

2024 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

主办单位

北京外国语大学

承办单位

中国教育电视台

外语教学与研究出版社

合办单位

北京外国语大学中国职业外语教育发展研究中心

北京外国语大学国际教育学院

北京外国语大学教育培训中心

北京外研在线数字科技有限公司

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演讲大赛

2024 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“Greatness Comes out of the Ordinary”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



题目全文

Greatness Comes out of the Ordinary

What constitutes the grand symphony of the new era?

Strong notes played by grand narratives—heroic tales, groundbreaking discoveries, and world-altering events. And subtle rhythms created by modest aspirations—the simplicity of ordinary life, the consistency of regular efforts, and the humility of common endeavors.

A deeper look into human progress uncovers a profound truth: Greatness isn't always born in the flashes of the extraordinary, but often grows in the soil of everyday instances, nurtured by the perseverance of the unnoticed and the dedication of the unsung.

The story of China's ascent begins with its people. Looking back at our history, it is the ordinary ones—the farmers tending to the fields of the Yangtze River Delta, the artisans in the bustling markets of southwestern areas, and the merchants of various kinds traveling along the Silk Road—who all contributed to the rich tapestry of Chinese traditional civilization. These seemingly routine lives and activities laid the foundation upon which China has built its greatness to the present day.

China's path to modernization showcases how minor changes and the unwavering efforts of its people have led to unmatched growth. We've witnessed China's GDP exceeding 126 trillion yuan, a testament to the collective efforts of countless workers, farmers, laborers, and entrepreneurs. We've seen China's successful eradication of absolute poverty and miracles occurring in small villages. We've observed China's evolution of modern education, a result of the endeavors of innumerable teachers, students and all sectors of society. We've experienced the waves of technological innovation and the rapid emergence of new quality productive forces, with each laboratory and workshop nurturing new possibilities. We have been continuously expanding our opening-up to the outside world, completing numerous overseas orders, negotiations, and pilot zone construction. Each achievement reflects the efforts and dedication of those striving in the new era, highlighting the intrinsic traits of Chinese people—diligence, resilience, innovation, unity, and collective spirit.

In the new era, Chinese youth stand as the architects of the future, transforming the ordinary clay of daily life into monumental structures of lasting significance. The pioneering spirit of the new generation of Chinese aerospace personnel, the sweat of young Chinese Olympic athletes, the perseverance of young soldiers stationed at the frontier, the silent dedication of young teachers in remote mountainous areas, and the craftsmanship of young inheritors of intangible cultural heritage—all these serve as catalysts for progress, bridges to cultural exchange, and pioneers in technological advancement.

In the new era, the development of skilled personnel and the spirit of craftsmanship open up limitless opportunities. A skilled workforce not only drives innovation, but also supports economic diversification, creating resilient industries and sustainable practices that align with long-term goals. Today's China is full of vitality and passion, brimming everywhere with ceaseless creation. Each individual brings unique talent, ability, and perspective that can be harnessed to make a difference. Grounded in everyday roles, it is through collective efforts that we can accomplish much and bring greatness within reach.

TASK: As a college student, how do you understand “Greatness Comes out of the Ordinary”?

Please make a 3-minute speech around the topic with specific examples to back up your argument.

Choose a suitable title for your speech.

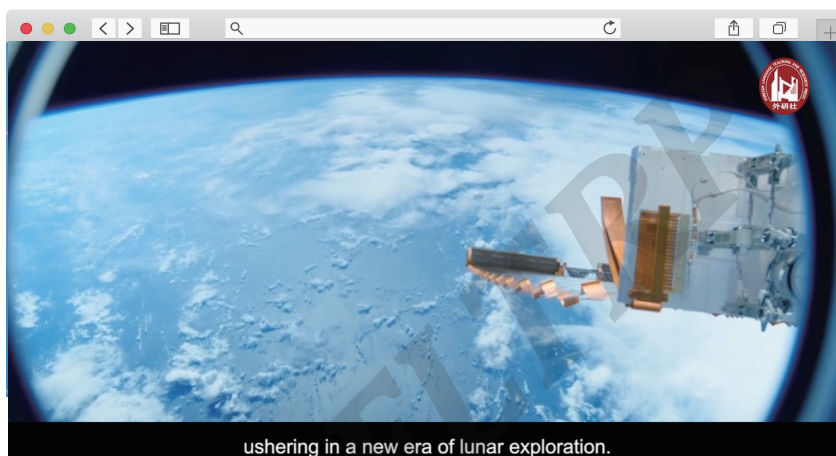
★ 青年之声

选手上场前抽取 1 道视频题，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 Dream of the Moon



扫描二维码
观看完整视频

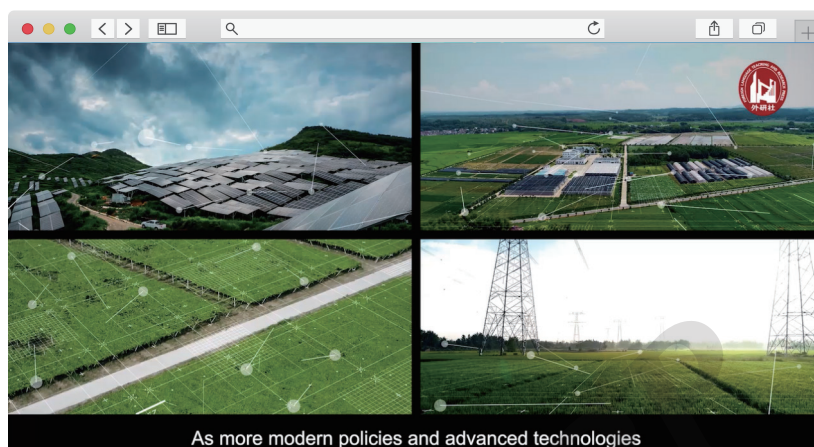
题目全文

Dream of the Moon

On June 25, 2024, the Chang’e 6 return capsule successfully landed in Inner Mongolia, marking the world’s first delivery of samples from the far side of the moon, ushering in a new era of lunar exploration. From the official launch of China’s lunar exploration program in 2004 to the success of the Chang’e 6 mission, it has been a remarkable 20-year journey. Generations of aerospace professionals have continuously advanced space technology, embodying the spirit of lunar exploration— innovation and advancement, unity and cooperation, openness and inclusivity, legacy and perseverance. Chang’e 6’s journey has fulfilled the millennia-old Chinese dream of reaching the moon and has laid a solid foundation for future deep space exploration.

TASK:What are your life dreams? Does the realization of China’s space exploration dream offer any insights for the pursuit of your own dreams?

2 New Farmers



扫描二维码
观看完整视频

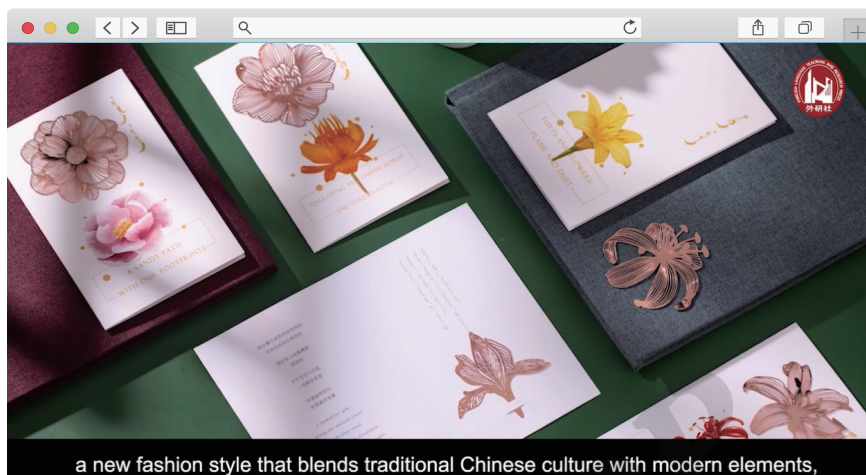
题目全文

New Farmers

As more modern policies and advanced technologies are introduced to China's agriculture sector, an increasing number of well-educated "new farmers" are joining the agricultural workforce. These "new comers" are pioneering in new business, such as "Internet +" agriculture, smart agriculture, and integrated agriculture. They are transforming rural agriculture from relying on hard manual labor to widely adopting intelligent farm machinery, and from traditional sales in local markets to fully utilizing e-commerce channels. The arrival of these "new farmers" as an advanced workforce is facilitating innovations in production and management, reshaping China's agricultural landscape.

TASK: If you were given the chance to become a "new farmer", how would you use your professional skills to contribute to this role?

3 The Rising China Chic



扫描二维码
观看完整视频

题目全文

The Rising China Chic

China Chic, a new fashion style that blends traditional Chinese culture with modern elements, is currently showcasing its distinctive charm and appeal on the global stage. For example, Hanfu has been creatively transformed and innovated by modern designers, proving to be popular especially among young people. The clever integration of Chinese aesthetics and modern clothing and accessories is also captivating a growing number of customers beyond the fashion circle.

This modern Chinese style represents our cultural heritage and our ability to innovate. It offers a fresh and contemporary perspective to the world, reflecting the richness of Chinese culture and its stories.

TASK: How has China Chic inspired you to tell China's stories well? Please share your perspective.

4 Embrace an Intelligent Future



扫描二维码
观看完整视频

题目全文

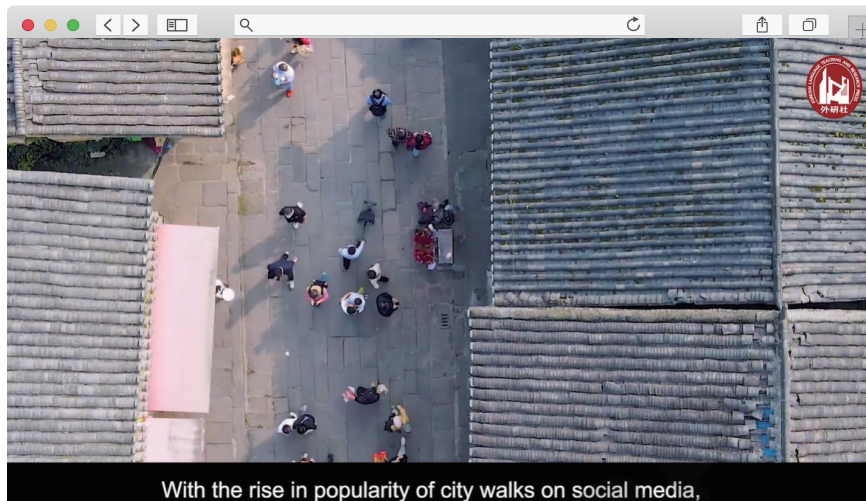
Embrace an Intelligent Future

On August 21, the 2024 World Robot Conference opened with the theme “Co-Fostering New Quality Productive Forces for a Shared Intelligent Future.” A total of 169 companies showcased over 600 innovative products, including AI education robots for teaching, surgical robots to efficiently and precisely assist doctors, and “skilled worker robots” for every stage of automotive manufacturing. These exhibits highlighted the application of robots in various industries such as healthcare, construction, manufacturing, and agriculture.

Experts suggest that expanding robot applications will profoundly change people’s daily lives and lead to a new stage of intelligent development. This shift is expected to streamline production processes, enhance efficiency, and transform the way we live and work, ushering in a future where automation and AI are seamlessly integrated into everyday activities.

TASK: In today’s rapidly evolving tech landscape, how do you think people should prepare for future personal and professional development?

5 Walkable Cities



扫描二维码
观看完整视频

题目全文

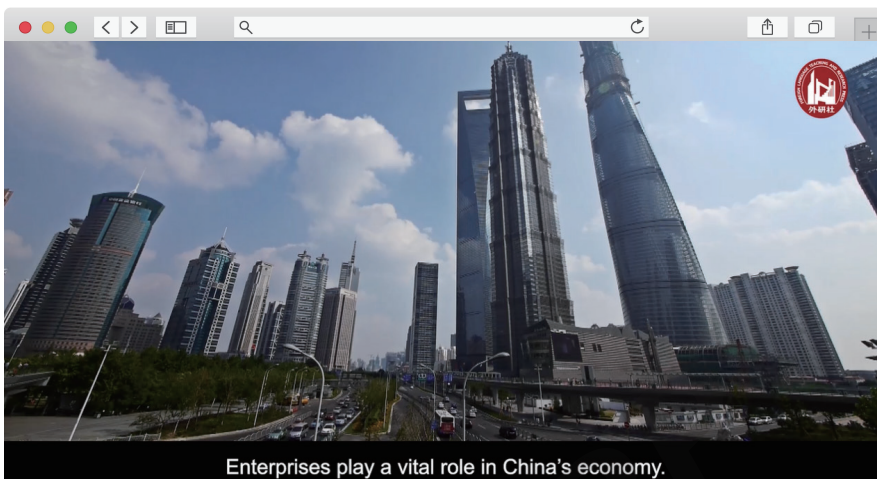
Walkable Cities

With the rise in popularity of city walks on social media, an increasing number of people are enjoying this affordable and leisurely pastime. Many are eager to deepen their connection with their cities by exploring everyday life beyond just visiting notable landmarks.

Walking through city streets allows citizens to note the progress in urban development and foster expectations for higher standards in urban renovation, environmental protection, and historical preservation. Well-designed urban environments with ample walkways and facilities can significantly enhance city walkability, fostering a sense of pride among citizens and motivating them to care for the environment. Consequently, city walks are setting new trends for urban development, driving cities to continually improve and innovate.

TASK: What are your thoughts on city walking? How do you think it can provide insight into urban development?

6 Chinese Enterprises Going Global



扫描二维码
观看完整视频

题目全文

Chinese Enterprises Going Global

Enterprises play a vital role in China's economy. Empowered by technologies such as 5G and AI, many Chinese enterprises have expanded their international footprints in response to global market trends and demands. This is evident in the rapid growth of cross-border e-commerce, the wide recognition of China's advanced manufacturing, and the rising popularity of domestic brands. As China continues to embrace openness and globalization, cultivating a well-qualified workforce is essential. A growing number of young people with global mindsets and professional knowledge are contributing to innovative business endeavors, exploring new frontiers, and driving progress. The journey of Chinese enterprises "going global" is expected to have boundless development prospects.

TASK: What essential qualities should a well-qualified workforce possess to support the global development of Chinese enterprises? Please give your opinion with examples.

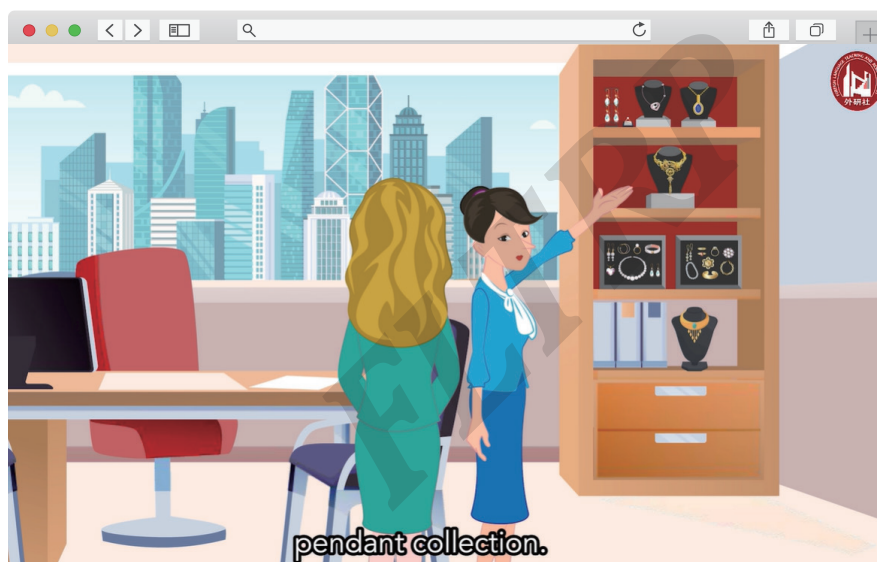
★ 职场方案

选手上场前抽取 1 个职业场景，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 Marketing Plan and Social Engagement



扫描二维码
观看完整视频

题目全文

Marketing Plan and Social Engagement

Background: Valentine is a popular brand of Chinese jewelry in the North American market of Tamu, a world-famous cross-border e-commerce platform. Alice, the Project Manager at Valentine, is discussing aspects of social interaction for their new marketing plan with Jennifer, the Business Development Manager at Tamu.

Alice: Jennifer, we are about to launch the “Chinese Dragon and Phoenix Series” pendant collection. This time

we hope to integrate our marketing plan more deeply with the social dynamics of Tamu.

Jennifer: That's good. Alice. Social engagement amplifies brand awareness and taps into new audiences. But from experience, many users do not actively share their shopping experiences on the platform.

Alice: Then we could encourage sharing by offering coupons, discounts, or loyalty points for each share or for interactions such as likes and comments.

Jennifer: Yes. That would help. But to generate organic word-of-mouth marketing, sharing is just the first step. Direct interaction between Valentine and your customers is also important.

Alice: I completely agree with you. Do you have any suggestions?

Jennifer: Storytelling is powerful. You could convey the design concept and cultural meaning of each piece through a series of engaging stories. These can be shared through your official posts.

Alice: I understand. That means each post must support the story of our brand. Should we try to encourage our customers to tell their own stories about the "Chinese Dragon and Phoenix Series"?

Jennifer: Yes. Sharing these stories can generate interest among potential buyers, thereby stimulating their desire to purchase. Some brands also try to establish their own online customer communities to promote this kind of interaction.

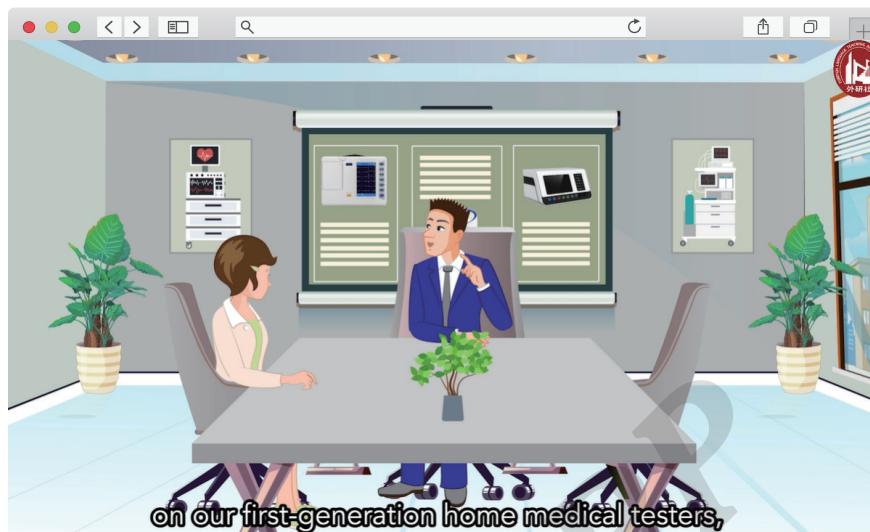
Alice: So we need to bring our customers together?

Jennifer: Yes, and the mechanisms of Tamu can help you achieve this goal. Next, you will consider how to further promote social presence and boost popularity for your brand.

Alice: Great! Thanks for the insights, Jennifer. I'll discuss with our team to develop a feasible plan.

TASK: Please describe the business challenge in the video and offer your strategies regarding Valentine's marketing plan on the cross-border e-commerce platform.

2 User Research



扫描二维码
观看完整视频

题目全文

User Research

Background: Everywell Home Medical Tester is a company that manufactures and sells health testing devices for use at home. Its Product Manager, Henry, is discussing their user research project with Amanda, the Account Manager.

Henry: Hey, Amanda, I think it's time that we conduct user research on our first-generation home medical testers, like the blood pressure monitor and the fat measurement device. We need to collect more user feedback as a data reference for the development of the next generation of products.

Amanda: Absolutely, it's a crucial step for product refinement, especially with the rapid development of smart technology. What specific aspects do you think we should focus on during the research?

Henry: Since the elderly group is our main target user, I believe we should first look into how we can make the operation of our devices more user-friendly for them.

Amanda: That makes sense. We can collect feedback on what features they find most useful and what issues they've encountered. Then we can brainstorm new features or improvements.

Henry: Yes. And don't forget to ask about their expectations regarding customer support. I believe having a more responsive support system could greatly enhance the overall user experience.

Amanda: Good point. Do you think we should also research other age groups who use our devices?

Henry: Of course. More and more people are now paying attention to health and wellness, which makes our customer base more diverse in age. I suggest employing a combination of research methods, and combining online and offline channels for better results.

Amanda: Definitely. Let's work together to plan out the research methods and identify the best way to gather valuable feedback from our users.

Henry: Sure. This will undoubtedly help us enhance our products and meet the evolving needs of our customers.

TASK: Please describe the business challenge in the video and offer your strategies regarding the content and methods for Everywell's user research plan.

3 Preparation Work for a Business Negotiation



扫描二维码
观看完整视频

题目全文

Preparation Work for a Business Negotiation

Background: JW International Trade specializes in exporting automobile products to the Southeast Asian market. JW's Project Manager, Jeffery, is talking about the preparation work for a business negotiation with Mark, the Marketing Director.

Jeffery: Good morning, Mark. I have some exciting news to share with you. BHY is actively seeking channel partners to expand the Southeast Asian market. We reached out to express our interest, and they have granted us an opportunity to negotiate.

Mark: That’s wonderful! BHY is a significant player in the new energy electric vehicle sector, so this partnership could open up new avenues for us. Southeast Asian market channels are our strengths, and we have some very mature partners there. We’d better prepare well for this negotiation!

Jeffery: Yes, our supplier network will be a strong competitive point. BHY will likely want to know more about our logistics capabilities and how we plan to handle the distribution of their electric vehicles.

Mark: I’m afraid it’ll be more than that. International partners like BHY will also require a comprehensive evaluation of our marketing capabilities. They may want to know about our market experience, our distribution network, and our marketing plans for promoting their vehicles.

Jeffery: I see. So we’ll need to provide solid evidence to prove our strength.

Mark: Absolutely. We also need to ensure that we have a thorough understanding of BHY’s strategic goals and expectations. This will show them that we’re well-informed and proactive. Anyway, let’s prepare anything we can to convince them that we would be an effective partner in the Southeast Asian market.

Jeffery: Right. Thank you for your advice. I’ll consult with the project team to develop a document that highlights what we can do and how we can cater to BHY’s needs. We’ll demonstrate our competitive edge and suggest a concrete negotiation agenda.

TASK: Please describe the business challenge in the video and offer your strategies regarding the negotiation agenda.

4 Customer Experience Enhancement



扫描二维码
观看完整视频

题目全文

Customer Experience Enhancement

Background: Versa Trading Co. is an industry-leading clothing import and export company. Alex, the Customer Service Director, is suggesting a proposal for AI reform of the customer service department to Michelle, the Executive Assistant to the President.

Michelle: Alex, I see there have been some challenges in our customer service department. We need to discuss what to do about it.

Alex: As you know, we're managing a wide range of products, and our current customer service model isn't handling the volume of inquiries too well. This has led to a noticeable drop in customer satisfaction. I suggest we integrate AI tools into our customer service framework.

Michelle: That's true. The feedback isn't good. But I worry AI integration would raise concerns among our staff. Would they think that AI is replacing them and taking their jobs?

Alex: They probably would, but introducing AI would improve work efficiency and customer satisfaction. We can remind them that AI will only handle routine inquiries and complaints, allowing them to focus on more complex issues.

Michelle: Sounds good! Introducing AI could bring significant changes to our customer service system. We should pay special attention to the tools we select. What do you have in mind?

Alex: I've looked into several AI platforms. One promising option is a chatbot system that can be trained on our database to handle initial customer interactions. We can use AI for data analysis to predict and

address potential customer complaints before they escalate.

Michelle: That’s good. But it seems that the implementation of this chatbot system would require a certain level of investment and training. There’s also the potential challenge of integrating the chatbox with our existing IT infrastructure.

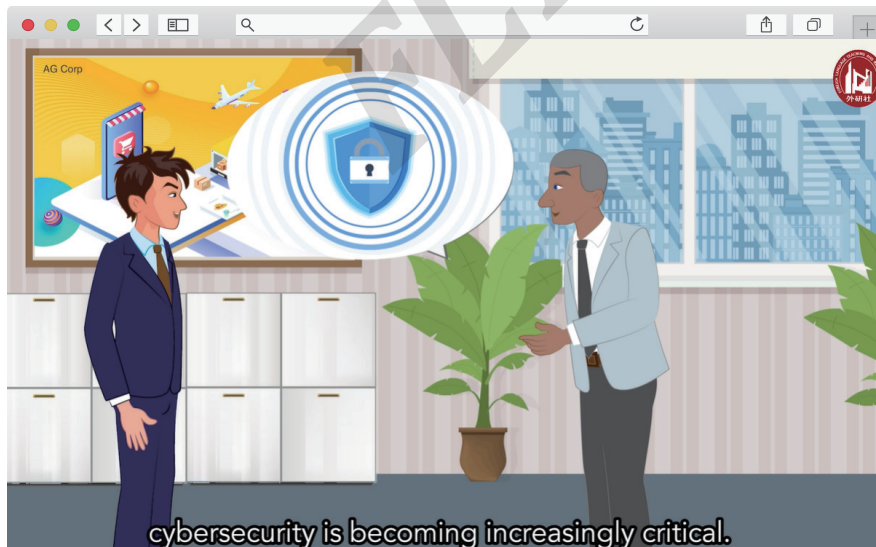
Alex: Yes, those are likely challenges. But we could start with a pilot project. We could implement the AI system in one division and monitor its impact on response time and customer satisfaction, and then adjust before full rollout.

Michelle: A pilot sounds like a prudent approach. Can you draft a more detailed proposal, including implementation steps and a timeline?

Alex: Sure, Michelle. I’ll push this forward.

TASK: Please describe the business challenge in the video and offer your strategies regarding Versa Trading’s customer experience enhancement plan.

5 Data Protection and Customer Confidence Building



扫描二维码
观看完整视频

题目全文

Data Protection and Customer Confidence Building

Background: *AG Corp is a leading company in the logistics industry. Most of AG Corp's operations have been digitalized and handled online. George, the Chief Marketing Officer, is discussing possible data security issues with Frank, the Chief Technology Officer.*

George: Frank, as we expand AG Corp's international logistics, cybersecurity is becoming increasingly critical. Securing our global operations protects data and upholds the trust and reliability AG Corp is known for.

Frank: Absolutely, George. We've already seen an increase in data breaches and network attacks in the industry.

George: If cases like this happen to us and are not addressed quickly and effectively, it will harm our reputation among our customers. We don't want a customer confidence crisis.

Frank: I completely agree. We need to ensure that our system is powerful enough to protect our customer data.

George: Our ultimate goal is not just to protect customer data, but to ensure that our customers are fully aware of how seriously we take their privacy and how diligent we are in safeguarding it.

Frank: My team will be working around the clock to identify and address vulnerabilities and threats, update our system regularly, and ensure real-time tracking and fixing of any flaws.

George: Good. And my team will demonstrate to our customers the concrete steps we are taking to enhance their data security. Customers need to know that we have a robust response plan in place to handle any incidents swiftly and transparently.

Frank: Besides, we need to organize thorough and continuous training programs for all our staff members. Some of them don't know the value of the data they are dealing with.

George: Exactly. I will reaffirm that our data protection policies clearly outline our employees' responsibilities in the company.

Frank: Let's move forward with these plans and ensure that our cybersecurity measures lead the industry, just as our logistics operations do.

George: Agreed. The sooner we act, the safer our customers will feel.

TASK: Please describe the business challenge in the video and offer your strategies to build customer confidence regarding AG Corp's data protection measures.

★ 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.

赛 题

Topic 1

Scenario

JoyLife Properties, headquartered in Jiangsu, is a leading investor and operator in China's health and wellness industry. JoyLife is currently running the ComfyHome Wellness Base in Yunnan, and plans to collaborate with a hi-tech company to establish a smart wellness residential community.

E-neighbor Corporation, based in Malaysia, is a well-known property software company committed to improving property management ecosystems. Joe Li, the project manager at JoyLife Properties, is about to meet Mike Stewart, the marketing director at E-neighbor Corporation, to discuss how they might cooperate.

Section 1 Please conduct a 3-minute role-play discussion based on the two materials. Contestants should take account of the following key points regarding their intended goals.

Contestant 1: Joe Li, the project manager at JoyLife Properties

Key points of the negotiation:

- Introduce JoyLife Properties and the ComfyHome Wellness Base project in Yunnan.
- Explain the requirements for the smart wellness community.
- Assess whether E-neighbor will meet your needs and discuss the possibilities of cooperation on the project.

Contestant 2: Mike Stewart, the marketing director from E-neighbor Corporation

Key points of the negotiation:

- Introduce E-neighbor's smart community applications, management system solutions and strengths.
- Recommend suitable smart community solutions for the ComfyHome Wellness Base project.
- Suggest the specific details of the cooperation between both parties based on their respective needs.

Intended goals: The two sides should reach agreement on the cooperation for the smart wellness community and suggest a follow-up plan.

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

- (1) A brief review of the negotiation. (2) Discussion details for the smart wellness community and the follow-up plan.

Poster 1



Smart Wellness Residential Community in ComfyHome Wellness Base



Background

JoyLife Properties, a prominent investor and operator in China's health and wellness sector, is currently developing the ComfyHome Wellness Base in Yunnan. This initiative aims to create a holistic environment that integrates residential living with smart wellness facilities and services.



Key Features of Yunnan ComfyHome Wellness Base

Location	<ul style="list-style-type: none"> National 4A-level scenic area in Yunnan
Land Details	<ul style="list-style-type: none"> Total area: 50 hectares Building area: 60,000 square meters
Buildings	<ul style="list-style-type: none"> 5 villas, 10 townhouses, 15 low-rise apartments, 12 high-rise apartments
Residential Facilities	<ul style="list-style-type: none"> 2 community service centers 3 health clinics and 2 traditional Chinese medicine clinics 2 library & learning centers 5 community canteens A central park and multiple green walkways A hot-spring swimming pool
Transportation	<ul style="list-style-type: none"> Well-developed public transportation around the base with multiple bus routes Location near the high-speed railway station A regularly scheduled shuttle bus to the airport



The Anticipated Implementation of AI Integration

AI-Powered Wellness Solutions

IoT Integration

Community Engagement and Services

- Personalized health assessments and wellness recommendations for residents
- AI-driven virtual assistants for 24/7 support and guidance on health management
- Smart Security Cameras
- Access Control Systems
- Environmental Monitoring
- Smart Home Automation
- Emergency Response Systems
- Develop a digital platform for residents to access wellness and entertainment programs, library services, and interaction with neighbors
- Organize wellness events, workshops, and seminars facilitated by AI-powered recommendations



Poster 2



Nurturing an Intelligent Future

☆ **E-NEIGHBOR**

E-neighbor is a top software company dedicated to innovating for a better future aided by AI. E-neighbor aims to develop scalable, affordable software for businesses, while advancing cloud research. E-neighbor endeavors to bring the convenience of AI services to more people.

☆ **Why E-neighbor?**

E-neighbor offers complete property management solutions. It is a comprehensive platform with over 30 features designed to manage and automate activities and equipment, and connect residents within a residential community. Its system integrates IoT smart security devices to create smarter and safer neighborhoods.


 20+ Years
on the Market


 1,000,000+
Cloud Solution Users


 28+ Patents


 350+
Neighborhoods

150+ Countries
Global Sales
Network

400+
Partners
Worldwide

☆ **Smart Full-Scenario Wellness Community Solutions System**

<p>Smart Home Automation</p> <p>Integration of smart devices for automated control of lighting, heating, cooling, and security systems.</p> 	<p>Environmental Monitoring Systems</p> <p>Sensors that track air quality, noise levels, temperature, and humidity to maintain healthier living environments.</p> 
<p>Community Engagement Tools</p> <p>Digital platforms for communication, event scheduling, and social networking among residents.</p> 	<p>Security and Surveillance Systems</p> <p>Advanced security measures such as CCTV, facial recognition, and emergency alert systems.</p> 
<p>Emergency Response Systems</p> <p>Automated systems to alert residents and emergency services in case of incidents or disasters.</p> 	<p>Personalized Health Services</p> <p>Customized health plans and services tailored to individual needs based on data analysis and AI.</p> 
<p>Wellness Applications</p> <p>Software applications that offer personalized wellness programs, including fitness challenges, nutrition planning, and mental health support.</p> 	

Topic 2

Scenario

FantaSEE Entertainment is devoted to connecting international audiences with various Chinese art treasures, and YOOVR is a leading company that specializes in delivering top-notch extended-reality technology and content tailored to specific requirements.

Recently, as World Theater Day March 27th approaches, FantaSEE is planning a live Chinese-Italian Creative Show which will engage audiences in interactive and immersive experiences. YOOVR is trying to expand its business into the entertainment and arts scene in the Chinese market. Both parties want to take this opportunity to cooperate.

Lynn Fan, the project manager at FantaSEE Entertainment, is about to meet Kyle Flores, the project manager at YOOVR to negotiate a business opportunity.

Section 1 Please conduct a 3-minute role-play discussion based on the two materials. Contestants should take account of the following key points regarding their intended goals.

Contestant 1: Lynn Fan, the Project Manager from FantaSEE Entertainment

Key points of the negotiation:

- Introduce FantaSEE Entertainment and the need for the live show.
- Assess how well the VR content and services provided by YOOVR will meet your needs.
- Discuss and agree on willingness to partner with YOOVR and options for cooperation.

Contestant 2: Kyle Flores, the Project Manager from YOOVR

Key points of negotiation:

- Introduce YOOVR and its advantages.
- Explain how your products and services will meet FantaSEE's needs and suggest corresponding plans and solutions.
- Discuss and agree on willingness to partner with FantaSEE and options for cooperation.

Intended Goals: The two sides should reach an agreement on a potential business cooperation, and begin to establish a long-term partnership.

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

- A brief review of the negotiation and its results.
- The prospect of future cooperation and details of the follow-up work.

Poster 1



FANTASEE

A thriving entertainment and media hub in China, uniting global audiences by using cutting-edge innovations. Experience our vibrant mix of music, comedy, classical dramas, festivals, and events—all designed to inspire and delight.

Project Brief

Project Name

FantaSEE's Live Chinese-Italian Creative Show

Date

March 27th—March 30th, related to World Theater Day

Project Manager

Lynn Fan

Target Audience

Young audience groups who love traditional culture and international art forms, and who like to pursue innovative theatrical experiences.

Project Overview

Using VR/AR/MR, this project aims to craft an immersive theatrical experience that brings together different cultural elements. The event will feature digitally adapted, award-winning operas and performances from China and Italy, allowing audiences to experience the wonders of art and technology.

Goals & Objectives

 Achieve an attendance rate of over 70% to ensure profitability.

 Select VR/AR/MR tools to realize a creative and technologically enhanced performance.

 Implement various forms of audience interaction, both online and offline.

 Highlight national and international cultural elements.

 Organize performances and events in 4 venues and 1 art experience center, aligning with the overall theme of World Theater Day.

 Appeal to social media platforms.

Project Deliveries

AR & MR Shows & Performances

 Classic Italian operas: *Tosca*, *Madama Butterfly*

 Classic Chinese operas: *Chaguan*, *Su Dongpo*, *The Broken Bridge*

 Original Intercultural Stage Show: *Dialogue*

 Some of the shows are also available for streaming online through a virtual cinema.

VR & MR Art Experience Center

 Present classical scenes from world-famous plays using VR technology.

 Facilitate visitors to join a theatrical performance as actors in a virtual world.



YOQVR

TRANSFORMING THE ORDINARY INTO SOMETHING EXTRAORDINARY

Founded in March 2010, and now with 35 global retail and franchise locations, YOQVR is a thriving innovative and independent technology company. With deep roots in virtual and augmented reality, YOQVR is passionate about creating immersive experiences that capture attention and drive ticket sales.

Products and Services

PRODUCTS	HIGHLIGHTS	SERVICES
Future Lens (AR)	<ul style="list-style-type: none"> ▮ AR glasses required ▮ Spatial mapping, eye tracking, and hand tracking ▮ Realistic hologram images, real-time audience engagement 	<p>A professional team always ready to help</p> <ul style="list-style-type: none"> ★ ENVISION: Understand your expectations and assist with goal setting ★ ASSESS: Evaluate needs, match with technology products, and customize services ★ TRAINING: Provide technical training and support ★ LAUNCH: Project planning, cycle checking, operation and maintenance ★ SUPPORT: Provide hardware, software, and staffing support <p>Intelligent Project Operation System</p> <ul style="list-style-type: none"> ★ Calculate the construction period and plan project milestones based on actual project needs ★ Identify potential risks and prepare contingency plans <p>AR & MR live streaming support</p> <ul style="list-style-type: none"> ★ Mixed Reality Capture ★ AR/MR Streaming Platforms ★ Interactive Features ★ Analysis and Reports ★ Customized Options
Neo Leap (AR)	<ul style="list-style-type: none"> ▮ No AR glasses required ▮ Adaptable to any size or space ▮ Develop AR applications for mobile devices, enhancing pre-show and post-show engagement with interactive content 	
Smart Scope (MR)	<ul style="list-style-type: none"> ▮ MR headsets required ▮ Advanced holographic computing ▮ Integrate virtual elements into live performances, enabling real-time interaction between actors and virtual characters or environments 	
Transcreen (MR)	<ul style="list-style-type: none"> ▮ No headsets/glasses required ▮ Combine 3D technology with anamorphic lens technology to create mixed reality experiences ▮ Maximize venue utilization, allowing audiences to walk between scenes 	
Neo Index (MR)	<ul style="list-style-type: none"> ▮ MR headsets required ▮ Provide MR solutions for complex stage setups, including virtual set design and real-time audience interaction 	
Pico Pro (VR)	<ul style="list-style-type: none"> ▮ Standalone VR headset required ▮ High-resolution displays, wide field of view, and precise tracking ▮ Provide high-end VR experiences for virtual, reality performances, including interactive storytelling and audience participation 	
Vive Neo (VR)	<ul style="list-style-type: none"> ▮ VR headsets required ▮ High-resolution displays, wide field of view, and room-scale tracking ▮ Offer flexible and portable VR solutions for virtual backstage tours, pre-show experiences, and interactive audience engagement 	

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Interactive Museums



Exhibitions



Stage Performances



Heritage Architectural Reconstruction



Live Shows

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%

★ 职场方案

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%

★ 职场共赢

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%

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各阶段比赛精彩集锦



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写作大赛

2024 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)

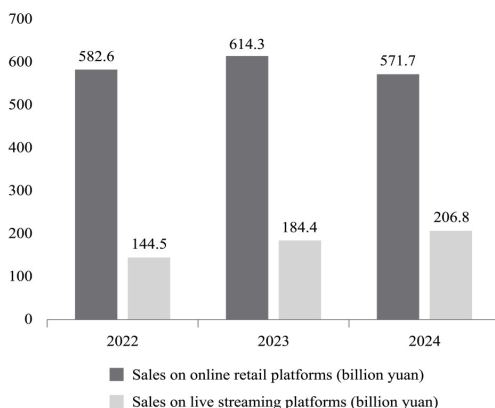
Directions: Suppose you were Sally Zhang, the administrative manager of an international company. Your company is planning to conduct a survey on employee satisfaction. Please draft an email (of at least 100 words) to the staff with a questionnaire attached. You should not include any real information about yourself in your writing. Please pay attention to the format of the email. The body of your email should include the following points:

- the purpose of the survey;
- instructions on how to complete the questionnaire;
- encouragement for active participation.

Part II (40 points)

Directions: The chart and the table below show the sales volume and the growth rate of the 618 (June 18) Shopping Festival in China from 2022 to 2024. Write a report (of at least 200 words) to describe the chart and the table, analyze the data, and make some comments/suggestions/predictions.

The 618 Shopping Festival Sales Volume



The 618 Shopping Festival Sales Growth Rate

	2022	2023	2024
Sales on online retail platforms	17.5%	5.4%	-6.9%
Sales on live streaming platforms	124.0%	27.6%	12.1%

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:

A daughter once complained to her father that her life was miserable and she didn't know how to improve it. The father, who was a chef, took her to the kitchen, filled three pots with water, and set them to boil. He put potatoes in the first pot, eggs in the second, and coffee beans in the third. After twenty minutes, he took the potatoes and eggs out and poured the coffee into a cup.

“Daughter, what do you see?” he asked.

“Potatoes, eggs, and coffee,” she replied.

“Touch the potatoes and the eggs, and taste the coffee,” he said. She did as he instructed and found that the potatoes had been softened, the inside of the eggs had been hardened, and the coffee beans had infused the water with a rich aroma.

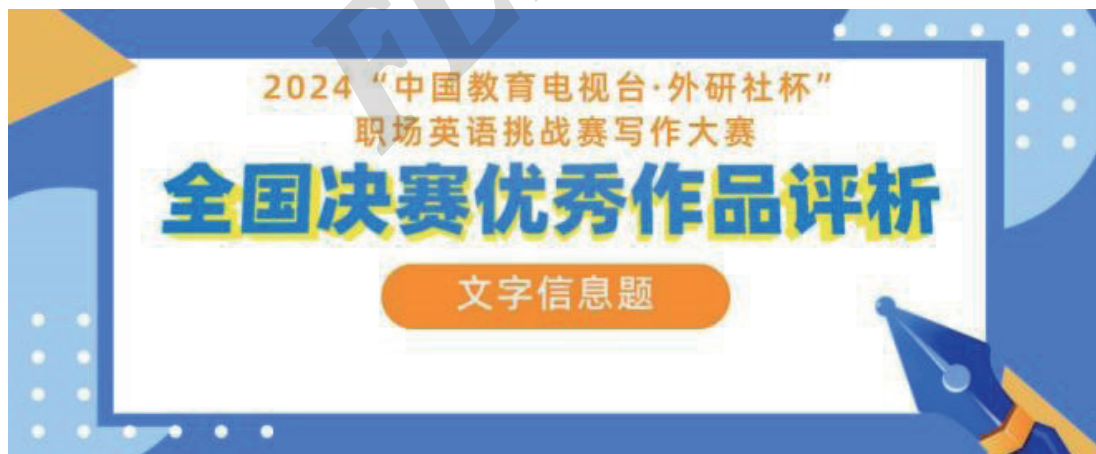
The father then explained, “The potatoes, the eggs and the coffee beans have all faced the same adversity—the boiling water. However, each reacted differently.”

“When adversity knocks on your door, how will you respond? Will you be a potato, an egg, or a coffee bean?” the father asked his daughter.

评分标准

Scoring Criteria	
Ideas (35%)	<ul style="list-style-type: none"> The writer should focus on the main topic and 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



以下作品为 2024 “中国教育电视台·外研社杯” 职场英语挑战赛写作大赛全国决赛文字信息题的作答。（为保持作品原貌，未对其中的失误处进行修改，请注意鉴别。）

作品

Subject: Employee Satisfaction Survey

Dear staff,

As we continue to strive for excellence and improvement within our company, we are launching a comprehensive survey on employee satisfaction. Your feedback is invaluable to us, and we encourage every team member to participate actively.

The main purpose of this survey is to gain a better understanding of how you feel about various aspects of your work in our company. This includes your satisfaction with your job tasks, relationships with colleagues, management styles, career development opportunities, and the overall work environment. This will help us identify areas where we can enhance our policies, processes, and work culture to better meet your needs and expectations. Attached to this email is a questionnaire. Each question has a set of options, and in some cases, there is also a space for you to write in your own comments if you feel the need to elaborate on your answer.

Please read each question carefully before answering. It is important that you answer all the question truthfully as your honest feedback is crucial for the success of this survey. You can complete the questionnaire at your convenience within the next two weeks. Once you have finished, please send it back to the designated email address provided at the end of the questionnaire.

Your participation in this survey is crucial as it provides us with direct insights into what works well and what could be improved. We value each of your perspective and believe that together, we can make significant strides towards creating an even better workplace. Moreover, those who actively participate in the survey will be eligible for a small token of appreciation. So, please take the time to complete the questionnaire and help us make our company an even better place for all of us.

Best regards,

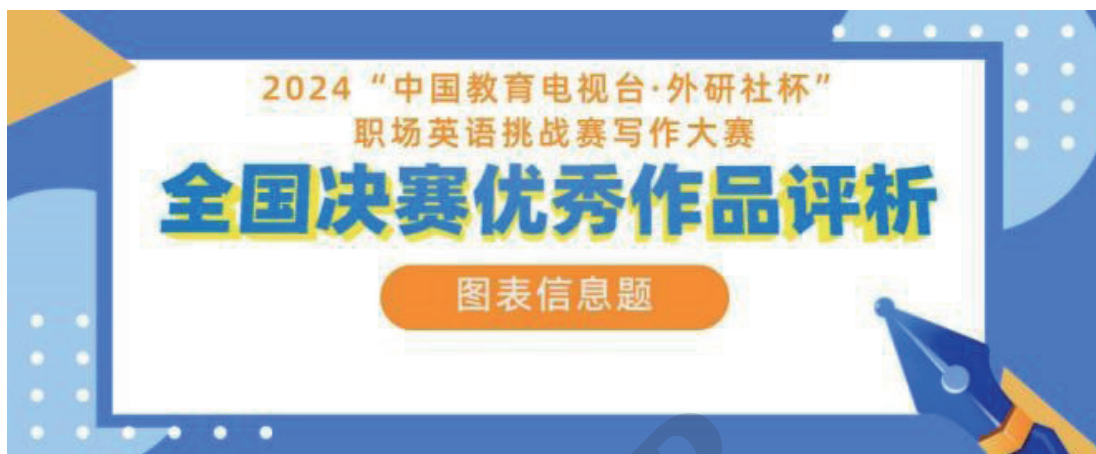
Sally Zhang

Administrative Manager



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评析专家：中南大学 李瑶教授



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作品

Report on the 618 Shopping Festival Sales Volume and Growth Rate

Introduction

These charts delineate a general picture of the 618 shopping festival sales volume and growth rate, including sales on online retail platforms and sales on live streaming platforms, spanning from 2022 to 2024. Across these charts, it is palpable to recognize that the 618 shopping festival sales volume generally exhibited an upward trend, while its growth rate demonstrating a downward trend.

Findings

Let's look at the information in more detail. In terms of the chart of the 618 shopping festival sales volume, standing at 582.6 million of sales on online retail platforms in 2022, the figure for it subsequently witnessed a slight increase to 614.3 million in 2023 before a moderate drop to 571.7 million in 2024, compared with the ever-growing sales on live streaming platforms from 144.5 million in 2022 to 206.8 million in 2024. The table chart of the 618 shopping festival sales growth rate, however, depicted a disparate pattern. There was an obvious and uninterrupted dip in sales on online retail platforms from 17.5% in 2022 to -6.9% in 2024. By the same token,

sales on live streaming platforms nosedived from 124.0% in 2022 to 12.1% in 2024. Overall, the 618 shopping festival sales volume roughly maintained an uprisng tendency, despite its degrading growth rate.

Analysis

Based on the chart presented above, what underlies this intriguing phenomenon? As far as I am concerned, the primary factors can be succinctly outlined as follows.

First and foremost, the breakthrough in core technoloies in the domain of online service have prompted more people to engage in online shopping. Gone are the days of people visiting the mortar-and-brick stores, in which people were prone to fail to pick up the suitable commodity they like, people now can scroll up online on a slew of advanced applications such Pingduoduo, Ticktok and Taobao, which allow peope to purchase a plethora of exquisite goods at anytime and anywhere without geographic limitations. And all of these is underpinned by the positive ripple effects triggered by advancement of science and technology.

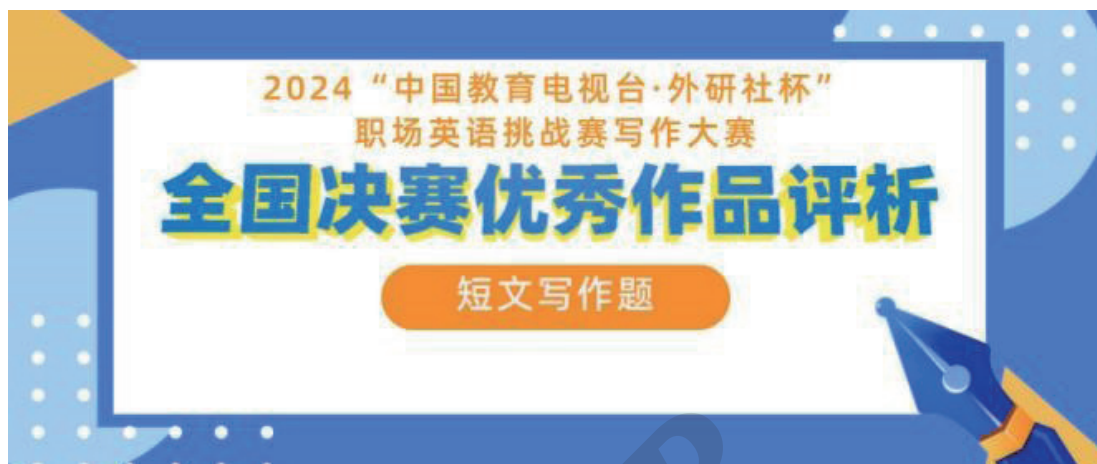
In addition to that, support and policies from the government have further encouraged people to enter the online market. During the 14th Five-Year Plan, China has put more emphasis on the development of new quality productive forces, aiming to stimulate economy by integrating online channels such as the advent of e-commerce, which injected a fresh vitality to China's economy and provided more job opportunities for graduates. Besides, it also offers a channel for the people residing in financially disadvantaged areas.

Conclusion and Recommendation

Given the above arguments, it is reasonable to conclude that China has made an impressive achievement in the online shopping service and this trend is projected to continue its momentum. From my vantage point, in the next step, China should continue to strengthen the overall leadership of the Party and centralized, unified leadership of the Central Committee so as to fully and faithfully apply the new development philosophy, focus on promoting high quality development and work to create a new pattern of development. Only in this way, can people's aspiration for a better life be achieved and the goal of building a modern socialist country be realized.



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作品

Active Mindset : the Key to Confronting Adversity and Challenges

When it comes to the risks and challenges, diverse people give their response in different manners. Some people feel miserable about the adversity, resulting in being affected passively and negatively by the environment like the potatoes in the story. Some individuals proclaim that terrible circumstances play an indispensable role in strengthening their willpower, which lead to positive changes in themselves like the eggs. From where I stand, I possess the perspective that when faced with adversity, we should maintain an active mindset like the coffee beans, which enables us not only to fit in today's world, but also to influence the environment.

To begin with, an active mindset assists human beings to arm themselves with a positive attitude, which contributes to the ability of creativity in resolving problems. The history confirms this trend. For instance, Edison invented limbs after numerous times of failure, bringing lights into universal houses. Without an active and optimistic mindset, he might have given up the process when confronting the adverse.

Furthermore, it is the active mindset that gives rise to the burgeoning development of a country. Typical cases can also be seen universally in today's China. As a enormous nation, China never loses any opportunity to find

its own avenue independently and always taken immediate measures to remove the lurking dangers. Nowadays, therefore, our country can stand in the row of Nations' Union, cultivating talents and gaining achievements and accolades in a quantity of fields through the adverse in the new era.

Admittedly, sometimes it is difficult to remain active in response to the hinderance and hirdles on account of personal capacities and objective conditions, however, it is not the reason for stopping stepping forward and seeking the solutions.

To sum up, we human beings should strive for better life rather than rest and barely wait for the impacts sparked by the environment with adversity. The key lies in the active mindset when confronting adversity and challenges. Only in this way, can we create a brighter future through thistles and thorns.



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评析专家：中南大学 李瑶教授

短视频大赛

大赛主题 新质生产力 (New Quality Productive Forces)

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北京外国语大学



参赛选手 姜嘉睿
浙江工业大学



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