**Unit Eight**

**Innovation**

**Suggested Teaching Steps**

Lead-in

Text A

* Detailed Study
* Structure Study

After-reading

Additional Materials

**Lead-in**

**Directions: Please watch a video clip and come up with some answers to the questions.**

l. What information can we know about innovation according to the video?

2. What are different types of innovation according to the video?

**Reference answers:**

l. Innovation is often linked to technology, but innovation is not only about technology.

2. There are product innovation, process innovation, managerial innovation, disruptive innovation, business model innovation...

**Text A: China’s Innovation Trend is Booming**

Over many years, China has gained acclaim as the world’s manufacturing powerhouse. But today, innovation is flourishing in the world’s most populous nation, which is rapidly becoming a trendsetter with the potential to disrupt business models globally.

On a recent research trip to China, we were struck by the huge enthusiasm for locally developed smartphones and the entrepreneurial spirit sweeping the country. Indeed, the number of patents filed by Chinese residents has surged in recent years, both locally and abroad, to exceed the world’s largest developed economies.

Some companies have received international recognition. For example, one technology group based in Shenzhen won the prestigious 20l5 CES Innovations Award for its latest smartphone, which allows users to touch and interact with its holographic screen. Meanwhile, one bio-technology company recently received Chinese FDA approval for medicine, a novel treatment for lymphoma. It was the first domestically discovered and developed innovative drug to receive regulatory approval.

***Smartphones showcase a sharper edge***

Corporate innovation reflects the energy of the people. For example, we met Mr. Wang, a junior human resources administrator, in his modest room in Wuhan, the capital city of Hubei Province in Central China. During our conversation, Mr. Wang was transfixed by his new domestic smartphone bought for ¥ 700 ( US $ 113) — and was intent on telling us how much better it was than iPhones. We were impressed by its features and functionality.

Others we spoke to also wanted to share the excitement they felt in owning a piece of Chinese-made cutting-edge technology. This type of bottom-up passion can be especially powerful in a vast country like China, where local companies, seeking to commercialize a product, benefit from domestic demand and can build up Chinese distribution to test the waters before going global.

Investors are often slow to recognize a country making the leap from manufacturing to inventing. In Japan, for example, TV manufacturing peaked during the l980s, when many in the west still saw “Made in Japan” as a sign of low quality. It wasn’t until the l990s — when its TV-makers relocated production to eastern Europe and Mexico — that the country became recognized as a global innovator in the field. Similarly, we believe that it’s only a matter of time before a “Made in China” label will come to represent novelty and even chic.

***New trends in retail connectivity***

Trendsetting is already underway in the retail space. Urban, young Chinese consumers told us that they have a penchant for “showrooming”. In other words, they try on clothing in stores and then buy the item online for a better price, including inexpensive next-day delivery. This is facilitated by online-shopping apps and online payment services. What’s more, some clothing companies actually endorse such behavior as it helps to track customer preferences and improve store and inventory management.

Why is this happening in China? It’s because of the seamless connectivity between communications technology, payment systems and order fulfillment and logistics. The Alipay system is so smoothly integrated that the transaction can be completed in a couple of clicks — completely bypassing the major credit card companies. And delivery is often done in less than a day at very low cost.

China is well ahead of the rest of the world in this area. It has overtaken the US in terms of e-commerce trade. And it is reshaping the retail model in favor of businesses that are skilled at managing brands, merchandising and inventories, while those that don’t — like department stores — risk obsolescence. Once other countries catch up on the integrated technological front we would expect the “fast retailing trend” to spread to the young generation around the world.

China’s evolution as a hotbed of innovation is creating a pool of world-class management talent, expertise and experience in technology and e-commerce industries that will help it become a global leader in these fields. Ultimately, this might be the most profound change of all: Instead of just charting its own course, China may soon be setting trends that the west will be compelled to follow. It may be time for investors searching for the next big thing to start looking east.

**Detailed Study**

1. **(Para. 1) But today, innovation is flourishing in the worlds most populous nation, which is rapidly becoming a trendsetter with the potential to disrupt business models globally:** Now that innovation is blooming in the worlds most populous country, China is fast becoming a trendsetter with the potential to upend global business models.

【译文】而今，创新正在这个世界人口第一大国遍地开花，中国正迅速成为潮流创造者，或将有潜力颠覆全球商业模式。

**“Which”**引导非限制性定语从句

**flourishing *adj.*** having or showing vigorous vegetal or animal life 繁荣，蓬勃发展

e.g. The social sciences are flourishing.

Few businesses are flourishing in the present economic climate.

flourishing age 盛世

**populous *adj.*** densely populated 人口稠密的

e.g. Of the 100 most populous cities, 22 are smoke free.

I would often sit near a window and watch the sights of this populous little settlement.

**disrupt *v.***throw into disorder 中断，扰乱；彻底改变(某物)的结构

e.g. It could disrupt the food chains there.

An active digestive system can disrupt sleep.

**2. (Para. 2) On a recent research trip to China, we were struck by the huge enthusiasm for locally developed smartphones and the entrepreneurial spirit sweeping the country:** On a recent visit to China, we were impressed by the enthusiasm for smartphones developed by local companies and the entrepreneurial spirit sweeping the country.

【译文】最近到中国调研时，中国人对本土企业自主研发的智能手机的巨大热情以及席卷全国的创业家精神给我们留下了深刻印象。

**be struck by:** to be very impressed by or pleased with (sth. or sb.)为……所感到，被……所触动

e.g. We were immediately struck by this city’s holiness.

She was struck by his simple, spellbinding eloquence.

**enthusiasm *n.***a feeling of excitement热情，热心

e.g. We were all impressed by her enthusiasm.

enthusiasm for 热爱……

e.g. The talk had fired her with enthusiasm for the project.

1. **(Para. 3) For example, one technology group based in Shenzhen won the prestigious 20l5 CES Innovations Award for its latest smartphone, which allows users to touch and interact with its holographic screen:** For example, the latest smartphone developed by one technology group based in Shenzhen won the 2015 CES Innovation Award. The phone lets users touch and interact with a holographic screen.

【译文】例如，深圳市某科技集团研发的最新款智能手机获得了2015年消费者电子展（CES）创新奖。该款手机可以让用户触摸并与全息屏幕互动。

**prestigious *adj.*** having an illustrious reputation: respected 有威望的，有声望的

e.g. Her first novel won a prestigious literary prize.

Many chefs consider the culinary competition the most prestigious in the world.

**interact with** 互动；相互作用

e.g. This hormone interacts closely with other hormones in the body.

They learn how to interact with their peers.

1. **Smartphones showcase a sharper edge: Smartphones offer further advantages.**

【译文】智能手机展现更大优势。

**showcase**

(1)***n.*** a setting in which something can be displayed to best effect 展示(本领、优点等 ) 的场合 e.g. The festival was a showcase for young musicians.

Putting together this gorgeous showcase turned out to be remarkably easy.

1. ***v.*** to show the best qualities or parts of something展示；展现

e.g. If you enjoy pottery, showcase your creations in your apartment.

Showcase your true personality.

**5. (Para. 4) Others we spoke to also wanted to share the excitement they felt in owning a piece of Chinese-made cutting-edge technology:** Other Chinese who spoke to us were also happy to share the excitement of owning a piece of cutting-edge technology made in China.

【译文】其他与我们交流的中国人也乐于分享自己拥有一件中国制造的尖端技术产品时的兴奋心情。

**cutting-edge *adj.*** cutting-edge techniques or equipment are the most advanced that there are in a particular field. 尖端的

e.g. Many believe an entirely new approach to indoor farming is required, employing cutting-edge technologies.

We weren’t there for the cutting-edge cuisine, but something much older and more fundamental.

**6. (Para. 4) This type of bottom-up passion can be especially powerful in a vast country like China, where local companies, seeking to commercialize a product, benefit from domestic demand and can build up Chinese distribution to test the waters before going global:** In a country as large as China, the impact of this bottom-up passion on local companies is particularly powerful. Chinese companies looking to commercialize their products benefit from strong domestic demand and can set up distribution channels at home to test the waters before going global.

【译文】在中国这样一个大国，这种自下而上的激情对本土企业的影响是特别强大的。寻求产品商业化的中国企业受益于旺盛的国内需求，而且可以在国内建立分销渠道，在走向世界之前进行试水。

“Where”引导非限制性定语从句，做补充说明；“seeking”非谓语动词形式，表主动和进行；从句中的句子主干为“local companies benefit from...and can build up...”

**commercialize *vt.*** to organize sth. to make a profit使商业化；使经营化；使成营利手段

e.g. Many of the ranchers themselves see all this tourism as a cheeky attempt to commercialize a real and vanishing culture.

Even in a highly commercialized society, law of value still holds good.

**distribution *n.*** the commercial activity of transporting and selling goods from a producer to a consumer 分发；分销，配送

e.g. We signed a distribution agreement with a company in Spain.

1. **(Para. 5) Investors are often slow to recognize a country making the leap from manufacturing to inventing:** Investors are often slow to see when a country moves from manufacturing to creation.

【译文】一个国家从制造阶段向创造阶段跨越时，投资者往往不能及时看出。

**8. (Para. 6) Urban, young Chinese consumers told us that they have a penchant for “showrooming”:** In urban China, young consumers tell us they prefer a pattern of consumption known as showrooming.

【译文】在中国城市中，年轻的消费者告诉我们，他们偏爱一种名为“展厅现象”的消费模式。

**penchant *n.*** a strong and continued inclination 爱好；嗜好

e.g. She has a penchant for champagne.

On the other hand, she also has a penchant for bright pink nails.

**9. (Para. 6) What’s more, some clothing companies actually endorse such behavior as it helps to track customer preferences and improve store and inventory management:** What’s more, some clothing companies are actually supporting it, as it helps track customer preferences and improve store and inventory management.

【译文】更重要的是，一些服装企业实际上也在支持这种行为，因为它有助于追踪客户偏好，并改善仓储和库存管理。

“**as**”引导原因状语从句

e.g. As he is a tailor, he knows what to do with this material.

**what’s more** 更重要的是；例外

e.g. What’s more, I have plenty of experience.

**endorse *v.*** to say publicly that you support a person, statement or course of action (公开)赞同，支持，认可

e.g. I wholeheartedly endorse his remarks.

I fully endorse your opinions on this subject.

**inventory *n.*** all the goods in a shop (商店的)存货，库存

e.g. The inventory will be disposed of over the next twelve weeks.

They’re likely to hold big fire sales to liquidate their inventory.

**10. (Para. 8) It’s because of the seamless connectivity between communications technology, payment systems and order fulfillment and logistics:** This is mainly because of Chinese seamless connectivity between communications technology, payment systems, order delivery and logistics systems.

【译文】主要是因为中国在通讯技术、支付系统、订单交付以及物流系统之间实现了无缝衔接。

**seamless *adj.*** with no spaces or pauses between one part and the next (两部分之间)无空隙的，不停顿的

e.g. The integration is almost seamless.

It was a seamless procession of wonderful electronic music.

**11. (Para. 10) Ultimately, this might be the most profound change of all: Instead of just charting its own course, China may soon be setting trends that the west will be compelled to follow:** In the end, perhaps the most profound change of all: In addition to charting its own course, China may soon be the trendsetter, and the west will have to follow its lead.

【译文】最终，所有变化中最深刻的或许是：除了绘制自己的路线，中国可能很快会成为趋势的开创者，而西方国家将不得不跟随中国的脚步。

**profound *adj.***very great; felt or experienced very strongly 巨大的；深切的；深远的

e.g. My fathers death had a profound effect on us all.

Her speech made a profound impact on everyone.

**instead of:** in the place of sb. /sth. 代替；作为… 的替换

e.g. We just had soup instead of a full meal.

Now I can walk to work instead of going by car.

**compel *v.*** to force sb. to do sth.; to make sth. necessary 强迫；迫使；使必须

e.g. The law can compel fathers to make regular payments for their children.

Nothing can compel me to do such a thing.

**Structure Study**

**Summary of the Text**

**Directions:The text can be divided into four parts. Fill in the blanks with appropriate words from the text to complete the main idea of each.**

|  |  |  |
| --- | --- | --- |
| **Parts** | **Paragraph** | **Main Ideas** |
| Part One | Paras. 1 — 3 | Innovation is 1) **flourishing** in China. which is rapidly becoming a 2) **trendsetter** with the potential to 3) **disrupt** business models globally. |
| Part Two | Paras. 4 — 6 | Smartphones 4) **showcase** a sharper edge and its only a matter of time before a “Made in China” label will come to 5) **represent** novelty and even chic. |
| Part Three | Paras. 7 — 9 | Trendsetting is already underway in the 6) **retail** space, thus we would expect the “fast retailing trend” to 7) **spread** to the young generation around the world. |
| Part Four | Para. 10 | China’s evolution as a(n) 8) **hotbed** of innovation is creating a pool of world-class management talent. expertise and experience in 9) **technology** and 10) **e-commerce** industries, and China may soon be setting trends that the west will be compelled to follow. |

**Directions:Choose the best answer for each question.**

1) According to the text, which of the following is true?

A) Over many years. China has gained acclaim as the world’s innovation powerhouse.

B) Few companies have received international recognition.

C) Chinese people have little enthusiasm for locally developed smartphones and the entrepreneurial spirit.

**D) Innovation is rapidly becoming a trendsetter with the potential to disrupt business models globally.**

2) Why is “showrooming” happening in China?

**A) Because of the seamless connectivity between communications technology, payment systems and order fulfillment and logistics.**

B) Because it’s cheaper.

C) Because it’s suggested by the government.

D) Because it’s popular overseas.

3) Why is it only a matter of time before a “Made in China” label will come to represent novelty and even chic?

A) Because investors are often unable to recognize a country making the leap from manufacturing to inventing.

B) Because investors are often slow to recognize a country making the leap from inventing to manufacturing.

**C) Because investors are often slow to recognize a country making the leap from manufacturing to inventing.**

D) Because investors are often fast to recognize a country making the leap from manufacturing to inventing.

4) Which of the following can be shown by the conversations with Mr. Wang?

A) Mr. Wang is not satisfied with his phone.

**B) Corporate innovation reflects the energy of the people.**

C) Chinese companies have received international recognition.

D) China is well ahead of the rest of the world in this area.

5) Which of the following will NOT help China become a global leader?

A) World-class management talent in technology and e-commerce industries.

B) Expertise in technology and e-commerce industries.

**C) Talented people in technology and e-commerce industries.**

D) Experience in technology and e-commerce industries.

**After-reading**

**Key to Exercises—Vocabulary**

**1.**

1) exceeding 2) potential 3) acclaimed 4) disapproval 5) have recognized

6) profound 7) surging 8) disrupt 9) smoothly 10) logistics

**2.**

1. Summer is the perfect time to catch up on the new books you meant to read.

2) If he is compelled to do what he is unwilling to do, he cannot be happy.

3) So if you’ve had a penchant for music since childhood, it’s probably deeply rooted in you psyche.

4) He was intent on the job he was doing.

5) She was struck by his simple, spellbinding eloquence.

**Key to Exercises—Structure**

**1.**

1) whose works are of wide and great popularity

2) when she happened to discover the landmark technology

3) where we lived for six years

4) some of which were written by Charles Dickens

5) why he played truant

**2.**

1) Mr. Wang, Mary told me yesterday, was sentenced to a two-year prison term for money laundering.

2) Pearl Buck, as is well-known, was awarded the Nobel Prize in literature in l938 for her novels and biographies.

3) He was, strange as it may seem, an excellent sportsman.

4) He was, to me at least, a figure to be pitied.

5) The old man, it is said, was an artist, but people knew hardly anything about this side of his life.

**Key to Exercises—Cloze**

1) B 2) H 3) D 4) K 5) A

6) I 7) G 8) N 9) J 10) M

**Key to Exercises—Translation**

中国科技部将坚持科技自力更生，加强对科技的战略支持。中国将加快国家实验室建设和重大科技项目实施，打造一批具有国际竞争力的区域创新产品。中国科技部正在加快建设三个综合性国家技术创新中心。这些中心将以技术创新和成果转化为重点，突破制约我国工业发展的重大科技问题。

**After-reading Activity 1: Talking about Pictures**

**Directions: Innovative thinking is one of the important qualities of human beings. Different people have different creative thinking. Some are inspirational thinkers, some are divergent thinkers and so on. What words come to mind when you think of innovation? What is innovation in your mind?**



**After-reading Activity 2: Pair Work**

**Directions: Everyone has more or less the ability to innovate, but it is not easy to turn "innovation" into "reality". What are the obstacles to our innovation process? Discuss with your partner and present your ideas in class.Try to analyze both subjective and objective reasons.**

**After-reading Activity 3: Discussion**

**Directions: The object of innovation can be product, method, structure, process and so on. Try to give examples of innovations in our life, and then discuss how we can turn “ideas” into “reality”.**

**Additional Materials**

**Activity One**

**Directions: Innovation and creativity are two words that are heard and used in society. They are inter-related terms, yet they have differences. Please discuss how innovation and creativity are different.**

**Tips:** Creativity is more a characteristic of individuals, while innovation implementation tends to be accomplished by groups, organization or societies. Innovation is the end result of a creative group process that progresses through several stages.

**Activity Two**

**Directions: Innovation is conductive to human progress, but in fact true innovation is rare. Why true innovation is rare and unevenly distributed? Please discuss some reasons.**

**Tips:** impatience, education, conformity, lack of systematic innovation, funds...

**Background Information**

**1. Estar Technology Group**

Estar Technology Group Co., Ltd. is a high-tech company in virtual display technology industry since early 2004. It is the first and leading manufacturer on developing and manufacturing virtual display in China. With strong R&D power, it has possessed a lot of technical patents in eyewear products and services to their valuable customers worldwide.

Estar, after nearly ten years’ development, has established three core technology platforms: The operating platform of 3D content, 3D virtual display technology platform & 3D optical technology platform, and has successful launch the family 3D display solutions, and naked eye 3D terminal display solution, large-screen 3D display solutions, video games and so on.

**2. CES**

International Consumer Electronics Show (CES) is the most influential tech event in the world — the proving ground for breakthrough technologies and global innovators. This is where the worlds biggest brands do business and meet new partners, and the sharpest innovators hit the stage. Owned and produced by the Consumer Technology Association (CTA), CES features every aspect of the tech sector.

CES showcases companies including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more. It also includes a conference program where the world’s business leaders and pioneering thinkers address the industrys most relevant issues.

**3. CFDA (NMPA)**

The abbreviation of the National Medical Products Administration was changed from “CFDA” to “NMPA” in 20l8.

The responsibilities of NMPA is to supervise the safety of drugs (including traditional Chinese medicines (TCMs) and ethno-medicines, the same below), medical devices and cosmetics; to regulate the registration of drugs, medical devices and cosmetics; to undertake standards management for drugs, medical devices and cosmetic and so on.