

样题及解析

一、“国才中级”样题

口头沟通

Task 1

A company plans to introduce a new eBook reader to the market and five employees from the Marketing Department are invited to use the product and give feedback. You will hear five short extracts from their feedback. After that, five questions will be asked on what each speaker has mainly talked about. Give oral answers, summarizing each speaker's message in ONE sentence only. Answer each question within **15** seconds after you hear a tone. Note-taking is allowed while you listen.

Q1: What did the first speaker mainly talk about?

Q2: What did the second speaker mainly talk about?

Q3: What did the third speaker mainly talk about?

Q4: What did the fourth speaker mainly talk about?

Q5: What did the fifth speaker mainly talk about?

Scripts

Speaker 1: The touch screen is a delightful surprise. Tapping the edge of the screen to turn the page is incredibly easy and less intrusive than pushing a button, which was always a little jarring reminder that I wasn't, in fact, reading a paperback. The small, quick tap of my thumb on the edge of the screen has become almost like a reflex and I don't notice it anymore; it feels natural.

Speaker 2: Although our eBook reader is cheaper, our competitor has a better display resolution. They look just about the same, and at first glance you don't notice a big difference. But close-up words and pictures are not as clear or as sharp on ours. If a buyer is very particular about the quality of the screen, he probably would not choose our product.

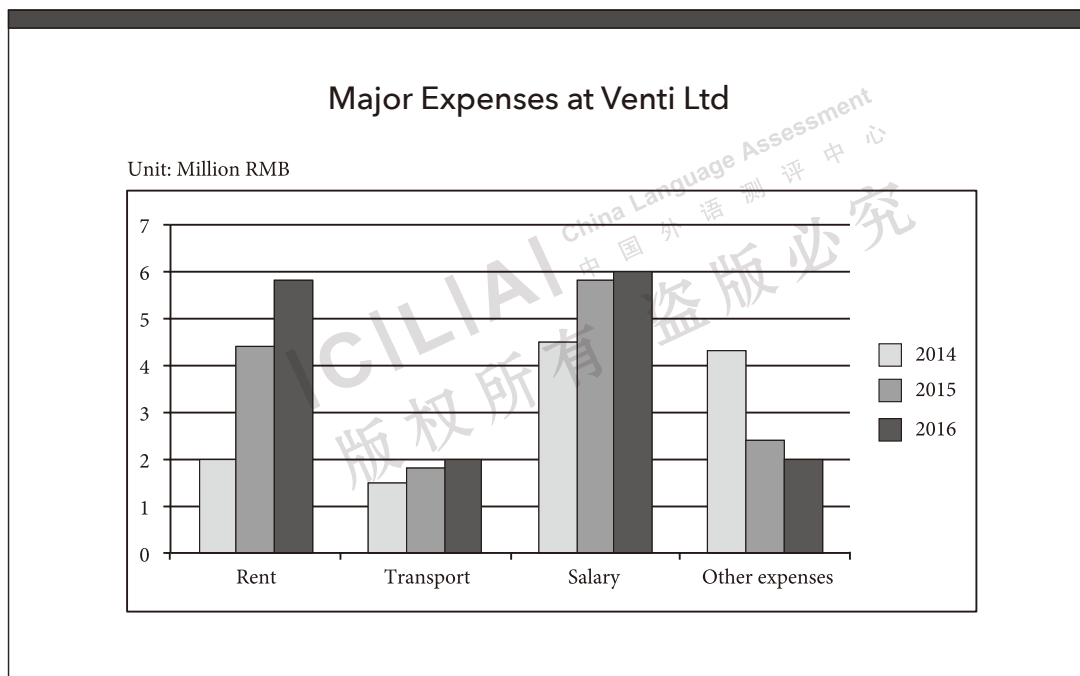
Speaker 3: I don't like the touch screen. If you are reading and want to go into another room, by the time you have carried it there the touch screen will have changed so much you'd spend a good amount of time trying to get back to the page you were on. Same problem if your cat jumps up on you and you need to put the eBook down in a hurry to get the claws out of your chest.

Speaker 4: In brief, why purchase this eBook reader instead of our main competitor, Kindle? Because it is less expensive and can do everything that the more expensive Kindle models do – it runs the same e-reader software, it has the same processor as the more expensive models, and it downloads books via Wi-Fi. It has exactly as much storage for books as any other current Kindle model, 4 GB, enough for “thousands” of books.

Speaker 5: I don't think this product should be positioned as a Kindle for less. It has its own unique features. For instance it is thinner and lighter, and it has Bluetooth! It also offers way more color options than black and white. I know buyers are going to compare, but we need to stress those features.

Task 2

You are going to read a bar chart about the major expenses of a company based in Beijing. After that, you will be asked eight questions. You should give oral answers and each of your answers should be brief. You will have **90** seconds to read the chart and you must answer each question within **15** seconds after you hear a tone.



NOW PLEASE ANSWER THE QUESTIONS

- Q1. How much did the company pay in rent in 2014?
- Q2. For rent costs, which was the fastest growth year?
- Q3. Which expense sector has had steady growth over the past three years?
- Q4. What was the biggest expense in the year 2016?
- Q5. Which expense was second highest in 2016?
- Q6. For salary, which year saw sharp growth?
- Q7. Which expense sector has decreased over these three years?
- Q8. In which year did other expenses decline sharply?

Task 3

Read the following passage about an IT company, Weihua. Introduce the business to your client by summarizing the main features of the company. You will have **3** minutes to read the passage, **90** seconds to prepare and **60** seconds to speak.

Together with telecom carriers, Weihua has built over 1,500 networks, helping over one-third of the world's population to connect to the Internet. Together with our enterprise customers, we employ flexible enterprise networks, including open cloud networks, to drive efficient operations and agile innovation across domains like Safe City, finance, transportation, and energy. With our smart devices and smartphones, we are improving people's digital experience in work, life, and entertainment.

Weihua advocates openness, collaboration, and shared success. Through joint innovation with our partners and peers we are expanding the value of information and communications technology (ICT) to establish a robust and symbiotic industry ecosystem. Weihua actively participates in over 300 standards organizations, industry associations, and open source communities, having submitted over 43,000 proposals to drive standardization and pave the way for more effective collaboration. We have joined forces with industry partners to innovate in emerging domains like cloud computing, software-defined networking (SDN), network functions virtualization (NFV), and 5G. Together, we are promoting ongoing, collaborative industry development.

As a responsible corporate citizen, Weihua has made a significant contribution to bridging the digital divide. We are keenly aware of the importance of telecommunications in emergency response situations: facing Ebola-affected areas in West Africa, nuclear contamination after the Japanese tsunami, and the massive earthquake that struck Sichuan, China, we hold fast in disaster zones to help restore communications networks and ensure the reliable operation of critical

telecom equipment. To further promote sustainability, we develop the next generation of ICT talent with our global Seeds for the Future program, in which we give university students the opportunity to visit China, receive training, and gain first-hand experience in the ICT industry.

Task 4

You are a training coordinator at the Human Resources Department at D-Toys International. Give a presentation to employees in the Marketing Department. Your purpose is to encourage them to join a cross-cultural communication training program. You should cover the following points:

- understanding overseas markets;
- possibilities of working with colleagues from foreign countries;
- opportunities to live and work in foreign countries.

You will have **90** seconds to prepare and **60** seconds to speak.



书面沟通

Task 1

Read the following passage on planning business research and use **NO MORE THAN FIVE WORDS** to fill in each blank in the outline below.

Planning Business Research

A report about a complex business problem begins with a research plan, which becomes a guide for collecting data, analyzing data, and reporting the results of the analysis.

When a project requires extensive research, you must be sure that you are authorized to spend time or money on the project. In some situations, your job description will require that you prepare specific reports; then you need no additional authorization to initiate a research plan for that report. But you may also discover the need to analyze a unique problem related to your work; then part of your plan is to be sure you are authorized to do the research. In addition, your supervisor may ask you to work on a special project; then your research

plan must include a review of the request to demonstrate that you understand what the supervisor wants.

As when preparing a simple report, you must have a clear understanding of your audience, both primary and secondary. The authorization facts may tell you who the receivers are, or you may need to determine who they will be. When you initiate a research plan, decide whom you want to influence with the report. Sometimes you cannot determine the full audience until you have clearly defined the problem. The definition of the problem may provide a clearer view of potential audience for the report.

As the problem is the central focus of the research, a clear, concise statement of the problem keeps the researcher on target. To conduct business research, you must distinguish between the managerial problem and the research problem. The observable phenomena about which a decision must be made comprise the managerial problem. Such phenomena are also called the symptoms of the problem. But a manager who looks at several symptoms may decide that a deeper problem exists. That question would become the research problem or research question.

Whereas the problem defines what is to be investigated, the purpose identifies why the research should be conducted. When the research is completed, the purpose guides the formulation of recommendations. In some situations, the problem and purpose are nearly identical. If so, they may be stated as the objective of the study, the overall outcome or goal of a report. In other cases, the problem and purpose must be differentiated from one another.

Having defined the problem and purpose, the next step is to identify the scope of the investigation. You will identify the specific factors or elements to be analyzed. A perfect study would investigate all the possible aspects of the research question. But time and money constraints require that you focus your study on the factors most likely to yield relevant data. Preliminary research often leads to the identification of those elements. After identifying the factors, you will concentrate the remainder of your research on those items.

Two concepts, delimitations and limitations, relate to narrowing the project's scope. Delimitations are the additional boundaries or restrictions that you place on the study, while limitations are the potential shortcomings or inadequacies of the study. Some limitations arise from circumstances beyond your control; others derive from the way you define the scope and delimitations. Stating delimitations tends to clarify and refine the scope; stating limitations demonstrates that the researcher understands and is willing to acknowledge the weaknesses of the proposed study.

Having done all these, you are now ready to plan how you will collect relevant data.

Planning Business Research: An Outline

- I. Obtain or review authorization
- Need no additional authorization if **1** _____;
 - Seek additional authorization when mandated by the situation;
 - Review **2** _____.
- II. **3** _____
- Refer to **4** _____;
 - Define the problem clearly.
- III. Define the problem
- Identify managerial problems which are **5** _____;
 - Specify the research question which lies behind managerial problems.
- IV. Clarify the purpose
- **6** _____ when the problem and purpose are identical;
 - State the purpose and problem independently when different.
- V. **7** _____
- Identify specific factors or elements for analysis;
 - Conduct **8** _____ for this purpose.
- VI. State delimitations and limitations
- State delimitations to set **9** _____;
 - State limitations to recognize **10** _____.
- VII. Prepare to collect relevant data

Task 2

Read the passage about Uber, the on-demand car service, and answer the questions by choosing the correct option.

The Wrong Reasons to Fear Uber

- I. (1) Recently there has been a lot of negative reports about Uber. (2) A few cities are stepping up their efforts to regulate Uber's business, and a tiny but growing "DeleteUber" sentiment has been stirred up. (3) But the accusations against Uber are misguided in two profound ways. (4) First, none of the reported violations have proved to be real threats or concerns; second, Uber does present a potential risk, but it is going completely unnoticed.

Cheating authorities?

- II. (1) Uber was using a program known as Grayball to disable its ridesharing APP when riders are suspected to be violating its terms of service. (2) Designed initially to block banned users, the program was latter adapted to avoid government inspections. (3) Being out of the government's control, Uber is viewed as a threat in some cities such as Portland and Austin. As a result, in some European countries Uber has been temporarily or permanently banned. (4) It's true that there is something furtive in using such "cheats" to escape law enforcement but I regard the government's banning operation against Uber as more disturbing, at least from a customer's point of view. (5) I happened to visit Portland on the day the city lifted a three-month suspension of Uber's service. Unable to get an Uber ride from the airport hotel that morning, I paid \$42 for a regular cab ride (taking an unnecessarily long route with a driver chatting on his phone the entire time). Later that day, when the regulatory ban on Uber ended, my UberX return trip – in a clean car with a polite driver – cost less than \$20. (6) This might help explain why consumers are switching away from the regulated taxi sector.

Cheating drivers?

- III. (1) Another accusation against Uber is that in its poor welfare system its drivers are treated badly. (2) Indeed, Uber treats its drivers as contractors, not employees, which means that they are not provided with workplace protections and benefits. However, unlike ordinary employees, Uber drivers are free to work as much or as little as they want. They provide their own "tools" (cars) and bear their own expenses. (3) Eighty percent of Uber drivers work less than 34 hours per week, whereas only 20% of taxi drivers enjoy such freedom and Uber drivers also earn more per hour. (4) A research done by a group from New York University suggests that the Uber drivers' satisfaction levels are relatively high, tampered only by recent declines in fares passengers pay.

Cheating society?

- IV. (1) Uber fought with California over the requirement to get permits to test its autonomous vehicles. (2) California should applaud rather than tax Uber-the-experimenter for pushing the driverless technology rapidly into markets. (3) Famously, Uber does not conduct drivers' background checks. (4) New York's Mayor wanted to limit Uber's operations, citing safety concerns. (5) But are Uber's drivers more dangerous? (6) No, data shows that ridesharing services lower the rate of DUIs and fatal accidents, potentially saving up to 500 lives annually.

- V. (1) There are also episodic complaints about Uber's internal culture and management – claims of sexual harassment, chauvinism and intimidation of critics. (2) Evidenced by the company's periodic "profound apology", these are nasty incidents that ought to be punished, but they have zero bearing on the quality or value of the consumer experience and the income opportunities Uber provides.

Uber's real threat...

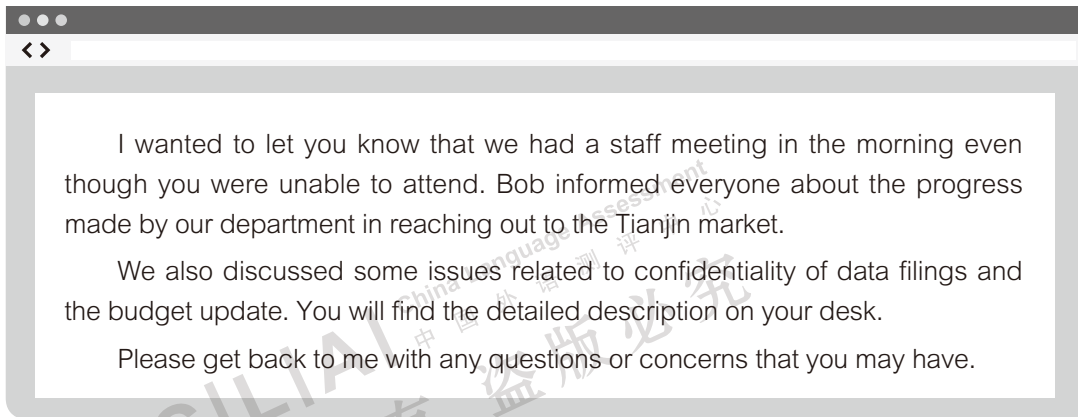
- VI. ... is market power. Traditional taxi prices – even when regulated – are not much above cost. But Uber is increasingly displacing the old taxi model. And the ridesharing network is a platform, which, like social networks, the larger it is, the more valuable it will be. Riders prefer a network with many cars roaming the neighborhood, and drivers prefer a network with more rider-subscribers. Uber, in economic terms, is building a natural monopoly.
- VII. (1) Once it achieves transportation dominance, what would stop Uber from raising prices? (2) It already uses "surge pricing" at intervals with excess demand. (3) And will it service the remote locations that taxi companies are currently required by law to reach? (4) It is hard to imagine that Uber's pace of innovation would slow down, but the market power it secures would eventually erode its most desirable feature: low fares.

QUESTIONS

1. Which sentence in Para. I best summarizes the main idea of the whole passage? _____
2. Which sentence in Para. II states an opinion? _____
3. Which sentence in Para. II provides evidence to explain Uber's popularity? _____
4. Which sentence in Para. III represents the opposing opinion? _____
5. Which sentence in Para. III is a factual source? _____
6. Which sentence in Para. III is an experts' opinion? _____
7. Which sentence in Para. IV is an opinion? _____
8. Which sentence in Para. IV indicates the research result? _____
9. Which sentence in Para. V is the author's opinion? _____
10. Which sentence in Para. VII makes a prediction? _____

Task 3

Read part of an email below from Anna Brown, an account executive of Buzz Advertising.



Write an **email** to Ms. Brown:

- expressing apology for not attending the meeting;
- explaining the reason why you were absent;
- requesting additional information on the updated budget.

Write about **70** words within **20** minutes.

Task 4

You work for a well-known fashion magazine. Despite best efforts, its circulation has dropped recently and employee morale is low. You and some of your colleagues have been asked to conduct an anonymous survey among employees to suggest ideas to motivate staff and improve morale. The comments on the following list are those most frequently mentioned by the employees in the survey (in order of their frequency):

- | | |
|---------------------------|---------------------------------|
| • voice not heard | • poor communication |
| • unreasonable deadlines | • no team spirit |
| • no clear company vision | • rumors of lay-offs |
| • stress | • few development opportunities |

Write a **proposal** for the manager which includes:

- a brief description of the problem;
- survey findings and analysis;
- your recommendations.

Write **150–200** words within **30** minutes.

二、“国才中级”样题解析

口头沟通

Task 1

任务说明

“发言分析”任务要求考生听五段发言，发言的内容为不同发言人围绕同一议题发表的观点，考生针对发言内容口头回答五个与发言主旨相关的问题。本任务考查考生理解主旨大意的能力。

答题思路

本任务将听力和口语结合起来，听力部分又包括听力理解和记笔记，口语部分包括信息整理和陈述。每个环节都同等重要，且环环相扣。本任务的重点是考查考生理解主旨大意的能力及在此基础上做出分析并陈述的能力。因此，考生作答时，应首先正确理解题目要求，根据问题分别记录关键信息，之后迅速梳理信息，归纳总结。作答需简明扼要，表述需做到内容完整、正确，语言简练、准确。现以样题为例进行分析：

1. 正确理解题目

题目说明 You will hear five short extracts from their feedback. After that, five questions will be asked on what each speaker has mainly talked about. 提示考生注意：第一，笔记需要记录五段发言，不能记错发言顺序；第二，要理解每位发言人所做的反馈；第三，要关注发言的主旨大意，而不是细节。题目说明 Give oral answers, summarizing each speaker's message in ONE sentence only. 提示考生注意：考试时间有限，只能用一句话做简短回答；记笔记时，应着重记录相关内容。题目说明 Answer each question within 15 seconds after you hear a tone. 提示考生需要根据自身情况，安排好15秒以内的发言内容。

2. 边听边记笔记

理解与记录大意：对于大多数考生来说，边听边记笔记不是陌生的任务要求，重要的是明确记笔记的目的是便于自己总结发言大意。因此，在听的过程中考生需要在理解的前提下捕捉关键词语。例如以下段落中出现的关键词语：

Speaker 1: The touch screen is a delightful surprise. Tapping the edge of the screen to turn the page is incredibly easy and less intrusive than pushing a button, which was always a little jarring reminder that I wasn't, in fact, reading a paperback. The small, quick tap of my thumb on the edge of the screen has become almost like a reflex and I don't notice it anymore; it feels natural.

发言1第一句话中就表明了主题：the touch screen, a delightful surprise, 后面几句话也都包含了 screen 这一主题词，因此考生应该把 screen 记录下来。同时，后面的句子也具体说明了触屏的特点，

给用户带来什么样的 delightful surprise, 发言人用了 incredibly easy 和 feels natural 这样的词语进行具体描述。从这些词语看, 发言人的发言大意是关于用户的感受, 而非产品使用说明, 更不是同类产品功能比较。

记录速度、量与形式: 选择性记录可以提高记笔记的速度和准确度, 同时考生可以用最简单、快速的方式记录, 不必拘泥于形式。另外, 考生也可在已记录的词语中标注出重点。

例如: 在第一位发言人的评论 The touch screen is a delightful surprise 中, 考生可以记录下来 the touch screen 和 delightful surprise 等词, 然后在 surprise 后面记录使用感受, 以备之后总结用。

3. 准备总结发言

除了标注关键词语(比如第一个发言中的 the touch screen)之外, 考生应对每个发言有一个整体的认识, 并概括性地表述出来。例如:

发言1强调了用户体验, 因此可以用 experience 一词, 通过表述所用词语可以直接判断出这个触屏很好用。

发言2通过比较本产品和同类产品, 得出的结论是画面质量略逊一筹, 关键词语是 the quality of the screen。

发言3抱怨触屏页面会发生变化: the touch screen will have changed。

发言4自问自答, 总结了这款电子书阅读器如何物美价廉: less expensive and can do everything that the more expensive Kindle models do。

发言5表达如何定位这款电子书阅读器: It has its own unique features。

4. 注意口语表达

发言要直截了当, 在15秒内用一句话概括回答即可; 切忌在总结发言后继续啰唆, 影响得分。另外, 考生发音要准确, 吐字要清晰, 语流要连贯, 且无严重语法错误。

🗣️ 作答建议

对考生完成“发言分析”任务的一些建议:

- 准确捕捉发言的主题, 掌握发言人立场。
- 简要记录关键词语, 即与发言主旨相关的内容。
- 充分利用30秒准备时间梳理信息, 提炼关键信息并迅速组织语言。

Task 2

任务说明

“数据解说”任务要求考生阅读一份商务数据图，在90秒内了解图表信息，之后口头回答八个问题，每一个问题的答题时间是15秒。本任务考查考生理解、转述数据信息的能力。

答题思路

考生应在90秒内对数据图有一个初步的认识：从数据图的名称判断数据表达什么类型的信息，从数据图的横轴和纵轴了解信息的具体内容和数量的多少。快速了解这些信息之后，听清指令和八个问题，根据图表信息口头回答问题。每一个问题必须在15秒之内完成作答。

为了帮助考生作答“数据解说”任务，现以样题为例，大致分析一下问题的类型以及答题要求。样题里的八个问题可以分成三个类型：单个数据描述、两个或两个以上数据的比较、数据增长或减少的描述。

样题所给的数据图是关于一家公司的主要费用开支情况。Q1. How much did the company pay in rent in 2014? 就是典型的单个数据描述问题，考生只要看一下2014年rent对应的数值，就可以直接回答问题。答案可以是一个短语，也可以是一个简短的句子，只要信息正确都得分。所以，对于Q1，考生可以这样回答：Two million (yuan)/They paid two million (yuan)/It paid two million (yuan)。

样题的Q2、Q4和Q5要求考生对两个或两个以上的数据进行比较，然后回答问题。Q2. For rent costs, which was the fastest growth year? 需要考生比较一下2014—2015年和2015—2016年rent的增长幅度。显然，2015年的增长幅度比2016年的增长幅度大，所以，考生应回答说：2015/It's 2015. Q4. What was the biggest expense in the year 2016? 是比较2016年所有费用开支的多少，结果发现是salary开支最多，所以，答案是Salary/The biggest expense in 2016 was salary. Q5. Which expense was second highest in 2016? 仍然是比较2016年所有费用的多少，找出费用开支第二多的项目，答案是Rent/Rent was second highest in 2016.

Q3、Q6、Q7和Q8是对数据增长或减少进行描述方面的问题。Q3. Which expense sector has had steady growth over the past three years? 要求考生回答哪一块开支呈现平稳增长；Q6. For salary, which year saw sharp growth? 是问哪一年工资开支急剧增长；Q7. Which expense sector has decreased over these three years? 需要考生找出哪一块开支呈现减少的趋势；Q8. In which year did other expenses decline sharply? 是问其他开支在哪一年呈现大幅度减少。同理，考生可以用短语或者完整的句子对这些问题进行问答。答案如下：

Q3. Transport/Transport has grown steadily over the past three years.

Q6. 2015/2015 saw sharp growth in salary.

Q7. Other Expenses/Other expenses have decreased over these three years.

Q8. In 2015/Other expenses declined sharply in 2015.

🔊 作答建议

考生作答“数据解说”任务时，首先要看清楚数据图表，了解信息的种类和信息的具体数量；然后仔细听八个问题，听清每一个问题之后，根据题意回答问题。回答问题时，考生可以简答，也可以用完整的句子详细回答，但要注意发音清楚，说话的音量要适中。

Task 3

🔊 任务说明

“业务介绍”任务要求考生在3分钟之内阅读一份300词左右的介绍类材料（如公司或产品的简介等），然后准备90秒，用1分钟向客户介绍所阅读材料的主要内容。本任务考查考生根据所给材料口头概括主要信息的能力。

🔊 答题思路

作答此任务时，考生应明确考查重点是概括所给材料主要内容的能力，重点关注阅读材料的主旨句、主题句和总结句。一般情况下，每一段的第一句和最后一句是重点句，含有该段的重要信息。考生要快速提取这些重要信息，忽略具体细节。作答时注意要点齐全，不遗漏重要信息。

现以样题为例进行分析。阅读材料是有关一家IT公司的一篇文章，共分三段，每一段都有一个主题，分别阐述这家公司的重要特色。

第一段的重要信息有：helping over one-third of the world's population to connect to the Internet and improving people's digital experience in work, life, and entertainment.

第二段的重要信息有：advocate openness, collaboration, and shared success 和 promoting ongoing, collaborative industry development.

第三段的重要信息有：bridging the digital divide 和 further promote sustainability.

考生应根据文中的这些重要信息，在90秒内进行快速梳理并组织语言，介绍的内容要点应该包括：help over one-third of the world's population to connect to the Internet and improve people's life experience; advocate openness, collaboration and shared success and promote industry development; bridge the digital divide and drive sustainable development 等。

🔊 作答建议

对考生完成“业务介绍”任务的一些建议：

- 按照阅读材料的顺序介绍主要信息。

- 内容方面要求紧扣主题，条理清晰，要点全面。
- 语言表达方面要求发音清晰，表达流利，词汇和语法准确，句式灵活，表述得体。
- 注意介绍的连贯性和完整性，不要就某一要点做过多阐释而导致没有时间介绍其他要点。

Task 4

任务说明

“商务演讲”任务要求考生置身于职场商务情境之中，就某一具体目标完成信息传递、情况说明、观点阐释以及劝说等单向交流任务。考生应仔细阅读和领会场景信息及任务要求，演讲内容应紧扣所列信息要点和具体任务要求，演讲语言应呈现商务及职场语境语体特色。本任务准备时间90秒，发言时间60秒。

答题思路

考生应仔细阅读和体会场景信息，透彻领会演讲者身份、听众身份、演讲内容以及演讲目的，然后通过场景想象将自己充分代入虚拟演讲者身份，完成演讲任务。演讲内容要结构合理：首先，问候听众，并以一两句话作引，开门见山，概述本次演讲的主题和主要内容；其次，具体阐述三点核心内容，并就各点内容适当展开，可使用 *firstly, secondly, furthermore, in addition, on the contrary, lastly* 等词汇突出演讲内容的条理性和逻辑性；最后，应以一两句话总结收尾，加强听众对演讲核心内容的印象。现以样题为例进行分析：

根据背景和场景描述，演讲者为一家国际玩具公司人力资源部门的员工培训协调员（a training coordinator at the Human Resources Department at D-Toys International），听众为市场营销部门员工（employees in the Marketing Department），演讲内容为阐释跨文化交际培训项目对市场营销部门员工的三点益处（a cross-cultural communication training program），演讲目的为让听众充分领会培训项目对他们个人的意义并说服他们主动参加培训项目（to encourage them to join）。

综合分析以上信息后，考生应该领会以下要点：（1）这是一次公司内部演讲，演讲者和听众不存在上下级关系，演讲场景氛围相对较为轻松，语气不应太过刻板 and 强硬，比如避免使用祈使句以及类似 *must, should* 等语气较为强硬的情态动词，尽量使用 *could, would, maybe* 等语气较为柔和的词语，否则难以达到劝说效果；（2）公司有国际背景，市场营销部门的工作人员应该具有一定的跨文化交际意识和需求，应该有参加此类培训的意愿，所以，让他们领会到培训的回报会大于他们将需要因此而投入的时间和精力，比单纯跟他们讲培训的益处更重要，例如，建议听众 *consider it as an investment* 以及 *look into the future* 等；（3）对三点演讲要点的阐述要紧贴听众“市场营销部门员工”的身份展开，充分说明跨文化交际培训对他们个人的受益点，而非大而化之的抽象理论和大道理，

例如，比起说 Cross-cultural communication skills are important for understanding other cultures 这样的抽象道理，不如说 You are in the Marketing Department and you may need to work with people from another culture. Joining the training program will help you work with them better.

在以上分析的基础上，想象面前坐着若干听众，发言便能有的放矢，内容自然充实。

👉 作答建议

对考生完成“商务演讲”任务的一些建议：

- 在不脱离考题所列要点内容及演讲背景的前提下，可展开合理想象和创作。
- 适当使用设问、反问等修辞，增强场景感和交流感，增加说服力。
- 语言流利但不要刻意追求“一气呵成”，没有停顿和间歇，反失真实交流感。
- 注意避免混淆考生身份和演讲者身份。



书面沟通

Task 1

👉 任务说明

“梳理信息”任务要求考生阅读一篇600词左右的说明性书面材料，对材料中的关键信息进行提炼和改写，补全表格。本任务主要考查考生分析篇章结构、分清主旨和支持性观点、提取主要信息以及概括和改写的能力。

👉 答题思路

1. 快速通读全文，了解文章的主旨和大致结构

英语文章的标题通常非常清晰地表明文章的主要话题，因此考生在阅读文章时应该注意从标题入手，迅速得出文章主题。另外，作者往往会在开头的一、二段中对整个文章的主题进行描述，之后针对这一主题从不同角度进行具体阐述，再在最后的一、二段中进行总结。所以，考生在第一遍快速通读全文时应特别注意对主题段落、中间展开段落和总结段落进行区分。

由样题的文章题目 Planning Business Research 可以推断文章将围绕介绍如何计划开展研究这一主题展开，所以，考生阅读的重点要放在针对这一主题作者提出了哪些方法和建议。很明显，样题第一段是主题段落，在这一段作者把开展研究这一话题具体到了研究报告撰写这一具体方面，并对如何撰写报告给出具体的方法和建议。之后的几段都是具体陈述段落，为达到提出具体方法和建议这一目的，作者使用了比较明显的句型或短语，如祈使句、the next step 等。最后一段为总结段落，作

者使用了 Having done all these 这样承上启下的信息，提示考生应把之前提到的“所有步骤”在文章中进行区分和提炼。

2. 对文章结构进行划分和具体分析

在通读全文时，考生对于文章的主旨和大致结构已经有了初步了解，接下来则要对文章结构进行具体划分和信息提炼。尤其是对于中间展开段落，考生除了要提炼出段落的主题，还需要对段落主题下的支撑观点进行层次划分和信息提炼，也就是说，考生需要找到段落中的主题句并从主题句中提取关键信息，同时能够对支撑观点进行层次划分，并提炼出每个层次的关键信息。

在样题中，作者通过六个段落从六个角度对如何撰写研究报告进行了阐述，每个段落的第一句为该段的主题句，之后在每个段落中针对每个主题又进行了具体陈述。考生在进行分析和提炼时，要特别注意主要信息和关键词的提炼，以及利用关联词对层次进行更好的划分。以样题第二段为例。从第一句主题句中可以发现最核心的关键词是 authorized，即核心思想是需要获得授权。而在该段中，针对授权作者从三个方面进行了具体阐述。作者首先通过短语 In some situations 给出了第一种情况，即针对 specific reports 的要求是 need no additional authorization；然后通过 But, also 提示第二种情况，即与第一种情况相反的情况和做法；最后通过 In addition 引出第三种情况，即针对 a special project 的要求是 a review of the request。

3. 着手进行题目解答

在对文章结构有了比较充分的分析和认识之后，考生可以着手进行题目解答。在这个步骤当中，考生要根据在文章中分析得出的关键信息，根据语篇特征以及字数要求，对关键信息进行必要的词性转换和改写。

样题是一篇针对如何撰写报告给出具体的方法和建议的文章，针对该文体特点，在进行结构分析时采用了相应的“v.+n.”形式，所以，考生答题时也应采取同样形式。例如样题第三空，主题句的关键信息是 a clear understanding of your audience，如果直接使用这个信息既与整个文体不相符，也不符合字数要求，通过分析可知此处作者是指在撰写报告时要分清报告所面对的对象是谁，因此通过改写可以将答案写成：clarify the audience。再如第七空，主题句的关键信息是 identify the scope，与文体相符，也符合字数要求，因此可以直接用作答案。另外，从后文的具体描述可以看出，作者强调的是由于 time and money constraints，需要 focus your study on the factors most likely to yield relevant data，因此，该题答案也可以提炼成：narrow the scope。

👉 作答建议

对考生完成“梳理信息”任务的一些建议：

- 答题时要注意字数要求，缩减多余词汇，着重关键信息。
- 对于关键信息可进行必要的改写以符合整个文体风格和字数要求。
- 答题时结构顺序要与行文顺序一致，不能随意调换。
- 答案须拼写正确，无语法错误。

Task 2

任务说明

“研判材料”任务要求考生阅读一篇600词左右的议论文，辨析观点和事实以及句子之间或段落之间的逻辑关系。本任务主要考查考生的思辨能力和逻辑分析能力。

样题解析

样题主要讨论网约出租车服务“优步”(Uber)对行业规范和消费者权益所造成的影响。“优步”突然发展壮大，对传统的出租车行业发起了挑战，对于“优步”的质疑声也一波高过一波。这篇文章主要探讨的是对于优步的指责哪些是不恰当的，然而同时又有哪些大家尚未察觉的潜在威胁。

第一题：第一段哪一句指出了全文的中心思想？本题考查考生抓取文章主旨大意的能力。这一段前两句都是描述现象，第三句是转折，指出上述对于优步的指控都有失偏颇。第四句明确指出“现有的指责并非优步真正的威胁，而真正的威胁还没有被发现。”文章剩余的部分都是围绕这一中心思想展开的。因此，第一段第四句是全文的中心句，为本题的正确答案。

第二题：第二段哪一句陈述了一个观点？甄别事实和观点是研读材料所要具备的基本能力之一。事实性的信息是独立于主观意志存在的，但是观点性的信息会带有主观印记，经常出现在think, should, believe等词后面。第二段中提到优步在很多欧洲国家被禁，这些都是事实性的信息，但是作者在第四句中指出“虽然优步使用带有欺骗性的软件规避法律管理有失德之处，但是从消费者的角度出发，我认为政府全盘禁掉优步的做法更令人担忧。”句中出现了I regard这种主观色彩明确的表达，因此第四句是观点性的。

第三题：第二段哪一句证明了优步的受欢迎程度？第五句描述了作者在波特兰的亲身经历，证明优步价廉质好，因此为优步的受欢迎程度提供了证明。

第四题：第三段哪一句是反对意见？题目要求考生不仅要甄别出事实和观点，还要进一步辨析它是正面观点还是反面观点。本段第一句中指出“对于优步的另一项指控就是它给司机的待遇非常苛刻”，因此是反对者对它的指责。

第五题：第三段哪一句是事实性信息来源？第三句是用具体的数据来对比优步司机和传统出租车行业中司机的工作时长以及自由度，因此是事实性信息来源。考生需要注意的是，“事实性信息”和“事实性信息来源”不同，前者是要跟观点性信息进行区分，后者是侧重信息来源于哪里。

第六题：第三段哪一句是专家的观点？第三段第四句是一个科研团队通过研究所得到的结论，因此可以当作相关专家的观点。

第七题：第四段哪一句是观点？第二句“加利福尼亚州应该为优步大力将无人驾驶技术推向市场而拍手称快而不是向其征税”，should一词暗示了作者的价值判断，因此是陈述了一个观点。

第八题：第四段哪一句表示研究结果？第六句“数据表明……”包含了研究所取得的结果的含义。

第九题：第五段哪一句是作者的观点？第二句“虽然优步存在一些需要受到惩戒的问题，但是这些对用户体验的性价比和它所提供的赚钱机会方面却没有任何影响”，代表了作者个人的观点。

第十题：第七段哪一句是对将来的预测？第四句“它所获得的市场力量可能最终会削弱它目前最受欢迎的特色：低价”，预测了优步的发展态势及今后可能出现的问题。

📌 作答建议

议论文通常逻辑性强，论证过程中前后衔接紧密，且有理有据。建议考生在答题时，首先，要有全局意识，抓住文章的主要论点和作者的思路，并且把握文章结构和逻辑走向；其次，要关注句子之间的逻辑联系，了解叙议结合、举例子、给数据、作对比、表示因果等议论技巧；最后，考生在平时要注意养成甄别事实和观点的习惯，积极培养思辨能力。

Task 3

📌 任务说明

“撰写信函”任务要求考生阅读一封商务函件的部分内容后，根据题目要求撰写回信。本任务考查考生根据给定的商务情境（有可能是公司内部沟通，也有可能是公司与外部机构沟通），以特定身份向指定对象传递信息、说明情况的能力。写作篇幅在70词左右。

📌 答题思路

1. 在动笔撰写回信之前，考生应认真阅读题目要求，明确下列三个问题：

首先，明确身份。样题的题目说明中交代了电子邮件来自一家广告公司的客户代表（Anna Brown, an account executive of Buzz Advertising）；根据电子邮件的第一句话 we had a staff meeting in the morning even though you were unable to attend 可推断出考生的身份是这家广告公司的雇员。此外，由电子邮件的语气可以推测，发件人可能是收件人的上级，二者也可能是平级关系。

其次，明确背景。考生要仔细阅读电子邮件，提炼出其核心内容。样题中的电子邮件主要包含以下几层意思：召开了员工会议；在会议上通报了本部门在拓展天津市场方面取得的进展；讨论了数据存档保密事宜和更新后的预算；相关资料已经放到收件人的办公桌上；如果收件人有任何问题或疑虑，可以联系发件人。

最后，明确目的。样题中撰写回信的三个具体目的均已明确列出。考生应紧扣这三个目的，有针对性地撰写回信。

样题中的三个具体目的分别是：

- expressing apology for not attending the meeting
- explaining the reason why you were absent
- requesting additional information on the updated budget

针对第一个目的，表示歉意，考生可做如下表述：

I apologize for not being able to attend the staff meeting this morning.

针对第二个目的，解释未能参加会议的原因，考生可做如下表述：

The reason for my absence was that my flight from Shanghai yesterday was delayed due to a severe thunderstorm. I did not arrive in Beijing until 3 a.m. this morning.

针对第三个目的，希望发件人就更新后的预算提供更多的信息，考生可做如下表述：

Thank you for keeping me informed of your discussions earlier. Upon reading the budget update, however, I do have some doubts and questions. Could you perhaps explain the rationale for the change for me?

2. 在作答过程中，考生还要注意把握商务信函、电子邮件的内容和格式。

首先，撰写回信在内容上要达到三点要求：清楚、准确、充实。所谓清楚，是指能把回信的三个目的清晰地传达出去，行文不可以有疏漏，表达不可以含混不清。所谓准确，是指不能随意篡改信息或扭曲回信的目的。所谓充实，是指能对题目列出的目的进行一些具体的细节补充。例如，在解释未能参加会议的原因时，提供的解释需要足够具体，而且合乎情理。在提出进一步请求时，也需要对来信的一些内容进行呼应，以保持上下文的连贯性，避免内容跳跃。细节撰写的质量可以体现考生的英语能力，也能体现考生商务实践及知识的积累。

其次，撰写回信在格式上要注意结构合理、要素齐全。

如果题目要求以信函的方式撰写回信，考生作答需要包括日期、称呼、信函正文、信尾敬语和签名五个部分。商务信函的撰写有两种基本格式可供考生选择。第一种是传统式结构，先把日期写在信纸的右上角，然后另起一行，从信纸左边开始写称呼，信函正文每一段的第一行都缩进，而信尾敬语和签名都写在信纸的右下区域。第二种是全齐头式结构，即信函所包含的五个部分全部从信函的左边顶格开始写，整封信函都无须首行缩进，但段与段之间常空一行。

如果题目要求以电子邮件的方式进行回复，考生作答只需包括称呼、邮件正文、信尾敬语和签名四个部分。日常商务电子邮件的另外两个必备要素“邮件地址（包括发件人、收件人、抄送人等）和邮件标题”可以省略。

下面，详细说明考生撰写商务信函、电子邮件需要包含的五个部分，请注意其中“日期”一项仅适用于商务信函：

(1) 日期。商务信函中日期书写应该严谨、正规。日期的标注格式可采取“月日年”形式(May 25, 2017)，也可采取“日月年”形式(25 May, 2017)。

(2) 称呼。可以用Dear Mr.或Dear Ms.开头，后面加上收件人的姓或全名。以样题为例，考生在称呼部分可以写Dear Ms. Brown或Dear Ms. Anna Brown。称呼后面的标点符号一般使用逗号，也可以使用冒号。请注意在英语中很少用“职务”称呼收件人。

(3) 正文。在信函或电子邮件的正文部分，考生需要根据内容的不同层次进行合理分段。注意每段内容要主题明确，段落之间要有连贯性。

(4) 信尾敬语。考生可选择使用Sincerely yours, Yours respectfully等；在电子邮件中，还可以使用Regards, Best regards, Best wishes等。

(5) 签名。在信尾敬语的下方签上名字。需要提醒考生注意的是，此处不得签署考生的真实姓名，而应根据给定商务情境中的身份编写一个英文名字。

作答建议

对考生完成“撰写信函”任务的一些建议：

- 考生在撰写信函时无须书写（邮件）地址、邮件标题。
- 语言表达要正式，有礼貌，避免使用俚语、网络语言、表情符号，如CU, :-)等。样题中的电子邮件使用了unable to attend, informed, issues, concerns等比较正式的表达和please, thank you for, could you perhaps等表示礼貌的表达。
- 正文应简明扼要，但也要注意呼应来信的重要内容，灵活使用过渡词，避免简单僵硬地罗列题目中的三个目的。

Task 4

任务说明

“撰写提案”任务要求考生根据给定话题及要点撰写一份商务提案。本任务考查考生根据既定情境以特定身份向指定对象阐明及论述观点的能力。考生应对提案话题进行描述分析，并对提案内容进行论证。考生应使用商务写作风格，提案的角度和语气应符合给定的身份。写作篇幅150—200词。

答题思路

商务领域的提案通常都是任务导向型。无论每个提案具体涉及什么内容，撰写者都需要明确以下两点：一、目标读者是谁？例如，提案是提交给公司/机构内部还是外部人员？是给公司领导还是同事阅读？显然，撰写者应该根据目标读者选择相应的身份，采用适当的语言风格和语气进行写作。二、最终要完成什么任务？例如，综合市场调研信息，提出产品服务改进方案；分析总结员工申诉

问题，为人力资源管理部门提供建议等。撰写者需要根据任务要求来完成提案，既不要遗漏，也不要画蛇添足。

现以样题为例进行分析。根据题目描述的商务情境，你是一家时尚杂志社的员工。目前杂志发行量下降，员工士气低落。你和其他几位同事一起调查情况后需要向主管提交一份提案，提出激励员工、提振士气的方案。因此你是作为下级就机构遇到的问题进行分析和提出解决方案，来向上级提供决策依据和参考。提案需要覆盖的要点包括对问题的简要描述、调查结果与分析、解决方法的建议。

具体来说，开头需要引出提案主题和内容概要。考生可以这样表述：

Following the recent decline in the circulation of the magazine and employee morale, our team was asked by the HR manager to conduct an investigation and present suggestions for boosting staff motivation and morale. This proposal outlines the findings of the investigation and offers several recommendations.

对于调查结果和分析部分，考生需要从题目列出的调查发现中提取与提案主题密切相关的要点，并做必要的分析、归纳和总结，而不能只是将列表上的内容照搬过来。对此可有如下表述：

The employee survey reveals that the most widespread dissatisfaction is with communication, both upward and downward. Employees find it difficult for their opinions to reach the management and feel generally in the dark about our company vision and policies.

Another common complaint has to do with workload. Our staff report considerable work-related stress and frustration over tight deadlines.

Lastly, uncertainty about personal and corporate future is also prevalent. This may have been partly caused by the absence of a well communicated company vision. But the pessimistic outlook results also from insufficient development opportunities and lack of team spirit.

In conclusion, the main issues that have negatively impacted staff morale are poor communication, work-related stress and unclear future development.

最后，考生需要根据以上的调查结果分析和得出的结论，提出实际解决方案。例如：

Employees should be encouraged to give ideas and suggestions through small-group meetings and company newsletters and rewards should be provided for the best ideas.

It is also recommended that team-building activities be organized, such as participating in events like the Color Run or inter-company competitions.

这里仅列举两例供考生参考。在实际作答过程中，考生也可以采取将问题与解决办法一一对应的做法。

作答建议

对考生完成“撰写提案”任务的一些建议：

- 仔细阅读题目，确保正确理解提案要求。
- 在需要描述题目中介绍的相关背景、调查发现时，一定要用自己的语言描述，避免照抄题目原句。
- 题目中列举的调查结果未必每一项都是造成问题的原因，或者都与需要完成的任务直接相关，因此考生需要注意加以区别和分析归纳，避免照单罗列所有选项。
- 提出的建议要和前面的调查分析有逻辑上的承接关系、有针对性，不要与上文脱节。
- 在符合题目中的商务情境和作答要求的前提下，考生可以根据自身的知识储备和实践经验，补充题目中没有设定的一些细节。

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