

Unit 1 Connecting Online

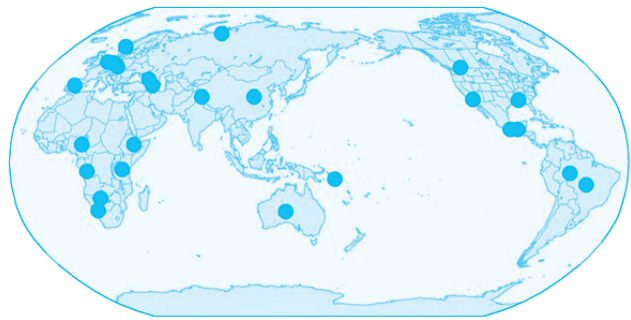
Warm up



Task 1 Circle the countries you hope to visit in future and tell your partner why you would like to visit them the most. You can go like this:

I hope to visit USA, UK, Canada, and... I would most like to visit Canada the best because it is a beautiful country...

USA, UK, Canada, Russia, Thailand, Brazil, South Africa, Vietnam, Singapore, Malaysia, Argentina, France, Germany, Spain, Italy, Australia, Egypt



Task 2 The Internet makes the world small. List what you often do on the Internet.



1. watching movies online
2. listening to music
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Speaking



Core Dialogue



Situation: Mark, a buyer from England wants to talk with Fang, a Chinese seller. He is not sure whether she is available.

Buyer: Hello, are you busy? Do you have some time to help me?

Seller: Good afternoon. Yes, I'm online right now. What can I do for you?

Buyer: I'm Mark Goodman. We have done business before. I **browsed** around your e-shop and would like to place an order for a few **items**. I will take some **screenshots** of the items and email them to you.

Seller: Yes, I remember you. You are from England, right?

Buyer: Yes, that's right. I am ordering some handbags and wallets. I would also like some men's belts, but I don't see any in your e-shop. Could you **recommend** some **reputable** e-shops?

Seller: Yes, I can. Do you have any **specific** requirements for them?

Buyer: I am only interested in **genuine** leather belts.

Seller: Please give me a moment to look up the **link** to their webpage.

Buyer: Thanks. Oh, one more thing, I'd like to have these items as soon as possible. So I want to make sure they are in stock.

Seller: OK, give me a few minutes to get everything together. I'll contact you soon.

Several minutes later.

Seller: Mark, are you still there?

Buyer: Yes. Sorry I had to be offline for a few minutes.

Seller: I have checked your **list**. All but one item is in stock. The handbag No. HB534 has sold out. Would you like to **replace** it with some other one? The model No. HB 483 is very **similar** in style.

Buyer: No, thanks. I want that specific one; please send me a price list too.

Seller: OK, here's a link to a friend's website where you'll find a variety of belts. Please visit the store if you like.

browse v. 浏览; 在网上浏览 (信息)

item n. 商品 (或物品)

screenshot n. 截屏

recommend v. 推荐, 介绍

reputable adj. 声誉好的; 有信誉的

specific adj. 特定的, 具体的

genuine adj. 真的, 真正的

link n. 链接

list n. 清单, 目录

replace v. 替代, 更换

similar adj. 类似的, 相仿的

grateful adj. 感激的

prompt adj. 迅速的; 及时的

Buyer: Great, I will check it out. I'm **grateful** for your **prompt** customer **service** and sending me the link.

service n. 服务

Seller: I'm glad I'm helpful. It's my pleasure to keep our long-term cooperation with you. Please remember to take the time to make a good **rating** for me.

rating n. 等级; 级别

shipment n. 货物; 运输

Buyer: Sure. I will be happy to do that after I examine the **shipment**. You can expect my order and payment soon.

Seller: OK, Bye. Enjoy your day.

Buyer: You too.

Expressions

all but	除了……都; 差不多
be grateful for	感激, 感谢
browse around	浏览
customer service	客户服务
in stock	有存货, 有库存
long-term cooperation	长期合作
make sure (that)	确保, 保证, 确定
place an order	下订单
sell out	卖完, 脱销
specific requirement	具体要求
a variety of	各种各样; 不同品种

Exercises

Task 1 Answer the following questions.

1. What does the buyer want to buy?

2. What are the buyer's specific requirements of the items?

3. Which model is out of stock?

Task 2 Work in pairs and take turns to ask your partner what the buyer and the seller have done in the conversation.

What has the buyer done?		What has the seller done?	
1.	browsed around the e-shop	1.	asked what he could do for the buyer
2.	told the items he wanted to buy	2.	asked about the specific requirements
3.	_____	3.	_____
4.	_____	4.	_____
5.	_____	5.	_____
6.	_____	6.	_____

Task 3 Complete the sentence with the word given in the box. Change the form if necessary.

browse grateful link list offline
online order screenshot service specific

1. Click the _____ to my webpage, and you will find more styles of women coats.
2. Please send me more _____ of the lamp so that I can have a better idea.
3. Look up a Chinese word in a (n) _____ dictionary.
4. Our company has an excellent customer _____ department.
5. Contact me if you have some _____ requirements.
6. Please _____ my e-shop and leave me a message if you are interested in any items.
7. I _____ 10 hats in your e-shop yesterday. When can you deliver them?
8. Do you prefer to buy books in an online shop or a (n) _____ one?
9. I'm so _____ that you sent me the men's belts quickly.
10. This is the price _____ of my products which is very competitive.

Task 4 Work in pairs and role play the conversation with the reference to the expressions below.

Situation: Sherry, a sales assistant, is talking with Smith, a buyer from Montana, USA.

Expression for reference

Sherry	Smith
Nice to meet you. Welcome to our shop.	Glad to meet you, too.
What can I do for you?	I click the link.
I will talk with the help office.	The website is blank.
Please re-log on the website.	I'd like to browse the page.
Send you the document soon.	I'd like to have a document with ...

Listening



Task 1 Listen to the following sentences, fill in the missing words or phrases in the blanks, and then translate the sentences into Chinese.

1. I'm working as a sales assistant online _____.

2. Please leave me a message and I will _____ to you as soon as I'm back.

3. I have to leave for a moment and will _____ your email later.

4. It's quite late at night here so I need to get _____.

5. They may visit your website while you are _____ your products.

6. Please _____ our customer service if you have some questions.

7. It's my first order today. I'm _____ that you placed the order.

8. I do appreciate your _____, which is very helpful.

9. Can you send me another email, please? It's a pity you've sent me the _____ email.

10. I sent you an email. Please _____ as soon as possible.

Task 2 Listen to the following conversation, and fill in the missing words or phrases in the blanks.



Buyer: I want to buy on eBay but I am not _____ 1 _____ how.

Seller: Well. Do you have an eBay account (账户) ?

Buyer: No. How can I get one?

Seller: You should go to the eBay sign-up page by _____ 2 _____ here.

Buyer: Is it _____ 3 _____ to register (注册) ?

Seller: Yes, and it is also free. You need to _____ 4 _____ a form with your information on the eBay webpage.

Buyer: What information shall I ____ 5 ____?

Seller: Your name, email address, real address, and ____ 6 ____ . You will also be asked to ____ 7 ____ a member name and a password.

Buyer: Is it all right after filling in the form?

Seller: No, after a while, eBay will send an email message to the email address you provided. ____ 8 ____ your inbox and ____ 9 ____ the directions to start your account. If you have questions about registering, see the eBay ____ 10 ____ page.

Buyer: Got it! Thanks so much!

Seller: You are welcome.

Task 3 Listen to the passage, choose the best answer for each item.



- Chinese e-commerce market is expected to reach _____ in 2018.
 - 21.3 trillion yuan
 - 12.3 trillion yuan
 - 24.2 trillion yuan
 - 24.4 trillion yuan
- In China, most online shoppers search for products with _____.
 - Google.com
 - Taobao.com
 - Baidu.com
 - Sogou.com
- According to the BCG research, at least _____ Chinese online shoppers read and post product reviews before they decide to buy products online.
 - 80%
 - 40%
 - 20%
 - 10%

Task 4 Listen to a short passage about the different percentage points you can get when shopping on the internet in a week, and fill in the form with how much you can save on the days of the week.



Best Day of the Week	Savings Percent
Tuesday	
Thursday	
Friday	
Wednesday	
Monday	
Saturday	
Sunday	

Reading



? Pre-reading questions

1. How would you usually communicate with your friends?

2. How long do you usually spend online every day?

3. How can modern communication technology be used to get families together?

Text

Advantages and Disadvantages of Online Communication

Online communication is fast, cheap and **convenient**; however it has its **disadvantages** too. The technology that helps people keep in touch at all times can also **interrupt** a person's private life and take away from their **relaxation**.

With the use of **cell** phones, iPads and **laptop** computers, online communication can happen at any time wherever we are. These **mobile** technologies allow you to reach friends and **co-workers** at all times. You can work and go online in many public places such as cafes, restaurants, airports and trains. This allows people to avoid travelling long distances between work and home. It also helps people be more **productive**. For example, someone who has to **complete** their work quickly can use their travel time by working on a laptop while they are travelling on a train or bus between work and home.

Electronic communication is quick and convenient. You no longer need to mail or **fax documents** and the documents can safely be backed up online or on your **device** to prevent loss. Also you can **access** information quickly for research and learning. For instance, someone who is sick can find information to help them on a website. Universities can save time and money by posting study materials on a website instead of printing **handouts**.

convenient adj. 方便的
disadvantage n. 劣势; 缺点
interrupt v. 打扰
relaxation n. 放松
cell n. 蜂窝 (技术)
laptop n. 手提电脑
mobile adj. 移动的
co-worker n. 同事

productive adj. 富有成效的; 多产的
complete v. 完成; 结束
electronic adj. 电子的
fax v. 发传真
document n. 文件
device n. 装置, 设备
access v. 获取; 能够进入

handout n. 讲义, 印刷品

Electronic communication is **vulnerable** to **cyber-attacks** from **criminals** and it can even become a physical threat to children by **gaining** information about them to **lure** them away or **kidnap** them when they are alone. Also gaining personal information can lead to **identity theft**. **Installing** a **firewall** and keeping **security software** up to date help stop **viruses** and **hackers**. Adults can **limit** what children can see and access with parental control software.

Online communication interruptions during quality free time take away from your being able to relax. If you do not give yourself some relaxation time it can **lower** your IQ, according to a 2005 study by DR. Glenn Wilson at King's College London University. The study shows that monitoring your emails constantly when working causes your IQ to go down by 10 points over the day. This is the same result for those who did not sleep for one night. People often feel **compelled** to keep checking their emails and text messages even when they are not working. This makes them vulnerable from coworkers and employers when they are off work and takes away from any relaxation time.

vulnerable adj. 易受攻击的
 cyber-attack n. 网络攻击
 criminal n. 罪犯
 gain v. 收获; 获得
 lure v. 引诱, 诱惑, 诱导
 kidnap v. 绑架
 identity n. 身份
 theft n. 偷盗
 install v. 安装
 firewall n. 防火墙
 security n. 安全
 software n. 软件
 virus n. 病毒
 hacker n. 黑客
 limit v. 限制
 lower v. 降低, 减少
 monitor v. 监督, 监控
 compel v. 强迫, 迫使

Expressions

according to	根据, 按照
back up	备份, 复制
feel compelled to	感到被迫做某事
for instance	举例来说; 比如
keep in touch with	与……保持联系
take away from	破坏; 毁掉
up to date	包含最新信息的; 最近的

Exercises

Task 1 Read the text and answer the following questions.

1. What are the advantages of online communication?

2. What are the disadvantages of online communication?

3. How can people complete the work when travelling on a train or a bus?

4. What can happen to people if they do not give themselves some relaxation time, according to a study by DR. Glenn Wilson?

5. How can viruses and hackers be stopped?

Task 2 Decide whether the following statements are true(T) or false(F) according to the text.

- 1. We can work and go online in all public places.
- 2. Nowadays people can use cell phones, iPads and laptop computers to communicate offline.
- 3. Gaining personal information can make it possible to use the bank account.
- 4. Study materials are posted online in some universities for students to download and print.
- 5. It's impossible for adults to limit what children can see online.
- 6. If people do not sleep for one night, their IQ would go down by 10 points over the day.

Task 3 Complete the sentences with the proper forms of the words given.

1. The documents should _____ up on your device to prevent loss. (back)
2. His lack of education was a(n) _____ when he looked for a job. (advantage)
3. Online communication technology has brought great _____ to our daily life. (convenient)
4. Victor Hugo is a(n) _____ French writer, creating many great works in his life. (product)
5. This dictionary is available in a(n) _____ version. (electron)
6. The mother with three children finally managed to complete the work without _____. (interrupt)
7. The engineer would often go out for a walk in the afternoon and _____ his mind. (relaxation)
8. Super stars are willing to pay lots of money for body guarding and _____ equipments. (secure)

Task 4 This part consists of two sections.

Section A Find the appropriate meaning for each word according to the text.

1. identity	A. make sure that something is correct or satisfactory
2. attack (v.)	B. set up for use
3. document	C. be moved easily from place to place
4. check	D. something that can prove who you are
5. install	E. computer programs
6. mobile	F. produce a copy of something on paper by using a computer or a machine
7. post (v.)	G. a piece of text or graphics
8. software	H. try to hurt or damage somebody using physical violence
9. virus	I. make the information available to other people
10. print (v.)	J. a program that introduces itself into a system, changing or destroying the information stored in the system

Section B Fill in each of the blanks with one of the ten words given in Section A. Change the form if necessary.

- I renamed the _____ you sent me yesterday, but I forget the name. Could you send it again?
- The news website has been shut down after being _____ by foreign hackers.
- Use _____ marketing to get customers to stores and keep them there.
- You'd better remove the app and _____ a new one. It will be easier for you to manage your telephone numbers.
- Data thieves can easily upload a _____ that may cause heavy damage or even crash documents on the computers.
- Hackers can enter computers secretly and look for personal _____ information and business data.
- The tourists can _____ the tickets with the customer numbers online and show them at the entrance of the park.
- On a community site, you can _____ questions, provide feedback, or connect with other users for sharing information.
- If you do not receive my message within a couple of minutes, please _____ your spam folders.
- Computers will be unable to work properly without secure WINDOW _____.

Task 5 Choose appropriate words in the box to complete the following text.

attention dialogue human invention
neither online sending writing

The rise of the internet has brought about a revolutionary change to our life style. It has an impact similar to the ___ 1 ___ of the printing press and the telegraph. The new technology is causing a revolution in ___ 2 ___ communication that is equal to the development of human speech itself.

For centuries we have been communicating in speech, ___ 3 ___ and with sign language. However, the internet is ___ 4 ___ speech nor writing. It has aspects of both and represents a new form. E-mail is not just a faster way of ___ 5 ___ letters. It is also a ___ 6 ___ between two or more people happening at once. Nothing like this has ever happened before ___ 7 ___ chat is also a type of communication. There has never been a case where a person could pay equal ___ 8 ___ to what thirty people are saying all at the same time.



Quiz

Task 1 Fill in the blanks with the words from Reading and Speaking that match the meanings in the column on the right. The first letters are already given.

1. e _____	电子的 adj.
2. d _____	文件文档 n.
3. v _____	脆弱的 adj.
4. i _____	安装 v.
5. f _____	防火墙 n.
6. s _____	截图 n.
7. l _____	链接 n.
8. b _____	浏览 v.
9. g _____	感激的 adj.
10. w _____	网页 n.

Task 2 Read and match the following Chinese phrase with appropriate English versions.

1. computer virus	()	A. 手提电脑尺寸
2. security system	()	B. 电脑病毒
3. customer service	()	C. 黑客攻击
4. specific reasons	()	D. 网络攻击
5. close cooperation	()	E. 发布产品
6. laptop's size	()	F. 安全系统
7. online learning	()	G. 在线学习
8. cyber attack	()	H. 迅速回复
9. hacker attack	()	I. 具体原因
10. post products	()	J. 价目表
11. price list	()	K. 客户服务
12. prompt reply	()	L. 密切合作

Task 3 Complete each of the following short conversations with an appropriate sentence given in the box below.

Conversation 1

Buyer: Hi, there.

Seller: Hi, there. 1 What can I do for you, please?

Buyer: I'm interested in your summer hats. 2

Seller: They are all made in China. The factory is based in Guangzhou.

Conversation 2

Buyer: 3

Seller: Yes, I'm back now.

Buyer: Great. Finally you're back. How are you?

Seller: Not bad. Thanks for your visit. I was away for visiting my manufacturers this morning.
4

Buyer: Yes, I'm wondering if the red handbags have been sent.

Seller: Yes, they were sent yesterday afternoon.

Conversation 3

Seller: Have you viewed the Christmas tree? What do you think of them?

Buyer: Yes. They are a bit bigger than expected.

Seller: 5 Would you please take a look at this one? It's a bit smaller.

Buyer: Thanks. It looks good. I will give you a reply soon.

Seller: OK. 6

Conversation 4

Buyer: Hello, are you there?

Seller: Yes, I'm here to help. 7

Buyer: That's all right. I want to talk with you about the order. How soon can I get my order if I place an order today?

Seller: 8

Buyer: Seattle in the USA.

Seller: It will take about one week.

- A. Can I do something for you?
- B. Welcome to my shop.
- C. Hello, are you available?
- D. Sorry to keep you waiting.
- E. I hope you will continue to order my items later on.

F. I'm sorry for that.

G. Which city should I send the parcel to?

H. Where are they made, please?

Task 4 Fill in the plural form of the nouns in brackets. Be careful about irregular countable and the plural form of uncountables.

1. The product sells well in some European _____ (country). Many _____ (German) and _____ (Frenchman) are crazy about it.
2. The _____ (watch) and _____ (compass) you bought in our shop have been delivered. They will reach you two days later.
3. Our electric _____ (toothbrush) can remove plaque, and improve your all-round oral health at the same time.
4. Nowadays, creative _____ (toy) are popular with all _____ (child).
5. The _____ (photo) of the _____ (tomato) attract many _____ (people).
6. Put all the _____ (paper) on the _____ (shelf) near the wall.
7. Can you provide some fruit _____ (juice) and bottled _____ (water) for us?
8. Thank you for your good _____ (advice), I will buy all the _____ (dress) you recommended to me.
9. The _____ (material) of our products come from tree _____ (leaf).
10. The shop will offer free health _____ (care) for all the _____ (woman teacher).

Task 5 Translate the following Chinese into English.

1. 我浏览了你的店铺，想订购一些产品。

2. 您对这款包有什么特别的要求吗?

3. 你能把手机的截图发到我的邮箱吗?

4. 感谢您及时的客户服务并且还发给了我链接。

5. 我想把老款换成新款，请发给我价目表。

Unit 2

Introducing an E-shop

Warm up



Task 1 If you want to start an online shop, what preparation work should you do? Discuss with your partner using the references given in the box. You can go like this:

If I plan to open an e-shop, I think I will make the preparations as follows.

Firstly, I will do a survey about...

Secondly, I will decide what products ...

Thirdly, ...

The most important thing is that...



do a survey
decide products
make a business plan
create a website

Task 2 When we visit the homepages of online shopping systems, we will see the labels in the left column. Match the items with the most likely Chinese versions in the right column.

Column A			Column B	
1.	categories	()	A.	免费注册
2.	sign in	()	B.	你的账户
3.	wish list	()	C.	登录
4.	cart/basket	()	D.	卖家入口
5.	help	()	E.	购物车 / 篮
6.	join free	()	F.	注册
7.	your account	()	G.	商品类目
8.	today's deals	()	H.	心愿单
9.	register	()	I.	帮助中心
10.	sell	()	J.	今日特惠

Speaking

 Core Dialogue

*Situation: The E-shop manager is talking with an employee about how to **advertise** shop and products.*

Employee: Good morning, Manager Zhang.

Manager: Good morning, Alina. Come in and take a seat. You look nice.

Employee: Thanks!

Manager: We need to work on the **advertisement** for our website we are designing.

Employee: OK, what would you like to start on?

Manager: You see, we need give an introduction of our e-shop for our international customers to read.

Employee: How about this? We have worked directly with the **trustworthy manufacturers** for over 10 years so that we can provide large **quantities** of top quality merchandise for our customers.

Manager: Nice going. We also need to tell our company **details**.

Employee: Thanks. So we should add the following. Our E-shop was created by Mr. Zheng and Mr. Li. They both have many years' experience and lost of business **connections**. We especially specialize in bags, shoes, jewelry and electronic products. The fully **stocked warehouse** are located in Yiwu, Zhejiang, China.

Manager: We need to make introductions for the different product categories in our e-shop.

Employee: What do you think should be included in the introduction?

Manager: It's most important to let our customers know what our company specializes in. Let's start with Bags and Shoes.

Employee: OK, let me think. The Bags and Shoes **section** has men's, women's and teenager's dress shoes, **sneakers** and **sandals**. It also has fashionable print pattern hand bags, pocketbooks, purses, waist packs and soft briefcases. The bags and shoes are of top quality made from reputable manufacturers with fine materials such as **canvas**, cloth, leather and PU.

advertise v. 广告

advertisement n. 广告

trustworthy adj. 值得信赖的, 可靠的

manufacturer n. 制造商

quantity n. 量, 数量, 分量

detail n. 细节, 详述

connection n. 联系, 关系

stock n. 库存, 存货

warehouse n. 仓库

section n. 部分; 区域

sneaker n. 橡皮底帆布鞋

sandal n. 凉鞋

canvas n. 帆布, 油画(布)

Manager: OK, that's good. Can we do the same for our phones and computer **accessories** products?

accessory n. 配件, 配饰

Employee: Yes, let's take a look.

Manager: We want to talk about the phones, cameras and flash drives.

Employee: Alright. The Electronics **category** has popular brands for quality mobile phones, **digital** cameras and 2GB to 2TB flash drives that have proven their **reliability**. It also has many accessories for phones and computers. You should browse our electronics section to check out the detailed information and the variety of products.

category n. 类型, 种类

digital adj. 数字的, 数据的

reliability n. 可靠度; 可信度

Manager: OK, You did a great job. Could you make something like that for our jewelry section too?

Employee: Our jewelry is made from top quality **alloys** and artificial gem stones. They are superior to many other manufacturers' especially in workmanship. I'm sure you will be **impressed** by the designs and prices. There are rings, **necklaces**, **bracelets** and **pendants** both for men and women, and so on.

alloys n. 合金

impress v. 给……以深刻印象

engagement n. 订婚, 婚约

necklace n. 项链

bracelet n. 手镯, 臂镯

Manager: Thanks a lot. That's all for now. It's time for lunch. See you later.

pendant n. 有垂饰的项链; 挂件

Employee: I'm happy I could help. See you.

Expressions

be impressed by	对……印象深刻
be superior to	优越于
check out	检查, 核对
flash drive	闪存驱动器
gem stone	宝石
large quantities of	大批量
print pattern	印刷图案
specialize in	专长于
start with	从……开始



Exercises

Task 1 Answer the following questions.

1. What is the manager talking about with the employee?

2. What products does the e-shop sell to the international customers?

3. What should be included in a complete introduction of an e-shop according to the conversation?

4. What categories of products does the company sell in the e-shop?

Task 2 Fill in the form with the details of the introductions of the e-shop and its products according to the conversation.

Items		Introduction
company information	general information	
	other details	
different categories	bags and shoes section	
	phones and computer accessories	
	jewelry section	

Task 3 This part consists of two sections.

Section A Fill in the box with the proper word form requested in the brackets.

1.	advertise	(v.)	_____	(n.)	6.	reliable	(adj.)	_____	(n.)
2.	_____	(adj.)	digit	(n.)	7.	superior	(adj.)	_____	(n.)
3.	connect	(v.)	_____	(n.)	8.	impress	(v.)	_____	(n.)
4.	wholesale	(v.)	_____	(n.)	9.	_____	(adj.)	detail	(n.)
5.	_____	(adj.)	reputation	(n.)	10.	engage	(v.)	_____	(n.)

Section B Complete the sentences with the proper words given above. Change the form if necessary.

1. You are well advised to buy your car through a _____ dealer.
2. _____ try to get people to buy their products, by showing them the good qualities rather than bad qualities of their products.
3. What were your first _____ of our website.
4. Most of the computers we are using are _____ computers.
5. For the _____ information about the product, please contact our customer service helpline.
6. The most successful companies realize the importance of establishing a strong emotional _____ with their customer, in order to keep customers over time.
7. A(n) _____ is an agreement that two people have made with each other to get married.
8. I am a _____, not a retailer.
9. This type of dryers has a slight _____ over the other types.
10. Car buyers are more interested in safety and _____ than speed.

Task 4 Work in pairs and role play the conversation with the reference to the expressions below. .

Situation: Jason, a customer from Canada, wants to know Monica's company.

Expressions for reference

Jason	Monica
What is the name of your e-shop?	Its name is ...
Where is the factory located?	The factory is located in ...
What company do you work for?	I work for...
How many staff does your company have?	The company has a staff of ...
What type of business do you do?	We sell...
What business are you in?	We are in the shirt business...
What does your company specialize in?	We manufacture...All of our products are for students...
Do you export all your products?	We do both import and export business....
Where do your raw materials come from?	They come from...
How often do you upgrade your products?	We post our new products every Monday...
Where do you products sell well?	Our products sell well in ...

Listening



Task 1 Listen to the following sentences, fill in the missing words or phrases in the blanks, and then translate the sentences into Chinese.

1. Would you please let me know your network _____?

2. Please come to visit our shop. Here is the _____ to our web page.

3. I'd like some men's handbags. Let me _____ your e-shop first.

4. I can't visit the webpage. Can you send me the _____ of the items?

5. Please send me the link again. I'm sorry I _____ it by mistake.

6. It's easy to find our e-shop, just _____ the web address into your web browser.

7. If you want to make changes or _____ the orders, please leave me a message.

8. I hope we can set up a _____. We await your information with interest.

9. If you are fond of our products, please _____ contact us.

10. We would be pleased to have an opportunity to _____ you.

Task 2 Listen to the following conversations, and fill in the missing words or phrases in the blanks.



Conversation 1

Buyer: When did you start selling sports jackets online?

Seller: We started selling sports jackets ____ 1 _____. We have sold our dresses to ____ 2 ____ countries and regions in the past years. We have developed great ____ 3 ____ with our customers. It's part of why our store and sports tights are so ____ 4 _____.

Conversation 2

Buyer: Could you tell me what your ____ 1 ____ products are?

Seller: Sure, my pleasure. Our company ____ 2 ____ all kinds of sports caps, such as baseball cap,

tennis cap, golf cap and so on.

Conversation 3

Buyer: Hi, there? Can you ___ 1 ___ some latest women’s shoes in your store?

Seller: Sure. This winter, we offer ___ 2 ___ women’s shoes. Whether you’re dressing for the office meeting, ___ 3 ___ or a winter storm, our store has the styles you need for all the occasions.

Conversation 4

Buyer: I used to buy wine online. My friend suggests that I ___ 1 ___ in your store.

Seller: Dear customer, welcome to our store. In our red wine store, you can ___ 2 ___ different regions to ___ 3 ___ wines produced in different regions such as California, Washington and more. With so many domestic and international wines ___ 4 ___, I’m sure you will find something to ___ 5 ___ your friends and family as well.

Task 3 Listen to the following introductions about the products sold in some e-shops, and fill in the form below.



item	products	e-shop website
No.1		
No.2		
No.3		
No.4		
No.5		

Task 4 Listen to the following passage, and choose the best answer for each item.



- When was the Hershey Company founded?
 - A. 1884
 - B. 1894
 - C. 1916
 - D. 1994
- When did Hershey Company begin to grow globally?
 - A. 1938
 - B. 1939
 - C. 1948
 - D. 1949
- Which products do not belong to Hershey’s leading category?
 - A. quality chocolate
 - B. milk products
 - C. related chocolate products
 - D. the gum and mint category
- Which are Hershey’s key international markets?
 - A. US and China
 - B. US and Canada
 - C. Mexico and China
 - D. China and Canada



Reading



? Pre-reading questions

1. How often do you visit campus shops? What do you often buy?

2. How often do you visit online shops? What do you usually order online?

3. Work in pairs to introduce some popular e-shops among your school mates.

Text

What Leads People to Shop Online?

There are many reasons people shop online.

People are able to buy products 24 hours a day and get customer service 24 hours a day too. They don't waste time and money travelling to the stores. It's easy for them to **compare** prices from different stores for the best **bargain**. Someone doesn't have salespeople trying to get them to buy quickly without being able to think clearly. They are able to avoid waiting in long lines. These things are **especially** true for those customers who may have had **negative** experiences while shopping in stores.

The internet has made **viewing** the data for a product easier. Because customers rarely have a chance to touch and feel a product or a service online before they make a decision, online sellers **normally** provide more product information that customers can use when making a

purchase. Customers make the information that meets their needs more important when choosing a product or a service. In addition, consumers can also benefit from products' **reviews** by

compare v. 对比, 比较

bargain n. 便宜货 v. 讨价还价

especially adv. 尤其地

negative adj. 负面的, 否定的

view v. 查看

normally adv. 通常地, 一般地

purchase n. & v. 购买

review n. 评论 v. 写评论



other customers. Also they can find reviews about a product from another website. Reading those reviews can help them make a decision.

E-commerce has made **transactions** easier than it was. Online stores **offer** consumers benefits by providing a **wide range of** products and services that they can choose from. Consumers can find all kinds of products which might be **available** only online from all over the world. Most companies have created their own websites to offer products or services online, even if they do not have a physical store. Many large **retailers** sell some products that are only available online to reduce their costs or to offer customers more choices of sizes, colors, or other **features** like **buttons** or **zippers** on clothing. Online shopping sometimes offers good payment plans and **options** for customers. Customers can decide their payment date and amount to pay when they like.

Because online shopping customers can often find a better deal, they can get the same product as they would buy at stores at a lower price. Since online stores offer customers a variety of products and services, they give customers more chances to compare prices, more products to choose from and better prices than buying from **local** retailing stores. Some websites, Ebay for example, offer customers chances to **bid** or a lowest offer option, so they can make a good deal for their product. It also makes shopping a real game of chance and treasure **hunt**; and makes shopping fun and **entertaining**.

Since online shopping can be convenient, cheap, **flexible** and easy, e-commerce sales **volume** has been increasing.

transaction n. 交易, 买卖

offer v. 提供

range n. 范围

available adj. 可获得的

retailer n. 零售商

feature n. 特色; 特点

button n. 纽扣, 扣子; 按钮

zipper n. 拉链, 拉锁

option n. 选择, 选项

local adj. 当地的, 本地的

bid v. 出价, 投标

hunt n. 寻找; 搜寻; 打猎

entertaining adj. 使人愉快的; 有趣的

flexible adj. 灵活的, 有弹性的

volume n. 量; 成交量; 音量

Expressions

a wide range of	大范围的, 广泛的
benefit from	从……中受益
game of chance	靠机会取胜的游戏
in addition	除此之外
make a good deal	做一笔好交易
meet one's need	满足某人的需求
wait in long lines	排长队

 Exercises

Task 1 Read the text and answer the following questions.

1. Why are people able to think clearly when shopping online?

2. Why is it easier for customer to learn about the products on the internet?

3. What have most companies done to offer products or services online?

4. What have some websites done to make it fun and enjoyable to shop online?

Task 2 Fill in the blanks according to the text.

There are many reasons people shop online.

1. People are able to buy products and get service at any time in a day without _____ time going to the stores and waiting in long _____.

2. Customers are able to _____ the data for a product easily on the internet.

3. Customers can _____ prices easily in different stores for the best _____. In online shops, people have more products to choose from and better prices than buying from local _____ stores.

4. Customers can get help from others' _____ about the product or service when they make a _____ about a purchase.

5. Customers can decide their _____ and _____ when they like because online shopping sometimes offers good _____ and _____ for customers.

6. Some websites make shopping a real _____ and treasure hunt.

In conclusion, online shopping enjoys great popularity because it is _____, cheap, _____ and easy.

Task 3 Questions for discussion.

1. "Customers rarely have a chance to touch and feel a product or a service online before they make a decision." Besides reading others' reviews, what would you share to help make a purchase decision?

2. What negative shopping stories have you heard about or experienced while shopping online? If yes, how do you solve the problems? What are the solutions to the problems?

Task 4 Complete the sentences with the proper words given in the box. Change the form if necessary.

addition benefit hunt local meet
negative normally offer range view

1. Click the mouse gently, and we can buy what we want online. In _____, goods online are cheaper than those in physical shops.
2. A wide _____ of colors and sizes are available in our store.
3. Customers like to search for the information that _____ their needs when choosing a product or a service online.
4. _____, I park my car in the parking lot behind the cinema.
5. Many oil companies _____ from the rising price of crude oil.
6. She has worked as the cashier at the _____ supermarket.
7. There is no need to be so _____ about the future of the industry.
8. I didn't _____ her as a suitable person to look after my children.
9. You can earn money online by _____ a quality service.
10. If you want to _____ for a special gift, please visit our e-shop!

Task 5 This part consists of two sections.

Section A Find the appropriate meaning for each word according to the text.

1. bargain (n.)	A. buy
2. bid (v.)	B. to sell goods to the public
3. compare	C. discover the differences or sameness
4. entertaining	D. characteristic
5. feature (n.)	E. dealing; business
6. flexible	F. something bought at a low price
7. option	G. write an opinion
8. purchase (v.)	H. choice
9. retail (v.)	I. an amount or total
10. review (v.)	J. change easily
11. transaction	K. offer a particular amount of money for something
12. volume	L. funny and enjoyable

Section B Fill in each of the blanks with one of the ten words given in Section A. Change the form if necessary.

1. My schedule is _____, I can arrange to meet you any day next week.
2. More and more young people like to shop online because they believe they can get a real _____ in the online store.
3. The main _____ of the town are its beautiful temple and old marketplace.
4. High officials will be discussing how the _____ of sales might be reduced.
5. The person who _____ the most money gets to buy the item.
6. The Government is determined to make the UK the best place for the _____ of e-business.
7. She plans to _____ a small flat this month with the money she has saved up.
8. Some online stores make good use of product _____ to help sell the products.
9. Her books are not so particularly well-written, but they are always _____.
10. We should be able to _____ most of these products to overseas customers online.
11. Because of the internet, we can _____ prices from more stores in less time.
12. We offer several _____ so you can have a happy and convenient shopping experience.

Task 6 Choose appropriate words in the box to complete the following text

ages boots experienced future
reasonable provide welcome well-known

Founded in 1989, our company is a trustworthy global shoe manufacturer.

We specialize in women's shoes and ____ 1 ____ women with well made fashion shoes with ____ 2 ____ prices. With good skills, first-class materials and new science and technology, the selection of our women's shoes are sport shoes, high-heel shoes, dress shoes, everyday shoes and many of your favorite ____ 3 ____ —from riding boots to snow boots. Our shoes stay in fashion and are made to last. They are great for a modern lifestyle. We have all kinds of shoes for women of all ____ 4 ____ and needs.

With an ____ 5 ____ and professional shoemaking team, our company's sales area has developed and grown, having been in cooperation with a number of ____ 6 ____ brands of shoes business from the United States, Britain, Finland and other European countries,

We warmly ____ 7 ____ customers from home and abroad to establish a business relationship and create a bright ____ 8 ____ together with us.



Quiz



Task 1 Fill in the blanks with the words from Reading and Speaking that match the meanings in the column on the right. The first letters are already given.

1. a _____	广告 v.
2. b _____	特价商品; 便宜货 n.
3. c _____	分类; 种类 n.
4. e _____	娱乐 n.
5. m _____	生产商 n.
6. n _____	负面的, 否定的 adj.
7. r _____	可靠的 adj.
8. s _____	优越的 adj.
9. t _____	交易 n.
10. w _____	仓库 n.

Task 2 Read and match the following Chinese phrases with appropriate English versions.

1. negative experience ()	A. 零售店
2. convenient transportation ()	B. 实体店
3. business relationships ()	C. 销售量
4. compare prices ()	D. 便利交通
5. physical store ()	E. 全球销售网
6. products' review ()	F. 业务关系
7. game of chance ()	G. 负面体验
8. global sales network ()	H. 产品评论
9. retailing store ()	I. 比较价格
10. sales volume ()	J. 靠机会取胜的游戏

Task 3 Complete each of the following short conversations with an appropriate sentence given in the box below.

Conversation 1

Buyer: Hello, there. Are T-shirts the only products you have?

Seller: No, Sir. Our shop specializes in all kinds of casual shirts. _____ 1 _____

Buyer: I am interested in men's shirts. _____ 2 _____

Seller: Sure. I send you some links with more styles.

Conversation 2

Buyer: Hi, are you still there?

Seller: Yes. What can I do for you?

Buyer: I don't like the earrings you just sent me. _____ 3 _____

Seller: Yes. This Spring, we offer a wide range of amber earrings, the designs are very unique. You can't miss them.

Buyer: Oh, really? _____ 4 _____

Seller: You can find your items conveniently by visiting the link www.xxx.ebay.com.

Conversation 3

Buyer: When did you start the online business for your company?

Seller: _____ 5 _____ At that time, we wanted to find more customers on internet.

Buyer: _____ 6 _____

Seller: We mainly sold in China 5 years ago. But in recent 5 years, we have opened some markets in the USA, Canada and some European countries such as the UK, France, Germany and so on.

Buyer: Do you have your own factories?

Seller: Yes. Most of them are in China, some are in the USA and the UK.

Conversation 4

Buyer: Could you give me a brief introduction about your company?

Seller: OK, my pleasure.

Buyer: When was this factory founded?

Seller: It was founded in 1996.

Buyer: _____ 7 _____

Seller: There are about 1,000 workers in the workshops, and a staff of 100 in the office.

Buyer: _____ 8 _____

Seller: About 5 million RMB. By the end of this year, our sales volume will come to 8 million RMB.

Buyer: That's really a great job! Thanks for your introduction.

Seller: You are welcome.

- A. How can I find them in your shop?
- B. What kind of shirts are you interested in?
- C. We started it 10 years ago.
- D. Do you have the newest styles of earrings?
- E. What's your annual (每年的) sales volume?
- F. Can you recommend some popular styles for me?
- G. Where do you sell your products?
- H. How many employees do you have now?

Task 4 Rewrite the following statements according to the requirements given in the brackets.

1. We can manufacture according to your samples. (一般疑问句)

2. The shopkeeper updates the items every Friday. (一般疑问句)

3. The clothing manufacturer will accept orders from foreign companies. (一般疑问句)

4. The factory was close to Beilun Port when it was set up. (一般疑问句)

5. You can reach me at this number on weekends. (一般疑问句)

6. Our major products are grain food, honey, solid drinks, and so on. (就画线部分提问)

7. We specialize in jeans, suits, coat, uniforms, T-shirt, etc.. (就画线部分提问)

8. Yimeng Umbrella Co., Ltd is located in Humen Town, Dongguan City, Guangdong Province. (就画线部分提问)

9. We have 20 years' experience in importing and exporting the machines. (就画线部分提问)

10. We can produce about 1000 pieces per day. (就画线部分提问)

Task 5 Translate the following Chinese into English.

1. 金星纺织厂成立于 2006 年，现有员工 380 人。

2. 美时电子产品有限公司是一家专业制造电子钟表的企业，已有二十多年的历史。

3. 目前，我们的产品主要出口到一些中东和欧洲国家。

4. 这个系列的艺术花瓶很有创意，深受国内外客户的欢迎。

5. 为了能在贵国拓宽我方的出口业务，我们希望能与你们直接建立业务关系。
