

**3OW College Hong Kong / Community College of City University**  
**Student English Enhancement Unit (SEE U)**  
**Daily English Practice**

Week 9

**#143 Five Powerful Women: Dong Mingzhu**

**Skills/ Objectives: Reading, Listening and Writing Skills**

**PART 1: Before you read...**

**Preparatory questions**

Qt 1: She is no head of a state, princess, or empress: who is Dong Mingzhu?

Qt 2: Where do you often see the brand name “Gree”—that is, “Gree” of Gree Electric Appliances?

**Vocabulary**

- prominent (adjective): very well known and important.
- helm (noun): the handle which controls the direction in which a ship travels.
- filing (noun): an official record of something.
- bold (adjective): not frightened of danger.
- rebound (verb): to bounce back after hitting a hard surface.

**PART 2: Article for Reading**

China is an atheist country, but people do worship their own gods or goddesses—mostly, these are businessmen or businesswomen. To many people, Dong Mingzhu is pure legend:

***China's home appliances queen Dong Mingzhu stays on as chairwoman of air-con maker Gree***

<https://www.scmp.com/business/companies/article/2182403/chinas-home-appliances-queen-dong-mingzhu-stays-chairwoman-air>  
<https://savvytokyo.com/masako-japans-new-empress/>

**PART 3: Listening Comprehension**

Thus spoke Zarathustra: listen to Dong on the importance of innovation (in Putonghua with instant translation), and watch on, to learn about what Dong has to sell to China and the rest of the world:

*President of Gree Electric Appliances: Innovation crucial for Chinese brands*  
<https://www.youtube.com/watch?v=KjDMsRDW06U>

GREE Electric Appliances Inc.  
<https://www.youtube.com/watch?v=QDCshTedHp8>

#### **PART 4: Writing Practice**

This appears in the article posted in Part 2:

*[B]y staying at the helm of the country's largest air-conditioner maker it would ensure the continuity of Gree's long-term development and that she would step down when the time comes.*

“Helm” is the handle or wheel which controls the direction in which a ship travels. Metaphorically speaking, “helm” means control. The phrase “at the helm” means officially controlling an organization or company. Another example of its use is as follows:

*After more than 30 years at the helm, Dong intends to retire soon.*

*In January, a new president will take the helm.*

Can you write a sentence of your own using the expression “at the helm” or “take the helm”? Send your writing to: [see.u@cccu.edu.hk](mailto:see.u@cccu.edu.hk). Remember! Our **SEE U** teachers are always ready to give you feedback.