



對外經濟貿易大學
University of International Business and Economics

Unit 1 Brands

Week 6 Lesson 1

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新时代
大学商务英语

2

综合教程

清华大学出版社

Content

Text I
Branding in a New Age



Exploring the text



Language skills



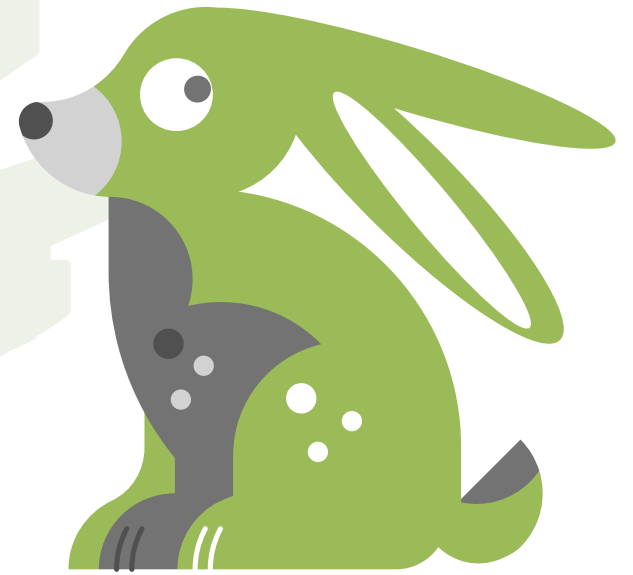
单词学习小技巧



Unit I Summary



Language skills



1

Read the sentences and find synonyms in the texts for the underlined words or expressions.

flourishing pioneered hoopla

1. The cover picture, the story, and all the bustling activities and publicity that surrounded it made him a celebrity. (para 1, Text 1)
2. He claimed he was one of the first that did the medical treatment which could kill cancer with light and ultrasound. (para 2, Text 1)
3. The company continues its moves toward fashion victory with the announcement that its Luxury Stores are adding more developing brands. (para 3, Text 1)

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hoopla

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pioneered

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flourishing

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Endeavor navigate

4. If you agree to join the committee, we will try our best to provide you with all the support you need. (para 2, Text 2)
5. Birds find the right directions by the stars and undertake voyages as a yearly pilgrimage that would unnerve all but the stoutest of human hearts. (para 5, Text 2)

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endeavor

navigate

2

Choose one word that best completes each of the following sentences.

1. He studied both law and medicine, but found his real career in politics, and at once constituted himself a _____ of the most advanced opinions.

A. champion

B. campaign

C. compact

D. channel

2

Choose one word that best completes each of the following sentences.

2. The discussions reached a new level of _____ and by lunchtime the exchanges were becoming very heated.

A. integrity

B. intensity

C. exclusivity

D. extent

2

Choose one word that best completes each of the following sentences.

3. By comparison, if a country has 99 percent of the people working in agriculture—if it is _____ feeding itself, even with everyone working at that—then it is living at a subsistence level, the very definition of poverty.

A. merely

B. only

C. barely

D. mostly

2

Choose one word that best completes each of the following sentences.

4. The following list represents a few of the top businesses that can help you align your business plan _____ the local market.

A. for

B. to

C. as

D. with

2

Choose one word that best completes each of the following sentences.

5. The best works of art are the expression of man's _____ to free himself from a difficult condition.

A. stranger

B. struggle

C. strangle

D. sparkle

3 Complete the following sentences with the words.

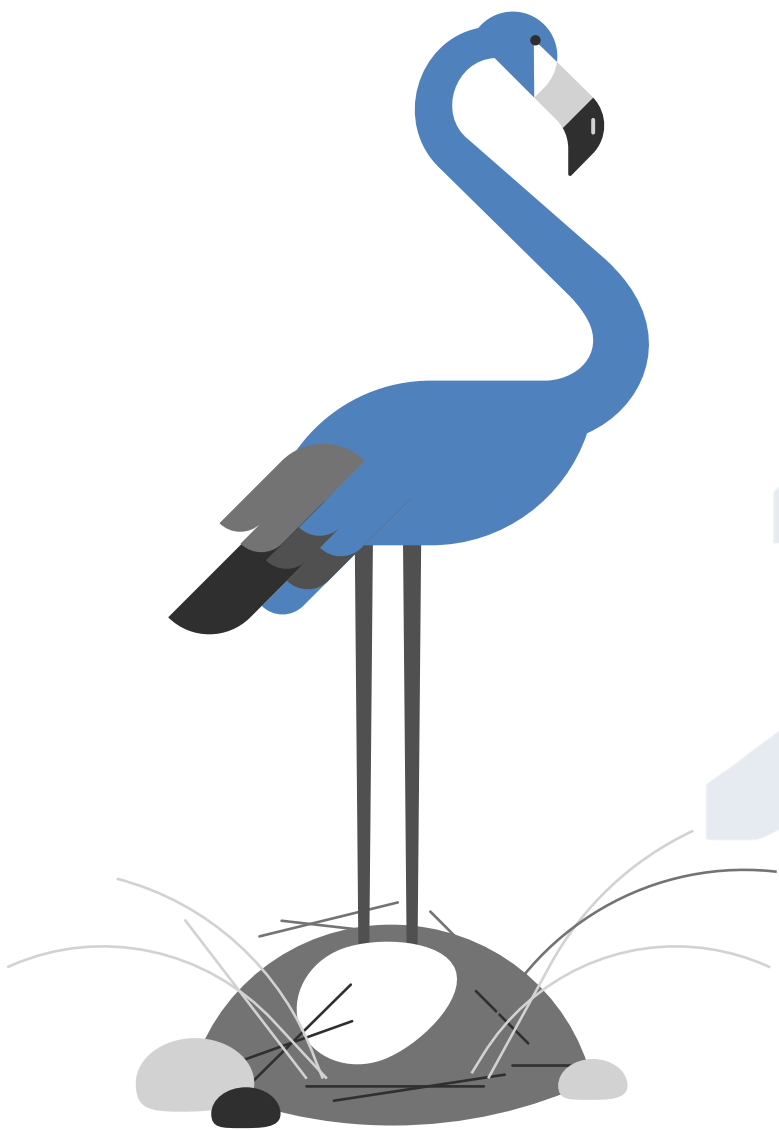
1. Walking along the path, we appreciated the flourishing bamboo that surrounded deep green water pools stocked with small fish.
2. The government is launching a new initiative to bring jobs to poor areas.
3. Lateral communication improves coordination and problem solving and fosters employee satisfaction.

Brand
Flourish
Generate
Initiate
coordinate

3 Complete the following sentences with the words.

4. Older production technologies often continue to generate toxic wastes that were not regulated when the technology was first adopted.
5. This service will allow clients to include corporate and brand styles within their presentations.

Brand
Flourish
Generate
Initiate
coordinate



单词学习小技巧

搜索新词的方法：权威英汉、英英词典

- 剑桥英汉词典：

<https://dictionary.cambridge.org/dictionary/english-chinese-simplified/>

- 柯林斯英汉词典：

<http://collinsdictionary.com/dictionary/english-chinese/>

- 牛津学习者词典（英英）：

<https://www.oxfordlearnersdictionaries.com/>

- 欧路词典（集成多个词典，可用app）

了解发音、搭配的方法

- **Youghlish**: 英美国家普通人的地道发音:
<https://youghlish.com/>
- **SKELL, Linggle**: 查找词语的搭配、上下文语境
 - <https://skell.sketchengine.eu/#home?lang=en>
 - <https://search.linggle.com/>

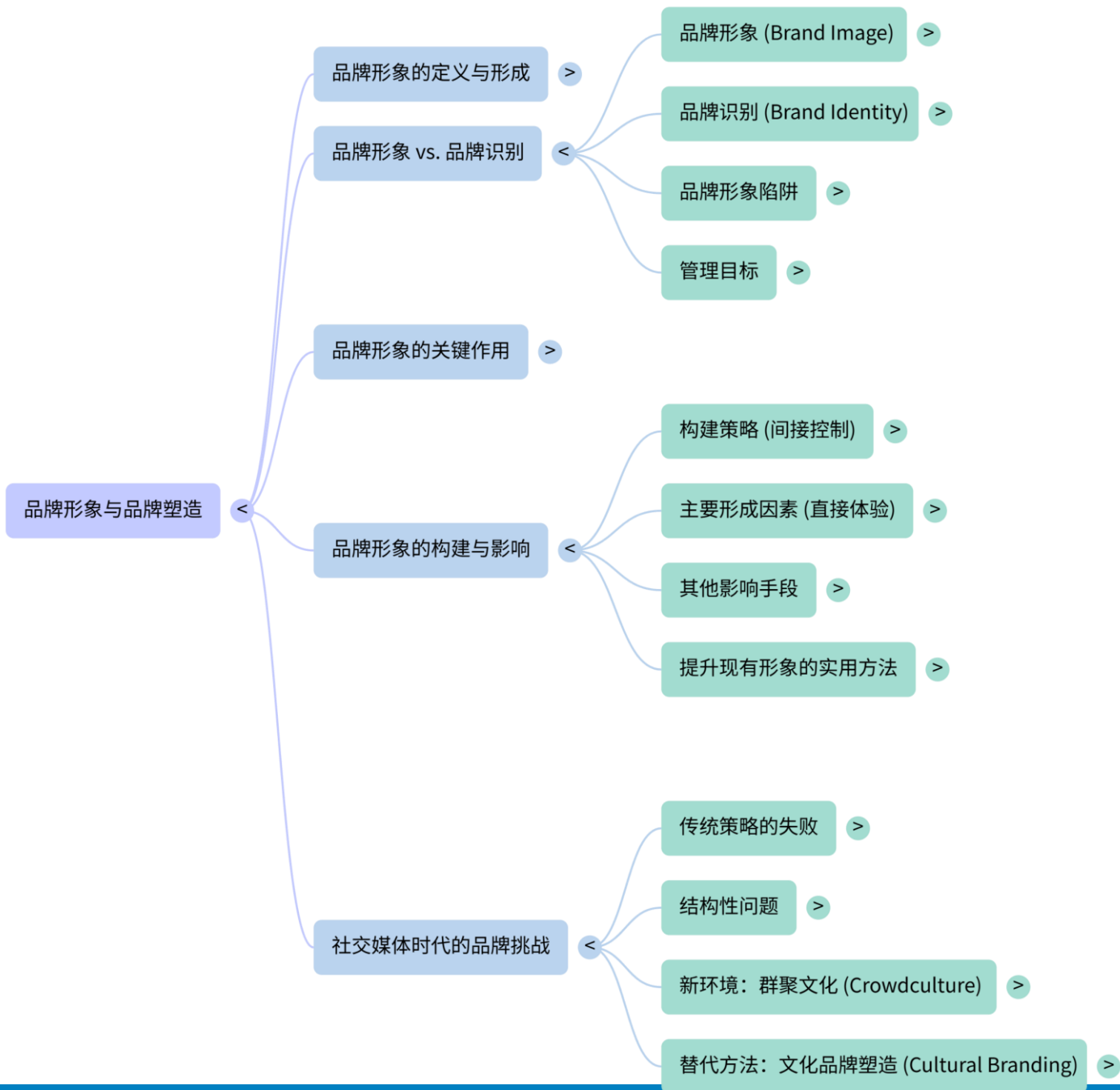
系统练习英文发音的视频

- **B站：发音系统训练：**

https://www.bilibili.com/video/BV1fV4y1p7Ex?spm_id_from=333.788.videopod.sections



Unit I Summary



Homework

- 预习 Unit 2 Warming up
- 自学 Unit 2 Text 1 + 2 的核心词汇短语

END