



BBC WORLD SERVICE LEARNING ENGLISH

Entertainment: The Apprentice
娱乐：学徒

Entertainment: The Apprentice 娱乐：学徒

You're fired 你被炒鱿鱼了

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

One of Britain's most popular reality TV programmes has returned to our screens for a fifth series. The Apprentice sees 16 ambitious individuals competing for a job with electronics tycoon Sir Alan Sugar.

With endless talk of credit-crunches, redundancies and cut-backs, it may come as no surprise that thousands of plucky hopefuls applied for the show. The chosen 16 will compete in a series of business tasks and do their best to escape elimination. Not one of them wants to hear the fateful words: you're fired.

It should also be noted that this year's budding apprentices are not going to be allowed to forget the grim economic climate quite so easily. At the launch of this year's TV show, Sir Alan announced that some episodes have been "specifically made towards recognition of what difficult times we are in".

The tasks will as usual be gruelling tests of business acumen, team-working and leadership skill. They will also make for some hilarious viewing. British viewers will be shaking their heads in disbelief at the crazy decisions of the wannabe apprentices.

But perhaps the most entertaining feature of the show will be watching the hopefuls squirm and squabble in the boardroom. It is here they will have to explain just why they have failed each task so badly.

What drives people to take part in the show is difficult to say. Some are clearly motivated by the promise of a six-figure salary and some claim they want the experience of working with a successful businessman such as Sir Alan. One thing is for sure, the contestants will all gain some level of celebrity. The show is a regular ratings winner.

To date, there has been one big winner and that is the show's creator, Mark Burnett. Originating in the US, The Apprentice's winning format has been copied all over the world and with the hype surrounding this latest series, it looks as though the show will have success for many years to come.

Glossary 词汇表

reality TV – 电视真人秀	hilarious – 有趣的
ambitious – 有抱负的	disbelief – 不相信
electronics tycoon – 电子届大亨	wannabe – 想成为...人
plucky – 勇敢的	squirm – 难为情, 羞愧
elimination – 淘汰	squabble – 争论
fateful – 决定性的, 宿命的	boardroom – 会议室
budding – 萌发中的	motivated – 有积极性的, 受鼓舞的
gruelling – 使人精疲力尽的	six-figure salary – 十万英镑以上的年薪
business acumen – 商业头脑	ratings – 评定等级
grim – 严峻的, 不景气的	hype - 大肆宣传, 炒作

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. The Apprentice is a TV game show. True / False
2. Sir Alan Sugar is a successful businessman in the UK. True / False
3. The weekly tasks test how well the potential apprentices work together. True / False
4. The winner of The Apprentice will get a job with an annual salary of more than £100,000 (1m yuan). True / False
5. The winner of The Apprentice will get Sir Alan Sugar's job. True / False

2. Job Applications 工作申请

Read this job application letter. Use the words and phrases in the box to fill in the gaps.

请阅读以下的工作申请信，然后用给出的单词和短语来完成这封信。

- | | |
|----------------------|---------------------|
| (a) current employer | (b) working as a |
| (c) role | (d) as advertised |
| (e) resume | (f) to apply for |
| (g) qualifications | (h) work experience |

Dear Sir/Madam

I am writing (1) _____ the post of Sales Manager (2) _____ on the careers section of your corporate website.

I believe I would be an excellent candidate for this post as I have all the necessary (3) _____ and several years of associated (4) _____.

I have been (5) _____ national Sales Manager for the past five years, a (6) _____ in which I have been extremely successful. I have significantly contributed to profits of my (7) _____ and have helped innovate new product lines.

I am currently looking for new challenges and a more international role. I understand that this is something your organisation can offer.

Please find attached a copy of my (8) _____.

I look forward to discussing the role in more detail with you.

Kind Regards

William Smith

3. Business Idioms 商业成语

A. Look at the idioms below. Each one is connected to business
Match the idiom to its definition.

请看下列习惯用语，它们都与商业有关。请将习语与各自的定义对应起来。

a. get off the ground	1. to be serious about something
b. get a break	2. to successfully start something
c. make a go of	3. to give someone a job
d. mean business	4. to get a good opportunity
e. take on	5. to do something well

B. Now complete the sentences below by using one of the idioms above.

现在请用以上的某个习语完成下列句子。

1. I really think I deserve a promotion. When will I _____?
2. We are going to outsell all of our competitors this month. I _____.
3. We are understaffed. I think we need to _____ another administrator.
4. We have a great team and excellent products. I think we can really _____ this business.
5. Starting a new business is very difficult. You need a lot of support to _____.

4. Wordsearch 单词搜索

Try to find the words associated with business divisions in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m)

请在下面的字谜游戏中，找出与商业部门有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

a	m	a	r	k	e	t	i	n	g	a	g	o
d	a	e	r	e	s	e	a	r	c	h	f	p
m	x	v	p	e	r	s	o	n	n	e	l	e
i	p	r	o	d	u	c	t	i	o	n	f	r
n	o	f	h	f	s	a	l	e	s	a	g	a
i	g	f	m	a	r	k	e	t	u	g	h	t
s	d	i	a	d	m	i	n	i	s	t	r	i
t	e	n	p	u	r	c	h	a	s	i	n	o
r	f	a	c	i	l	i	t	i	e	s	s	n
a	e	n	o	f	f	e	f	s	o	s	f	s
t	t	c	a	a	e	i	c	e	e	n	b	s
i	j	e	s	a	s	t	h	u	r	s	e	e
o	d	p	u	r	c	h	a	s	i	n	g	s
n	n	h	e	f	u	h	p	u	r	c	h	a

marketing	sales	finance
personnel	operations	administration
production	facilities	purchasing
research		

