

# 中阶英语精读

## 第6讲 Chinese Brands Rising(上)

rise - rose - risen

### Chinese Brands Rising

品牌

rise [aɪ] 升起, 上升 vi.

人 + raise [eɪ] 升起 it. + 宾

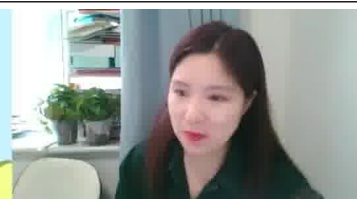
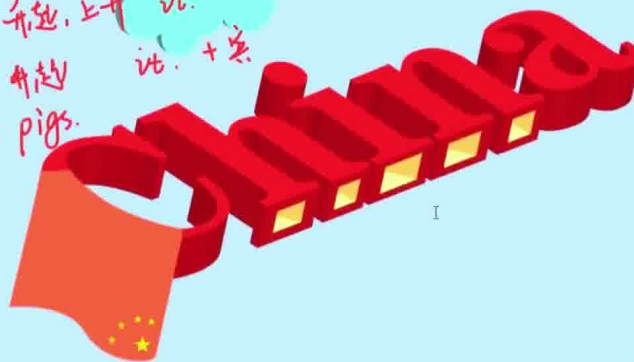
Grandma raised 6 pigs.

raised

主讲: 楠姐

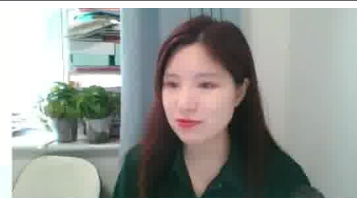
raise vt. 升起, 养, 筹集

raise your hands!





## Teaching objectives

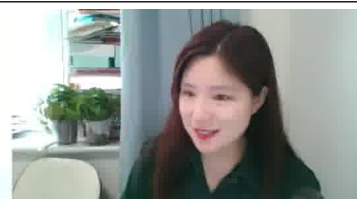


By the end of this class, we are expected to

1. be able to talk about the different Chinese brands.
2. know Chinese brands are popular at home and abroad.
3. make a sense of national pride.



## Part 1 Lead in



Watch the video and think about the problems below. 观看视频并思考下面的两个问题。

I

After watching the video, please answer the questions.

观看完视频后，请给出你的答案。





Q1: How do you see the rise of Chinese brands?

Q2: Can you name a few Chinese brands?

I





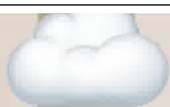
When New iPhone Launched In China,  
Many People Lined Up Overnight To  
Get Their Hands On It.

苹果的最新款手机发布后，  
很多人前往苹果商店排队  
购买这款新手机。



**BUT THESE EXPATS DID NOT**  
但是这几个外国人却没有





**Nick, UK**  
**Multimedia Editor, CCTVNEWS**

我没有买最新的苹果手机，  
I didn't buy the latest Apple phone.



**Nick, UK**  
**Multimedia Editor, CCTVNEWS**

而我买了这款中国品牌的手机，  
Instead, I bought this "made in China",



**Nick, UK**  
**Multimedia Editor, CCTVNEWS**

小米!  
Xiaomi!



**John, UK**  
**Multimedia Editor, CCTVNEWS**

我可以拿给你看,  
I can show you,





**John, UK**  
**Multimedia Editor, CCTVNEWS**



我使用一部华为手机。  
I use a Huawei phone.



**Nadim, Lebanon**  
**Multimedia Editor, CCTVNEWS**



我是一个米粉。  
I am a proud owner of a Xiaomi.



# CAMERA

摄像头真的好赞，  
The camera is really good.



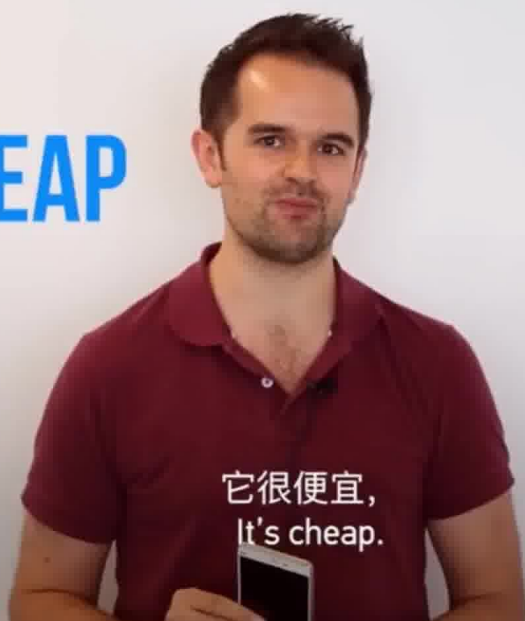
# DESIGN

我喜欢它的造型，  
I like the design of it.





**CHEAP**



它很便宜，  
It's cheap.



**EVERYTHING I NEED IT TO DO**



它有一切我需要的功能，  
It does everything I need it to do.



**WECHAT**

微信,  
Wechat,



**MESSAGES**

信息,  
messages.



**I HAVE BOUGHT TWO**

这其实是我的第二部小米手机，  
This is actually my second Xiaomi phone.



**I HAVE BOUGHT TWO**

我好喜欢它，  
I liked it so much that



I HAVE BOUGHT ~~FOUR~~

我甚至给我爸妈也买了。  
that I actually gifted my father and my mother.



WORKS  
WELL

AFFORDABLE

它性能稳定并且物超所值。  
It works very well and it's very affordable.



我喜欢它吗？不，我想我是爱上它了。  
Do I like it? I love it.



我不喜欢苹果手机。  
I didn't like iPhone.



**WE TOOK TO THE STREETS TO ASK OTHER EXPATS**

我们也去街上问了问其它的外国人



我用苹果手机。  
I use an iPhone.

**Ai Sen(艾森)**  
Algeria













**WHAT DO YOU THINK OF CHINESE MOBILE PHONES?**

你对你的中国手机有什么评价？



当我还是一个孩子的时候，中国没啥高科技产品。  
When I was a boy, China did not have much high technology.







然后不断得买更多小米。  
and then kept getting more Xiaomi phones.



我好喜欢，现在我已经五台了。  
I like it, I have the Five now.









像苹果，三星及其它安卓手机。  
like iPhone or Samsung or other Android phones.

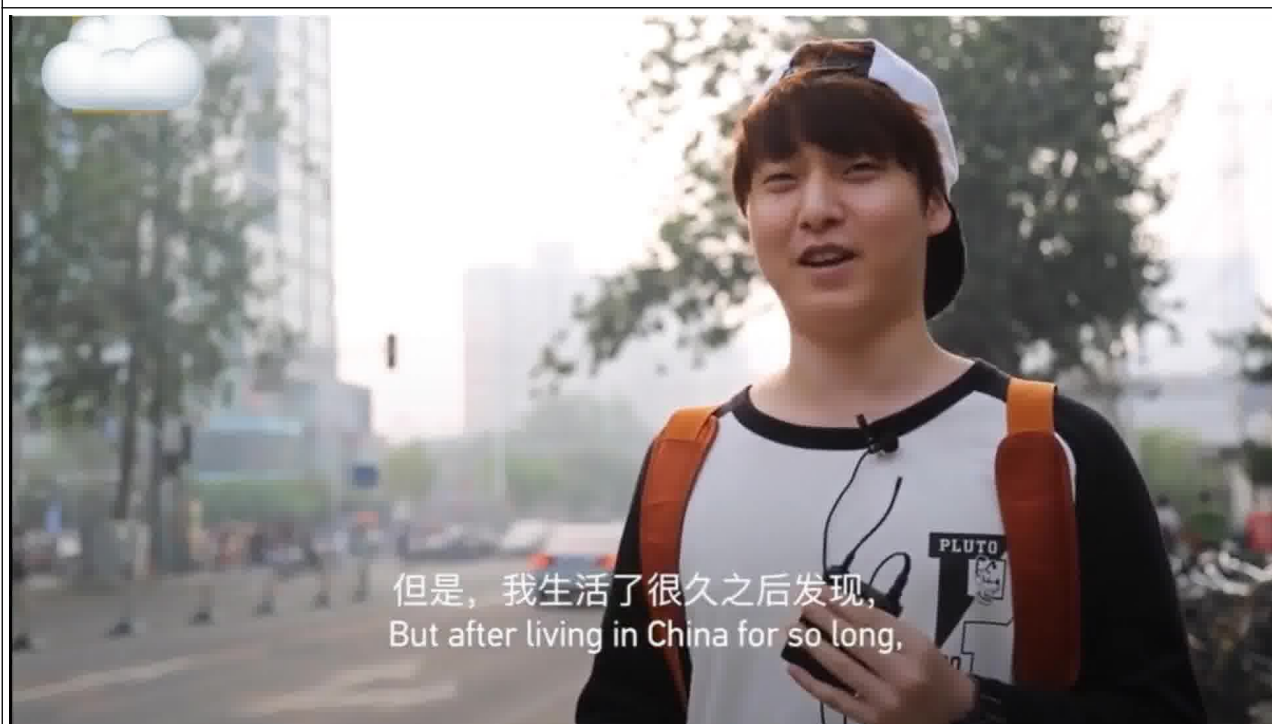


当我七月回国的时候，  
When I went back to my country on July,















我的朋友中没人知道这是什么东西，  
none of my friends, other foreigners, knew what it was.



我给他们看，他们被这个价格震惊了，  
So, I showed them, and they were very impressed with the price,



竟然可以用这么少的钱  
and how well it worked,



买到这么好的安卓手机，  
that you could get a good Android phone for so cheap.



所以我的很多朋友都买了小米手机，  
So a lot of my friends have bought Xiaomi phones.



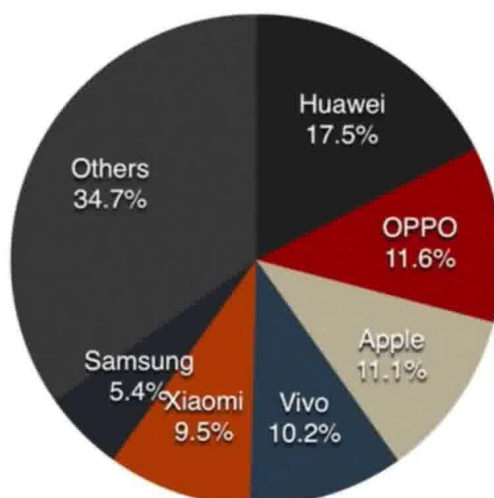
如果这个手机在几年之后坏掉了，  
If this phone dies in a few years,







## Phone Brands Sold in China in the First Half of 2016



- The Research Report of China's Smartphone Market Analysis and Trends in 2016-2022



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## Part 2 Let's Think

### Answer the following questions.



Q1: How do you see the rise of Chinese brands?

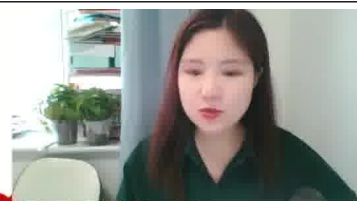
*I feel so proud of Chinese brands.*

Q2: Can you name a few Chinese brands?



## Part3 Let's read

### Chinese brands rising



When you buy something, do you care about its brand?

May 10 is China Brand Day. It started in 2017. Activities are held on this day every year to promote Chinese brands. This year, an expo is taking place from May 10 to 12 in Shanghai. There, experts are discussing the development of Chinese brands, while people can learn more about popular brands and products. → *这时*

*中国品牌日*

*promote 提升、晋升*

*promotion n. 晋升*

*发生 happen 无被动*



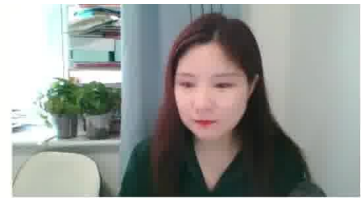
## Chinese brands rising

In fact, Chinese brands have won the hearts of people at home and abroad. Here are several examples.

### Technology

From <sup>手机</sup> cellphones to <sup>无人机</sup> drones, Chinese technology companies are changing the world.

Huawei, for example, is the world's second-biggest cellphone company and a top telecoms equipment maker. Its telecoms equipment is used in more than 170 countries and regions, Time reported. Huawei is also a leader in 5G technology.



5G  
G = generation  
代

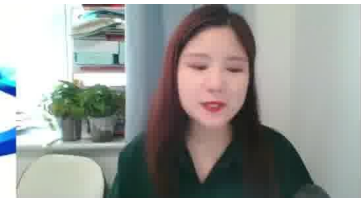


## Chinese brands rising

DJI, on the other hand, has 70 percent of the world's drone market. It makes different drones. This year, it's selling a drone with goggles. People can get a first-person look at their drone's flight.

### Fashion

Back in 2011, Chinese fashion brands Feiyue, Huili and Li-Ning drew the world's attention. That year, Li-Ning sportswear like hoodies and jackets appeared at New York Fashion Week.



attract ~  
draw one's attention

吸引 v.  
抽.搜 v.  
画 v.

draw → drawer

appearance 表面  
painter 抽层  
n. 画师

appeared  
出现





## Chinese brands rising

In recent years, Shein, a Chinese "fast fashion" brand, has become popular abroad. Last year, it made over 10 billion dollars, up 100 percent over 2019, *Global Times* reported. Many European people like Shein products because they're cheap, fashionable and high-quality.

品牌

quality 品质, 质量

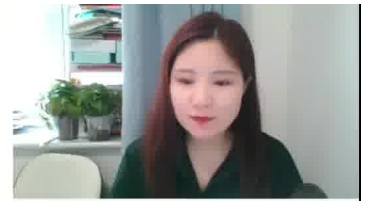
quantity n. 数量

Both quality and quantity

are important.

crucial.

vital.



The teacher advises us to get up at 7:00 for reading.  
The teacher suggests that we should get up...

## Entertainment 娱乐

What's one of the most popular apps in the US? It's TikTok, *Time* reported. Some 50 million US users spend an average of 46 minutes on it every day. The app is known for its never-ending videos. It can recommend videos based on your likes. But it's not just a time-killer. People can buy things on it, too.

建议, 推荐.  
advise, suggest

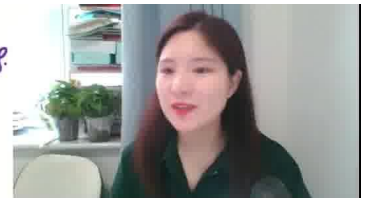
suggest doing

★ spend 5 min on sth.  
~ (in) doing sth.

★ advise n. sb. to do

advise n.

suggest (that) sb. (should) do



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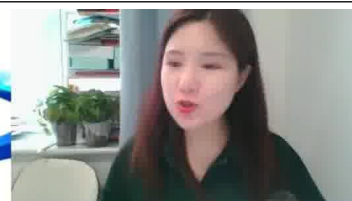


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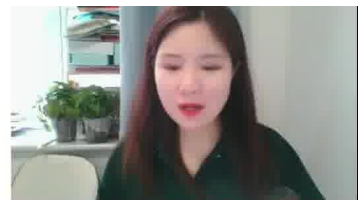
draw → drawer

表面  
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quality 品质. 质量

quantity<sup>I</sup> n. 数量

Both quality and quantity are important.

a first-person look at their drone's flight.

## Fashion

Back in 2011, Chinese fashion brands Feiyue, Huili and Li-Ning drew the world's attention. That year, Li-Ning sportswear like hoodies and jackets appeared at New York Fashion Week.

吗  
才

dr

表面

painter

抽屉  
n. 画师

出现





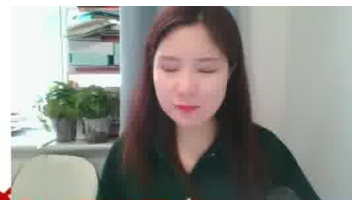


### Part3 Let's read

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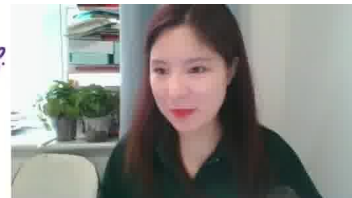
建议、推荐.  
advise, suggest

★ suggest doing

★ spend 5 min on sth.  
~ (in) doing sth.

★ advise n. sb. to do  
advise in.

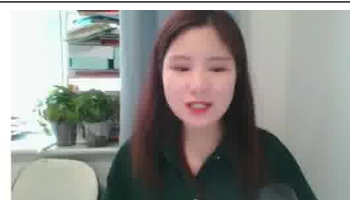
★ suggest (that) sb. (should) do





## Think and practice

I



Q1. What does the word "promote" mean in the third sentence in paragraph 2?

A 进步

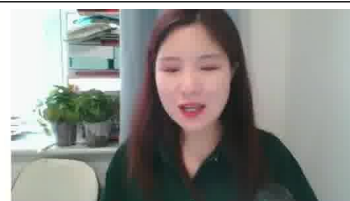
B 提高

C 加速

D 推广



## Think and practice



Q2. Which of the following brands is NOT mentioned in the passage? I D

A Huawei. ✓

B Li-Ning. ✓

C Shein. ✓

D Anta. ✓





## Chinese brands rising

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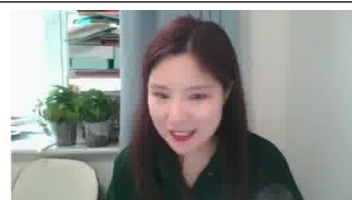
## Think and practice

Q3. Which of the following is TRUE according to the passage?

- A Activities are held on China Brand Day to promote popular products.
- B Shein is an Chinese technology company. X
- C DJI has the biggest of the world's drone market. I
- D People can't buy things on TikTok. X



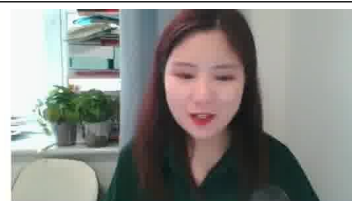
Please list the products of Chinese brands you use every day.



I



## Think and practice

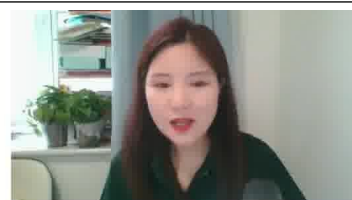


Q4. What's the main idea of this passage?

- ☐ A Chinese products are cheap, fashion and high-quality. ✗
- ☒ B Chinese brands have risen and are popular at home and abroad.
- ☐ C People can learn more about popular brands on China Brand Day. ✗
- ☐ D Chinese technology companies are changing the world. ✗



## Think and practice



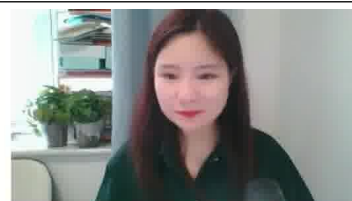
Q5. What can you learn from this passage?

- ☒ A Chinese brands have been noticed by foreign medium.
- ☐ B People are afraid to be cheated, so they never buy something online. ~~X~~
- ☐ C On China Brand Day, people prefer to buy new products. ~~X~~
- ☐ D Foreign people hardly use Chinese app.  
*never, not*



## Part 4 Let's learn something more

### 单词精讲1



Activities are held on this day every year to promote Chinese brands.

**promote** [prə'məut] v. 推广, 促销

e.g. The band has gone on tour to promote their new album.

【词性转换】乐队

唱片

**promotion** n. 促销活动 a promotion of milk 牛奶促销活动

**promotional** adj. 促销的; 广告宣传的

promotional material 广告宣传材料

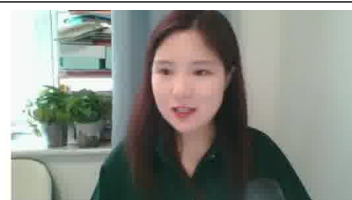






## Part 4 Let's learn something more

### 单词精讲1



#### 【词组搭配】

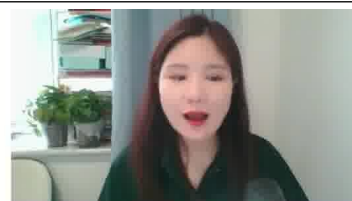
**promote as sth** 推广为.....

e.g. The area is promoted as a tourist destination.  
这个地区被推广为旅游点。



## Part 4 Let's learn something more

### 单词精讲2



In fact, Chinese brands have won the hearts of people at home and **abroad**.

**abroad** [ə'brɔ:d] adv. 在国外,到国外

e.g. Tom often goes abroad in the summer.  
汤姆暑假经常出国。





## Part 4 Let's learn something more

### 单词精讲2

#### 【词组搭配】

**at home and abroad** 在国内外 *adj. 经常性的 + n.*  
e.g. She gives **frequent** performances both at home and abroad.  
*frequently = often ≈ usually*

她经常在国内演出。 *often adv.*

**from abroad** 从国外，从海外

e.g. His parents has just come back from abroad.

他的父母刚刚从海外回来，我们去看望他们吧。



## Part 4 Let's learn something more

### 短语精讲1

This year, an expo is **taking place** from May 10 to 12 in Shanghai.

**take place** 举行、举办、发生

e.g. The meeting should take place on the fifth of May.

会议应于5月5日举行。

e.g. When did this **event** take place?

这件事是什么时候发生的?





## Part 4 Let's learn something more

### 短语精讲1

#### 【词义辨析】

**happen** 指偶然发生的或未经筹划的。

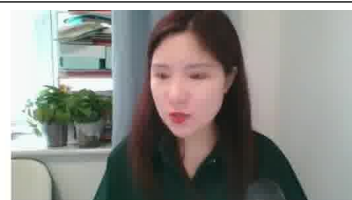
e.g. The accident happened at about 9:30.

事故发生在9点30分左右。

**take place** 表示必然性的“发生”或者是计划安排好“举行”。

e.g. Great changes have taken place in my home town recently.

最近我的家乡发生了巨大的变化。



## Part 4 Let's learn something more

### 句子精讲

while I was watching TV, my father was listening to music.  
when I arrived home, mother was cooking.  
when mother was cooking, I arrived home.

There, experts are discussing the development of Chinese brands,

while people can learn more about popular brands and products.

while + 延

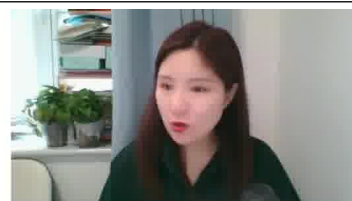
1. while 作为并列连词，连接的两个并列分句。

e.g. Some people waste food while others haven't enough.

有些人浪费粮食，然而有些人却吃不饱。 “对比” “但是”

e.g. There's plenty of rain in the southeast, while there's little in the northeast.

东南部雨量充足，而西北部则很少下雨。



While I was watching TV, my father was listening to music.

#### Part 4 Let's learn something more



##### 句子精讲

when & while

when I arrived home, mother was cooking.

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while + 延

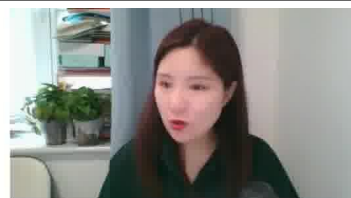
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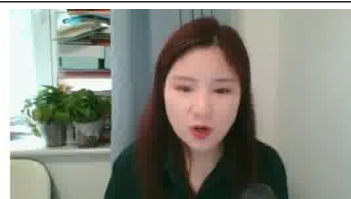
#### 巩固练习



You can go swimming while I'm having lunch.

这句话的意思是？

- A 我正在吃午饭，你却去游泳。
- B ✓ 我吃午饭的时候，你可以去游泳。
- C 你正在游泳，我正在吃午饭。





## Part 5 Let's do something more



Task2: Make a presentation using your poster to introduce Chinese brands you know well.



① 我喜欢 ... what?

② { story why?  
quality  
spirit

③ I'm proud ...