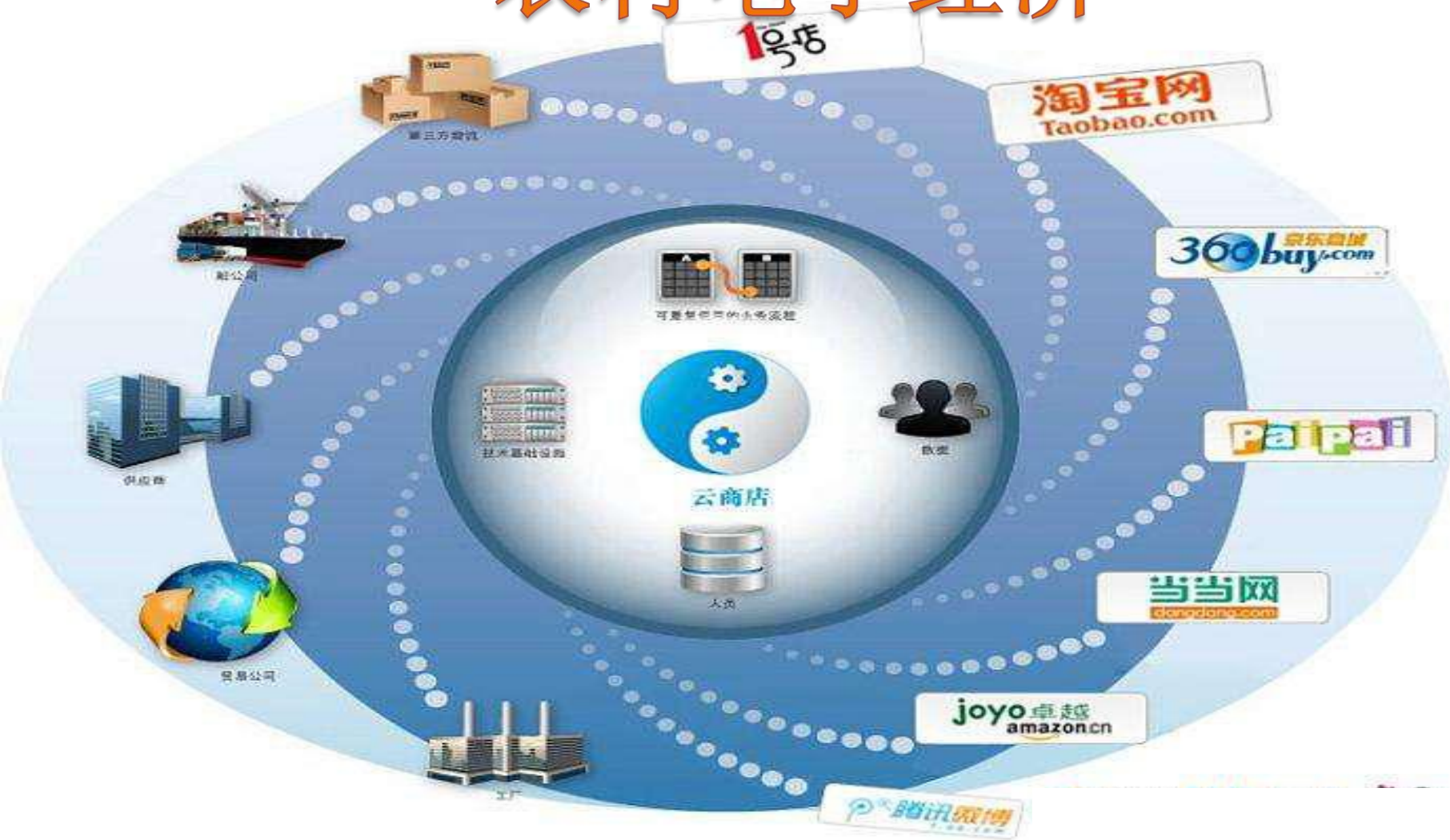


2020年5月名校协作概要

农村电子经济

www.sunedu.com



第二节 概要写作（满分 25 分）

阅读下面短文，根据其内容写一篇 60 词左右的内容概要。

Two years ago, Li Yuhua's daughter taught her how to shop online. Since then, the 51-year-old farmer in Wushan has been a regular online shopper. Shoppers like Li Yuhua are the new target for China's ecommerce giants, including Alibaba Group, which operates the Taobao platform, and JD.com. Rural China added 3 million more Internet users in the first half, taking the total number to 225 million, or 26.3%, of the country's total Internet population of 854 million, according to a report on rural ecommerce development released last week by the China International Electronic Commerce Center. That helped improve rural online sales in the first half of the year by 21% to 777.1 billion yuan (US\$109.6 billion), outpacing the national growth rate by 3.2 percentage points.

"However, it is a little bit early to say that China's ecommerce battlefield is moving to rural China," said Chen Tao, a senior analyst at consultancy Analysys. Unlike urban residents, most rural Chinese haven't experienced ecommerce shopping. While that provides online platforms with one of the last undeveloped markets for ecommerce, progress has been slow due to the lack of infrastructure (基础设施) and logistics (物流) support.

To address that problem, China's second-largest ecommerce operator, JD.com hired more deliverymen and tested drone (无人机) delivery services to improve service in rural China. Alibaba Group, China's largest ecommerce player, announced in April last year that it had invested US\$717 million in Huitongda Network Co., which helps to boost sales in 15,000 towns across 18 provinces.

Another inhibiting factor in the development of rural ecommerce is the income gap. In 2018, annual per capita disposable income (人均可支配收入) in rural areas was 14,600 yuan (US\$2,065) compared with 39,300 yuan (US\$5,559) in cities. "Lower disposable incomes in rural areas limit the consumption," said analyst Chen. "It also takes time to educate rural residents to accept ecommerce services as most of them are new to online. There is still a long way to go to popularize online shopping in rural China."

概要写作疑难点

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- 如何进行概要写作**改写**句子
- 如何用自己的语言来**概写**句子

Part 1

introduction

key words

Yuhua's daughter taught her how to shop online. Since then, the 51-year-old farmer in Wushan has been a regular online shopper. Shoppers like Li Yuhua are the new target for China's ecommerce giants, including Alibaba Group, which operates the Taobao platform, and JD.com. Rural China added 3 million more Internet users in the first half, taking the total number to 225 million, or 26.3%, of the country's total Internet population of 854 million, according to a report on rural ecommerce development released last week by the China International Electronic Commerce Center. That helped improve rural online sales in the first half of the year by 21% to 777.1 billion yuan.

rural online shopping increases quickly / sharply
the number of rural online shoppers/ users is increasing/ rising

要点1 有效整合信息，删除无用细节

- China's ecommerce giants, JD and Alibaba, are competing for rural market, as the growing rural Internet population boosts online sales.
- The growth of rural Internet users boosts online sales, causing the ecommerce giants' fierce competition.
- The number of Internet users in rural China has increased sharply, which contributes to boosting rural online sales.
- Currently, China's ecommerce giants set foot on the rural areas, which makes the online sales there develop rapidly.

Part 2

key sentences

“However, it is a little bit early to say that China’s ecommerce battlefield is moving to rural China,”
said Chen Tao, a senior analyst at consultancy Analysys. Unlike urban residents, most rural Chinese
haven’t experienced ecommerce shopping. While that provides online platforms with one of the last
undeveloped markets for ecommerce, progress has been slow due to the lack of infrastructure (基础设施)
and logistics (物流) support.

同义词替换 however

nevertheless ; whereas

同义词替换 due to

owing to, as a result of
contribute to; give rise to ; lead to; result in;
result from; lie in...

同义词替换 the lack of

insufficient
lacking
for lack of
the shortage of

同义词替换 slow progress

slow ...down; develop slowly
stop/ prevent ...from doing...quickly...

要点2 理清逻辑关系，注意转折、解析信息

- However, lacking necessary infrastructure and logistic support, rural China market develops slowly.
- The lack of online shopping experience, infrastructure and logistic supports lead to the slow progress of rural ecommerce marketing.
- Nevertheless, the shortage of infrastructure and logistic support contributes to slowing down the rural online sales.
- For lack of infrastructure and logistic support, rural China ecommerce market develops slowly.
- However, insufficient infrastructure and logistic support stops/ prevents rural China ecommerce market developing quickly.

Part 3

to handle/ solve/ tackle the problem

To address that problem, China's second-largest ecommerce operator, JD.com hired more deliverymen and tested drone (无人机) delivery services to improve service in rural China. Alibaba Group, China's largest ecommerce player, announced in April last year that it had invested US\$717 million in Huitongda Network Co., which helps to boost sales in 15,000 towns across 18 provinces.

measures

increase/improve/ promote

investment

要点3: 紧扣要点, 转换句型

- To tackle that problem, relevant measures are taken to promote rural online sales, including more deliverymen, tested drones and investment.
- The giants adopt various measures to solve the problem, including more financial investment, deliverymen involvement, and drone delivery tests.

Part 4

another barrier

Another inhibiting factor in the development of rural ecommerce is the income gap. In 2018, annual per capita disposable income (人均可支配收入) in rural areas was 14,600 yuan (US\$2,065) compared with 39,300 yuan (US\$5,559) in cities. Lower disposable incomes in rural areas limit the consumption," said analyst Chen. "It also takes time to educate rural residents to accept ecommerce services as most of them are new to online. There is still a long way to go to popularize online shopping in rural China."

合理处理要点中的例子，例子可以一笔带过，如要点1中的JD和Alibaba,以及要点3中的deliverymen, tested drones and investment。但是要点4中的例子可以不提。

要点4 一句多译，多元组合

- The future remains uncertain due to the comparatively low income and unpopular online shopping in rural area.
- Another barrier is the income gap and people's insufficient knowledge of it. Thus, it's still challenging to boost rural online shopping.
- Still, there remains much to be done, considering the low income and the time needed to generalize online shopping in rural areas.
- Besides, low income and unpopular online shopping in rural area are also barriers. Therefore, popularizing online sales still needs more endeavours.

参考范文

China's ecommerce giants, JD and Alibaba, are competing for rural market, as the growing rural Internet population boosts online sales. (要点①) However, lacking necessary infrastructure and logistic support, rural China market develops slowly. (要点②) To handle that problem, relevant measures are taken to promote service and sales, including more deliverymen, tested drones and investment. (要点③) Still, there remains much to be done, considering the low income and the time needed to generalize online shopping in rural areas. (要点④)

Samples from students

概要写作

67. Currently, ecommerce shopping is popular among farmers and rural online sales grow rapidly. However, it has two barriers. For one, due to the lack of infrastructure and logistics support, China's ecommerce still has challenging. To solve the problems, JD.com and Alibaba improve the service and invest the money. For another, lower disposable incomes is a difficulty for rural people to consume. So it's still a challenging for China to develop rural shopping online.

21分 (满分25分)

19分 (满分25分)

With increasing rural Internet users, Chinese rural residents are the expanding
the consumers' group, making rural ecommerce develop fast. However, due to
undeveloped infrastructure and logistics support, ecommerce still remains
in rural areas. To handle the ~~po~~ problem, JD.com hired more deliverman and
ined drone delivery while Alibaba invested millions to boost sales. The income
also resists rural online sales and many villagers are green hands to
merce, which indicates that rural ecommerce still has a long way to ^{go} ~~go~~.

概要写作

67. Thanks to the new online shoppers, China's e-commerce sets promoted quickly. However, owing ~~to~~ to poor infrastructure and logistics support, the ~~more~~ majority of rural Chinese didn't join yet. So an operator equipped more employees and used technological way to solve it. Meanwhile, the giant income gap and poor education also restrict the developing, which means the real popularity of online shopping is still far away.

21分 (满分25分)

67. With more and more rural citizens appealing to the online shopping, rural ecommerce ^{is} developing in a high rate. However, most rural Chinese know little about it and infrastructure and logistics support can't meet the need of people. In order to solve the problem, tested drone and more deliverymen will be hired. Limited by the lower incomes, it needs enough time to make online shopping popular in rural China.

20分 (满分25分)

67. Since Internet population of rural China grows rapidly, rural online shoppers appeal to e-commerce giants. While they improve national growth rate remarkably, however, lacking in infrastructure and logistics support prevents its progress. Therefore, JD.COM improved delivery service and Alibaba invested Huitongda to increase sales. Additionally, low income limit people in rural areas to consume, so long-term effort is needed to develop rural e-commerce.

18分 (满分25分)



18分 (满分25分)

67 Nowdays, increasingly rural Chinese get involved in the Internet, which promotes rural online sales. Nevertheless, it is still a long way to make rural China as ecommerce battlefield, with insufficient infrastructure and logistics support. To tackle this, China's ecommerce giants offered has offered more delivery services and investment. And income. Besides, low income and being new to Internet are also issues. Therefore, popularizing online shopping in rural China still needs more endeavours.

67. Currently, China's e-commerce sets strong foot on the rural areas, which made online sales there developed rapidly. Nevertheless, it is said that the shortage of infrastructure and logistics support would slow it down. To tackle with it, e-commerce giants have taken various measures like more equipment or investment. Another barrier for it is the income gap. Hence, there is still a long way to make it popular in rural China.

67. Currently, ecommerce shopping is popular among farmers and rural online sales grow rapidly. However, it has two barriers. For one, due to the lack of infrastructure and logistics support, China's ecommerce still has challenging. To solve the problems, JD.com and Alibaba improve the service and invest the money. For another, lower disposable incomes is a difficulty for rural people to consume. So it's still a challenging for China to develop rural shopping online.

**Better your summary
and enjoy it.**

Thank you