Unit 1

Lead-in

Ι.

The four quotes highlight the beauty and uncertainty of the future as well as the importance of planning and preparing for the future.

11.

1F 2A 3E 4B 5C 6D

III.

1.

- 1) I want to be a doctor because I want to help as many people as I can.
- 2) I want to manage my own business because I don't want to work for someone else.
- 3) I don't have a clear idea of what I will do in the future. But I do hope I can have a job that truly fulfils myself.

2.

- 1) I think the most important thing is to get equipped with the skills needed for future work. So I'll take advantage of every chance I can get in college to learn those essential skills.
- 2) Whatever job I will do in the future, I'll try to be a person of integrity and stay true to myself.

Listening as comprehension

Task 1 Ι. 1) The job market is getting more competitive; 2)Al is going to take away many human jobs; 3) More people are choosing to work for themselves instead of an employer. 1) Management skills; 2) Communicative skills; 3) Problem-solving skills; 4) Technical skills. 11. 1 altering 2 disruption 3 Five million 4 employer-employee 5 Complex 6 Emotional 7 flexibility 8 Collaboration Task 2 Ι. career planning and job searching; newly graduates; ways to get prepared for one's future career 11. 1 objective 2 self-perception 3 Investigate 4 alumni

5 the Internet 6 achieve your goals 7 equip 8 review the items 9 conscientious efforts 10 arise III.TFTFT Listening as acquisition 11. 1 cease to 2 continuously 3 equip 4 acquire 5 excel III. 1 excels 2 equip 3 continuously 4 ceased to 5 acquiring

- 1 at an unprecedented scale and rate
- 2 employer-employee relationship
- 3 fill the gaps
- 4 undertake an internship
- 5 establish a network

Further Exploration

Critical thinking

Ι.

- 1 He found what he loved to do early in life
- 2 He had a falling-out with a colleague because of their different visions of the future.
- 3 He felt devastated.
- 4 Because he still loved what he did.

11.

- 1 love and loss
- 2 grown from
- 3 into
- 4 dawn on
- 5 heaviness
- 6 beginner

7 fell in love with

8 at the heart of

III.

1. "Awful-tasting medicine" here refers to the setbacks and frustrations in one's life which help some one grow stronger.

2. I once failed an interview for a position in the Student Union for I attended the interview without any research or preparation. It was my "awful-tasting medicine "because I've learned the hard way how to crack an interview successfully. What impressed me most about Steve Jobs was his courage to start over and his strong love for his career.

News report

Ι.

1C 2A 3B

11.

1 transnational food giant

2 extensive communication

3 learn everything from scratch

4 take pleasure out of

5 seek a career

Conversation

- ١.
- 1C 2B 3D 4A
- 11.
- 1 in need of
- 2 get rid of
- 3 a noble profession
- 4 brings us closer to
- 5 get equipped with

Passage

- ١.
- 1A 2D 3D
- II.
- 1 real-world problems
- 2 a family budget
- 3 Meeting deadlines
- 4 Technical
- 5 running a machine

Unit 2

Lead-in

١.

- 1 A student or an office lady feeling stressed at study or work
- 2 A person feeling nervous when delivering a public speech
- 3 People feeling stressed in social relationships
- 4 People feeling anxious when disasters hit
- Ⅱ. 任意答案均可

III.

- 1. College students may come across stresses of many kinds. For example, in study, we would face stresses from difficult courses, examinations, etc. In daily life, things like making friends and financial pressures might bother us.
- 2. Too much stress will do harm to our physical and mental health, it will bring us unnecessary burden. However, a little stress could actually motivate us and stimulate our innovation and efficiency. It is beneficial in a certain way. It all depends on how you look at it.
- 3. The best way to handle stress is to have a positive attitude and find the right solutions to the problems. Keeping a hobby such as

reading, crafting and dancing will be beneficial. For me, I always take some exercise to relieve my stress.

Listening as comprehension

```
I.

1 External or internal

2 Burdened 3 Dissatisfied 4 Frustrated

5 loss 6 wedding

II.

1 make an adjustment 2 handle our stresses

3 notice early on 4 behaviour and perception

5 the inability to adjust to
```

Task 2

Ι.

1 react to stress

2 Cut down activities

3 lonely and isolated

4 distract yourself from

5 energy release of exercise

11.

1 D/F 2 E/H 3 A 4 C/G 5 B III.FFTFF Listening as acquisition ΙΙ. 1 costly 2 show up 3 spurs on 4 calm the mind 5 fight against III. 1 calm the mind 2 show up 3 fight against 4 spur on 5 costly IV.

- 1 call in sick to work
- 2 not present in our moments
- 3 alter stress reactions
- 4 turn a negative experience into a positive one
- 5 resistance to change

Further Exploration

Critical thinking

- Ι.
- 1 44
- 2 overall tightness
- 3 community
- 4 Finding balance 5 change his approach
- 11.
- 1 taken its roll
- 2 in good health
- 3 has a lot to do with
- 4 go through Tai Chi moves
- III.
- 1. There are three common TCEs (traditional Chinese exercises):
 Tai Chi, Qi Gong and Ba Duan Jin.TCEs are effective, low-cost and
 safe exercise approaches which are widely accepted by elderly

people in China and other Asian countries. They involve slow movements and deep breaths. When we are taking deep breaths, we are adjusting our body and thoughts, and that's a way to reduce stress and anxiety.

- 2. In order to get young people to know and learn more about traditional Chinese exercises like Tai Chi, here are some suggestions:
- 1) Teach free Tai Chi classes on campus so that students could see and get to know it directly;2) Integrate it with popular cultures that interest young people so that they could accept it easily; 3) Practice it during class breaks to convince students of its function.

News report

١.

1C 2A 3B

11.

1E 2C 3A 4D 5B

Conversation

Ι.

1C 2D 3D 4A

11.

TFFTT

Passage

Ι.

1B 2A 3D

ΙΙ.

1 find peace

2 slowly expand

3 get away from

4 bread, cookies and cakes

5 mother-and-son time

Unit 3

Lead-in

I.

The sport is very new and exciting. It's creative. It combines elements of volleyball and jumping on a trampoline. Yes, I'd give it a try because it is fun.

11.

1 Bossaball

2 soccer 3 volleyball 4 gymnastics

5 trampolines 6 creative

7 lands

III.

1. People like sports for multiple reasons. Some simply play for the love of competition. Many play to find a purpose in life and to have a healthy self-image. Others play to release stress, lose weight or improve their general health, to make friends, or to enjoy social recreation and entertainment.

2.

1) I love to play basketball in my spare time. It is fun. It helps me stay active. And I always feel fresh and energetic when I am keeping my body active. Also, it adds balance to my life and can

be helpful getaways when I'm feeling stressed. Third, it gives me more opportunities to meet new people and make friends.

2) I'm a regular long-distance runner. Running gets my endorphins rushing and makes me very active. Plus, it has taught me perseverance and shown me that hard work can pay off in the end. I join a running team, and develop friendships with fellow members of the team.

Listening as comprehension

Task 1

Ι.

1B 2C 3A 4E 5D

11.

1B 2B 3C

Task 2

Ι.

ACE

11.

1 group activity

2 square dancing

3 Ice and snow

4 healthier and happier			
III.			
1 teams			
2 100,000			
3 open			
4 ice rinks			
5 festivals			
6 schools			
7 300 million			
Listening as acquisition			
II.			
II. 1 swept			
1 swept			
1 swept 2 indulged in			
1 swept2 indulged in3 clinched			
1 swept2 indulged in3 clinched4 rolled out			
1 swept2 indulged in3 clinched4 rolled out5 leave out			
1 swept 2 indulged in 3 clinched 4 rolled out 5 leave out III.			
1 swept 2 indulged in 3 clinched 4 rolled out 5 leave out III. 1 roll out			

5 clinch IV. 1 were widely recognized 2 Working out in the gym 3 has taken on a new look 4 be the host of 5 pillar of China's economy 6 What lies ahead **Further Exploration** Critical thinking Ι. 1D 2A 3B 4C 11. Kid 1: we let it be dangerous not dangerous or safe Kid 2: overcome fear Kid 3: scared snowboarding

Kid 4:

because

the best

The implication we can draw from the video:

Extreme sports are beneficial to kids. They can get kids outdoors and promote their physical fitness and athletic skills. In addition, they can help build good characters like courage and adventure spirit. Although such sports involve risks and injuries, proper safety gear and caution can help minimize the risk of injuries.

1.

III.

1) Yes, they should. First, when kids have lost interest in traditional sports, they should do such alternative activities to keep themselves physically active. These activities can help them promote physical fitness, build self-confidence and relieve stress, which are vital to growing kids. Second, participating in extreme sports helps kids learn when to take risks. Extreme sports teach kids to take chances and push their boundaries. Doing so is crucial to figuring out when to take risks —and when not to. Risk-free activities deprive kids of the opportunity to test themselves and overcome their fears. Third, risk is a fact of life. Consider something as simple as driving to school or work. Daily

commuting is associated with a large number of car accidents. But we wouldn't suggest that kids never get in a car. Instead, we tell people that they can protect themselves by wearing a seat belt. To avoid serious injuries when taking part in extreme sports, kids should always wear the safety gear and have guidance from a coach.

2)No, they shouldn't. First, extreme sports involve a level of risk that's far greater than soccer or basketball. Taking part in these activities puts kids at risk of serious injuries. Studies found that more than 4 million injuries resulting from these activities occurred between 2000and 2011. About 40,000 of those involved the head orneck. Such injuries can be very serious and can lead lifelong disabilities. Second, even the most advanced protective equipment can't prevent all injuries. Helmets aren't made to withstand the high-level impact of these sports. And because children grow so fast, it's hard to fit protective gear correctly. Not to mention that researchs hows kids' brains are more vulnerable to the effects of injuries and take longer to recover. Third, kids aren't mentally ready for these activities. They tend to under estimate risk. Sometimes they imitate things they see on TV or in videos, without proper training, thinking maybe they can also do what these professional athletes can do. That's why adults need to step in and tell kids that they have to wait to participate in these very dangerous sports — at least until they're old enough to be responsible for their own decisions.

2.

When we play sports in a competition, we should first understand that we play sports to keep our bodies healthy, to have good fun with our friends, to enjoy fair competition against others and to use our energy productively. Anything that goes against any of these aims is not part of good sportsmanship. Therefore, we should behave ourselves as follows.

Behaviour towards opponents:

Treat opponents with respect and courtesy.

When they are visitors, treat them as honoured guests and be ready to help them.

Never use aggressive or impolite language towards them. Never cheat or foul an opponent.

Behaviour towards referees:

Treat game referees with great respect. Do not argue with referees.

Behaviour towards our own team:

Be a positive and enthusiastic member of the team. Show respect for our team by being punctual and cooperative. Encourage and help our teammates.

Do not criticise our teammates.

Behaviour towards self:

Respect my body.

Avoid any behaviour or substances which might harmit.

Behaviour when winning:

Be modest and do not celebrate too noisily or dramatically. Enjoy our victory only if it is won by skill and hard work and not in any underhand way.

Behaviour when losing:

Do not show excessive disappointment. Give cheers for our opponents.

Remember losing well after a good game is no disgrace at all.

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News report
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I. 1D 2C 3B

11.

1 all-round fitness

2 endurance;

power;

3 from a standing position

4 the best of both world's

Conversation

- I. 1B 2B 3D 4C
- 11.
- 1 track steps on a phone
- 2 vigorous exercise
- 3 at a brisk pace
- 4 lower the risk of developing illnesses
- 5 build walking into our busy life

Passage

- ١.
- 1D 2C 3D
- 11.

- 1 disabled
- 2 retirement
- 3 Stimulate
- 4 coordination
- 5 agility
- 6 beyond
- 7 enthusiasts

8 Inexpensive

Unit 4

Lead-in

Ι.

1 come and go

2 revised

3 look forward to

4 laugh

5 life

11.

1 paper (beeper)

A pager is a wireless telecommunication device that receives and displays numbers, words or voice messages to keep people n touch with each other.

2 floppy disc

A floppy disc is a data storage device composed of a disk of thin and flexible magnetic storage medium, sealed in a rectangular plastic enclosure.

3 typewrite

A typewriter is a machine for writing standard characters on paper by typing on different keys representing characters.

4 Walkman

A Walkman is a portable cassette player that allows people to listen to music.

III.

Today, all the devices above have been replaced by some techno logical devices more advanced and multifunctional. For example, a smartphone can fulfil the function of a pager to send and receive messages, texts, e-mails and calls. At the same time, it serves as a media player, a web browser, and a book reader .A USB (flash disc) or a mobile HDD (hard disc drive) can store data hundreds and thousands of times larger than a floppy disc can.

Listening as comprehension

Task 1

Ι.

- 1. 1.8 billion 2. 7 billion
- 3. Internet access 4. 6 billion
- 5. 1.1 million 6 motor vehicles

7 scheduled passengers

8 species

11.

TTFFF

١.

BCDF

11.

1.

Technology has created amazing tools like the smartwatch and the smartphone. Computers are increasingly faster, more portable, and higher-powered than ever before. We can use these gadgets to do the schoolwork, make payment, apply for jobs, share information and stay in touch with family and friends wherever we are.

2.

Modern hospitals are equipped with the latest technologically advanced equipment. New treatments and medicine for certain medical problems are developed.

III.

1 unchangeable

2 reach out for

3 last object

4 poor eyesight

5 depression

Listening as acquisition

11.

- 1 No one could argue
- 2 Whether we like it or not
- 3 has paved the way for
- 4 has ballooned to
- 5 have access to

III.

- 1 paves the way for
- 2 Whether we like it or not
- 3 balloon
- 4 have access to
- 5 No one could argue

IV.

- 1 at our fingertips
- 2 stay in touch with friends and families
- 3 are equipped with
- 4 altered various facets of Planet Earth
- 5 it's worthwhile to reflect on

Further Exploration

Critical thinking

Ι.

1 hub 2 join the tech revolution

3 a Free Economic Zone 4 skyrocketed

5 migrant workforce

6 dreams up

7 has put this city on the map

8 banquet experience

9 a feast

10 a serious spicy punch

11.

1.

I think the evidence of Shenzhen's population is weak. Firstly, the speaker uses it to prove that Shenzhen is a technological hub. However, the huge population and its growth may not be relevant to the city's technological advancement. Meanwhile, the population, especially the number of the migrant workforce, is not representative for its technological development. So I think this evidence is weak.

2.

To strengthen the evidence, we should try to make itm ore sufficient, more relevant and more representative. Therefore, we may describe the percentage of this population involved in the high-tech industry, or how high-tech development has influenced their lives.

III.

1.

Migrant workforce, also known as migrant workers, refers to people who leave their hometown to work in another place. In China, many farmers from the inland regions are now working in the coastal areas. I don't think the fact that "over 4 million residents stay during the week and then return home on the weekend" is strong evidence to prove the argument that "the city has a massive migrant workforce. "There are two reasons. To begin with, the number may not be accurate. Shenzhen is such a dynamic city that people are flocking in and out every day. So, the number is dubious. Secondly, the evidence is representative. In Shenzhen, most of its migrant workers are from the inland provinces. They may only return home once a year during the Spring Festival. So, the 4 million weekly commuting migrant workers are only a very small portion. They cannot represent the majority of the migrant workforce.

2.

The conclusion may echo the argument that Shenzhen is a gleaming monument to China's economic miracle.

News report				
l.				
1C	2B	3D		
II.				
1 high temperatures				
2 retain				
3 promising				
Conversation				
l.				
1C	2A	3D	4B	
II.				
1 a camping trip				
2 take advantage of the opportunity				
3 in an informal setting				
4 miss out on				
5 set up the room				
Passage				
l.				
1A	2B	3B		
II.				

Then

- 1 fulfil someone else's dreams
- 4 status symbols

Now

- 2 valued and trusted
- 3 work-life balance
- 5 flexible

Unit 5

Lead-in I. 1 look 2 one 3 extraordinary 4 game 5 heart 11. 1C "I came here tonight because when you realize you want to spend the rest of your life with some body, you want the rest of your life to start as soon as possible." 2A "Winning that ticket, Rose, was the best thing that ever happened to me it brought me to you." 3F "Love is magic, but without responsibility, its magic will be gone." 4B "I wish I knew how to quit you." 5E

They say when you meet the love of your life, time stops, and that's true."

6D

"I guess when you're young, you just believe there'll be many people ...you'll connect with. Later in life, you realize it only happens a few times.?

III.

1.

My favourite love quote is the one from Before Sunset. I think it perfectly conveys the message that it's not easy to run into a soulmate in a lifetime. True love is rare and when we have it, we should be very grateful. We may wonder how many times we really fall in love in a lifetime. It's been said that we really only fall in love with three people in our lifetime. Often the first is when we are young. It's the idealistic love – the one that seems like the fairy tales we read as children. The second is supposed to be our hard love – the one that teaches us lessons about who we are and how we often want or need to be loved. This is the kind of love that hurts, whether through lies or pain. And the third is the love we never see coming. It's the kind where the connection can't be explained and knocks us off our feet because we never planned for it.

2.

There are many levels and types of love: I love my romantic partner; I love my parents; I love my children; I love my dog; I love my career; I love autumn. Love is that tingly feeling you get and you don't know why. Love is the act of caring and giving to someone else and having someone's best interest and well-being as a priority in your life. Love is giving them the last piece of cake, no matter how much you want it. Love is when your dog licks your face when you come home, even though you've left it alone all day. Love is commitment. Love is to give everything you have and not expect anything in return.

Listening as comprehension

Task 1

Ι.

sincere sympathetic tolerant

gentle

11.

1E

Love is hard to explain.

2F

The love you have for a spouse is a different love.

It's a lively relationship that has its ups and downs. Disagreements and arguments in a marriage are not the end of II. FTTTF III. DON'T 2 change yourself 3 sad or doubt yourself DO

1 creating memories

4 a head of

Listening as acquisition

11.

- 1 giving of self
- 2 span
- 3 end up
- 4 all about
- 5 went out of their way

III.

- 1 went out of their way
- 2 all about
- 3 spans
- 4 gives of himself
- 5 ended up

IV.

- 1 lasting love
- 2 ups and downs
- 3 the end of the world
- 4 go out of your comfort zone
- 5 rush into a relationship

Further Exploration

Critical thinking

Ι.

1 how to be married

2 resolving their differences

3 unremarkable

11.

FACDB

III.

1.

Unlike the couple in the video who didn't count on the gift to solve their problems, I probably cannot resist the temptation of opening the gift the first time I have an argument or fight with my partner. Because I may assume that great-aunt Allison has a magic formula for a happy marriage that she secretly wants to share with us.

2.

What Cathy's great-aunt Allison intended to give as a wedding present was not the money for flowers, wine or bath salts. Instead, by having the couple resolve their differences and figure out on their own, Allison hoped they'd realize in the end that there's no magic formula to a happy marriage, but some valuable qualities like tolerance, compromise and patience will help them sail through the journey.

Apart from the key points mentioned in the video such as tolerance, compromise and patience, there are some other secrets to a happy marriage.

- 1) Independence is very important in a marriage. In order to be happy in a relationship, we ourselves must be happy first. We need to continue to takeout time for ourselves, enjoy our personal hobbies, and in general, spend some time apart. When we maintain our independent sense of self, we are stronger, healthier, and more attractive to our partners.
- 2)Constant communication is necessary. Both men and women should work in the art of active listening. Too often, all our partner needs from us is a listening ear.
- 3) Let go of fantasy. Unfortunately, we are socialized to believe in fairytale endings and we may carry some false perspectives on reality with us into adulthood. We need to realize that, while marriage can be a beautiful thing, it is not effortless, nor will it ever be perfect. Thus we should have realistic expectations and do not fall victim to the fairytales.

News report

١.

```
1B
      2D 3C
II.
1 become a hit
2 practical experience
3 encountered;
  long-distance love;
Conversation
١.
      2D 3C
1C
                  4B
11.
1 cheer up
2 love at first sight
3 live happily ever after
4 romantic ideals
5 now that you mention it
Passage
Ι.
      2C
1C
            3D
11.
```

1 the evil eye

- 2 a piece of jewelry
- 3 a symbol of
- 4 a sign of
- 5 happily married
- 6 love, purity and loyalty

Unit 6

Lead-in

I. They are nationwide non-governmental organizations that provide help and service for people in need.

11.

TFT

III.

1.

Yes. Philanthropy is not just about donating money to society or people. It also involves devoting one's time and energy to helping people in need or making the world a better place. As we know, Jack Ma setup the Jack Ma Foundation, which is committed to cultivating future-oriented rural educators and entrepreneurs, helping rural children, young entrepreneurs and women's development and growth, and making the world more inclusive, green, sustainable, healthy and happy. As such, the foundation has setup and implemented the Jack Ma Rural Education Initiative, Jack Ma Education Fund, Africa Netpreneur Prize Initiative, China National Women's Soccer Team Support Program, as well as other environmental protection and medical support projects.

1) Make reasonable investments.			
2) Buy an apartment or other things of my dream.			
3) Help people in need.			
4) Travel around the world.			
5) Set up a foundation.			
Listening as comprehension			
Task 1			
I.			
 ☑ A. There are some (giving examples) ☐ C. it's not ☑ E. My last and one of my favourite (sequencing) 	 □ Bfor example, ☑ D. One of my favourite (giving examples) □ F. Finally, 		
II.			
TFTTT			
Task 2			
1.			
Giving examples:			
like, for example			
Contrasting:			
but, however, yet			
II.			
1 spend it on yourself			

2 consumption 3 pick a cause 4 pursue whatever it is 5 huge market 6 private funders 7 over a million III. 1 For a cause. 2 They need to realize their full potential. 3 Others have spent much money on it. Listening as acquisition 11. 1 in line 2 brightens their day; ripple effect; 3 cost you a dime 4 give away 5 so to speak III.1 cost you a dime 2 giving; away; 3 brightens my day

4 in line

5 ripple effect

6 so to speak

IV.

1 donate it to the people that

2 it's better giving it to somebody else than leaving it in a box

3 Those animals will be grateful and so will the SPCA

4 consider it to be a favour to your kids

5 struck us as very strange

6 have the most leverage

Further Exploration

Critical thinking

Ι.

1 environment

2 Get organized

3 Twitter

4 coffee money

5 Find the right place to donate

6 helping to reforest

11.

VΑ

Words:....but, so, also .

Sentence patterns: It's not just about...It's. about...;The first step

is ...; There are many ways to...; You can ...

√ C

Repetition: money; organization; contribute &contribution; donate & donation; tree

Synonyms: care about, where your passions lie &matter; voice & tell; set aside & save

√ D

What steps does James need to take to begin his philanthropy strategy? The first step is ...

III.

1. I agree with that view. Philanthropy is not just about donating money. It's about showing your concern and offering help to others. To achieve that, you can donate your time, your money or your voice. In other words, if you are about to donate money to help the poor, that is great. If you yourself are not rich enough, you can take part in voluntary activities or speak for the people in need, which also embodies the spirit of philanthropy.

STEP			DETAILS
	1	Know what you	e.g. Education: children's literacy in rural
		care about.	areas

2	Figure out what	Donating money
	help you can	Being a voluntary teacher during
	offer.	summer vocation
3	Find the right	Projects: Hope Project, Spring Buds
	projector	Program
	organization.	Organizations: China Children and
		Teenagers' Fund, Sunflower Non-
		governmental Organization

News report

١.

1D 2B 3C

ΙΙ.

1 230,000

2 without shelter

3 turned their home

4 hope

5 newfound purpose

Conversation

l.

1C 2B 3D 4A

II. 1 round the corner 2 get stressed out 3 pay off 4 dream gift 5 You said it. Passage ١. 1A 2D 3D 11. 1 free tutoring services 2 ease their worries 3 Habei 4 Hubei 5 A student in Hebei Normal University 6 surnamed

7 make her own contribution

8 gain some knowledge

Unit 7

Lead-in

Ι.

localization

11.

McItaly burger in Italy; Maharaja Mac in India; McLobster in Canada

III.

1.

- 1) The restaurant chain's menu changes in an attempt to appeal to local tastes, to improve customer satisfaction and to cut down risks.
- 2) In order to succeed globally, even the biggest multinationals think locally. By changing its menus, McDonald's is adopting a local strategy to listen more to local consumers.

2.

KFC: KFC has a vegetarian thali(a mixed meal with rice and cooked vegetables) and Chana Snacker(burger with chickpeas) to cater to vegetarians in India.

Ford: In 1904, Ford was one of the first automotive corporations to go international with the opening of Ford Motor Co. of Canada.

Its founder had said that in order to further the growth of its worldwide operations, any purchasing activity should be done after considering the selection of sources of supply not only in its own company but also sources located in other countries. When Ford had set up its first plant outside the United States, in Canada, it gained considerably from the geographic and cultural proximity. Tesco: When Tesco expanded globally in countries such as Thailand, Hungary and the Czech Republic, it kept its usual name and branding. However, when it entered the United States, it named its stores "Fresh & Easy Neighbourhood Market"

1) Glocalization is the adaptation of a product or service specifically to each locality or culture in which it is sold.

- 2) Glocalization refers to the transformation of a product or service to meet the needs of local consumers.
- 3) Glocalization is the practice of conducting business according to both local and global considerations.
- 4) Glocalization is a combination of the words "globalization" and "localization". The term is used to describe a product or service that is developed and distributed globally, but is also fashioned to accommodate the user or consumer in a local market.

Listening as comprehension

Task 1						
I.						
ACEF						
II.						
1 technology						
2 transportation 3 communication						
4 information and goods						
5 Quicker 7 industrialized countries 8 Carbon dioxide						
6 less complicated						
9 neither good nor bad						
10 new possibilities in the future						
Task 2						
I.						
because; however; because of; but; thanks to						
II.						
TFFTT T						
III.						
1 quality goods at reasonable cost						

- 2 Indian consumers wanted
- 3 freezer at the bottom
- 4 needs and expectations
- 5 specific to Indian needs

Listening as acquisition

١.

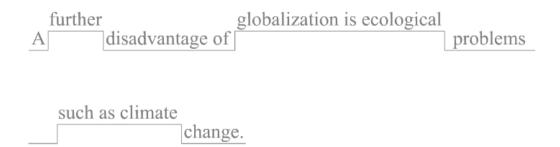
1.

```
Let's start

from
the a background to globalization.
```

2.





```
ΙΙ.
1 Advances
2 intense; suffer;
3 transport; on the increase;
4 toughest
5 demanding
6 shifted
7 adopt
III.
1 transport
2 tough
3 on the increase
4 intense
5 advance
6 suffer
7 shift
8 demanding
9 adopt
IV.
1 economically disadvantaged country
2 the chain of positive and negative effects
3 where there is light, there is also shadow
```

4 home appliance makers

5 turning point

6 doubling its capacity

Further Exploration

Critical thinking

Ι.

TTF

11.

1 coming up in his teens

2 world-renowned

3 logical progression

4 pass it on

5 for a long time

III.

1)Thanks to globalization, I'm able to buy quality products at a reasonable price. I have access to the cultural products worldwide, from Hollywood movies to Japanese animations. Because globalization gives people more access to an even broader set of products and services, young people in China are having a global outlook. Chinese society has benefited a lot from globalization. We have gained job opportunities because foreign companies

are building plants here and our national industries also have greater access to foreign markets.2) From this video, we see that due to cultural communication among countries, traditional culture from China gets to be appreciated by people all over the world. From this perspective, globalization helps promote our traditional culture. Another good example of it is food. Food or cuisine is an integral part of any culture. Due to globalization, many traditional Chinese foods are making their place in the world. On the other hand, globalization increases the exposure of all societies to foreign cultures by facilitating international trade in cultural products and services, such as movies, music and publications. Consequently, it would bring about changes in local cultures, values and traditions. Also, globalization may lead to misrepresentation of a certain culture. In this sense, we would definitely feel the impact of globalization when we try to preserve our traditional culture. People and government policies should work together to absorb the foreign impact while protecting our own culture, heritage and values.

News report

١.

1B 2D 3A

- ΙΙ.
- 1 tangible benefits
- 2 core concepts
- 3 \$2 billion in taxes
- 4 mutual recognition
- 5 sustainable and inclusive

Conversation

Ι.

1C 2A 3B 4C

11.

- 1 once upon a time
- 2 cross the desert
- 3 the Belt and Road Initiative
- 4 make deals (make a deal)
- 5 lead happier lives

Passage

١.

1A 2D 3A

11.

1 adapting a product

- 2 local tastes and customs
- 3 tailored
- 4 modified
- 5 accommodate
- 6 preferred accent
- 7 virtual
- 8 regions, cultures, and langauges

Unit 8

Lead-in Ι. 1 tea bag 2 tea pot 3 It's better to use your spoon 11. 1 look down 2 bottom up 3 as little noise 4 coffee 5 milk III. 1. 1)The British always drink tea with milk, cakes, biscuits or sandwiches. Chinese people usually make tea by soaking tealeaves with hot water.2) British people use many other flavourings to mix the taste of the tea. The Chinese, however, focus on the tea itself.

1)Chinese tea ceremony was born as a result of the respect for

nature and need for peace. The philosophies of Confucianism, Taoism and Buddhism have blended together giving birth to the magical Chinese tea ceremony. 2) Chinese tea ceremony. "Cha Dao" in Chinese, is not simply drinking tea; it is the combination of brewing, smelling, drinking, and appreciation of tea. Traditional Chinese tea ceremony is usually held in formal occasions to welcome guests.3) If you are the guest, please receive the tea cup with both hands when being served with tea; show your admiration and gratitude to the host when smelling or drinking the tea soup; take a small sip of tea soup every time during the ceremony instead of drinking it up with one large gulp; dress properly to attend the tea ceremony as it is kind of official occasion. If you are the host, please serve the tea with both of your hands; do not fill the teacup fully, in case the hot tea soup may accidentally hurt the guests; observe the tea cups of your guests and fill in them in time; dress neatly and decently.

Listening as comprehension

Task 1

Ι.

1 a wide range

2 Light and perspective

```
3 leaving any empty space
4 simplify
5 images
6 realistic
II.
1C
      2B
            3C
                   4A
                         5A
Task 2
١.
1 197;7111
2 Africa and Asia
3 About 5,000
4 Northern Japan
5 50% to 90%
II.
FTFTT
III.
1 but; According to;
2 however
3 One example
4 actually
5 Owing to the fact; This is why;
```

Listening as acquisition



Further Exploration

Critical thinking

1.

Among the following statements, BCEGI are about ME cultures and ADFHJ

11.

- 1. ME cultures refer to individualistic societies and WE cultures refer to collectivist societies.
- 2. Strong social ties can show that I'm from a WE culture.
- 3. If a person strives for group harmony and believes the individual should make the best decisions for the overall well-being of their groups, we can say this person is from a WE culture.
- 4. The most important ideas about WE cultures are collaboration, cooperation and harmony.
- 5. I consider examples given in the video convincing because they are very relevant to our life.
- 6. An alternative interpretation to WE cultures is group is more important than individual.

III.

1. In ME cultures, the advantage is that individual freedom could be greatly encouraged and individuality is motivated. The disadvantage is that social ties between people might be loose since everybody keeps his individuality. For example, in a ME culture, when in a restaurant, an individual's food will be served in his own plate. He usually does not share food with others.

2. As a Chinese, I agree. Because if you take care of the group, help other group members, they will also help you. If you are too self-centred to care about your group members, you will be given up by the group.

News report

Ι.

1B 2B 3B

11.

1 vivid practice; protection and development;

2 continuous efforts

3 Cultural and Natural Heritage Day

4 cultural confidence and awareness

5 Kunqu Opera

Conversation

Ι.

1B 2B 3A 4D

- 1 glassblowing class
- 2 traditional crafts
- 3 preserve the cultural heritage
- 4 in danger of being lost
- 5 pass it on to the next generation

Passage

Ι.

1D 2A 3D

- 1. 45000
- 2. occupational
- 3 job or position
- 4 a personal characteristic
- 5 an English place name
- 6 a geographical feature