



实用外语学习丛书

张少雄 主编

# 实用 公关英语

Practical English for  
Public Relations

（第六版）



湖南人民出版社





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湖南人民出版社

## 图书在版编目(CIP)数据

实用公关英语 / 张少雄主编. —6 版. —长沙:  
湖南人民出版社, 2006. 1

(实用外语学习丛书)

ISBN 7-5438-0259-7

I. 实... II. 张... III. 人间交往-英语  
IV. H31

中国版本图书馆 CIP 数据核字(2002)第 03814 号

钟伦荣  
责任编辑:李 林  
曹伟明  
装帧设计:胡薇薇

## 实 用 公 关 英 语

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湖南人民出版社出版、发行

(长沙市营盘东路 3 号 邮编:410005)

湖南省新华书店经销 长沙市富洲印刷厂印刷

2006 年 1 月第 6 版第 2 次印刷

开本:850×1168 1/32 印张:13

字数:390,000 印数:1-5,000

ISBN7-5438-0259-7

H·8 定价:18.00 元

张少雄

这部《实用公共英语》是根据新世纪公关交际、特别是 WTO 背景下跨文化公关交际的实际需求,运用功能法理论及原则设计编写的。教程由两大部分组成:口语教程和写作教程。

口语教程 30 课,每课包括三部分:功能会话,情景会话,意念会话;三部分以情景为中心捆绑、组织、与扩展。每课会话后面,均有新词与短语、交际与文化注释、练习和课文参考译文等。

情景、功能与意念是交际的三大要素,它们各不相同,又密切相关;因此,国内的英语教学大纲,列有“功能项目表”或“功能意念项目表”,或“话题项目表”。

《实用公共英语》口语教程,从公关交际实际出发,根据三大交际要素的相关性,选择 30 个最常见的功能,30 个最常见的情境,30 个最常见的意念或话题,以情境为主线或中心,捆绑成 30 个情境功能话题簇(situational-functional-topical complexes)。英语口语教材,最常见的编写方式不是多要素簇集,而是单要素独立,即功能会话、情境会话、或意念会话。本教程的簇集,是一种新的尝试。

写作教程,不搞面面俱到,而是根据新世纪公关交际,特别是 WTO 背景下的跨文化公关交际的实际需求,进行设计、选择与编写。写作教程包括 4 个部分:(传统与电子)书信通则,社

交书信,证书证明,(传统与电子)广告商标;每部分各有若干单元。各单元均有概述和典型范例等组成部分;有时有注释,放在被注释的范例之后。

为了使学习者更快、更好地学习英语、掌握英语、并运用英语进行公关交际,编者特提出如下建议:

一、注意学习的步骤。语言教与学的主要步骤通常有三:一、接触语言,即输入,二、模仿操练,三、自由表达,即输出。按照设定的步骤,一步一步,循序渐进。学习任何一种语言,都应先进行实际的语言输入,经过一定时间的操练与运化,然后输出。功能法专家, L. G. Alexander 给语言学习者提出过三条原则:

Nothing should be spoken before it has been heard.

Nothing should be read before it has been spoken.

Nothing should be written before it has been read.

这三条原则,中国学习外语的人,很难得、也不一定要不折不扣地遵守,但它们指出的输入与输出的先后顺序,是不应该颠倒的。中国学生,从小学或初中开始学习外语,到大学毕业,至少也学了十年,能够用外语交际的人极少,其中一个很重要的原因就是颠倒了输入与输出的顺序。

二、注意输入与输出的质级。高质级的输入,对于学习使用语言的人来说,是语言本身,而不是关于语言的知识(the language itself, not the knowledge about the language),后者只是语言研究专业人员的必备知识。语法规则、语言学术语学一大堆,而听不懂、说不好、写不出、不能用所学的语言来传输信息和表达思想,不能说是学会了或掌握了一门语言。学习外语的总时间长,而语言本身的实际输入极少、即输入的质级低,是外语交际能力差的另一个重要原因。学习者在学习本教程时,应把注

意力放在会话的基本表达法和写作的范例上。有了高质级的输入,才有高质级的输出。

三、注意输入与输出的层次。本教程口语的输入分三个层面进行。基本层是功能会话,置于单元第一部分;中间层或中心层是情景会话,置于单元第二部分;扩展层是意念会话,置于单元第三部分。不同的学习者,可以从不同的层面开始。起步不久的,最好从基本层开始,先抓住基本功能表达法,然后进展到情景表达法,最后扩展到意念表达法。

四、注意输入与输出的量。本教程的设定输入输出量是弹性的。以口语教程为例,30个单元共包括功能项目、情景项目和意念项目各30个,领域覆盖面相当宽;每单元均包括功能表达法、情景表达法和意念表达法,要素层次覆盖比较多。学习者可以根据自己的实际情况,自己决定、选择学习与使用的量。学习者可以先学习与使用功能表达法,一单元接一单元向前推进;等完全掌握以后,再学习与使用情景表达法,同样一单元接一单元向前推进;最后学习与使用意念表达法,如此类推;经三轮循环推进,语言能力与语言交际能力便会如滚雪球般积累、扩大与加深。对自己的能力估计较高的学习者,可以同时或交替学习与使用多种表达法,以使自己的学习富于变化,也使自己的交际语汇丰富而且有变化。

五、注意本教程的使用方法。本教程具有教材与手册的双重功能。作为教材,可以供学校使用,也可以供自学者使用;使用者既可以部分地教授或学习本教程,又可以全部讲授或学习它;可以从头至尾全面推进,也可以分出主次、按主次地教或学。作为手册,使用者、特别是有较好的英语基础的人,只需把它放在书架上,临到要用时再拿下来现炒现卖;如,某先生要陪洋妞去跳舞,先看看情景表达法中的有关舞会的会话,记下相关的表达法,便足以上场进行交际了;再如,要写作或翻译考试证书,读过写作教程中的相关范例,也一定能够写出或套译出像样的东

西来。

学好一门语言,要有好的方法。除了方法,最要紧的就是不停地运用它。实际上,学习语言的主要的、甚至惟一的目标是运用它。因此,边学边用,在学的过程中使用,在使用的过程中再学习,或者说,在输入的过程中输出,在输出的过程中扩大输入,才能真正地学会一门语言。

世界上的语言很多。有一个说法:用意大利语跟女人说话,用法语跟姑娘说话,用俄语跟任何人说话,用英语跟马夫说话,……用汉语跟神说话。这说法给我们两点启示:一、英语是天生的大众语言,英语作为世界性的语言有充足的理据,不会说英语,便无法走向世界。二、以马夫的语言为母语的人要学神的语言,难如上青天,以神的语言为母语的人,学习马夫的语言,如同童子习步,多练习练习便成了。

2004年6月20日

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公关英语口语







## Book One

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## Hotel

### ► Functional Expressions: Greetings

#### Dialogue 1

John: Hi<sup>1</sup>, Dennis.

Dennis: Hi, John, how are you?

John: I'm fine, thanks<sup>2</sup>. And how are you these days?

Dennis: I'm all right. Everything is great.

#### Dialogue 2

Philip: Morning, Anne.

Anne: Morning, Philip. Fancy meeting you here.

Philip: Yes. Haven't seen you for ages<sup>3</sup>. You look very well.

Anne: Thank you.

### ► Situational Expressions: Hotel<sup>4</sup>

#### Dialogue 3

Hawson: Excuse me, are there any beds vacant? I'd like to book a room for tomorrow.

Reception Desk: Let me see... Oh, Yes, we have vacant rooms.

What kind of room do you want?

Hawkson: A double room with twin beds, please. By the way, I prefer bath to shower<sup>5</sup>.

Reception Desk: No problem. Could you give me your name, sir?

Hawkson: Hawkson.

(*Hawkson arrives at the hotel.*)

Reception Desk: Good afternoon, sir, what can I do for you?

Hawkson: I believe you have a room reserved for me. My name is Hawkson.

Reception Desk: Let me see. Oh yes. We have Room 12B06<sup>6</sup> reserved for you. Could you fill in this registration card, please?

Hawkson: Of course.

Reception Desk: Thank you. Here's your key and the lift's<sup>7</sup> just round the corner. The bell boy will take you to your room, and I'll get the porter to take your luggage<sup>8</sup> up right now.

#### Dialogue 4

Hawkson: Excuse me, where can I get something to eat?

Attendant: Oh, we have a very good restaurant on the second floor<sup>9</sup>. It provides both Chinese and Western food around the clock. Of course, you needn't bother to get your meals in the restaurant. Just dial room service and you can have your meals in the room.

Hawkson: That's good. Oh, by the way, what if I've got something to be sent to the laundry<sup>10</sup>?

Attendant: If you have anything for the laundry, just leave it in the laundry bag in your room. It's right behind the door of the bathroom. Is there anything else?



Hawkson: Yes, I'll have an early start tomorrow morning. Can you give me a morning call at 6 and get a taxi to pick me up?

Attendant: Sure.

(*The next morning*)

Hawkson: Excuse me, I'd like to check out, please. My name is Hawkson. Will you please have the bill ready for me?

Reception Desk: Yes, of course. One moment, please... \$ 242.

Hawkson: Could you kindly explain it to me? I'm not quite sure about some items.

Reception Desk: OK. I'll go through it for you. The first item is the charge for the double room, the second one for your meals, the third one for the distance calls, and the last one for the 10% extra charge for service.

Hawkson: You have made it quite clear. Can I pay by my credit card?

Reception Desk: That's all right.

## ► Notional Expressions: Weather and Climate

### Dialogue 5

Cooper: It's good to see the sun again<sup>11</sup>.

Green: Yes, much better than yesterday.

Cooper: The temperature had climbed to 20 degrees centigrade.

Green: Oh, that's fine. But what's the weather forecast for tomorrow?

Cooper: It's going to be fine tomorrow, but it may get windy.

Green: I'm glad it won't rain.