

2023 CETV
FL RP CUP

Vocational English Challenge

“中国教育电视台·外研社杯”
职场英语挑战赛

大赛智慧资源

指导单位

中国职业技术教育学会

主办单位

中国教育电视台
外语教学与研究出版社

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演讲大赛

2023 年全国决赛 题型介绍与真题资源

★ 主题演讲

选手以大赛组委会公布的主题演讲题目 “Great Aspiration, Great Us” 进行 3 分钟英语演讲。

Watch the video, and make a 3-minute speech in English based on the task displayed at the end of the video.

赛 题



扫描二维码
观看完整视频

题目全文

Great Aspiration, Great Us

Where do human beings' aspirations come from?

- From the need to seek fresh water, healthy food, and warm shelter;
- From the desire to keep fit, grow interests, and live an abundant life;
- From the hope to make friends, start families, and build communities;
- From the wish to secure development, promote understanding, and create a better future.

We live in an ever-changing world, facing various obstacles. When our ancestors aspired to clearer communication, they carved symbols on bones and clay tablets, marking the birth of written language. When manufacturers aspired to maximize productivity, they conducted deeper explorations, starting an industrial and technological revolution that has lasted for centuries. When the Chinese people aspired to long-term development, they explored new ways and pictured a prosperous future through reform and opening-up. History tells us that, the determination to fulfill great aspirations is what takes us to a better place.

One of those aspirations shared by all mankind is “modernization”. Since the 18th century, human society has witnessed a massive transition from agrarian to industrial production, and this has brought with it a comprehensive transformation of lifestyles, values, norms and cultures. While we are inspired and challenged by these profound changes; we cherish the aspiration to give the term “modernization” a richer connotation. And now, China is pioneering a Chinese path to modernization, upholding the people’s aspirations and introducing Chinese wisdom to the world.

With a population of more than 1.4 billion people and 56 ethnic groups, China faces manifold challenges in meeting its diversified industrial, cultural, economic and social needs. And Chinese aspirations take many different paths. With the persistent efforts of each generation, China, in its unprecedented stride toward modernization, has worked out the twin miracles of rapid economic development and long-term social stability. The efforts made by the Chinese people are woven into a magnificent symphony:

- From “made in China” to Chinese smart manufacturing;
- From seeking quantity to pursuing high-quality development;
- From the introduction of Western learning to better telling China’s story;
- From reform and opening-up to building a human community with a shared future.

Aiming toward well-rounded development of the people and society, modernization is a continuous and open-ended process. In China, it is modernization of a huge population, of common prosperity for all, of material and cultural-ethical advancement, of harmony between humanity and nature, and of peaceful development.

In this promising and complex process, we Chinese people uphold the spirit of hard working. Now, as the relay torch passes to the next generations, we young Chinese people will use our knowledge, skills, vitality and vision in the pursuit of building China into a great modern socialist country.

Inspired with great aspirations, we are to shoulder responsibility, explore new grounds, and achieve our own greatness. The curtain is drawn open. It is time to let the world hear the grand symphony of a dynamic modernization process in this great land called China.

Great aspirations make “great us”. What is your aspiration during the course of Chinese modernization? And how would you do your part in this great cause?

TASK: Please make a speech entitled “Great Aspiration”, and give your own subtitle.

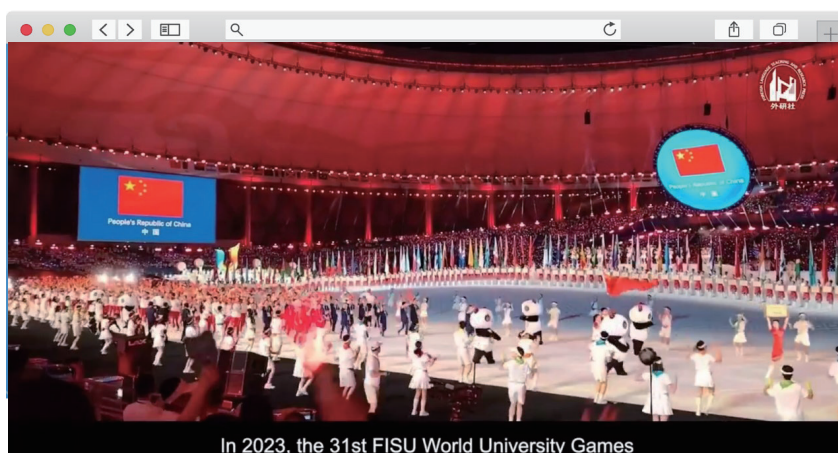
青年之声

选手上场前从 6 道视频题目中抽取 1 道，观看视频后进行 3 分钟英语演讲。

Watch the video, and make a 3-minute speech in English based on the task displayed at the end of the video.

赛 题

1 All-Around Development



扫描二维码
观看完整视频

题目全文

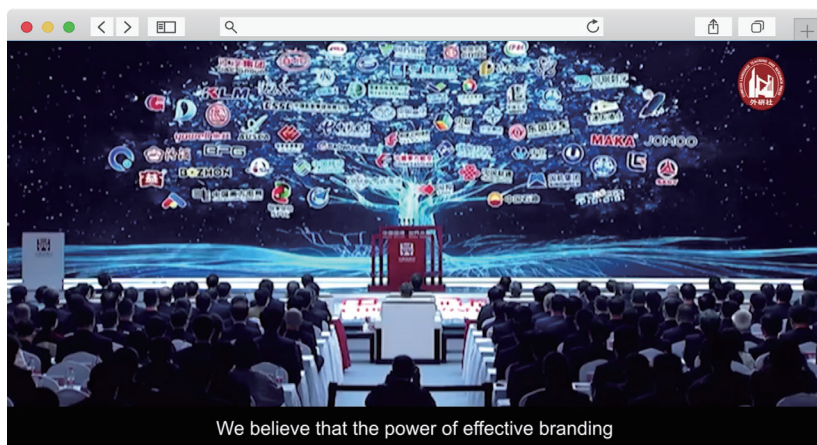
All-Around Development

Sport is a holistic activity that benefits both the body and mind. It helps to develop participants' health and experiences. College sport plays an important role in education. In 2023, the 31st FISU World University Games were opened in Chengdu, China.

The event provided college students with the opportunity to interact with their peers from around the world in a cooperative and competitive environment. It effectively merged participation in various sports with students' learning, contributing to the development of their physical, spiritual, and socio-emotional skills. Such skills can help to enhance their ability to engage in future social activities.

TASK: How do you think playing sport contributes to the all-around development of college students? Please give an example.

2 Brand Power



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观看完整视频

题目全文

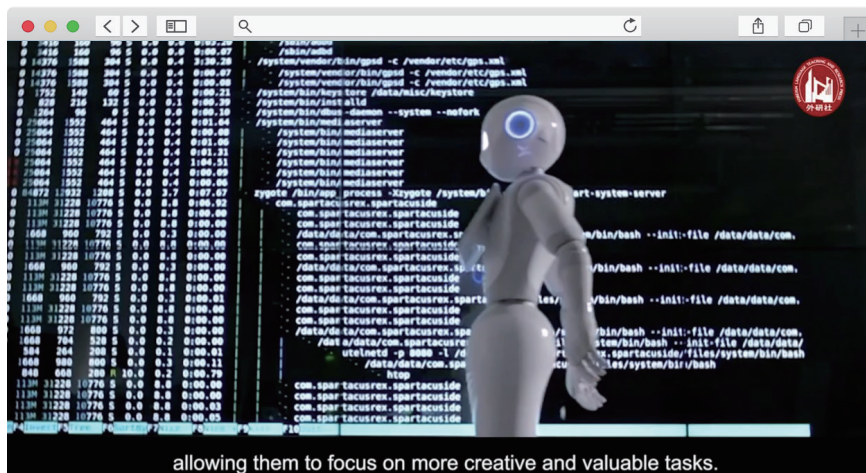
Brand Power

With the theme, “China Brand, Global Sharing”, the 2023 China Brand Day event at Shanghai showcased over 1,000 Chinese enterprises and their products, promoting Chinese brands to global consumers.

As Chinese products, technical services, and industrial standards gain greater recognition in the global market, the competitiveness of Chinese brands continues to improve, and a better version of China’s story is presented to the world. The growth pace of Chinese brands is stronger, and it is expected that a well-structured, competitive, and dynamic system of brands will be completed by 2035. We believe that the power of effective branding can boost the high-quality development of the country and ultimately benefit everyone.

TASK: How can domestic brands better tell China’s story? Please share your opinions.

3 Humankind in the AI Trend



扫描二维码
观看完整视频

题目全文

Humankind in the AI Trend

With a breakthrough in technology, artificial intelligence (AI) is starting to affect people's lives. Like the development of steam engines that streamlined operations and liberated manpower from repetitive physical tasks, AI technology is also aimed at freeing humankind from repetitive mental labor. With AI, for example, staff members can be freed from “tedious mental calculations”, allowing them to focus on more creative and valuable tasks.

AI embodies achievements in knowledge by all humankind. It can empower ordinary people but challenge their subjectivity. Therefore, it is essential for us to fully exert our abilities and take action to pursue positive outcomes in the development and expansion of AI, which we hope is driving progress toward a more intelligent, efficient, and convenient society.

TASK: In which domain should AI develop to significantly impact humankind's future? Please share your opinions.

4 Open Cooperation



题目全文

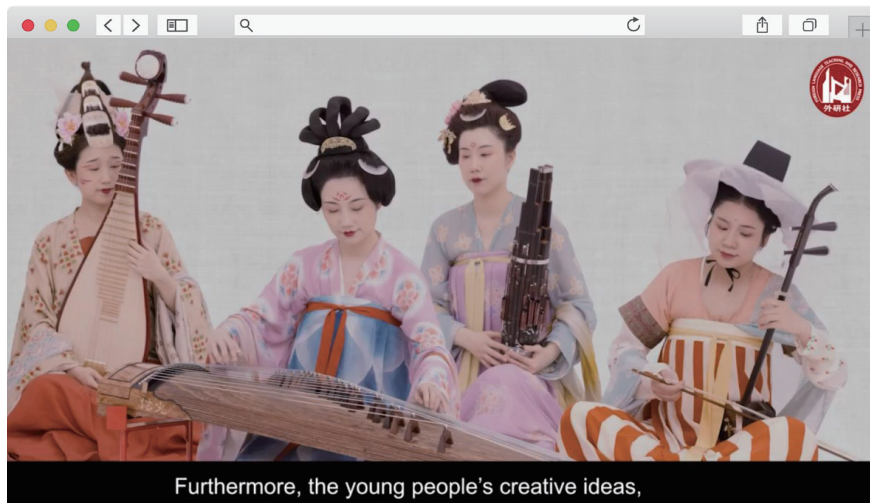
Open Cooperation

The 2023 Zhongguancun Forum (ZGC Forum), a national platform for global exchange and cooperation on high-tech innovation, was successfully held in Beijing from May 25th to (May) 30th. The theme, “Open Cooperation for a Shared Future,” focused on the importance and need for collaboration among nations to achieve common goals. It also highlighted China’s determination to make science and technology better serve the well-being of mankind.

New developments in artificial intelligence, brain-computer interface and other technologies all present China’s innovation-driven contribution to social progress and human welfare. Our world is more connected than ever before. As we push for self-reliant advancement in technology, we should also remain committed to open cooperation. With everyone’s contribution, we can shape a brighter future for all.

TASK: How do you think self-reliance and open cooperation in technology can promote common development in today’s world?

5 The New Era of Inheritance



扫描二维码
观看完整视频

题目全文

The New Era of Inheritance

Since 2022, a support plan has been launched across China, aiming to help younger generations to become better involved with the inheritance of Chinese intangible cultural heritage.

It is hoped that the younger generations' participation will breathe new life into the traditional culture they have inherited. Furthermore, the young people's creative ideas, combined with the use of new resources and technologies, will help to merge the old and the new. The blend of contemporary fashion and fine Chinese traditions is a successful representation. It clearly shows the attitudes of young people toward their cultural responsibilities. Their enthusiasm, confidence, and innovation will contribute to the development of fine traditional Chinese culture in the new era.

TASK: What unique roles do you believe young people can play in carrying forward China's intangible cultural heritage? Please share your opinions.

6 The Rebirth of Materials



扫描二维码
观看完整视频

题目全文

The Rebirth of Materials

At Beijing Capital International Airport, visitors can see a grand sculpture that looks like metal but is actually made from industrial waste materials. These low-carbon materials are strong, durable, and flexible enough to form beautiful sculptures.

Green development is an important concept in building a human community with a shared future. The display of these artworks shows the artists' concern for the environment and should encourage others to pay attention to environmental issues.

Providing waste materials with a new life not only reduces landfill and damage from toxins, it also reflects our modern philosophy to pursue harmony between humanity and nature.

TASK: How do you think we can maintain harmony between humanity and nature when planning our development? Please share your opinions.

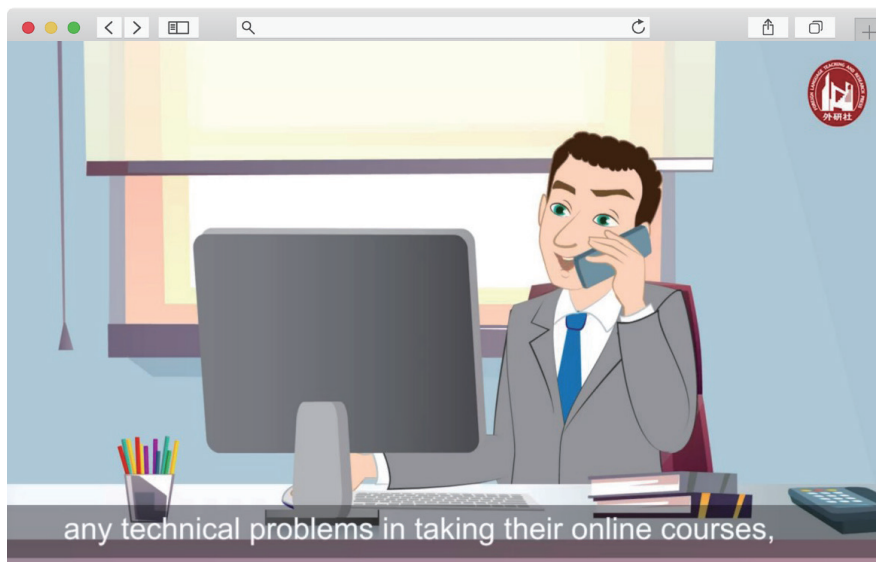
★ 职场方案

选手上场前从 5 个职业场景中抽取 1 个，根据题目要求给出相应的职场解决方案。选手陈述时间为 3 分钟。

Watch a short video, and describe the issue in the video and offer your strategies regarding the problem in a 3-minute speech.

赛题

1 Coordination Work



扫描二维码
观看完整视频

题目全文

Coordination Work

(Success Academy Education is a company that provides online learning courses. Allen, the Project Specialist, and Bruce, the Project Manager, are discussing Success Academy Education’s technological services that have been outsourced to HC Technology & Service Co., Ltd.)

Allen: Hi, Bruce, I want to share some issues we’ve been facing with the IT network maintenance services provided by HC. I think they are crucial to ensuring efficient operations and customer satisfaction.

Bruce: Go ahead, Allen. I'm all ears.

Allen: Firstly, when our clients encounter any technical problems in taking their online courses, they have to contact our customer service team because the website only has one customer service interface. Then, our team conveys these problems to HC, causing delays. Client satisfaction has been eroded.

Bruce: Understood. That is definitely a concern. We need to find a more direct and efficient way for our clients to communicate with HC.

Allen: Exactly. Additionally, we frequently encounter technical issues, such as crashes, audio lagging, and interaction failures.

Bruce: Have you spoken to HC about these problems?

Allen: I did, but they said some of these problems were outside our outsourcing agreement. They weren't able to help.

Bruce: Hmm, we certainly gave them an outline of our requirements when we purchased their IT services. However, we all know that initial plans can't always keep up with operational changes.

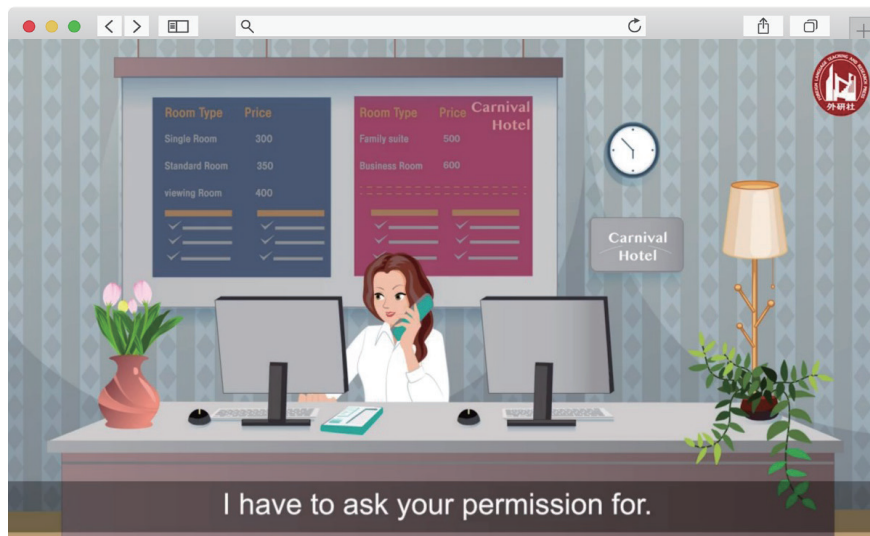
Allen: Can we add to the agreement? We need our services to be up to date.

Bruce: They will probably require additional fees for additional services. But we should let them know what we need. Let's schedule a meeting with HC to review the services agreement. So, could you draw up a proposal which clarifies our needs?

Allen: OK, I'll work on it.

TASK: Please describe the business challenge in the video and offer your strategies regarding a more efficient outsourcing service.

2 Dealing with Customer's Claim



扫描二维码
观看完整视频

题目全文

Dealing with Customer's Claim

(Carnival Hotel is a highly rated hotel specializing in business conferences. Diana, the Chief Receptionist at Carnival Hotel, and Molly, the Account Manager, are discussing a VIP customer's claim after he missed his train.)

Diana: Hello, Molly. I'm afraid there's something I have to ask your permission for.

Molly: Hi, Diana, what is it?

Diana: I've just received a complaint from one of our VIPs, Mr. Jackson. He claims that our shuttle bus was late this afternoon, causing him to miss his train. He has an important business meeting tomorrow and now he has to stay for an extra night.

Molly: Did you confirm with the bus driver?

Diana: Yes. It was actually because of the emergency traffic control caused by the heavy rain. It was unpredictable and beyond our control.

Molly: I see. Well, what kind of compensation is he asking for?

Diana: He wants the hotel to cover the expenses for the extra night of accommodation, meals, and a train ticket, as well as the value of the time he lost.

Molly: Do you know anything about his preferences?

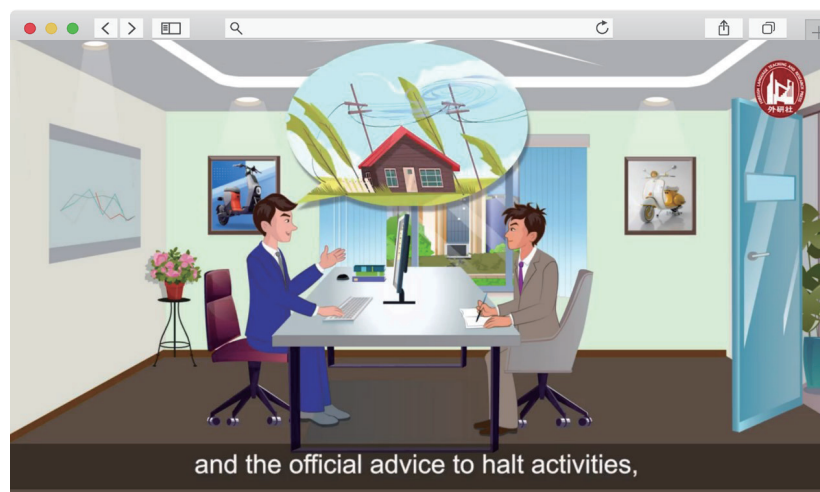
Diana: Yes, he's been a member of our hotel group for over 8 years and usually hosts business receptions here. He enjoys dining in our specialty restaurant and he often buys our gift sets as souvenirs.

Molly: I see. I think you should explain to him that the delay was due to force majeure. However, considering his VIP status and the actual loss, we can offer him a special compensation plan.

Diana: OK. I'll take care of it and come up with a reasonable plan.

TASK: Please describe the business challenge in the video and offer your strategies regarding Mr. Jackson's claim.

3 Emergency Response



扫描二维码
观看完整视频

题目全文

Emergency Response

(Future Rides is a green transportation company specializing in the production of electric bicycles. Tony, the Marketing Manager, and his boss Nick, the CMO, are discussing a possible weather emergency.)

Nick: Tony, I want to discuss the upcoming e-bicycle launch and roadshow promotion. Given the recent weather conditions and the official advice to halt activities, we need to consider whether we should delay or cancel the event.

Tony: Yes, I’ve been following the weather forecasts closely, especially the likelihood of very high winds on the coast. However, we’ve almost completed the preparations for the event and invested a lot in promotion. Canceling the launch will affect our market.

Nick: I understand, but we also need to prioritize safety and consider the negative perception if we proceed despite the official warning. The well-being of our employees and attendees should come first.

Tony: You’re right. We don’t want to risk anyone’s safety. We could delay the event so as not to waste the preparations we’ve already made.

Nick: That’s an option, but the delay will impact our subsequent marketing efforts, and our competitors may release similar products before us.

Tony: That’s a valid concern. We could consider organizing an online launch event to reach our target audience while ensuring their safety.

Nick: That’s a great idea. It’ll also save us from potential losses caused by a delay. However, we need to address the challenge of creating an engaging live stream product launch and delivering an effective online experience. There’s not much time and I wonder if our technology is sufficient.

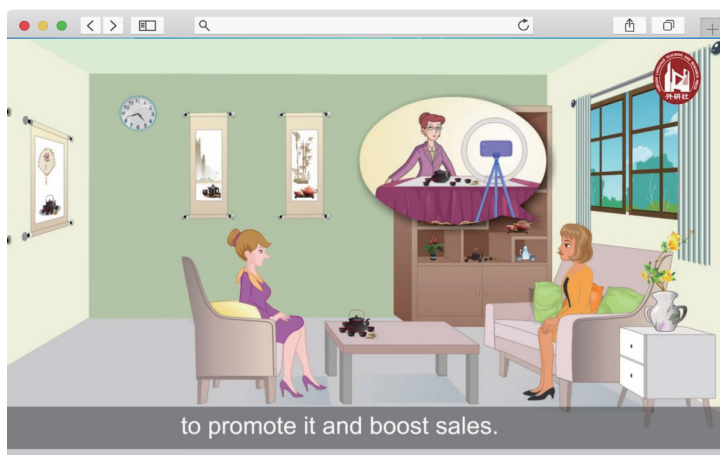
Tony: Hmm... I’ll discuss this with the team and come up with a solid plan. I’ll report back this afternoon.

Nick: Great. Also, make sure you communicate the change in plans to the whole team and ensure everyone is on board with the new approach.

Tony: Absolutely!

TASK: Please describe the issues in the video and offer your strategies regarding the Future Rides’ emergency plan.

4 Live-Streaming Plan



扫描二维码
观看完整视频

题目全文

Live-Streaming Plan

(Cha-Dao is a tea set manufacturer. Rene, the Sales Manager, and Rebecca, a top influencer, are discussing a live-streaming plan.)

Rene: Hi Rebecca, I'm glad we could chat today. Our company recently launched the "Zen" series tea set. We're planning cross-border live-streaming events to promote it and boost sales. I'd really value your insights and suggestions.

Rebecca: Hi Rene, it's great to be here. So you plan to promote the product overseas? In my experience, a stylish presentation will be crucial to effectively showcase the "Zen" series to global audiences.

Rene: I agree, but I believe the Chinese style is very popular worldwide. During the livestream, I'd like to emphasize its design and introduce the craftsmanship and quality of the materials used in the tea set.

Rebecca: That's a great idea. Also, when advertising products globally, it's best to consider the preferences and consumption habits of your target audience. We can draw on previous TV advertising for suitable ideas.

Rene: Definitely, but we should also adapt our advertising content to each of the different markets, taking their uniqueness into account. Collaborating with platforms that have a strong following among tea lovers would be beneficial.

Rebecca: Absolutely. Each platform has its own dynamics, and you can tailor the content accordingly. Limited-time discounts can create a sense of urgency and drive customer purchases. Additionally, we usually

implement exclusive discounts for livestream viewers.

Rene: That sounds good, but we should be cautious about offering excessive discounts in a single livestream. It could impact our pricing strategy in other channels.

Rebecca: I understand. What about offering time-limited bundle deals of the “Zen” series and other popular sets to create attractive packages for online customers only? That won’t compromise the overall pricing policy.

Rene: That’s a great solution.

TASK: Please describe the issues in the video and offer your strategies regarding Cha-Dao’s live-streaming plan.

5 Supply Crisis



扫描二维码
观看完整视频

题目全文

Supply Crisis

(VG Co. Ltd is an automobile company. Hanson, the Production Director at VG is holding a meeting with James, the Production Manager, and Edward, the Purchasing Manager, to discuss their sole battery supplier, Green Generator.)

Hanson: James, Edward, thank you for coming. I've called this meeting to discuss the pressure we're facing from Green Generator. They're planning to raise the purchase price again this year. Since we started working together 5 years ago, their price has increased by 40%, which has significantly impacted our profit margin.

Phillips: 40%? Is that normal across the battery industry?

Jones: Not really. Their production costs are increasing, but not as much as their prices. However, if we increase our prices, we'll lose some of our customers.

Phillips: Indeed, the sales volume of our new domestic electric car declined last year, which is a clear sign. Can we negotiate? We have been purchasing batteries from them in large quantities for five years.

Hanson: That won't be easy. Green Generator is the leading company in high-performance batteries, and they have a lot of orders. Should we search for alternative suppliers?

Jones: Green Generator has superior technology, so their batteries are top of the range and their supply chain is mature. They can't be easily replaced by other manufacturers. However, I agree that we should gradually explore other suppliers to alleviate the pressure.

Phillips: Let's try changing our mindset. Our problem is the shrinking profit margin. It's a long shot, but why not expand into other profitable fields, like commercial vehicles?

Hanson: Hmm, that could be an option, but it's a new market for us and would require significant investment in production lines and marketing. We'd need to conduct a comprehensive assessment and develop strategies for both the short and long term.

Phillips: If only we manufactured our own batteries!

TASK: Please describe the business challenge in the video and offer your strategies regarding VG's battery supply crisis.



职场共赢

选手通过抽签分为两人一组，合作完成 1 个职场情境沟通任务并各自总结汇报。每组选手职场情境沟通时间为 5 分钟，每位选手总结汇报时间为 2 分钟。

Contestants work in pairs to complete a business communication task in 5 minutes, and then give a 2-minute task report separately.

Topic 1

Scenario

Chester Corporation, a British coffeehouse chain based in London, is one of the world’s largest coffee chain brands with 20,000 locations in 50 countries, of which 60% are in the UK and China. Chester recently released its financial results for the second quarter (April to June). Store sales in China decreased by 3% compared to the same period of last year, and customer loyalty in the Chinese market also declined.

Simon Dickens, the Customer Relationship Management Supervisor at Chester headquarters, plans to meet Catherine Liu, the Marketing Supervisor of the China market, to discuss the situation and improve the customer rewards plan in China using the Chester App.

Section 1 Please make a 5-minute role-play based on the two posters. Contestants should take account of the following key points regarding the intended goals.

Contestant 1: Simon Dickens, Customer Relationship Management Supervisor at Chester headquarters

Key points of the negotiation:

- Report Chester China customers’ overview and a recent App users’ analysis.
- Propose new changes to customer rewards plan.
- Discuss the proposals and decide on a new rewards plan.

Contestant 2: Catherine Liu, Marketing Supervisor of the China market, Chester

Key points of the negotiation:

- Brief the recent Q2 financial results and customer rewards plan in Chester China.
- Analyse the problems of the present rewards plan for the China market.
- Discuss the proposals and decide on a new rewards plan.

Intended goals: The two sides should reach an agreement on the new, refined rewards plan and develop a follow-up plan.

Section 2 Each contestant presents a 2-minute task report to his/her boss respectively. The report should cover the following two aspects:

- (1) A brief review of the discussion. (2) The amendments the new rewards plan has made and the follow-up plan.

Poster 1



2023 CHESTER Q2 FINANCIAL HIGHLIGHTS

- At the end of Q2, stores in the UK and China comprise 60% of the company's global portfolio, with 8,052 stores in the UK and 3,948 stores in China.
- At the end of Q2, the global revenue is 6.7 billion, with the China market accounting for 21.5% and the UK market accounting for 23%.
- At the end of Q2, Chester App has 103 million registered users worldwide and 83.4 million 90-day active users.

China Supplemental Data

Item	Quarter Ended		Change
	June 30, 2023	June 30, 2022	
Revenues (\$ in millions)	\$1,440.5	\$1,420	1.4%
Store Sales (\$ in millions)	\$1,136.8	\$1,171.96	-3%
Average Individual Sales (\$)	\$4.95	\$5	-1%
Store Count	3,948	3,725	6%
Average Monthly Transacting Customers (in millions)	36.8	35.3	4.2%
90-Day Active Users (in millions)	25.6	25.8	-0.8%

The Present Chester China Customer Rewards Plan

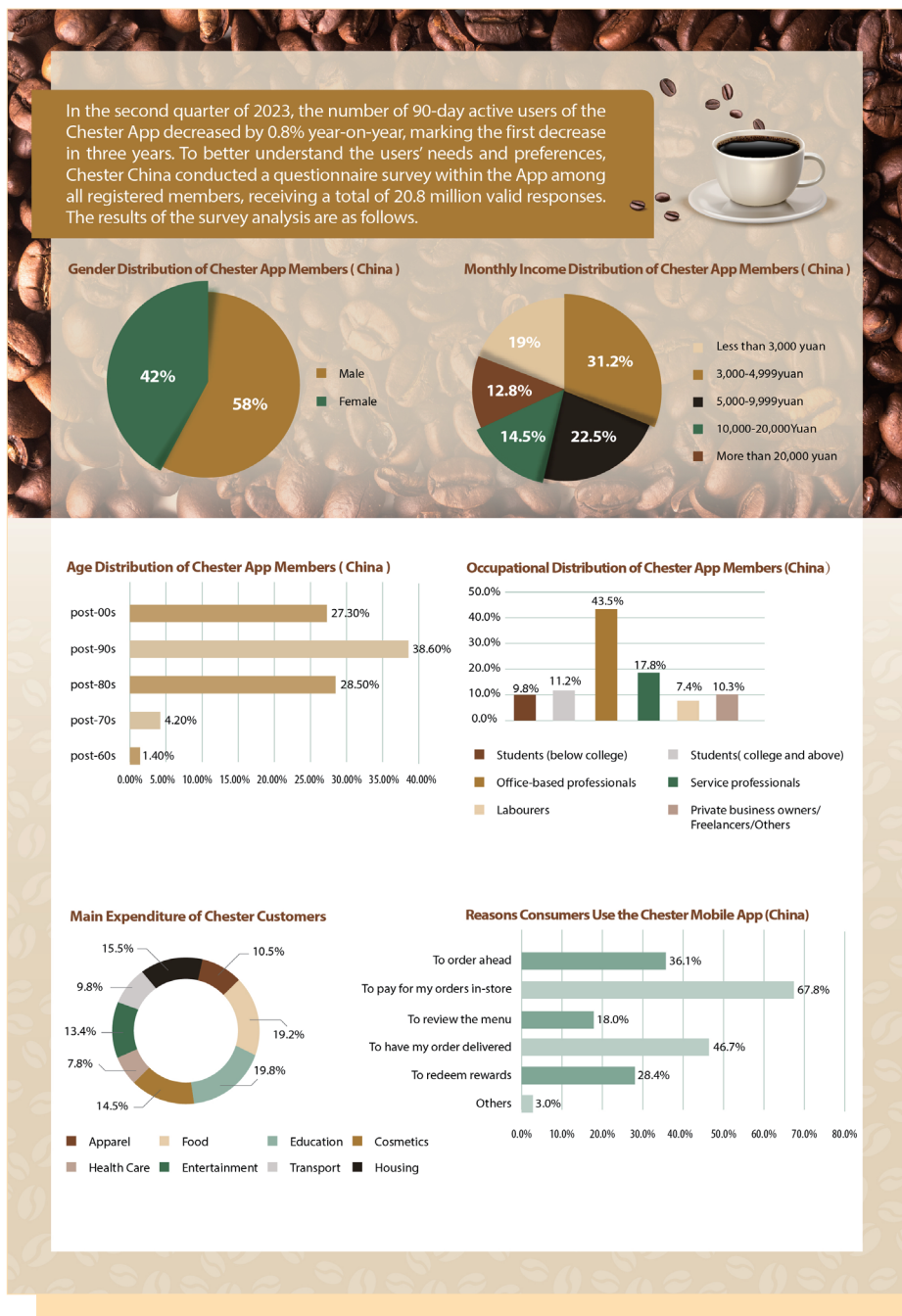
Member Level	Reward Stars	Benefits
Welcome Level (0-60 stars)	0-30 stars	1 birthday free drink
	31-60 stars	"Buy 1 get 1 free" service (1 time)
Green Level (61-200 stars)	61-120 stars	(All of the above perks) <ul style="list-style-type: none"> 10% off during birthday month Free gift-packaging service Monthly double-star day
	121-200 stars	(All of the above perks) <ul style="list-style-type: none"> Two bakery coupons Size upgrades on certain drinks Special member offers
Gold Level (200+ stars)	201-300 stars	(All of the above perks) <ul style="list-style-type: none"> Personalised gold card Two gift card coupons Free in-store refill of certain drinks Free delivery 5 times per month
	Over 300 stars	(All of the above perks) <ul style="list-style-type: none"> Monthly "buy 7 get 1 free" service Exclusive treats and deals 5% off for seasonal drinks Chester club membership

- Chester club: a club for gold level members with 300+ stars. Chester club regularly holds online and offline activities on coffee brewing, pastry baking, and so on. Members will also receive special gift sets on Member Appreciation Day.
- Members of Green/Gold level can redeem star rewards on semi-annual "Star Day".

How to Earn Stars

- Once registered on the App (2 stars)
- Preload to your digital account in the App (1 star per 3 yuan spent)
- In-store purchases (50 times add up to 1 star)
- Order and pay (1 star per 5 yuan spent)
- Daily sign-up in the App (2 stars per month)
- Other seasonal promotions

Poster 2



Topic 2

Scenario

Noah Toys, a multinational company, is a leading toy producer and exporter. Among all the toy products it offers, building toys for kids are the most well-known and loved by millions of children around the world.

Recently, Blockids, one of Noah's best-selling wooden building toys, was pushed into the spotlight for its potentially toxic paint exposed on social media in Asia. Noah Toys, now navigating a reputation crisis, has swung into damage-control mode.

Charles Lee, Production Supervisor of Noah Toys Asia, is going to meet his colleague Sarah Turner, Public Relations Supervisor, to negotiate a solution to the crisis and a follow-up plan.

Section 1 Please make a 5-minute role-play based on the two posters. Contestants should take account of the following key points regarding the intended goals.

Contestant 1: Charles Lee, Production Supervisor of Noah Toys Asia

Key points of the negotiation:

- Present the findings of the investigation into the Blockids incident.
- Report the quality inspection results of Blockids' potentially toxic paint.
- Negotiate the solution to the crisis and decide on the specific measures to be taken.

Contestant 2: Sarah Turner, Public Relations Supervisor of Noah Toys Asia

Key points of the negotiation:


- Report the adverse media exposure of the Blockids incident.
- Explain what pressure the incident has put on the company.
- Negotiate the solution to the crisis and decide on the specific measures to be taken.

Intended Goals: The two sides should reach an agreement on the possible measures and actions available to respond to the crisis and develop a follow-up plan.

Section 2 Each contestant presents a 2-minute task report to his/her boss respectively. The report should cover the following two aspects:

- (1) A brief review of the negotiation.
- (2) The measures and actions that the two departments will take to respond to the crisis and prevent similar incidents in the future.

Poster 1



BLOCKIDS' CRISIS

Adverse Media Exposure

How Everything Started

In May, some parents exposed on social media that their children had suffered from fever, allergy, and other discomforts after coming into contact with the newly acquired building toys (Noah's Blockids) at kindergarten. They suspected that Noah's "child-safe" paint was not actually safe and started to question the quality of Noah's Wooden Building Blocks products.

Right after the social media exposure, last week (Sunday, June 4), an article was posted on *toy-safety-asian.net* supporting the parents, titled "Toy Safety: Noah, Save us or Poison us?"

How Things are Developing

June 4

Public opinion on social media gives an exaggerated account of the incident.

June 8

Consumers start an online protest against Noah, claiming it could be not only a toy safety problem but also an environmental concern.

June 9

Wide coverage across local media and increased social media exposure are leading to a PR crisis for Noah.

June 10

Toy-safety authorities and regulators in the affected Asian countries call for an investigation.

Voices on Social Media

Customers


- My friends and I just made a group purchase. Is it too late to return them?
- What? This is a global brand. I thought the quality was good.
- This is super serious. Children's safety comes first.
- Boycott! That's all I'm saying.
- Come on, Noah. Say something!! Who's responsible for this?

Department stores, supermarkets, and online shops

- Noah is a brand we've always trusted and worked with. I hope this is not true.
- We would prefer Noah to conduct an investigation and clarify this. After all, we still have quite a few Blockids products in our warehouse for sale!
- More and more customers are enquiring about returns of Blockids. Who will be responsible for my loss?

Business experts

- Anyone can feel the brewing reputation damage of Blockids among its customers, which will inevitably affect its stock price and market influence.
- As customers hope, Noah should act immediately to save the reputation, solve the problem, and prevent the potentially toxic products from harming children's health.
- If the incident is not handled well, the children's toy industry may be about to be reshuffled.



Poster 2

Key Issues Identified: Quality Test Results

Samples Tested

- ✓ Blockids' 48-piece Rainbow Wooden Building Stacking Blocks Set (Age 3 years+) in Asia. Batch number: R3920, R3921
- ✓ Blockids' Letters And Numbers Classic Wooden Blocks For Toddlers in Asia. Batch number: C3948 and C3949

- Samples' quality testing was performed by Noah Toys' internal quality testing system and third-party testing agencies in Asia.
- Every individual element underwent various chemical, physical, electrical, hygiene, and flammability safety assessments and tests.
- The full ingredients of every raw material and decoration paint were tested, including adhesives, plastic parts, wood raw materials, packaging supplies, etc.

Testing results show

- The sample of the inspected batch does not contain any toxic or harmful ingredients.
- The inspected batch meets the toy quality and safety standards in GB6675 (China), EN71 (Europe) and ISO8124.
- Potential risks include intense collisions, eating by mistake, and exposure to high temperatures.

Key Issues to Be Identified and Discussed with PR

In which way do we further update and clarify the fact?

- Noah's rigorous testing shows no safety problems with Blockids' products.

A

Contact the concerned kindergartens and parents, inform them of the testing results, and provide possible support and assistance, such as further medical examination.

B

Hold a press conference, explaining the facts to the public and releasing the positive investigation results on social media.

Shall we conduct a precautionary recall?

- Even though it is a false alarm, the affected batches of Blockids are definitely not consumers' first choice. Suffering financial loss is almost unavoidable.

A

A precautionary recall of the batches on sale is suggested to show Noah's concerns for toy safety and consumers welfare, and its image as a responsible company.

B

For customer comfort, it is suggested that Noah accept returns of the affected batches sold within the last 2 months.

Other specific measures and actions to restore Blockids' reputation?

- To be discussed...

评分标准

主题演讲

Scoring Criteria and Rubrics

Phase 1 Prepared Speech

Dimension	Speech (60%)	Q&A (40%)
Content	30%	20%
Language	20%	10%
Delivery	10%	10%

青年之声

Scoring Criteria and Rubrics

Phase 2 Voice of Youth

Dimension	Speech (60%)	Q&A (40%)
Content	40%	20%
Language	10%	10%
Delivery	10%	10%



Scoring Criteria and Rubrics

Phase 3 Business Strategies

Dimension	Problem Description (30%)	Solution Presentation (50%)	Q&A (20%)
Content	20%	40%	10%
Language	5%	5%	5%
Delivery	5%	5%	5%



Scoring Criteria and Rubrics

Phase 4 Cooperative Communication

Dimension	Assigned Business Communication (50%)	Task Report (30%)	Q&A (20%)
Content	30%	20%	10%
Language	5%	5%	5%
Communication Strategy	5%	*	*
Group Work	5%	*	*
Delivery	5%	5%	5%

大赛精彩回顾及专家点评

各阶段比赛精彩集锦



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写作大赛

2023 年全国决赛 题型介绍与真题资源

题 型	字数要求 (Words)	分 值 (Score)
Part I 看文字信息写作	100	25
Part II 看图表信息写作	200	40
Part III 看短文信息写作	250	35

赛 题

Part I (25 points)

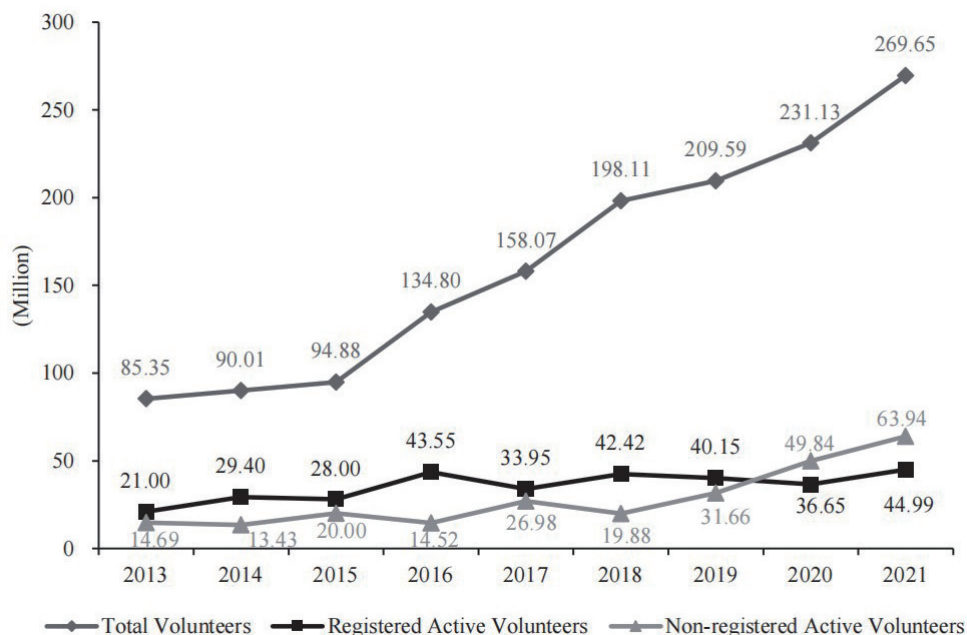
Directions: Suppose you are Jack Zhang. Your college is organizing an event entitled “One Day with a Chinese Family”, where Chinese students are to invite an international student to visit their family. You are to write an email (of at least 100 words) to John Trudeau inviting him to spend one day at your home on the weekend. You should not include any real information about yourself in your writing. Your email should contain the salutation, the body, and the complimentary close. The body of your email should include the following points:

- Introduce yourself and extend your invitation.
- Introduce your plan for the day at your home.
- Show your expectations and ask for a reply.

Part II (40 points)

Directions: The chart below shows the development of Chinese volunteers in terms of total volunteers, registered active volunteers and non-registered active volunteers for the years 2013 through 2021. Write a report (of at least 200 words) to describe the chart, analyze the data, and make some comments/suggestions/ predictions.

Development of Chinese Volunteers



Part III (35 points)

Directions: Read the story below and write an essay (of at least 250 words) based on your understanding. You need to give your essay an appropriate title and your essay should contain three parts:

- a statement of your viewpoint;
- the body which presents your argument;
- a conclusion which restates your viewpoint.

Story:

One day in early spring, a shepherd walked his two hungry sheep along a winding country path. He managed to have them two tied to each other just in case they should get separated.

It was quite a long time before they arrived at a place where there was only a small amount of fresh grass on each side of the path. Both sheep hurried to the grass but in opposite directions. The rope fastening them was not long enough. No matter how hard they struggled, neither was able to reach the grass in front of them.

The shepherd was about to help them, only to find that one of them gave up the struggle and went along with the other. Consequently, the two sheep enjoyed the grass on one side together, and then the grass on the other side.

评分标准

Scoring Criteria	
Ideas (35%)	<ul style="list-style-type: none"> The writer should focus on the main topic and does not digress from it. All necessary points should be presented.
Grammar, usage and mechanics (30%)	<ul style="list-style-type: none"> Good sentence variety. Precise word choice. Few spelling and grammar errors.
Organization (25%)	<ul style="list-style-type: none"> Clear and logical sequencing of key points. Proper use of cohesive devices.
Format and word count (10%)	<ul style="list-style-type: none"> Standard writing format (e.g. necessary parts of a business letter) should be followed. Minimum word count should be met.

优秀作品评析



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作 品

From: JackZhang@hotmail.com

To: JohnTrudeau@hotmail.com

Date: December 9th, 2023

Subject: Invitation

Dear Mr. Trudeau,

I am writing to sincerely invite you to participate in my family day scheduled to take place at my home on Dec. 17, 2023.

I am Jack Zhang, a junior student majoring in English. Currently, our college is organizing an activity named "One Day with a Chinese Family", where Chinese students are encouraged to invite some international students to visit their family. I made acquaintance with you in a volunteer program, in which you give me numerous suggestions on improving my English pronunciation. Therefore, I would like to have more meaningful conversation with you.

Please allow me to give you an outline of the arrangement of my family day. First of all, a conversion concerning diverse cultures of different countries will be held in the morning from 9a.m. to 11a.m.. After that, we will have lunch together and taste some delicious food with Chinese characteristics. In the afternoon, some fun activities are planned, providing us with an opportunity to build mutual trust.

As I am deeply attracted by your thoughts, your presence at my family day holds paramount significance for me. It would be highly appreciated if you would take part in this event. Looking forward to your early reply.

Yours sincerely,

Jack Zhang



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评析专家：北京语言大学 许宏晨教授



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作 品

Report on development of Chinese volunteers

Introduction

The line chart depicts the development of Chinese volunteers in terms of total volunteers, registered active volunteers, and non-registered active volunteers between 2013 and 2021. Obviously, the number of total Chinese volunteers rose dramatically, while the ones of registered and non-registered active volunteers increased much more slightly.

Findings

Standing at 85.35 million in 2013, the number of total Chinese volunteers rose gradually to 94.88 million in 2015. From that time onwards, the number increased more dramatically and reached the apex of 269.65 million in 2021. As a noteworthy addition to registered active volunteers in China, the number stood at 21 million in 2013, and rose gradually to 44.99 million in 2021, with slight fluctuations. While the number of non-registered active volunteers increased from 14.69 million to 63.94 million during the nine-year period, surpassing the one of registered active volunteer in 2020.

Analysis

In light of the above findings, three possible factors should be taken into consideration to explain such phenomenon.

To begin with, such phenomenon is related to people's longing for a better life. As people's living standards get better and better, we tend to care more about people around us. Therefore, we are more likely to devote ourselves to volunteering others, and offer help to those in need, which will bring us a sense of happiness and achievement.

Furthermore, good examples around us are also of crucial importance. People who actively engage in voluntary work can be set as shining examples for us to emulate. By learning from them, we can realize the importance of devotion and helpfulness to a greater extent, thus becoming volunteers or even non-registered volunteers.

Last but not least, remaining committed to the policy of reform and opening-up, and people-oriented concept, our country encourages us to do voluntary work not only in the country, but also around the world, thus demonstrating Chinese spirit, Chinese value, and Chinese strength.

Conclusion and Recommendation

To conclude, it is the mixture of personal needs, good examples, and country policies that gives rise to the development of Chinese volunteers. From my perspective, our country should stay on track to its excellent policies, and encourage the development of volunteer industry. As Chinese youths, we should connect our own destiny with the destiny of China, and live up to the demands of this great era, thus promoting personal and national development. It is believed that with our joint effort, more and more people will benefit from voluntary work, and the development of Chinese volunteer will embrace a bright future.



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评析专家：北京语言大学 许宏晨教授



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作 品

Cooperation: Byword for Current Era

“Individually, we are one drop. Together, we are an ocean.” The thought-provoking saying finds itself in the annals of time and epitomizes the necessity of cooperation. From my perspective, working in partnership helps every teammate forge ahead for the shared aim and harvests the fruit of progress and success.

First and foremost, collaboration enables individuals to press ahead for their common target against all odds. Some rational defenders may suffer from the delusion that cooperation erodes independence to a large extent. However, the mere focus on one’s own interests obscures a larger picture, namely the ultimate triumph. As is vividly demonstrated in the story, two starving sheep dashed to the grass in opposite directions, only to be doomed to failure despite their utmost efforts. Conversely, as they cooperated with each other, they succeeded in relishing the taste of grass on both sides and realizing the common goals. Therefore, the seeds of progress and success are not sown in the barren fields of one’s own strengths and prowess but are grown in the fertile soil of collaboration.

Besides, cooperation is conducive to every region, generating the final success in contemporary international landscape. Amid the turbulent waves of global crises, every country should share weal and woe on a huge vessel heading for the common target as opposed to only having their own boats harbored in opposite directions. It is palpable that camp-based confrontation produces no winner and each rampant crisis respects no border. Hence, it can be said with confidence that only the path adorned with the wildflowers of cooperation can lead every country to success.

In a nutshell, it is the devotion to cooperation that serves as a byword for the current situation. As Chinese youth in the new era, we hold the quill that pens the next glorious chapter of China’s noble spirit of committed collaboration, which will be recounted by future generations with pride and faith.



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评析专家：北京语言大学 许宏晨教授

教学资源

备赛指导讲座

为帮助广大师生更高效地进行备赛，同时助力职业院校英语教、学实践，外研社以赛为端，策划系列备赛指导讲座，邀请英语教学领域权威专家，围绕英语演讲、英语写作两项能力，融入职场情境和职业素养，与院校携手，推动资源共享。随着新一届大赛的启动，外研社将自主策划更多精品讲座，赋能以赛促教、以赛促学、以赛育人实践。

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全国决赛备赛讲座“青年之声”环节



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翁姿伊
选手分享



张阮籍
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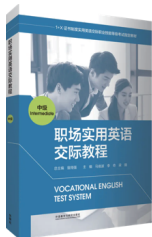
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