

IT English -Industry 4.0

Presenter: ShihYu Chen, Ph.D.



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National Yunlin University of Science and Technology



Topics

- What's Industry 4.0
 - Big data
 - Augmented reality
 - Robots
 - Additive manufacturing
 - Could
 - Simulation
 - Internet of Things
 - Cybersecurity
 - System intergration



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What is Industry 4.0



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Who's talking about it



[Fourth Industrial Revolution >](#)



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The Fourth Industrial Revolution: what it means, how to respond

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation...



What is Industry 4.0

- We define Industry 4.0 as the next phase in the digitization of the manufacturing sector, driven by four disruptions: the astonishing rise in data volumes, computational power, and connectivity, especially new low-power wide-area networks; the emergence of analytics and business-intelligence capabilities; new forms of human-machine interaction such as touch interfaces and augmented-reality systems; and improvements in transferring digital instructions to the physical world, such as advanced robotics and 3-D printing.
- The four trends are not the reason for the “4.0,” however. Rather, this is the fourth major upheaval in modern manufacturing, following the lean revolution of the 1970s, the outsourcing phenomenon of the 1990s, and the automation that took off in the 2000s

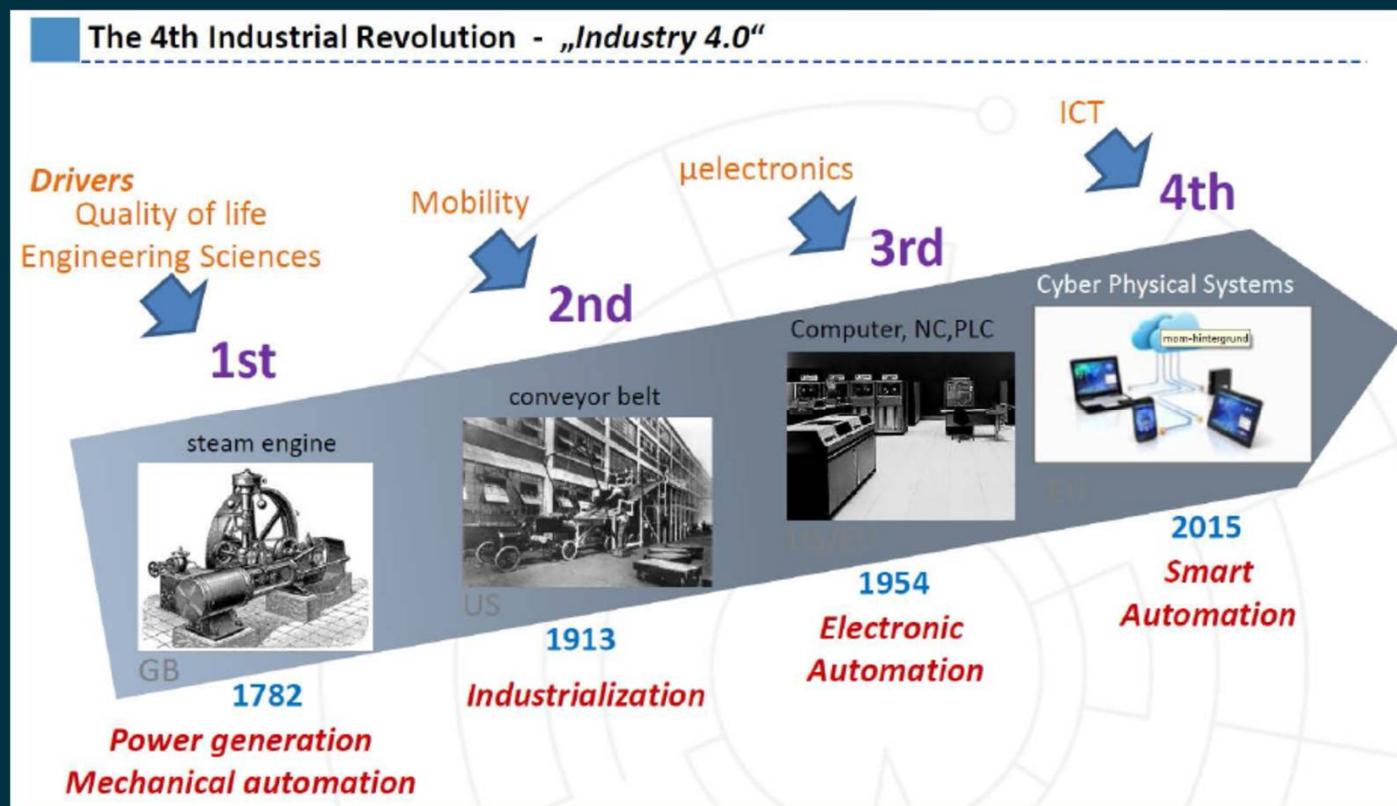
<https://www.mckinsey.com/business-functions/operations/our-insights/manufacturings-next-act>



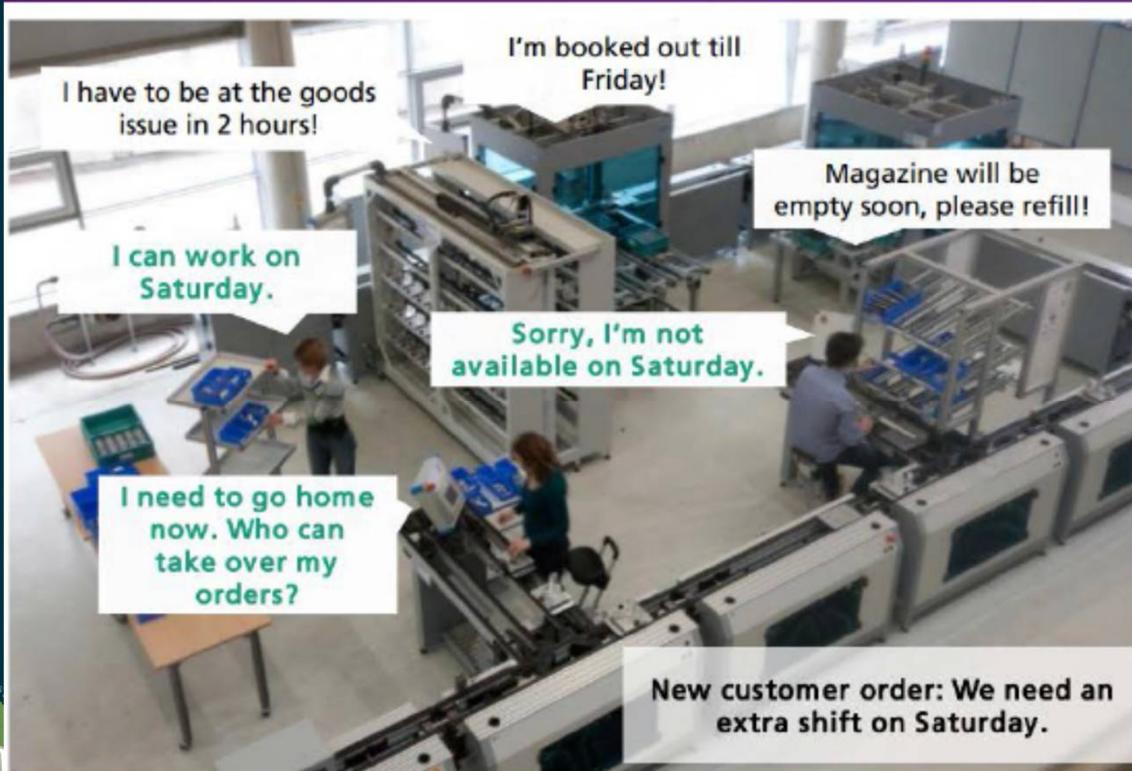
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Industry 4.0



Essence of Industry 4.0



Solution Components

- Cyber-physical systems
- Self-configuration
- Virtual representation
- Context-aware information management

Benefits

- Increased flexibility and agility
- Coping with complexity

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Service centred business

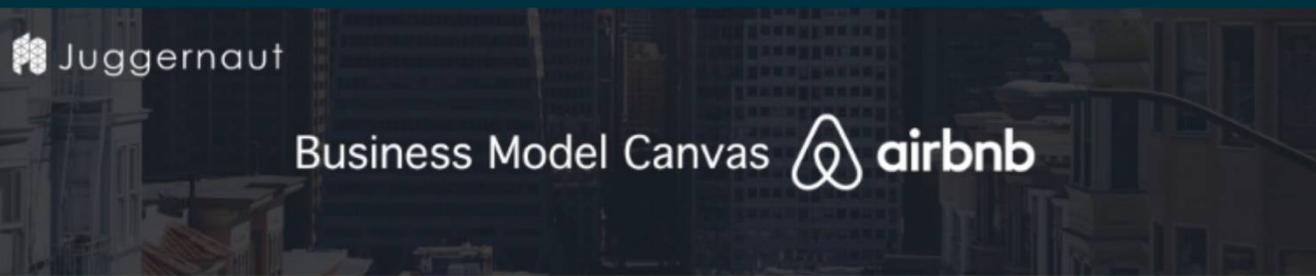


<https://youtu.be/dA2F0qScxrl>



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Service centred business



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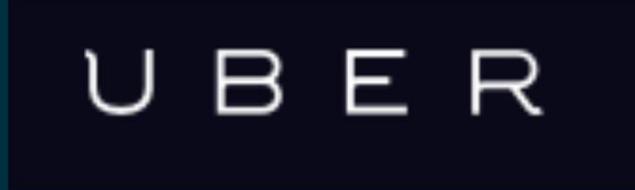
Service centred business



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Service centred business



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SIEMENS

<https://youtu.be/5bVkpYtW3uo>



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BOSCH

<https://youtu.be/DrE0FShBfF4>



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Discussion

- What is common in these companies?
- Are these industry 4.0/IOT companies?
- Who is the customer?
- Are there assets?
- What is needed to make them work?
- What is the USP(Unique Selling Point)?



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Example: IT Changes



Advanced analytics



Automaker 13,000 options compared to
27,000,000 Something we can talk to Jaguar
landrover about



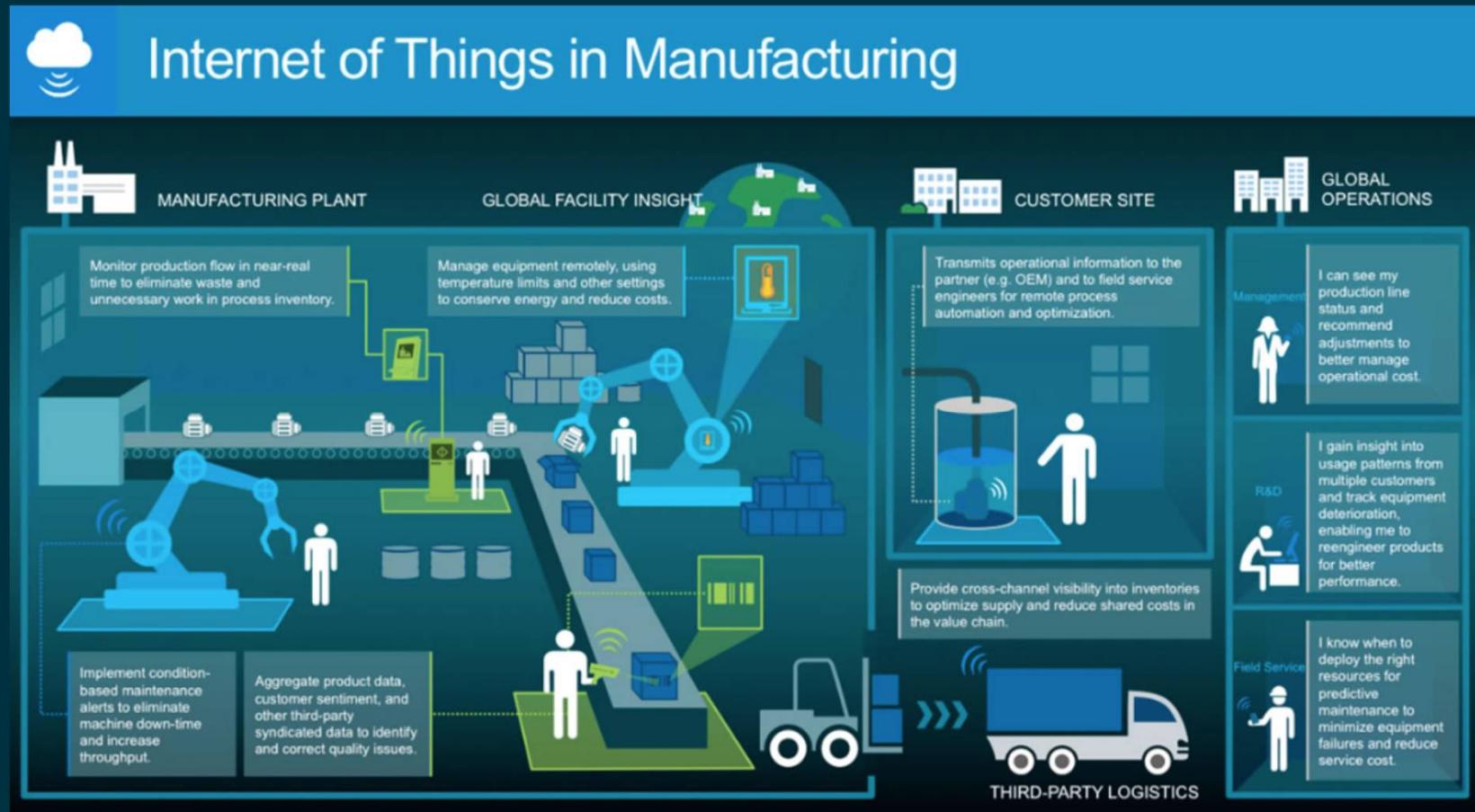
Augmented reality Pickers—error rates down by 40%



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IOT



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Germany



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China Made in China 2025

Strategic Sectors
Priority sectors identified by the Made in China 2025 plan

- New advanced information technology
- Automated machine tools and robotics
- Aerospace and aeronautical equipment
- Maritime equipment and high-tech shipping
- Modern rail transport equipment
- New-energy vehicles and equipment
- Power equipment
- Agricultural equipment
- New materials
- Biopharma and advanced medical products

Source: Center for Strategic & International Studies
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UK



HM Government

Industrial
Strategy

Securing jobs and a
stronger economy

Strengthening UK manufacturing supply chains

An action plan for government and industry



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Taiwan SM –Smart Manufacturing



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Others

- USA

President's Plan to Revitalize American Manufacturing

National Network for Manufacturing Innovation

- South Korea

Vision 2025

- Singapore

Research, Innovation and Enterprise Plan 2015

- Switzerland

Industry 4.0, Challenges and solutions for the digital transformation



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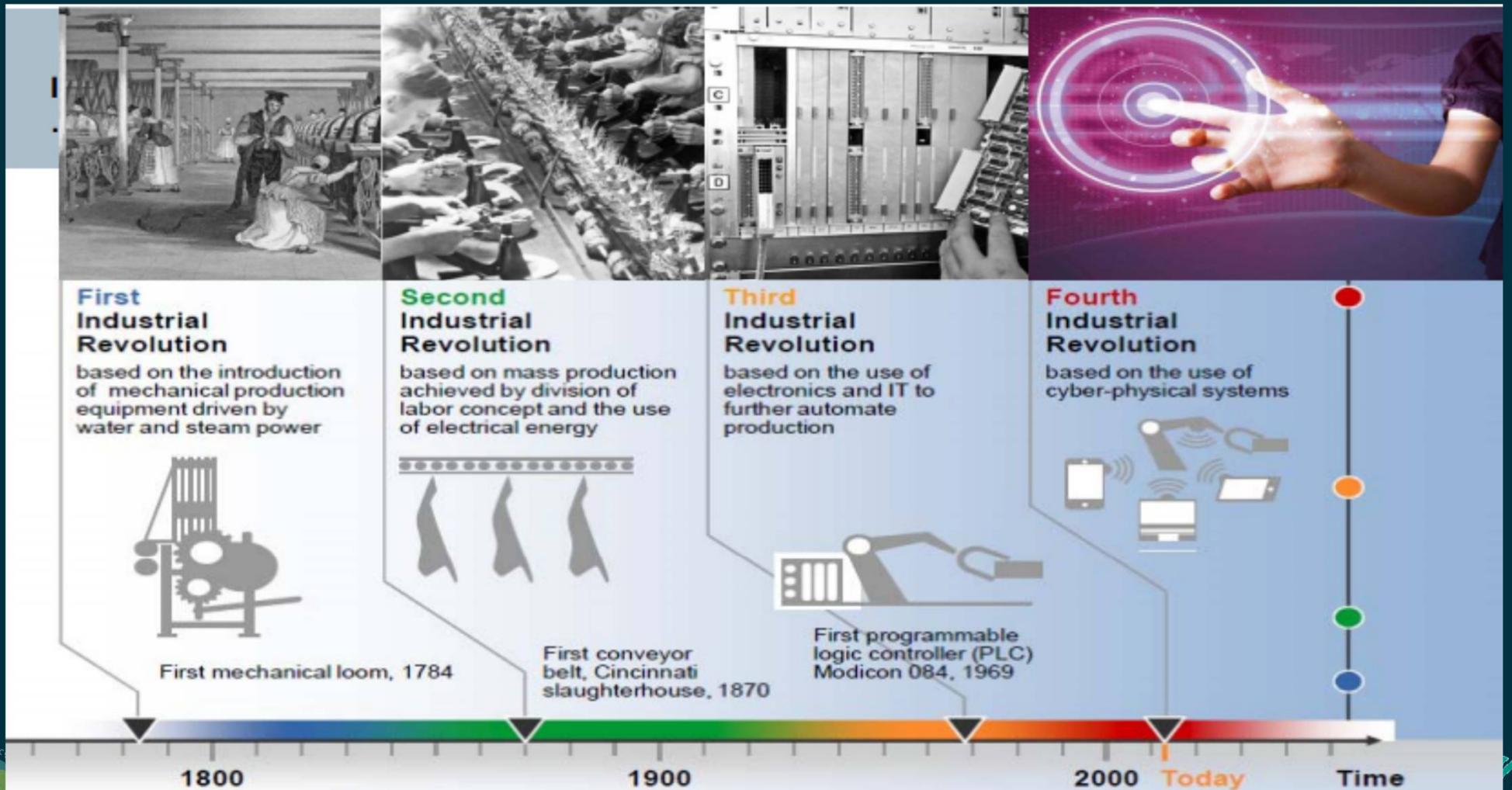


The 4th Industrial Revolution

- We are currently in the midst of the 4th Industrial revolution commonly referred to as

Industry 4.0

- In this new scenario → Sensors, Machines, Workpieces and IT Systems will be connected along the whole value chain → Cyber-Physical Systems
- These systems will interact using Internet--based protocols. They will be able to analyse data in order to:
 - i. Predict failures ii. Configure themselves iii. Adapt to changes



Industry 4.0 Key points

- Internet of things – IOT/machine-machine/sensor-machine/ information
- Security – security of data/protection/
- Visibility – real time information along the value chain!
- Production optimization – scheduling/planning/strategy
- Customization – digitization of products
- Communication – secure reliable stable networks/internet of things
- Social – impact on the wider community and economy



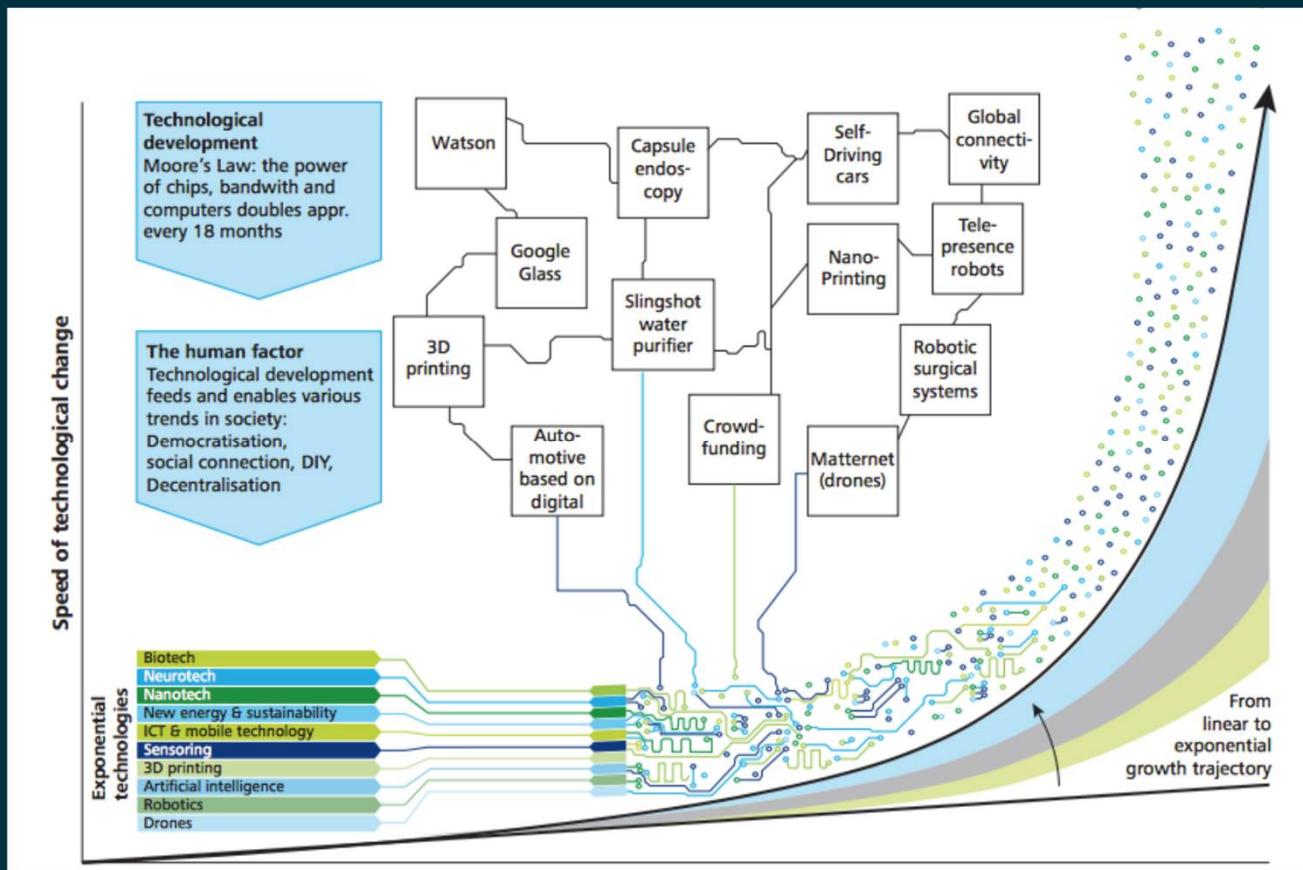
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What Drives the 4th Industrial Revolution?



Time to market



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Mass customization

The image is a composite of two photographs. On the left, it shows the Nike iD website interface. The top navigation bar includes 'LOGIN', 'REGISTER', 'CUSTOMER SERVICE', '2' in a shopping cart icon, 'SHOES', 'GEAR', and 'VIEW ALL'. A color palette section titled 'MAKE IT PERSONAL' displays various color swatches. Below this, under 'FEATURED iD', are four shoe models: 'AIR MAX '03', 'AIR ZOOM HUARACHE 2K4', 'ZOOM VAPOR CONTROL', and 'NIKE SHOX TURBO'. At the bottom, there are sections for 'ID RUNNING' (with a running shoe image) and 'ID BASKETBALL' (with a basketball shoe image). The bottom of the screen shows links to 'NIKE.COM', 'NIKE iD: JAPAN', 'NIKE iD: EUROPE', and 'PRIVACY'. On the right, a close-up photograph shows a person's hands working on a dark fabric garment, with a measuring tape visible to indicate the context of mass customization.



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The 9 Pillars of Industry 4.0



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Robotics

- Robot evolution:
 - ↑ Autonomy
 - ↑ Flexibility
 - ↑ Cooperation with robots & humans --- **COBOTS**
 - Ability to learn from humans
 - ↑ Range of capabilities
 - ↓ Cost



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Lets discuss Robotics

- Split into groups of 5
- What makes an Industry 4.0 robot
- How is it different from the robots that we see today?
- What will robots look like in 5/10/20 years time?
- What are the challenges?



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Additive Manufacturing

- Additive Manufacturing has been mostly adopted by many manufacturing companies to prototype and produce individual components
- “Using 3D printing for rapid prototyping is like using a computer to write letter” (Dr. Nadkami, ABB Venture Capitals Managing Director)
- In Industry 4.0 additive manufacturing has the potential to be used to produce small batches of customized products with complex and lightweight designs in a decentralized process



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Examples:

- Airbus Group is using AM to produce Titanium brackets that have already been used in commercial flights
- GE uses AM to produce fuel nozzles for its LEAP jet engine



Lets discuss

- Split into groups
- Why is AM so important for Industry 4.0
- What impact will industry 4.0 have on AM technologies
- What will the factory or the supply chain of the future look like
- What are the challenges?

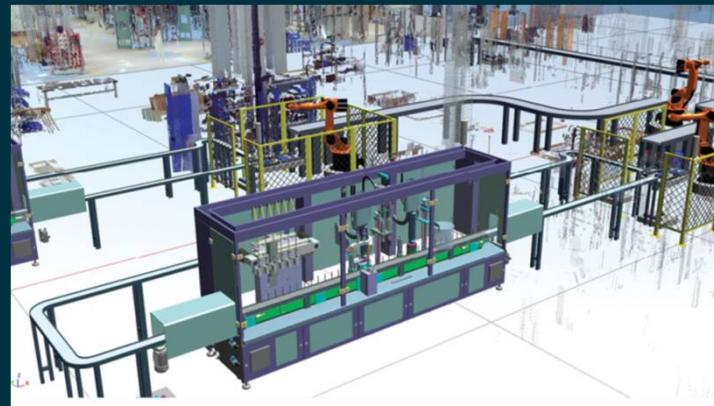


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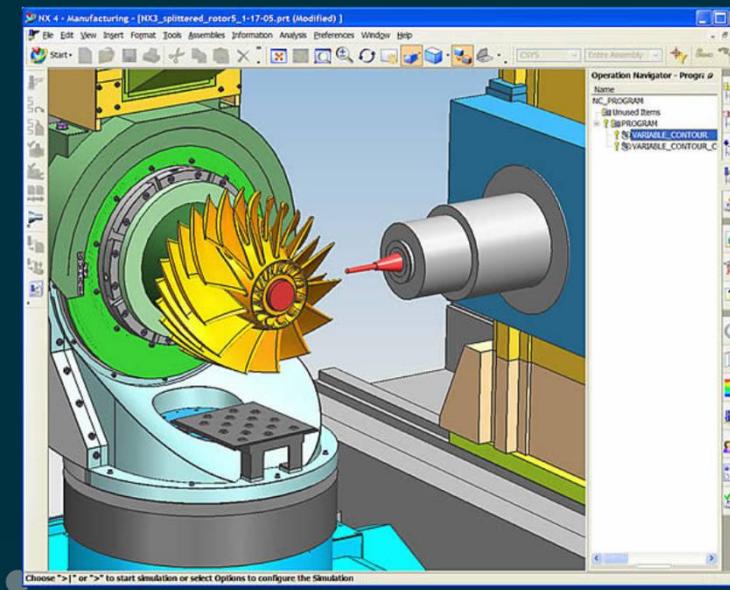
Simulation

- 3D simulations of products, materials and production processes are already used
- In the future these simulations will leverage real--time data to mirror the physical world in a virtual model including:
 - Machines
 - Products
 - Humans



Example:

- In 2013, Siemens and a German machine tool--vendor INDEX developed a virtual machine that can simulate the machining of parts using data from the physical machine → this decreases the machine setup time by 90%



Lets discuss

- Split into your groups again
- How will simulation in Industry 4.0 look
- How will it be different to how simulation is used today?
- Will there be more collaboration



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Horizontal and Vertical System Integration

- Today most IT systems are not fully integrated
- There is not a close link between:
 - – Companies, suppliers and customers
 - – Engineering, production and service departments
- In Industry 4.0 companies, departments, functions and capabilities will become interconnected as **cross--company universal data--integration networks** evolve



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African Gold Mine increased yield by 3.7% worth \$20m annually

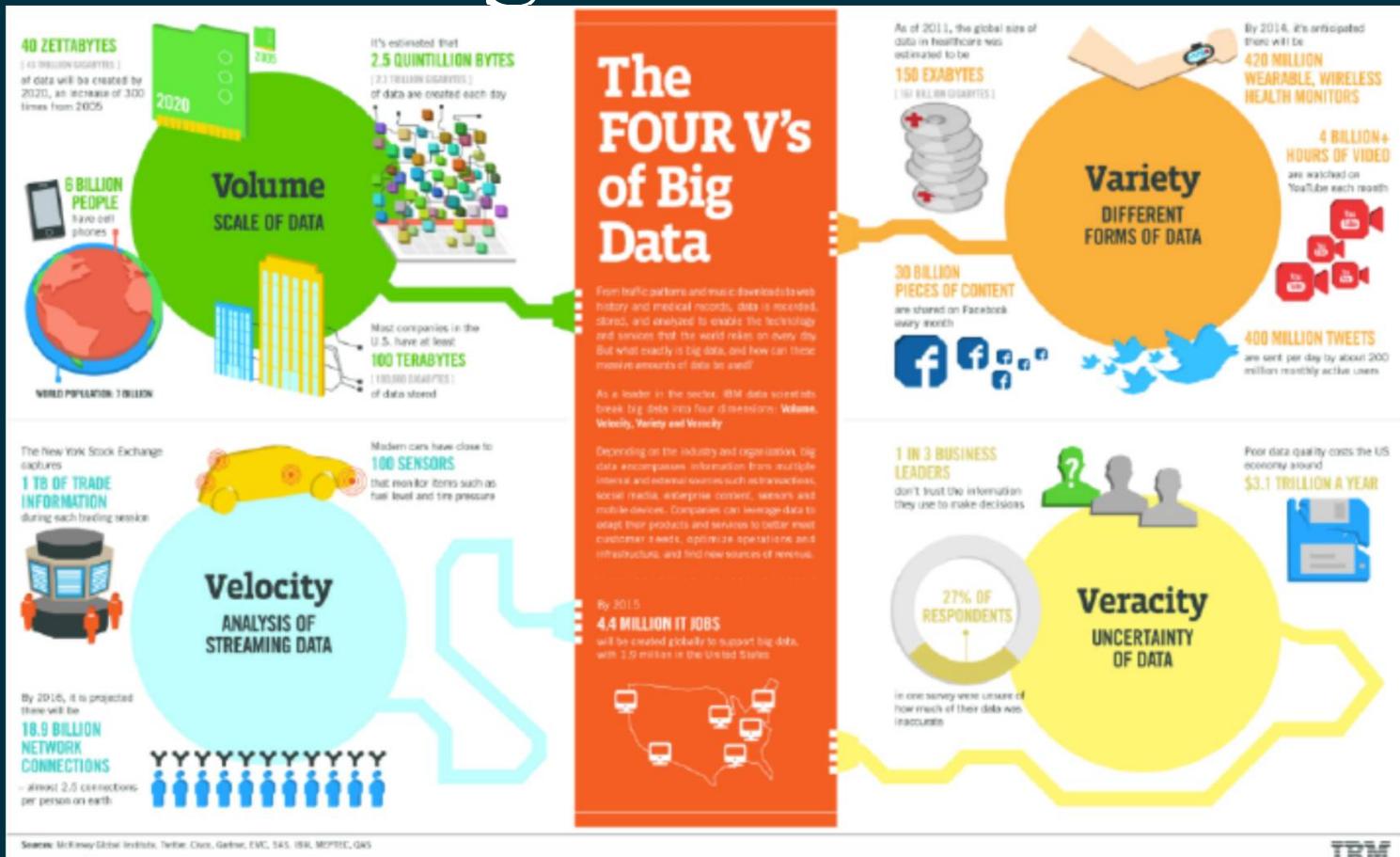


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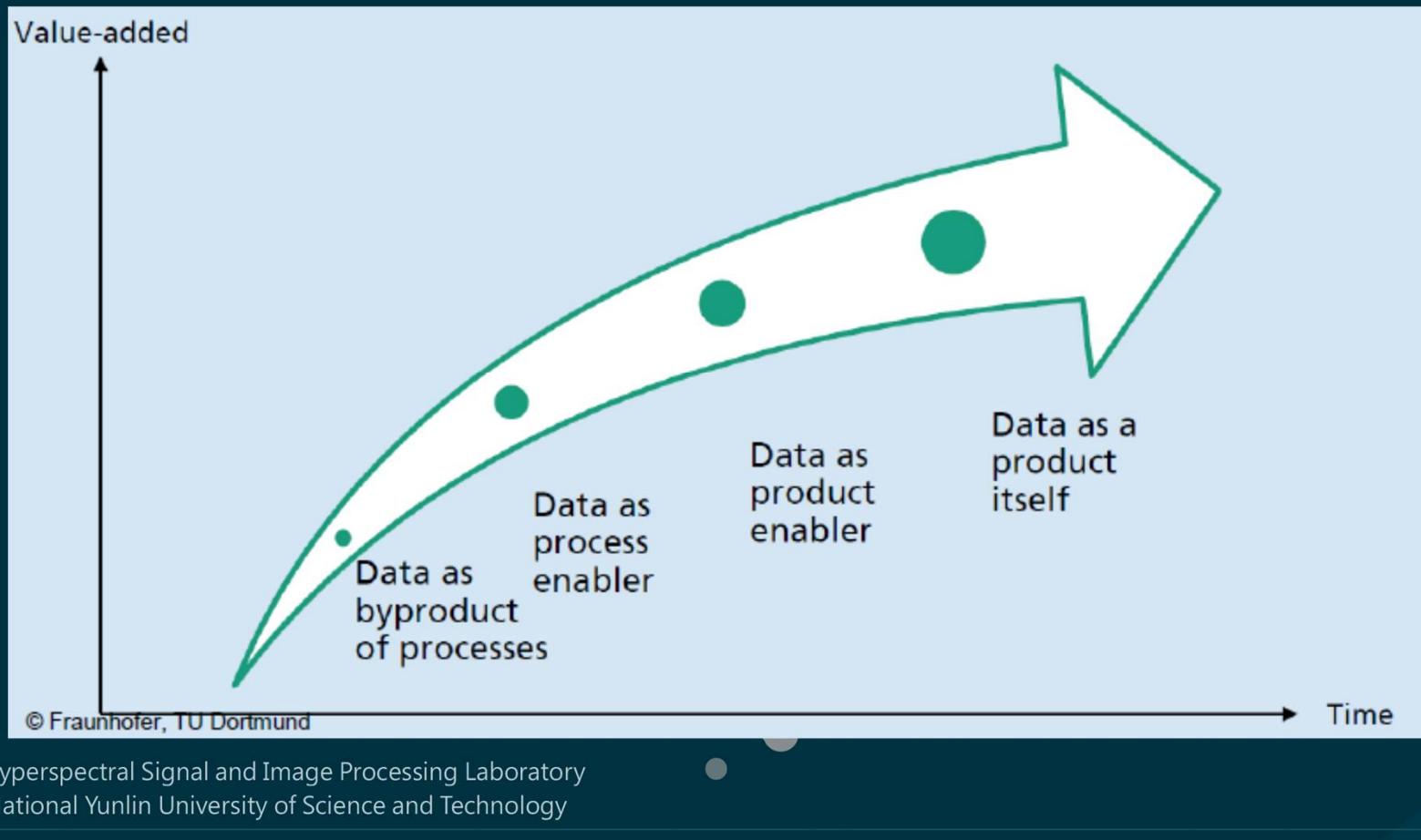


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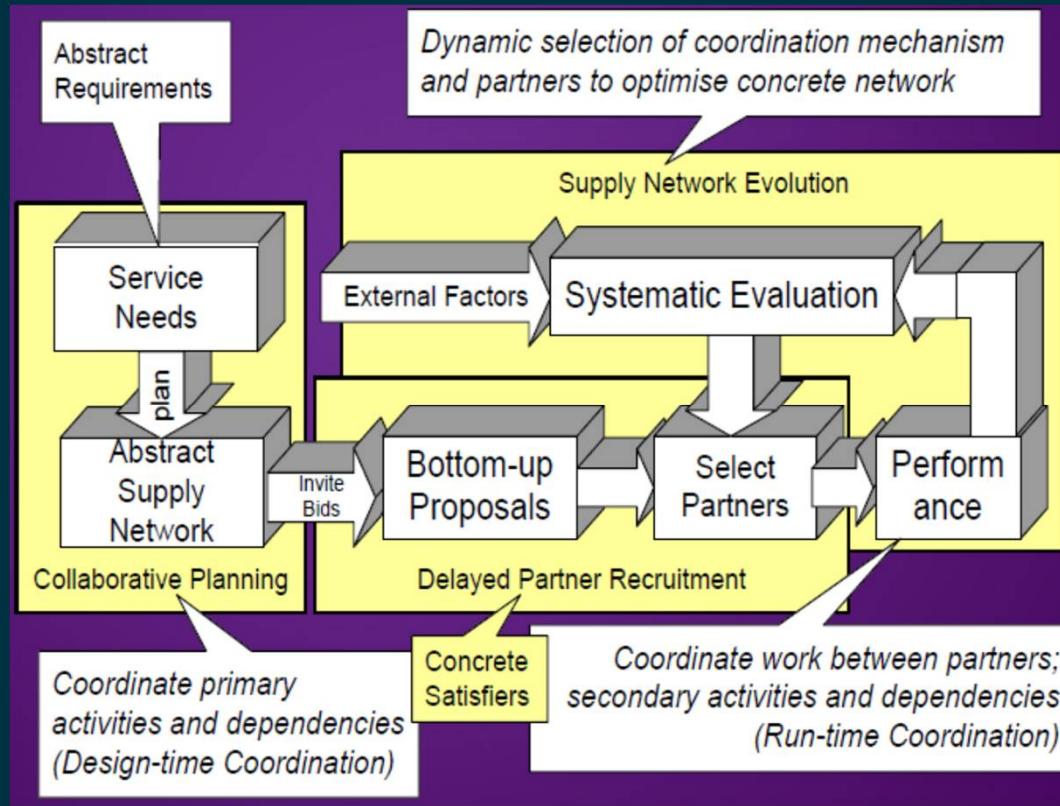
4 V's of the Big data



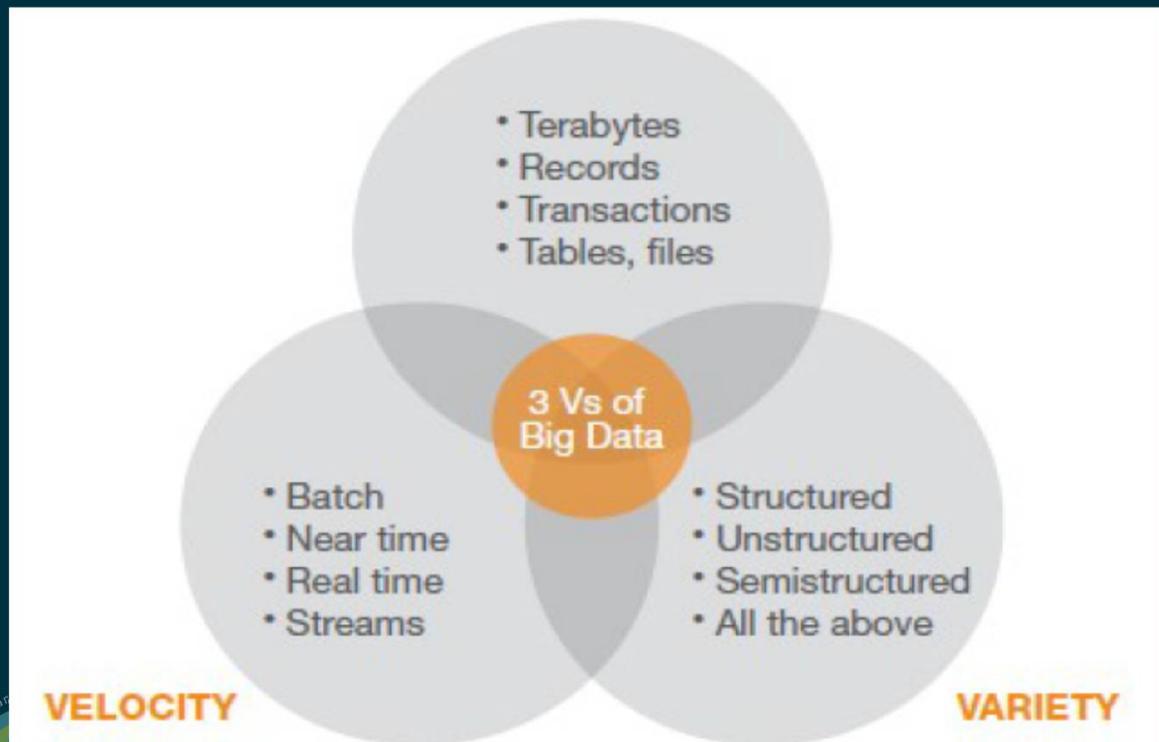
Role of Big Data in Industry 4.0



The role of Data in SUDDEN?



Big Data is a blessing and a curse ...



- Massive information streams from different sources
- Information is critical for decision-making
- Volatile business context, change is constant
- Ability to respond and anticipate on market-trends



Why now?

Massive information streams from different sources

- Digital Business
- Digital Natives
- Ubiquitous Computing

Information is critical for decision-making

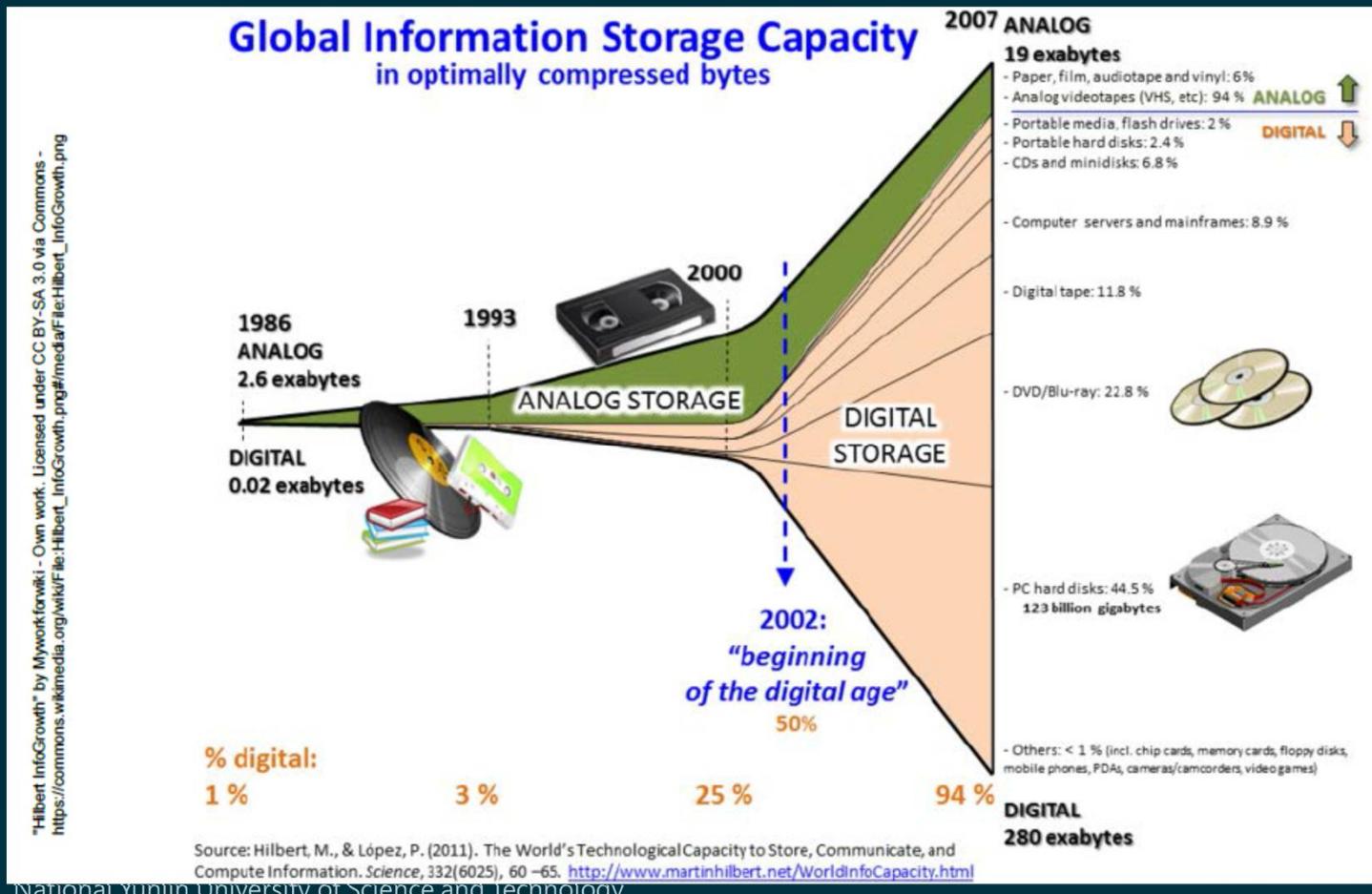
- Complex and dynamic business environment
- Global competition
- Global village
- Business Intelligence



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Why now? - Volume



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Velocity and Variety

An illustration of the velocity of data created

A new style of IT emerging



Every 60 seconds

- 98,000+ tweets
- 695,000 status updates
- 11million instant messages
- 698,445 Google searches
- 168 million+ emails sent
- 1,820TB of data created
- 217 new mobile web users

Kalsi, R. (2012, October 20). Seeing "Mobile + Social" Big Data Sets. Retrieved from <http://practicalanalytics.wordpress.com/>

And things are about to get a whole lot worse....

With the Internet of Things



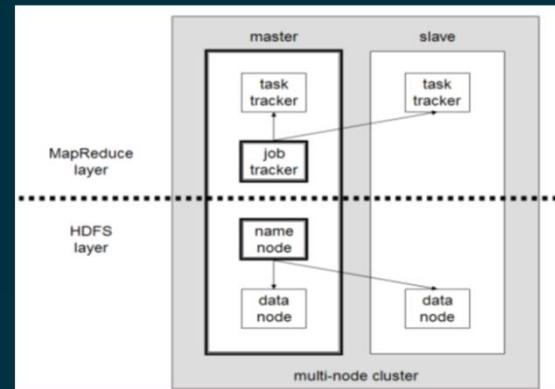
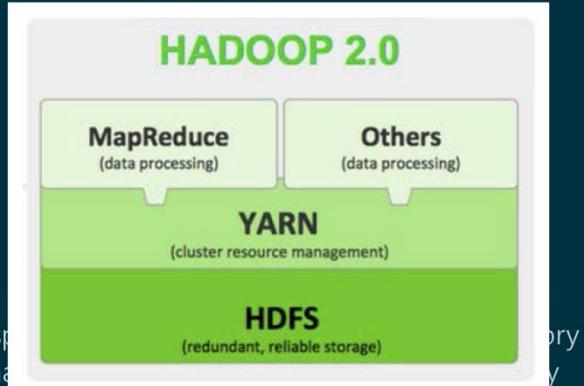
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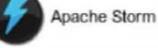
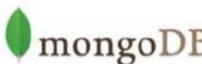
Big Data Technologies

Hadoop ecosystem:

- Open-source software for reliable, scalable, distributed computing
- A framework that allows for the distributed processing of large data sets across clusters of computers using simple programming models
- Scale up from single servers to thousands of machines, each offering local computation and storage



Big Data Technologies

	Lipstick	R	Pentaho	SAS
Data Visualization				
Modeling & Analyses				
Data Processing				
Data Management				
Data Bases				

Lets discuss

- Split into groups
- Big Data what's the Big Deal?
- Is it useful?
- What are the challenges?



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The Logic behind the Cloud

Mainframes were not such a bad idea?

The New York Times

- Convert TIFF to PDF for 11 million articles from 1851-1922

Approach

- Hadoop on Amazon EC2 x 100 and 4TB on S3
- 24 hours for the cost of \$240



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What is Cloud Computing?

- An emerging IT infrastructure paradigm where data and services reside in massively scalable data centers and can be ubiquitously accessed from any connected devices over the internet.



What is on the Cloud?

- Machines in the cloud
- Storage in the cloud
- Databases in the cloud
- Applications in the cloud

In addition to these four basics, cloud providers offer other services such as message queues and data mining

All of these things are lumped into the generic term “cloud computing”

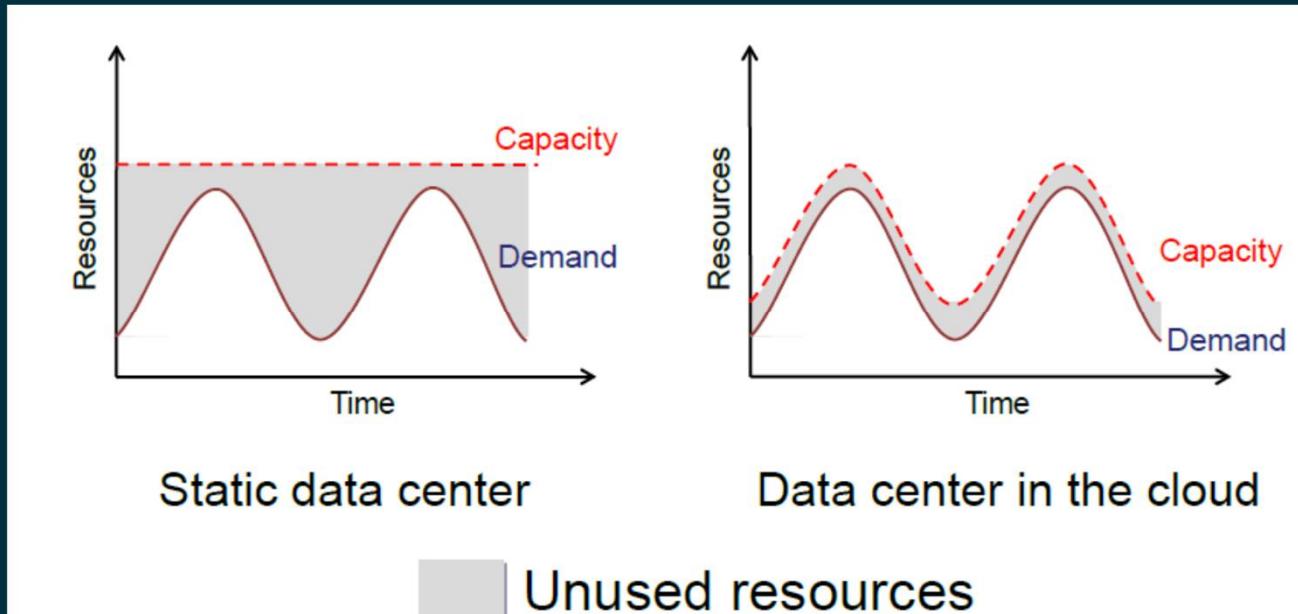


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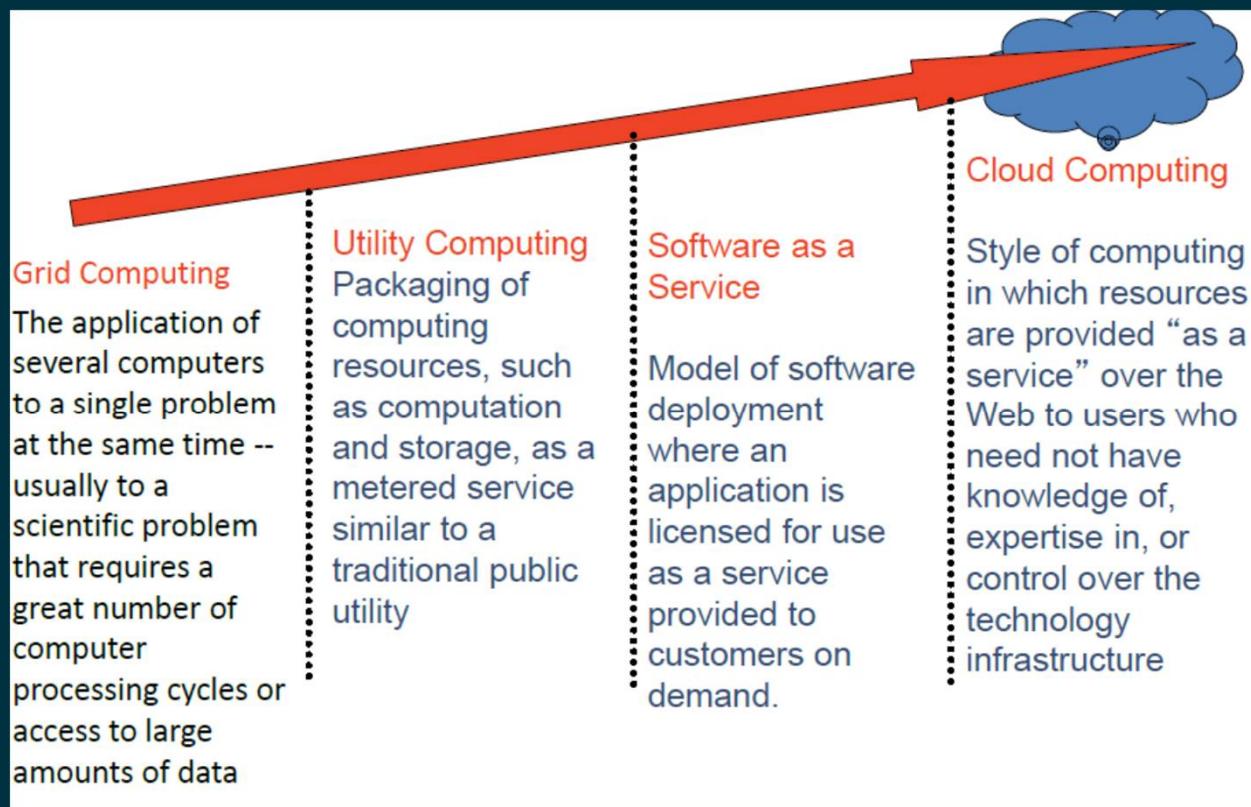


Economics of Cloud Computing

- Pay by use instead of provisioning for peak



Evolution of Cloud Computing



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Distributed vs Grid vs Cloud

	Distributed	Grid	Cloud
Time	Weeks to Months	Days to Weeks	Minutes
Scalability	Slowest, Rigid & Costly	Slower, somewhat flexible, Costly	Instant, Flexible, Pay-per-usage
Cost	High CapEx	Costly, sometimes month/year contracts, no CapEx	No contracts, usage based, no upfront costs
“Green”	Low	Low	High - virtualized
Pricing model	<u>Buy</u> Servers & Colo costs whether used or not	<u>Rent</u> Servers & Hosting costs whether used or not	<u>Rent</u> based on usage only



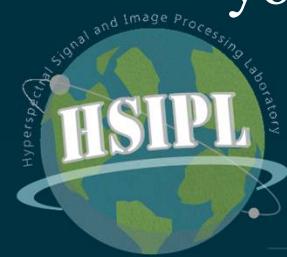
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Machines on the Cloud

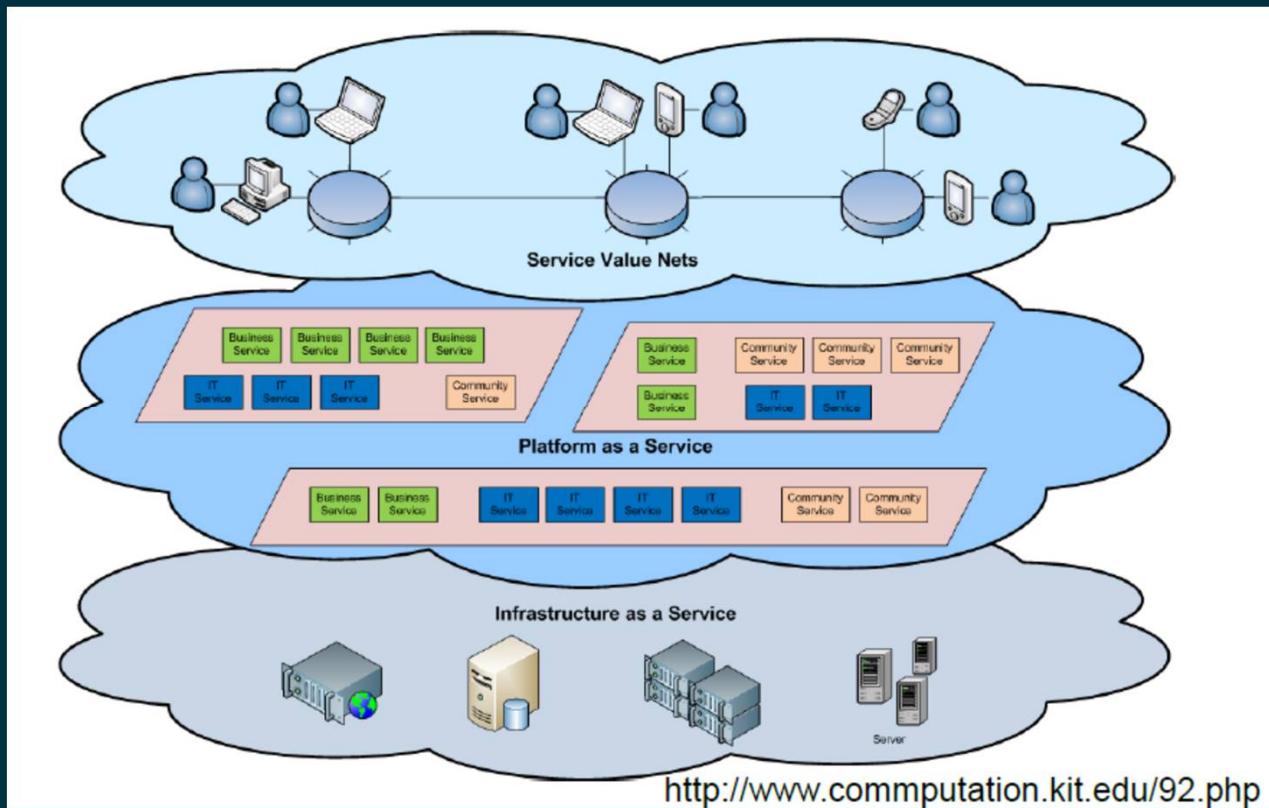
- Many cloud providers allow you to create a Virtual Machine (VM) and deploy it in the cloud
- Your VM images are stored in cloud storage
- You can create as many images as you need
- You can automatically start and stop running instances of those images as needed
- This is the simplest way to get started in the cloud, particularly if you've been using virtualization already



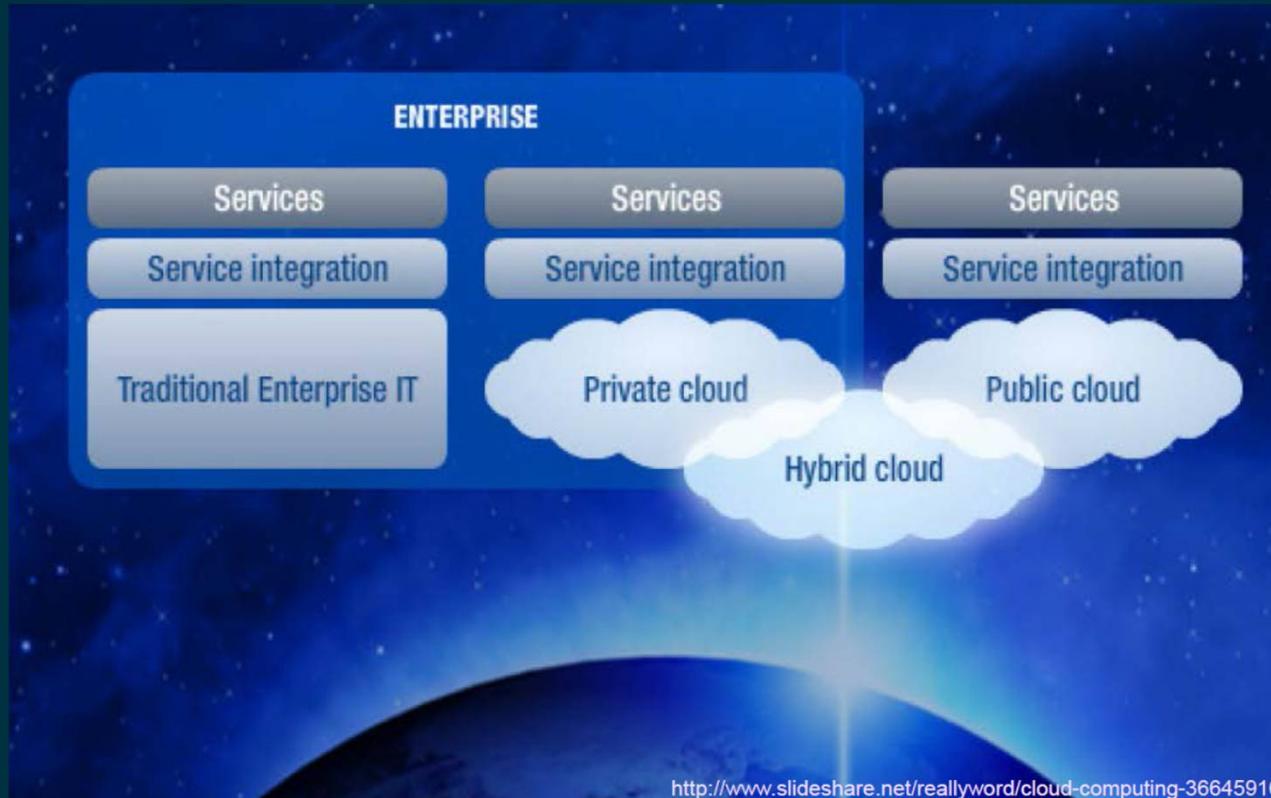
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Cloud Architecture



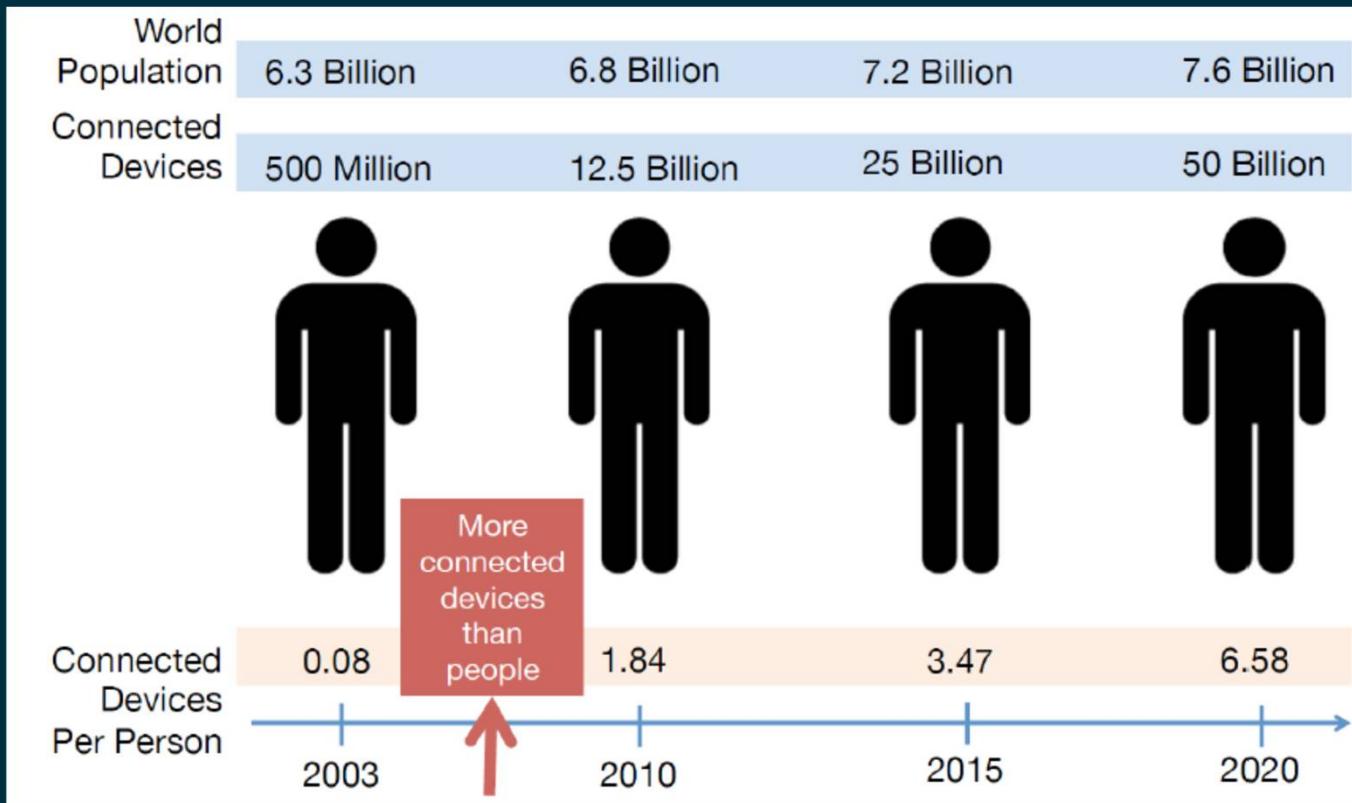
Cloud Implementation Types



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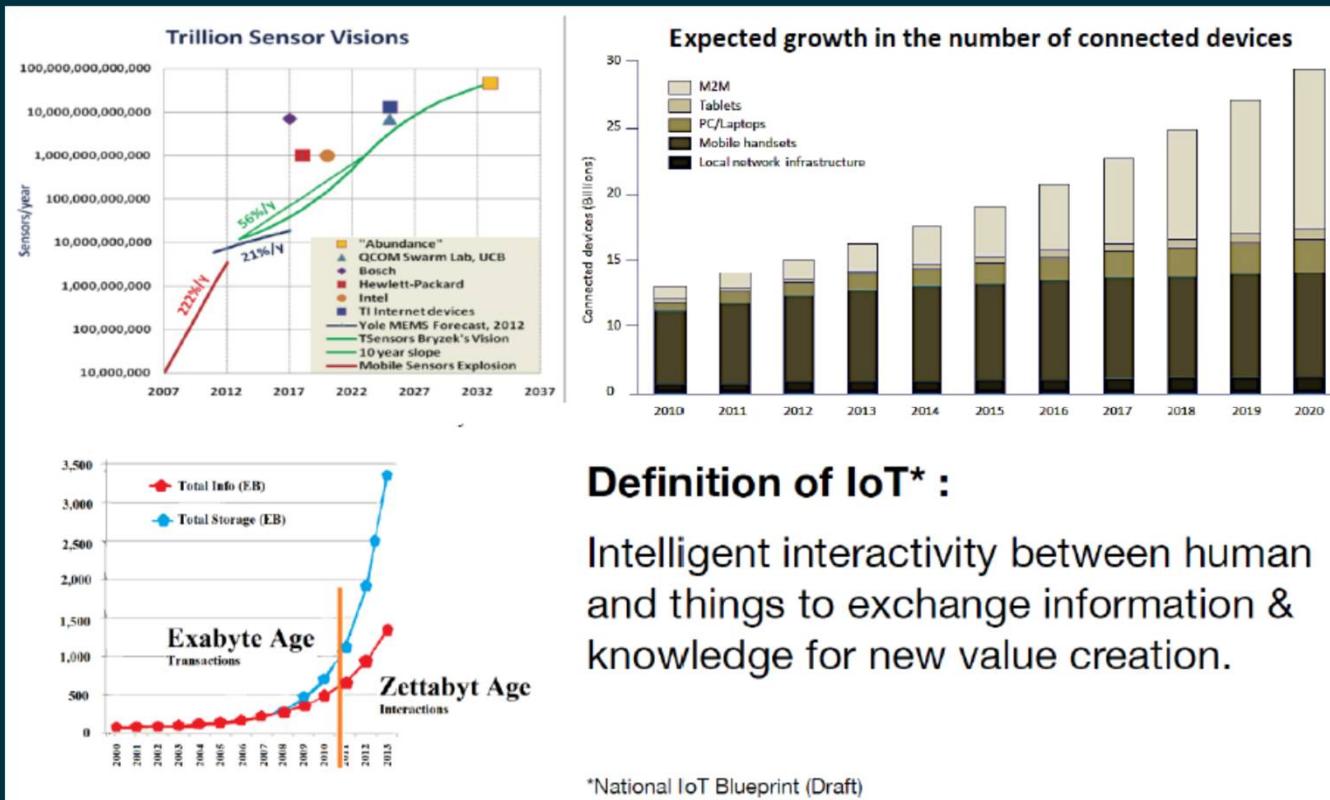
The Internet of Things (IoT)



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The Internet of Things (IoT)



Definition of IoT* :

Intelligent interactivity between human and things to exchange information & knowledge for new value creation.

*National IoT Blueprint (Draft)

Lets discuss

- Split into groups
- What is the cloud?
- How is it different to what we are used to?
- How can we maximize the use of the cloud?
- What are some of the issues related to the cloud?
- Is it secure?



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Cybersecurity

- The step from unconnected/ closed systems to connected systems that use standard communication protocols increases the need to protect systems from cybersecurity threats
- Secure & reliable communications and sophisticated identity and access management of machines and users are essential
- This is the reason why over the past years several industrial--equipment vendors have partnered or acquired cybersecurity companies

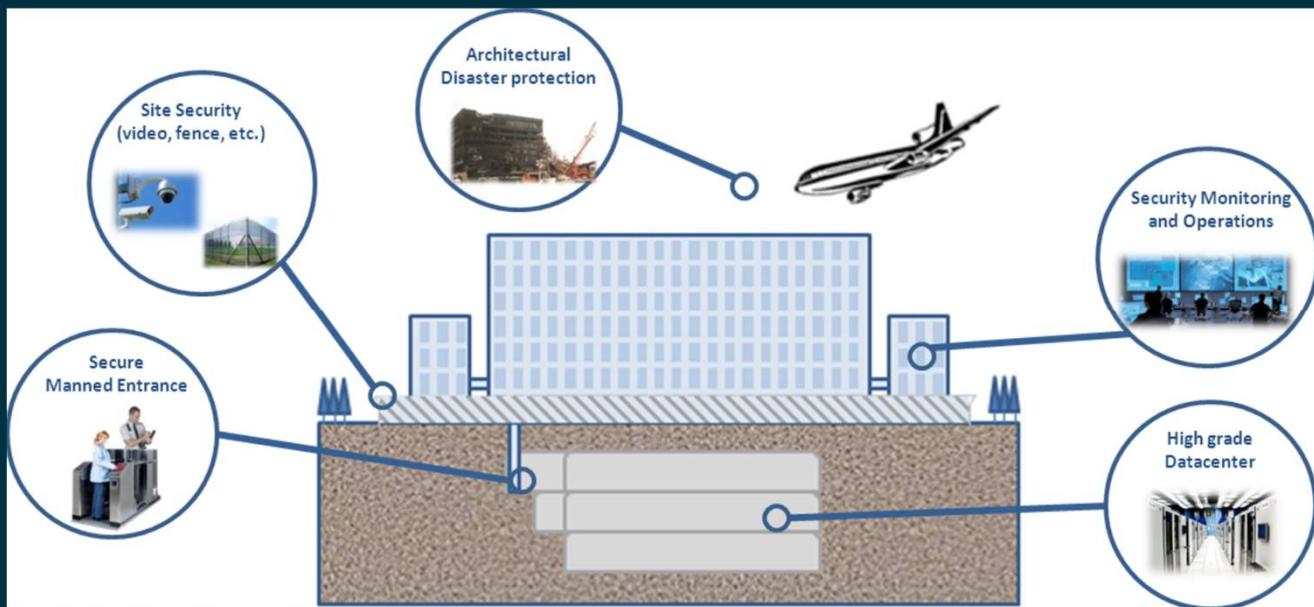


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Example:

- BAE Systems acquiring SilverSky
- Accenture acquiring Cimation and FusionX to expand cyber security Industrial consulting business
- Rockwell Automation partnering with Cisco



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Cyber Threat

- Definition -- unauthorized access to a system resulting in a loss of confidentiality, integrity, and/or availability of the system, its data, or applications.
- Businesses loose \$400 billion a year to cyber attacks worldwide—Lloyd's, McAfee
- Manufacturing and Communication industries were in top 5 the most targeted industries in 2013 and 2014-- IBM



World digital attack map



[http://www.digitalattackmap.com/
#anim=1&color=0&country=ALL&list=0&?me=16814&view=map](http://www.digitalattackmap.com/#anim=1&color=0&country=ALL&list=0&?me=16814&view=map)



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Other significant attacks



Lets discuss

Split into groups

- Is cybersecurity really a threat?
- Is there a simple solution?
- How will industry overcome its fear?
- Who's job is it?
- Where is the data located?



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8 Key Areas for the Implementation of Industry 4.0-Germany

- Standardization and Reference Architecture
- Management of Complex System
- Integrated Industrial Broadband Infrastructure
- Safety and Security
- Organization and Design of Work
- Training and Continuing Professional Development
- A Regulatory Framework
- Resource Efficiency



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6 key areas - UK

- There are 6 key areas the government has identified that must be optimized:
- – Innovation
- – Skills
- – Access to finance
- – Capacity of SMEs in supply chain
- – Collaboration across supply chains
- – Supply chains resilience



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British Standards project

What does an Industry 4.0 Standard Look like in the UK?
This project will

- Establish scope of Industry 4.0;
- Explore different models of Industry 4.0, including where this is defined differently, such as 'smart manufacturing' or 'Internet of Industrial Things';
- Perform a literature review to establish a view of Industry 4.0 issues, and the manufacturing sectors in which it is being applied;
- Establish the range of existing standards activities currently underway of relevance to Industry 4.0, and identify any standards gaps.
- Undertake stakeholder mapping and identification of the leading players in Industry 4.0 innovation



Project 'use-cases'

AIRBUS
GROUP
INNOVATIONS

Rolls-Royce

SIEMENS

AstraZeneca



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Let's Discuss

- Spilt into groups
- How can we initiate Industry 4.0 in Taiwan?
- Does Taiwan really need Industry 4.0 ?
- How can government help the companies to implement it?



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How to prepare your Cover Letter and Resume

Presenter: ShihYu Chen, PhD



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Template 1: Generic Cover Letter Template

- Dear [name]:
- I am a [Industry] professional with [list years of experience and 2-3 professional strengths] I am looking for [insert your goals and motivations. Mention any corporate values that you resonate with.] [Finish this paragraph with a summary of your strongest, most recent and impressive experience.]
- Some highlights of my career include: [Use this paragraph to give a succinct, but detailed summary of past success, experience and skills learned.]



Template 1: Generic Cover Letter Template

- I can also offer [Include two to three sentences speaking about your education, language skills, and other experience that defines your career.]
- Attached, you will find my CV, further outlining my skills, experience and education. I look forward to further discussing any open opportunities [within your company, or mention a specific role]. Thank you for your time.
- Best Regards:
- [name and signature]



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Template 2: Cover Letter Template for a Job Ad

- Dear [name]:
- I am writing in response to an ad for [Insert job title and company]. I am a [Industry] professional with [list years of experience and 2-3 professional strengths]. I am interested in this opportunity because [include motivation for and interest in this particular role.]
- My previous experience and skills make me an ideal fit for this position because [Give a succinct, but detailed overview of your skills and concrete examples of past success. Use the same language as the job description and where possible, give specific examples that clearly demonstrate a good fit with the role outlined.]



Template 2: Cover Letter Template for a Job Ad

- Aside from professional experience, I also have [Include two to three sentences speaking about your education, language and other unique skills.]
- Attached is my CV with more details. I look forward to further discussing the role of [Insert job title], with [insert company name]. Thank you for your time.
- Best Regards:
- [Name and signature]



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Template 3: Cold Cover Letter Template

- Dear [name]:
- I am a [Industry] professional with [list years of experience, professional strengths and motivations. Finish this paragraph with a summary of your strongest, most recent and impressive experience.] I am interested in working with [company] because [include reasons for wanting to work with this company.]



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Template 3: Cold Cover Letter Template

- Highlights of career include:
- [Insert a list of 3-4 of your most impressive professional achievements, using numbers and concrete, specialized examples of past success.]
 - Highlight 1
 - Highlight 2
 - Highlight 3
 - Highlight 4
- Along with my professional experience, I also offer: [Include two to three sentences about your education, technical skills and strengths]



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Template 3: Cold Cover Letter Template

- Attached is my CV with more details about my experience. I look forward to further discussing any open opportunities with your company. Thank you for your time.
- Best Regards:
- [Name and signature]



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Template 4: Recruiter Cover Letter Template

- Dear [name]:
- I came across your profile as a specialist recruiter in [industry]. I am a [Industry] professional with [list years of experience, professional strengths]. I am now looking for [Include what you're looking for and motivation for the job search]. Finish this paragraph with a summary of your strongest, most recent and impressive experience. **Don't be afraid to include specifics.]**
- Some of my career highlights include: [here, summarize your skills and experience with an emphasis on your strongest and most recent, relevant experience.]



Template 4: Recruiter Cover Letter Template

- In addition to my professional achievements, I'm also [Insert education, skills and unique attributes].
- I have attached my CV, and I would appreciate the opportunity to speak with you about ways you could assist me in my search. Thank you for your time.
- Best Regards:
- [Name and signature]



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Resume template - skills-based mid-level

- **Career profile**

- Short statement about your work, career aims and what motivates you in your work.

- Example:

- Resourceful HR Manager with over 10 years' experience in the accounting industry. Proven record of success in a generalist role, including developing and implementing HR policy and reviewing and developing recruitment procedure. Looking for the right opportunity to bring my expertise to an established accountancy firm in an upper management position.



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- Contact details

- [Name]
- [Address]
- [Personal email address]
- [Mobile number]

- Relevant skills

- Outline your core competencies and technical skills
- Include transferable skills, such as communication and stakeholder management
- Mention niche skills such as languages and ability to use specific software

- Selected achievements

- Focus on your achievements, leading with active verbs like ‘managed’, ‘increased’, ‘improved’
- Make it measurable: use numbers, for instance, ‘Increased revenue by 4.3% YoY’
- Describe any awards, promotions or certifications



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- Work history

- [Role]
- [Company]
- [Start date-end date]
- • Major responsibilities

- [Role]
- [Company]
- [Start date-end date]
- • Major responsibilities

- [Role]
- [Company]
- [Start date-end date]
- • Major responsibilities



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Education

- [Start date–end date] [Institution name, qualifications acquired]
 - Note subjects, specializations, achievements, relevant extra-curricula

Professional development

- Show your commitment to improving your skills and investing in your career here

Awards and recognition

- List any career-relevant awards here

Professional affiliations

- Include professional memberships and affiliations

Referees

Available upon request



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Resume template - chronological style

[Name]

[Address]

[Email address]

[Mobile number]

- Education

[Start date–end date] [Institution name, qualifications acquired]

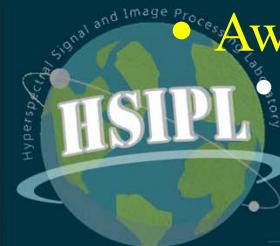
- Note subjects, specializations, achievements, relevant extra-curricular activities

- Training

- Demonstrate your commitment to improving your skills and investing in your career

- Awards and recognition

- List any career-relevant awards



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Special skills and abilities

- List niche skills: languages spoken, software packages, coding languages

Personal statement

- This optional section may be used to give a sense of your personality or interests. This is especially useful if your interests align in some way with the industry, business or role you're applying for.

Example: An actuarial studies graduate from the University of X looking for an entry-level actuarial position to further develop my analytical skills and knowledge in a fast-paced real world environment. I have strong commercial awareness and proven interpersonal and technical abilities.



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Career history

[Title]

[Company]

[Start date–end date]

- Bullet points outlining responsibilities and achievements
- Use action-oriented verbs and finite numbers like ‘Increased revenue by 14.7%’
- Include examples of ‘soft’ skills where relevant, such as stakeholder management, communication and team work

[Title]

[Company]

[Start date–end date]

Referees

- Either list referees or state that they are available upon request



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英文寫作技巧



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Essay

INTRODUCTION..... Therefore,

THESIS

(至此，即寫出良好的主旨段)



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Essay

First of all , main idea a series of supporting ideas

Secondly , main idea supporting ideas

Thirdly, main idea supporting ideas

(至此，即寫出具說服力的說明段，包括 Main idea 及 Supporting ideas)



主旨段必用字與詞

(I) 表明個人主張

I { agree (disagree)
think (don't think)
believe (don't believe)
find } that + **S** + **V**



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主旨段必用字與詞

(II) 表明個人偏好

Personally,
As far as I am concerned,
In my opinion,
From my viewpoint (perspective),
Speaking only for myself,

I Prefer that + S + V



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主旨段必用字與詞

(II) 表明個人偏好

特別注意：表個人偏好之正確寫法

動詞組→ I prefer **doing A** to **doing B**.

I would rather **do A** than **do B**.

名詞組→ I prefer **A** to **B**.

I choose **A** over **B**.



說明段必用字與詞

(I) 標明順序

First, Firstly, First of all, To begin with ...

Second, Secondly, In addition, ...

Third, Thirdly, ...

Finally, In the end, ...



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說明段必用字與詞

(II) 標明句與句之間語意轉折

再者：In addition, Besides, Moreover, Furthermore, In other words...

然而：However, In contrast, In contrary...

同時：Meanwhile, At the same time, In the meantime...



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說明段必用字與詞

(II) 標明句與句之間語意轉折

就事論事 : In fact, As a matter of fact, In theory; in practice...

On one hand; on the other hand..., For one thing; for another...

舉例 : For example, For instance, To illustrate, Such as...



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說明段必用字與詞

(II) 標明句與句之間語意轉折

原因/結果 (介) As a result of + **N**, S + V ...

(副) As a result, S + V ...

(介) Because of + **N**, S + V ...

(副) Because + S + V , S + V ...

(副) Consequently, S + V ...

(副) Therefore, S + V ...



結論段必用字與詞

To summarize, In summary...

To conclude, In conclusion...

To sum up...

In a word, In short



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Reference

- <https://www.careercross.com/en>
- <https://www.michaelpage.com/>
- <http://www.monster.com/>



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DANA LOWELL

Sometown, GA 55555 • (555) 555-5555 • dl@somedomain.com • LinkedIn URL • Twitter Handle

Business Analyst | Banking Sector

Solving Complex Business Problems and Fueling Multimillion-Dollar Revenue Growth

Solutions-driven business analyst with experience leading cross-functional teams in the development, documentation and delivery of process innovations driving the attainment of business goals. Seek opportunities to transform company practices into fresh, cost-effective solutions leading to more efficient operations.

Skills:

- | | | |
|-------------------------------------|-------------------------------|--------------------------------|
| • Requirements Gathering & Analysis | • Enterprise Implementations | • Risk Management |
| • User Acceptance Testing (UAT) | • KPI Dashboards & Scorecards | • BI, ERP & Big Data Platforms |
| • Project Management | • Data Mining & Analytics | • SAP/SAS Solutions |

Experience

ABC BANK (*Global financial services organization*) — Sometown, GA

2008 to Present

Business Analyst II / Business Analyst I, 2013 to Present

Credit Risk Analyst, 2010 to 2011

Data Analyst, 2011 to 2013

Quality Assurance (QA) Engineer, 2008 to 2010

Earned several promotions due to exemplary work performance. Currently oversee initiatives designed to advance continuous improvement, competitive advantage and profitable growth. Lead business process and workflow mapping/analysis using data capture and modeling technologies, methods and tools. Analyze business, user and technical requirements for proposed SAS, web-based and system solutions.

- Completed in-depth analyses for business-optimization projects, reporting tools, back-office programs and payment-processing apps. Measurable outcomes:

— 9.2% revenue growth (2016)	— \$575K capital-expense reduction	— 97% account-retention rates
— Up to 45% in efficiency gains	— \$1.1M labor-cost savings	— 10% increase in referrals
- Provided executives with analytics and decision-support tools used as the basis for reorganization, consolidation and relocation strategies.
- Partnered with developers to automate manual processes, saving time and money while decreasing errors. Credited as a primary driving force behind a 5% increase in margins this fiscal year.
- Collaborated with stakeholder groups across the organization to ensure business and technology alignment. Proposed solutions meeting defined specifications and needs.
- Performed quality assurance, system integration and user acceptance testing facilitating on-time, on-budget and acclaimed “go-live” of enterprise implementations for up to 12,000 global users.

Education

ABC UNIVERSITY — Sometown, GA • **MBA, Emphasis in Finance**

XYZ COLLEGE — Sometown, GA • **BS in Management Information Systems**

Technology Summary

- | | |
|----------------------------------|--|
| ERP, BI & RDMS Tools: | SAS, SAP ASE/Business Objects, Oracle, MS SQL Server, MySQL, DB2, IBM Cognos |
| Data Discovery Tools: | QlikView, Tableau, TIBCO Spotfire |
| Systems: | Windows, UNIX, Linux, Mac OS X, Apple iOS, Android |

Tom Schultz, MBA

DIGITAL MARKETING | BRAND STRATEGY | WEB ANALYTICS | SEO

(555) 555-5555 • ts@somedomain.com • Sometown, IL 55555 • LinkedIn URL

- **Sometown University MBA** backed by multiple certifications (Google Analytics IQ, AdWords, SEO) as well as experience as a marketing analyst, intern and volunteer within F500, startup and nonprofit settings.
- **Demonstrated success delivering key consumer insights**, digital innovation strategy and marcom campaign support to propel pacesetting gains to web traffic, customer acquisition and eCommerce revenues.

Education & Certifications

SOMENAME UNIVERSITY (Sometown, IL)

MBA, Emphasis in Marketing (GPA: 3.8) • BS in Business Administration, Minor in Marketing (GPA: 3.6)

Course Highlights:

- | | | |
|---|---|----------------------------------|
| → <i>Market Research & Analysis</i> | → <i>Digital, Mobile & Social Media Marketing</i> | → <i>Consumer Behavior</i> |
| → <i>SEO / SEM Programs & Platforms</i> | → <i>Brand & Advertising Management</i> | → <i>International Marketing</i> |
| → <i>CRM & Market-Focused Strategy</i> | → <i>Technology-Based Product Development</i> | → <i>Advanced Statistics</i> |

Certifications:

Google AdWords • Google Analytics IQ • SEO (Online Marketing Institute)

Experience

ABCBUSINESS.COM (Sometown, IL) • **Digital Marketing Consultant | Analyst**, 2017 to Present

Retained by startup apartment search company to elevate the success of online, mobile and social media platforms through leadership of market research, SEO, web refinement and digital campaign development.

- Developed social media campaigns via Facebook, Twitter and Instagram; redesigned website to enhance user experience (UX) and branded messaging; and created SEO strategy. Increased web traffic, customer acquisition and click-through rate by **300%, 250%** and **150%**, respectively, within 6 months.
- Partnered with development team in rolling out user-friendly mobile app that increased qualified leads by **150%** and prospect-to-customer conversion rate by **32%** within 5 weeks of launch.
- Secured 1-year extension of initial 6-month consulting contract due to recognized value offered.

DEF COMPANY, INC. (Sometown, IL) • **Graduate Intern, Marketing**, 2016 to 2017

Selected for competitive internship with F500 retailer. Led comprehensive evaluation of web traffic and user behavior via Google Analytics to deepen understanding of visitor behavior.

- Identified trends negatively impacting conversion funnel and provided recommendations to fast-track solutions. Helped cut cart-abandonment rate in half (**from 70% to 35%**) and increase eCommerce revenues (**7-figure growth**) in the first quarter of 2017.
- Improved tracking capabilities of PPC (pay-per-click) offers to enable fine-tuning of messages.

Volunteerism (2015 to 2016):

- GHI ANIMAL SHELTER: Developed social media campaign strategies that **doubled** pet adoptions in 2015.
- JKL ACADEMY: Led SEO effort boosting nonprofit school's ranking on major search engines to **Top 5** results.

Technology Summary

Google Analytics and AdWords • CRM (Salesforce, SAP, GoldMine) • SPSS • ForecastX Wizard • Hootsuite • Java • HTML
Social Media (Facebook, Twitter, Pinterest, Snapchat, LinkedIn, Instagram)

Kay Barnes | PRODUCT MANAGER

Sometown, CA 55555 • (555) 555-5555 • kb@some domain.com • LinkedIn URL • Bio Link

Software & SaaS Solutions

Manage award-winning, top-selling products generating \$15M+

Passionate, value-driven product manager with experience leading cross-functional teams to plan, build, launch and manage world-class SaaS innovations. Blend technology skills with extensive Agile/Scrum experience, a marketing orientation and analytical abilities to evolve product strategy. Prioritize and manage multiple projects within specifications and budget restrictions.

Own the product lifecycle from initial concept to delivery. Skills include:

- Technical Product R&D
- Team Leadership
- Product Lifecycle Management
- Agile / Scrum Methodologies
- Go-to-Market Launch Plans
- Product Roadmaps
- SDLC
- UX / UI Design
- QA Testing
- SaaS Solutions
- Requirements Gathering & Analysis
- Market & Competitor Research
- Test-Driven Development
- Troubleshooting & Debugging
- Financial Modeling & Forecasting

Professional Experience

ABC COMPANY (*SaaS solutions provider serving the banking industry*) — Sometown, CA

Product Manager, 2011 to Present

Lead teams of 20+ development, engineering, product, design and marketing professionals in all phases of custom product solutions delivery (from requirements gathering through build, test phases, QA, launch and support) for banking and financial services clients. **Results:**

Introduced groundbreaking product suite—a “**Top New Tech**” winner at global banking symposium

- Managed concept-to-launch of commercial banking front-end solution enabling real-time monitoring of online customer transactions. Top-selling product has generated \$15M+ since its 2013 launch.
- Completed development and global market launch of cutting-edge SaaS solution for payment activity, accelerating average transaction-processing time from 24 hours to less than one minute.
- Led development of a suite of mobile apps providing bank customers with the ability to complete fast, secure transactions (e.g., account-to-account withdrawals, transfers, deposits and payments) as well as balance inquiries via mobile devices.
- Ensured products met or exceeded client expectations. Excelled at gathering feedback and requirements; communicating needed changes to development team; and overseeing seamless, high-quality rollouts to on-time and on-budget conclusion.
- Developed a deep understanding of the business objectives of internal and external stakeholders; evangelized the product vision and built trust by maintaining an accurate and achievable roadmap.

Previous Software Engineering Role: Served as **Technical Product & Software Engineer** for DEF COMPANY (a Fortune 500 telecom leader), 2007 to 2011.

Education

MBA, Marketing Emphasis • XYZ University

BS, Major in Computer Science • ZYX University

Certificate in UX Design • ABC College

Technology Summary

Java, Groovy, C, C++, JavaScript, Angular JS, jQuery, Ruby, VBA

Jersey, Spring MVC, Rails, Grails, Sinatra

SQL (Postgres, MySQL); NoSQL (MongoDB); Liquibase, MyBatis, Hibernate

Sometown, NY 55555
LinkedIn URL
Portfolio Link

Jim March

(555) 555-5555
jm@somedomain.com
Twitter Handle

Web Developer

Creative web developer dedicated to building and optimizing the performance of user-centric, high-impact websites for nationwide, F500 and global companies. Leverage technical, analytical and problem-solving skills to create dynamic, high-speed websites, apps and platforms fueling competitive advantage and revenue growth.

Expertise

- *Web Development*
- *Coding & Programming*
- *Search Engine Optimization*
- *Cross-Browser Compatibility*

- *Site Troubleshooting*
- *UX & UI Design*
- *Agile Methodologies*
- *Hosting & Maintenance*

- *Digital & eCommerce Strategy*
- *CRM & CMS Platforms*
- *Information Architecture*
- *Multimedia Design*

Professional Experience

ABC AGENCY, INC. — Sometown, NY ■ **Web Developer**, 2013 to Present

Work collaboratively with clients and in-house agency teams to provide rapid, robust and client-acclaimed front- and back-end web development optimizing user experience, search engine ranking, sales, brand positioning and related metrics.

Representative Projects & Results:

- **Global Cosmetics Company:** Developed API platform for segmentation, personalized recommendations and omni-channel messaging that reduced cart-abandonment rate by **37%**, leading to a **\$1.25M** increase in online sales within 90 days of solution launch.
- **Pharmaceutical Manufacturer:** Led front-end development and assisted with back-end programming for website overhaul. Ensured the technical feasibility and optimum functioning of design features that accelerated load-time by **17%** and improved site stickiness by **21%**.
- **NYC Real Estate Firm:** Increased web traffic **125%** by improving navigation, creating dynamic media sections, introducing virtual tours and adding social media plugins.
- **Luxury Resort Hotel Group:** Developed SEO strategy as well as seamless interface with travel booking sites that resulted in **top 5 rankings** on Google, Bing and Yahoo! coupled with a **22%** increase in annual sales from Expedia, Hotels.com, Hotwire and Trivago.
- **Restaurant Chain:** Contributed to mobile app development and resolved issues causing site crashes, elevating uptime to **99.99%**. Efforts were key to a **27%** increase in eCommerce sales.

DEF AGENCY, INC. — Sometown, NY ■ **WordPress Web Developer Intern**, 2012 to 2013

Worked with award-winning developers to create and update WordPress sites. Optimized sites for usability, search engine optimization and accessibility. Partnered with marketing department to continually perfect client pitches. Offered job at conclusion of internship (declined to pursue web developer opportunity at ABC Agency).

Education

SOMETOWN UNIVERSITY ■ **Bachelor of Applied Science in Internet and Web Development**

Technology Summary *(complete list on request)*

HTML5; XHTML; CSS3; JavaScript; jQuery; PHP; SQL; Bootstrap; .NET; ActionScript; Adobe Creative Cloud; WordPress; Google Analytics; AJAX; CMS Tools; ColdFusion; Windows; Mac; iOS; Android

SUSAN FREEMAN

Sometown, WA 55555 • 555-555-5555 • sf@some domain.com • LinkedIn URL

SOFTWARE SALES SPECIALIST: RAPID TERRITORY GROWTH

Experience selling education solutions to C-level buyers ■ Quota-surpassing sales results year-over-year

- Software sales “hunter” recognized for developing and executing on account plans to drive deals forward and deliver maximum revenue potential.
- Trusted customer advisor; strive to uncover business requirements to recommend and effectively sell value-based software solutions.
- Process-based sales leader; design and implement sales strategies and manage all phases of the sales cycle, from prospecting and qualifying leads to building relationships and closing large-dollar deals.

SALES SKILLS

- | | | |
|------------------------------|----------------------------------|------------------------------|
| ■ Enterprise Solution Sales | ■ Customer Relations | ■ Professional Presentations |
| ■ B2B & B2C Sales | ■ Account & Territory Management | ■ Contract Negotiations |
| ■ Lead & Referral Generation | ■ Client Acquisition & Retention | ■ Salesforce.com |

PROFESSIONAL EXPERIENCE

ABC COMPANY — Sometown, WA ■ **Sales Representative**, 2012 to Present

Grow revenues within 12-state region through sales of company’s proprietary campus management and school administration software to educational institutions.

Met or exceeded \$1M monthly quota throughout tenure

- Achieved **145% over personal production goal** and 115% over team production goal in 2016.
- Generated **\$17.5M in sales in 2016**, winning honor as company’s #1 outside sales producer.
- Added a total of **175 new accounts** while expanding business from existing accounts.
- Ranked in the **top 5** among 150 inside and outside sales reps every month of tenure.
- Inducted into **President’s Round Table** for record-breaking sales performance.

DEF COMPANY — Sometown, WA ■ **Strategic Account Manager**, 2007 to 2012

Expanded customer base through phone, online and in-person sales presentations to manufacturing industry customers. Qualified leads, performed demos and trained users.

Sold solutions requiring long sales cycles, product implementation, integration and user support

- Surpassed monthly quota by an average of **136%**.
- Negotiated and **closed 7-figure deals** that had complex terms and price points.
- Boosted sales an **additional 5%** in 2012 by incorporating distributors into sales strategies; this approach was adopted companywide.

Early Career: Held administrative and retail sales roles at GHI Co, JKL Co and MNI Co.

EDUCATION

SOMETOWN COLLEGE ■ **Major in Business Management**

Completed 45/60 credits toward AAS degree | Worked full-time concurrent with college

Gramma, American daily life style and culture

Presenter: ShihYu Chen, PhD



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僅接動名詞的動詞如下

admit 承認	advise 建議	appreciate 感謝	avoid 避免
consider 考慮	defer 推遲	delay 延期	deny 否認
enjoy 享受	escape 逃避	evade 回避	excuse 寬恕
finish 完成	help 躲避	mention 提及	mind 介意
miss 犯錯	postpone 延期	practice 練習	quit 放棄
resent 憤怒	resist 抵抗	stand 忍耐	stop 停止

※下面片語後面也僅接動名詞

be better off 境況較佳	be capable of 能夠	forget about 忘記
give up 放棄	leave off 停止	look forward 期待
object to 反對	put off 延期	



僅接不定詞的動詞如下

agree 同意	aim 打算	arrange 協商	care 照顧	contrive 設計
choose 選擇	decide 決定	desire 願望	endeavor 努力	expect 期待
fail 失敗	fear 害怕	hesitate 猶豫	hope 希望	learn 學習
manage 設法	mean 意謂	neglect 疏忽	offer 建議	plan 計畫
pretend 假裝	promise 答應	refuse 拒絕	resolve 解決	seek 尋找
yearn 渴望	want 想要	wish 希望		

※下面的動詞也常接不定詞

forbear 忍受

intend 想要；打算

offer 提議



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單複數規則

1. 單複數同形

sheep 羊	deer 鹿	aircraft 飛機	fish 魚	means 手段
series 系列	species 種類	two Swiss 某國人		

2. 以複數形式出現

glasses 眼鏡	compasses 羅盤	scales 刻度	savings 存款
statistics 統計數值	headquarters 總部	clothes 衣服	trousers 袖子

3. 以複數形式出現，但必須視為單數的詞彙

physics 物理	politics 政治	mathematics 數學
------------	-------------	----------------



單複數規則

4. 不規則的名詞複數

child-children 兒童	mouse-mice 老鼠	louse-lice 虱子
tooth-teeth 牙齒	foot-feet 足部	medium-media 媒體
datum-data 資料	curriculum-curricula 課程	phenomenon-phenomena 現象
larva-larvae 幼蟲	criterion-criteria 標準	basis-bases 基礎
analysis-analyses 分析	crisis-crises 危機	hypothesis-hypotheses 假設

5. 不可數名詞的複數形式通常用「數詞+量詞+ of +不可數名詞」來表示

a piece of furniture 一件家具



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主述一致規則

「一致」在英語中稱為 concord 或 agreement，是指句子或詞彙之間在語法形式上的協調關係。「主述一致」則是指主詞和述詞之間在「人稱」和「數」上保持一致。其主要規則如下：

1. 當主詞不止一個，且主詞之間由介詞 with、together with、along with、as well as、as much as、no less than、more than、not to mention、including、like、but、except 等連接時，其述詞動詞取決於前一個主詞，即上述介詞前的名詞或代名詞。



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主述一致規則

2. most of+可數名詞+are=most of+不可數名詞+is
3. 百分比結構的主述一致
fifty percent of + 名詞
one percent of + 名詞
4. 述詞動詞的單複數形式只取決於後面的名詞，類似的形式還有 half of 、 all of 、 any of 、 a lot of 、 some of 、 five sevenths of 。



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主述一致規則

5. 就近原則

當主詞為並列結構時，比如由 or 、 nor 、 neither ... nor 、 either ... or 、 not only but also 連接的並列結構作主詞，動詞形式一般需要遵循「就近原則」。即述詞形式與最近的詞語要「一致」。



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形容詞排序原則

形容詞修飾名詞的排序也是托福考試重點之一。當許多個形容詞(甚至包過指示代名詞、冠詞和所有格)並列放置於名詞之前時，其排序的規則是：

1. 冠詞(a、an、the)
2. 所有格(my、your等等)
3. 指示代名詞(this、that等等)
4. 數量詞(序數詞在前、基數詞在後)
5. 性狀形容詞+大小、長短、高低等形體+新舊+顏色+國籍+材料+名詞。

例如：those three beautiful large square old brown wood table



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平行規則

平行規則是英語文法中的基本原則，答題時應貫穿「對稱」和「同性質」的原則。

1. 對等連接詞：

and 、 or 、 but 、 as well as 、 rather than 、 other than 、 instead of 、 both ... and 、 not only ... but also 、 from ... to 、 either ... or 、 between ... and 、 from ... until 、 the same as 、 such as 、 as ... as 、 neither ... nor 、 not ... but 、 neither ... or



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平行規則

2. 含對等連接詞and、but、or的平行結構，當上述並列連詞連接兩項或多項對等成分時，這些成分必須詞性相同、形式相同。特別注意出現三項以上(含三項)的並列成分，是常考重點。
3. 比較級句型要求對比雙方結構對等，比較範圍相當，即強調雙方的「對稱性」。
4. 比較句型 the + 比較級..... the + 比較級要求前後結構相等。



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易混淆的形容詞與副詞：

1. amount (表示量的多寡)
number (表示數的多寡)
2. carefulness 注意；小心
care 擔心
3. already = so soon 已經
allready = entirely ready 準備好
4. beside = alongside 在旁邊
besides = in addition to 除 之外



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易混淆的形容詞與副詞：

5. credible = believable 可信的
creditable = worthy of praise 值得讚賞的
credulous = easily convinced 輕信的
6. continual = frequent 持續性的
continuous = uninterrupted 連續不斷的
7. hard 努力
hardly 幾乎不
8. close 接近的
closely 接近地



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易混淆的形容詞與副詞：

9. near 接近

nearly 幾乎

nearby 鄰近的

10. most 大多數的

mostly 主要地；大部分地

11. late 遲的；晚的

lately 最近地

later 稍後的



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易混淆的形容詞與副詞：

12. high高的

highly非常地；高地

13. many修飾可數複數名詞

much修飾不可數單數名詞



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易混淆的形容詞與名詞：

high (形容詞) - height (名詞)

long (形容詞) - length (名詞)

deep (形容詞) - depth (名詞)

strong (形容詞) - strength (名詞)

heathy (形容詞) - health (名詞)

humid (形容詞) - humidity (名詞)

moist (形容詞) - moisture (名詞)

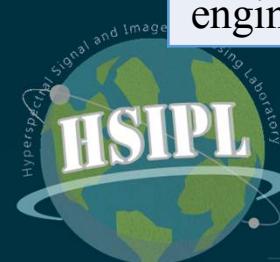


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易混淆的同字首名詞：

architect 建築師；設計師	architectural 建築學的；有關建築的
inventor 發明家；創作者	invention 發明；創造
sculptor 雕刻家	sculpture 雕刻品；雕像
poet 詩人	poetry (總稱) 詩歌;韻文
novelist 小說家	novel 小說
educator 教育學家	education 教育
settler 移居者；殖民者	settlement 殖民地；新拓居地
composer 作曲者	composition 寫作；作曲
engineer 工程師；技師	engineering 工程；工程學



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R.S.V.P. 請回信

You often receive an invitation card which includes abbreviation R.S.V.P. If you receive such a card or letter, it means that you are to reply promptly, stating whether or not you are able to attend. R.S.V.P. stands for “Repondez s'il vous plaît” in French, which means “We request reply, please” in English.

你常常會收到寫有 R.S.V.P.的邀請卡。當你收到這樣子的卡片或信件時，就表示你必須回信告訴對方自己是否出席。R.S.V.P.是表示「請回信」的法語縮寫。



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18
YUNTECH

複議動詞 Multi-meaning Verbs

◆get

- a. A : Do you **get** me / it ?
B : No , I don't **get** you / it.
A : 你懂了嗎 ?
B : 不 , 我不懂 。
- b. A : That question **got** me .
B : You've **got** me there .
A : 那個問題難倒我了 。
B : 我也敗給你了 。



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複議動詞 Multi-meaning Verbs

◆get

- c. A : What time did you **get** there ?
B : I **got** there at six in the morning.
A : 你什麼時候到那裡的？
B : 早上6點。



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習慣說法 Idiomatic Sentences

- a. The exam was **duck soup**.
那場考試真是輕而易舉。
- b. It was **a piece of cake**.
這件事易如反掌。
- c. You'll have to **take the bull by the horns**.
你必須不畏艱難。
- d. Soccer is **not my cup of tea**.
我對足球興趣缺缺。



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對等連接詞 Correlative Conjunctions

「對等連接」主要用於連接兩個有對等關係的語詞時使用。

主要的對等連接詞有 both A and B 、 either A or B 、 neither A nor B 、 not only A but (also) B 、 whether A or B 。

1. **both A and B**
 - a. Both Jenny and Barbie have passed the exam.
珍妮和芭比都通過考試了。
 - b. Both John and Betty graduated from that college.
約翰和貝蒂都從那所大學畢業。
 - c. Both the principal and the vice principal attended the meeting.
校長和副校長都出席了這場會議。



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對等連接詞 Correlative Conjunctions

- d. Both of them came to see me.

他們兩個人都來看我。

★ both 後面的2個名詞，一定要是「相同單位」，不可以使用在表示「各自～」或「相互～」的句子當中。因此，不能出現Both hit the other. 或 Both of them met each other. 等說法。另外，the both of them這樣的說法也不正確，both 前固不可加定冠詞the。

2. either A or B

- a. She's thinking of studying either French or German.

她正在考慮要學法語或是德語。

- b. Either Ed or Brian will give us a ride.

不是艾德就是布萊恩會來載我們。

對等連接詞 Correlative Conjunctions

- c. They **either** eat lunch now, **or** they wait until one o'clock.
他們不是現在吃飯，就是等到1點再吃。

★ either A or B是表示「A或B其中一個」，具有肯定意味，所以
B後面所使用的動詞，必須視B的「數量」來決定。

3. neither A nor B

- a. **Neither** Bill **nor** Sam has a motorcycle.
比爾跟山姆都沒有摩托車。
- b. **Neither** they **nor** we intend to argue about that matter.
他們和我們都不打算爭論那個問題。



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對等連接詞 Correlative Conjunctions

- c. Neither a physical examination nor an application fee is required.
沒有必要做身體檢查或支付報名費。

4. neither:要表示贊同對方的否定意見時，使用neither。

a. A : I don't like chemistry.

B : Neither do I.

A : 我討厭化學。

B : 我也是。



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對等連接詞 Correlative Conjunctions

b. A : I'm not good at spelling.

B : **Neither** am I.

A : 我不會拼字。

B : 我也是。

c. A : I didn't see that movie.

B : **Neither** did I.

A : 我沒看過那部電影。

B : 我也沒有。



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對等連接詞 Correlative Conjunctions

5. so: 表示同意對方的肯定意見用 so。

a. A : I like bacon more than sausage.

B : So do I.

A : 培根和香腸比起來，我比較喜歡香腸。

B : 我也是。

b. A : I'm a student.

B : So am I.

A : 我是學生。

B : 我也是。

c. A : I went to Canada last year.

B : So did I.

A : 我去年去了加拿大。

B : 我也是。



Thank-You Notes 感謝卡

It is a common practice in the United States to write “thank-you notes” for gifts or in response to invitations to parties. For example, after you have been invited to and have attended a party, you ought to write a thank-you note to the host or hostess within a few days. A thank-you note can be either a short letter or a card. All you have to mention in the letter is how appreciative you are to have been invited to the party, or to have received the gift.

在美國，當我們收到禮物，或受邀參加派對時，都會習慣寫感謝卡。例如：當我們受邀並出席派對後，應該在數天內寫張感謝卡向主辦者致意。感謝卡可以用簡短書信或卡片的形式來呈現，裡面只要表達對收到禮物或受邀參加派對的謝意就可以了。



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日常用語 Daily Expressions

在日常生活對話中，要表示同意或反對意見時，可以用下面的表現方法。

- a. I know/see just what you mean.
我就知道你的意思。
- b. I couldn't agree with you more.
我完全同意！



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日常用語 Daily Expressions

在日常生活對話中，要表示同意或反對意見時，可以用下面的表現方法。

- c. You can say that again.
所言甚是。
- d. You must be kidding./You're kidding.
你在開玩笑吧！
- e. That doesn't sound right.
好像不是這樣子。



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比較 comparison

要形容兩個人或兩種物品程度相同（肯定），或者要表示兩者程度不同（否定）時，可使用形容詞、副詞的原級來表示。

1. as ~ as 肯定

- a. I am **as tall as** John (is).
我和約翰一樣高。
- b. Pat can run **as fast as** Janet (does).
派特跑得和珍妮一樣快。
- c. This building is **as old as** that one(is).
這棟建築物和那棟一樣老舊。



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比較 comparison

2. not so/as ~as 否定

a. Bill is not so/as tall as John(is).

比爾不像約翰那麼高。

b. I do not read so/as many books as Dick(does).

我不像迪克那樣看那麼多書。

c. This pie is not so/as delicious as that one(is).

這塊派沒有像那塊派那麼好吃。



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比較 comparison

3. like 和～一樣: 使用前置詞的like來表示相同程度。
 - a. Helen is only ten years old, but her math level is almost **like** that of a high school student.
海倫只有10歲，但是她的數學程度幾乎跟高中生一樣。
 - b. The weather in New York at this time of year is **like** that in Sapporo.
紐約現在的天氣跟札幌一樣。



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Christmas 耶誕節

To the majority of Americans, Christmas is the most festive holiday of the year. People celebrate the birth of Christ by exchanging greeting cards and gifts with relatives and friends, and by decorating trees at home. Many people attend religious services and gatherings. Many get together with their relatives or friends for parties.

However, not all Americans belong to an organized religion, and certainly not all are Christians. Those who are not Christians either do not celebrate Christmas at all or treat it as a secular holiday and festival.



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片語 Phrases

◆drop

- a. Why don't you **drop in/by** on your way home ?
你何不在回家途中順道過來？
- b. Will you **drop** me **off** in front of the train station ?
請讓我在車站前面下車好嗎？
- c. He **dropped out of** school ./He's a high-school **dropout**
他退學了。/他是高中輟學生。



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習慣說法 Idiomatic Sentences

- a. Johnny has his grandmother wrapped around his finger.
強尼的奶奶對他言聽計從
- b. Very angry, I flew off the handle.
我氣到無法控制自己。
- c. You ought to call it a night and hit the sack.
今天晚上到此為止吧！你應該好好睡一覺。
- d. Today's lecture went right over my head.
我完全聽不懂今天上課內容。
- e. Calm down - keep your shirt on.
冷靜一點-不要太興奮！



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日常用語 Daily Expressions

和別人道別時，大多用以下的方式來打招呼。

- a. See you later. 再見囉！
- b. A:Take it easy.
B:You bet.
A:保重。
B:我會的。
- c. I think I'll take off now.
我想我該回去了。
- d. Have a nice weekend.
祝你有個愉快的周末。



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比較 comparison

1. 比較級 Comparative Degree

比較兩者的比較級代表句型為「形容詞的比較級+than」。
請注意比較的對象是人還是物品。

- a. Tokyo is **larger than any other city** in Japan.
東京比日本其他都市來得大。
- b. She feels that Steinbeck's novels are **better than Hemingway's**
她覺得史坦貝克的小說比海明威的好。
- c. I can run **faster than he(does)**.
我跑得比他快。

★在 a.當中，假如將 any other city 寫成 any city 或 any cities 的話，Tokyo也被包含於其中，語意上就會有問題，這點要特別注意。

★在 b.當中，假如將最後的Hemingway's寫成Hemingway的話，則比較的對象變成了作者，而不是兩個人的小說。

比較 comparison

此外，以否定主詞為開頭的句子結構如下：

- d. No animal is more dangerous than a wounded elephant.
沒有比受傷的大象更危險的動物（受傷的大象最危險）。

2. 最局級 Superlative Degree

比較三者以上時，則必須用形容詞/副詞最高級(the + ~est, the most~)的句型。

- a. He is one of the best players in the league
他是團體中最優秀的選手之一。
- b. Mt. Ali is the highest of all the mountains in Taiwan.
阿里山是台灣最高的山。



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New Year's Day 元旦

New Year's Day in the United States is significant only because it is the first day of the year, but it's no more than that. It is customarily quiet, and many people stay home to watch either the Rose Bowl parades and football game or other post-season college-football bowl- games on television.

New Year's Eve is considered an occasion for a raucous party. People get together with friends, stay up late, dance, and pop the corks on celebratory bottles of champagne. The purpose of these parties is to send off the old year and bring in the new. The highlight of the New Year's party at the stroke of midnight is extremely loud cheering, singing, horn-blowing and fire-crackers, where allowed.



片語 Phrases

◆pass

- a. His uncle **passed away** two years ago.
他的叔叔2年前過世了。
- b. She can easily **pass for** an American.
她經常被誤認為美國人。
- c. He had a little too much to drink and **passed out**.
他喝酒過喝頭，昏了過去。
- d. I **passed up** the dessert for a change.
跟平常不同，我這回婉拒了甜點。



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習慣說法 Idiomatic Sentences

- a. It's **all in a/the day's work**.
那是意料中的事。
- b. I can't believe how that passenger **was ranting and raving about** the little delay.
才誤點一下子而已，我真不知道為什麼那位乘客要大發雷霆。
- c. Don't you realize that **birds of a feather flock together**?
難道你不知道物以類聚嗎？



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Tipping 小費

Waitpersons in restaurants in the United States expect a tip (sometimes called a “gratuity”) from customers. The tip is in addition to the food-and-beverage cost, and normally ranges from 10% to 20% of the pre-tax total. Ten percent would customarily be appropriate for ordinary service. Twenty percent is the norm for swankier restaurants.

How much is the right amount to tip? Because tipping is not mandatory, the amount is entirely up to the customer. You are free to calculate the tip based on the service received during your dining experience. Certain establishments automatically include a “standard” 15% tip on the check for large groups..



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Door-Holding 扶著門

Americans in general are quite willing to hold a door open for other people. Whenever an American notices someone coming close behind him or her at a door, that American will normally hold the door open until the follower can put his or her hand on it. As the follower holds onto the door, he or she usually expresses appreciation.

When two persons reach a door at the same time, it is common for the one who is in the more convenient position or who is carrying the lighter burden to open the door for the other person and allow him or her to go through first. These days the gender of the door-holder is no longer an issue - the point is convenience and courtesy.



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美國生活用語 American Lifestyle

Supermarket 超級市場

A supermarket is quite different from a small, independent grocery store in the amount of sales and variety of commodities. Supermarkets originally sold mostly food, but today they sell all sorts of merchandise - including auto supplies, cleaning products, cooking utensils, greeting cards, and other nonfood items. Many supermarkets throughout the United States are so-called "chain stores," although some are limited to one particular locality.

Supermarkets are designed to enable shoppers to purchase everything at the same place. Many Americans make it a habit to shop for their groceries and other necessities on a once-a-week basis.



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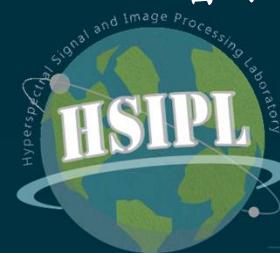


Breakdown Knowledge

Dentists 牙醫

A general dentist engages in all phases of dental practice, including preventive treatment. Usually, in a dental office, a specially-trained dental hygienist cleans the patient's teeth and gums; then, the dentist takes over. When a general dentist faces a difficult problem, he or she refers the patient to a specialist, such as endodontist and orthodontist.

一般牙醫會從事所有的齒學治療，包含預防治療。在牙科診所中，受過專門訓練的牙齒保健專家，會將患者的牙齒及牙齦清理乾淨之後，再由牙醫來做治療的工作。當一般牙醫面臨到棘手問題時，會把患者轉介給齒髓齒學醫生或齒列矯正牙醫等專業醫師。



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習慣說法 Idiomatic Sentences

- a. We're just having a bull session.
我們只是在閒扯淡而已。
- b. We're just shooting the bull/breeze.
我們只是在吵鬧罷了。
- c. He's like a bull in a china shop.
他真沒大腦。
- d. I'll take the bull by the horns and struggle on.
我會勇敢面對問題並設法解決。
- e. Ron hit the bull's-eye at Las Vegas and made a bundle.
朗恩在拉斯維加斯中了大獎，得到大筆獎金。



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Taxis/Cabs

American taxi-drivers are likely to be quite talkative, either to amuse you or to ask questions such as whether or not you have visited that town before. You in turn might ask the driver about scenic sites, population, and the distances to certain places in that area.

A taxi in the United States is for transporting passengers and luggage. The passenger is aware that the size of the tip is governed by the amount of luggage. There is normally no fixed charge per piece of luggage. Instead, the passenger plays it by ear.



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campus - related Vocabulary

Housing Service 居住設施

Many universities provide housing on campus for both single and married students. The latter have access to economical apartment housing. Single students pay to stay in resident halls. These dorms accommodate all-male, all-female, and mixed gender preferences.

許多大學校園，都會為單身及已婚學生提供住所。已婚學生可以住到比較便宜的公寓。單身學生則需付費住在宿舍裡。這些宿舍分為男生宿舍、女生宿舍及男女混合宿舍。



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American Lifestyle

Dozen 一打

Americans customarily count things and people by the dozen. Many things are sold by the dozen. You buy a dozen eggs at a supermarket, and a dozen pencils at a stationery store. There is even a “baker’s dozen ,” which is 13, rather than 12. Supposedly, bakers in the past added one item free to the dozen as a safeguard against shortage, or merely for goodwill.

By the way, half a dozen (a group of six) is also popular in the United States. One example is a six-pack. Americans habitually buy beer in half-a-dozen quantities or by the dozen. Many often bring a six-pack to a party or a picnic.



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分類知識 Breakdown Knowledge

Physicians 醫生

Any yellow-page telephone directory in the United States includes a list of physicians. Some specialized fields you see on such a list include cardiology (heart), dermatology (skin), endocrinology (internal secretion glands), gastroenterology (stomach and intestines), gynecology, hematology (blood), internal medicine, laryngology(throat), nephrology (kidneys), neurology, obstetrics (child-bearing), oncology(cancer), ophthalmology (eye), orthopedics(bones and joints), otology (ear), otolaryngology (ear, nose, and throat), pathology, pediatrics (infants, children, and adolescents), pulmonary & respiratory diseases, radiology, and surgery.



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習慣說法 Idiomatic Sentences

- a. It's like **putting the cart before the horse**.
那是本末倒置。
- b. You'd better not **change horses in midstream**.
最好不要中途變更計畫。
- c. There're some people who are educated but do not have much **horse sense**.
有些知識分子也缺乏常識。
- d. Trust me. I got it **straight from the horse's mouth**.
相信我。這是第一手可靠消息。
- e. **Don't look a gift horse in the mouth.**
人家送你東西，你可別挑剔。

意思相近的副詞 Similar Adverbs

- d. That was a **very** interesting movie.
那部電影非常有趣。
- e. I feel **much** better this morning.
我今天早上心情好多了。
- f. I **much** regret not studying harder for the exam.
我很後悔當初沒有用功讀書應付考試。
- g. He was **much** ignored by his neighbors.
鄰人無視於他的存在。

★當表示感情的動詞之過去分詞變成形容詞時，通常以**very**來做修飾。例如 **amazed**、
annoyed、**ashamed**、**disappointed**、**excited**、**pleased**、**surprised**、**tired**。



意思相近的副詞 Similar Adverbs

h. I am **very** tired.

我很累。

i. I was **very** disappointed to hear our team had lost the baseball game.
我很失望我們的隊伍竟然輸了棒球比賽。

2. ago and before

ago和before意思都是「之前」，它們之間的差異在於：ago是指「從現在～以前」，而before是表示「過去某段時間以前」。想表示「以前；曾經」的意思時，可以用before，並且與現在完成式一起使用。

a. I came here about an hour **ago**.

我大約1個小時之前到達這裡。



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Self-Identification

Americans customarily identify themselves quite clearly so that there won't be any misunderstanding as to who is responsible in any interpersonal contact. For example, at a restaurant, a waitperson identifies himself or herself before starting to serve a customer. Also, at a department store, each sales person usually wears a name tag to identify himself or herself. Thus, a customer can readily find out who the waitperson or salesperson is. Personal interaction establishes good rapport.



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American Lifestyle

美國人所從事的職業(Occupations)如下：

accountant (certified public

accountant/ CPA)會計師

attendant (such as service-station

attendant and flight/cabin attendant)

工作人員（加油站工作人員/飛機
座艙服務生）

auto mechanic 汽車修理工

baker 麵包師傅

bank teller 銀行窗口人員

barber 男性理髮師

carpenter 木匠

firefighter 消防員

gardener 園丁



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American Lifestyle

美國人所從事的職業(Occupations)如下：

hair-stylist 髮型師

lawyer/attorney 律師

plumber 水管工人

realtor 不動產業者

sales clerk 售貨員

seamstress 女性裁縫師

secretary 秘書

security officer 警衛



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Breakdown Knowledge

Insurance Policies 保險制度

Many an American pays a reasonable amount of money to have his or her life or property insured. This transaction between an individual and a firm is called an “insurance policy.” Depending on the purpose of the insured, there are several categories: automobile, fire, liability, life, medical, homeowner’s, marine, and worker's compensation.

多數美國人會付合理的金額為生命及財產購買保險。這種個人和公司的業務叫做「保險制度」。依目的不同，有好幾種不同的保險種類：如汽車、火災、損害賠償、生命、醫療、房屋所有人、海上及勞動者災害保障等等。



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習慣說法 Idiomatic Sentences

- a. Don't count your chickens before they're hatched.
不要打如意算盤。
- b. I worked very hard, but I was paid only chicken feed.
雖然我努力工作，卻只拿到微薄的薪水。
- c. He chickened out of participation in our group.
他因為害怕而退出我們的團體。
- d. Dan was so mad that he was like a chicken with its head cut off.
丹因為太生氣而抓狂了。
- e. I went to bed with the chickens last night.
我昨晚很早就睡了。



副詞修飾 Adverbial Modifiers

1. Conjunctive Adverbs 當連接詞的副詞

當前面句子和後面句子有關連性時，後面的句子常用以下的副詞為開頭；不只用來連接第2個句子，連接段和段時也可以使用。這些副詞包括：also、besides、consequently、furthermore、however、moreover、nevertheless、otherwise、then、therefore、and thus、at the same time、for example、for instance、for this/that reason、in addition、in fact、in reality、in the first place、on the contrary、on the other hand。

- a. John worked very hard, and **consequently** became a successful businessman.
約翰拼命工作的結果，最後成為成功的商人。
- b. He studied very hard for TOEFL last month. **Nevertheless**, his score was not .satisfactory.
即使上個月他努力用功準備托福，成績還是不理想。



Personal Photographs

In the United States, an applicant for a position does not include his or her photograph with his or her resume or curriculum vitae. This is also true of a student applying to college. In fact, requiring such a photograph is prohibited by law in America to prevent discrimination in employment on the basis of race, age, or sex.

在美國，想找工作的人並不會在履歷表附上自己的照片。學生申請入學時也是一樣。事實上，美國為了防止雇主對人種，年齡，性別產生歧視，因此立法禁止附上個人照。



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分類知識 Breakdown Knowledge

Sports 1 運動 1

Sports fall, more or less, into four categories: ball games, ice-and-snow sports, and miscellany. The first three categories are fairly clear-cut-while the last one is a hodgepodge.

Here, only the first category is taken up. Ball games include baseball, basketball, bowling, cricket, field hockey, football, handball, jai alai, polo, racquetball, rugby, soccer, softball, table tennis(ping-pong), tennis, and volleyball. We mustn't neglect billiards, but is it a genuine sport ?



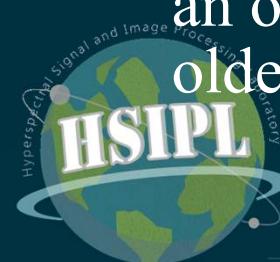
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Addressing Others on a First-Name Basis

Americans are quick to call one another by their first names rather than by their surnames or family names. Many begin this practice when they are introduced to each other for the first time, especially between peers. This trend is much stronger than it used to be.

However, it can be risky to address just anyone on a first-name basis. There are people who might be offended if you call them by their first name or nickname. Such people still prefer such conventional titles as “Mister” (Mr.) or “Misses” (Mrs.). Other women prefer to be called “Miz” (Ms.). It is not advisable for a younger person to volunteer to call an older person by his or her first name unless clearly invited by the older person to do so.



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American Lifestyle

Written Applications 填寫報名表

Once you reach your late teens, you will be required to fill out a variety of application forms such as for a driver's license, college admission, and job openings. You must indicate your height in terms of feet and inches; your weight, in pounds; the color of your eyes and hair.

一旦到了十幾歲以後，就必須填寫各式各樣的報名表，例如駕照，入學許可和求職表。身高要以英呎及英吋為單位，體重則以磅為單位，同時也必須填寫眼睛和頭髮的顏色。



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Breakdown Knowledge

Sports 2 運動 2

The second category, ice-and-snow sports, includes bobsledding, curling, ice hockey, ice skating, skiing, and snow boarding, snow motoring.

The third one, water sports, includes boating, canoeing, diving, rafting, sailing, skin diving, surfing, swimming, water polo, and water skiing. One wonders if fishing is a sport.

The fourth and last category includes sports that don't fit into the first three. These are archery, badminton, bicycle racing, boxing, car racing, fencing, gymnastics, horse racing, judo, other martial arts, roller-skating, running, track and field, weight lifting, and wrestling.



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習慣說法 Idiomatic Sentences

d. Could I have your **John Hancock** ?

可以給我您的簽名嗎？

★John Hancock是最先在美國獨立宣言上署名的政治家，所以大家就用他的名字做為「簽名」的意思。

e. They **didn't remember** me from Adam.

他們完全不記得我了。



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Specifying Your Preference

Americans quite clearly specify their preference for food or drink served by others so that there will not be any misunderstanding, what you like is what you like. No one will attach any stigma to one who has turned down some food or drink offered. Rather, your frank indication of preference is welcome.

When inviting guests to dinner, for example, many Americans tell them in advance what kind of food will be served. Some people I may not fancy such food. In that case, you can say so, and ask for a rain check. Of course, your individual preferences should be stated tactfully.



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American Lifestyle

Fund-Raising 募集資金

Public and private schools all over the U.S. hold fund-raisers. These assist students and schools in various ways. The profit from the fund-raisers may go toward campus improvement, equipment (computers, furniture, athletic items), or for specific goals such as a class trip.

Fund-raisers come in several forms. Schools may hold a car wash, or sell tickets for Christmas trees, food items, or books. Some bigger schools arrange school fairs and carnivals, which require much more money, time, and parent participation.

Students in America are accustomed to selling and advertising their fund-raising items. Most parents get deeply involved in these campaigns. Americans realize that it takes teamwork from parents, students, and the school to create a successful future for our children.



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Breakdown Knowledge

Construction Equipment 建築用機械

Construction equipment like bulldozers, cranes, and tractors is well known, but there are a variety of other earth-moving, hoisting, and material-handling machinery. In construction, you are required to excavate, haul, and level earth and rocks before you construct buildings or roads. Construction workers use backhoes, power shovels, and scrapers for excavation; and motor graders for leveling the surface of the ground.

During construction, pumping machines are used to move water and other materials from one place to another on the site. Also, concrete mixers and asphalt mixers are used. On the street, you may have seen a small, crane-like “cherry picker” with a platform for a worker to stand on while demonstrating his skill high off the ground.



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習慣說法 Idiomatic Sentences

- a. I'm still **on the fence**.
我還在觀望之中。
- b. **The grass is always greener on the other side of the fence**.
外國的月亮比較圓。
- c. He has to **mend his fences**.
他必須好好鞏固自己的地盤。
- d. He felt as if he **were fenced in**.
他覺得被層層束縛，無法動彈。
- e. They're still **fencing** as to who will pay for the wedding.
結婚費用到底由誰來支付，他們仍避而不談、無法決定。



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YUNTECH

Silence Is Not Golden

In a heterogeneous society such as that of the United States, you are most likely better off if you express yourself clearly enough for others to understand precisely what your intentions are. Historically, people living in this type of open society came from many countries with disparate cultures. Those immigrants from a wide variety of origins were forced to be coherent to get their ideas across. Had they not communicated adequately in the U.S., they wouldn't have progressed.



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Silence Is Not Golden 沉默不是金

This trait of explicitness is acknowledged as a “cultural norm” in the United States. Therefore, young children in America are encouraged to speak up so as not to be ignored or neglected by others. Americans who are talkative and articulate tend to be more respected than those who are reticent and unclear. Therefore, in America “silence is not golden.”



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American Lifestyle

Valet Parking 特約停車制度

It's no exaggeration to report that more Americans drive cars than anyone else in the world. The problem is that wherever these drivers go, they need places to park. Almost any store, shop, or hotel, to cite a few examples, must provide their customers and guests with adequate parking spaces. Without proper parking facilities, no business can expect success.

Roughly, there are two different ways to park your car at a commercial lot or garage: you can either park your car in the area provided; or you can have an attendant park it for a special fee. The latter choice is widely called "valet parking." Many restaurants and hotels provide this option.



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Breakdown Knowledge

Currency 貨幣

Americans have names, so to speak, for coins and paper money. A one-cent coin is called a “penny.” A “nickel” is worth five cents; a “dime,” ten cents; and a “quarter,” twenty-five cents.

Some people, especially older-generation Americans, use terms like “two bits” for twenty-five cents, although it's somewhat outdated. Similarly, a dollar is called a “buck.” Thus, fifty dollars, for example, is “fifty bucks.” A “grand” is one thousand dollars. Then, two thousand dollars is “two grand” or “two G's.”

美國人幫硬幣及紙鈔取了名字。1分錢叫做「便士」。「鎳幣」是題5分錢。「1角」是10分錢，「夸特」是25分錢。

有某些人，尤其是老一輩的美國人，將25分錢叫做「2角5分」，這樣的說法現在比較少用了。同樣地，1美元叫做buck，50美全1元叫做50 bucks。grand是指1000美元，2000美元則叫做2 grand或2G's。



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習慣說法 Idiomatic Sentences

- a. It must have **cost** you **an arm and a leg**.
那一定花了你一大筆錢。
- b. Sarah can't make up her mind; she's **between the devil and the deep, blue sea**.
莎拉沒法子做決定；她進退兩難。
- c. The compensation is just **peanuts**.
酬勞真是微薄。
- d. We **wouldn't sell it for all the tea in China**.
不管發生什麼事，我們都不會賣掉它。
- e. I had to **pay through the nose**.
我必須支付額外的費用。

Phatic Communion

When an American says to another, How are you? , he or she is not really asking how that person's health is. The reply, which may be either "I'm just fine, or Fine, thank you," does not necessarily mean that he or she is really fine, either. In fact, often the reply will be, "Oh, how are you?" A native speaker of English is aware that these greetings are merely exchanged as "phatic communion."

當美國人向對方說：「你好嗎？」的時候，並不是真正在詢問對方的健康狀態。對方回覆：「還不錯」或「我很好，謝謝你」也不代表自己真的過得很好。事實上，對方通常只答：「喔，你好嗎？」。以英語為母語的說話者認為這樣的打招呼方式，只是「社交性的問候」而已。



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American Lifestyle

Democrats and Republicans 民主黨員與共和黨員

The main differences between the major political parties, Democratic and Republican, are slight. It is often difficult even for Americans to draw a definite line between the two parties. Still, this trend is more so than in the past. Politicians themselves are sometimes apt to switch party membership during their political careers.

主要政黨—民主黨與共和黨的差異不大。連美國人也很難在這兩個政黨之間，畫出一條明確的分界線。目前這樣的傾向更是如此，政治人物本身也常在政治生涯中，改變所屬的政黨。



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Systems or Rules

Congress 美國國會

The Congress of the United States is a bicameral legislature which consists of two bodies : the Senate and the House of Representatives . The Senate has 100 members (senators) and the House has 435 members (representatives) . Regardless of its size or population , each state sends two senators to Congress , while representatives are elected according to the population ratio of each state . The majority leader of the Senate sets that body 's agenda , while the head of the House of Representatives is the Speaker of the House . The Vice President of the United States serves as the presiding officer of the Senate , The Speaker of the House is elected by the majority party.



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習慣說法 Idiomatic Sentences

以下是和帽子有關的習慣用法：

- a. He's talking through his hat.

他亂說話。

- b. I'd go there at the drop of a hat.

我恨不得馬上飛到那裡去。

- c. I'll eat my hat if the Tigers beat the Giants

老虎隊絕對贏不了巨人隊。

- d. Hold onto your hat.

請不要吃驚。

- e. He threw his hat into the ring.

他宣布參選。



Telephone Call

An important caution you should keep in mind is the time during which you should call other people, unless it is an emergent call. Americans in general do not appreciate being called after about 9:45 p.m. or so at night. Of course, it is hard to draw a line when you should stop calling others at night, but people do not usually want to be called when they watch the 10:00 o'clock news on television, or just before they go to bed.

有個必須注意的重點就是——打電話給別人的時間；但緊急電話則另當別論。一般說來，美國人大約在晚上9點45分之後，就不喜歡接電話。當然啦，很難在晚上訂出一個時間，明示該時間之後為禁打時間，但大部分的人在晚上看10點鐘新聞或睡覺之前，都不喜歡受到電話打擾。



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American Lifestyle

Elections 選舉

There are two steps for election to political office in the United States: The Primary election and the general. The first is a nomination process to select a candidate for each political party to run in the general election. There could be an X number of candidates for each party in the primary. From these, you select the best possible candidate - in your opinion - for the general. The candidate receiving the most votes becomes the candidate of that one party and moves on to the general.

在美國，想要從事公職，必須經過兩個階段的選舉——預選及總選舉。預選是各政黨選出參選加選舉候選人的提名過程。在預選中，各政黨可能會提出許多位候選人，大家再從中選出自認為最佳的候選人來參加總選舉。得到最多票的候選人便成為該政黨進入總選舉的候選人。



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Systems or Rules

Postal Services 郵政服務

For some time, there was a Post Office Department in the United States. In 1970, the United States Postal Service, an independent U.S. agency, came into being.

Basic U.S. mail is classified into four classes: first through fourth. First-class mail includes regular letters and postcards. Second-class mail enables publishers to send out magazines and newspapers. Third-class mail is used for advertising-material such as circulars and catalogues. Fourth-class mail is for Parcel Post.

Other types of mail include certified mail, COD (cash on delivery) mail, E-COM (electronic-computer originated mail), express mail, insured mail, registered mail, special delivery, etc.



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Setting Up a Schedule

Americans are likely to schedule themselves at least a week or so in advance. Of course, it all depends on what you are to be engaged in. Sometimes you are compelled to schedule something in less than a week. However, in principle, Americans customarily schedule their activities much further in advance than the Taiwanese do.

The Taiwanese, in comparison, are much less accustomed to scheduling themselves in advance - at least as far as social activities are concerned. Many Taiwanese tend to treat scheduling on an “impulsive” basis, so to speak.



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American Lifestyle

Many Presidents 許多的 President

There are many kinds of “presidents” in the United States. First of all, you can think of the President of the United States, who is the chief executive of the administration. He is the head of the U.S. government. Other presidents are in charge of such organizations as corporations, firms, companies, banks, as well as colleges or universities.

The head of many other organizations such as private clubs and extra - curricular clubs at school is also called a “president.” For example, consider the president of a Rotary or Lions Club. Another is the president of a student council either at an intermediate or high school. These are but a few examples; there are many other “presidents.”



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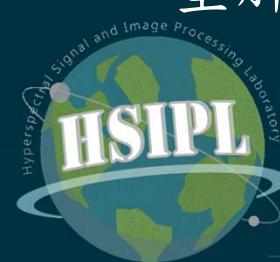
Systems or Rules

Immunization 打預防針

American children are required by law to be immunized for protection against various diseases. Without verification of these immunizations, no child is allowed to attend school. It is a parental responsibility to keep an immunization record for each child. These vaccines combat such childhood diseases as chicken pox, diphtheria, hepatitis B, measles, mumps, rubella (a.k.a. German measles), and tetanus.

美國法律規定，小孩子必須接受各種預防注射。假如沒有這些預防注射證明，小孩子就無法去學校上學。父母親負責保管每個小孩子預防注射的紀錄這些疫苗可以幫助小孩子對抗水痘，白喉，B型肝炎，痲疹，腮腺炎，德國痲疹（又名三日痲疹）和破傷風。

★a.k.a. 是as known as的省略語。



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習慣說法 Idiomatic Sentences

有許多使用「腳」來表現的慣用句：

- a. I really **put my foot in my mouth** at the meeting.
我在那場會議中搞砸了。
- b. He still can't **stand on his own two feet**.
他還不能自立。
- c. The dean **put his foot down**.
那位教務主任的態度很強硬。
- d. She put **her best foot forward**.
她矯揉造作要給人家一個好印象。

They **got cold feet**.

他們變得畏畏縮縮。



Taboo Topics 禁忌話題

Americans, as a rule of thumb, avoid talking about religion, politics, and sex. They also try, in their daily conversation, to stay away from topics which are considered private except while chatting with really close friends. Moreover, the so-called four-letter words are avoided.

Private matters include, but are not limited to, such things as personal income, age, and marital preferences. For example, Americans are reluctant to ask the age of anyone beyond the college- age level. This aspect is intriguing. John and Jane Doe have traditionally been so eager to stay eternally young that you could describe this stance as one facet of the American mystique.



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campus - related Vocabulary

M.D., D.DS., and J.D. 醫學博士、齒學博士及法學博士

Once you graduate from such professional institutions as medical school, dental school, and law school, you are designated MD (Doctor of Medicine) , D.D.S, (Doctor of Dental Science) , and JD (Doctor of Jurisprudence) , respectively. Doctors and dentists take board exams; attorneys, a bar exam all in whichever state they aspire to practice in.

從醫學研究所、齒學研究所、法學研究所等專業科目研究所畢業之後，便可取得醫學博士（MD）、齒學博士（DDS）、法學博士（JD）學位想執業的話，醫生和牙科醫生必須接受醫師協會考試，而律師必須接受律師考試。



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American Lifestyle

Contracts 契約

A written contract is a must before an American starts working in a new job or completing a business deal. Without a contract specifying the terms of his or her employment, an American is hesitant to become engaged in any new work. The contract is likely to include such points as the job title, the period of employment, the job description, and the amount of compensation. A business transaction between two companies typically calls for the signing of a contract. They negotiate the terms of transaction before writing up a contract to be signed by the two parties involved. Many of these contracts are written up by attorneys.



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Systems or Rules

Major Regions in the U.S. 美國的主要地方

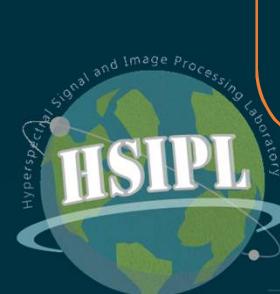
Depending on their area of residence, Americans often mention the name of a specific major region. Commonly, they divide the United States, except Alaska and Hawaii, into seven major regions. The largest region, the Southern Region, includes 14 different states while the smallest one, the middle Atlantic States, has 3 states in it.

These 7 regions are as follows:

New England (6 States): Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont;

Middle Atlantic State (3 States): New Jersey, New York, and Pennsylvania;

Southern States (14 States): Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia;



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Midwestern States (12 States): Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin;

Rocky Mountain States (6 States): Colorado, Idaho, Montana, Nevada, Utah, and Wyoming;

Southwestern States (4 States): Arizona, New Mexico, Oklahoma, and Texas;

Pacific Coast States (3 States): California, Oregon, and Washington



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習慣說法 Idiomatic Sentences

a. **Beats me.**

我完全不懂。

b. **I can't figure that out heads or tails.**

我完全弄不懂。

c. **It's all Greek to me.**

我一點頭緒都沒有。

d. **I was in a fog and didn't know what to do.**

我有如墮入五里霧中，摸不著頭緒。

e. **Some people can't see the forest for the trees.**

有些人常常會短視近利。



2種不同的語法 Two Different Speech-Modes

1. Direct Speech 直接引用

直接引用他人所說的話，引用的句子必須加上「引用符號(quotation marks)」。

- a. “What did he say about me?” Dylan asked.

狄倫問：「他說了我什麼？」

- b. Jack said to me, “Why didn’t you come to school yesterday?”

傑克跟我說：「你昨天為什麼沒有來學校？」

★有時為了避免文章過於單調，會把引用的部分做分割處理，這也是報紙通常會使用的技巧之一。

- c. “Although I have lived here for about ten years," said Mrs. Johnson,
“New York is still fascinating.”

「我雖然已經在紐約住了 10 年，」強森夫人說，「紐約依然充滿魅力」。



2種不同的語法 Two Different Speech-Modes

2. Indirect Quotation 間接引用

將直接引用的句子，改成間接引用時，引用符號內的動詞時態、人稱、副詞，會受到主要子句的動詞時態、日期、場所等影響而有所變化，必須特別注意。

- a. Judy said to me, “I don’t want to go to the party.”
→Judy told me that **she did** not want to go to the party.
茱蒂說她不想參加派對。
- b. The man said, “I didn’t steal the car.”
→The man said that **he had** not **stolen** the car.
那個男人說他沒有偷車。

★直接引用中使用疑問句時，在間接引用中，必須改為間接疑問句，此時動詞的位置也會改變。



2種不同的語法 Two Different Speech-Modes

c. She said to me, "Where are you going?"

→She asked me where I was going.

她問我要去哪裡。

★直接句的疑問句以助動詞為開頭時，在間接句中，可將if或whether當作連接詞使用。

d. My mother said to me , “Did you finish your homework ?”

→My mother asked me if/whether I had finished my homework.

媽媽問我做完功課了沒有。

★在直接引用句中，使用命令句時，要使用不定詞。



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2種不同的語法 Two Different Speech-Modes

e. The teacher said to me, “Please sit here.”

→The teacher told me **to sit** there.

老師叫我坐下來。

f. The doctor said to my father, “Don't drink too much.”

→The doctor told my father not to drink too much.

醫生叫爸爸不要喝太多酒。

★要在間接引用中，以連接詞的and或but來表現時，後面要加上that。

g. She said to me, “I drove a car for the first time , and I was scared.”

→She told me that she had driven a car for the first time
and that she was scared.

她跟我說，第一次開車很可怕。



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A Good Conversationalist

Americans carefully observe and respect personal, communicative interaction. Thus, it is important for an American to be a good conversationalist. You qualify if you make adequate adjustments here and there in the course of a conversation so that everyone involved can participate equally. In a sense, a skillful conversationalist needs to be a coordinator who enhances an ongoing discourse by eliciting statements from and steering conversation to various speakers.

The coordinator himself or herself does not have to be a talkative person. That sort of person has a tendency to monopolize a conversation. He or she falls into the trap of disregarding other participants. Because of the chatterbox, the situation becomes unbearable to all others present.



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campus - related Vocabulary

Continuing-Education Programs 推廣教育

Many universities offer various academic programs, either credit or non-credit, to those who are desirous of continuing their education on a lifelong basis, or to persons who are motivated to study something new for either enhancement or personal enrichment. Courses are normally offered in the evening so that participants can attend class after hours.

許多大學以有學分或沒有學分的形式，透過推廣教育，為想繼續讀書的社會人士，或是為了工作晉升、個人成長而求新知的人，提供了許多不同課程。這些課程大部分都是在夜間，讓參與者可以利用下班後的時間上課。



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American Lifestyle

Notary Public 公證人

Americans are often required to have documents notarized for a variety of transactions. Important documents like “deeds” to land or a house and also simple, personal papers with one’s signature need to be notarized. The extent of notarization in the U.S. goes far beyond the need for this in Taiwan.

A notary public is appointed by the state. Practically any responsible person, with a certain training, can obtain a commission as a notary public for a specific period. Such organizations as schools and banks have notaries for their employees and customers. All attorneys are empowered to act as notaries.



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Systems or Rules

Escrow 暫交第三者保管的契約

Americans use an escrow agent or company when they buy a dwelling (either a house or a condo unit). The function of this agent is to make sure that the transaction between the seller (grantor) and the buyer (grantee) involved is legally executed, without any problems.

The agent holds the deed to the dwelling or land and its related documents until the grantee completes the required payment for all necessary costs and fees to purchase the dwelling or the real property.

美國人在買房子（透天厝或公寓）時，都會委託處理證書的代理人或代理公司。這個機關的角色是協商賣方（讓與人）及買方（受讓者）之間的交易角色，幫雙方確認沒有法律上的問題。

代理人會保管住宅或土地權狀書及相關文件，直到受讓者付清買住宅或不動產時所需的費用及手續費為止。



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習慣說法 Idiomatic Sentences

a. Mum's the word.

這是秘密，別告訴別人。

b. Don't let the cat out of the bag.

絕對不可以洩密喔！

c. It's an open secret that they are getting divorced.

他們即將離婚已經是公開的秘密。

d. Shhh - the walls have ears.

噓-小心隔牆有耳。

e. My lips are sealed.

我會守口如瓶。

f. Your secret is safe with me.

我絕對會保守你的秘密。



Reference

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