

Unit 7

■ Innovations

Many companies have a department called the Research and Development department, or "R & D" for short. The people in this department are creative thinkers who look for ways to improve existing products or come up with innovative ideas that may lead to a totally new **invention**. The creative process to develop one may take months or even years. During this trial and error period, the researchers may make important breakthroughs while experimenting with materials and designs. Their discoveries can lead to revolutionary new products. The company has to get a patent that gives it exclusive rights to **manufacture** the product. **Alternatively**, it may grant a license that allow another company the right to produce the product. Frequently, there are important spin-offs, or unexpected products in an unrelated area, that make good profits for the company and are valuable for the end user.

1 invention (n) 發明

Ex. The world changed rapidly after the invention of the smart phone.

word family:

- The suspect told the police that he didn't invent the story.
- James Dyson is the inventor of the bagless vacuum cleaner.
- Walter is quite inventive. He can always dream up new gadgets for home.

2 manufacture (v) 製造

Ex. Nike started as a small company manufacturing running shoes.

word family:

- The company is engaged in the manufacture of computer hardware.
- The country imports lots of manufactures.
- Faulty goods should be returned to the manufacturers.
- Many jobs in manufacturing were lost during the recession.

3 alternatively (adv) 兩者擇一地

Ex. We could go to the Thai restaurant, or alternatively, we could try that new Indian place.

word family:

- Doctors these days tend to be more open-minded about **alternative medicine**.
- If your first choice is not available, we always have alternatives to offer.

- The weather **alternated** between rain and sunshine every day during the holiday.
- The bus runs on alternate Saturdays.

■ Meetings

Formal meetings are **scheduled** for a particular time and place. Members receive an agenda and a list of items for discussion before the meeting. The chairperson starts the meeting by asking for **approval** of the minutes and for matters arising from the minutes of the previous meeting. As members discuss the agenda items, they may brainstorm ideas and can propose solutions or raise issues. They may need to **vote** on a motion either by a show of hands or by a (secret) ballot. If all members agree, then the result is unanimous. The motion is passed if the vote is unanimous or has the majority of the votes. The final agenda point is “any other business” or AOB. When the members have discussed the agenda items, the meeting is over. If they haven’t covered the items, the chairman adjourns the meeting until a later date.

4 schedule (v) 安排

Ex. Meetings are scheduled **to** take place all over the country.

word family:

- Due to the bad weather, the building work was already **behind schedule**.
- The shareholders meeting has been rescheduled **for** next Monday.

5 approval (n) 贊成、同意 **OPP:**

Ex. The project has now received approval from the government.

word family:

- Congress voted not to approve the president’s plan for cutting the arms budget.
- Most people no longer approve of smoking in public places. **OPP:**
- The teacher gave the students an approving nod. **OPP:**
- The university offers approved language courses.

6 vote (v) 投票

Ex. All those aged 18 or over are eligible to vote.

word family:

- The management called a meeting in order to **take** a vote on the issue.
- Italian voters have shown that they are ready for a change of government.

■ Presentations

Giving a successful **presentation** takes practice and preparation. You must decide what kind of visual aids will effectively **support** your topic. These could be simple materials such as a flip chart or a whiteboard with a marker. But nowadays many presenters use a laptop and projector to show PowerPoint slides on a screen. In addition, a stick or laser pointer is useful for indicating a particular area of the screen. It is important to know your audience and their expectations. You should also **prepare** a clear outline with key points that will enable you to speak confidently. You can clarify information in the form of diagrams, such as charts and graphs. It is also a good idea to finish the presentation with a summary of the main ideas. A presenter may also prepare handouts of the key points, although some people give them out after the presentation so that they don't create a **distraction**.

7 presentation (n) 報告

Ex. The Café needs to pay more attention to presentation and taste.

word family:

- They presented the report **to** the colleagues at the meeting.
- She spent the whole afternoon **wrapping** Christmas presents.
- The whole family was present **at** the wedding. **OPP:**
- As a TV presenter, she has also written several novels. **SYN:**

8 support (v) 支持

Ex. The majority of people in the town strongly support the plans to build a new highway.

word family:

- The bridge fell down because it didn't have enough support.
- I can always count on my team to be supportive when things go wrong.
- He had a small **supporting part** in the film.
- Supporters of women's rights are protesting against the court's decision.

9 prepare (v) 準備

Ex. People on the island are preparing for another typhoon.

word family:

- The dessert needs very little preparation, and you can serve it right away.
- The spokesperson read out a prepared statement.
- 50% of the students were unprepared for work or college according to a study.

10 distraction (n) 分心

Ex. The baby's crying drove its father to distraction.

word family:

- I was distracted by the sound of a car alarm in the street.
- It's distracting when he scratches the back of his head.
- **Distracted drivers** are the most common cause of the crashes at the intersection.