

编写说明

新丝路“中文+职业技能”系列教材是把中文作为第二语言，结合专业和职业的专门用途、职业用途的中文教材，不是专业理论教材，不是一般意义的通用综合中文教材。本系列教材定位为职场生存中文教材、立体式技能型语言教材。教材研发的目标是既要满足学习者一般中文环境下的基本交际需求，又要满足学习者职业学习需求和职场工作需求。它和普通的国际中文教材的区别不在语法，而在词汇的专门化程度，在中文的用途、使用场合、应用范围。目前，专门用途、职业用途的中文教材在语言分类和研究成果上几近空白，本系列教材的成功研发开创了中文学习的新视野、新领域、新方向，将“中文+职业技能+X等级证书”真正融合，使学习者在学习中文的同时，也可通过实践掌握职业技能，从而获得X等级证书。

适用对象

本系列教材将适用对象定位为双零基础（零语言基础、零技能基础）的来华学习中文和先进技能的长期或者短期进修生，可满足初、中、高各层次专业课程的教学需要。教材亦可供海内外相关的培训课程及“走出去”的中资企业培训本土化员工使用。

结构规模

本系列教材采取专项语言技能与职业技能训练相结合的中文教学及教材编写模式。教材选择当前热门的物流管理、汽车服务工程技术、电子商务、机电一体化、计算机网络技术、酒店管理等六个专业，培养各专业急需急用的技术岗位人才。每个专业教材均包括初、中、高级三册。每一册都配有专业视频教学资源，还附有“视频脚本”“参考答案”等配套资源。

编写理念

本系列教材将词语进行分类，区分普通词语和专业词语，以通用语料为基础，以概念性、行为性词语为主，不脱离职场情境讨论分级，做到控制词汇量，控制工作场景，控制交流内容与方式，构建语义框架。将语言的分级和专业的分级科学地融合，是实现本系列教材成功编写的关键。

教材目标

语言技能目标：

初级阶段，能熟练掌握基础通用词语和职场的常用专业词语，能使用简短句子进行简单

的生活及工作交流。中级阶段，能听懂工作场合简单的交谈与发言，明白大意，把握基本情况，能就工作中重要的话题用简单的话与人沟通。高级阶段，能听懂工作场合一般的交谈与发言，抓住主要内容和关键信息，使用基本交际策略与人交流、开展工作，能初步了解与交际活动相关的文化因素，掌握与交际有关的一般文化背景知识，能排除交际时遇到的文化障碍。交际能力层次的递进实现从初级的常规礼节、基本生活及工作的交流能力，到中级的简单的服务流程信息交流能力，最后达到高级的复杂信息的交流和特情处理的能力。

职业技能目标：

以满足岗位需求为目标，将遴选出的当前热门的专业工作岗位分为初、中、高三级。物流管理专业初、中、高级对应的岗位分别是物流员、物流经理、物流总监；汽车服务工程专业初、中、高级对应的岗位分别是汽车机电维修工、汽车服务顾问、技术总监；电子商务专业初、中、高级对应的岗位分别是电子商务运营助理、电子商务运营员、电子商务客服；机电一体化专业初、中、高级对应的岗位分别是机电操作工、机电调整工、机电维修工；计算机网络技术专业初、中、高级对应的岗位分别是宽带运维工程师、网络运维专员、网络管理员；酒店管理专业初、中、高级对应的岗位分别是前厅基层接待员、前厅主管、前厅经理。每个专业分解出三十个工作场景 / 任务，学习者在学习后能够全面掌握此岗位概况及基本程序，实现语言学习和专业操作的双重目标。

编写原则

1. 语言知识技能与专业知识技能并进，满足当前热门的、急需急用的岗位需求。
2. 渐进分化，综合贯通，拆解难点，分而治之。
3. 语言知识与专业知识科学、高效复现，语言技能与专业技能螺旋式上升，职场情境、语义框架、本体输入方式相互配合。
4. 使用大量的图片和视频，实现专业知识和技能呈现形式可视化。
5. 强化专业岗位实操性技能。本系列教材配有专业技术教学的视频，突出展示专业岗位的实操性技能，语言学习难度与技能掌握难度的不匹配可通过实操性强的视频和实训环节来补充。

特色追求

本系列教材从初级最基础的语音知识学习和岗位认知开始，将“中文 + 职业技能”融入在工作场景对话中，把工作分解成一个个任务，用图片认知的方式解决专业词语的认知

问题，用视频展示的方法解决学习者掌握中文词语与专业技能的不匹配问题，注重技能的实操性，注重“在做中学”。每一单元都设置了“学以致用”板块，目的不仅仅是解决本单元任务的词语认知问题，更是将学习的目标放在“能听”“能用”“能模仿说出”上。我们力争通过大量图片的使用和配套视频的展示，将教材打造成立体式、技能型语言教材，方便学习者能够更好地自主学习。

使用建议

1. 本系列教材每个专业分为初、中、高级三册，每册10单元，初级每单元建议8～10课时完成，中级10～12课时完成，高级12～14课时完成。
2. 教材注释和说明着力于简明扼要，注重实操性，注重听说技能培养，对于教材涉及的语法知识，教师可视情况予以细化和补充。
3. “单元实训”板块可以在课文和语言点学完之后作为课堂练习使用，建议2课时完成。教师要带着学习者按照实训步骤一步步完成，实训步骤不要求学习者能够看懂，读懂，重要的是教师要引领操作，实现学习者掌握专业技能的目标。
4. “单元小结”板块是对整个单元关键词语和核心内容的总结，对于这部分内容，教师要进行听说练习，以便更好地帮助学习者了解本单元的核心工作任务。
5. 教师上课时充分利用教材设计的练习，引导学习者多听多练，听说结合，学做合一。
6. 教师要带着学习者熟练诵读课文，要求学习者把每课的关键词语和句子、课堂用语背诵下来。

特别感谢

感谢教育部中外语言交流合作中心将新丝路“中文+职业技能”系列教材列为重点研发项目，为我们教材编写增添了动力和责任感。教材编写委员会负责整套教材的规划、设计与编写协调，并先后召开上百次讨论会，对每册教材的课文编写、体例安排、注释说明、练习设计、图片选择、视频制作等进行全方位的评估、讨论和审定。感谢编写委员会成员和所有编者高度的敬业精神、精益求精的编写态度，以及所投入的热情和精力、付出的心血与智慧。感谢关注本系列教材并贡献宝贵意见的国际中文教育教学界专家和全国各地的同人。

新丝路“中文+职业技能”系列教材编写委员会

2023年4月

Compilation Instructions

The New Silk Road “Chinese + Vocational Skills” is a series of Chinese textbooks for specialized and vocational purposes that combine professional and vocational technologies with Chinese as a second language. Instead of being specialized theoretical textbooks, or comprehensive or universal Chinese textbooks in a general sense, this series is intended to be Chinese textbooks for career survival, and three-dimensional skills-based language textbooks. The textbooks are developed with a view to meeting students’ basic communication needs in general Chinese environment, and their professional learning needs and workplace demands as well. They are different from ordinary Chinese textbooks for foreigners in the degree of specialization of vocabulary, in the purpose, usage occasion, and application scope of Chinese (not in grammar). At present, Chinese textbooks for specialized and vocational purposes are virtually non-existent in terms of language classification and research results, so the successful development of this series has opened up new horizons, new fields and new directions for Chinese learning, and virtually integrated “Chinese + Vocational Skills + X-Level Certificates”, which enables students to practically master vocational skills and obtain X-level certificates while learning Chinese.

Applicable Targets

This series is targeted at long-term or short-term students who come to China to learn Chinese and advanced skills with zero language basis and zero skill basis, which can meet the teaching needs of the elementary, intermediate and advanced specialized courses. This series can also be used for relevant training courses at home and abroad and for Chinese-funded enterprises that “go global” to train local employees.

Structure and Scale

This series adopts a Chinese teaching and textbook compilation model combining special language skills and vocational skills training. The series includes the textbooks for six popular majors such as logistics management, automotive service engineering technology, e-commerce, mechatronics, computer networking technology, and hotel management to cultivate technical talents in urgent need. The textbooks for each major consist of the textbooks at the elementary, intermediate and advanced levels. Each textbook is equipped with professional video teaching resources, and “video scripts”, “reference answers” and other supporting resources as well.

Compilation Concept

This series classifies the vocabulary into general vocabulary and specialized vocabulary. Based on the general vocabulary, it focuses on conceptual and behavioral words, not deviating from workplace situations, so as to control the vocabulary, work scenarios and content and means of communication, and build the semantic framework. The scientific integration of language classification and specialty classification is the key to the successful compilation of textbooks.

Textbook Objectives

Language Skill Objectives

For students at the elementary level, they are trained to be familiar with basic general vocabulary and common specialized vocabulary in the workplace, and be able to use short sentences for simple communication in life and at work. For those at the intermediate level, they are trained to understand simple conversations and speeches in the workplace, comprehend the main ideas, grasp the basic situations, and communicate with others in simple words on important topics at work. For those at the advanced level, they are trained to be able to understand general conversations and speeches in the workplace, grasp the main content and key information, use basic communication strategies to communicate with others and carry out the work, have a preliminary understanding of cultural factors related to communication activities, master the general communication-related cultural background knowledge, and overcome cultural barriers encountered during communication. The progression in level of communicative competence helps them to leap forward from routine etiquette, basic communication in life and at work at the elementary level, to simple information exchange of service processes at the intermediate level, and finally to complex information exchange and handling of special circumstances at the advanced level.

Vocational Skill Objectives

To meet job requirements at the elementary, intermediate and advanced levels, the professional positions that are most urgently needed overseas are selected. The positions corresponding to logistics management at the elementary, intermediate and advanced levels are logistics staff, logistics managers and logistics directors; the positions corresponding to automotive service engineering technology at the elementary, intermediate and advanced levels are automotive electromechanical

maintenance staff, automotive service consultants and technical directors; the positions corresponding to e-commerce at the elementary, intermediate and advanced levels are electronic operation assistants, e-commerce operators and e-commerce customer service staff; the positions corresponding to mechatronics at the elementary, intermediate and advanced levels are mechanical and electrical operators, mechanical and electrical adjusters, and mechanical and electrical maintenance staff; the positions corresponding to computer networking technology at the elementary, intermediate and advanced levels are broadband operation and maintenance engineers, network operation and maintenance specialists, and network administrators; the positions corresponding to hotel management at the elementary, intermediate and advanced levels are lobby receptionists, lobby supervisors and lobby managers. Through 30 work scenarios/tasks set for each major, learners can fully grasp the general situations and basic procedures of the position after learning, and achieve the dual goals of language learning and professional operation.

Principles of Compilation

1. Language knowledge skills and professional knowledge skills go hand in hand to meet the demands of current popular and urgently needed job positions;
2. It makes progressive differentiation and comprehensive integration, breaking down, dividing and conquering difficult points;
3. Language knowledge and professional knowledge recur scientifically and efficiently, language skills and professional skills spiral upward, and the situational stage, semantic framework, and ontology input methods cooperate with each other;
4. Professional knowledge and skills are visualized, using a lot of pictures and videos;
5. It strengthens the practical skills in professional positions. This series of textbooks is equipped with videos of professional technical training, highlighting the practical skills for professional positions. It addresses the mismatch between the difficulty of language learning and that of mastering skills by supplementing with practical videos and practical training.

Characteristic Pursuit

Starting from the basic phonetic knowledge learning and job cognition at the elementary level, this series integrates “Chinese + Vocational Skills” into the working scene dialogues,

breaking down the job into various tasks, solving lexical students' problems by means of picture cognition, solving the problem of the mismatch between students' mastery of Chinese vocabulary and professional skills by means of displaying videos, stressing the practicality of skills, and focusing on "learning by doing". Each unit has a "Practicing What You Have Learnt" module, which not only solves the problem of lexical cognition of this unit, but also takes "being able to comprehend", "being able to use" and "being able to imitate" as the learning objectives. We strive to use a large number of pictures and display supporting videos to build the textbooks into three-dimensional skills-based language teaching materials, so that learners can learn more independently.

Recommendations for Use

1. Each major of this series consists of three volumes at the elementary, intermediate, and advanced levels, with 10 units in each volume. For each unit, it is recommended to be completed in 8-10 class hours at the elementary level, 10-12 class hours at the intermediate level, and 12-14 class hours at the advanced level.
2. The notes and explanations in the textbooks focus on conciseness, practicality, and the training of listening and speaking skills. The grammar knowledge in the textbooks can be detailed and supplemented by teachers as the case may be.
3. "Unit Practical Training" module can be used as a classroom exercise after the texts and language points, preferably to be completed in two class hours. Teachers should guide students to complete the training tasks step by step. Students are not required to read and understand the training steps. It is important that teachers guide students to achieve the goal of mastering professional skills.
4. "Unit Summary" module summarizes the keywords and core content of the entire unit. Through listening and speaking exercises, this part can better help learners understand the core tasks of this unit.
5. Teachers should make full use of the exercises designed in the textbooks during class, and guide students to listen more and practice more, combine listening and speaking, and integrate learning with practice.

6. Teachers should guide students to proficiently read the texts aloud, asking them to recite the keywords, sentences and classroom expressions in each unit.

Acknowledgements

We are grateful to the Center for Language Education and Cooperation of the Ministry of Education for listing the New Silk Road “Chinese + Vocational Skills” series as a key research and development project, which adds motivation and a sense of responsibility to our textbook compilation. The Textbook Compilation Committee is responsible for the planning, design, compilation and coordination of the entire set of textbooks, and has held hundreds of seminars to conduct a comprehensive evaluation, discussion, examination and approval of text compilation, style arrangement, notes and explanations, exercise design, picture selection, and video production of each textbook. We are indebted to the members of the Compilation Committee and all compilers for their professional dedication, unwavering pursuit of perfection in the compilation, as well as their enthusiasm, hard work and wisdom. We are thankful to the experts in international Chinese language education and colleagues from all over the country who have kept a close eye on this series and contributed their valuable opinions.

Compilation Committee of New Silk Road “Chinese + Vocational Skills” Series
April 2023

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| ㇀ ㇁ | | |
| 2. 汉字的结构 (4) | Structures of Chinese characters (4) | |
| 左右结构 | Left-right structure | |
| 左中右结构 | Left-middle-right structure | |
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| 1. 汉字的笔画 (9) | Strokes of Chinese characters (9) | |

| | |
|---|-----|
| 3 4 | |
| 2. 汉字的结构 (5) Structures of Chinese characters (5) | |
| 全包围结构 Fully-enclosed structure | |
| 半包围结构 Semi-enclosed structure | |
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Xiāpí chǔfá guīzé

虾皮处罚规则

Punishment Rules of Shopee

xūjiǎ xiāoshòu
虚假销售
Wash Sale



bú qiàdàng
不恰当
de guānjiànzi
的关键字
Inappropriate Keywords



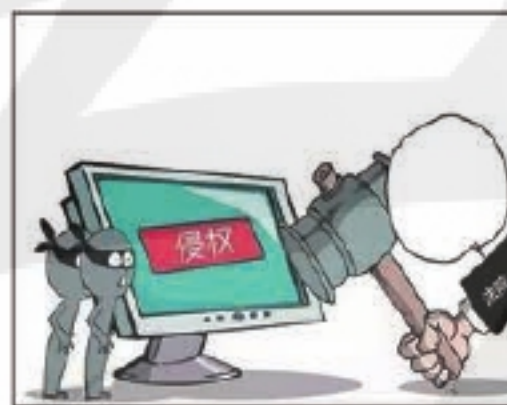
bù shí de dìngjià
不实的定价
Deceitful Pricing



shàngjià
上架
chóngfù shāngpǐn
重复商品
Listing Duplicated Goods



qīnquán fēngxiǎn
侵权风险
Risk of Infringement



wèi rènzhèng de
未认证的
dì-sān fāng ruǎnjiàn
第三方软件
Uncertified
Third-party Software



jìn mài shāngpǐn
禁卖商品
Prohibited Goods



rǔmà mǎijiǎ
辱骂买家
Abusing Buyers



题解 Introduction

1. 学习内容：虾皮的处罚规则。

Learning content: The punishment rules of Shopee.

2. 知识目标：掌握与虾皮的处罚规则相关的关键词，学习汉字的笔画“一”“丨”“ノ”“丶”、笔顺“先横后竖、先撇后捺”，学写本单元相关汉字。

Knowledge objectives: To master the keywords related to the punishment rules of Shopee, learn the strokes “一”, “丨”, “ノ”, “丶” and the stroke orders “horizontal strokes before vertical strokes, left-falling strokes before right-falling strokes” of Chinese characters, and write the characters related to this unit.

3. 技能目标：学会规避虾皮的处罚规则。

Skill objectives: To learn to avoid the punishment rules of Shopee.



第一部分 Part 1

课文 Texts

一、热身 rèshēn Warm-up

1. 给词语选择对应的图片。 **Choose the corresponding pictures for the words.**



A.



B.



C.



D.

dòngjié zhànghù zījīn
① 冻结账户资金 _____
freeze account funds

shānchú kāndēng shāngpǐn
② 删除刊登商品 _____
delete published goods

xiànzhì zhànghù quánxiàn
③ 限制账户权限 _____
limit account permissions

guāntíng diànpù
④ 关停店铺 _____
close a store

2. 看视频，为对应的处罚原因选择合适的图片。

Watch the video and choose the appropriate pictures for the corresponding reasons for punishment.



A.



B.



C.



D.

Shòumài qiāngzhī、dànyào、jūnhuǒ jí fǎngzhìpǐn.

① 售卖枪支、弹药、军火及仿制品。()
Selling guns, ammunition, munitions and imitations

Xūjiǎ chǎnpǐn píngjià.

② 虚假产品评价。()
Fake product reviews

Shòumài yòngyú fēifǎ shèxiàng、lùyīn、qǔzhèngděng yòngtú de shèbèi.

③ 售卖用于非法摄像、录音、取证等用途的设备。()
Selling equipment used for illegal video shooting, recording, collection of evidence, etc.

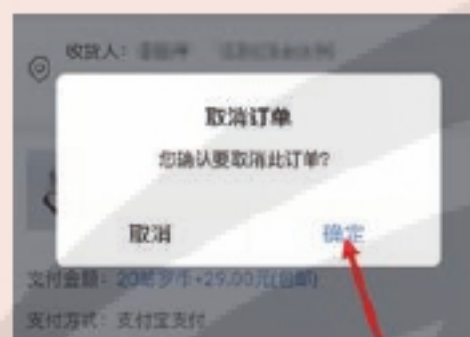
Shòumài guójiā bǎohù lèi zhíwù huótlǐ.

④ 售卖国家保护类植物活体。()
Selling living plants under national protection

二、课文 kèwén Texts

A 01-01

Xiāpí píngtái guān diàn ànlì: Mǎijiā bàomíng cānjiā cùxiāo huódòng, màijiā què yīn
 虾皮平台关店案例：买家报名参加促销活动，卖家却因
 zìjǐ de yuányīn qǔxiāole dàliàng dìngdān, zàochéng mǎijiā de fùmiàn tǐyàn. Mǎijiā de fǎnkuì
 自己的原因取消了大量订单，造成买家的负面体验。买家的反馈
 yǐngxiǎngle píngtái shēngyù, màijiā bìng méiyǒu yǔ píngtái bàobèi liánxì.
 影响了平台声誉，卖家并没有与平台报备联系。



译文 yìwén Text in English

Case of closing stores by Shopee platform: the buyers signed up for promotional activities, but a large number of orders were canceled due to the seller's own reasons, resulting in the buyers' negative experience. The buyers' feedback affected the reputation of the platform, and the seller did not report to or contact the platform.

普通词语 pǔtōng cíyǔ General Vocabulary

01-02

| | | | |
|--------|-----------|-------|--------------------|
| 1. 报名 | bàomíng | v. | sign up |
| 2. 参加 | cānjiā | v. | join, take part in |
| 3. 却 | què | adv. | yet |
| 4. 因 | yīn | prep. | because of |
| 5. 自己 | zìjǐ | pron. | one's own, oneself |
| 6. 原因 | yuányīn | n. | reason |
| 7. 取消 | qǔxiāo | v. | cancel |
| 8. 大量 | dàliàng | adj. | many, much |
| 9. 造成 | zàochéng | v. | result in |
| 10. 影响 | yǐngxiǎng | v. | affect |
| 11. 并 | bìng | adv. | also |
| 12. 与 | yǔ | prep. | with |
| 13. 联系 | liánxì | v. | contact |

专业词语 zhuānyè cíyǔ Specialized Vocabulary

01-03

| | | | |
|--------|-----------|------|---------------|
| 1. 关店 | guān diàn | phr. | close a store |
| 2. 案例 | ànlì | n. | case |
| 3. 买家 | mǎijiǎ | n. | buyer |
| 4. 促销 | cùxiāo | v. | promote sales |
| 5. 活动 | huódòng | n. | activity |
| 6. 负面 | fùmiàn | adj. | negative |
| 7. 体验 | tǐyàn | n. | experience |
| 8. 反馈 | fǎnkuì | v. | feedback |
| 9. 声誉 | shēngyù | n. | reputation |
| 10. 报备 | bàobèi | v. | report |

B 01-04

Xiāpí píngtái jiàngdī diànpù quánxiàn ànlì: Mǎijiǎ zài diànpù yùnyíng guòchéng zhōng
 虾皮平台降低店铺权限案例：卖家在店铺运营过程中
 èyì shuādān, jí duō cì wèi chǎnpǐn shuā píngjià, shuā xiāoliàng, bèi píngtái chǔ yǐ jiàngdī
 恶意刷单，即多次为产品刷评价、刷销量，被平台处以降低
 diànpù quánxiàn děng chéngfá.
 店铺权限等惩罚。



译文 yìwén Text in English

Case of downgrading store permissions by Shopee platform: during the store operation process, due to the seller's malicious click farming, which is posting fake reviews and brushing repeatedly for products, the seller is punished by the platform, such as downgrading the store permissions.

普通词语 pǔtōng cíyǔ General Vocabulary

01-05

| | | | |
|-------|----------|------|---|
| 1. 降低 | jiàngdī | v. | lower |
| 2. 过程 | guòchéng | n. | process |
| 3. 中 | zhōng | n. | inside, being within a certain range/sphere |
| 4. 多次 | duō cì | phr. | many times |

| | | | |
|-------|--------|-------|---|
| 5. 被 | bèi | prep. | used in a passive sentence to introduce the agent/ doer |
| 6. 处以 | chǔ yǐ | phr. | be punished by |

专业词语 zhuānyè cíyǔ Specialized Vocabulary

01-06

| | | | |
|---------|-----------------|------|------------------|
| 1. 店铺权限 | diànpù quánxiàn | phr. | store permission |
| 权限 | quánxiàn | n. | permission |
| 2. 恶意 | èyì | n. | malice |
| 3. 刷单 | shuā dān | v. | click farming |
| 刷 | shuā | v. | brush |
| 4. 评价 | píngjià | n. | comment, review |
| 5. 销量 | xiāoliàng | n. | sales volume |
| 6. 惩罚 | chéng fá | v. | punish |

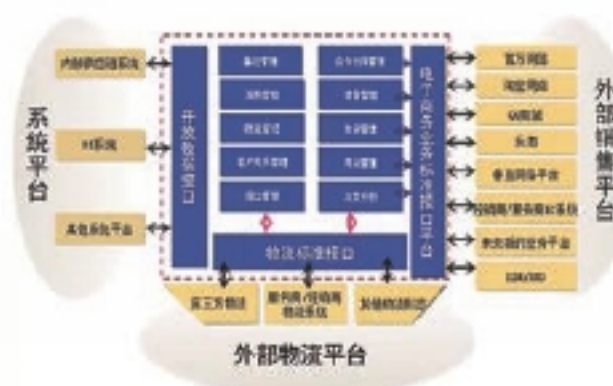
三、视听说 shì-tīng-shuō Viewing, Listening and Speaking

1. 看视频，了解电商平台有哪些处罚规则，为相关视频选择正确的选项。

Watch the videos to learn about the punishment rules of e-commerce platforms, and choose the right options for the related videos.



qīnquán fēngxiǎn
A. 侵权 风险
risk of infringement



wèi rènzhèng de dì-sān fāng ruǎnjiàn
B. 未认证的第三方软件
uncertified third-party software



jìn mài shāngpǐn
C. 禁卖商品
prohibited goods



rǔmà mǎijiǎ
D. 辱骂买家
abusing buyers

① () ② () ③ () ④ ()

2. 说一说 Let's talk

模仿说出电商平台的处罚规则。 Name the punishment rules of e-commerce platforms following the video.

四、学以致用 xuéyǐzhìyòng Practicing What You Have Learnt

看视频，学习虾皮平台的处罚规则，判断这些店家违反了什么规则。

Watch the videos to learn the punishment rules of Shopee platform, and judge what punishment rules these stores have violated.



xūjiǎ xiǎoshòu
A. 虚假销售
wash sale



bú qiàdàng de guānjiànzi
B. 不恰当的关键字
inappropriate keywords



bù shí de dìngjià
C. 不实的定价
deceitful pricing



shàngjià chóngfù shāngpǐn
D. 上架重复商品
listing duplicated goods

① 店家 A ()

② 店家 B ()

③ 店家 C ()

④ 店家 D ()

五、小知识 xiǎo zhīshi Tips

Màijiā jì fēn xìtǒng 卖家计分系统

Xiāpí huì tōngguò màijiā jì fēn xìtǒng guǎnlǐ màijiā bìng jǐyǔ jiǎngchéng, yǐ gǔlì
虾皮会通过卖家计分系统管理卖家并给予奖惩，以鼓励
liánghǎo de màijiā xíngwéi. Mùqián, Xiāpí huì jìsuàn dìngdān wèi wánchéng lǜ, yánchí
良好的卖家行为。目前，虾皮会计算订单未完成率、延迟
chūhuò lǜ, wéifǎn shàngjià guīfàn, lànòng xíngwéi, màichǎng kèhù fúwù děng wǔ gè
出货率、违反上架规范、滥用行为、卖场客户服务等五个
xiàngmù. Rú màijiā wèi dá dào mùbiāo, píngtái jí huì jǐyǔ kòu fēn chéng fá.
项目。如卖家未达到目标，平台即会给予扣分惩罚。

Seller Rating System

Shopee manages, rewards and punishes the sellers through the seller rating system to encourage good seller behavior. At present, Shopee scores five items: non-fulfilled order rate, late shipped order rate, violation of listing specification, abusive behavior, and store customer service. If the sellers fail to reach the target, the platform will deduct the points.

补充专业词语 bǔchōng zhuānyè cíyǔ Supplementary Specialized Vocabulary

01-07

- | | | | |
|-----------|-----------------------------|------|------------------------|
| 1. 冻结账户资金 | dòngjié zhànghù zījīn | phr. | freeze account funds |
| 2. 删除刊登商品 | shānchú kāndēng shāngpǐn | phr. | delete published goods |

| | | | |
|-----------|--------------------------|------|---------------------------|
| 3. 限制账户权限 | xiànzhì zhànghù quánxiàn | phr. | limit account permissions |
| 4. 关停店铺 | guān tíng diànpù | phr. | close a store |
| 5. 虚假产品 | xūjiǎ chǎnpǐn | phr. | fake product |
| 6. 非法 | fěifǎ | adj. | illegal |
| 7. 侵权风险 | qīnquán fēngxiǎn | phr. | risk of infringement |
| 侵权 | qīnquán | v. | infringe on sb.'s rights |
| 8. 辱骂买家 | rǔmà mǎijiǎ | phr. | abuse buyers |
| 9. 禁卖商品 | jìn mài shāngpǐn | phr. | prohibited goods |
| 10. 不实定价 | bù shí dìngjià | phr. | deceitful pricing |

第二部分 Part 2

汉字 Chinese Characters

一、汉字知识 Hànzì zhīshi Knowledge about Chinese Characters

1. 汉字的笔画 (1) Strokes of Chinese characters (1)

| 笔画 Strokes | 名称 Names | 例字 Examples |
|------------|----------|-------------|
| 一 | 横 héng | 二 |
| 丨 | 竖 shù | 十 |
| ノ | 撇 piě | 人 |
| ㇏ | 捺 nà | 八 |

2. 汉字的笔顺 (1) Stroke orders of Chinese characters (1)

| 规则 Rules | 例字 Examples | 笔顺 Stroke orders |
|--|-------------|------------------|
| 先横后竖 Horizontal strokes before vertical strokes | 十 | 一 十 |
| 先撇后捺 Left-falling strokes before right-falling strokes | 人 八 | ノ 人 ノ 八 |

二、汉字认读与书写 Hànzì rèndú yǔ shūxiě The Recognition and Writing of Chinese Characters

认读下列词语，并试着读写构成词语的汉字。

Recognize the following words, and try to read and write the Chinese characters forming these words.

店铺权限 负面体验 平台声誉

| | | | | | | | | | | | | | | | | | | | |
|---|--|--|--|--|---|--|--|--|--|---|--|--|--|--|---|--|--|--|--|
| 店 | | | | | 铺 | | | | | 权 | | | | | 限 | | | | |
| 负 | | | | | 面 | | | | | 体 | | | | | 验 | | | | |
| 平 | | | | | 台 | | | | | 声 | | | | | 誉 | | | | |

第三部分 Part 3

日常用语 Daily Expressions

- ① 劳驾，帮我叫辆出租车。Láojià, bāng wǒ jiào liàng chūzūchē. Excuse me, please get me a taxi.
- ② 明天见。Míngtiān jiàn. See you tomorrow.
- ③ 不见不散。Bújiàn-búsàn. Be there or be square.

第四部分 Part 4

单元实训 Unit Practical Training

电商平台处罚规则案例分析 diànshāng píngtái chǔfá guīzé ànlì fēnxī
Case Analysis of Punishment Rules of E-commerce Platforms

实训目的 Training purpose

能够了解并规避电商平台的处罚规则。

To be able to learn about and avoid the punishment rules of e-commerce platforms.

实训组织 Training organization

每组三人，设定一个组长。

Three students in each group, with a group leader.

实训内容 Training content

- ① 学习电商平台的处罚规则。

Learn punishment rules of e-commerce platforms.

- (1) 售卖假货或者有侵权风险的商品；

Selling fake goods or goods with risk of infringement.

- (2) 使用未认证的第三方软件，并且在短时间内就上传了大量商品。

Using uncertified third-party software and uploading a large number of goods within a short period of time.

(3) 辱骂买家或者对买家有过激的语言。

Abusing buyers or using offensive language towards buyers.

(4) 售卖平台明文规定的禁卖商品以及限制商品。

Selling prohibited and restricted goods that are expressly stipulated by the platforms.

(5) 有不实的售卖行为（虚假销售）。

There are false selling behaviors (wash sale).

(6) 设定不恰当的关键字。

Setting inappropriate keywords.

(7) 误导及不实的定价。

Misleading and deceitful pricing.

(8) 上架重复商品。

Listing duplicated goods.

(9) 刷单，刷评价。

Click farming, and posting fake reviews.

② 到虾皮平台上去找店铺里有没有相对应的违规案例，讨论这些行为违反了平台的哪一条规则。

Log on to Shopee platform to see if there are corresponding violation cases among the stores, and discuss which rule of the platform these behaviors have violated.

③ 班级内比赛，看哪一组找到的违规案例最多。

Compete within the class to see which group finds the most violation cases.

④ 教师点评。

The teacher comments.

第五部分 Part 5

单元小结 Unit Summary

普通词语 General Vocabulary

| | | | | |
|-----|----|-----------|-------|--------------------|
| 1. | 报名 | bàomíng | v. | sign up |
| 2. | 参加 | cānjiā | v. | join, take part in |
| 3. | 却 | què | adv. | yet |
| 4. | 因 | yīn | prep. | because of |
| 5. | 自己 | zìjǐ | pron. | one's own, oneself |
| 6. | 原因 | yuányīn | n. | reason |
| 7. | 取消 | qǔxiāo | v. | cancel |
| 8. | 大量 | dàliàng | adj. | many, much |
| 9. | 造成 | zàochéng | v. | result in |
| 10. | 影响 | yǐngxiǎng | v. | affect |

cíyǔ
词语
Vocabulary

cíyǔ
词语
Vocabulary

| | | | |
|--------|----------|-------|---|
| 11. 并 | bìng | adv. | also |
| 12. 与 | yǔ | prep. | with |
| 13. 联系 | liánxì | v. | contact |
| 14. 降低 | jiàngdī | v. | lower |
| 15. 过程 | guòchéng | n. | process |
| 16. 中 | zhōng | n. | inside, being within a certain range/sphere |
| 17. 多次 | duō cì | phr. | many times |
| 18. 被 | bèi | prep. | <i>used in a passive sentence to introduce the agent/doer</i> |
| 19. 处以 | chǔ yǐ | phr. | be punished by |

专业词语 Specialized Vocabulary

| | | | |
|----------|-----------------|------|------------------|
| 1. 关店 | guān diàn | phr. | close a store |
| 2. 案例 | àn lì | n. | case |
| 3. 买家 | mǎijiā | n. | buyer |
| 4. 促销 | cùxiāo | v. | promote sales |
| 5. 活动 | huódòng | n. | activity |
| 6. 负面 | fùmiàn | adj. | negative |
| 7. 体验 | tǐyàn | n. | experience |
| 8. 反馈 | fǎnkuì | v. | feedback |
| 9. 声誉 | shēngyù | n. | reputation |
| 10. 报备 | bàobèi | v. | report |
| 11. 店铺权限 | diànpù quánxiàn | phr. | store permission |
| 权限 | quánxiàn | n. | permission |
| 12. 恶意 | èyì | n. | malice |
| 13. 刷单 | shuā dān | v. | click farming |
| 刷 | shuā | v. | brush |
| 14. 评价 | píngjià | n. | comment, review |
| 15. 销量 | xiāoliàng | n. | sales volume |
| 16. 惩罚 | chéngfá | v. | punish |

cíyǔ
词语
Vocabulary

补充专业词语 Supplementary Specialized Vocabulary

| | | | | |
|-----|------------|--------------------------------|------|---------------------------|
| 1. | 冻结账户 资金 | dòngjié zhànghù zījīn | phr. | freeze account funds |
| 2. | 删除刊登 商品 | shānchú kāndēng shāngpǐn | phr. | delete published goods |
| 3. | 限制账户 权限 | xiànzhì zhànghù quánxiàn | phr. | limit account permissions |
| 4. | 关停店铺 | guān tíng diànpù | phr. | close a store |
| 5. | 虚假产品 | xūjiǎ chǎnpǐn | phr. | fake product |
| 6. | 非法 | fēifǎ | adj. | illegal |
| 7. | 侵权风险 | qīnquán fēngxiǎn | phr. | risk of infringement |
| | 侵权 | qīnquán | v. | infringe on sb.'s rights |
| 8. | 辱骂买家 | rǔmà mǎijiǎ | phr. | abuse buyers |
| 9. | 禁卖商品 | jìn mài shāngpǐn | phr. | prohibited goods |
| 10. | 不实定价 | bù shí dìngjià | phr. | deceitful pricing |

jùzi
句子
Sentences

1. 售卖假货或者有侵权风险的商品。
2. 使用未认证的第三方软件，并且在短时间内就上传了大量商品。
3. 辱骂买家或者对买家有过激的语言。
4. 售卖平台明文规定的禁卖商品以及限制商品。
5. 有不实的售卖行为（虚假销售）。
6. 设定不恰当的关键字。
7. 误导及不实的定价。
8. 上架重复商品。
9. 刷单，刷评价。