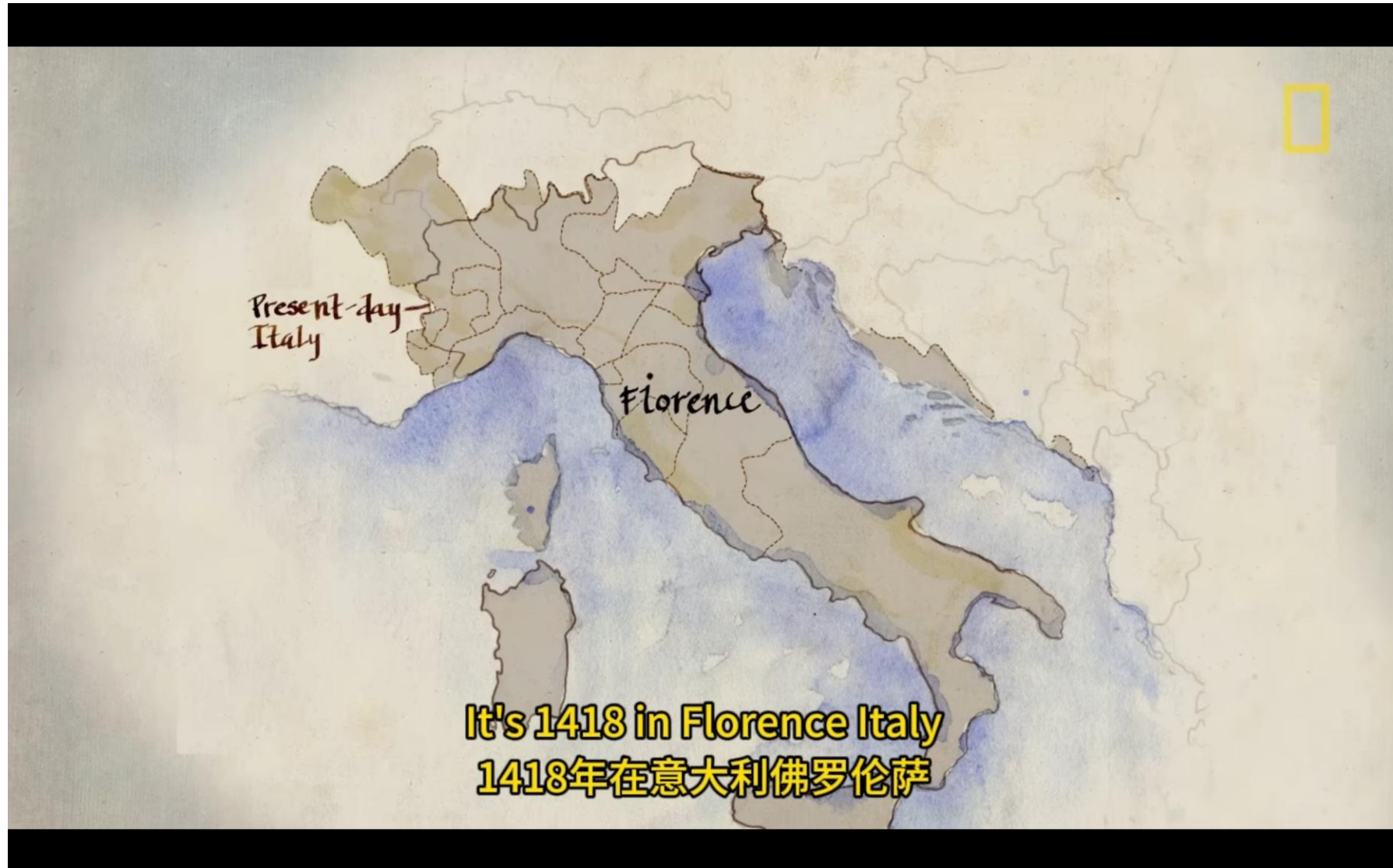
He built the dome of Santa Maria del Fiore cathedral in Florence. / He also invented mobile scaffolding and linear perspective.

Text 1 (Para 8)

Brunelleschi took 16 years to build the dome, construction of which began in 1420. He had an ambition to build it without wood **reinforcements**. He had to innovate. So Brunelleschi invented mobile scaffolding.

- **Reinforcement (n.)** 加强; 强化; 增援
 - reinforce (v. 加强)
 - positive/negative reinforcement 正面/负面强化
 - **without reinforcement** 没有加固/支撑
 - e.g., The new logo serves as a visual reinforcement of the company's values.

Brunelleschi: The Remarkable Architect



Text 1 (Para 9)

Then there's Brunelleschi's collaboration with a range of professionals to **assemble** these tools and the dome. He worked with a famous mathematician to make calculations. He teamed up with blacksmiths and carpenters to create cranes, mobile platforms, and scaffolding. Hundreds of workers joined him.

- **assemble (v.) 集合; 聚集; 组装**
 - 名词形式: assembly 集会、集配
 - assemble in/at (a place) 在(某地)集合
 - assemble people/a team 召集人员/团队
 - assemble tools/parts 组装工具/零件
 - e.g., All the students were asked to assemble in the hall.

Architecture terms 建筑术语

Blacksmith
(n.) 铁匠



Carpenter
(n.) 木匠



Crane (n.)
吊车、起重
机



Scaffolding
(n.) 脚手
架



Text 1 (Para 10)

Brunelleschi answered those three questions. But there is a fourth one: How can my work **transcend** me and benefit humankind, now and into the future? In creating his dome, Brunelleschi grew the toolbox for generations of artists and architects, having been **credited** with the invention of linear perspective and mobile scaffolding. His tools and techniques were not only used in art and architecture, but also in many other fields and **applications**.

- **Transcend (v.) 超越、胜过**
 - 近义词: surpass, stand out
 - Transcend description 没法形容
- **credit (v.) 把...归功于 (n.) 信用; 功劳; 学分**
 - 动词: be credited with (doing) sth. 被认为做了某事; 因...而受到赞扬
 - 名词: give credit to 归功于
 - take credit for 因...获得荣誉
 - e.g., She's credited with making the business a success.

Text 1 (Para 10)

Brunelleschi answered those three questions. But there is a fourth one: How can my work **transcend** me and benefit humankind, now and into the future? In creating his dome, Brunelleschi grew the toolbox for generations of artists and architects, having been **credited** with the invention of linear perspective and mobile scaffolding. His tools and techniques were not only used in art and architecture, but also in many other fields and **applications**.

- **application (n.)** 应用、申请、应用程序
 - job application 求职申请
 - software application (app) 应用软件
 - e.g., The invention would have wide application/a wide range of applications in industry.

If Brunelleschi reshaped the **physical realm**,
*what realm has AI been changing
in today's world?*

The mental realm

Text 1 (Para 11)

Where Renaissance masters mostly reshaped the physical **realm**, AI now gives us the opportunity to do the same with the mental realm. We are already seeing how the technology can significantly enhance how we share ideas or express ourselves, whether that's through writing essays or books, creating art and poetry, or helping us communicate with each other in ways we might otherwise not have attempted.

- **realm (n.)** 领域; 范围; 王国
 - in/within the realm of 在...领域/范围内
 - the realm of science/art/politics 科学/艺术/政治领域
 - move/enter into the realm of 进入...领域
 - e.g., At the end of the speech he seemed to be moving into the realm of fantasy.

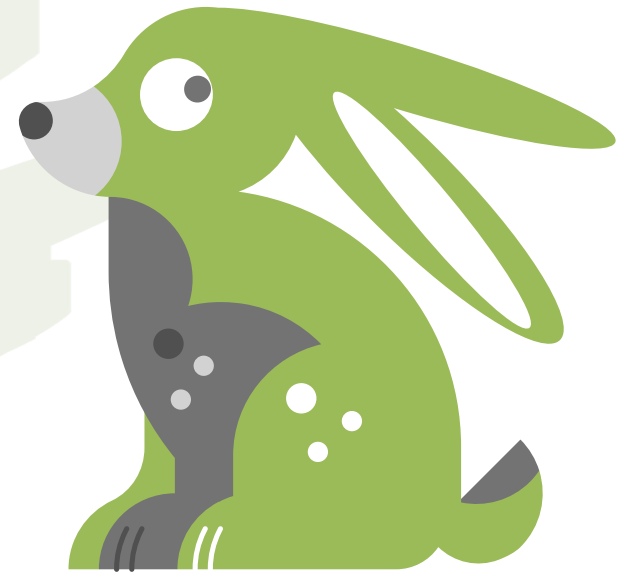
Text 1 (Para 12)

Brunelleschi diligently shaped his tools and his tools shaped him—and all of us. As we **contemplate** a future shaped by AI, we should remember the famous saying of media theorists John Culkin and Marshall McLuhan: “We become what we behold. We shape our tools and then our tools shape us.” AI is our cognitive “mobile scaffolding”. And it will help us build all kinds of cathedrals of the mind—many of which we could not have built before.

- **Contemplate (v.) 思考; 考虑**
 - contemplate (doing) sth. 考虑（做）某事
 - contemplate the possibility/future 思考可能性/未来
 - e.g., She contemplated the possibility of changing jobs.

Text 1

Exploring the text



1 Find words or phrases in the text that match the definitions below.

- 1 To make something more powerful or effective. (Para. 1) **amplify**
- 2 A term used to describe a future where everything is perfect. (Para. 5) **utopia**
- 3 A significant period of artistic and cultural rebirth originating in Italy in the 14th century and extending into the 17th century, marked by a renewed interest in classical art and literature. (Para. 7) **Renaissance**
- 4 Materials or methods used to increase the strength or durability of a structure. (Para. 8) **reinforcement**
- 5 Working together with others towards a common goal. (Para. 9)
collaboration

2 Scan the text and find the paragraph that gives information about each of the following statements.

- (**Para. 2**) 1 The potential of AI to amplify human capabilities.
- (**Para. 2**) 2 Historical innovations that have shaped humanity.
- (**Para. 5**) 3 Different views towards the role of AI in shaping the future.
- (**Para. 8**) 4 Brunelleschi's innovative construction techniques without wood reinforcements.
- (**Para. 11**) 5 Comparisons between the Renaissance and the AI era.
- (**Para. 12**) 6 The notion of technology being a tool that shapes us.

3

Decide whether the following statements about the text are true (T) or false (F).

(**F**) 1 The author believes we should resist the advancement of AI technology.

(**T**) 2 AI is viewed as a potential threat that could lead to negative outcomes if not managed properly.

(**T**) 3 Brunelleschi's dome is used as an example to illustrate the long-term impact of innovative tools.

(**T**) 4 Brunelleschi is credited with inventing both mobile scaffolding and linear perspective.

(**T**) 5 The text suggests that AI has the potential to reshape both the physical and mental aspects of our lives.

Language skills



1

Read the sentences and find synonyms in the texts for the underlined words or expressions.

1. Only a few innovations have had the capacity to shape us. **(Paragraph 2, Text 1)**

potential

2. The invention of the smartphone has completely transformed our communication methods. **(Paragraph 4, Text 1)**

revolutionised

3. We must speed up the research process to keep up with the fast-paced changes in the industry. **(Paragraph 6, Text 1)**

accelerate

1

Read the sentences and find synonyms in the texts for the underlined words or expressions.

4. The film's production was a result of the cooperation between various artists and technicians. **(Paragraph 9, Text 1)**

collaboration

5. The scientist is acknowledged for her contributions to the groundbreaking discovery in genetics. **(Paragraph 10, Text 1)**

credited

6. As we consider the environmental impact of our actions, sustainability becomes a primary concern. **(Paragraph 12, Text 1)**

contemplate

1

Read the sentences and find synonyms in the texts for the underlined words or expressions.

7. Innovation focuses on discovering and addressing people's unsatisfied requirements. **(Paragraph 1, Text 2)**

unmet needs

8. Closely observing the daily experiences of typical users can help you detect needs that haven't been revealed. **(Paragraph 2, Text 2)**

discern

9. Brands must interact with their audience on social media to foster loyalty. **(Paragraph 7, Text 2)**

engage with

10. User-contributed content frequently highlights immediate experiences that illuminate users' feelings and particular operational failures. **(Paragraph 9, Text 2)**

malfunctions

2

Complete the following sentences with the words.

1. To better meet consumer demands, the tech startup decided to amplify their product features for the next release.
2. The children were excited to assemble their new toys right after unwrapping their holiday gifts.
3. The success of the project was attributed to the tireless efforts of the entire team.
4. The athlete will attempt to break the world record at the upcoming championship meet.
5. The public park was designed for the benefit of local residents, offering more recreational space and community gardens.

2

Complete the following sentences with the words.

6. The accountant needed to calculate the final figures for the quarterly financial report.
7. With the new app, tourists could easily navigate the winding streets of the ancient city.
8. The engineers reinforced the structure to ensure it would withstand severe weather conditions.
9. The company had to shift its business model to stay competitive in the evolving marketplace.
10. Parents can track their children's school bus using the newly implemented GPS service.



Telling the story of China

Chinese EV companies – innovation and challenges

Background



The electric vehicle (EV) market has seen rapid transformation, particularly with the rise of Chinese EV companies. China, which surpassed the United States as the world's largest car market in 2009, has leveraged its substantial domestic demand to foster significant growth in the EV sector. Companies like BYD, Nio, and Xpeng are not only leading in domestic sales but are also pioneering in technological innovations, such as in-car entertainment and advanced driver-assistance systems (ADAS).

● Task 1

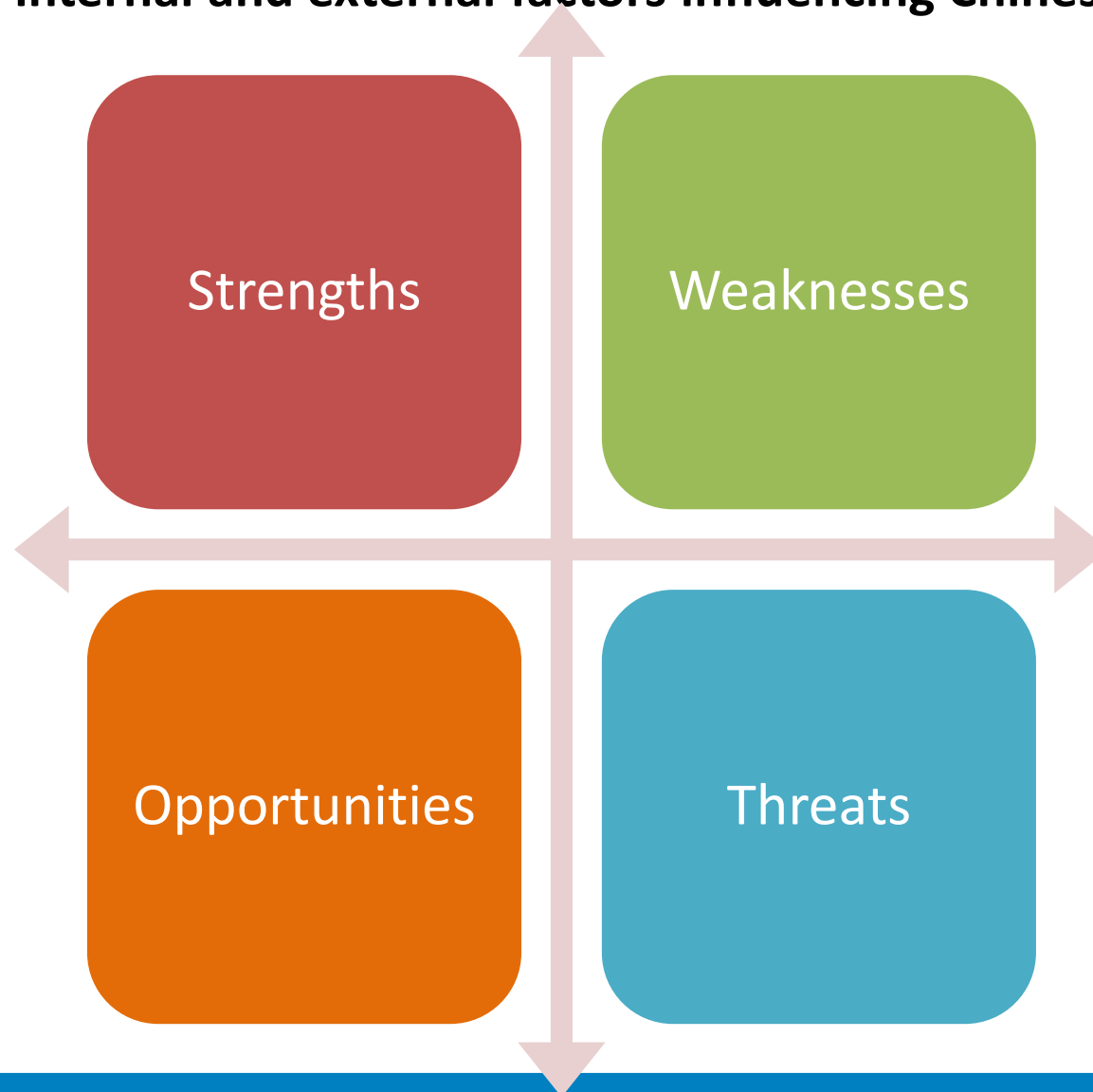
Work in groups and discuss Chinese EV companies' competitive advantages. What strategies should these companies adopt to maintain their market position?





Task 2

Work in groups and conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess the internal and external factors influencing Chinese EV companies.



● Task 2

Work in groups and conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess the internal and external factors influencing Chinese EV companies.

Internal Factors

Strengths	Weaknesses
Government support: to provide strong policy backing	Dependence on subsidies: Reliance on government subsidies could also be problematic if policy supports shifts.

External Factors

Opportunities	Threats
Expanding international markets: Emerging markets with growing demand for EVs present significant opportunities.	Market saturation: Global car sales growth is slowing down.

Task 3 Writing

As the CEO of a leading EV car manufacturer, you need to communicate to your employees the current situation facing the company and the further strategic moves you plan to address the challenges.

Write a formal email to your employees outlining the company's next moves. You can use for reference the information about the challenges facing Chinese EV companies provided in the material above, as well as the SWOT analysis your team has conducted.

Reference writing

Subject: Our Strategic Plan for Future Success

Dear Team,

As we face increasing market competition and global expansion challenges, I want to share our company's strategic direction.

Currently, **our main challenges include intense domestic competition and rising production costs.** However, **our advanced battery technology and strong brand recognition remain our core strengths.**

To address these issues, **we will take three key actions: First, accelerate innovation in autonomous driving technology. Second, expand into European and Southeast Asian markets to diversify our revenue sources. Third, optimize our supply chain to reduce costs by 15%.**

I am confident that with our talented team and clear strategy, we will overcome these difficulties and maintain our industry leadership.

Thank you for your dedication and hard work.

Best regards,
[CEO Name]



Next Friday:

Midterm examination

期中考试题型（涵盖 Unit 1-3 内容）

Part I. word formation 用括号内所给单词的正确形式填空
（ 8个空，共40分 ）

Part II. C-to-E translation 汉英句子翻译（ 2句，共20分 ）

Part III. E-to-C translation 英汉句子翻译（ 2句，共20分 ）

Part IV. Cloze 课文段落，选词填空（ 5个空，共20分 ）

END