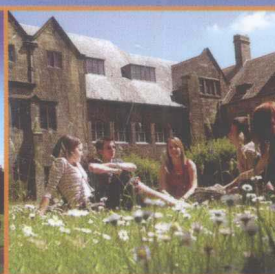


高等学校英语通识教育系列教材

国际交流英语



ENGLISH FOR INTERNATIONAL COMMUNICATION

主 编 周之南 韩晓蕙

副主编 费 茜 夏 丹 肖艳君 刘 丹

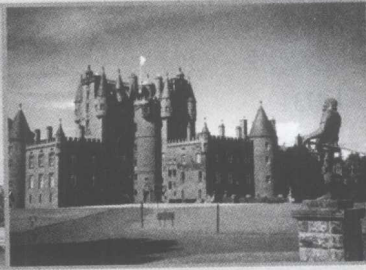
审 校 Jennifer Denise Taylor (澳)



哈尔滨工业大学出版社
HARBIN INSTITUTE OF TECHNOLOGY PRESS

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前 言

随着全球化的深入以及高校间国际交流合作的进一步发展,掌握国际交流英语成为英语学习者的首要任务。《大学生国际交流英语》是为高校学生和对英语学习感兴趣的读者编写的一本英语交流用语教材,该书分为日常交流英语、学术交流英语和商务交流英语三个部分。

日常交流英语部分从接待礼仪、服饰搭配、餐桌礼仪、旅行和交通、食宿安排等几个方面介绍日常交流过程中必需的英语口语知识和技能。第一单元围绕国际交流礼节的重要性、礼节的基本规则和注意事项等内容展开,让读者对国际交流礼节有一个基本的了解。第二单元主要介绍正式与非正式的服饰礼仪、工作面试服饰礼仪和化妆礼仪等几个方面,力求满足读者在国际交流中对服饰的不同需要。第三单元从点菜、餐具摆放、座位安排、中西方的就餐礼仪等几个方面对餐桌礼节进行探讨,旨在帮助读者了解英语国家就餐方面的习俗。第四单元以交通安全、订票、机场礼仪、旅行支票、信用卡、交通方式为切入点为读者展示在交通和旅游过程中应该掌握的英语。第五单元介绍酒店预订、酒店分类和房间分类方法,使读者对于酒店住宿流程有一个深入的了解。

学术交流英语主要涉及申请国外大学的步骤、申请材料的准备、国外大学的学习、国际会议的参与以及英语演讲等几个方面。第六单元详细展示如何选择理想的国外高校、材料的接受和拒绝、护照和签证的申办及其相关注意事项。第七单元主要介绍如何准备申请材料,例如学术简历、个人陈述、申请信和其他的一些法律文件。第八单元主要讲解在国外高校的学习过程,例如:注册、选课、图书馆的使用、与教授沟通、参与考试、获取学分等内容。第九单元从会议召集、提交摘要、接收邀请信、接收会议日程安排、参加会议等几个方面介绍参与国际会议的步骤。第十单元从陈述、讨论、提问和回答环节为读者展示英语演讲过程中应该掌握的术语和注意事项。

商务交流英语部分侧重电话英语、办公室英语、会议组织、英语协商、工作面试等工作中经常会遇到的英语交流环节。第十一单元从接听电话、拨打电话、记录电话留言和撰写备忘录等几个层面展示电话英语交流。第十二单元侧重办公室英语,主要练习办公室日常交流、文件归档、接待拜访者、为上司预订机票、撰写邀请信和邀请卡等过程中需要的英语口语。第十三单元从会议礼仪、会议准备、会议组织、接待参会者、撰写会议日程和会议记录等几个方面展示会议组织过程中需要具备的英语知识。第十四单元围绕英语协商和沟通展开,侧重协商的方式、过程、情绪控制、双赢局面的协商等几个方面的内容。第十五单元主要展示工作面试的重要性、面试礼仪、面试种类、面试的问题、面试过程、面试技巧

以及如何撰写个人简历等方面。

《大学生国际交流英语》内容编排具有系统性,从日常交流、学术交流,到商务交流,涵盖了大学生国际交流的三个主要方面;教学内容体现合理性,课堂教学讲解和课后自学操练、角色扮演相结合,体现了课上精讲、课下多练、突出交流的教育理念;材料选择突出、环真实性,节设计合理教材所选材料来自于各种场景的真实语料,使国际交流英语教学贴近实际场景英语交流。本书为读者提供一个平台让他们模拟真实语境中的语言演练,同时附有大量的音频和视频材料,让读者更真实地接触语言环境,具有较强的实际应用价值。

本书在编写过程中得到了哈尔滨工业大学外国语学院的外教 Jennifer Taylor 的帮助,在此感谢她完成繁重的校对和审阅工作,同时本书也引述了国内外相关的资料与文献,谨此致以深切的谢意。各位编者在本书编写过程中付出大量的努力,如果有值得改进之处,希望得到广大读者的批评和指正。

编 者
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Part I English for International Everyday Communication

Unit 1 Greetings and Introductions



礼仪是根据在社会、社会阶层或社会群体之间的当代常规准则影响社会行为的期望的代称。古人云“修身齐家治国平天下”，足见自我修养与礼节在人一生中的重要性。礼仪与礼节息息相关，这并不仅仅指我们自身有好的举止，而是通过我们的行为让他人感到舒适。因此，多考虑他人以及他人对我们自身的评价，这样每个人才能遵循行事准则，在社会上立足。

礼仪，内强素质、外塑形象。礼仪是一个人、一个国家、一个民族的文明程度、社会风尚和道德水准的重要标志，也是一个人的思想觉悟的体现，更是人际交往的一种艺术、一种交际方式或交际方法，是人际交往中的示人以尊重、友好的习惯做法。

本单元将从礼仪在国际交流中的必要性与重要性、不同场合礼仪的规则、违反礼仪规则的案例等方面介绍不同社交场合礼仪、行为举止、书信方式等标准及准则。通过讨论、角色表演、词汇、练习等内容加强读者对礼仪的理解。

Warm-up Questions:

1. What is etiquette from your perspective? What do you think is the significance of etiquette?
2. How much do you know about the rules of etiquette?
3. Can you think of any examples of the violation of etiquette which makes other people uncomfortable or causes offense?
4. Watch video clip 1-1 about business etiquette. Discuss the following questions with your partners after watching it:
 - (1) What is the correct way to meet a person in business to show that you are competent and confident?
 - (2) What is the best way to shake hands?
 - (3) What is appropriate dress in a business setting?

Etiquette is a code of behavior that delineates expectations for social behavior according to contemporary conventional norms within a society, social class or group. Etiquette has to do with good manners. It is not so much our own good manners, but making other people comfortable by the way we behave. Therefore it is more or less thinking of others and how others perceive us so that everyone knows the rules for doing things and everyone is comfortable.

1. Need for and Significance of Etiquette in International Communication

No one subject is of more importance to people generally than a knowledge of the rules, usages and ceremonies of good society, which are commonly expressed by the word "etiquette." The need for it is felt wherever men and women associate together, whether in the city, village, or country town, at home or abroad. To acquire a thorough knowledge of these matters, and to put that knowledge into practice with perfect ease, is what people call good breeding.

Need for and Significance of Etiquette in a Social Setting

Knowledge of etiquette has been defined to be knowledge of the rules of society at its best. These rules, the outgrowth of centuries of civilization, had their foundation in friendship and the love of man for his fellow man. These rules make social intercourse more agreeable, and facilitate hospitality when all members of society hold them as binding rules and faithfully observe them. They are to society what our laws are to the people as a political body, and to disregard them will give rise to constant misunderstandings, engender ill-will, and beget bad morals and bad manners.

The rules of proper etiquette have been around for years, but they are far more important in this day and age than ever before. Implementing proper etiquette into everyday life should be

habit for everyone including children. After all, a person who displays proper etiquette not only feels good about himself, he also makes those around him feel important and respected.

Having social grace means that you can handle any situation with ease. Whether you are in an interview or on a dinner date you will have confidence and put your companion at ease. For instance, at a dinner table, you will know which fork to use, how to eat bread, and where to place your napkin. A great example of how it feels not to know proper etiquette is in the movie *Pretty Woman* which will be discussed in Unit 3. Julia Roberts was not sure how to eat her appetizer. She was visibly unsure of herself, and she had to look around at the other diners to figure out what to do. You can save yourself this embarrassment by becoming well versed in social etiquette.



Need for and Significance of Etiquette in a Business Setting

Obviously, proper etiquette is important in a social setting, it is also crucial in a business setting. In order to achieve business success, you must be able to adapt to ever-changing situations and act with confidence. Displaying proper etiquette will get you noticed and being noticed is great for business. For example, there are two people being interviewed for a top position in a large company. One is late and not dressed appropriately. He also makes the mistake of not making eye contact when speaking to the interviewer. But the other prospect is early for the appointment and dressed in a suit. He also makes the effort to be assertive and eager during the interview. Who do you think will be chosen for the top position? The person who displays proper business etiquette will always have the advantage in such situations.

Therefore, etiquette is a very important factor in determining the success or failure of a business or a person. It is very important to practice good manners and etiquettes in order to succeed in your business, to be liked by people and to maintain good relationships with clients, customers and employees.

When you do not practice good etiquette intentionally or unintentionally, you are bound to face a lot of obstacles on the path to success. But if a person is generally considerate and attentive to the needs of those who work for him or her by following the basic rules of etiquette, he or she will be more successful in any venture. It is easier to make money than to earn respect from people who know and interact with you like colleagues and employees. Life will definitely be easier if you know the following etiquette rules in business.



2. Rules of Etiquette

Social Etiquette Rules

Social etiquette is a culturally ingrained system of gestures and actions that display courtesy and respect in social situations. Although social etiquette is often seen as needlessly complicated, following the rules of etiquette are important if you do not want others to feel you are rude or primitive. There are some basic rules of social etiquette that should be followed during interactions with other people.

First, eye contact is a simple but powerful element of proper social etiquette. When meeting someone for the first time, greet him with a smile and make eye contact to indicate that you are actively engaged and interested in the introduction. The same applies during a conversation, as eye contact indicates that as the speaker, you are interested in your listener's opinions, and as the listener, you are genuinely interested in what the other person has to say.

Second, you need to accept and give compliments gracefully. The art of gracefully accepting a compliment is a skill that many people do not practice out of a misguided sense of modesty. A compliment is a verbal gift from one person to another, and it should be accepted with grace and appreciation. When receiving a compliment, you may say "Thank you, you are too kind." When giving a compliment, be thoughtful and genuine in what you say. Try to be specific when giving a compliment, as that indicates a sense of honesty in the compliment. For example, you would not say, "You look wonderful tonight." You would say, "That dress is stunning and your hair is perfect."

Third, you need to exercise patience. Practicing patience in social situations is another rule of social etiquette that should be observed out of respect for other people. When engaging in a conversation with another person, you should patiently wait for your turn to speak, rather than interjecting your opinions and interrupting the speaker. The same applies when going out to a social engagement. Exercise patience when waiting for other people to finish their meals or drinks, and always wait patiently when someone ahead of you is exiting or entering the room.

Fourth, you need to express thanks and appreciation properly. Demonstrating proper appreciation and giving thanks for other people's gifts and efforts is an essential rule of social

etiquette. When receiving a gift, always thank the giver at the time, and follow up later with a thank you note that mentions the gift by name and shows your appreciation for the gift. You can even include a note saying what you have done with the gift. For example, if you receive a potted plant from a friend, you can say something like, "Thanks for the (insert name of plant), it looks great sitting in my kitchen window, and smells divine." If someone is performing a service for you, be sure to demonstrate your appreciation for their work and thank them for their time and energy. Similarly, when giving a gift or performing a service for others, you should accept their thanks and appreciation gracefully.

Business Etiquette Rules

You ought to be sure to treat each person you interact with, no matter what his or her position in the corporation, with respect and make it a rule to be pleasant to everybody no matter what the situation is. Let people know that you appreciate what they do which will improve work quality.

You need to keep records of people who matter to you and acknowledge if they receive a promotion and wish them Happy Birthday on their birthdays. When organizing meetings, you should make sure that all the participants know about the schedule, the objective of the meeting, what is to be discussed and the expected duration of the meeting. The distribution of minutes and summaries of meetings and thanking each participant after meetings is a basic courtesy.

You ought to always return calls. If you are unable to answer, you should have a polite message on the answering machine that the call will be returned as soon as possible. Never be rude or impatient with anyone on the phone. You should never make anyone wait, be it an employee or employer, or a business acquaintance. Never be late for a meeting or for work.

Dress is also a very important aspect in maintaining good business etiquette. Businessmen have to appear impeccably groomed. Women have to dress appropriately and to take care that they do not give a wrong impression to their colleagues. How to dress appropriately will be discussed in Unit 2.

You need to make sure your employees practice good etiquette to customers and to each other to enable them to work in a friction free atmosphere. Smiling courteous service will definitely help improve business and make a customer become regular.

Hand Shake Etiquette

A handshake is more than just a greeting. It is also a message about your personality and confidence level. In business, a handshake is an important tool in making the right first impression. While the art of handshaking does vary within cultures, the rules are quite universal.

First, begin with an oral introduction of yourself, with eye contact and a smile. Before extending your hand, introduce yourself. Extending your hand should be part of an introduction, not a replacement for using your voice. Extending your hand without a voice greeting may make you appear nervous or overly aggressive. A great handshake is not just a

◆ physical gesture, it is about connecting with the other person. It is a physical greeting and you want to convey your pleasure in greeting the other person. The best way to do that is with your face and your eyes. Therefore, start with eye contact and a smile.

Second, keep your hand open and make sure your handshake will be a hand shake, not a finger or palm shake. This means getting the joint of your thumb (the lower joint-the tissue between your thumb to your forefinger) nestled into the joint of their thumb. This allows you to truly have a full handshake.



Third, be firm but not strong. A good handshake is firm but not overpowering. Always make your grip firm, but make adjustments based on the firmness of the other person's grip.

Fourth, shake up and down, not back and forth. A good handshake has a nice up and down motion, not a back and forth one, as if you were jointly trying to saw some wood. You may adjust the motion to what seems natural and comfortable to the other person.

Fifth, adjust duration. Some people prefer a long handshake, others prefer them much shorter. Observe the other person and adjust the duration to the situation, how well you know the person, and what seems comfortable to them. A business handshake should be brief and to the point. Consider a handshake a short greeting, not a lengthy engagement. Holding on for more than three or four seconds can make other people feel uncomfortable.

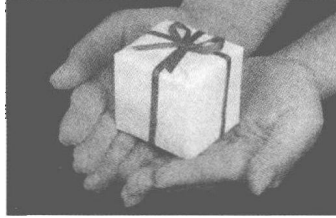
Last but not least, close with eye contact and a smile. If the smile and eye contact has not continued throughout the handshake, finish it out that way.



Role-play Tasks

Phyllis Davis (Business Etiquette Consultant) gives expert video advice on hand shake etiquette. Watch video clip 1-2 **What is the proper way to shake hands?**, clip 1-3 **How do men and women shake hands differently?** and clip 1-4 **How do rank and hierarchy affect who initiates a handshake?**. Work with your partners and prepare a role play about how to shake hands properly in different situations. Present your role play to your classmates.

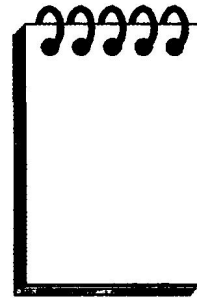
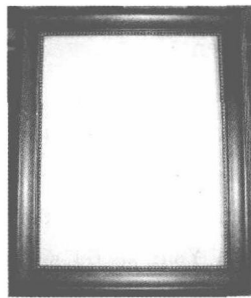
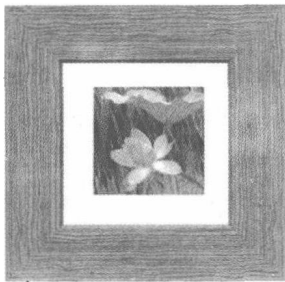
Western Gift Etiquette



There is an art to gift giving. Giving gifts is a type of communication. It tells people what you think of the recipient. Your gift says how important he/she is and your perception of him/her. Western gift etiquette is quite different from us. This part will discuss western gift etiquette for men and for women respectively.

Western Gifts Etiquette for Men

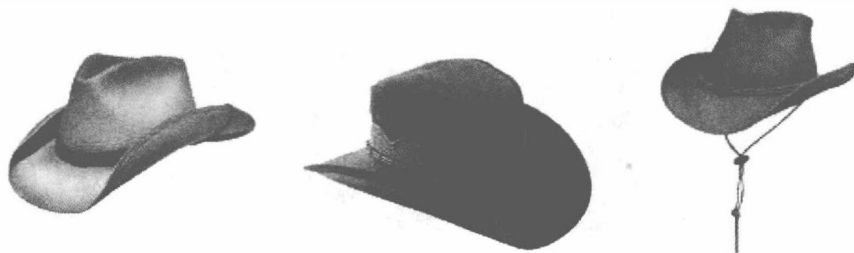
First is a picture frame. Western-inspired picture frames are made in a variety of rustic materials, such as pewter, bronze, wood and stone. For horse enthusiasts, choose a frame featuring carvings or engravings of the animal. You can also buy a wood frame with real rope around the edges for a rustic look. Insert a favorite photo into the frame before giving it to the man in your life.



Second is a belt buckle. A Western-style belt buckle featuring a gold or silver faceplate is another idea for your friend or loved one. Depending on his interests and hobbies, choose a buckle that is engraved with horses, stars, a bull head with horns or a rope design. For a personal touch, have the buckle engraved with the man's initials, or inscribe a special message on the back.



Third is a cowboy hat. Every western-loving man needs a cowboy hat of some kind. Depending on his personality and lifestyle, choose one made of straw raffia, leather or some fabric. Cowboy hats are available plain, or enhanced with a trinket band or turquoise stones.

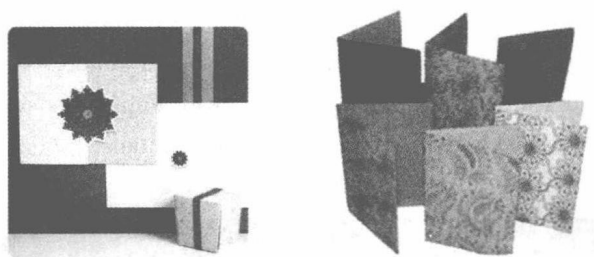


Fourth is a pocketknife. Pocketknives can come in handy, and are an ideal gift for a man living a western-inspired lifestyle. Choose a knife with a long-lasting stainless steel blade. Personalize the gift by engraving a special message or his name in the handle. You can complete the present by including a hand-tooled leather case.

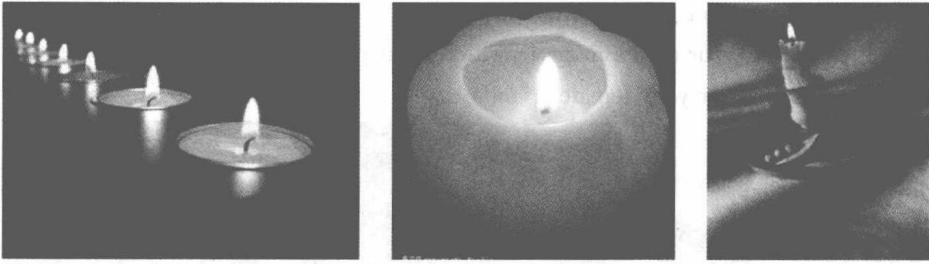


Western Gifts Etiquette for Women

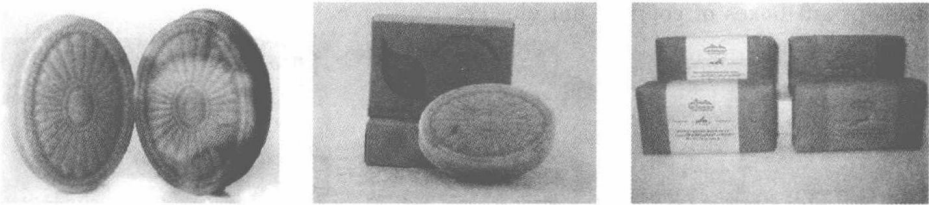
Greeting cards are available at gift shops. Secret sister cards containing words of encouragement, prayers, holiday messages and birthday wishes are available individually or in boxed sets. These cards are designed to be given to your secret sister. You can also make a handmade card for your secret sister. Be creative, using card stock, rubber stamps and stickers available at craft and hobby stores. Your secret sister will appreciate the heartfelt effort that goes into making a handmade greeting card.



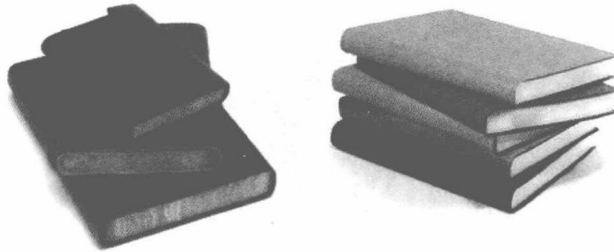
You can also give your female friends candles. Candles come in a variety of shapes, sizes and scents, ensuring you can find something that is acceptable and enjoyable for a wide range of people. You may opt for decorative unscented candles, neutral scents like fresh linen or vanilla or a selection of spicy and exotic scents from which gift recipients can choose their favorites.



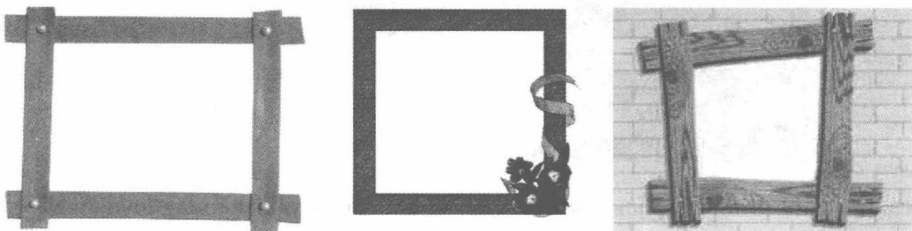
Much like candles, specialty soaps come in a variety of scents and sizes. While most women prefer to choose their own personal scents, you can still make a gift of luxurious, handmade and lightly scented soaps made from goat's milk. These make lovely gifts when wrapped in delicate paper or in pastel fabrics.



A journal is also a nice choice. Journals are useful for recording personal thoughts and feelings, collecting favorite recipes, storing addresses and phone numbers or even for taking notes in a meeting. Journals come in a wide array of styles with unique types of paper and elaborately designed covers. A designer pen makes a nice accompanying gift.



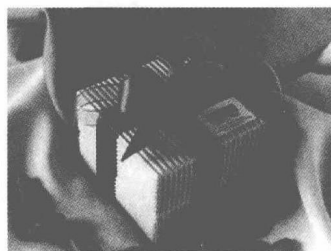
Picture frames make for an all-purpose gift, particularly if the gift is being given in concert with a special event or occasion that can be photographed and memorialized. Select frames that are feminine in nature or that feature inscriptions that are appropriate to the event being celebrated. For example, gifts selected for a sorority reunion might feature wording on enduring friendship and sisterhood.



◆ A selection of gourmet coffees and teas makes a welcome gift item. You can consider selecting unique tea cups or coffee mugs in which to display the beverage mixes and top with a ribbon-tied flavor spoon for your female friends.



It is rare to find an individual who do not love an indulgent selection of chocolates. You can choose from truffles, locally handmade chocolates, specialty fudge, chocolate-covered strawberries or gift boxes of gourmet nut clusters.

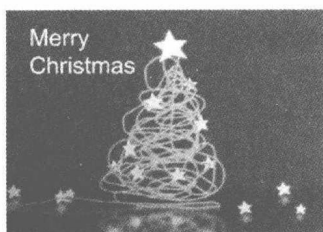


How to Write Cards



Knowing what to write in a card is a challenge. This part will inspire you how to write cards on different occasions idiomatically.

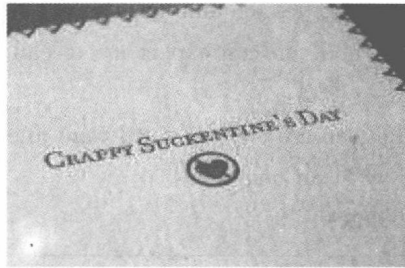
Christmas Card Message



It can be hard to think of just the right words to express your holiday love and best wishes. The following Christmas messages can be helpful.

- 1) May the miracle of Christmas fill your heart with warmth and love. Merry Christmas!
- 2) Christmas Day with mirth and pleasure, comes again with wondrous pleasure!
- 3) May your days be bright, and your heart be light! Merry Christmas!
- 4) Sending wishes to you and yours for a beautiful Holiday Season and a peaceful New Year.
- 5) May Christmas bring you the music of laughter, the warmth of friendship, and always, love.
- 6) Wishing you and your family all the warmth this Holiday Season has to offer. Have a wonderful Christmas and a New Year filled with peace and joy.

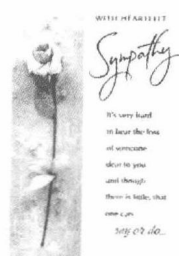
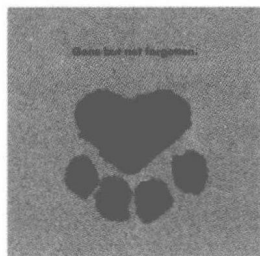
Valentine's Day Card Messages



You can use the following general Valentine's Day messages to help you get an idea of what to write on Valentine's Day card. These can make a good start to your message, and then you can add the details to personalize it a bit more.

- 1) I love loving you. Happy Valentine's day!
- 2) I don't just love you. I love that I get to have you as my Valentine. Happy Valentine's Day!
- 3) I want to let you know that I want you to be my Valentine. Again!
- 4) Cupid shoots well for me! He hit you and me with perfect aim.
- 5) Happy Valentine's Day. May God bless you with his unfailing love.
- 6) As busy as we get, we need to be reminded that we are still sweethearts. Valentine's Day is a good day for me to stop and realize how wonderful you make me feel. Happy Valentine's Day.

Sympathy Card Messages



You can use the following sympathy card message ideas for your card. You may change them as required to make them fit the person who will receive your words of sympathy. Also add a personal touch and keep your audience in mind and your sympathy message may help show some comfort during a difficult time.