

TOEFL Speaking

First Lecture:

- 一道独立题，三道综合题。综合题分一道校园生活，两道课堂学术
- 评分标准：
 - 总体陈述印象：流畅清晰，发音正确、语速适中、语音语调自然（音标、连读、跟读）
 - 语言运用：熟练运用简单和复杂的语言结构和恰当的词汇
 - 话题发展：规定时间内完成，表达连贯，让人很容易听出各个观点之间的关系和思想之间的连接。不要平铺 n 个观点，而要考虑适当深挖观点背后的道理
 - 上述三个方面大体完成度较高即可
- 举例、对比、罗列
- 可以记关键词串逻辑
- 发音
 - 美式发音要同 /a/ 和 /e/ e.g.: ask & answer 等
 - 重音：celebrity 美[sə'lebrəti]
 - 句子的重音
 - 对象感，把对方当成自己的朋友，不要音量偏小
 - 咬字清楚
 - 连读：some areas/ I miss~you so much.
 - 塞音省略：爆破音不读出来但是要模拟其将要读出来的状态
 - 弱读：pose 美[pəʊz]
- 新东方 app 有官方口语评分功能
- 独立题：A or B (15s/45s)，可以说自己，可以怼对方
 - 答题逻辑
 - ◆ Opinion
 - ◆ Reason A + Details
 - ◆ Reason B + Details
 - 答案长度 100-120 词/10-12 句子
 - Some people prefer to own cars, others prefer to mainly use public transportation. Which do you agree with? Explain why.
 - ◆ Own cars:
 - Convenient
 - go to everywhere
 - Comfortable, privacy
 - phone call, interrupt
 - ◆ Public transportation
 - Eco-friendly/Environmentally friendly
 - energy efficient, much more gases, more carbon dioxide
 - Cheaper
 - buy a car, gas money, maintenance fees, if ticket
 - Convenient
 - difficult to find places to park cars.

- Agree or disagree: It is important for students to learn to use computers just when they are in primary school.
 - ◆ Agree:
 - Learning aid:
 - encounter problems->search for the internet, \not teacher
 - Social activity:
 - make friends
 - ◆ Disagree:
 - Double-edged sword
 - Play computer games, chat with others from day to night, distracted
 - Do harm to health
- When having some extra money, some people prefer to save it, others prefer to spend it. Which one do you prefer?
 - ◆ Save extra money:
 - Help our family financially
 - Buy gifts, travel to other places
 - In case of emergency
 - eg. break pc suddenly, get diseases ...
 - ◆ Spend extra money:
 - Enjoy the moment, pamper ourselves
 - Having dinner with friends, see a movie
 - 贬值
- Do you agree or disagree with the statement? It's never too old to get a university degree?
 - ◆ Agree: (举例的时候可以不是真的, 无中生友, 无中生同学等等 lol)
 - It's never too old to learn
 - If you have the willing
 - My uncle got a bachelor's degree in accounting, 之前怎么样, 之后怎么样
 - set a good example to the youngsters, to motivate their children to be more ...
 - ◆ Disagree:
 - No degree->no chance to be accessed by the big companies
 - interview, university degree is a must->skilled, competent.
 - Difficult
 - stressful, cannot cooperate these burdens.
 - network with people who are much younger than them->lonely and isolated
 - Set a bad example for the youngsters
- Some people like to use smartphone or other navigational device to guide their road while traveling, some prefer to ask around, which do you like to do
 - ◆ Use: useful & reliable
 - Accurate
 - Mul choices, choose the most suitable one

- screenshot, show, in case of language barrier
- if shy/get nervous talking to strangers, proper
- they don't know how to go there either
 - low efficient
 - even wrong ways, unintentionally
- Difficult to communicate (语言障碍)
- route complicated: difficult to remember
- ◆ Ask
 - make friends with local friends
 - may even get extra info to local famous foods, places of interest
 - great experience
 - doubts
 - hard to recognize maps, but ask people is much easier
 - 举例
 - tech devices may not always function well:
 - 没电了, may die/out of charge
 - wifi signals not available
 - maps 不是最新版: not the newest version
- Some people prefer to buy high-tech products as soon as they are introduced to the market, others prefer to wait for some time to get them. Which do you prefer?
 - ◆ Wait
 - Expensive->cheap
 - eg: iphone first came out, ... But it was only ... three months later.
 - Flawed?
 - wait for the reviews to come out so we can find out if they work well as advertised.
 - Solve problems->when I buy, function better
 - ◆ Not wait
 - Enjoy the benefits of a high-tech product sooner
 - 用最新的产品就可以更快方便自己的生活
 - ...
- Do you agree or disagree that university students should take part-time jobs?
 - ◆ Agree
 - Earn money: independent financially
 - Reduce parental economic pressure
 - Experience
 - finish certain tasks
 - cooperation skills, work with others
 - decision making skills
 - if closely related to your major studies
 - hands-on experience
 - Make friends other than your classmates, professors...
 - ◆ Disagree
 - Time wasting

- Study should always come first
- \not meaningless jobs
- get good grades: GPA
- Reasons
 - ◆ Pay can be really low
- Do you agree or disagree with the following statement, technology has made people's life a lot easier than before? Give specific reasons and details in your answer.
 - ◆ Agree
 - ◆ Disagree

Second Lecture:

- 打卡：四个小册子打卡
- 综合题：阅读+听+说
 - 阅读 50s
 - ◆ 要记的：
 - 弄清题材：信件/通知
 - 落款：通知没有，信件有落款
 - 主语：
 - ◆ 通知：University, administration, director, health service center, ...
 - ◆ 信件：I/We
 - 标志词
 - ◆ 通知：announce, decide, plan, consider, ...
 - ◆ 信件：think, suggest, propose, oppose, ...
 - 主旨句定位：谁什么时间什么地点要怎样干什么，5W1H
 - 注意如果出现代词一定要把信息（定语等）交代全
 - 弄清主题：Point A + Point B
 - 2个逻辑连接词 lw1, lw2, lw1+pa+lw2+pb
 - 1个逻辑连接词 lw, pa+lw+pb
 - 0个逻辑连接词 will/should/... +pa+pb 或者 pa+speaker+pb
 - 听力 60-80s
 - ◆ 要记的：
 - 主讲人是男是女：
 - 笔记：M/W
 - 信息：态度：同意还是不同意
 - 笔记：√ 或 ×
 - 语气，喜欢、反对等等
 - Reason A+ Reason B：细节要抓，主要得分点在听力，主要也是说听力
 - 注意 RA & RB 和 PA & PB 的对应关系。在明确态度以后，应该在听力中着重记录加强/削弱的信息，需要体现出细节的完整性
 - 注意笔记信息点在答题转述中的逻辑，避免简单的堆砌观点，需要体现出叙述的逻辑性
 - 听力要回应阅读
- 30s 准备
- 说：30/60s

- ◆ 通知
 - Reading:
 - In the announcement, the university has decided (is planning) to v. the n.
 - Listening:
 - In the conversation, the man/woman agrees/disagrees with the decision/plan.
 - First, + R1+ S1
 - Secondly/Plus/Besides, + R2 + S2
- ◆ 信件
 - Reading:
 - In the letter, the student proposes that the university should v. the n. /the student opposes the university's plan to v. the n.
 - Listening
 - In the conversation, the man/woman agrees/disagrees with the student.
 - First, + R1 + S1
 - Secondly/Plus/Besides, + R2 + S2
- TPO10 Task2
 - ◆ 阅读笔记
 - letter, stu proposes to display the artwork in the lobby at the entrance to the student center because + R1: many students pass through + R2: place is full of light.剩下全是说听力的内容了
 - ◆ 听力笔记
 - ◆ W×
 - ◆ people:
 - × stu who wanna appreciate artwork
 - **block view**
 - ◆ light, not good, sunny-> too light, cloudy->too dark. **art museum** same level

三道校园综合题，学术类题目评讲

- 例举可以让你的陈述更加丰富
- TPO35 T2
 - University should allow students to audit classes
 - ◆ 总结主题句: Student claims that university should allow them to audit classes
 - Some people think competition will motivate students. Other people think competition has negative influences. Which do you agree with? Explain why.
 - 注意 Competition 是抽象名词，不只是竞赛，还可以是竞争 go up against
 - Agree:
 - ◆ Work hard
 - ◆ win->confidence->do more->virtuous cycle
 - Disagree:
 - ◆ not everyone is winner->face defeats->lower level of confidence
 - ◆ some students might get trapped in the competition->wrong

ways->treat->dishonest

- ◆ bring about a lot of stress->harm health both physically and mentally->affect studies
- ◆ hurt friendship: the winner may feel so good about themselves and be arrogant and annoying; losing students might be jealous or even resentful of their winning friends. ->apparently, this does great harm to their friendship.
- 一种思路:
 - ◆ 先说理: Competition->People care more about the outcome->bring out the best in them->learn better.
 - ◆ 再举例: Presentation in history class, took it for granted, didn't put effort in it, after knowing about the competition, worked harder, won the 1 st prize, became better at history learning.
- Do you agree or disagree: students should watch teacher's lectures in video version instead of attending classes?
 - Disagree:
 - ◆ Ques: not given an answer in time.
 - ◆ Lack of class discussions: 同学互动的益处:
 - get more perspective
 - talking about topics more comprehensive
 - more solutions
 - ◆ Distracted from your lectures by stuff on the internet, such as video games, movies, a message from your friends or a pop-up advertisement.
 - Agree
 - ◆ attending classes means it only display once, once it's gone, it's gone. Some of the concepts and equations are difficult to understand. You can review the video clips for more than one time, which will help you understand them easier.
 - ◆ more flexible study schedule. for some students->sleepy, late for class, body not suitable for classes.
- You live in a crowded city with only one green space---the city park. The government recently proposes to build a housing complex on this only green space. Do you think this is a good idea?
 - Good idea
 - ◆ more green space: A great place for people to relax and exercise+例举: 比如 go for a walk after dinner
 - ◆ be more socialized: encounter your neighbor in this park, you can chitchat and have a walk together. This will help improve your friendship with them.
 - ◆ releasing the stress on overpopulation: city with millions of dwellers. Living space per capita is quite limited. Family with 2 or 3 kids, they have to stay in the same room until they go to college.
 - ◆ roof garden can be introduced in order to provide green space to the residences: roof gardens are introduced in many metropolitans in the world.
 - Bad idea:
 - ◆ birds to live in
 - ◆ live would be boring and even miserable without green space. far away from

the city park->difficult to reach there

- 学术类题第一题：自然科学、社会科学、人文科学；阅读的定义+举例；60s 说

- Franchising:

- ◆ 定义:

Franchising

Many popular and well-known business chains, such as fast food restaurants, use a practice known as franchising. In franchising, someone who wants to open a store or a restaurant pays an established company for the right to use the company's name and sell the company's products. Selling an established, in-demand product that has immediate name recognition benefits the new business by reducing the risk that the business will fail. In exchange, the new business agrees to follow all of the standard practices of the company with the name it wants to use.

- ◆ 例子: suppose the professor wants to open a restaurant, he could pay the pizza town, which is a well known pizza restaurant, 钱, 并且他不需要担心, 因为 pizza 一定会卖的很好, 作为交换, 要遵循标准、练习, pizza town 会派人来教我做 pizza, 让我的店面装修得更好。虽然损失了自由, 但是这种方式确实 works, 可以 sell a lot of pizzas.

- Reference Group

Our thinking and behavior are often influenced by other people. When we admire and respect someone, we naturally try to imitate their behavior and attitudes. Group of people whom we admire and whose behavior and attitudes we tend to imitate are known as reference groups. Reference groups provide a model—a frame of reference—that we can shape how we think and behave. Over the course of a lifetime, we may be influenced by many different reference groups. As we grow older, or encounter new circumstances, our reference group may change, and our attitudes and behavior may change accordingly.

Reference groups are groups of people who we admire and whose behavior and attitudes we like to imitate. The professor gives an example to illustrate this. When he began university studies, he made friends with some art students. They were older, fun, creative and cool. They wore T-shirts and jeans and sneakers everywhere they went. So the professor started to wear casual clothes, too. After he graduated he moved to Chicago and worked with some bright young people who handled great responsibilities for the company. His co-workers preferred to dress up a little bit, wearing nice pants, button-up shirts or fashionable dresses and shoes. So he started to dress the same way as they did, and didn't consider T-shirts and jeans and sneakers cool any more.

■ Questioning Awareness of Effect

Questioning Awareness of Effect

When a student engages in disruptive behavior in the classroom, it negatively impacts both the teacher's ability to teach and other students' ability to learn. One way a teacher can correct disruptive behavior is by questioning awareness of effect. With this technique, when a student disrupts the class, the teacher asks the student a question that draws attention to the negative effect of the student's behavior. The teacher then does not wait for an answer, but immediately continues teaching. By thus simply drawing attention to the effect of the student's behavior, the teacher can often lead the student to discontinue the behavior.

Questioning awareness of effect is a method used by teachers in class to correct students' disruptive behaviors. In the lecture, the professor uses an example to illustrate this method. The professor used to teach 8-yr olds and there was a rule in class that everyone had to raise their hands before answering questions. One girl Sara often failed to follow the rule and just called out the answers. So one day, after she did it again, the teacher asked her whether she was being unfair to the other students by not giving them a chance to answer questions too. The professor immediately went back to teaching without waiting for her answer. From then on Sara learned how to answer questions properly in class.

■ TPO27 T4 Swarm Intelligence, 已经在新东方托福的口语中评分了

• 概念:

- Swarm intelligence—insects living in groups can perform complex tasks through complex behaviors.

• 例子:

- Ants in search of food
- Wide space between the two branches
- A single ant can't cross over the space
- The group of ants work together to reach the food: 1st ant; 2nd ant; other ants, bridge, get the food

Swarm intelligence means insects living in groups can perform complex tasks that individual members could not. The professor uses ants as an example. A group of ants are moving on a tree branch to find food. When they reach the end of the branch, they find that the food is on another branch. And there is wide space between the two branches. Any single ant alone can't cross the space. What they do is that one ant walks to the end of the branch. Then it holds onto the branch with its back legs and then stretches its body forward into the open space. The next ant would hold onto the first ant and stretch forward into the open space too. Other ants just do the same thing until they form a bridge that the rest of the ants can cross over to reach the food.

学术类题第二题

- 题型介绍：自然、社会、历史、人文
- 没有阅读，只有听力+口语
- 听力逻辑
 - General and Specific / Summary
 - Overall Topic
 - Aspect A->Example A
 - Aspect B->Example B
 - L: 90-120s, S: 20s 准备/60s 说

● 听力找点技巧

- 第一步：听力笔记的要求

Tip	故事主干	故事层次
名词、动词	√	
形容词、副词		√

- ◆ 着重记录核心的名词和动词，辅以表示名词特征的形容词和表示时间节点的副词或词组

- ◆ 教授一直啰嗦东西就很重要

- 第二步：问题题干=讲座主旨

- ◆ 答题时注意利用问题题干作为答题的主旨句

- 难点：语言多样性、时态、概括转述

- TPO16 T6

- 心理学

In the lecture, the professor talks about two defense mechanisms, which can help people deal with painful emotions. The first defense mechanism is called Fantasy. It means people use imagination to invent a happy story in their mind. Say, a woman who has lost her pet dog may imagine that a nice family found him and he is really happy now. She will even picture her dog running around and playing. It's not real but it helps keep her pain away. The second defense mechanism is called sublimation, which turns people's negative emotions into something useful. For example, the woman might start a dog-training school and train other people's dogs so that they won't run away like hers did. In this way, the woman can change her negative feelings about losing her dog into a positive activity.

- 商科:

In the lecture, the professor talks about two characteristics of target customers that can influence marketing strategy. The first is the age of the target customers. For example, a company sells toy cars, so the target customers are kids. And in order to reach these customers, the company advertises during the time when kids are watching TV. So they will see the ad and go buy toy cars or to ask their parents to buy them. The second is the geographical location, referring to the places where target customers live. For example, a company sells boats and their target customers should be people who own houses near lakes or oceans. The company would place ads on signs along the road or on television in cities and towns that are near oceans or lakes. So they are more likely to sell more boats as a result.

- 作业: TPO33 T6、TPO14 T6、TPO19 T6

答题模板

- 校园类综合题

- 学校通知

- ◆ Reading:

- In the announcement, the university has decided/is planning to (v.) the (n.)

- ◆ Listening:

- In the conversation, the man/woman agrees/disagrees with the decision/plan.
- First, +R1+S1.
- Secondly/Plus/Besides, +R2+S2

- 学生信件

- ◆ Reading:

- In the letter, the student proposes that the university should (v.) the (n.)

the student opposes the university's plan to (v.) the (n.)

- ◆ Listening:
 - In the conversation, the man/woman agrees/disagrees with the student.
 - First, +R1+S1
 - Secondly/Plus/Besides, +R2+S2
- 学术类综合题一
 - 答题法 1:
 - ◆ In the lecture, the professor uses an example/an experiment/two examples to illustrate/explain xxx
 - ◆ The first example is _ + 细节
 - ◆ The second example is _ + 细节
 - ◆ (So xxx means _____) 看时间可选, 遵从原文时态
 - 答题法 2:
 - ◆ xxx means _____ (10-15s) 遵从原文时态
 - ◆ In the lecture, the professor uses an example/an experiment/two examples to illustrate/explain xxx
 - ◆ The first example is _ + 细节
 - ◆ The second example is _ + 细节
- 学术类综合题二
 - In the lecture, the professor talks about ____ (可以直接把题干拿来用)
 - The first point is ____
 - For example, ____
 - The second point is ____
 - For example, ____
 - => point 具体用题目中的关键词替换掉, 比如 strategy, type of *等等
- ✓ (In my opinion, travelling with my friends is much better.)
- **For one thing**, economical, Spain, share hotel rooms & purchase fares with a group discount->save money, myself->more If I had been travelling alone, I would have spent more.
- **In addition**, broaden my horizons, visit museums and churches(unknown), discuss with my friends->much information about it. So in that way, traveling with friends can indeed broaden my horizons.

我觉得口语可以把那几个语料都背一背, 因为很难自己当场准备。。那就是每天背口语, 隔天做听力, 然后三天做一篇阅读精读, 四天过一次写作。

口语可以对着语料, 试着复述, 如果能够成功复述, 那么可以提关键词, 然后自己组织语言重新复述, 直到能够成功复述。

如果口语语料都利用完了, 那可以利用学术性不强的听力语料继续复述。

- TPO56 T2
 - It is important for children to learn to draw or paint
 - train their brain ()
 - cultivate their observation ability. When children are trained to draw or paint, they

will be driven to observe the things around them. By watching the object they are going to draw and trying to capture every details with it closely before and during the drawing process, they can surely become a keen observer. And this can benefit them in their later year of study.

I agree that it's important for children to learn to draw or paint. One reason is that it could help with their observation. By watching closely the object they are going to draw and trying to capture every detail with it before and during the drawing process, they can surely become a keen observer. And this would benefit them in their later years of study as they would pay close attention to important details as necessary. Also, usually they'll have to work on a given painting or drawing for several hours continuously. So this activity really takes time and patience and helps them to stay focused on a certain project for a long time. In this sense, it's a great thing for children. With such patience, they could achieve whatever they set their mind to.

- TPO56 T3
 - Students need campus snack shop
 - job opportunities, easy place to buy food
 - learn how to start your own business (staff schedule, keep track of inventory, order supplies, make sure the building is maintained), beneficial after they graduate
 - buy coffee, car? students don't, 15min drive around trip half an hour, time use for study.

Sample Response:

In the letter, the student proposes that the university should open a snack shop on campus to create job opportunities for students and offer a convenient place for students to buy food. The man in the conversation totally agrees with this idea. He thinks the snack shop can give students work experience that could be used in the real world, especially for students who want to start their own business when they graduate. Experience like making up staff schedules, keeping track of inventory, ordering supplies and so on could really give them hands-on experience about running a business. Also, he thinks it really would be a convenient place for students to buy food. Usually there are long lines in the cafeteria. It's really inconvenient for students who just want to grab a coffee or a quick sandwich. Some students have cars but a round trip to and back from the closest store in town would take at least half an hour, it's just so time wasting.

- TPO56 T4
- insect groups that use task partitioning to work into several different stages that are ordered and performed in a fixed sequence by different groups of workers

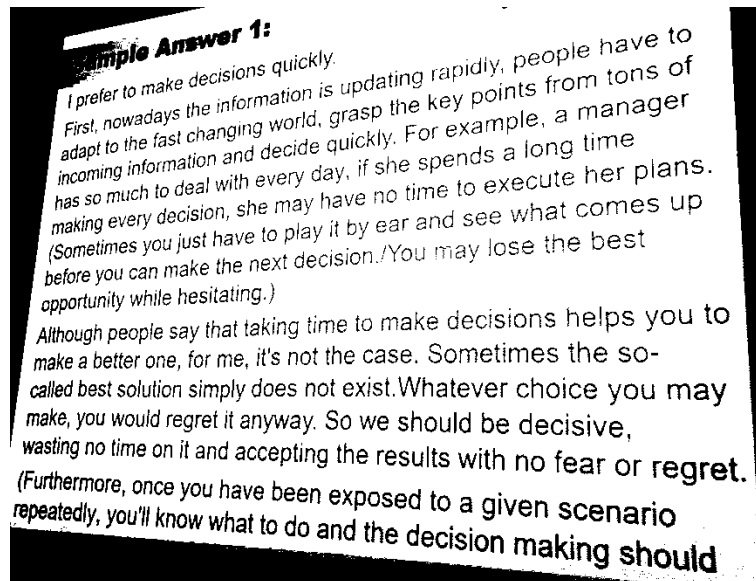
- leave cutter ants, food:leaf
- separate into 3 diff groups
 - 1:climb up the tree, cut leaves, instead of carrying the pieces down, the let them to fall on the ground->pile at the bottom of the tree.
 - 2: cut into smaller pieces and bring the pieces to the place where is half way to the nest
 - 3: takes over, bring the pieces back from the trail to their nest
- specific job to do, work faster->none of the ants need to climb up and down the trees, without tiring out too soon

Simple Answer:
 Task partitioning is used by certain insect groups to divide their work into several different stages that are ordered and performed in a sequence by different groups of insects. The professor uses an example of leaf-cutter ants about how they bring back leaves to their nest. The ants are divided into three different groups. The first group of ants climb up a tree and cut off leaves. They just let the leaf pieces fall off to the ground and pile up under the tree. Then the second group cut the leaves into smaller pieces and carry them part way to their nest. Finally, the third group bring the small leaf pieces back to their nest. In this way, the work is done faster than if the ants were all working independently. Also it won't tire the ants out too soon as they don't need to climb up and down all the time.

- TPO56 T6
- railroads:
- expansion: selling products all across the country, sell to pretty much across the country
 - clocks->no railroads: sell in the city or nearby->有 railroads: sell to across country.
- open factory in new locations->coal to run machine->coal to transport, not found naturally.
 - coal->no much factories south->after, south: coal can be delivered to the south, factories can be built there.

Simple Answer:
 The professor talks about two ways of how the development of railroads has changed US economy. One way is that the expansion of railroads enabled companies to start selling their goods all over the country. An example of this was a big clock company. Before the expansion of railroads, the clock company could only sell its products to people living in or near the city. After the expansion of railroads, they could load the clocks on trains and deliver them to all parts of the country. The other way is by making it possible to open factories in new locations. For example, there used to be few factories in Southern US because there were no raw materials like coal there, which was essential to provide power for factory machines. After railroad lines were built there, coals could be transported from other parts of the country, and new factories were able to open there.

- TPO57 T2: 可以 it depends: 主要是在规定时间内有效传递有关话题的信息!!!
- 说理很困难的时候要逼迫自己去讲细节, 举例 (For example)
- Some people are able to make decisions very quickly based on their first thoughts, Other people take a lot of time and think carefully before making a decision. Which do you think is better?
- seize the chance: make a change, improve myself. the chance is taken.(其实可以讲一个点讲到底, 如果这么讲就需要具体的例子)
- cultivate my decision making skills. Even if you make decisions very fast that might lead you to make more mistakes, but with accumulating more failures, I can make correct decisions in the future. So in a long run, making decisions very fast is beneficial to me.



- TPO57 T3
- Extending study period
- R:extending the study period before the final exams from 1 d.->3 d.
 - exam: not enough time
 - extra time to consult with prof
- L: w, not helpful
 - study through out the whole semester, can't learn in a few days before the exams
 - prof: busy: grade the homework assignment, preparing for the exams, (注意 prepare 和 prepare for 的区别) don't have time to answer q
- letter, proposal

Sample Response:

In the letter, the student proposes that the university should extend the study period to three days because one day is not enough for students to cope with so many exams in different classes. And in this way, students will have enough time to consult with the professors.

In the conversation, the woman totally disagrees with it. To begin with, she thinks students should be studying during the whole semester rather than wait until the last few days. This proposal will only do the opposite. Plus, students can't learn everything in only a few days. The other reason is that it's not the ideal time to ask professors questions. During the time before the exam, professors are busy with grading assignments and preparing the exams. So they don't have time to make appointments with students.

- TPO57 T4
- root communication
- R: water is scarce
 - ~~maintaining a certain distance between them and other plants that compete~~ (主题句找错了)
 - the root of one plant communicate with the roots of another plant that ...
- L: acrysol plant
 - states far away from other plants
 - Reason: root underneath the ground-> survive; protect the roots especially the water, grow close-> **release a** chemical, other: contact: start contact crysol root. **grow in other directions**
 - root tell other this is my place->other plants move away, **plenty of space around it**->advantage.

Sample Answer:

Root communication is a strategy that the roots of one plant communicate with the roots of another plant in order to control the amount of distance separating them.

In the lecture, the professor uses the creosote plant as an example. The creosote plant is spaced far away from other plants so that it'll have access to water and space. The way it works is that whenever the roots of other plants start growing too close, the roots of the creosote will release a chemical telling the other plants to stop growing toward the creosote roots. Then the roots will start to grow in some other direction, away from the creosote plant. In this way, the roots of the creosote plant always have plenty of space and enough water supply. This is a big advantage, especially in the dry desert climate.

- TPO56 T6
- Marketing strategy: sell more items
- a second interest:
 - offer a second product for free **if you buy the first one**: bonus
 - immediate sell **for the first product**; come back
 - imm: purchase, strategy to offer a deal
 - ◆ computer: get video game,
 - ◆ **not sure buy-> video game interest them->buy**
 - come back, **keep buy merchandise from the store**:
 - ◆ offer computer lessons->free->customers come back->set up contact with customers.
 - ◆ they might buy printer ... in that store
- In the lecture, the professor talks about how a business can increase sales by creating a second interest. The first point is 666. For example, 666. The second point is 777. For example, 777.

Sample Answer:

In the lecture, the professor talks about two advantages the second interest strategy can bring to companies. The first one is that it can help the company to convince people to purchase their products. For example, there's a computer store which offers a deal to the customers, that is, when they buy the newest model of their computer, they can get free video games on it. Therefore, the customers are more likely to buy it from that store. And the second benefit is to help retain customers for the company. And the example is still the computer store. It not only sells computers to the customers, but also provides them with free computer lessons on a regular basis, like once a month. It can help the store maintain contact with customers. Therefore, whenever the customers need something computer-related like a printer, they'll just buy it from the store as they often go there.