高职高专职业英语立体化系列教材

Advanced Career English
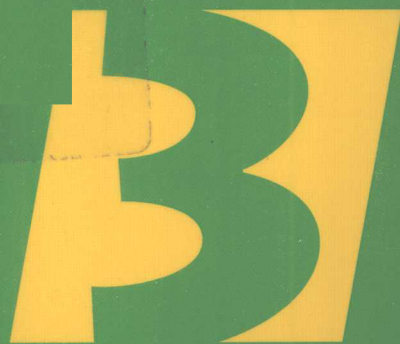
高级职业英语
读写教程

Reading and Writing

3

《高级职业英语》系列教材编写组 编

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3

《高级职业英语》系列教材编写组 编

　　《高级职业英语》（*Advanced Career English*）是一套专门针对高职高专学生实际需求而编写的公共英语系列教材。其编写历经两年之久，经过广泛调查研究，获得了大量客观可靠的数据和访谈笔录，并在此基础上进行了科学的定量和定性分析。其编写理念是在对用人单位、毕业生、在校生和教师及教学管理部门进行调查的基础上，采取"能力倒推"的方法，即根据调查统计结果筛选出毕业生实际工作岗位所涉及的岗位英语技能点，再根据目标工作岗位群的特征，将这些技能点按照语言教学的客观规律进行科学的编排和语言精加工，整合成具有共性特征的技能模块，从而形成教材的主要架构。

　　本系列教材依据教育部颁布的《关于全面提高高等职业教育教学质量的若干意见》，遵循"面向社会、针对岗位、强化能力、促进发展"的宗旨，坚持"能力本位、任务驱动、行动导向、教学做一体化"的教学模式和以岗位技能为主线，以职场活动为情景的编写原则，构建"基于工作过程的项目导向"的内容体系，紧扣岗位需求，做到"学中做，做中学"，以"学以致用"、"学以管用"、突出技能训练和全面提高学生完成岗位工作能力为目的。

　　本系列教材吸收了国内外优秀教材的编写经验，并由外籍专家对语言审定把关，形式新颖，按照听说模块、读写模块和拓展模块分册编写，具有较强的针对性和实用性，为学生通过本教材的学习，掌握职场生存和发展必需的英语基本技能提供了可靠的保障。

　　《高级职业英语》系列教材共三级，每级由《听说教程》、《读写教程》、《拓展教程》以及《教师参考书》组成。本系列教材每单元围绕同一职业岗位技能展开训练，每个教程既相对独立，又相互联系和互为补充，从而形成一个有机的整体。《听说教程》、《读写教程》、《拓展教程》后都附有MP3光盘，《教师参考书》后附有电子教案光盘。

　　《读写教程3》（*Reading and Writing 3*）每单元由4个部分组成：

　　Section 1 Before-class Activities: Getting Things Ready（课前活动：做好准备）含两个学习活动：Activity 1 Listen and Repeat（听与跟读）让学生在上课前就熟读或熟记本单元主课文中出现的生词；Activity 2 Read and Complete（读与填空）给出一篇短文，让学生填空。该短文是对主课文的小结，填空的目的是让学生做好课前预习。

　　Section 2 In-class Activities: Things to Do（课上活动：需要完成的任务）含两个学习活动：Activity 1 Listen and Write（听与写）是听写单词，目的是检查学生课前预习情况；Activity 2 Read and Think（阅读与思考）包含6个训练任务。其中第一个任务为训练学生解决问题的能力而设计，是本教材的特色之一；第二和第三个任务训练学生的阅读理解能力；后三个任务是语言训练，以匹配、填空和翻译三种形式练习课文中出现的重点单词、词组和句型。

Section 3 Things to Write（写作）是本单元的重点训练内容之一，含两个学习活动：Activity 1 Study the Guidelines（学习指导原则）是一项专门设计的与本单元所涉及的岗位技能相关的写作训练，由3个训练任务构成。Task 1 Study the following tips for writing（学习写作技巧）介绍具体写作技巧；Task 2 Study the following language for writing（学习写作语言）列出了后面任务中出现的生词、词组和重点句型；Task 3 Study the following model for writing（学习写作模板）提供一个实例供学生参考和模仿。Activity 2 Read and Write（读与写）主要训练学生阅读图表并根据从中所获信息进行写作的能力。

Section 4 After-class Activities: More Things to Do（课后活动：还需完成的任务）含两个学习活动：Activity 1 Read More（多读）提供一篇与本单元岗位技能相关的课文供学生课外阅读，教师可用来做快速阅读训练。Activity 2 Focus on Grammar（语法重点）也是本教材的特色之一。《读写教程》全三册对英语基础语法提供全面复习和系统训练，目的是让学生对英语基础语法有整体认识。该部分讲解精到，语言简明，既适合学生自学，也适合教师课堂讲解。

《高级职业英语》系列教材由广东警官学院向前进教授担任总主编。《读写教程3》由宁顺青担任主编，刘颖、向成军、杨爱国、陈婉转担任副主编，参加编写的有易志强、徐层珍、何心舒、郑勇文、张艳、黄雯花、肖燕、樊娅莉。

承蒙Prof. Christian Zimmermann对书稿的认真审阅，在此致以诚挚的谢意！

此教材的编写得到了广东省教育厅的大力支持，在此深表感谢！

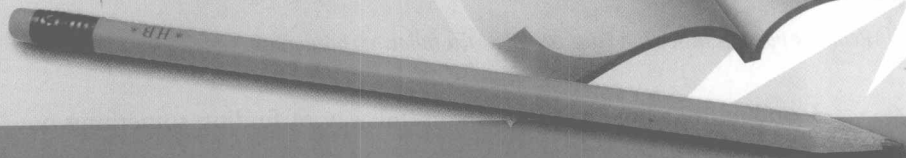本系列教材是我国全日制高职高专公共英语教材编写上的一次大胆尝试和创新，缺点和不足在所难免，诚恳希望使用本教材的广大师生批评指正。

<div align="right">编　者
2009年12月</div>

Contents

Unit

1

Conducting a Survey

Career Skill Description

☞ **In this unit you will learn how to:**

1. design a survey: goal, points in question, outline;
2. conduct a survey;
3. sum up and report survey outcomes.

Section 1 Before-class Activities: Getting Things Ready

Activity 1 Listen and Repeat

survey /ˈsɜːveɪ/ *n.* 调查

questionnaire /ˌkwestʃəˈneə/ *n.* 调查表，问卷

ungrammatical /ˌʌngrəˈmætɪkəl/ *a.* 不符合语法的

undertaking /ˌʌndəˈteɪkɪŋ/ *n.* 任务，事业

mathematical /ˌmæθɪˈmætɪkəl/ *a.* 数学的

representative /ˌreprɪˈzentətɪv/ *a.* 有代表性的，典型的

accuracy /ˈækjʊrəsɪ/ *n.* 精确(性)，准确(性)

estimate /ˈestɪmeɪt/ *n.* 估计，估价

anticipate /ænˈtɪsɪpeɪt/ *v.* 预期，期望

factual /ˈfæktʃʊəl/ *a.* 事实的，确凿的

numerical /njuːˈmerɪkəl/ *a.* 数字的，数值的

interpretation /ɪnˌtɜːprɪˈteɪʃən/ *n.* 解释，诠释

---

under investigation 在调查中

intend for... 为…而准备

be compatible with... 与…一致

carry out 执行，贯彻

distinguish between 辨别；区分

1

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

Conducting a survey is often a useful way of finding something out. Before conducting a survey, we should decide what the 1_____ of the study are and what to ask in your survey. Many people make use of 2_____ to ask questions of a large number of persons. In most cases, only a small number of people surveyed will respond, and the more 3_____ the questionnaire the fewer responses there will be. Therefore, you should carefully design your questionnaire and select a 4_____ that is representative of the entire population to be surveyed. When presenting your results, you should be careful to 5_____ between the factual or numerical results and your interpretations of the results.

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Score:

| 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 |

Activity 2 Read and Think

1. What's the purpose of conducting a survey?
2. What should we pay attention to while designing a questionnaire?
3. If your boss asks you to conduct a survey on the popularity of your company's product, how will you do it?

Conducting a Survey

Conducting a survey is often a useful way of finding something out, especially when 'human factors' are under investigation. This passage is intended primarily for those who are new to a survey.

Many people make use of questionnaires to ask questions of a large number of persons. In most cases, only a small number of people surveyed will respond, and the more complex the questionnaire the fewer responses there will be. The following are some suggestions about conducting a survey:

- Decide what the objectives of the study are. Ensure that you can phrase these objectives as questions or measurements. If you can't, don't start.
- Decide what to ask in your survey, or what to measure, that will give you answers to the questions you have selected. If the questions prove to be unanswerable, don't start.
- People will not find time to fill in your questionnaire if they think it is a waste of time. People are more likely to think this if the questionnaire is poorly presented or ungrammatical. If your grammar and spelling are weak, get the questionnaire checked by someone else before you send it off.
- For certainty, we must survey the entire population. It's as simple as that. Of course in practice we can't do this, because there isn't enough time or money for such an undertaking. A typical target is that of 95% confidence. Expressed simply, this means that we survey enough people that we can be 95% sure that the outcome applies to the population as well as the survey group. Note that '95% sure' in this case has a precise mathematical meaning. It means that if we repeated the survey many times, 19 times out of 20 (=0.95) we would obtain a result that was compatible with that of the population.
- When you carry out a survey by selecting people, you have to accept that the results of the survey will only apply to the population of which this group is representative.
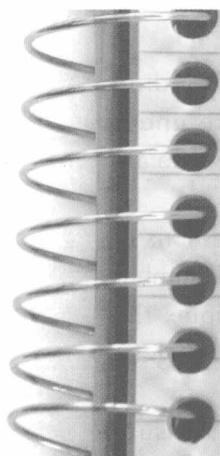
- Ensure that you know what population you are studying. Pick a sample group that is representative of the population.
- If you can, pick a sample group large enough to give a result with a desired level of confidence or accuracy. If you can't do this, estimate the confidence or accuracy after the survey. If these are lower than you anticipated, make sure you can explain why.
- When presenting your results, be careful to distinguish between the factual or numerical results and your interpretations of the results. *(425 words)*

Task **1** Test your problem-solving ability.

What is a "survey" and what are the usual ways of conducting a survey?

Task **2** Tell whether the following statements are true or false. Write T for True and F for False.

- ☐ 1. Conducting a survey is a useful way of finding something out.
- ☐ 2. This passage is mainly about how to conduct a survey.
- ☐ 3. In most cases, the majority of the people surveyed will respond.
- ☐ 4. For certainty, we must survey the entire population. But in practice we can't do this.
- ☐ 5. When starting to conduct a survey, you should first know your target population.
- ☐ 6. In some cases, you can estimate the confidence or accuracy after the survey.

Task **3** Give brief answers to the following questions.

1. Whom is this passage intended for?

_____

2. In order to ask questions of a large number of persons, what do many people
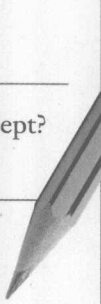
3. What should you do if your grammar and spelling are weak in writing a questionnaire?

_____

4. What should you do before starting to conduct a survey?

_____

5. When you carry out a survey by selecting people, what do you have to accept?

_____

6. What is the last step in conducting a survey?

_____

Task **4** Match A with B.

A

1. 做调查
2. 在大多数情况下
3. 置信度
4. 调查目的
5. 在调查研究中
6. 阐述目的
7. 全部人口
8. 精确度
9. 浪费某物
10. 取得结果

B

a. in most cases
b. conduct a survey
c. the objectives of the investigation
d. phrase the objectives
e. the entire population
f. under investigation
g. the level of confidence
h. obtain a result
i. a waste of something
j. accuracy

Task 5 Fill in the blanks with the right words or phrases. Change the form where necessary.

make use of	distinguish between	find out	interpretation
intend for	survey	estimate	carry out
anticipate	make sure	representative	for certainty

1. You should fully _____ questionnaires to conduct a survey.
2. The results of the survey only apply to the population of which this group is _____.
3. We should _____ the factual results and our understanding of the results.
4. How can you _____ you will accomplish it?
5. This result of the survey has more than one _____.
6. This passage _____ those who want to conduct a survey but don't know how to start.
7. _____, we must survey the entire population.
8. Sometimes we should _____ the confidence or accuracy after the survey.
9. There is a lot of preparation to be made before we can _____ a survey.
10. Damage is much greater than it was at first _____.

Task 6 Read the English sentences and translate the Chinese sentences into English.

1. *Conducting a survey is often a useful way of* finding something out, *especially when* 'human factors' are under investigation.
   大声朗读是记单词的常用方法，尤其是在考试前。

   _____

   设计问卷是做调查有用的方法，尤其是做大型（large scale）调查。

   _____

2. This passage *is intended primarily for those who* are new to survey.
   这本书主要是为初学驾驶的人而写的。

   这条通道是残疾人士专用的。

   _____

3. *The more* complex the questionnaire *the fewer* responses there will be.
问题越难，他回答出来的可能性就越小。

_____

你练习得越多，理解得就越透。

_____

4. People *are more likely to* think this *if* the questionnaire is poorly presented or ungrammatical.
你要是匆匆忙忙地干活，就更容易出错。

_____

如果不采取有效措施，价格上涨比下跌的可能性大。

_____

5. *When* presenting your results, *be careful to* distinguish between the factual or numerical results and your interpretations of the results.
写作文的时候，注意不要写不符合语法的句子。

_____

交朋友的时候要注意区分好人和坏人。

_____

6. *Ensure that* you can phrase these objectives as questions or measurements.
夜间请务必将所有的灯关掉。

_____

确保严格遵守该时间表。

_____

Section **3** Things to Write

Activity 1 Study the Guidelines

Task 1 **Study the following tips for writing.**

When writing a report on survey outcomes, you should include the following parts:

1. **Introduction:** what the survey is, the purpose of the survey, when and where this survey was conducted;
2. **Methodology:** how this survey was conducted;
3. **Survey outcomes:** your findings;
4. **Conclusion and Recommendation:** your conclusion and suggestions.

Task **2** **Study the following language for writing.**

Words and phrases

present 展示
main goal / purpose / objective 主要目标
target audience 目标受众
figures / numbers 数字，数目
facts show... 事实说明…
in conclusion / in summary 总结起来
increase / be on the increase 增加，上升
decrease / decline 减少，下降
interpretation / understanding 理解，看法
phrase 表达，措辞
indicate 表明，说明
prove 证明
compare with 与…做比较

Sentence patterns

About the goal of the survey:

1. Our main goal is to establish brand awareness among our target audience.

2. Our main purpose is to provide you with financial data necessary to make your investment decisions and to offer my recommendations.

3. The main objective is to give my suggestions according to my survey.

About the statistics of the survey outcome:

1. According to my figures of the working women we polled, 50% said they read at least one of the top-five women's magazines in Taiwan.

2. The numbers we have show that only 30% of women like snacks.

3. The statistics from our survey reveal the fact that our new product is not as popular as anticipated.

About the conclusion:

1. To conclude, even though our target audience is clearly defined, introducing a new product is always a gamble.

2. I've shown you how to reach our target audience, yet I also think introducing a new product is usually hard.

3. In summary, our new product is well received by our target consumers, but improvements have to be made as to the appearance.

Task 3 Study the following model for writing.

A Research Report

I'm here today to present my research about how to carry out the advertising campaign for MG928 Bluesky microwave oven. Since this is a new product, our main goal is to establish brand awareness among our target audience, which is working women, aged 25 to 40.

According to my figures from the survey, of the working women we polled, 50% said they read at least one of the top-five women's magazines in Guangzhou. And a full 80% said they watch at least one hour of television each night.

If you'll take a look at this chart, the best media mix, then, would be a combination of TV and magazine advertisements. I suggest 60% of the budget go toward spot ads, 35% toward printed ads, and 5% toward outdoor advertising.

To conclude, even though our target audience is clearly defined, introducing a new product is always a gamble. But with the proper media mix we can certainly lessen the chance of failure.

Activity 2 Read and Write

Read the following report and fill in the blanks with appropriate words or phrases.

Report on ABC Company

To: Related Investors

From: John Brown

Date: 6 January, 2010

Introduction

ABC Company, a multinational company and a national leader in the ready-to-eat cereal business, has been developing new kinds of products to meet the different nutritional needs and personal preferences of consumers. The research and development activities 1_____ at its headquarters. 2_____ is to provide you with financial data necessary to make your investment decisions and to offer my 3_____.

Findings

ABC Company 4_____ 42% of the ready-to-eat cereal market. It is attempting to expand its market share by using advertising campaigns. Although its sales strategy still puts cereal first, ABC is responding to the challenges to its traditional business by undertaking a cautious diversification programme involving the technology of frozen foods.

In 2003, sales 5_____ by 16% to $4.5 billion compared with $3.78 billion the previous year. This is the thirty-sixth consecutive year that sales have increased. Earnings rose by 14% to $348 million 6_____ $2.89 million the previous year.

Conclusion and Recommendations

The company's financial position is clearly very strong. It has experienced a steady growth in both sales and earnings. It is my 7_____, therefore, that buying ABC Company's stock would be a very 8_____ investment.