

Chapter 2 Needs and Wants

I. Learning Objectives

- *To learn about what are basic human needs and wants;*
- *To understand the definitions of “needs” and “wants”;*
- *To realize how a qualified exporter could make full use of the theory of needs and wants in business*
- *To grasp the main idea and the structure of the text;*
- *To master the usage of key special terms, words and phrases in this chapter;*
- *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Introduction

1. Our wants seem to be never-ending, when one want is satisfied, another one will emerge immediately. So it's very important for the producers and the dealers to make clear what people want and understand the trend of wants, for only in this way can they insure their goods are saleable. 人的需求永无止境, 一个需求得到了满足紧接着又会出现另一个需求。清楚人们需要什么, 了解人们的需求动向, 对生产商和经销商都是很重要的, 因为只有这样才能确保他们的商品畅销。

III. Main points of the text:

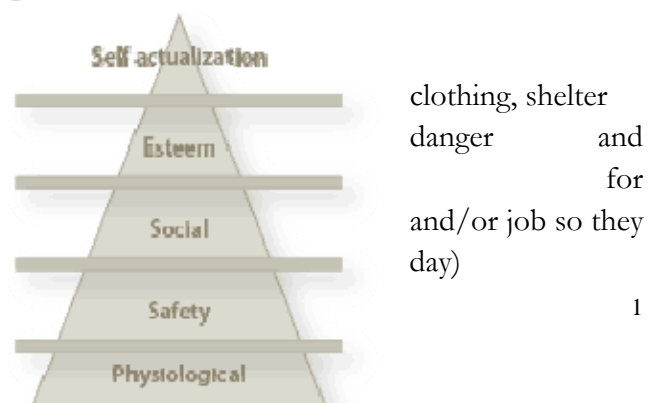
1. What is a want.
2. What basic human needs are.
3. Product adaptation to suit customers' needs.

IV. Background and terminology

1. **buying power** 购买力, 证券交易所中可以用保证金购入的限额
2. **earning capacity** 利润率, 收入额
3. **export market needs** 出口市场的需求
4. **export product** 出口产品
5. **product adaptation** 产品调整
6. **Maslow's Hierarchy of Needs**

Physiological Needs: such basic needs as food,
 Safety Needs: A need to be free of the fear of physical deprivation of the basic physiological needs;/ a need self-preservation (able to maintain their property can provide food and shelter tomorrow and the next

Figure 6.



Social or Affiliation Needs: Since people are social beings, they have a need to belong and to be accepted by various groups (strive for meaningful relations with others)

Esteem Needs: Want to be more than just a member of their group; the need for esteem—both self-esteem and respect and recognition from others (producing feelings of self-confidence, prestige, power, and control; begin to feel they are useful)

Self-Actualization Needs: The need to maximize one's potential, whatever it may be. A musician must play music, a poet must write, a general must win battles, a professor must teach. The desire to become what one is capable of becoming. What a man can be, he must be.

V. Language Points

1. follow close on the heels of 紧随...之后

- ① Yet another scandal followed close on the heels of the senator's resignation.
参议员辞职之后不久，又爆出了一个丑闻。
- ② The overhaul followed close on the heels of increased charges earlier this year.
今年年初增加收费后不久，就来了个大检查。

2. Wants follow close on the heels of thoughts and desires about a thing, and the desire to possess it or do something about it becomes a want. 当你惦记着或想要某个东西时，你对该物品的需要便随之产生了。想拥有这件物品或为之做一些相关事情的愿望便成了一种需要。

本句是由 and 连接的并列句。and 后的分句主语部分比较长，即 the desire to possess it or do something about it. 其核心词是 desire, 不定式 to possess it or do something about it 做 desire 的定语。类似的不定式作定语的例子如：

- 1) Do you have anything more *to say* about that matter? 对于那件事，你还有什么话要说吗？
- 2) I want to get a part-time job *to do* during the vacation. 我想找个兼职假期做。
- 3) No investigation, no right *to speak*. 没有调查就没有发言权。
- 4) We need someone *to help with the proofreading*. 我们需要一个人帮助做校对工作。

关于该分句值得注意的另外一点是 become 的用法。本句中 become 是系动词，而非及物动词。其后接名词、形容词作表语，而非宾语。常见的系动词还有 be, get, look, turn, taste, grow, sound, seem, feel 等。

3. a variety of something 若干不同的事物

- ① Our company offers a wide variety of fashionable clothes.
我们公司有各种各样时装出售。
- ② Mary left for a variety of reasons.
由于种种原因，玛丽走了。

4. result from... if something results from something else, it is caused by it; 由...产生

- ① We are still dealing with problems resulting from errors made in the past.
我们仍然在处理由于过去的失误造成的问题。
- ② (Biz) How would you cope with the unemployment problem resulted from the economic depression?
你将如何解决由经济萧条导致的失业问题呢？

5. in ... terms: used to show that you are describing or considering a subject in a particular way or from a particular point of view 以某...来表达

①. The war, although successful in military terms, left the economy in ruins.

这场战争虽然从军事上看来是成功的，但却使经济陷入崩溃。

②. (Biz) It would be wrong to describe society purely in economic terms.

单纯从经济的角度来描述社会是不对的。

6. make sure (that)

(a) to find out if something is true or to check that something has been done 确信，证实

①. "Did you lock the front door?"

你锁前门了吗？

"I think so, but you'd better make sure."

我觉得锁了，不过最好确认一下。

②. I wanted to make sure you were all right.

我想确认一下你们都安然无恙。

③. First, make sure the printer has enough paper in it.

首先，确认一下打印机里有足够的纸。

(b) to do something so that you can be certain of the result 确定

I'll walk you home, just to make sure no one bothers you.

我要送你回家，只是为了确保没有人骚扰你。

7. self-preservation n. protection of yourself and your own life in a threatening or dangerous situation 自卫，自保

a need for self-preservation

a need to be free of the fear of physical danger and deprivation of the basic physiological needs;

a need to be able to maintain their property and/or job so they can provide food and shelter tomorrow and the next day)

8. impel vt. to urge or drive to action through moral pressure 驱使，迫使

① We were impelled by circumstances to take a stand.

我们因形势所迫而采取一个立场。

② I feel impelled to speak.

我觉得不得不说。

③ He said he had been impelled to crime by poverty.

他说他被穷困所逼而犯罪。

9. Almost everyone feels the need or want to have friends and hopes that business associates will think well of him or her. 几乎所有人都有交友的需要并且希望获得同事的好感。

本句较长，但仍然是一个简单句。everyone 是主语。谓语有两个，即 feels 和 hopes。feels 后接 the need or want to have friends 做宾语。其中 to have friends 做 need or want 的定语。hopes 后接 that 引导的宾语从句。注意 feel 在本句中作及物动词，意思是 to be aware of; sense(意识到，感觉到)。例如：

The Bush administration felt the anger of the Iraqi people. 布什政府感觉到伊拉克人民的愤怒。另外，feel 还可用作系动词，意思是 appear to be, seem (显出；看起来是) 或 to be conscious of a specified kind or quality of physical, mental, or emotional state (觉得)。例如：

- 1) It feels good to be home. 回家的感觉真好。
- 2) Robinson Crusoe felt warm and content in that cave. 在那个洞里鲁滨逊·克鲁索觉得温暖和满足。
- 3) I don't feel well all these days. 这些天我身体状况感觉不佳。

VI. Summary of the lesson

Wants follow close on the heels of thoughts and desires about a thing, and the desire to possess it or do something about it becomes a want. Our wants seem to be never-ending, but have to be limited to the earning capacity and buying power of the family. All kinds of food and goods must be produced to satisfy our wants. As a qualified exporter, he must make sure that the product fits customers' wants and needs. In some cases, export products can often be adapted to meet export market needs. Not only do you understand your product, but your customers and their buying motives.

VII. Comprehension questions

1. Can all the wants be satisfied by cash payment? Can you give some exceptions?
2. What can restrict us to satisfy our wants?
3. How can one become a qualified exporter?
4. Why is exporting products abroad not as easy as selling something at home?
5. What is your self-image? How do you manage to keep it?
6. At present, what kind of wants do you have? In which way will you satisfy your wants?