# Contributing to society



# Part 1 Discussing needs and problems in your community？

## Words:

* **speed bumps/humps**

1. A speed bump/hump is something that stops a person or thing from progressing, sort of **setback or frustration 小挫折,** obstacle, barrier, barricade **小挫折,制约(人或事)发展的障碍** e.g. It was little more than a speed bump/hump – a minor distraction during my day. 那只不过是个小挫折——我一天中无足轻重的小烦恼。

2. A speed bump is a raised part in a road that is designed to make the traffic travel more slowly. (横置马路上用于防止车辆行驶过快的)路面减速装置

* **cleanliness /ˈklɛnlɪnɪs/**

Cleanliness is the degree to which people keep themselves and their surroundings clean. 清洁 e.g. Many of the state's beaches fail to **meet minimum standards of cleanliness**. 该州的许多海滩没能达到最低清洁标准 e.g. At the very least, your dorm should **meet the minimum standards of cleanliness.**

* **dilapidated /dɪˈlæpɪˌdeɪtɪd/ A building that is dilapidated is old, run-down, and in a generally bad condition. 破旧的 [a run-down and diplatipdated building] ...an old dilapidated barn…一座破旧的谷仓**
* **neighborhood watch** 邻里监督组织（一种邻里间互相监督以减少犯罪的地方组织） e.g. Punishments for crimes against foreigners are heavier, police-linked **neighbourhood watch** groups are highly **vigilant**, and Chinese can't own guns.  而且跟警方有关联的**街区守护组织**保持高度警惕
* **revitalize** /riːˈvaɪtəˌlaɪz/

1. To revitalize something that has lost its activity or its health means to make it active or healthy again. 使恢复元气; 使复苏 e.g. This hair conditioner is excellent for revitalizing dry, lifeless hair. 这种护发素对使干枯、无生气的头发重新焕发光彩非常有效
2. Revitalize an area/a building= to rebuild or improve that area 修缮xxx区域 e.g.The community came together and revitalized that **run-down, dilapidated** area. 修缮了那片**破败的**区域。

## Problems in your community:

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| Unfortunately, **gangs** have been involved in some **violent attacks** in our neighborhood. | 遗憾的是，犯罪团伙和我们住宅区的许多暴力袭击事件有关。 |
| In our town, **keeping the streets clean** is a big problem. From my point, **at the very least**, our town should meet **the minimum standards of cleanliness**. | 在我们的城镇，保持街道干净是一个大问题。 |
| A young woman was arrested for **prostitution** in our community; and several men were **apprehended**/arrested for being **pimps** | 在我们的社区，一名年轻女子因卖淫被捕。 |
| Finding ways to fight **drug dealing** and **children trafficking** is a **formidable challenge** for the police. | 找到打击**贩毒**的方法是警方面临的**艰巨挑战**。 |
| **Homelessness** is **a growing problem** in many cities. | 无家可归在许多城市都是**日益严重的问题**。 |

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| The park near my house has been **neglected** and is now used by drug dealers. | 我家附近的公园**一直疏于管理**，现在成了**毒贩**聚集之地。 |
| There's a house on my street that's completely **run-down and dilapidated [dɪ'læpɪdeɪtɪd].** | 我住的街上有一所破败不堪的房子。 |
| My neighborhood is so **run-down and diplatidated** I've decided to move. | 我的住宅区**破落不堪**，我决定搬走。 |
| I wouldn't go there at night. It's a **dicey** part of town. | 我晚上不去那里。那是城里一个充满危险的角落。 |

## 不同地方的比较

住宅区和城市可用比较级和最高级形式进行比较。

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| My community is **much more run-down and dilapidated than** it was 10 years ago. | 我的社区比十年前 破败 多了。 |
| Manchester is generally **safer than** London. | 曼切斯特通常比伦敦更安全。 |
| **The biggest issue** in my hometown was old, **run-down, and dilapidated building**s. In the city I live now, gangs, violent attacks and drugs are **among the biggest issues**. | 我的家乡面临的最大问题是建筑年久失修，破败不堪。而我现在居住的城市，犯罪团伙、暴力袭击事件和毒品是其中最大的问题。 |
| I'd say the two cities are **more similar than different**. | 我认为这两座城市 **相同点多过不同点。** |
| There are quite a few **similarities** / **similitudes** between the cities. | 这两座城市 **有许多相同点** |

有时，同样的**比较**可以采用不同的方法。

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| Her neighborhood is **far/quiet more run-down/dilapidated** than mine. | | 她的住宅区比我的住宅区破败很多。 | |
| My neighborhood is **far/quiet less run-down** than hers. | | 我的住宅区没她的住宅区那么破败。 | |
| 以下是更多对地方进行比较的方法。 | |
| * My life in the U.S. **is really far removed from** my life in the Netherlands. * Where I’m living now **is really far removed from** my old street.     **//disparate ['dɪspərət] = clearly different迥然不同的** | | 我在美国的生活和荷兰的生活完全截然不同。  我现在住的地方跟我以前住的街道 **完全不一样/截然不同** | |
| **There's no comparison** between my old and new neighborhoods.  **There's no comparison between** the two places  **//There is no comparison between A and B.** | | 我住的新住宅区和老住宅区**没有可比性。**  这两个地方根本**没有可比性** | |

**强调两件完全不同, 截然不同的事物**。第一条习语是美式英语，第二条习语是英式英语。

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| Comparing New York and my hometown **is like comparing apples and oranges**. My life in NY **is really far removed from** that in my hometown.  Comparing Shanghai and my hometown **is like comparing apples and oranges**. Well, my life in SH **is really far removed from** that in my hometown.  **It's like comparing apples and oranges. Living in SH is really far removed from living in xi’an.** 这就像拿苹果和橙子相比 | 拿纽约和我的家乡比，就好像拿苹果比橙子，截然不同完全无从比较。  我在NY的生活和在家乡的生活完全截然不同 |
| London and Birmingham **are like chalk**粉笔**and cheese.**  Shanghai and Xi’an **are like chalk and cheese**. Well, my life in SH **is really far removed from** that in my hometown. | 伦敦和伯明翰截然不同。 |

## Resolving problems in your community

1. 在找出解决办法前，社区居民需要**聚在一起**解决问题

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| We're **organizing a neighborhood meeting** to discuss community safety. | 我们打算召开一场讨论社区安全的住宅区会议。 |
| As a community, we're **getting together on the issue of** homelessness. | 作为一个社区，我们聚集在一起讨论无家可归的问题。 |
| **Uniting as a community** is the first step to **solving our problems**. | 团结社区是解决我们面临的问题的第一步。 |
| The next step is **working together with** other **like-minded organizations**. | 第二步是与其他目标相同的组织展开合作。 |
| I'd like to **start an initiative to** clean up the **graffiti/doodles** in our neighborhood. | 我想发起一项清除我们住宅区内**涂鸦**的倡议。 |

1. 社区的解决办法可能包括建立 neighborhood watch= 邻里监督组织（一种邻里间互相监督以减少犯罪的地方组织）

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| We all need to **be more vigilant.** Maybe we should **start a neighborhood watch**. | 我们都应该更加警惕。或许我们应该建立邻里守望计划。 |
| The police's effort to **combat gangs** has helped reduce crime. | 警方大力打击犯罪团伙，减少了犯罪的发生。 |
| The community came together and **revitalized that run-down area**. | 社区居民共同努力，**修缮**了那片破败的区域。 |
| In an effort to make our street safer, **stop signs are being installed**. | 为了让街道更加安全，我们安装了许多停车标志。 |
| Are there funds available for **revitalizing the park**? | 有没有资金可以动用来**修缮公园** |
| Everyone would feel safer with a neighborhood watch because of being more **vigilant** | 有了邻里守望计划，大家都会觉得更加安全 |

# Part 2 Humanitarian effort

## Words

 a **social conscience**

 I guess you could say I'm **in awe of/full of admiration** for him. I **look up to** him

 A **soup kitchen** is a place where **homeless** people or very poor people are provided with free food. 施舍所; 救济站

 hunger 饥饿 eradicate hunger; eradicate property; eradicate bribery, corruption, and embezzlement挪用公款

 **i**lliterate[**ɪ'**lɪt(ə)rət] 文盲的illiteracy VS. **a**lliterate [**ə'**lɪtəreɪt]  vi. n) alliteration

 urba**n a**reas 城市地区 urbanization V.S. rural area, rural people migrating

农村人口迁入城市

 in search of a better life 为了更好的生活

 sponsor a child 资助一名儿童

** abandoned animals 流浪动物**

 registered charities 等级注册的慈善机构  charitable 仁慈的

 **sense of satisfaction 满足感** e.g. Doing humanitarian work gives you **a sense of satisfaction.**

** well-fed 吃得好的  underfed吃不饱的  starving: 挨饿I’m starving to death**

 homeless 无家可归的 homelessness

 enthusiasm 热情

 suitable适合的

** disadvantaged 处于不利地位的**弱势团体

 commitment 献身

## 全球面临许多问题

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| * **Hunger** may affect up to two-thirds of the people on the planet. |
| * It's estimated that over 2 billion people are **starving**. |
| * One way to make the world a better place would be to eradicate **poverty**. * Many people in the world can't read or write. **Illiteracy**文盲is a big issue. * It's not just people. **Abandoned animals** also need help. 被遗弃的动物 |

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| 有人为了改善经济状况，从农村来到城市。这称为 **rural migration**（乡村向城市迁移）。 | | |
| **Rural migration** is increasing worldwide. | 乡村向城市迁移在全球范围都在上升。 |
| **Rural people migrate to the cities in search of a better life, which is called urbanization** | 人们为了获得更好的生活，向城市迁移。 |
| **Urban areas are attractive due to the possibility of better jobs.** | 由于工作机会更好，城市地区具有吸引力。 |

我们可以做一些事情，为世界做出贡献。

One way to help is to **sponsor** a child who's in **desperate** need. 你可以资助一名贫困儿童

You can **donate money** to a **registered charity** 注册的慈善

You can **donate your time** by **helping out** at **a soup kitchen** 施舍所; 救济站 or community center.

Doing humanitarian work can bring a real **sense of satisfaction**满足感.

Humanitarian work can be very meaningful and rewarding. 人道主义工作非常有意义。

He gets **a sense of satisfaction** from **helping out**. 他从帮助别人上获得了满足感

It's a charity that takes in **abandoned animals**. 这是一家收容**流浪动物**的慈善机构

## Prefixes and suffixes

|  |  |
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| charitable – **un**charitable | 仁慈的 - 无情的 |
| suitable – **un**suitable | 适合的 - 不适合的 |
| advantaged – disadvantaged | 占据优势的 - 处于不利地位的 |

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| respect – **dis**respect | 尊敬 - 不敬 |  |
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| literate –**il**literate | 识字的 - 文盲的 |  |

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| responsible – **ir**responsible | 负责任的 - 不负责任的 |  |
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|  | capable –**in**capable | 有能力的 - 无能的 | |
| **under**fed – **over**fed (well-fed, underfed, starving) | | | 吃不饱的 - 吃太饱的 | |
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|  | possible – **im**possible | | 可能的 - 不可能的 |
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## Reading

My friend Tim does a lot of **voluntary** work for **charitable** causes. He believes we all should do a lot more to help the **disadvantaged** and **helpless** of this world. I wouldn't say he was **anti-government**, but it often makes him really angry how little our government does to help the **underprivileged** in our country, and around the world.

Where do I begin? Tim works in a shelter for **disadvantaged** and **homeless** people; he helps look after **abandoned** and **underfed** animals; he teaches English at **a community center** to people who have recently immigrated to our country. And he's really good at all these things, too. He's very responsible. He has a **social conscience**. He has amazing a **social conscience** and **enthusiasm** when he does something he believes in.

I guess you could say I'm **in awe of/full of admiration** for him. I **look up to** him. What he believes in, I'm starting to believe in, too. He believes in **internationalism**. He believes we are all one world, one people. No one should be starving. No one should be **illiterate**. We should all help and respect one another. But that's just Tim. He's **incapable** of **cynicism** !

I know there are many dis advantaged, underfed and even starving people in other countries. Thinking about it can be very over whelming. I don't want to be uncharit able , but we also have so many needs right here in our own community. I mean, there are home less people on the streets. We have kids who are il literate. There's so much work to do cleaning up the environment. Sometimes I think it's more suitable to make a commit ment to help in your own neighborhood before you try to help people on the other side of the world. I hope that doesn't sound too nationalistic.

## Part2 > 3th row

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| 为了有效地做出 **statistics**（统计），**fractions**（分数）、**decimals/point**（小数）和 **percentages**（百分比）。 | | | |
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| 使用 **point** 表示 **decimal**。*3.5 million*  如果数字包含 **a quarter**、**a half** 或 **three-quarters**，你可以说出 **fraction 1/3** | | | |
| 数字越大越难念: 从左至右开始念；看到逗号时，念出数量单位（hundred、million、billion 等）   * 1 million = 1百万the number that is represented as a one followed by **6 zeros**: 1,000,000) | | | |
| 860,000,000 = eight hundred and sixty **million**   * 1 billion十亿the number that is represented as a one followed by **9 zeros**:  1 billion: 1,000,000,000   2,200,100,000 = two **billion**, two hundred **million**, one hundred thousand  60,500,000,000 = sixty **billion**, five hundred **million**   * *1 trillion*一万亿: the number that is represented as a one followed **by 12 zeros.**  1 trillion = *1,000,000,000,000* | | | |
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## Fractions

A **fraction** is a number that can be expressed as a proportion of two whole numbers. For example, 1/2 and 1/3 are both fractions. 分数 上为分子，下为分母。多数分数念成序数（**third**、**fifth**、**eighth** 等）。 分数 **1/4** 可念成 **one-fourth** 或 **one-quarter**；**3/4** 念成 **three-fourths** 或 **three-quarters**。分数 **1/2** 念成 **one-half**。**fraction** 也可表示为 **percentage** – 例如 **50 percent** (**50%**)

1/2 = one-half = 50%

1/4 = one-fourth = one-quarter = 25%

1/3 = one-third = 33.3%

2/3 = two-third**s** = 66.6%

3/4 = three-fourth**s** = three-quarter**s** = 75%

## 给出 approximate（大约的）数量

There are **more than** 7 billion people in the world.

**Approximately** half the world – that's **over** 3 billion people – lives on **less** than $2.50 a day

The WHO **estimates** that two-thirds of the world is underfed or starving

There are **around** 100 million homeless people worldwide.

There are **up to** 3-1/2 million homeless people in the US.

One-third of people in the world are **underfed**. 全球三分之二的人吃不饱

# Part 3 Making an impact to society

* He wants doing good to be part of the **core of his business culture**. 企业核心文化的一部分
* He describes a place that **is filled to capacity.**The room was filled to capacity. 那间屋子挤满了人
* He **compares a tweet to** an **object in flight**. 将推文比作飞行中的物体
* He imagines some of his users doing **mundane**/ˈmʌndeɪn/ things. 做平凡的事情
* He talks about failing and succeeding **spectacularly**. 他谈论失败和辉煌的成功。
* Be ready to fail and succeed **spectacularly**. 做好失败和取得**辉煌**成功的准备
* I thought it was a great idea, but it **backfired**. 我认为这主意不错，可事与愿违
* A triumph of humanity
* Weaving doing good into a company

## 名词前使用量词加 **of** 来表示数量。

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| There were **a couple of** abandoned animals rescued yesterday. | 这里有几只昨天救回来的流浪动物。 |

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| He has worked with **a number of** different charities. | 他和一些慈善机构共过事。 |

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| There are **billions of** underfed people in the world. | 全球有数以十亿计的人吃不饱。 |
| Quite **a few of** his ideas have backfired. | 他的许多想法都事与愿违。 |
| She gave **a good deal of** her money to charity.  She gives **a great deal of** her money to that charity, to sponsor homeless children | 她把自己的大量财产捐给了慈善机构。 |

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## 集合名词 **a flock of birds** 视为**单数名词**。也就是说，后接动词也应该是单数

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| The **flock of** birds **was** flying overhead. | | 那群鸟在头上飞过。 | | | |
| The **flock of** birds **was** flying in all directions. | 那群鸟四散飞走。 | |  | | |
| There **is** **a bunch of grapes** on the table, if you're hungry. | | | | 你要是饿的话，桌上有一堆葡萄。 |  |

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| **A group of charities is** dealing with the country's many different challenges. | | 一家家慈善机构正在解决这个国家面临的许多不同的难题。 | |  |
| **A herd of cows/horses** **was** donated to the different families. | 一群母牛被捐给了不同的家庭。 | |  | |

**A throng of people 一群人**

## Dialogue

There are **billions of** underfed people in the world. **A great many of** them are migrants moving from rural to urban areas. In **some of** the worst situations, there are **a good number of** people who are even starving. In many countries, you will find **groups of** volunteers working with charities to help the **disadvantaged** and **neglected** people. It takes a brave person to do this kind of work. Out of **a crowd of** 100 ordinary people, you might find one or two volunteers.

## 在一些动词前加前缀 **re-**，表示重复的动作

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| The message was **re-tweeted** thousands of times. | 那条信息转发了上千次。 |
| The charity needs to **re-**register with the government every year. | 这家慈善机构需要每年跟政府重新注册。 |

其他描述重复动作的方法有动词 **keep**、固定表达 **over and over** 和副词 **repeatedly**

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| He **keeps** applying for jobs, even after three years of trying. | 即便在三年努力之后，他仍然坚持申请工作。 |
| That country gets hit with disasters **over and over again** | 那个国家一再遭受灾难袭击。 |
| The government has repeatedly failed to assist the most **disadvantaged people**. | 该政府一再未能帮到贫困人群。 |

I was a volunteer with the Peace Corps for two years, doing humanitarian work overseas. I worked on water projects. Every morning, we would visit a different village and examine the water systems. Even though we did the same kind of work **over and over again**, it never got boring. We **kept finding** different issues in each village we visited. In one village, it might be that the source of water was far away. In another, it might be that the quality of the water was poor. One thing was always the same: People would **repeatedly** thank us for anything we did to help. It gave all the volunteers a great sense of satisfaction. When I had free time, I actually revisited many of the villages where I had worked.  Volunteering overseas isn't the easiest work in the world, but I would do it again if I could.

# Part 4 Corporate social responsibilities.

## Reading

**SPARKLY COLA TO DONATE $200,000 IN SCHOLARSHIPS**

July 23, 2013 – Buffalo, NY – Locally owned Sparkly Cola Soft Drink Co. announced today that it will partner with local schools across the state to provide scholarships for **underprivileged** high school students to attend college. The Sparkly Cola Scholarship Program will award 20 scholarships in the amount of $10,000 each, starting next year. Scholarships will be determined by local school boards, based on need and academic achievement.  
  
"The people of New York have made Sparkly Cola one of their favorite soft drinks, and we just felt like it was time for us to **give sth back to** our communities across the great state of New York," Sparkly CEO Sandy Parks said. "Our donation of $200,000 is a lot of money, but nothing is too good for our kids. And we hope to do even more in the future."  
  
Sparkly Cola was founded in 1996 by CEO Sandy Parks' father, Randy Parks. He began the business by distributing his soft drink to local stores and restaurants in Buffalo, NY. The soda was an instant success, and the business quickly expanded to include supermarkets and other retail outlets across the state. Sparkly products are now sold in New Jersey as well, with plans to expand to other states.

## Writing sample

**=> Consider SWOT: strength V.S. weakness; Opportunity V.S. threat (like a coin with two side, pros and cons; advantages V.S. downsides)**

Write a few paragraphs about corporate social responsibility. **Do you believe** *companies have a responsibility to society*? Or **do you think** *a company's only responsibility is to its shareholders*? Give **examples** of CSR that you are familiar with.

**(Leading sentences)** The whole question of CSR, the acronym for corporate social responsibility, is **a divisive issue**. Like a coin with two sides, there are powerful arguments on both.

**On the one hand**, it can be argued that corporate owe nothing to society **rather than (but)** running their own businesses, paying taxes, and following the laws of the country. They have nothing to do with the society because they're focused on market, economy, and capital only. It's not their duty to meddle in the society problems. The corporate owns only responsibility to its shareholders.   
The job of taking care of society is the obligation and responsibility of the government. People don’t ask politician to make products and run business like a company, so why should we ask companies to solve society’s issues by assuming the role of politicians or civial servants?

**On the other hand**, companies do have a big impact on society, including workplace, community, and international context. **(use the “previous Dialogue” as the information block here.**) They should take responsibilities on impacts they have upon.

* Workplace: we have moral responsibility not to hurt workplace, e.g. set office policy to recycle paper, had better use ceramic cups/mugs. After all, we use up the natural resource, however without **giving much back**.
* Community: volunteer. After all, it’s the community that allow a company to run business there. It’s a two-side street.
* International env: Global company should pay fair salary and resp for all employees over all the world.

**(My point & example)** Personally, I’m a strong supporter for CSR. I think CSR is a critically important contributing factor for a corporate to make its long-time vision successful. **Let’s taking an example of IBM** who giving much back to society (也可以用example “a company donate computer terminals to local schools). I’m an IBMer and joined some charitable activities before. We became volunteers to teach kids English and basic computer skills in primary schools in local community, additionally donating considerable number of books as well, by which not only the community got help and benefits, but IBM built strong image and earn great reputation. This is what we call a win-win situation.

Even though some cynical person would say that CSR is just a publicity stunt, I still believe CSR is an essential factor to help our society better for good.

e.g. IBM volunteer, teaching English in rural areas and helping disadvantaged children in orphanage, esp children with autism disorder