

概要写作 第6小节 复习笔记

实例讲解三 The Booming Chinese Ecommerce

1. 实例原文

The Booming Chinese Ecommerce

China is prepared to become the biggest online market place in the world within the next few years, according to multiple estimates. The size of China's ecommerce market is expected to more than triple over the next three years, with sales reaching \$420 billion by 2015. That's 20% more than what the U.S.'s ecommerce market is forecast to bring in that year.

China has an estimated 193 million online shoppers, more than any other country. By 2015, those consumers will be spending \$ 1, 000 per year online---the same amount that U.S.'s 170 million online shoppers currently spend annually. By that time, ecommerce could account for more than 8% of all retail sales in China.

A number of factors are driving the growth. **One** is the increase of China's middle class, which is expected to balloon from 200 million to 800 million people over the next 20 years, according to Acquity Group. The spread of government-supported, high-speed Internet access and Internet-connected cell phones have widened the pool of potential shoppers to 513 million---or about 40% of the population. Broad Internet access costs around \$10 per month, compared to \$30 per month in India and \$27 per month in Brazil.

Shipping prices and reliability have **also** been improved, particularly in urban coastal cities: Shipping costs Chinese corporations about a sixth of what their American counterparts pay, according to BCG. Impressively, China's major online marketplace, Alibaba-owned Taobao, is estimated to account for half of all packages shipped in China.

People in China shop online for three main reasons, according to an Acquity Group survey conducted among 1,000 people across roughly 150 cities last year. One, greater production selection. Two, the ability to compare prices across sellers: 65% of respondents said they compared retailers before making a purchase. Three, convenience.

Still, ecommerce is a young industry in China. Although more people are shopping online in China, relative to the population only 14% of China's 1.3 billion residents shop online, compared about 54% in the U.S.

2. 实例解析 - 全文

Main idea of the whole passage?

The booming Chinese ecommerce market and its causes.

The structure of the passage?



3. 实例解析 - Para.1/2

第一二段原文：

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说明：这两段的内容都是描述中国电子商务市场的快速发展。注意写概要时，如果不同段落表达的是同一主题内容，那么可以用一个要点来总结（如上文的这两个段落）。第一句红色部分是这两段的主题，第二段的网购者数量及网上的消费数额是用于支撑主题句的主要信息。其它部分是段落中涉及的一些数字说明、与美国的比较及破折号之后的描述都属于次要信息，概要中无需包括。

第一二段概要：

段落大意可概括为：

Sample 1: China's ecommerce market is growing to be the largest worldwide with the expanding online-shopping population and sales.

Sample 2: China is estimated to top online markets globally soon with most online consumers and a growing annual online sales.

Sample 3: With the increasing number of online shoppers and sales, China is expected to be ranked No.1 biggest online marketplace worldwide.

“不断扩大的”表达方式：growing, expanding, booming, increasing...

4. 实例解析 - Para.3/4

第三四段原文：

A number of factors are driving the growth. **One** is the increase of China's middle class, which is expected to balloon from 200 million to 800 million people over the next 20 years, according to Acquity Group. The spread of government-supported, high-speed Internet access and Internet-connected cell phones have widened the pool of potential shoppers to 513 million---or about 40% of the population. Broad Internet access costs around \$10 per month, compared to \$30 per month in India and \$27 per month in Brazil.

Shipping prices and reliability have **also** been improved, particularly in urban coastal cities: Shipping costs Chinese corporations about a sixth of what their American counterparts pay, according to BCG. Impressively,

China's major online marketplace, Alibaba-owned Taobao, is estimated to account for half of all packages shipped in China.

第三段解析：

A number of factors are driving the growth. ① **One** is the increase of China's middle class, which is expected to balloon from 200 million to 800 million people over the next 20 years, according to Acquity Group. ② **The spread of government-supported, high-speed Internet access and Internet-connected cell phones have widened** the pool of potential shoppers to 513 million---or about 40% of the population. Broad Internet access costs around \$10 per month, compared to \$30 per month in India and \$27% per month in Brazil.

③ **Shipping prices and reliability have also been improved**, particularly in urban coastal cities: Shipping costs Chinese corporations about a sixth of what their American counterparts pay, according to BCG. Impressively, China's major online marketplace, Alibaba-owned Taobao, is estimated to account for half of all packages shipped in China.

说明：这两段的内容都描述了中国电子商务市场的快速发展的原因，因此可以用一个要点来总结。红色部分是这两段的主题句，蓝色部分是三点原因：1.中国中产阶级的增加；2.快速发展的网络；3.方便安全的运输。在写概要时，我们可以用并列的方式把这三点原因写在一句话中。注意许多同学把“government-supported, high-speed Internet access”错误地理解成政府的支持是电子商务发展的一点原因，这里的意思其实是政府支持的网络系统。

第三段概要：

段落大意可概括为：

Sample 1: Multiple reasons **contribute to** its prosperity: the booming of Chinese middle-class, the ever easier access to the Internet and the improvement of shipping service.

Sample 2: The growth is mainly **due to** the rise of middle class, more convenient internet access and better shipping services.

Sample 3: The increase of Chinese middle class, the highly-developed Internet industry and the satisfying shipping services **are encouraging** the booming of China's ecommerce / **are making the prosperity possible**.

说明：1.为了语言表达更简洁清晰，名词短语或动词短语的并列结构会经常被使用在概要写作中。2.因果关系是概要写作中经常表达的一种逻辑。

辑关系，平时要注意此类表达方式的积累，如上面句子中的绿色字体部分的表达。

5. 实例解析 - Para.5

第五段原文：

People in China shop online for three main reasons, according to an Acquity Group survey conducted among 1,000 people across roughly 150 cities last year. One, greater production selection. Two, the ability to compare prices across sellers: 65% of respondents said they compared retailers before making a purchase. Three, convenience.

第五段解析：

People in China shop online for three main reasons, according to an Acquity Group survey conducted among 1,000 people across roughly 150 cities last year. **One, greater production selection. Two, the ability to compare prices across sellers:** 65% of respondents said they compared retailers before making a purchase. **Three, convenience.**

说明：红色的句子为该段的主题句。蓝色的句子为三点原因，是解释主题句的关键信息，概要中需包含。其它部分的内容属于次要信息。

第五段概要：

段落大意可概括为：

Sample 1: Chinese people favor online shopping **for** its **various choices**, more reasonable prices and convenience.

Sample 2: **Wider commodity choices**, easier price comparison and convenience **drive** more people to shop online.

Sample 3: Chinese people shop online mainly **because of** its **diverse choices**, better prices and convenience.

6. 实例解析 - Para.6

第六段原文：

Still, ecommerce is a young industry in China. Although more people are shopping online in China, relative to the population only 14% of China's 1.3 billion residents shop online, compared about 54% in the U.S.

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第六段概要：

段落大意可概括为：

Sample 1: Nevertheless, ecommerce in China is still developing at its early stage with a low percentage of online shoppers.

Sample 2: The online shoppers' proportion, however, is relatively low, which means it is just the start of the industry.

Sample 3: However, the percentage of China's online shoppers is still low, meaning that its ecommerce is just getting started.

7. 实例解析 - 范文

写作要点：

1. 用恰当的衔接词把每段的要点连接在一起。
2. 注意词数，不超过 80 词。
3. 通读一遍，看要点之间是否独立，内容是否连贯，逻辑是否通顺。
4. 检查语言的表达是否准确，有无语法、拼写及标点的错误。

范文一：

China's ecommerce market is growing to be the largest worldwide with the expanding online-shopping population and sales. (要点 1) Multiple reasons contribute to its prosperity : the booming of Chinese middle-class, the ever easier access to the Internet and the improvement of shipping service. (要点 2) Chinese people favor online shopping for its various choices, more reasonable prices and convenience. (要点 3) Nevertheless, ecommerce in China is still developing at its early stage with a low

percentage of online shoppers. (要点 4)

72 words

范文二：

China is estimated to top online markets globally with most online consumers and a growing annual online sales. (要点 1) The rapid growth is mainly due to the rise of middle class, more convenient internet access and better shipping service in this country. (要点 2) Wider commodity choices, easier price comparison and its convenience drive more people to shop online. (要点 3) The online shoppers' proportion, however, is relatively low, which means it is just the start of the industry. (要点 4)

74 words

范文三：

With the increasing number of online shoppers and sales, China is expected to be ranked No.1 biggest online marketplace worldwide. (要点 1) The increase of Chinese middle class, the highly-developed Internet industry and the satisfying shipping services are encouraging the booming of China's ecommerce. (要点 2) Chinese people shop online mainly because of its diverse choices, better prices and convenience. (要点 3) However, the percentage of China's online shoppers is still low, meaning that its ecommerce is just getting started. (要点 4)

73 words