# **Contributing to society**

## 单词

词汇	发音	词性	翻译
sponsor	[us]'spa:nsər [uk]'spansə(r)	noun	赞助商
vandalism	[us]'vændəlɪzəm [uk] 'vændəlɪzəm	noun	人为破坏
attack	[us]əˈtæk [uk]əˈtæk	noun	攻击, 袭击
violent	[us]'vaɪələnt [uk]'vaɪələnt	adj.	猛烈的, 强烈的, 暴力的, 极 端的
neglected	[us]nɪˈglektɪd [uk]nɪˈglektɪd	adj.	忽视的; 弃置的; 疏忽的, 玩 忽的
disadvantaged	[us]ˌdɪsədˈvæntɪdʒd [uk]ˌdɪsəd ˈvaːntɪdʒd	adj.	贫困的
insufficient	[us]ˌɪnsəˈfɪʃnt [uk]ˌɪnsəˈfɪʃnt	adj.	不足的
illiterate	[us]ɪˈlɪtərət [uk]ɪˈlɪtərət	adj.	不识字的; 没受教育的
improbable	[us]ɪmˈprɑːbəbl [uk]ɪmˈprɒbəbl	adj.	未必会发生的; 不大可能的
irregular	[us]ɪˈregjələr [uk]ɪˈregjələ(r)	adj.	(形状)不规则的; (安排)无规 律的; 不平坦的
undernourished	[us]ˌʌndərˈnɜːrɪʃt [uk]ˌʌndə ˈnʌrɪʃt	adj.	营养不良的
overpopulated	[us],oʊvərˈpɑːpjuleɪtɪd [uk],əʊvə ˈpɒpjuleɪtɪd	adj.	人口过多的
philanthropy	[us]fɪˈlænθrəpi [uk]fɪˈlænθrəpi	noun	博爱, 慈善, 仁慈
donor	[us]'doʊnər [uk]'dəʊnə(r)	noun	捐赠者
expertise	[us]ˌekspɜːrˈtiːz [uk]ˌekspɜːˈtiːz	noun	专门知识
pledge	[us]pledʒ [uk]pledʒ	verb	发誓,起誓,保证
conform	[us]kənˈfɔːrm [uk]kənˈfɔːm	verb	顺应,顺从(大多数人或社会)
manipulate	[us]məˈnɪpjuleɪt [uk]mə ˈnɪpjuleɪt	verb	控制, 操纵, 影响

turnover	[us]'tɜːrnoʊvər [uk]'tɜːnəʊvə(r)	noun	营业额,周转额
perception	[us]pərˈsep∫n [uk]pəˈsep∫n	noun	知觉, 领悟力, 感觉
publicity	[us]pʌbˈlɪsəti [uk]pʌbˈlɪsəti	noun	宣传, 宣扬, 广告
gang	[us]gæŋ [uk]gæŋ	noun	团伙,匪帮
dilapidated	[us]dɪˈlæpɪdeɪtɪd [uk]dɪ ˈlæpɪdeɪtɪd	adj.	残破的
combat	[us]'ka:mbæt [uk]'kɒmbæt	verb	阻止,防止
revitalize	[us]ˌriːˈvaɪtəlaɪz [uk]ˌriːˈvaɪtəlaɪz	verb	使(某事物)恢复生机; 使新生; 使再兴
graffiti	[us]grəˈfiːti [uk]grəˈfiːti	noun	涂鸦
moral	[us]'mɔːrəl [uk]'mɒrəl	adj.	道德(上)的

## Discussing needs in your community

First, let's look at some language about community issues. Here are are problems that may happen in a local community.

Select a card and listen to the audio.





homelessness:无家可归

violent attacks:暴力袭击

You will watch an interview with Pien, who has lived in San Francisco for more than two decades. Watch the video, and answer the questions. <a href="https://cns2.ef-cdn.com/Juno/19/90/66/v/199066/GE\_13.3.1.1.2.mp4">https://cns2.ef-cdn.com/Juno/19/90/66/v/199066/GE\_13.3.1.1.2.mp4</a>

[PIEN] All right, so you want to know about problems and needs of people in our community?

[PIEN] Um, it's interesting because, uh, I was active, uh, when my kids were much younger, about 10 years ago and,

[PIEN] uh, because this neighborhood was pretty dangerous, and a little bit neglected and,

[PIEN] a few, a month ago or so, one of our neighbors, in the blue house over there, invited me to come to a neighborhood meeting again, because there was initiative to clean up Ridge Lane.

[PIEN] Ridge Lane is a, is a carless little lane that runs from our street, Josiah Howth, to, all the way to San Jose Avenue,

[PIEN] and the people on the lowest block - it's four blocks long - want to do some cleanup,

[PIEN] and so, um, we're organizing a rough cleanup of that area and making sure that people don't park cars in the, uh, in the little lane, which was wonderful.

[PIEN] Um, we did get together also about safety because that's one of the biggest issues in this neighborhood.

[PIEN] We have, uh, safety issues.

[PIEN] Unfortunately, we had a murder in June here of last year, which is unresolved, unsolved, and there have been other violent attacks in the neighborhood, too,

[PIEN] so we're getting together around that with the police, um, station, to try to find solutions and be vigilant.

[PIEN] So there is, um, that's one, one issue is, of course, uh, cleanliness and safety and the other is the initiatives we can take, a little bit over the normal safety level, is to combat gangs.

[PIEN] And, uh, I think our neighborhood is, is uniting here and the neighborhoods lower are uniting.

[PIEN] We also have, um, pretty good initiatives.

[PIEN] There, uh, was a meeting about two weeks ago to, uh, revitalize Broad Street.

[PIEN] Broad Street is a street where we have Muni cars, and it's a thoroughfare and several businesses, but it's very, very dilapidated, and it's also dangerous because of the gangs.

[PIEN] So, uh, merchants, citizens, uh, residents are getting together to try to revitalize that area and bring businesses to the area and make it safer, install stop signs.

[PIEN] This area of the city, we have a lot of seniors, so even though we might have stop signs, because on, on some streets we have Muni and cars, and no speed humps, seniors are not even able to, to cross safely because they're slower.

[PIEN] So that's another thing we're doing.

[PIEN] So, actually, in this neighborhood which is called the Ingleside in San Francisco, our needs are not being met,

[PIEN] but we are trying to work together with city organizations to get those needs to be met,

Watch the video again, and study the language.

### https://cns2.ef-cdn.com/Juno/19/90/66/v/199066/GE\_13.3.1.1.2.mp4

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neglected 未被妥善照管的
initiative 倡议
cleanup 清理
combat 对付
revitalize 使恢复元气
dilapidated 破旧的
speed humps 减速带

The local newspaper turned Pien's interview into a report.

Move the text to the correct gaps.

In the past few years, the Ingleside community has been (neglected) by the city. There are (dilapidated) houses and walls with graffiti. Nevertheless, positive changes have been happening recently. Local residents have been taking the initiative to (revitalize) their rundown neighborhood. According to Pien Yarbrough, an active community member, they have run a number of cleanups in those streets and alleys that have suffered the most from (vandalism). A neighborhood (watch) program has been organized to prevent further damage to public properties. People are also working together with the police and city organizations to (combat) gangs, another threat to the safety of the neighborhood.

承认别人的观点	
当我们在进行对话时,让别人觉得你一直在听并且你尊重他们的想法总是很重要的。以下是一些表达方式:	
That does certainly seem to be the case.	那看上去 确实是这 样的。
That's a valid point you brought up.	你提出了 一个合理 的论点。
I'd definitely say so.	我会肯定 地说是这 样的。
You hit the nail on the head there.	你说得一 针见血。
在这四个表达方式中, <b>hit the nail on the head</b> 可能听起来最不正式,但它在你强烈同意这个想法时是很好用的。用更加正式的方式来表达你强烈同意时,你也可以说:	
I'm in complete agreement with you about that.	我完全同 意你的意 见。

在别人的论点基础上添加	
以下是一些你可以用来添加你的意见,以在别人的论点基础 上扩展的短语:	
I'd like to add that people will feel the area is neglected.	我想补充的是,人们会觉得这个 地区被忽略了。
And on top of that, we might want to start a neighborhood watch.	除此之外,我们可能要开始邻里 守望。
To take that one step further, we should inform everyone about theneighborhood watch.	进一步地说,我们应该通知每个 人有关邻里守望的事。

这是更多的用于在别人的想法基础上扩展和保持谈话 具有建设性的表达方式。	
A: We have to make sure the local residents know what to watch for in theneighborhood.	我们必须确保当地居民知道该在社区里 留意什么。
B: For me, it's also about deciding what actions to take.	对我来说,这也是关于决定要采取什么 行动。
A: We'll need to work closely with the police to combat street violence.	我们需要与警察密切合作来打击街头暴力。
B: And if I could build on that, it's also critical to involve other cityorganizations.	如果我能加一句的话,将其他的城市组 织融入进来也是至关重要的。

## **Talking about humanitarian efforts**

We're going to learn how to discuss global issues and efforts to address them.

前缀和后缀	
了解常见的前缀和后缀能让你有根据地猜测出生词的词义。它们还可以帮助你建立拥有共同词根的词之间的连接。	
否定前缀	
下列否定前缀dis-和 in-将肯定形容词改变为否定的。	
advantaged – disadvantaged	处境优越的 -贫穷的
sufficient – insufficient	足够的-不 足的

如果一个形容词以字母I开头,通常它会使用il-前缀。如果它以字母m 或p开头,通常会加上im-。lr-常用在以r开始的形容词前。	
literate – illiterate	识字的 - 文盲的
probable – improbable	可能的 - 不可能的
regular – irregular	规则的 – 不规则的

前缀under-指缺乏的东西。	
nourished – undernourished	营养良好的-营养不良 的
前缀over-意思是有太多的东西。	
populated – overpopulated	人口密集的 - 人口过多 的
后缀-less把一个名词转换成形容词,它表明某事不存在或者某人缺乏某事。	
home – homeless	家-无家可归的

#### Select the correct words.

- 1. The number of illiterate people is often ( overestimated / estimated / underestimated ) . Many people in remote areas haven't been counted.
- 2. Local government is sometimes ( capable / incapable / capability ) of helping the poor. There are simply not enough resources.
- 3. It is (irresponsible / responsible / responsibility) to assume that being in poverty is the fault of poor people.
- 4. A (advantaged / disadvantaged / advantage) person needs a great deal of help.
- 5. Some nonprofit organizations are too ( understaffed / staffed / overstaffed ) to make a real impact on problems.

**Truth:** underestimated; incapable; irresponsible; disadvantaged; understaffed

使用近似统计	
在给出没有那么确切的统计数据时,使用近似语言来帮助你避免错误。注意in the region of给出一个大致范围,as manyas描述一个说话人要强调的粗略数字是大量的。	
The population of homeless people was in the region of 0.6 million to 0.7million in 2013.	无家可归者的人数 在2013年是60万到 70万之间。
Figures suggest that as many as a hundred million people worldwide arehomeless.	数字表明,全球有 多达一亿的人无家 可归。
That's something like 800 million people suffering from insufficient food.	约有8亿人因食物不 足而遭受痛苦。
It was found that approximately 750 million adults in the world wereilliterate.	结果发现,世界上 大约有7.5亿成年人 是文盲。

抽离是用谨慎语言来保护你的观点,并避免听起来太绝对的技巧。抽离的一种方法是使用动词如estimate, judge 和guess。	
The World Food Organization estimates that more than 10 percent of thestarving people it helps live in urban areas.	世界粮食组织估计,它帮助的 超过10%的饥民生活在城市地 区。
当你不期望每个人都同意时,还有一些常见的用来限定一个语句的抽离短语。	
If I remember correctly, it was over 1 million people.	如果我没有记错的话,这是超 过100万的人。
It seems that they occur in every single country all over the world.	看起来,他们在世界各地的每 一个国家发生。
It appears that this doesn't happen only in disadvantaged areas.	看上去这并不仅在贫困地区才 会发生。

The World Health Institute (estimates) that about 800 million people globally are undernourished. That means (something) like around 10 percent of the world's population is suffering from insufficient food.

If I (remember) correctly, in a survey done in the year 2015, it was found that (approximately) 750 million adults in the world were illiterate.

Also, it (appears) that this doesn't happen only in disadvantaged areas. The World Food Organization estimates that more than 10 percent of the starving people it helps live in urban areas.

Read the blog about humanitarian efforts to combat world problems. Select the correct answer.

Humanitarian EffortsThe world is rapidly changing, with its turbulent economies and rapid advancement of technology. Meanwhile, we are still facing problems that have existed for decades. As many as 800 million people are under nourished worldwide, approximately 100 million people in the world are homeless and over 750 million adults globally are illiterate. However, on the positive side, organizations and individuals have greatly increased their efforts to fight these problems. In the past year, financial and material aid remained the main forms of humanitarian support. Statistics from Charitable International revealed that organizations and individuals in the US donated more than \$350 billion to charities and nonprofit organizations. Considerable amounts also were donated in various other countries, with education, human services and health charities receiving the most. Rather than big foundations and corporations, individuals accounted for the vast majority of the annual donations. With this massive amount of funding, charities and nonprofits have been pushed to operate more transparently to meet their donors' expectations. Volunteering in humanitarian work has also proved a popular form of support. In the UK and the US, approximately 25 percent of citizens participated involunteering last year. Common activities included collecting and distributingfood to people in need, tutoring and teaching the disadvantaged, building and running shelters for the homeless and organizing fundraising events. One survey showed that the majority of regular volunteers did so to gain a senseof satisfaction from seeing improvement in people's lives.

### Move the text to the correct gaps.

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引用来源	
通过引用你引入信息的来源你会听上去更客观和可信。一 个常见的非正式做法是使用过去进行时。	
I was listening to this podcast the other day that said volunteer holidayshave become very popular.	我有一天听这段播客提到志愿者假 期已非常受欢迎。
I was watching a documentary on wildlife last night, and it said that somenational parks are short of funding.	昨晚我看了一个关于野生动物的纪录片,它说一些国家公园缺少资 金。
你也可以使用转述动词如 <b>report</b> , <b>say</b> , <b>state</b> 。	
The UN reported problems with hunger.	联合国报道的饥饿问题。

当你不太确定来源时,你可以使用Was it?来问一个问题。	
Was it that website Charitable International that said individuals account forthe majority of donations?	是不是慈善国际的网站提到个人 捐款占大多数?
如果你不记得确切的来源,你可以使用 <b>somewhere</b> 做一个 含糊的参考。	
I remember reading somewhere that something like 750 million adults in theworld can't read or write.	我记得在什么地方读到,世界上 大约7.5亿成人无法读或写。

Read the text. For each situation, select the most appropriate way of citing the information.

**Situation 1:** You read a statistic that about 800 million people aresuffering from insufficient food, but you can't remember where you read it.**Situation 2:** Some time ago, you read in a magazine that approximately 750million adults in the world were illiterate.**Situation 3:** According to a report from Charitable International, themajority of donations to charities come from individuals.**Situation 4:** You learned recently that the majority of people whovolunteered did so for a sense of satisfaction. You vaguely remember thesource was TimeBank.com.

### Talking about making an impact

We're going to look at ways to engage your listener and advise effectively. You are going to watch part of a speech that Biz Stone, co-founder of Twitter, gave at the Hult School of Business. Watch the video, and answer the questions. <a href="https://cns2.ef-cdn.com/Juno/15/13/67/v/151367/GE\_13.3.3.">https://cns2.ef-cdn.com/Juno/15/13/67/v/151367/GE\_13.3.3.</a> mp4

[HOST] Without further ado, please welcome Biz Stone.

[BIZ STONE] I really think that when you start a company, as an entrepreneur,

[BIZ STONE] you have such a wonderful opportunity to weave doing good into

the very core of your culture, of your business model.

[BIZ STONE] I left school, and we formed Twitter.

[BIZ STONE] In fact, the biggest critique of Twitter was, 'Twitter is not useful.'

[BIZ STONE] Well, neither is ice cream. Should we ban ice cream, and all joy?
[BIZ STONE] There was this guy, he had tweeted: 'This place is too loud. Let's go to this other place.'

[BIZ STONE] That tweet got re-tweeted, et cetera.

[BIZ STONE] In the eight minutes it took him to walk to the other place, it had filled to capacity,

 $[\mbox{\sc BIZ STONE}] \mbox{\sc there was a line around the block, so his plan totally backfired,}$ 

[BIZ STONE] but the image of a flock of birds moving together around an object in flight came to mind,

[BIZ STONE] and we formed Twitter Incorporated, I think, like, a week later.

[BIZ STONE] If Twitter was to be a triumph, then it was not necessarily to be a triumph of technology.

[BIZ STONE] It was to be a triumph of humanity,

[BIZ STONE] and it was people doing brave things,

[BIZ STONE] it was people doing mundane things,

[BIZ STONE] it was people self-organizing for charity.

[BIZ STONE] All of these things — it's about what they're able to do with it, because people are basically good,

[BIZ STONE] and if you give them the right tools, they will prove that to you every single day.

[BIZ STONE] And that was a big lesson learned for me.

[BIZ STONE] For anyone who is thinking in an entrepreneurial nature,

[BIZ STONE] in order to succeed spectacularly, you need to be willing to fail spectacularly.

[BIZ STONE] Give it your — give it everything.

魅力讲话的技巧	
让我们来看一下说话时吸引你的听众的几个技巧。	
使用 <b>figurativespeech*,或者非字面或暗喻的措辞,可以让你所说的</b> <b>更有趣。例如,</b> weave <b>的意思事用线织布</b> ,backfire**描述发动机逆 火。	
You have a wonderful opportunity to weave doing good into your culture.	你有一个极好的机会 来编织善行到你的文 化中。
His plan totally backfired.	他的计划完全失败 了。

你也可以使用intensity adverbs来增加你的讲话的吸引力。	
To succeed spectacularly, you need to be willing to fail spectacularly.	要巨大地成功,你需要愿意去巨 大地失败。
其他常见的 intensity adverbs 有 truly, genuinely 和 tremendously。	

你也可以通过将常见词替换成更强的单词和词组来添加强调。在下面的例子中,注意every single, nothing but 和more than的使用。	
People are basically good, and if you give them the right tools, they willprove that to you every single day.	人们基本上都是好的,如果你给他 们正确的工具,他们每一天都会向 你证明这一点。
We want nothing but the best for our customers.	我们希望把最好的给我们的客户。
I'm more than willing to transform the company into one that benefits not onlythe stakeholder but also the general public.	我非常愿意将公司转变为一个不仅 惠及利益相关者,而且有益于公众 的公司。

You're researching ways that individuals can help with world issues. Read the article, and answer the questions.

Small acts, big differences By Gillian Thomson The world today is definitely not a paradise. Hunger, poverty and disease are all too common. While these world problems take tremendous resources to tackle, governments and big organizations are not the only forces capable of doing it. You as an individual can also make a difference, and it's not as hard as you think. Financial **support** Micro-philanthropy has been a popular concept for some time. Its essence is to allow individual donors to make an impact with small donations. A number of charity websites allows the option of giving for a specific purpose. For example, you can pledge \$17 so one child can get vaccinations against six diseases. You can choose to sponsor a child's education for as little as \$20 amonth. Micro-giving also makes it possible for small donors to impact a large number of people in need. Last year, 1,342 donations averaging \$8 each added up to 10 new wells in Africa, bringing clean drinking water to thousands. **Volunteer work** Even with funding in place, making changes happen still requires a large amount of work. That's why volunteers are still critical. Available volunteer work ranges widely, depending on your time and skills. With expertise infinance, for instance, you can volunteer with local charities to help out with their accounting. You can also donate your time and energy in more hands-on ways, such as collecting and distributing food in local communities. Even if you can only contribute one day a month, charities and nonprofit organizations would still love to use your time and ability. When time is an issue, take a volunteer holiday. You can spend your annual leave traveling to a place in need and participate in onsite volunteer work. Think about who you want to help and what you can offer, research organizations and programs that will meet your needs, and reach out. That's all it takes for an individual to make an impact.

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Even with funding in place, making changes happen still requires a large amount of human work. Available volunteer work ranges widely depending on your time and skills. With expertise in finance, for instance, you can volunteer (with) local charities to help (out) with their accounting. When time is an issue, take a volunteer (holiday) . You can spend your annual leave traveling to a place in need.

给出软化的建议	
如果你软化你的口气其他人常常会更容易接受你的建议。你可以有多种方式做到这一点。	
使用包括性代词如I 和 we,而不是you来与另一个人关连起来。	
I'd actually look into micro-giving.	其实我会看一下微付出。
We both know that a simple act of kindness can make a big difference.	我们都知道,一个简单的善行会 产生很大的不同。

使用问题或假设性陈述以避免强烈建议。	
Have you considered volunteering with local nonprofits?	你有没有考虑去当地非营利组织做志愿 者?
Right. What if you find a program you're interested in and ask them?	对。你找到一个你有兴趣的项目并问去 他们,怎么样?
有时候,你可以只改变句子的语调,使它成为一个问题。	
Maybe you could try going on a volunteer holiday?	也许你可以尝试一个志愿者假期?

此外,具有积极意义的某些短语用作鼓励是很有用的。 例如:	
Every bit counts.	每一点都有用。
You never know.	你永远不知道。

### Writing to argue or persuade

We're going to examine how to structure an essay to argue a point. Recently, there have been many mentions of the term 'CSR' on a website you frequently visit. Read the blog to find out more about it.

Select the correct answer.

My take on CSR By Jenlee 32 at 20:32, yesterdayCSR, or corporate social responsibility, has been a big topic of discussion inrecent years. It refers to companies taking responsibility for the impact their actions have upon their workforce, their community and the world –which, for me, should be an essential part of any operating business. As an integral part of society, corporations need to conform to social expectations, and that entails moral responsibilities. It means that companies shouldn't damage the environment. It's not a lot to ask that they make it office policy to recycle paper, use ceramic cups and save electricity. Acompany ought to pay even its lowest employees a livable salary and make sure they work in a hazard-free office. Similarly, as members of the local community, businesses should support community development by sponsoring local projects and donations. Some critics believe CSR is just a publicity stunt, nothing more than a marketing device to manipulate public perception. While it may be true that a company needs to maintain its public image, and CSR is a good method of doing that, we must not ignore the fact that this oftentimes is a win-win situation. If a company ensures fair benefits for its staff, it usually enjoys less turnover and higher productivity. By sponsoring improvements in localeducation, the company is actually cultivating its future workforce. And on aglobal scale, operating sustainably helps ensure that all businesses have adequate resources to operate in the future. To sum up, I believe CSR should be an innate part of business operations. Consistent adherence to corporate social responsibility principles can help the company and its shareholders, as well as people in need in the local community and around the world.

企业社会责任语言	
这是一些与 corporate social responsibilityCSR)相 关的语言。	
We should conform to social expectations.	我们应该顺应社会的期望。
All companies have moral responsibilities.	所有公司都有道义上的责任。
CSR is just a publicity stunt for shareholders.	企业社会责任只是股东们的一种宣传 噱头。
It's just a marketing device.	这只是一种营销手段。
It's an attempt to manipulate public perceptions.	这是操纵公众看法的一种尝试。
Companies want to maintain a positive public image.	公司希望保持积极的公众形象。
The company is recognized for ensuring fair benefits for its staff.	公司被认为是确保其员工合理利益的。
Better benefits lead to less turnover and higher productivity.	更好的福利带来更少的员工流动和更 高的效率。
Companies have an obligation to operate sustainably.	公司有可持续运营的义务。

As an integral part of society, corporations need to conform (to) social expectations, and that entails (moral) responsibilities. It means that companies should not damage the environment. It's not a lot to ask that they make it office policy to recycle paper, use ceramic cups and save electricity. A company ought to pay even its lowest employees a livable salary and make sure they work in a hazard-free office.

Some critics believe CSR is just a (publicity) stunt, nothing more than a marketing device to (manipulate) public perception. While it may be true that a company needs to (maintain) its public image and CSR is a good method of doing that, we must not ignore the fact that this oftentimes is a win-win situation. By sponsoring improvements in local education, the company is actually (cultivating) its future workforce.

### 写作来说服

在关于企业社会责任的文章中,作者用了一个很常见的结构来构建她的论点: opening (开头), expansion (展开),concession (让步), refutation (反驳), 和 summary (总结)

### The opening

在开头,作者陈述主题,企业社会责任,然后给出她的立场,因此读者会立刻明白主要思想。

### The expansion

开头后,她以关于企业社会责任的细节来扩充并以此来建立她的论点-例如,公司应该付**a livable wage**。

### The concession

然后,作为她的论点的一部分,她做出了一个**concession**,承认对立的观点,一些人认为企业社会责任是一个**publicitystunt**。这是一个证明你的客观性和对不同立场知晓的有效的方法。

#### The refutation

让步后,作者马上驳斥了对立的观点并进一步加强了她自己立场的论点。她列举了企业社会责任的好处-例如,less turnover 和 higherproductivity。

### The summary

最后,她通过重述她在文章中涵盖的论点来重申她对企业社会责任的支持。

在让步中削弱对立观点	
你的让步并不总是必须要绝对的。即使你提到了反对意见,你仍然可以将该观点削弱一点,以加强自己的论点。例如,您可以使用情态动词如 <b>may</b> 或者 <b>might</b> 。	
Critics may argue it's too expensive for a company to give back to the public.However	批评家可能认为对一个公司 来说回馈大众太昂贵了。然 而…
你可以使用动词如feel 和 believe来将反对的意见从事实弱化为观点。注意some people是如何帮助淡化观点的。	
Some people believe that CSR is too expensive. On the other hand	一些人认为企业社会责任太 贵了。另一方面…
你也可以直接表述反对意见。	
One common argument against CSR is that it's too time consuming. I don't agree	反对企业社会责任的一个常见的论点是,它太耗费时间 了。我不同意…

驳斥反对意见	
你可以在同一个句子中做出让步,并反驳反对观点。看这 些例子。哪个从句是让步,哪个是反驳?	
While it might be true that CSR can be expensive, we need to take intoconsideration its obvious benefits to companies.	虽然企业社会责任有可能是昂贵的 可能是事实,但我们需要考虑它给 公司带来的明显的好处。
Although CSR may take away some time from employees' work responsibilities,it's also evident that it gives employees a sense of satisfaction.	虽然企业社会责任可能会占用员工 的工作职责中的一些时间,但也很 明显,它给员工以满足感。

- 1. Critics (may) argue that it's too expensive for a company to give back to the public.
- 2. Some people (believe) CSR is too expensive.
- 3. (While) it might be true that CSR can be expensive, we need to take into (consideration) its obvious benefits to companies.
- 4. CSR may take away some time from employees' work responsibilities, (although) it's also (evident) that it gives employees a sense of satisfaction.