

Section

1

选择超市或商场

Choosing a Supermarket or a Department Store

Useful Words

第 1 步 熟悉词汇

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|--|--------------------------------|
| 1 mall [mɔ:l] 购物中心 | 2 grocery ['grəʊsəri] 杂货店 |
| 3 store [stɔ:(r)] 商店 | 4 piazza [pi'ætsə, pi'a:zə] 广场 |
| 5 shelf [ʃelf] 货架 | 6 downtown [,daʊn'taʊn] 往商业区 |
| 7 stand [stænd] 售货摊 | 8 boutique [bu:'ti:k] 时装店 |
| 9 trolley ['trɒli] 购货手推车 | 10 market ['mɑ:kɪt] 集市 |
| 11 shopping ['ʃɒpɪŋ] 购物 | 12 butcher ['bʊtʃə(r)] 肉商 |
| 13 cart [kɑ:t] 手推车 | 14 locker ['lɒkə(r)] 储物柜 |
| 15 greengrocer ['gri:ngreʊsə(r)] 蔬菜水果商 | |

Useful Sentences

第 2 步 牢记句型

现学现用万能句

- ☺ Want to come with me to the mall today?
今天想和我一起去商场吗?
- ☺ Let's go window-shopping! 咱们去商店逛逛吧。
- ☺ Excuse me, is there any place selling ...?
打扰一下, 这里有卖……的地方吗?
- ☺ Excuse me, would you tell me where I can find ...?
打扰一下, 您能告诉我……在哪吗?
- ☺ When does the store open/close? 这家商店几点开门 / 关门啊?
- ☺ Hey, do you know of a good place to buy ...?
嘿, 你知道去哪买……比较好吗?

Chapter 4 日常购物生活

1 Hey, want to go to the mall today? 嘿, 今天想去商场吗?

- Hey, I'm going to the mall today, want to come?

嘿, 我今天要去商场, 想去吗?

- Want to come with me to the mall today? 今天想和我一起去商场吗?
-

2 Let's go window-shopping! 咱们去商店逛逛吧。

- Let's do some window-shopping. 咱们去商店逛逛吧。

- Shall we go window-shopping? 我们去商店逛逛好吗?

◇ go window-shopping 去逛街, 逛商店

3 Excuse me, is there any place selling men's clothes?

打扰一下, 这里有卖男装的地方吗?

- I'm looking for the men's clothes. 我在找男装区。
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4 Excuse me, would you tell me where I can find home appliances?

打扰一下, 您能告诉我家电用品在哪里吗?

◇ appliance [ə'plaɪəns] *n.* 器具

5 We'd better go to Wal-Mart today. 我们今天该去沃尔玛了。

- I got it at the new Macy's. 我在新开的那家梅西百货买的。

◇ Wal-Mart 沃尔玛, 是美国的一家世界上最大的连锁零售企业。

◇ Macy's 梅西百货, 是美国的著名连锁百货公司, 在美国和世界有很高的知名度。

6 When does the store open? 这家商店几点开门啊?

- What time does the store open? 这家商店几点营业啊?

- When does the store close? 这家商店几点关门?
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7 Children's toys are in the basement. 儿童玩具在地下室。

- That store is across the street from a movie theater.

那家商店在电影院的对面。

◇ basement ['beɪsmənt] *n.* 地下室 movie theater 电影院

8 Where's the shoe department? 卖鞋的专柜在哪儿呢?

- Where is the shoe department located? 卖鞋的专柜在哪儿呢?
- Where can I find the shoe department? 我在哪里能找到卖鞋的专柜?
- We can go to the shoe store after we look for some new shirts.

我们看完衬衫后就去鞋店。

✧ locate [ləu'keɪt] v. 坐落于

**Useful Conversations****第 3 步 模仿对话****1. 买点杂货 Buy Some Groceries**

Phil: I want to buy some groceries to make dinner for my girlfriend, but I'm not sure which one to go to.

Bob: Well, IGA is closer, but Price Chopper has a bigger selection and better prices.

Phil: I'd rather go to the closer one. Do you think they have vegetables and noodles?

Bob: I'm sure they do.

菲尔: 我想去买点食品杂货, 给我女朋友做顿晚餐, 但是我不知道该去哪家店。

鲍勃: 呃, IGA 就在附近, 但是 Price Chopper 里的商品更多, 价格更便宜。

菲尔: 我宁愿去近一点的。你觉得他们那里会有蔬菜和面条吗?

鲍勃: 我肯定他们有。

✧ selection [sɪ'lekʃn] n. 可选择的东西

**2. 买运动器材 Buy Some Sport Equipment**

Bob: Hey, do you know of a good place to buy some sport equipment?

Phil: I know there's a big department store on the edge of town.

Chapter 4 日常购物生活

They probably have some sports equipment. What sports are you looking for?

Bob: Baseball and golf. So it should be too hard to find.

Phil: There's also a golf store in New York. I think they have more expensive equipment.

Bob: Maybe I'll go there first and see what they have. And I can always stop at the department store on my way home.

Phil: Do you mind if I come with you? I've been wanting to pick up some more golf balls.

Bob: No problem.

鲍勃：嘿，你知道去哪里买运动器材比较好吗？

菲尔：我知道在小镇边上有一家大百货商店。那儿没准儿有运动器材。你想买什么运动器材？

鲍勃：棒球和高尔夫球。所以应当比较难买到。

菲尔：纽约有一家高尔夫专卖店。我觉得他们那儿会有贵一点的器材。

鲍勃：或许我该先过去看看他们都有什么。至于百货商店，我每次回家的路上都能停到那儿进去看看。

菲尔：你介意我跟你一起去吗？我一直都想再买些高尔夫球。

鲍勃：没问题。

✧ sport equipment 运动器材

baseball ['beɪsbɔ:l] n. 棒球

✧ on one's way home 在某人回家的路上 pick up 挑选



Useful Paragraph

第4步 诵读短篇



Remember, the brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don't want it badly enough. They're there to stop the other people.

请记住,阻挡你的障碍必有其原因!这道墙并不是为了阻止我们,这道墙让我们有机会展现自己有多想达到这目标。这道墙是为了阻止那些不够渴望的人,它们是为了阻挡那些不够热爱的人而存在的。



Cultural Background

第5步 了解文化

在美国,说到连锁大型超市,沃尔玛超市几乎就是其代名词。沃尔玛能让美国人选择它,并不是没有其他的连锁超市与其分庭抗礼。在美国和沃尔玛同一年创立的柯马特因没能在消费者心中树立鲜明统一的品牌形象而示弱。堪称现代超市的鼻祖,第一批以“自选”为主题的连锁店之一伍尔沃斯在20世纪中期就已将店铺开到了英国、德国、澳大利亚,但后来过度扩张和转型失败,加上1979年英国分店的一场大火,百年老店终于在巨额赔偿和声名受损下一蹶不振,为小弟沃尔玛让出了位置。

目前在北美还能与沃尔玛抗衡的大型日用百货超市应该就只有与其在同一年建立的塔吉特了。该连锁超市以一个红心箭靶作为标志,整个超市的布局更是鲜红一片,相比沃尔玛的“温情路线”,塔吉特显得更具活力和奔放。塔吉特的广告很精彩,比如现在的口号是:“生活总有新目标”。这两家美国大型连锁超市在经营方式和布局上截然不同,吸引到的顾客群体也明显不一,经常去塔吉特的几乎都是中高收入人群,因为它里面的东西不仅更多更全,设计包装和质量也更好,当然其价格也自然高些。