

TPO 1 阅读重点词汇积累;

In the United States, employees typically work five days a week for eight hours each day. However, many employees want to work **a four-day week** and **are willing to** accept **less pay** in order to do so. A **mandatory** policy requiring companies to **offer** their employees **the option of** working a four-day workweek for four-fifths (80 percent) of their normal pay would benefit **the economy as a whole** as well as the individual companies and the employees who decided to take the option.

A four-day week

Be willing to

Less pay -n.

Offer sb the option of doing sth

The economy as a whole

The **shortened** workweek would increase company profits because employees would feel more **rested** and alert, and as a result, they would make fewer **costly** errors in their work. Hiring more staff to ensure that the same amount of work would be accomplished would not **result in additional payroll costs** because four-day employees would only be paid 80 percent of the normal rate. In the end, companies would have fewer overworked and error-prone employees for the same money, which would increase company profits.

Result in v.

Additional

Payroll costs

For the country as a whole, one of the primary benefits of offering this option to employees is that it would **reduce unemployment rates**. If many full-time employees started working fewer hours, some of their workload would have to be shifted to others. Thus, for every four employees who went on an 80 percent week, a new employee could be hired at the 80 percent rate.

Reduce unemployment rates

Unemployment rates will decline.

Workload

Shift

Finally, the option of a four-day workweek would be better for individual employees. Employees who could **afford** a lower salary **in exchange for** more free time could improve **the quality of their lives** by spending the **extra** time with their families, **pursuing private interests**, or **enjoying leisure activities**.

Afford sth

In exchange for

The quality of lives = the life quality

Extra

Pursue private interests

Enjoy leisure activities

听力音频重点积累；

Offering employees the option of a four-day workweek **won't** affect the company profits, economic conditions or the lives of employees in the ways the reading suggests.

Economic conditions

In the ways the reading suggests

First, offering a four-day workweek will probably **force** companies **to** spend more, possibly a lot more. Adding new workers **means** putting much more money into providing **training and medical benefits**. Remember the costs of things like health benefits can be the same **whether an employee works four days or five**. And having more employees also **requires** more office space and more computers. These additional costs would quickly cut into company profits.

Force sb to do sth

Training and medical benefits

Cut into company profits

Second, **with respect to** overall employment, **it doesn't follow that** once some employees choose a four-day workweek, many more jobs will become **available**. Hiring new workers is **costly**, as I argued a moment ago. And companies have other options. They might just choose to ask their employees to **work overtime** to **make up the difference**. **Worse**, companies might **raise expectations**. They might start to expect that their four-day employees can do the same amount of work they used to do in five days. If this happens, then **no additional jobs will be created** and current jobs will become more **unpleasant**.

With respect to

Available

Costly

Work overtime

Make up the difference

Raise expectation

Create additional jobs

Unpleasant

Finally, while a four-day workweek offers employees more free time to invest in their personal lives, it also presents some **risks** that could **end up reducing their quality of life**. Working a **shorter** week can decrease employees' **job stability** and **harm their chances for advancing their careers**. Four-day employees are likely to be the first to **lose their jobs** during **an economic downturn**. They may also be **passed over for promotions** because companies might prefer to have five-day employees in **management positions** to ensure **continuous coverage and consistent supervision** for the **entire workweek**.

Risks

End up reducing their quality of life

Job stability

Harm someone's chance for advancing their careers

Lose their jobs

An economic downturn

Pass over for promotions

Management positions

continuous coverage and consistent supervision

entire workweek

TPO 7 阅读重点词汇积累;

In an effort to encourage ecologically **sustainable forestry practices**, an international organization started **issuing certifications** to wood companies that meet high ecological standards by conserving resources and recycling materials. Companies that receive this certification can attract customers by advertising their products as ecocertified. Around the world, many wood companies have **adopted** new, ecologically friendly **practices** in order to receive ecocertification. However, it **is unlikely** that wood companies in the United States will do the same, for several reasons.

In an effort to

Sustainable forestry practices

Issue certifications

Adopt practices

Be unlikely to

First, American consumers **are exposed to** so much advertising that they would not **value** or even **pay attention to** the ecocertification **label**. Because so many **mediocre products** are labeled "new" or improved," American consumers do not **place** much **trust** in advertising claims in general.

Be exposed to

Value

Pay attention to

label

mediocre products

place much trust

Second, ecocertified wood will be more expensive than uncertified wood because **in order to earn** ecocertification, a wood company must pay to have its business examined by **a certification agency**. This additional cost gets **passed on to** consumers-American consumers tend to be **strongly motivated** by price, and therefore they are likely to choose cheaper uncertified wood products. Accordingly, American wood companies will prefer to keep their prices low rather than **obtain** ecocertification.

In order to

A certification agency

Pass on to

(strongly) Motivated

Earn/obtain ecocertification

Third, although some people claim that it always makes good **business sense** for American companies to **keep up with** the developments in the rest of the world, **this argument is not convincing**. **Pursuing** certification would make sense for American wood companies only if they marketed most of their products abroad. But that is not the case, American wood businesses sell most of their products in the United States, **catering to** a very large **customer base** that is satisfied with the **merchandise**.

Businesses sense

Keep up with

This argument is not convincing.

Pursue sth

Catering to

A large customer base

Merchandise

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Well, **despite** what many people say, there is a good reason to think that many American wood companies will **eventually seek** ecocertification for the wood products.

Despite

Eventually

Seek sth

First off, companies in the United States don't **treat** all advertising the same. They **distinguish between** advertising claims that companies make about their own products **and** claims made by independent certification agencies. Americans have a lot of **confidence** in independent agencies. Thus **ecologically-minded** Americans are likely to react very **favorably** to wood products ecologically certified by independent organization with an international **reputation** for **trustworthiness**.

Treat

Distinguish between A and B

Confidence

Ecologically-minded people

Favorably

Reputation

Trustworthiness

Second point, of course it is true that American consumers care a lot about price, who doesn't? But studies of how consumers make decisions show that **price alone determines consumers' decisions only when the price of one competing products is much higher or lower than the other**. When the **difference** between two products is small, say, less than 5 percent, as is the case with certified wood, American often do choose on factories other than price. And Americans are becoming increasingly convinced of the value of preserving and protecting the environment.

price alone determines consumers' decisions only when the price of one competing products is much higher or lower than the other.

Difference

And third, US Wood companies should **definitely** pay attention what is going on in the wood business **internationally**. Not because of **foreign** consumers but because of foreign **competitors**. As I just told you, there is a good chance that many American consumers will be interested in ecocertified products, and guess why? If American companies are slow **capturing** those consumers, you can be sure that foreign companies will soon **start crowding into the American markets**, offering ecocerfied wood that domestic companies don't.

Competitors

Capturing

Start crowding into xxx markets