



Unit

1

Fighting Poverty

Warming Up

Recite and make comments on the following quotations.

1 扶贫必扶智，治贫先治愚。贫穷并不可怕，怕的是智力不足、头脑空空，怕的是知识匮乏、精神萎靡。

——习近平

2 Extreme poverty anywhere is a threat to human security everywhere.

—Kofi Annan

A Vocabulary

Read the new words aloud and try to work out their meanings in Text A.

New Words

- | | |
|---|---|
| 1 jujube /'dʒu:dʒu:b/ <i>n.</i> 枣子 | 18 specialty /'speʃəlti/ <i>n.</i> 特产, 特色食品 |
| 4 explode /ɪk'spləʊd/ <i>vt.</i> 破除 | 18 autonomous /ɔ:'tɒnəməs/ <i>adj.</i> 自治的 |
| 7 scramble /'skræmbəl/ <i>vi.</i> 仓促完成 | 20 leverage /'li:vərɪdʒ/ <i>vt.</i> 充分利用 |
| 10 veto /'vi:təʊ/ <i>vt.</i> 否决 | 21 celebrated /'selɪbreɪtɪd/ <i>adj.</i> 著名的 |
| 11 tuck /tʌk/ <i>vt.</i> 把……塞入 | 21 renowned /rɪ'naʊnd/ <i>adj.</i> 闻名的 |
| 12 backpack /'bækpæk/ <i>n.</i> 背包 | 27 pro /prəʊ/ <i>adj.</i> 专业的 |
| 12 heaping /'hi:pɪŋ/ <i>adj.</i> 堆得高高的 | 28 forge /fɔ:dʒ/ <i>vt.</i> 形成; 缔造 |
| 12 assorted /ə'sɔ:tɪd/ <i>adj.</i> 各种各样的 | 32 uplift /ʌp'ɪft/ <i>vt.</i> 提升……的社会地位 |
| 13 toffee /'tɒfi/ <i>n.</i> 太妃糖 | 38 special /'speʃəl/ <i>n.</i> 特价商品 |
| 13 brandy /'brændi/ <i>n.</i> 白兰地 | 46 nab /næb/ <i>vt.</i> 抢夺 |
| 16 scroll /skrəʊl/ <i>vt.</i> 滚屏 | |

B Skimming

Read Text A and go through the statements within seven minutes. Circle the numbers of the correct statements.

- 1 It was imprinted in Jun's mind that exchanging gifts was a Chinese New Year tradition.
- 2 The author used to consider jujube dates as the best holiday gifts.
- 3 With Jun's suggestions, it's easier for the author to find satisfactory presents for her relatives.
- 4 It was a big challenge to find a gift to meet everyone's needs.
- 5 Goji berries are one of the most famous specialties in all the western provinces in China.
- 6 The author once went to Ningxia to figure out how the famous goji berries were promoted to help reduce poverty.
- 7 E-commerce has brought great changes to people's lives in underdeveloped areas in Ningxia.
- 8 The author not only bought something special for the Chinese New Year but also helped people there to alleviate poverty.
- 9 The author was pleased and contented to help people in poverty.
- 10 The author's efforts to search for the perfect gifts ended up in vain.

Holiday Purchases Boosting Income Is a Good Tradition



Jocelyn Eikenburg

“No need to give us **jujube** dates—we have plenty of them.”

This message from my in-laws, delivered by my husband Jun after he returned from a quick trip to his hometown in rural Zhejiang Province, **exploded** my annual Chinese New Year tradition of sending all the family members packaged gift boxes of large Xinjiang jujube dates. After years of believing I had hit upon the perfect gift for the holidays, I was now left **scrambling** for an alternative.

And the options in my usual online supermarket didn’t look promising. As I ticked off the possibilities with my husband—Beijing-style haw cakes or ginseng or chocolates—he **vetoed** every one, saying the family could probably buy them or already had them. His mom had even **tucked** into his **backpack** a **heaping** plastic bag of **assorted** chocolates in flavors ranging from **toffee** to **brandy**, a reminder of the increasingly global goods available in the village of his childhood, making my search for something unique even more challenging.

After what felt like the 100th time of fruitlessly **scrolling** through Chinese New Year goods online, a picture of a gift box of goji berries, a **specialty** of the Ningxia Hui **Autonomous** Region, suddenly drew my thoughts back to my 2020 reporting trip to the region for a video shoot. I went to Ningxia to explore how it was **leveraging** some of its most **celebrated** agricultural products—including those **renowned** goji berries—to alleviate poverty, mainly through online sales. And I’d made a number of friends along the way, who welcomed me to contact them anytime.

Surely, they must have some Chinese New Year goods, I thought.

I immediately remembered Hai Yan, the young Hui woman at the Minning Hemei poverty relief factory who had shown me around and offered a few **pro** tips before doing a livestreaming e-commerce session with me. While our time behind the camera together had **forged** a bond between us, I also found myself deeply touched by her own Cinderella story. A job opportunity at the plant had transformed the former housewife into a livestreaming e-commerce “wonder woman” who is now the breadwinner of her family. She told me that every purchase at her factory helped **uplift** women like her, who comprised over 99% of the workforce. The idea of a Chinese New Year purchase that could make a difference in the lives of others greatly appealed to me, along with the fact that I felt almost certain to find something distinctive that would please my husband’s family.

After messaging Hai Yan on WeChat, she shared photos and prices for the Chinese New Year **specials** from the factory. It was only a matter of minutes before we decided on the goji berry-flavored milk as well as some mushrooms from Ningxia's famed Helan Mountain, and sent payment. A few days later, everything arrived in rural Zhejiang, much to the delight of my father-in-law.

Just like that, I had solved the problem of what to buy for Chinese New Year—and boosted poverty relief efforts at the same time. I wonder how many more people, tired of the usual commercial offerings, have also shifted their holiday purchases to non-traditional channels promising more social responsibility with every order. All I know is this—for once, instead of the usual stress of trying to “**nab**” something online before it sold out, I enjoyed the peace of mind that comes with doing a little good with my money. And that's a holiday tradition worth continuing in the years to come.

Notes

1. **Jocelyn Eikenburg**

A Cleveland, Ohio native fluent in Mandarin Chinese, Jocelyn Eikenburg is a writer and blogger who discovered her passion for the written word, as well as her true love, while living and working in China. Her marriage to John/Jun, a Chinese from Hangzhou, ultimately inspired her to blog about love, family, and relationships in China as well as AMWF (Asian Male, Western Female) relationships.

2. **Minning Hemei poverty relief factory (Line 26)**

Minning Hemei poverty relief factory (闽宁禾美扶贫工厂) was founded in 2019 in Yuanlong

Village, Minning Town, and has provided opportunities for women in immigrant villages to start business and get employed at home.

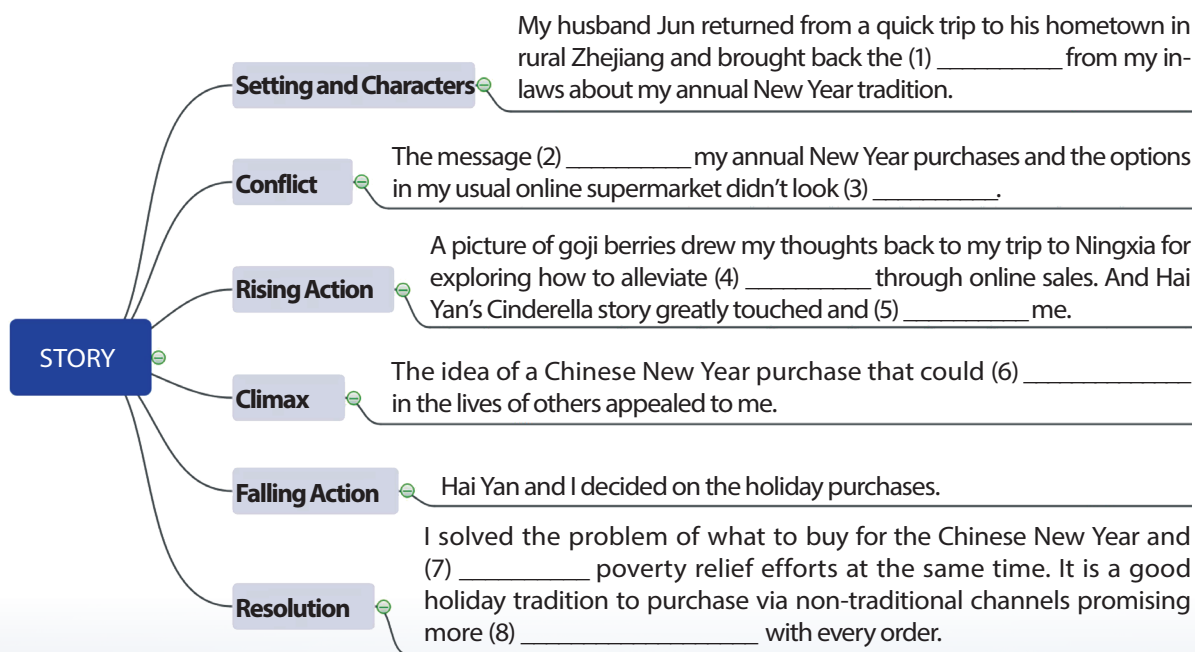
3. **Cinderella story (Line 29)**

The Cinderella story, first published in 1697 by Charles Perrault, is a children's story about a girl whose mother died and her father remarried a bad-tempered and selfish woman. At the end of the story, the good-natured girl married a prince and led a happy life ever after. When we call something a Cinderella story, it means that a good thing happens to a good person, usually a girl or young woman.

STUDY READING

A Structure Analysis

Blank Filling: Fill in each blank with no more than three words according to your understanding of Text A.



B Reading Comprehension

I Sequencing: Identify the order of the following arguments according to Text A.

- A _____ When inquired about the local products, Hai Yan shared many photos and prices with me on WeChat.
- B _____ I used to send large jujube dates as Chinese New Year gifts to all the family members.
- C _____ Chocolates in different flavors have already been available in villages.
- D _____ My husband once disapproved of all the choices for family gifts in my usual online supermarket.
- E _____ Online sales of some celebrated agricultural products help to relieve poverty in Ningxia.
- F _____ What I finally bought as gifts made my father-in-law delighted.

II Blank Filling: Fill in each blank with no more than three words based on Text A.

- 1 Although I was quite confident about the holiday gift that I had _____ for years, I had to struggle for a new one.
- 2 When I _____ the possible gifts with my husband, he denied all of them since the family members might have purchased them.
- 3 After we had _____ online Chinese New Year goods for a long time, goji berries captured my attention and made me recollect one of my reporting trips.
- 4 The interaction behind the camera had _____ between Hai Yan and me and I was greatly moved by her story of becoming a network anchor.
- 5 The idea that an online purchase could change someone's life _____ me.
- 6 We soon _____ choosing goji berry-flavored milk and mushrooms from Helan Mountain as gifts.
- 7 My solution to choosing appropriate gifts also _____ to relieve poverty.
- 8 Rather than rushing to buy online goods that would _____, I prefer buying things casually online.

III Group Work: In Text A, the author advocated purchasing those items which could make a difference in the lives of others. Could you comment on this idea? Work in a group and have some discussion. Then recommend a representative to deliver your views.

WORD BUILDING

A Prefabs

I Study the meanings of the active words in the table.

Active Words

Title	boost /bu:st/ <i>vt.</i> <i>V n</i>	If one thing boosts another, it causes it to increase, improve, or be more successful. <i>to boost the economy</i>
7	alternative /ɔ:l'tɜ:nətɪv/ <i>n.</i>	[C] If one thing is an alternative to another, the first can be found, used, or done instead of the second. <i>an alternative to painkillers</i>
8	option /'ɒpʃən/ <i>n.</i>	[C] An option is something that you can choose to do in preference to one or more alternatives.
8	promising /'prɒmɪsɪŋ/ <i>adj.</i>	Something that is promising seems likely to be very good or successful. <i>a new and promising partnership</i>
12	range /reɪndʒ/ <i>vi.</i> <i>V from n to n</i>	If things range from one point to another, they vary within these points on a scale of measurement or quality. <i>to range in price from \$3 to \$15</i>
14	unique /ju:'ni:k/ <i>adj.</i>	Something that is unique is the only one of its kind. <i>a unique language</i>
22	alleviate /ə'li:vɪeɪt/ <i>vt.</i> <i>V n</i>	If you alleviate pain, suffering, or an unpleasant condition, you make it less intense or severe. <i>to alleviate back pain</i>
22	poverty /'pɒvəti/ <i>n.</i>	[U] Poverty is the state of being extremely poor.
26	relief /rɪ'li:f/ <i>n.</i>	[U] If something provides relief from pain or distress, it stops the pain or distress. <i>relief from suffering</i>
27	session /'seʃən/ <i>n.</i>	[C] A session of a particular activity is a period of that activity.
30	transform /træns'fɔ:m/ <i>vt.</i> <i>V n into n</i>	To transform something into something else means to change or convert it into that thing. <i>to transform food into energy</i>
33	comprise /kəm'praɪz/ <i>vt.</i> <i>V n</i>	The things or people that comprise something are the parts or members that form it. <i>to comprise 44% of hospital medical staff</i>
35	appeal /ə'pi:l/ <i>vi.</i> <i>V to</i>	If something appeals to you, you find it attractive or interesting. <i>to appeal to him</i>
36	distinctive /dɪ'stɪŋktɪv/ <i>adj.</i>	Something that is distinctive has a special quality or feature which makes it easily recognizable and different from other things of the same type.
39	famed /feɪmd/ <i>adj.</i>	If people, places, or things are famed for a particular thing, they are very well-known for it.
44	commercial /kə'mɜ:ʃəl/ <i>adj.</i>	Commercial means involving or relating to the buying and selling of goods.

II Complete the sentences with words in the table above, changing their forms where necessary.

- 1 Residents voiced their concerns on the increased _____ development in the area in June when news of another development first surfaced.
- 2 We yearn for a simple life, thinking that being closer to nature will _____ us into earth-preserving people.
- 3 Research also shows these rare creatures, who _____ between 1% and 2% of the world's population, are extra sensitive.
- 4 Her talent and her ability to think critically and freely have become her ticket to an adventurous, bright, and _____ future.
- 5 _____ for the biological diversity of its rapidly disappearing tropical forests, Southeast Asia also has a wealth of cultural diversity.
- 6 People need to see that there are other _____ outside of academia that may be more in line with what they want out of their lives.
- 7 The Saudis have in a very short while come up with their own highly _____ style of management.
- 8 If life is not _____ to the planet Earth—and neither logic nor evidence suggests that it is—then the existence of life forms similar to those we know today must surely have existed in the past.
- 9 Social media is an excellent way to _____ sales because it offers a lower cost way to acquire customers.
- 10 If we look at the age distribution of the different phones, it is clear that the smartphone _____ to younger users.
- 11 The first _____ of the course was devoted to orientation of the students to the nature and objectives of the course.
- 12 It's making me feel better just knowing that I have _____ to the current situation.
- 13 He wrote an article about America's 10 best jobs. These _____ from the software engineer to the dental hygienist and from the mathematician to the IT manager.
- 14 In China, literally hundreds of millions of people have been lifted out of _____ by economic growth.
- 15 He called for concerted efforts in preventing spread of the disease and _____ the suffering of people infected and affected.
- 16 While you're waiting for your tendon (肌腱) to heal, you can find immediate _____ from the discomfort by icing the painful area.

B Paraphrasing

Explain the underlined part in each sentence in your own words.

- 1 After years of believing I had hit upon the perfect gift for the holidays, I was now left scrambling for an alternative.
- 2 I went to Ningxia to explore how it was leveraging some of its most celebrated agricultural products—including those renowned goji berries—to alleviate poverty, mainly through online sales.
- 3 While our time behind the camera together had forged a bond between us, I also found myself deeply touched by her own Cinderella story.
- 4 A few days later, everything arrived in rural Zhejiang, much to the delight of my father-in-law.
- 5 Just like that, I had solved the problem of what to buy for Chinese New Year—and boosted poverty relief efforts at the same time.
- 6 I wonder how many more people, tired of the usual commercial offerings, have also shifted their holiday purchases to non-traditional channels promising more social responsibility with every order.

C Prefab Translation

I Discuss the meanings of the following prefabs in Text A.

Prefabs

- | | |
|--------------------------|-----------------------------|
| 1 <i>no need to</i> | 26 <i>show sb. around</i> |
| 7 <i>scramble for</i> | 34 <i>make a difference</i> |
| 11 <i>tuck into</i> | 38 <i>a matter of</i> |
| 16 <i>scroll through</i> | 38–39 <i>decide on</i> |
| 23 <i>along the way</i> | 44 <i>tired of</i> |

II Translate the following into English, using the prefabs above.

- 1 一个铁板钉钉、无须隐瞒的事实 _____
- 2 起个早去图书馆抢占一个靠窗的座位 _____
- 3 把飘动的衬衫塞进长裤里 _____
- 4 用手指上下翻阅手机微信信息 _____
- 5 一路上饱览沿途的秀丽景色 _____
- 6 带某人在新旧校区四处看看 _____
- 7 对生态环境产生重要影响 _____
- 8 一个也许纯属偶然的結果 _____
- 9 为下一步的战略目标做决定 _____
- 10 学而不厌, 诲人不倦 _____

D Sentence Translation

Translate the Chinese sentences into English, using the expressions in the brackets.

- 1 他昼思夜想, 终于想出了个好办法。 (*hit upon*)

- 2 国内外新兴市场前景看好。 (*look promising*)

- 3 她扮演的角色众多, 从村姑到宫廷贵妇都能演。 (*range from... to*)

- 4 这些老照片使我回想起了我的学生时代。 (*draw one's thoughts back to*)

- 5 改山造田可是硬碰硬的事。 (*transform into*)
