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#### Vocabulary: shopping 词汇: 购物

Social media is changing everything in trade. Even **reserved** Britons are losing their traditional aversion to **making a scene**, and using social media to complain about bad service provided by businesses.

That's what a survey by the Institute of Customer Service suggests. They analysed data from 200 organisations, including banks, **utility companies** and **retailers** and have concluded that customers now expect 'dialogue, not monologue' from companies.

If a **shop assistant** was rude and the price a **rip-off**, the unhappy customer - especially the young one - will take to microblog sites to **slag off** that company.

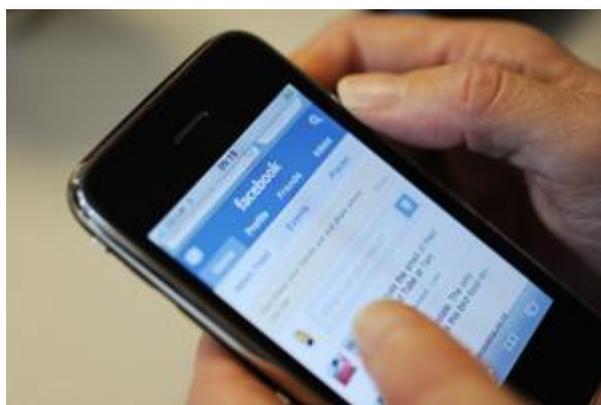
The trend has increased over the last few years. Thomas Brown, of the Chartered Institute of Marketing, observed in an interview that big companies had previously enjoyed a "controlled" conversation with customers via **advertising** - and for a long time, unhappy customers could only express themselves through letters or calling a **customer relations** team. But with the internet, it's a **whole new ballgame**: which company can control online chat?

Brown continues: "Now there's a risk that you could have a **groundswell** of customers talking to each other and, from the **brand's** perspective, it can **get out of hand** very quickly."

Brown warns that there's a concern by businesses about the time and resources it takes them to properly manage social media. Big organisations which aren't monitoring it 24 hours a day could log off at the end of the trade day, only to log in the next morning to find that **momentum has gathered** behind a certain issue.

But it's not all **doom and gloom** for businesses in this new era of intense connectivity. The old **word of mouth** recommendation has a new platform too. Perhaps it's more true today than ever before: a satisfied customer is a company's best **advert**.

词汇表请参看答案与词汇部分



Facebook and Twitter are popular social media platforms

## Quiz 测验

阅读短文并回答问题。

1. What action don't British people like to take?
2. What are customers expecting from businesses now?
3. What sort of thing makes people criticise a retailer on social media?
4. True or False? *Businesses welcome 24 hours of social media activity.*
5. Which expressions do you use for switching off your computer?

## Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. Professor Warren's class is boring. He starts his \_\_\_\_\_ as soon as he comes in and students sit quiet and struggle not to fall asleep.

dialogue	monologue	chat	complaint
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2. If you invite the whole school to the party, things might \_\_\_\_\_. How can you control dozens of people?

be doom and gloom	make a scene	gather momentum	get out of hand
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3. I wouldn't have lunch in that restaurant if I were you. The food is tasteless and the prices are \_\_\_\_\_.

a rip-off	slag off	an advert	a complaint
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4. If you want to work in retail, the first rule is not to be \_\_\_\_\_ to the customers!

unhappy	satisfied	a monologue	rude
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5. Mary's new television was a bargain. She was lucky to find a set from a good brand on sale.

brand	advert	word of mouth	advertising
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## Answers and Glossary 答案与词汇

### Quiz 小测验

1. What action don't British people like to take? **They don't like to complain, especially in public – they don't like to make a scene.**
2. What are customers expecting from businesses now? **A survey by the Institute of Customer Service says they expect a dialogue, not a monologue.**
3. What sort of thing makes people criticise a retailer on social media? **Rude treatment by shop assistants and prices which are unjustifiably too high.**
4. True or False? *Businesses welcome 24 hours of social media activity.* **False. According to Thomas Brown, of the Chartered Institute of Marketing, it makes companies concerned about monitoring constantly criticism.**
5. Which expressions do you use for switching off your computer? **Logging off.**

### Exercise 练习

1. Professor Warren's class is boring. He starts his **monologue** as soon as he comes in and students sit quiet and struggle not to fall asleep.
2. If you invite the whole school to the party, things might **get out of hand**. How can you control dozens of people.
3. I wouldn't have lunch in that restaurant if I were you. The food is tasteless and the prices are **a rip-off**.
4. If you want to work in retail, the first rule is not to be **rude** to the customers!
5. Mary's new television was a bargain. She was lucky to find a set from a good **brand** on sale.

## Glossary 词汇表

<b>reserved</b>	矜持的, 内敛的
<b>to make a scene</b>	(当众) 吵闹, 出洋相
<b>utility companies</b>	公共事业公司 (水、电、煤气公司等)
<b>retailers</b>	零售商
<b>shop assistant</b>	店员, 售货员
<b>rip-off</b>	宰人的价格
<b>to slag off</b>	强烈地批评, 诋毁
<b>advertising</b>	做广告
<b>customer relations</b>	客户关系
<b>a whole new ballgame</b>	完全不同以往的局面
<b>groundswell</b>	(群情) 高涨
<b>brand</b>	品牌
<b>to get out of hand</b>	失控, 难以控制
<b>to gather momentum</b>	聚集劲头、力量
<b>doom and gloom</b>	前景暗淡
<b>word of mouth</b>	口碑
<b>advert</b>	(口语) 广告