

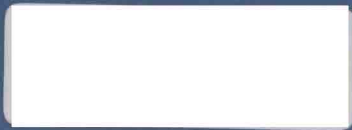


河南省“十二五”普通高等教育规划教材

# 实用职场英语 读写教程



《实用职场英语》编写组 编

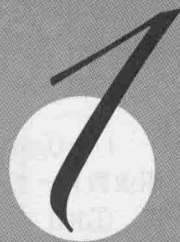


高等教育出版社



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## 前 言

《实用职场英语》立体化系列教材是以教育部职业院校外语类专业教学指导委员会官网最新公布的《高等职业教育英语课程教学基本要求》为指导,按照建立现代职业教育体系的要求,贯彻“以服务为宗旨,以就业为导向”的高职高专人才培养方针,实现“实用、易学、好教”的教学目标,组织全省高职院校优秀人才编写的高职高专公共英语教材,旨在推动全省高职英语教学改革。

《实用职场英语》立体化系列教材顺应高职高专教育新的发展趋势,致力于创建“轻松学习、学用结合、职场交融”的教学环境,坚持体现加强听说、加强表达、加强实用的“三加强”原则,培养学生在职场环境下运用英语的能力和自主学习能力,提高学生跨文化交际意识和综合文化素养,为提升学生就业竞争力及其未来的可持续发展奠定基础。

《实用职场英语》立体化系列教材是基于对河南高职院校的广泛而深入的调研编写而成的,充分考虑本省高职英语教学现状与“三区”(产业集聚区、商务中心区和特色商业区、城乡一体化示范区)建设背景下人才的需求,强调拓展训练的职业性、针对性和丰富性,突出教学的可行性、便利性和有效性,体现“分类指导、因材施教”的原则,使用院校可根据本校实际情况和培养目标选择相应的级别和教程。

本系列教材的选材注重体现时代特色,特别针对高职学生的特点和兴趣,以全球视野透视新颖、热门和体现本省特色的话题,把绿色经济、循环经济、低碳经济等内容融入教材主题,引导学生积极思考,传播正能量,以期达到理想的教学效果。

《实用职场英语》立体化系列教材共分3级,每级包含《读写教程》、《听说教程》和《拓展教程》。《读写教程》每册8个单元,每单元提供丰富的练习,旨在提高学生英语读写译的能力。《听说教程》呼应《读写教程》各单元主题展开多种形式的听说训练,旨在培养学生就日常话题和职业相关话题用英语交流的能力。其中,口语部分有跟读、角色扮演、模拟职场情景会话等练习。《拓展教程》与《读写教程》、《听说教程》配套使用,旨在帮助学生巩固知识技能。

此外,本系列教材还配有《备考手册》与《求职手册》,可以配合任意一级的《读写教程》或《听说教程》使用。《备考手册》针对高职院校学生需要面对的教学考试和职业能力英语考试,按照语言测试规律,根据职场涉外交际的需要设计,剖析具体模拟试题和经典题型,为学生备考提供集中、专业的指导。《求职手册》旨在培养学生使用英语寻求工作的能力,涉及查阅招聘信息、了解招聘公司、掌握招聘要求和所需资质、准备应聘资料、参加招聘面试等诸多内容。

本系列教材的总主编为河南经贸职业学院王君华教授。《实用职场英语读写教程1》由河南职业技术学院刘旺余和河南交通职业技术学院姬姝担任主编,华北水利水电大学韩福乐担任副主编,新乡职业技术学院樊慧敏和河南科技学院王艳丽参与编写。《实用职场英语》系列教材编写组将始终以虚心的态度听取广大读者的意见和建议,深入研究,不断完善,力求使本套教材成为本省高职院校师生的真挚朋友。

编者  
2015年5月

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# Hello, Hi!

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# 1 Trying Your Hand



## Practicing Applied Writing

### Write and Simulate

- ① Read the following two samples of Business Cards and learn to write your own.

002

Sample 1

**National Board of Employment,  
Education and Training**

**Michael Smith  
Professor / Chairman**

**Address:** 12 Farrell Place PO Box  
9880 Canberra City,  
ACT2601 AUSTRALIA

**Tel:** 62-267-7362  
**Fax:** 62-267-7360  
**E-mail:** mismi2002@yahoo.com

委员会

就业

Sample 2

**Foreign Affairs Section  
Binhai Municipal Government**

**Li Ya'nán PhD** ..... 博士  
**Deputy Chief / English Interpreter** ..... 译员

**Address:** No. 10, Beijing Street,  
Binhai City  
**P.C.:** 116000

**Tel:** 0411-2655XXXX  
**Fax:** 0411-2655XXXX  
**E-mail:** lyn001@163.com

事务

市政的

## Write and Create

## SECTION 1



- ② Translate the following business card into Chinese, using the data bank in the Extended Book for reference.

**Binhai Electronics Ltd.**

**Li Tiegang**  
**Software Dept. Manager / Electronic Engineer**

**Address:** No. 50 Chang Jiang  
Street, Binhai City

**Post code:** 116023

**Tel.:** 0411-4673XXXX

**Fax:** 0411-4708XXXX

**E-mail:** ltg6@263.com

- ③ Write an English business card according to the information given in Chinese.

003



姓 名: 陆扬  
职 务: 英语教授, 处长  
单 位: 滨海国际商务学院国际交流处  
地 址: 滨海市西南路98号  
邮 编: 116023  
电 话: 0411-4708XXXX  
电 邮: fli603@263.com  
手 机: 1361431XXXX

④ Fill in the passport with your own personal information, using the data bank.

P	CHN	148442749	
Name in full			
Sex	Profession	Marital status	
Date of birth		Place of birth	
Date of expiry			
Identity card no.			
POCHN	< < < < < < < < < < < < < < < < < < < <		
1484427499CHN6507208F050302819202102< < < < < < < < < < < < 90			

004

## Writing Sentences and Reviewing Grammar

### Window on Grammar

常用的英语基本句型:

1. 主语+谓语 (+宾语) (+状语):

Animals can't speak. 动物不会讲话。(主+谓)

Mary runs every morning. 玛丽每天早晨跑步。(主+谓+状)

They speak English. 他们说英语。(主+谓+宾)

I gave him a visiting card. 我给了他一张名片。(主+谓+间宾+直宾)

She loves dogs very much. 她非常喜爱狗。(主+谓+宾+状)

2. 主语+系动词+表语

Self-introductions are important. 自我介绍很重要。

3. There be 句式

There is a map of China on the wall. 墙上有一幅中国地图。



## Write and Apply Rules

5 Analyze the following sentences to see which pattern they belong to.

- 1) Both men speak loudly and clearly.
- 2) An introduction usually includes a greeting and a handshake.
- 3) My e-mail address is *lin@campus.com*.
- 4) They will just wave goodbye to the whole group.
- 5) Our department head will give a dinner to welcome you.
- 6) You could simply call me Wang.
- 7) In her bag there is a passport and a pen.

## Write and Correct Mistakes

6 Correct the errors in the following sentences.

- 1) The manager for them prepares some beautiful gifts.
- 2) Could you tell to me something about their cultural background?
- 3) Mr. Wang has left in their mind a deep impression.
- 4) Do they always wave to you goodbye in an informal way?
- 5) There are always some people talk happily in the park.
- 6) There has some water in the glass.
- 7) On the door has a big red Chinese word "Happiness".
- 8) The girl looked the small animal with pleasure.
- 9) He gave to her some lovely flowers.
- 10) The streets always have many cars run nowadays.

## Write and Translate

7 Translate the following sentences into English.

- 1) 我们经常为我们的外国朋友准备一些中国食品。
- 2) 你能给我帮个忙吗?

- 3) 我们替他在这个旅馆预订一个比较安静的房间吧。
- 4) 李丽每天早晨教格林先生学习中文。
- 5) 请叫我大卫好了。
- 6) 你经常给父母发电子邮件吗?
- 7) 这篇课文中有不少生词。

## Write and Describe a Picture

- ⑧ Write a short passage of about 100 words to tell a story or about an event related to the picture given below. Some useful words and phrases have been provided to help you. You may start the passage with the sentence: Chinese New Year is also known as Spring Festival.



the first day of the spring season;

according to the Chinese lunar calendar;

be regarded as the most important traditional holiday;

Chinese people, home or abroad;

many special customs;

pay a new year call (拜年);

greeting with a unique gesture;

bow to each other with their hands clasped;

offer best wishes;

a happy and prosperous new year



## Passage I

社会的; 失礼

### The Business Card: a Social Faux Pas

情况

You, like most people, probably have been in such a situation where you are being asked for a business card, and while reaching for it ... and ... oops ... "I'm sorry, I must be out at the moment" or "they must be in my other bag" or "I left them at the office, I'm sorry," and the conversation continues on with some sort of story about how this "never happens to me" or "I knew I was forgetting something this morning ..."

哎呀

对话

错失的; 联系; 机会  
市场营销

Missed connections are missed opportunities for business. Business cards are a useful marketing tool, and an easy one to have with you at all times. Not having your cards can be seen as being unprepared to market yourself and your business. Don't start that new contact leaving them thinking "that person is already unprepared".

无准备的

匆忙的, 活跃的

"Never leave home without it ..." There are so many things we often have to remember in this go-go world we are living in ... but your business cards should ALWAYS be with you.

提示; 关心  
陷于

Here are a few tips for you to go take care of this right now, so you don't get caught in this situation:

联络关系

- If you don't have a job, get **Networking Cards**.
- If you are **employed**, and haven't had new cards in 2 or more years, it could be time for an **update**: info update and photo update ...
- Perhaps set a goal of **handing out** 5 cards a day.
- Practice what you will say when handing them out. On

雇佣

更新; 信息 (缩略词)

目标; 分发

基础  
杂货的

a daily basis, there are so many opportunities to do so. Grocery store lines, coffee shops, waiting on your car wash, meetings, and even the dog park!

- Ask your network to network with and for you also by handing out a few!

必定

Work smarter, not necessarily harder!

### Note

go take care of = go and take care of, 相当于汉语中的“去关心”。在美式英语口语中, go与动词连用时, 其后常略去and或to。

008

### Window on Useful Expressions

social faux pas

社交失礼

business/networking card

(公务/联系)名片

reach for

(伸手)去取

be out (of)

没有, 用尽

at the moment

在眼下, 此时此刻

continue on

持续下去

get caught in

陷于

it is time for

该是(做…)的时候了

hand out

散发, 分发

on a daily basis

在日常生活中

not necessarily

不一定



## Read and Think

### 1 Answer the following questions according to the passage.

- 1) Have you got your business cards or networking cards? If not, why not?  
\_\_\_\_\_
- 2) How do you understand the title of the passage *The Business Card: a Social Faux Pas*?  
\_\_\_\_\_
- 3) Why does the author say “missed connections are missed opportunities for business”?  
\_\_\_\_\_
- 4) Can you explain the tips in your own words?  
\_\_\_\_\_
- 5) What does the last sentence mean?  
\_\_\_\_\_

## Read and Complete

### 2 Complete each of the following statements with words or phrases from the passage.

- 1) Have you ever been in a difficult \_\_\_\_\_ where you have to make silly excuses?
- 2) It is not polite to keep silent when others want to have a \_\_\_\_\_ with you.
- 3) I go to the grocery store only once a week. I have some \_\_\_\_\_ to help you keep vegetables fresh.
- 4) American people would use the word “ouch” when British people say \_\_\_\_\_.
- 5) Chances never favor \_\_\_\_\_ minds.
- 6) This \_\_\_\_\_ pop band performs worldwide hundreds of times each year.



③ Fill in the blanks with the proper words or expressions given below, changing the form if necessary.

at the moment

reach for

continue on

get caught in

out of

time for

hand out

not necessarily

take care of

leave without

1) The 2008 Beijing Olympic Games were such a good \_\_\_\_\_ the world to know more about China.

2) The change of a city is \_\_\_\_\_ a change in its becoming more beautiful and fashionable.

3) I \_\_\_\_\_ a *faux pas* situation where I was introduced as the General Manager but "Assistant Manager" was printed on my card.

4) Of course I will \_\_\_\_\_ what you feel about it, but business is business.

5) The professor encourages us to \_\_\_\_\_ opportunities instead of waiting for good luck.

6) Do you believe that love could \_\_\_\_\_ even when the beloved is away in the other world?

7) Never \_\_\_\_\_ giving thanks to your teachers who have helped you all the years.

8) The freshmen could help \_\_\_\_\_ the tickets for the college's "Do It Yourself Show".

9) Sorry, I can't give you an answer \_\_\_\_\_. I need to think about it further.

10) Another story? Oh, children, my mind is \_\_\_\_\_ any stories at the moment.

