



《大学英语选修课系列教材》

COLLEGE ENGLISH ELECTIVE COURSE SERIES

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语言应用类

English at Work

职场英语

主 编 易千红



重庆大学出版社

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主要内容

本书是大学英语选修课系列教材之一，旨在提高学生的英语应用能力。本书内容广泛，涵盖了职场英语的各个方面，包括商务谈判、会议管理、公文写作等。本书采用情景教学法，通过大量的对话和练习，帮助学生掌握实用的英语技能。本书适合大学英语专业及相关专业的学生使用。

English at Work

职场英语



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内 容 提 要

《职场英语》以交际法为原则,旨在通过课程设计的系列活动,为学生提供在交际中创造性地使用知识的机会。全书共12单元,分为4个模块(Module),从初入职场到职场中的社交、沟通,再到具体工作中的市场营销方面,以语言学习为目的,任务教学为手段,融汇话题、交际功能和语言结构,形成了循序渐进的生活化的学习模板。

本书练习设计多样,并提供了丰富的文字、音频等实例,便于教师课堂实际操作。该书适合给已经通过大学英语四、六级考试或水平相当的学生开设选修课,也可供所有即将走向职业场所的学生自学。

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总 序

我国的大学英语教学起步于 20 世纪 80 年代,经过 20 多年的发展,大学英语在教学水平、课程设置、教学方法、教学环境、师资队伍等各个方面都有了长足的进步和发展。但随着我国加入 WTO 和国民经济的快速发展,大学英语教学暴露出与时代要求不相称的一面。为适应现代社会对人才培养的实际需求,推动和指导大学英语教学改革,教育部于 2003 年颁布了《大学英语课程教学要求(试行)》(以下简称《要求》),并于 2007 年结合对人才能力培养的新要求再次做了修订和调整,作为全国各高校组织非英语专业本科生英语教学的主要依据。

《要求》将大学阶段的英语教学分为一般要求、较高要求和更高要求三个层次,强调要贯彻分类指导、因材施教的原则,使英语教学朝着个性化的方向发展,要“将综合英语类、语言技能类、语言应用类、语言文化类和专业英语类等必修课程和选修课程有机结合,形成一个完整的大学英语课程体系,以确保不同层次的学生在英语应用能力方面得到充分的训练和提高。”这样,大力发展大学英语选修课就成了大学英语教学改革的重要课题。

大学英语选修课的开设不仅是《大学英语课程教学要求(试行)》精神的体现,也是《教育部财政部关于实施高等学校本科教学质量与教学改革工程的意见》(以下简称《意见》)的内在要求,《意见》将“学生的实践能力和创新精神显著增强”作为教学改革的重要目标之一,而大学英语教学要在这方面有所作为的话,必须注重培养学生的跨文化交际能力、文化素养和在全球化、信息化的背景下获取知识的能力,这显然是传统的大学英语教学和课程设置所不能胜任的。

近年来,全国许多高校纷纷进行了开设大学英语选修课的尝试,并取得了可喜的成绩。但是由于指导思想不明晰、教师知识结构单一和配套改革滞后等原因,在大学英语选修课的开设中出现了“因人设庙”,开课随意性强,开课种类单一,各门课程难易不均,课程测试不规范,学生对各门课程的兴趣差异过大等问题。大学英语选修课的开设迫切需要某种程度的规范与引导,需要更为科学地设置选修课程,确实达到《要求》和《意见》中提出的目标。

针对以上问题,我们认为,一套由成熟理念指引的、体系科学的、建立在选修课开设的成功实践基础之上的系列教材能够起到这种规范和引导作用。因此,重庆大学出版社组织来自全国各地的、在选修课开设方面走在前列的高校的专家和教师,在多

次交流与反复论证的基础上,组织编写了这套《大学英语选修课系列教材》。该套教材具有以下明显的特点:

第一,教材体系科学、系统。系列教材以《大学英语课程教学要求(试行)》为指导,覆盖语言技能类、语言应用类、语言文化类和专业英语类4个板块,既注重语言基础知识的积累,也充分考虑对学生文化素质的培养,确保不同层次的学生在英语应用能力方面得到充分的训练和提高。

第二,坚持“实用、够用”的原则。在体例安排和内容选择上严格按照选修课的课时要求和学生水平的实际需要,力求精练,避免长篇累牍,在语言难度上体现了与英语专业同类教材的差别。

第三,注重知识与技能相结合,语言与文化相结合。在深入浅出地讲授知识的同时,结合课程内容尽可能多地为学生提供说与写的练习,在雕琢学生语言的同时,尽可能培养学生的跨文化交际能力和批判性思维能力。

第四,强调学生综合能力的培养。考虑到学生在选修课阶段可能不再修综合英语类的课程,各教材在主要训练与课程相关能力的基础上,适当补充了其他能力的训练内容。

第五,吸纳并总结近年来相关高校选修课开设的经验和成果。该套教材的参编者来自全国多所高校,多数教材是由开设该门课程最成功的、最受学生欢迎的学校和教师撰写,教材既吸纳了相关讲义的优点,又根据专家意见,按照学科要求和普遍情况进行了改编,在保证教材科学性的前提下,最大程度地体现了大学英语学生的选修取向。

选修课的开设是大学英语教学改革的重要发展方向,但是在改革中诞生的事物也必然不断地在改革中被重新定义,因此我们这套大学英语选修课教材的体系也将是动态的和开放的,不断会有新的教材被纳入,以反映大学英语教学改革在这方面最新的成功尝试。相信随着教学改革不断走向深入,我们的教材体系也将日臻完善。

总主编

2008年6月

前言

长期以来,大学生英语水平的高低往往反映为大学英语四、六级或 TOFEL、IELTS 等标准化考试的分数,应试教学应运而生。然而,学生的考试成绩与其驾驭英语的能力相去甚远。我们认为,证书的取得尚不能满足未来职业场所对英语的需求。中国进入 WTO 以后,越来越多的跨国公司和企业涌入中国,在本土化的过程中,需要大量能与之交流的员工和中高级人才;中国企业为了拓展海外市场、创建国际品牌,在国际化的过程中也需要具有海外开拓能力的高级人才。在经济全球化的大背景下,大学生对于职场英语这类实用性的大学英语选修课程的呼声也在逐年提高。

针对上述需求,在充分考虑到目前大学生入学英语水平不断提高的情况下,笔者于 2003 年首次推出旨在提高学生英语应用能力和培养学生跨文化交际意识的“职场英语”课程。此课程不仅培养学生在职业场所应用外语的能力,还结合各种练习对其文化素质、思辨能力、道德修养等进行综合训练。“职场英语”一经推出即受到学生的热烈欢迎,随后的 4 年,“职场英语”课程连年爆满。

通过 4 年的教学实践及对讲义的扩充和深化,本课程已经逐步成型。我们认为编出切实、有效的教材,不仅能够帮助学生适应多元文化,顺利进入职场,而且能把他们培养成为工作中出类拔萃的人才。

《职场英语》以 Jeremy Harmer 提出的课堂语言教学的三个基本要素,即投入、学习、运用为原则,旨在通过课程设计的系列活动,如现代语言教学中流行的 3P 法(呈现、实践、创造),为学生提供在交际中创造性地运用知识的机会。其特点是:

1. 实用性:该书以语言学习为目的,任务教学为手段,对于即将踏入职场和初涉职场的学习者具有实际的指导意义。
2. 可操作性:每一单元练习设计丰富多样,每一选题都在模拟一个真实场景并在其中展开内容,以便于学习者领会实战。
3. 灵活性:可灵活调整教学顺序、教学时间和教学内容。
4. 广泛性:该教材适合于目前有较高入学水平的新生、正在准备走向职场的毕业生、职业培训班和成人教育提高班的学生,也适用于英语、经济、商务、涉外专业的中专生。

该书遵循学生的认知规律,对职场相关环节的知识和技能进行了系统的梳理和整合。从初入职场到职场中的社交、沟通,再到具体工作中的市场营销,层层递进,

由浅入深、由易到难、逻辑严密、线条清晰。

全教程共一册,并配有光盘,内含本书练习相应的音频内容。全书包括四大模块,分别涉及职场英语的四大主题,即 Job Hunting(走进职场)、Effective Socializing(职场社交)、Business Communications(职场沟通)和 Sales and Marketing(销售与市场)。在每一模块下面,分别编有三个单元将每一模块的内容具体化。每个单元由六部分组成。

I. Lead-In(导入活动)

主要提供和本单元话题相关的基本词汇,设有简单练习可供热身活动使用。

II. Listening(听力理解)

以听练的方式使学生接触本单元的一些基本技能和知识。

III. Authentic Practice(仿真练习)

训练学生就单元主题进行口头或笔头练习。

IV. Cultural Window(文化之窗)

主要介绍和本单元主题相关的文化知识,辅以练习检查学生对知识的理解和掌握。

V. Writing Practice(写作实战)

介绍各种商务信函、文件的写作格式、常用用语等。

VI. Take It Home(课后练习)

是对前面所学知识的进一步复习、巩固和补充。

VII. On the Lighter Side(开心一刻)

设计有各种和商务英语相关的趣味活动,旨在使学生寓学于乐。

本教程总学时为 32 学时,每个模块 8 学时。每个单元设计学时为 2~3 学时。教师可根据学生的反馈和每个单元的内容进行适当调整,将每个模块中的一个单元设置为 2 学时,其余单元为 3 学时。

本书由易千红主编,何曲、唐懿梅和王晓飞等参与编著。由于编者的水平所限,本书难免有疏漏错误之处,恳请读者不吝赐教。

易千红

2008 年 6 月

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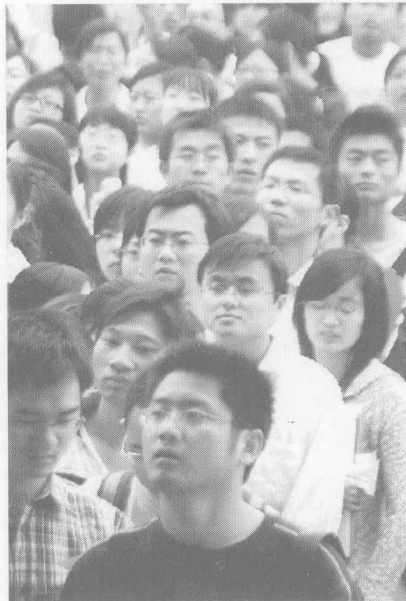
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Module 1

Job Hunting



Unit 1

Recruitment and Job Advertisement

In this unit you will learn about:

- | | |
|--------------------------|-----------|
| I. Lead-In | 招聘的关键词汇 |
| II. Listening | 求职步骤 |
| III. Authentic Practice | 挑选合适的候选人 |
| IV. Cultural Window | 各国招聘广告 |
| V. Writing Practice | 学习写招聘广告 |
| VI. Take It Home | 练习写招聘广告 |
| VII. On the Lighter Side | 看卡通;学商务成语 |



I. LEAD-IN

One of the most important things in life is finding a good job. Clearly a good education helps you get a better job, but it is certainly not the only thing. To find a job you need to know what kind of job you want, where and how to apply for this job, and how to be successful in a job interview.

• 1. Job Application Questionnaire •

☒ *If you are sure of the question:*

- ☐ 1) When you want to apply for a job, do you know where to begin?
- ☐ 2) What documents are the most important in job-hunting?
- ☐ 3) What are the differences between a cover letter/application letter and a résumé?
- ☐ 4) Is it necessary to use the same language in your résumé that they use in advertisements?
- ☐ 5) What are the recruitment procedures?
- ☐ 6) What are included in a job advert?
- ☐ 7) What kind of verbs does the company use on a TV commercial?

Add more details to the list:

• 2. Discussion •

Discuss with a partner the words from the box below that you think suitable for describing the recruitment procedures.

Vocabulary Box

covering letter	application letter	application form	résumé
recruit	position / post	career objective	employee
vacancy	requirement	recruitment agencies	headhunt
candidate	shortlist	applicant	experience
interviewer	interviewee	qualification	reference
referee	apply for	employ	

• 3. Match Work •

Match the words with their definitions.

1) CV	a. too much work
2) referee	b. certificates for degrees, exams passed, etc.
3) qualification	c. a move to a higher position
4) cover letter	d. the person applying for a job
5) heavy work load	e. feeling happy with job
6) applicant	f. a letter attached to your CV to make a good impression on employer
7) job satisfactory	g. a document stating your experience or education
8) recruitment	h. introduction of the duties or responsibilities in a job
9) promotion	i. a professor or boss giving data about the applicant's character and ability
10) job description	j. the process of employment



II. LISTENING

• 1. First Listening •

Listen to the passage about the recruitment process and fill in the missing parts, using the words you've learnt from the vocabulary box in Lead-In.

After university you will start _____, because _____ can be very difficult nowadays. If you want to _____ a job _____ in a newspaper or magazine, first, you must write a _____ stating that you are interested in it. You then need to fill in _____ and attach your _____.

The CV, similar to a _____ in American English, is the paper stating your working experience or education. If the company needs a _____, you have to ask your boss or professor to be a _____. The professor will give data about your character and ability. If you have the right experience and _____ such as you having passed CET4 or CET6 and gained a bachelor degree and etc., the company will ask you to attend an _____. They will decide to _____ you _____ if they think you are the _____. However, if you want a higher _____, you may _____ it _____.

If you want to know your _____ and _____, look at your _____. Many people these days have a _____. If you like your job and feel happy, you have _____.

Congratulations!

• 2. Second Listening •

Listen to the passage again and then discuss the following topic with your partner. Some essential preparations in the recruitment process can be summarized as:

Preparation 1	Preparation 2	Preparation 3	Preparation 4	Preparation 5

• 3. Discussion •

Imagine that you will apply for a job as a fresh graduate, write down your career plan by following the guidelines below.

1) What is your career goal?

2) Where will you search for adverts?

3) What are the positions you are likely to be interested in?

4) When will you send your cover letter?

5) When will you prepare your curriculum vitae?

6) Who will probably ask you to complete an application form?



III. AUTHENTIC PRACTICE

• 1. Reading •

There are many English job advertisements in magazines/newspapers or on the Internet, etc. You will see lots of jargons and abbreviations in them. Companies usually have to pay for the number of words in an advertisement, so they want to save space. Read some of these advertisements.

JOB # 1

Job Title: Math Teacher

Employer: Intel. No. 4 middle School

Location: Qingdao

Description: Required to teach 16 lessons each week to students in grades 6—12. Successful applicants must have a bachelor's degree in a field related to mathematics or science. Master's Degree preferred. Applicants will be mentored for two years by an experienced teacher, and are supposed to meet 3 times a week for this, in addition to classroom duties. Each teacher has the responsibility to act as an advisor for 75 students.

JOB # 2

Job Title: Quality Engineer

Employer: Excellent Inc.

Location: Shanghai

Description: Excellent Inc. is the leading provider of engineering, product development, manufacturing services and supplies chain

management solutions to medical device companies through development and design, prototyping, manufacturing, assembly, packaging, sterilization and distribution services of high precision products globally. Job responsibilities include: Support implementation and improvement of processes through Process Control. Oversee Complaint Analysis and Product Corrective Actions. Provide oversight and Project Management support as needed for product transfers. The position requires a BS Degree in Engineering or 5 years' experience as an engineer. Please email your résumé to HRBP@accellent.com.

JOB #3

Description: Receptionist needed for busy office: Part-time position for lively, energetic individual. Experience required. Please provide references.

JOB #4

Au Pair needed: Friendly family offers position caring for two small children. Some light housework. Good rate of pay. Provide references.

JOB #5**Secretary**

Intel is seeking a secretary to the manager. University degree in management/related subject; w/minimum 2yrs related exp; fluent in both oral and written English; ability to develop solutions to a wide range of complex problems. Responsibilities include organizing and keeping records, managing office account and keeping appointment records. For immediate consideration, pls. forward your résumé along w/salary requirements to hot. hr@ 126.com.

• 2. Note Taking •

Describe the items and features of the above adverts by filling in the following table according to what you read.

Position:

The ideal candidates:

Company:

Skills:

Responsibilities:

• 3. Reading •

Read an advertisement from a magazine offering vacancies for sales assistant.

Regional Sales Manager

- 1) We are a major Import & Export Trade Company in Beijing, which began trading in 1962. Our famous toy “Tiger” designed in 2007 has won our company a nationwide reputation.
- 2) We are looking for a motivated regional sales manager to work in the sales department. The position is available for two years.
- 3) The ideal candidates should have at least 6—12 months’ working experience in a sales department, and should be familiar with toys. This role is very demanding and applicants should be committed and hard-working.
- 4) Priority will be given to applicants majoring in marketing or sales management.
- 5) If you are interested in the vacancy above, please contact our Recruitment Center for an application form.

Interview will be held on March 11.

• 4. Group Work •

Read the details of the three candidates. Decide who is the most appropriate for the above position. And then compare your answers with others’.