

Unit 5 Buying and Selling



Lesson 27 Business English

Free talk

1. Do you know any business terms in English ?

2. Is business English different from everyday English ?



Read the text in groups and pay attention to these sentences.

(1) Is business English different from everyday English?

(2) It makes sense, right?

(3) Have you heard of any other business terms or sayings?

(4) What does “We’re in the red this month” mean?

(5) There are many more interesting business terms including...



Listen to the tape with your book closed and know about the main idea of the lesson. At the same time, fill in the blanks.



1. In business, people sometimes speak English in interesting ways.

2. Buy something at a low price and sell it in a high price.

3. “He is a fat cat” means “He is a rich person”.



Read the text and answer the following questions.

(1) What is the meaning of “We are in the red this month.”?

It means the business is losing money.

(2) If a person gets a better job, what can we say to him?

You are moving up the ladder.

(3) What does “I have to beef up my report.” mean?

I have to make my report stronger.



Read the text again and fill in the blanks.

(1) He is a fat cat.

(2) Do you know that business English can be different from everyday English?

(3) It means a person gets a better job or a better position at work.



☆教材解读☆

1. Is business English different from everyday English?

*be different from*意思是“和……不一样”，其中*different*是形容词，表示“不同的”。
be

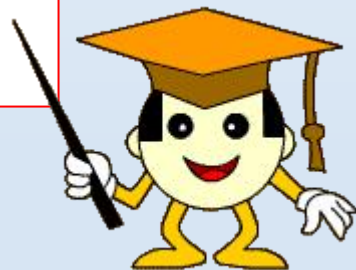
*different from*的反义短语为*be the same as*，意思是“和……一样”。

She is quite different from her twin sister.

她和她的双胞胎姐姐一点儿也不一样。

His sweater is the same as his brother's.

他的毛衣和他哥哥的毛衣是一样的。



【拓展】 (1) *different* 的名词形式是 *difference*, 意思是“差异, 不同点”。

There are many differences between the twins. 这对双胞胎之间有许多不同点。

(2) *different* 的副词形式是 *differently*, 意思是“不同地”。

Boys and girls may behave differently. 男孩和女孩的表现可能不同。



2. It makes sense, right?

*make sense*意思是“有意义”。

*It makes sense to make some friends in a new school.*在新的学校里交些朋友很有意义。

【拓展】 *make sense of sth* 表示“理解”。

*He can make sense of this old language.*他能够明白这门古老的语言。



3. What does We're in the red this month mean?

句中*in the red*意思是“亏损,赔钱”,它的反义短语是*in the black*,意思是“盈利,盈余”,*out of the red*表示“不再亏损”。

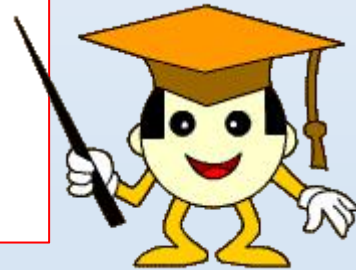
The shop is in the red now.

商店现在处于亏损中。

*That supermarket was in the black last month.*上个月那个超市有盈余。

This hotel has got out of the red.

这家宾馆已经不再亏损了。



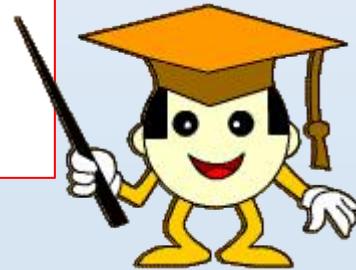
【拓展】 表示颜色的单词在不同的情况下有不同的含义:*brown bread*黑面包;*brown sugar*红糖;*brown paper*牛皮纸;*black coffee*不加糖的纯咖啡;*black sheep*害群之马;*black tea*红茶;*white lie*善意的谎言;*white elephant*昂贵而没用的物品;*blue Monday*郁闷的周一;*red tape*繁琐的礼节;*green hand*新手,菜鸟;*yellow dog*卑鄙的人。



4. There are many more interesting business terms including...

句中*including*是介词,在此意思是“包含,包括”,用来指出后面所接的内容,一定是前面句子内容的一部分,通常放在句中或者句尾。

There are many things on the desk, including some books, some keys and a pen. 桌子上有许多东西,包括一些书,一些钥匙和一支钢笔。



【拓展】 (1) *include* 作及物动词, 意思是“包含”, 不能用于现在进行时态, 指的是整体中含有后面明确说出的某部分, 不一定包含全部。

The primary subjects include Chinese, math, music, PE and so on. 小学科目包括语文、数学、音乐和体育等。

(2) *included* 是形容词, 意思是“被包含在内的”, 通常用于名词之后作定语。

The ticket is 50 yuan, popcorn included. 电影票价包括爆米花一共50元。



5. Have you heard of any other business terms or sayings?

hear of 的意思是“听说”，后面常接名词、代词或者动名词。hear 表示“听到”，一般指结果。

He has heard of that news.

他已经听说了那个消息。

I can't hear you. 我听不见你说话。

【拓展】 *hear about* 也表示听说。

We have heard about that story.

我们已经听说过那个故事。



Read and find the meanings of these business terms.

1. Buy low, sell high.

Buy something at a low price, and then sell it at a high price.

2. We're in the red this month.

The business is losing money.

3. I am moving up the ladder.

A person gets a better job or a better position at work.

4. I have to beef up my report.

I have to make my report stronger.

5. He's a fat cat.

He is a rich person.

6. They cook the books.

They steal money by making changes to the company's accounts.

Listen and write “T” or “F”.



- 1.If people learn English ,they can have more success in business.(T)**
- 2.Business English is very easy to understand.(F)**
- 3.“Don’t be a yes-man” means “Don’t always say ‘yes’ without thinking”.(T)**
- 4.“I’ve made it” means “I have succeeded in business”. (T)**



Fill in the blanks with the correct prepositions.

1.---Who's the woman in red?

---Oh, she's my English teacher, May!

2.My kite is in the tree. I must climb up the ladder and get it.

3.If you work hard with your job, you will succeed.

4.They learn English by watching TV programs.

5.Saying “yes” without thinking makes you a yes-man.

6.I don't understand. Can you explain it to me in
another way?



Look at the sentences with some missing words. Please use proper words to fill them.

1. Some students learn music in (用) many ways.

2. Lucy is different from (与) Lily.

3. The children are at (在) work.

4. The man in (穿) black is a teacher.

5. He has to (不得不) write this word again and again.



Homework

- 1. Copy the new words twice.**
- 2. Read the passage with your group members.**

