



BBC WORLD SERVICE LEARNING ENGLISH

A Designer Degree
设计学位



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A Designer Degree 设计学位

A Degree in Luxury is Being Launched 攻读奢侈品牌的学位刚刚推出
Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

In a so-called age of austerity you might not expect a university to be offering a degree in luxury.

However, this autumn the International University of Monaco is launching a master's degree in luxury retail management.

The degree is a far cry from the student stereotype of debt and dingy flats, and will follow a syllabus looking at designer products, private jets and yachts.

The course has been developed in collaboration with designer brands such as Gucci and Ralph Lauren. The 35 students will learn about how to sell lavish goods and run luxury boutiques.

Despite Europe's current financial troubles, the university says the course has been developed in response to a demand for staff who specialise in the luxury market.

A spokeswoman for the university says, "Gone are the days when it was easy to sell luxury goods based on the allure of the brand alone." The university also says that the course will teach students how to offer people an exceptional shopping experience "in which consumers develop long-lasting and emotional ties with the brand".

However, before you start applying to live the high life it is important to point out that students will be learning about, rather than enjoying, the world of opulent brands.

The degree is in a country associated with wealth and extravagance, but the International University of Monaco is not the first to offer a degree in luxury retail.

High-end London department store Harrods, known for its designer products, announced earlier this year that it would be offering an undergraduate degree in retailing for its own staff. The famous London store believes it will reap the rewards from a university training programme.

So that is one Harrods product that tourists won't be able to take home- a university degree.



Glossary 词汇表

so-called – 所谓的	age of austerity – 简朴的年代
far cry – 相差甚远	stereotype – 模式化的形象
dingy – 肮脏的	syllabus – 教学大纲
yachts – 游艇	in collaboration with – 与...合作
brands – 品牌	lavish - 奢侈的, 昂贵的
run – 经营	specialise – 专攻
gone are the days - ...日子一去不返	allure – 诱惑力, 吸引力
emotional ties – 感情上的纽带	live the high life – 过着奢侈豪华的生活
opulent – 豪华的	extravagance - 奢侈, 挥霍
high-end – 高档	reap the rewards – 收获成果

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 new degree is an undergraduate course. True / False
2. Designer brands have been involved in developing the course. True / False
3. There has been a demand for this course. True / False
4. Students will be learning about how to sell extravagant items. True / False
5. The degree is the first of its kind. True / False

2. Adjectives 形容词

In the box below there are adjectives which could describe something high-quality and something low-quality.

Put each adjective into the correct side of the table.

下面方框里的这些形容词可以用来形容货品的质量高低。请按词义把这些形容词分类。

High-quality	Low-quality

flash	luxurious	trashy	lavish	shabby
tatty	opulent	lush	shoddy	dingy

3. Shopping Idioms 与购物有关的成语

a) Match each shopping idiom to its definition.

请把以下和购物有关的成语与其解释连线。

- | | |
|----------------------------|---|
| 1. to shop till you drop | a. to talk about work when you are not working |
| 2. to talk shop | b. the idea that buying new things can cheer you up. |
| 3. to window shop | c. to visit a number of shops to compare prices, before buying an item. |
| 4. shopping/retail therapy | d. to go on a very long shopping trip |
| 5. to shop around | e. to look at things but not purchase them |

b) Now complete the sentences below with the correct idiom.

请用以上与购物有关的成语来完成下列句子。

1. If you _____ you can usually find a good bargain.
2. We are going to _____ this Saturday! I can't wait!
3. Will you two stop _____? It is very boring to listen to!
4. This week has been very stressful. I think some _____ is in order.
5. I don't have much money this week, so I think I will just have to _____.

4. Wordsearch 单词搜索

Try to find the words associated with this week's article 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，找出与本周文章有关的英语单词来。

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。

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

degree	course	university	student	goods
brands	luxury	shops	retail	designer

Answers 答案

1. Reading Quiz 阅读测验

1. The new degree is an undergraduate course. **False**
2. Designer brands have been involved in developing the course. **True**
3. There has been a demand for this course. **True**
4. Students will be learning about how to sell extravagant items. **True**
5. The degree is the first of its kind. **False**

3. Shopping Idioms 与购物有关的成语

- a) 1. d
2. a
3. e
4. b
5. c
- b) 1. If you **shop around** you can usually find a good bargain.
2. We are going to **shop till we drop** this Saturday! I can't wait!
3. Will you two stop **talking shop**? It is very boring to listen to!
4. This week has been very stressful. I think some **shopping/retail therapy** is in order.
5. I don't have much money this week, so I think I will just have to **window shop**.

2. Adjectives 形容词

high-quality

flash
luxurious
lavish
opulent
lush

low-quality

trashy
dingy
shabby
tatty
shoddy

4. Wordsearch 单词搜索

u	s					s	h	o	p	s	
n		t			g	o	o	d	s		
i			u								l
v		b		d							u
e		r		r	e	t	a	i	l		x
r		a				n					u
s		n				t				c	r
i		d								o	y
t		s		d	e	g	r	e	e	u	
y										r	
										s	
d	e	s	i	g	n	e	r			e	