

A scenic landscape featuring a calm lake in the foreground, surrounded by lush green grass and tall reeds. In the background, a dense forest of evergreen and deciduous trees stretches across a hillside under a dramatic, cloudy sky. A wooden bench is positioned in the lower right foreground, facing the water. The overall atmosphere is peaceful and natural.

2020年5月名校协作体考试

概要写作讲评

同土尔右
The phenomenon

unedu.com

The problem

The measures

The prospect

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."

Para.1 The phenomenon

Two years ago, Li Yuhua's daughter taught her how to shop online. Since then, the 51-year-old farmer in Wushan has become 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, **bringing the 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 177.1 billion yuan (US\$109.6 billion)**, outpacing the national growth of 14 percentage points.

example

figures

figures

boosts/promotes

causing
contributing to
leading to
resulting in

➤ The growth of rural Internet users boosts/promotes online sales, leading to the ecommerce giants' **fierce competition**.

➤ China's ecommerce giants, JD and Alibaba, are **competing for** rural market, as the growing rural Internet population boosts online sales.

➔ with the growing of online sales in rural China

Para.2 The problem

“However, it is a little bit early to say that China’s e-commerce 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**.

- **However**, the **shortage/lack** of infrastructure and logistic support leads to the **slow progress** of rural ecommerce marketing.
- However, **lacking** necessary infrastructure and logistic support, rural China market **develops slowly**.
- However, the **deficient/inadequate/insufficient** infrastructure and logistics support become **a barrier to** the development of rural ecommerce.

The lack of online shopping experience, shortage of infrastructure and logistic supports lead to the slow progress of rural ecommerce marketing.

Para.3 The measures

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 **measures** which helps to boost sales in 15,000 towns across 18 provinces.

- To handle the problem, relevant measures are taken to promote service and sales, including more deliverymen, tested drones and investment.
- Therefore, the giants adopt various methods to solve the problem, including more financial investment, deliverymen involvement, and drone delivery tests.
- Thus, JD.com and Alibaba take action to improve service and boost sales by hiring more deliverymen, tested drones and investing more.

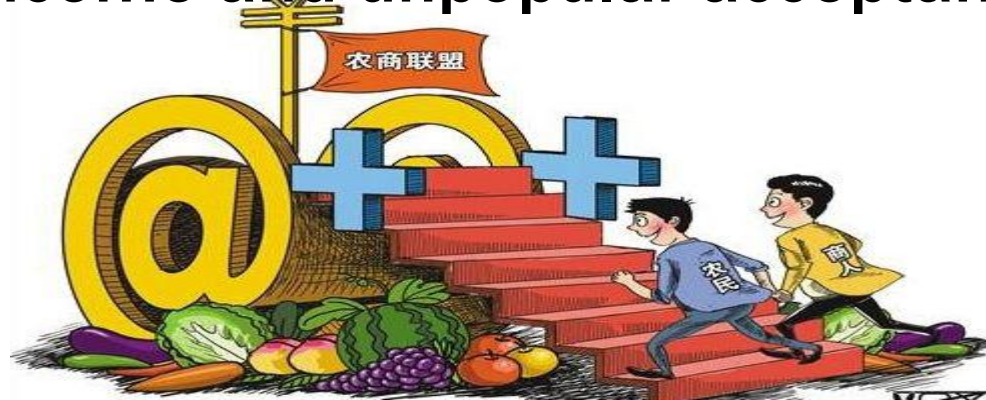


Para.3 The prospect

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.”**

➤ **Still**, there remains much to be done, considering the low income and the time needed to generalize(推广) online shopping in rural areas.

➤ **Still**, it takes time to popularize online shopping in rural areas due to the comparatively low income and unpopular acceptance.



A Possible version:

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)

