# Unit title

# Stop) I didn’t screenshot the video yet, but done mp3

<https://ec.ef.com.cn/school/studyunit#school/2505ece3-f653-4a2f-9edb-1fc969b4bae8/2505ece3-f653-4a2f-9edb-1fc969b4bae8/5a302b42-de29-4aaf-a125-9d0e1895a570/85c71547-3fe7-4cac-bbc0-b0ebc5b1b843>

# Tony’s idiomatic expression

“洗脸盆”英语怎么说？  
  
  
Go to **the wash basin** and **turn on the faucet**. 拿上你的 洗脸盆 ，打开水龙头。  
  
wash basin 洗脸盆(独立)、洗手池(靠墙固定)  
  
sink 水槽、洗手池

turn on the faucet 打开水龙头

turn on the light 打开灯  
  
  
  
#实用对话#  
Son: Mom. Good night. 妈妈，晚安。  
  
Mom: Wait. You need to **wash up first.** 等一下，你要先去洗漱。  
  
Son: Oh, I’m so tired. 哎呀，我好累啊（不想洗了）。  
  
Mom: Come on！ Go to **the wash basin** and **turn on the faucet**!  
赶紧的，去洗脸台，打开水龙头。

Tony每日学一句英语  
“泡个澡”不是take a shower  
  
  
I’m going to **pamper myself** by **taking a bath**. 我要去泡个澡来犒劳一下自己。  
  
take a shower 洗澡、淋浴  
take a bath 泡澡  
pamper (v.) 纵容、宠爱  
  
  
  
#实用对话#  
Lucy: Kevin. **Are you gonna** use the bathroom? ？  
  
Kevin: **Not for now**. Why? 现在不用，怎么了？  
  
Lucy: I’m gonna **pamper myself** by **taking a bath**. It might take a while. 泡个澡来犒劳一下自   
  
Kevin: No problem. Enjoy! 没问题,好好享受吧。

我今天太累了，我想去泡个澡 I’m so tired today, and I’m gonna **take a bath**.

# STOP Lexical

|  |  |
| --- | --- |
| 1 行动的自由，判断的自由; 2. 酌情(决定权); 3. 某人的决定/决断能力 | discretion: [dis'kreʃən] Synonym: prudence, caution 谨慎周详 ; do sth with discretion, prudence = prudently 慎重地, 审慎地 [proverb] Discretion is the better part of valor. [谚]谨慎为勇敢之本; 好汉不吃眼前亏　　//prudence, prudent, prudently: Somebody who is prudent is sensible and careful when making decisions or taking actions, in order to avoid mistakes 谨慎 e.g Western businessmen are showing remarkable prudence (异常的谨慎) in investing in the region. |
| 酌情决定权 If someone in a position of authority uses their discretion or has the discretion to do something in a particular situation, they have the freedom, right, or authority to judeg or decide what to do;  e.g. This committee may want to exercise its discretion to look into those charges. 这个委员会可能想行使其酌情决定权来调查那些指 |
| freedom to act or judge on one's own: n 自由行动，自由判断. [(做...)是某人的自由: be in sb.'s discretion to do = it's sb's discretion to do] e.g. All decisions were left to our discretion. 所有的决定都由我们自由判断; e.g. I'm in my discretion to enjoy my annual leave = it's my discretion to enjoy my annual leave. e.g I'm in my discretion to squander money extravagantly/lavishly (挥霍） coz I earn that money, and it's none of your business/keep your nose away from me 浪费花钱是我的自由, 不关你的事情, 别多管闲事　//You're so nosy好管闲事的; Keep your nose away from me = Stop meddling 别多管闲事 = meddle in sth　多管闲事; meddlesome |
| Ability or power to judge or decide responsibly. 决定能力，决断能力 [ (裁判的判断力/决定力: the discretion of the referee; 经理的判断力/决定力: the discretion of the manager ] eg The duration of stoppage time is at the sole discretion of the referee (裁判的判断力). The referee alone signals the end of the match. In matches where a fourth official is appointed, toward the end of each half, the referee signals how many minutes of stoppage time he intends to add. The fourth official then informs the players and spectators观众(指比赛或表演) by holding up a board showing this number. The signalled stoppage time may be further extended by the referee. eg. I't important to note that as an international student you’ll not necessarily be eligible for all the facilities offered to resident students. Now, as an international student you will need to provide evidence that you can fund yourself for however long your course lasts. Banks have different policies and the services that they’ll offer you, which will depend on your individual circumstances and on the discretion of the bank manager 经理的判断力/决定力 involved. |
| **决断能力的年龄 =法定成年的年龄(英国法律规定为十四岁): age of discretion; the years of discretion ;** e.g. In CHINA, the years of discretion is 18 based on Chinese law. Before that age, normally your parents are your **guardian是 ['gɑːdɪən] or custodian[kʌ'stəʊdɪən] [法] 监护人 //[法] 监护人 custodian[kʌ'stəʊdɪən]= guardian = warden = curator** |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  | | --- | --- | --- | --- | | If you can't resolve your difference of opinion, use expressions like these. | | | | |  |  |  |  | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | |  | *We'll just have to* ***agree To disagree****.* |  |  | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | |  | *Well,* ***each to their own****, I guess.* 都有自己的想法, |  |  | |
| **Listen for the main ideas / gist /**dʒɪst/[**N-SING**](javascript:;)**The gist of a speech, conversation, or piece of writing is its general meaning. 要点** |
| (进步，发展)无法阻挡的 unstoppable /ʌnˈstɒpəbəl/  [ADJ](javascript:;)Something that is unstoppable cannot be prevented from continuing or developing.  e.g. The advancement of technology is unstoppable.  e.g.  The progress of science is unstoppable.  科学的进步是无法阻挡的  e.g. Once Janet gets an idea, she’s unstoppable. 珍妮特一旦有了一个想法，谁也拦不住她  **V.S. slippery slope:** is highly unlikely to stop or reverse it since it starts, which normally brings bad or dare consequence finally. |
| *Sometimes all the technology in our lives can be* **overwhelming令人难以应对的.** |
| **[double-edged sword [sɔːd]: 双刃剑]**  e.g. Everything is a double-edged sword. *It has* **advantages and disadvantages. / It has benefits and drawbacks/upsides and downsides/ pluses and minuses**  e.g. *Technology is a* ***double-edged sword****. It has* **advantages and disadvantages. / It has benefits and drawbacks/upsides and downsides/ pluses and minuses** |
| **[ Sb. be absorbed in sth; be immersed in sth; be engrossed in sth]**   * He's really **becoming immersed in** his work.  他真正地变得专注于自己的工作; If you immerse yourself in something that you are doing, you become completely involved in it. 使专心于 * If you **are engrossed in** something, it holds your attention completely. 全神贯注的 e.g.   Tony didn't notice because he was too engrossed in his work.  托尼因过于全神贯注于工作而没有注意到 |
| [ Hang on plz ]   1. [PHRASAL VERB](javascript:;)If you ask someone to hang on, you ask them to wait or stop what they are doing or saying for a moment. 等一会儿 •  Can you [hang on for a minute]?   你能等一会儿吗？   2. [PHRASAL VERB](javascript:;)If you hang on, you manage to survive, achieve success, or avoid failure in spite of great difficulties or opposition. 顶住,hold住  •  He hung on to finish second.  他顶住了，得了第二名。  3. [PHRASAL VERB](javascript:;)If you hang on to or hang onto something that gives you an advantage, you succeed in keeping it for yourself, and prevent it from being taken away or given to someone else. 守住  •  The driver was unable to hang on to his lead.   这位车手没能守住自己的领先地位。  4.[PHRASAL VERB](javascript:;)If you **[hang on to or hang onto something] = you hold it very tightly,** for example to stop it from falling or to support yourself. 紧紧抓住  •  She was conscious of a second man hanging on to the rail.   她觉察到另一名男子正紧紧抓住栏杆不放。  •  ...a flight attendant who helped save the life of a pilot by [**hanging onto his legs**].   …**紧紧抓住<**飞行员的双腿>而救了他一命的空服员。  5. [PHRASAL VERB](javascript:;)If you hang on to or hang onto something, you keep it for a longer time than you would normally expect. 保留 (指超出预期的时间)  •  You could, alternatively, hang onto it in the hope that it will be worth millions in 10 years time.  或者，你也可以把它留着，指望它10年后值好几百万。  6. [PHRASAL VERB](javascript:;)If one thing hangs on another, it depends on it in order to be successful. 取决于  •  Much [**hangs on the success of]** the collaboration between the Group of Seven governments and Brazil.  很多事情都 **取决于<*七国政府集团与巴西之间合作*>的成功**。  e.g. Whether U.S. would lift the ban and sanctions from DPRK [**hangs on the success of]** the multilateral talk among DPRK, U.S, China, and Russia. |
| Sort out  1.[PHRASAL VERB 动词词组](javascript:;)If you sort out a group of things, you separate them into different classes, groups, or places, for example so that you can do different things with them. 整理  •  Sort out all your bills, receipts, invoices, and expenses as quickly as possible and keep detailed accounts.   将你的帐单、收据、发票和花销尽快整理好，并做好详细的账目。  •  Davina was sorting out scraps of material.   戴维娜正在整理零碎的材料。  2.[PHRASAL VERB](javascript:;)If you **sort out a problem/dispute** or the details of something, you do what is necessary to solve the problem or organize the details. **解决(问题，dispute)**  •  India and Nepal have **sorted out <their trade and security> dispute**.  解决<*了他们的贸易和安全*>争端  3.[PHRASAL VERB](javascript:;)If you **sort yourself out**, you organize yourself or calm yourself so that you can act effectively and reasonably. **使自己平静下来**  •  We're in a state of complete chaos here and I need a little time to **sort myself out.** 我需要一些时间 **让自己平静下来** |
| [ the nut**s a**nd bolts 连读]   the essential and basic point [基本要点](javascript:;) or practical details 必不可少的细节; 实际的细节    e.g. Objective:  CloudOps team to understand IoT Blockchain Service from an Operations and Support perspective.  **The Nuts and Bolts** of what it actually **is that** we focus on these slides: xx |
| **[When it rains, it pours! ] 雨不下则已,下则倾盆。表示祸不单行，比喻坏事情接连串发生**  Even worse, I got sick that night! **When it rains, it pours!**  更糟的是，那天晚上又生病了！  My dog ate my homework, and my computer crashed. Even worse, I got sick that night! **When itrains, it pours**!  我的狗吃掉了我的家庭作业，还有我的电脑崩溃了．更糟的是，在那天晚上我生病了．真是祸不单行啊！ |
| 企业内部网 ; 公司内网 [ the company intranet 公司内网]  intranet /ˈɪntrəˌnɛt/: [N-COUNT](javascript:;)An intranet is a network of computers, similar to the Internet, within a particular company or organization. 内联网 |
| zoom in  [PHRASAL VERB](javascript:;)If a camera zooms in on something that is being filmed or photographed, it gives a close-up picture of it, in other words, the size of the picture in the camera becomes larger (像机镜头) 拉近，放大  •  ...a tracking system which can follow a burglar around a building and zoom in on his face.   …一套可以在楼里追踪窃贼并将镜头拉近到他面部的跟踪系统  E.G. You can zoom \_in\_\_ to make images larger.  V.S.  zoom out  [V](javascript:;)to decrease rapidly the magnification of the image of a distant object by means of a zoom lens (通过聚焦镜对远处物体的映像尺寸)快速缩小 |
| 这个短语的意思是 “我已经开始做啦，你放心吧！” ：I'm on it.    It means "I'm doing it right now", "I've already started": |
| You can double-click \_ON\_ any icon to open a file.  You can access the Wi-Fi information on the company home page.  Double-click on the icon to open the file.  Can you explain how it works?  Then you scroll down the page, and look for the link. //**scroll up 连读V.S. scroll down**  First of all , you have to select a new password.  The next thing you have to do is get onto Wi-Fi. |
| **tablets平板电脑**  v.s.  tabloid /ˈtæblɔɪd/    [N-COUNT](javascript:;)A tabloid is a newspaper that has small pages, short articles, and a lot of photographs. Tabloids are usually considered to be less serious than other newspapers. Compare . 俗的小报  •  The tabloids speculated as to whether she was having an affair, and with whom.   那些通俗小报猜测她是否正有风流韵事，以及跟谁有。 |
| **[ tap on 连读 the icon on the tablets]**  e.g. On your smartphone or whatever **tablets平板电脑**, **tap on连读the icon** to open the app. |
| * Karma ['kɑːmə; 'kɜːmə] n. 因果报应/前世今生的因果报应，因缘   1. the belief that all the good and bad things that you do in this life affect how good or bad your future lives will be, according to the Hindu and Budd(h)ist religions 〔印度教、佛教中的〕羯磨，业〔指现世行为将影响来世命运〕； In religions such as Hinduism ['hinduizəm] and Budd(h)ism, karma/ˈkɑːmə/ is the belief that your actions in this life, good or bad, will affect all your future lives. (印度教和佛教的)业; 印度教和佛教等宗教中认为今生的行为会影响到来世的信仰    2. informal) karma: is the feeling that you get from a person, place, or action （对一个地方/人/行为的）气氛，感觉 **[ good karma = good vibes; bad karma=bad vibes ]**  “karma” = vibe /vaɪb/: Vibes are the good or bad atmosphere that you sense/feel with a person or in a place. （对一个地方/人/行为的） 感应/感觉; 气氛  • Sorry, Chris, but I have **bad vibes/bad karma** about this guy.  但我对这家伙感觉不太好  • The house had a lot of **bad karma/vibes**. 这幢房子充满了不祥的气氛。 |
| cadence /ˈkeɪdəns/ 1.N-COUNT [**The cadence of someone's voice]** is the way their voice gets higher and lower as they speak, like at this moment, sb. speaks with the **rising intonation**, but with the **down intonation** at the next moment. (声音的)抑扬顿挫 •  He recognized the Polish **cadences** in her voice. 他听出了她声音中抑扬顿挫的波兰腔。  2.N-COUNT A cadence is the phrase that ends a section of music or a complete piece of music. (一段或一整章音乐的)终止音节 |
| |  |  |  | | --- | --- | --- | |  | Make confirmation ***:***   * ***If I understood him correctly,*** *we should do more brainstorming.* |  | |  |  |  |  |  |  |  | | --- | --- | --- | |  | * ***If I'm hearing you correctly,*** *only highly adaptable and resilient companies are successful.* |  | |
|  I'd like to talk about innovation.    What drives me is **curiosity**.    The hard part is ...    I would **look for .**..   I work for an exciting, innovative company。  I always want the answer. I'm driven by curiositys.  Learn from failure so that you succeed next time.  She was very **accurate** in her sales predictions. |
| **There’s nothing like <sth>**  没什么能比得上sth  e.g. There’s nothing like **hands-on experience**. 没什么能比得上“实战的经验”  e.g. O my darling, **there’s nothing like** you. You’re the most important in my life. 没什么能比得上你 |
| 实战的经验 [**hands-on experience]**  e.g. There’s nothing like **hands-on experience**. 没什么能比得上“实战的经验” |
| There’s just **a thin line** between success and failure. |
| pragmatic /præɡˈm**æ**tɪk/ => pragmatism /ˈpræɡməˌtɪzəm/  dealing with problems in a sensible practical way instead of strictly following a set of ideas 讲求实际的，务实的，重实效的  e.g. Williams took a more **pragmatic** approach to management problems. 一种更务实的做法。  /ˈpræɡməˌtɪzəm/    1.[N-UNCOUNT](javascript:;)Pragmatism means thinking of or dealing with problems in a practical way, rather than by using theory or abstract principles. 实用主义  •  She had a reputation for clear thinking and pragmatism/ˈpræɡməˌtɪzəm/ .  她因思维清晰和实用主义而闻名。  2.[N-COUNT](javascript:;)实用主义者  •  He is a political **pragmatist**, not an idealist.   他是个政治上的 实用主义者，而不是个理想主义者。 |

# Part 1) Office technology

## PC problems

Karen is helping her colleague, John, with some computer problems.









Ok, I need to **scroll down**. **Hang on** plz.







I don’t’ think so …





Done😊





//

Don't forget your username and password.

All the information is on the **company intranet 公司内网.**

Which browser do you use?

The office Wi-Fi can be a bit slow.

Our company home page has a new design.

Always keep your password secret.

## Multipart verbs [复合](javascript:;)动词

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| **Multipart verbs for PC technology** | | | |
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| Multipart verbs are verbs followed by one or more prepositions – for example, **in**, **on** or **down**. **Type in** is an example of a multipart verb. | | | |
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|  | *He* ***typed in*** *the information.* |  | He **typed in** the information. |
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| **Separable** | | | |
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| With some verbs, you can separate the two parts. Notice in the examples that **switch** and **on** are together in the first example but separated in the second example. | | | |
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|  | ***Switch on*** *the computer.* |  | **Switch on** the computer. |
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| --- | --- | --- | --- |
|  | ***Switch*** *the computer* ***on****.* |  | **Switch** the computer **on**. |
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| With separable verbs, put pronouns like **it**, **them** and **him** between the verb and the preposition. | | | |
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|  | *Switch* ***it*** *on.* |  | Switch **it** on. |
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| --- | --- | --- | --- |
|  | *Put* ***them*** *in.* |  | Put **them** in. |

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| --- | --- | --- | --- |
| **Inseparable** | | | |
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| For some multipart verbs, the verb and the preposition cannot be separated. | | | |
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|  | ***Log in*** *with your password.* |  | **Log in** with your password. |
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|  | *You can* ***double-click on*** *the icon to open the file.* |  | You can **double-click on** the icon to open the file. |
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| --- | --- | --- | --- |
|  | ***Scroll down*** *the page to find the link.* |  | **Scroll down** the page to find the link. |
|  |  |  |  |

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| --- | --- | --- | --- |
|  | *You can* ***zoom in*** *to make the image larger.* |  | You can **zoom in** to make the image larger. |
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|  | *With a smartphone* or whatever **tablets平板电脑***, tap on 连读 the icon to open the program.* |  | With a smartphone, **tap on** the icon to open the program. |

zoom in

* [PHRASAL VERB 动词词组](javascript:;)If a camera zooms in on something that is being filmed or photographed, it gives a close-up picture of it. (像机镜头) 拉近，放大

•  ...a tracking system which can follow a burglar around a building and zoom in on his face.   
 …一套可以在楼里追踪窃贼并将镜头拉近到他面部的跟踪系统

zoom out

* + [V](javascript:;)to decrease rapidly the magnification of the image of a distant object by means of a zoom lens (通过聚焦镜对远处物体的映像尺寸)快速缩小

## DescribE how something works

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| **How does it work?** | | | |
|  |  |  |  |
| Use these expressions to ask how something works: | | | |
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|  | *How does that work?* |  | How does that work? |
|  |  |  |  |

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| --- | --- | --- | --- |
|  | *Can you explain how it works?* |  | Can you explain how it works? |
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| --- | --- | --- | --- |
|  | *What do I do?* |  | What do I do? |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *How do I do it?* |  | How do I do it? |
|  |  |  |  |
| Use these expressions to describe to others how something works: | | | |
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|  | *Let me explain how it works.* |  | Let me explain how it works. |
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|  | ***First of all,*** *you have to switch it on.* |  | **First of all**, you have to switch it on. |
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|  | ***The next thing*** *you have to do is log in.* |  | **The next thing** you have to do is log in. |
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|  | ***After that,******tap on 连读any icon*** *on your smartphone or* whatever **tablets平板电脑***to open the file.* |  | **After that**, tap on any icon to open the file. |

# Part 2) Solve a computer tech problem

 log on

  shut it down

  reboot

  expired

  back up

 connect to











[company intranet]

## Describing computer problems

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|  | | | |
| Now and again, you'll encounter technology problems. Here are some words and phrases to help you describe the issues. | | | |
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|  |  |  |  |
| --- | --- | --- | --- |
|  | *Oh, no! My computer has* ***crashed****.* |  | Oh, no! My computer has **crashed**. |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *You can't log in because your password has* ***expired****.* |  | You can't log in because your password has **expired**. |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I can't connect to the internet. Our service must be* ***down****.* |  | I can't **connect to** the internet. Our service must be **down**. |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *If you're having a problem,* ***reboot*** *your computer.* |  | If you're having a problem, **reboot** your computer. |
|  |  |  |  |
|  | | | |

## Multipart verbs for computers

|  |  |  |  |
| --- | --- | --- | --- |
| There are a number of multipart verbs you can use to describe technology issues. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I'll* ***sort*** *the problem* ***out****.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I didn't* ***back up*** *my files, and I had to start all over again.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *My computer got too hot and* ***shut down****.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Don't forget to* ***log off from*** *your computer at the end of the day.* |  |  |

v.s. *log in to your computer*

## **Listen with purpose**

|  |
| --- |
| When you listen to people speak, try adjusting your listening approach based on the purpose of the interaction. For example, if the purpose is to explain how to do something, pay attention to those details. |
|  |
| Listen to the following explanation and think about the most important information. |
|  |

|  |
| --- |
|  |
| So, the most important information is how to log in and get started. She also tells you that you can use your email address as your user name. |
|  |
| If the interaction is more focused on what happened, or how someone feels, listen for the gist. You don't need to be as concerned about the details. |
|  |
| Listen to the man. Is listening for details or gist more important? |
|  |

|  |
| --- |
|  |
| In this case, the details are not so important. You just need to catch the gist of the conversation: He is frustrated because the internet was slow and the intranet shut down. |
|  |
| Remember to adjust your listening to fit the situation. |

## Obligations and expectations

|  |  |  |  |
| --- | --- | --- | --- |
| **Expressing obligations and expectations** | | | |
|  |  |  |  |
| Use **be required to** for rules that must be followed. The expression has the same meaning as **have to** and **have got to**, but it is more formal and official. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *All employees* ***are required to*** *change their passwords every month.* |  | All employees **are required to** change their passwords every month. |
|  |  |  |  |
| Use **be supposed to** and **be expected to** when something should be done but is not necessarily an absolute requirement. These phrases are similar in tone to **should** and **ought to**. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***You're supposed to*** *back up all the work you do.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | You're **expected to** tell your manager if you have a computer problem. |  |  |
|  |  |  |  |
| Use **be responsible for** to communicate normal job requirements. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Employees* ***are responsible for*** *reporting all technical problems to IT.* |  |  |
|  |  |  |  |
| Use **be allowed to** to indicate a privilege or right. | | | |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Employees* ***are allowed to*** *work from home one day a week.* |  |  |

# Part 3)Summary a tech presentation

## Innovation

 innovation

 perspective

 curiosity

 failure

 accurate

 **emerging market**

 pragmatic

 hands-on experiences





//I’m delighted to be here= I’m glad to be here





 //thin line





//hands -on exper



//There’s nothing like <pragmatic, hands-on experience> 没什么能比得上

pragmatic /præɡˈmætɪk/

 [præɡ'mætɪk]

MEANINGS 义项

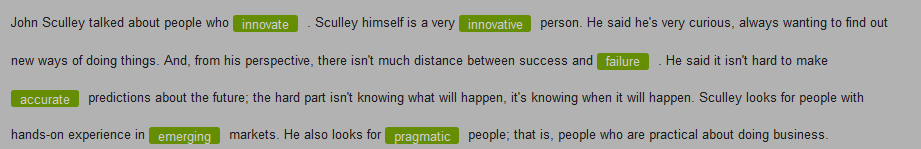
dealing with problems in a sensible practical way instead of strictly following a set of ideas

讲求实际的，务实的，重实效的

RELTD [DOGMATIC](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\result.html?keyword=dogmatic)

•Williams took a more pragmatic approach to management problems. 威廉斯在管理问题上采用的是一种更务实的做法。

DERIVATIVE 派生词



John Sculley talked about people who innovate . Sculley himself is a very innovative person. He said he's very **curious**, always wanting to find out new ways of doing things. And, **from his perspective**, there isn't much distance between success and failure = **there’s just a thin line between success and failure** . He said it isn't hard to make accurate predictions about the future; the hard part isn't knowing what will happen, it's knowing when it will happen. Sculley looks for people with **hands-on experience** in **emerging market**s. He also looks for **pragmatic 务实的people**; that is, people who are practical about doing business.

## Express importance

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  |  |  |  |
| Rather than just saying **this is important**, there are other, subtler ways to express importance that can be just as effective. | | | |
|  |  |  |  |
| **Stress** | | | |
|  |  |  |  |
| One way to express importance is to stress certain words. In this example, notice the stress on the words **easy** and **when**, and how they convey the importance of timing. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Predicting the future is the* ***easy*** *part. The hard part is knowing* ***when*** *it's going to happen.* |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Expressions to add emphasis** | | | |
|  |  |  |  |
| Use expressions like the following to help you emphasize an important point: | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***I'd like to talk about*** *the future.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***What drives me is*** *curiosity.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***The hard part is knowing*** *who is going to do it.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***I would look for*** *a* ***pragmatic*** *务实的person.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***There's nothing like*** *hands-on experience.* |  |  |

## Make confirmation

|  |  |  |
| --- | --- | --- |
| Making an **inference** (inference) helps you confirm what other people are saying and reassures them that you understand what they mean. Use expressions like these to make inferences: | | |
|  |  |  |

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| --- | --- | --- |
|  | ***It sounds like*** *you're driven by pragmatism.* | It sounds like you're driven by pragmatism. |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | ***I thought she was saying*** *that we should have fewer meetings.* | I thought she was saying that we should have fewer meetings. |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | ***If I understood him correctly,*** *we should do more brainstorming.* | If I understood him correctly, we should do more brainstorming. |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | ***If I'm hearing you correctly,*** *only highly adaptable and resilient companies are successful.* | If I'm hearing you correctly, only highly adaptable companies are successful. |

If I understood him correctly, it was mostly about communication.

So you're saying that adaptability is the most important thing.

Well, it sounds like you don't think we're doing that now.

So, if I'm hearing you correctly, it's not just one thing that leads to success. It's a combination of things.

# Part 4 ) Technology in our life



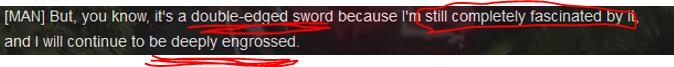
 











//double-edged sword [sɔːd]: 双刃剑

// be absorbed in sth; be immersed in sth; be engrossed in



//daily grind















## Effects of technology

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  |  |  |  |
| Here is some useful language to describe the effects of technology on your life. | | | |
|  |  |  |  |
|  |  |  |  |

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| --- | --- | --- | --- |
|  | *Sometimes all the technology in our lives can be* ***overwhelming***令人难以应对的*.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I'm totally* ***dependent*** *on my smartphone. I'd be lost without it.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *John is completely* ***engrossed*** *in his video game.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I'm in a difficult* ***position****. I don't like technology, but I need it.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *The* ***advancement*** *of technology is unstoppable.*  // unstoppable /ʌnˈstɒpəbəl/  [ADJ](javascript:;)Something that is unstoppable cannot be prevented from continuing or developing. 无法阻挡的 e.g.   The progress of science is unstoppable.  科学的进步是无法阻挡的  V.S. slippery slope  。 |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Social networking*** *has had a very positive effect on my life.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *We can* ***access media*** *in many different ways now.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Technology is a* ***double-edged sword****. It has advantages and disadvantages. / It has benefits and drawbacks/upsides and downsides/ pluses and minuses* |  | . |

## listening strategies

|  |
| --- |
| **More listening strategies** |
| In the next activity, you will watch an unscripted interview with a husband and wife, talking about technology in their daily lives. Use these listening strategies to help you understand what they are saying. |
| **Prepare yourself to listen** |
| If you know the topic to be discussed, think about what you already know about it before you listen. Ask yourself: 'What do I expect to hear?' This video is about technology in a couple's life. What do you think they will say about the advantages and disadvantages? |
| **Focus on what you do understand** |
| Don't try to understand every word being said. The speakers will hesitate and restart sentences. Focus on what you do understand, and make guesses about what you don't. If you spend too much time trying to figure out what you don't understand, you will miss even more. |
| **Listen for the main ideas / gist /**dʒɪst/[**N-SING**](javascript:;)**The gist of a speech, conversation, or piece of writing is its general meaning. 要点** |
| Speakers often stress what's important. They might rephrase an important point, repeat important information or summarize it. Let the speaker help you understand the topic and main ideas. |
| **Listen again for details** |
| If you are able to listen to something a second or third time, focus more on understanding the details. You can even try to figure out the meaning of words you didn't understand the first time by using the context the word is in. |

## Debate a point

|  |  |  |  |
| --- | --- | --- | --- |
| **Agreeing and disagreeing** | | | |
|  |  |  |  |
| When debating a point, you may want to show that you agree or disagree with someone. | | | |
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|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *You* ***have a good point*** *there.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Yes,* ***I see what you're saying****.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I'm* ***not so sure*** *about that.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *I* ***can't agree*** *with you there.* |  | . |
|  |  |  |  |
| If you disagree with someone, you may want to argue an opposing point. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***Actually****, I think technology has made life a lot better.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***I hear what you're saying, but*** *it's a double-edged sword.* |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Giving a specific example will make your argument stronger. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***I mean,*** *all I see is kids totally* ***engrossed in th****eir smartphones!* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **For example,** I know people who can work from home now. |  |  |
|  |  |  |  |
| If you can't resolve your difference of opinion, use expressions like these. | | | |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *We'll just have to* ***agree to disagree****.* |  |  |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Well,* ***each to their own****, I guess*都有自己的想法,*.* |  |  |

# Describe the supply chain

**Ref: Business English > Logistics > supply chain**

Look at some common verbs used in business communication. Use the **flashcards** to study the definitions.



ensure

/ ɪnˈʃʊr/

to make sure that something happens

1. I’d like to ensure that our products are sourced ethically.

**collaborate**

/kəˈlæbəreɪt/

to work together in order to achieve something

1. It’s important to collaborate with your coworkers as much as possible.

promote

/prəˈməʊt/

to help something to happen or develop

1. We promote innovation at this company.

Emphasize => emphatic, emphatically: deny sth emphatically/categorically

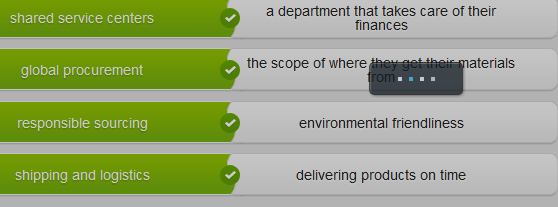
/ˈemfəsaɪz/

to highlight something because it’s important

1. I’d like to emphasize our dedication to sustainability.

# Supply chain mgmt. (SCM)

**Ref: Business English > Logistics > supply chain**



|  |  |
| --- | --- |
| **Responsible sourcing** We emphasize that sustainability, and **responsible sourcing is** a big part of the **supply chain mgmt**. We only **collaborate with** suppliers that match our commitment to the environment.  **Global procurement采购** We believe that our products should always be made from the highest quality resource. To ensure that happens, we have a complex **procurement structure采购构架 and strategy,** which extends from the global to the local level. | **Shipping and logistics** We have always promoted efficiency, and our shipping and logistics service **is vital** to ensure that our products reach their destinations on time and as ordered, and with minimum **turnaround time.**  **Shared service centers** We have generated a set of **standardized business processes** for our shared service centers to follow, **resulting in** increased efficiency and reduced cost. Their ability to support the company and our clients **in a timely manner** is essential and vital to our company’s continued success. |