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北京联合大学“十二五”普通高等教育本科规划教材

涉外文秘实务英语

SHEWAI WENMI SHIWU YINGYU

潘巍巍 张东昌 ◆主 编
陈卫红 孙志军 顾亮和 ◆副主编



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内容提要

本教材在紧密结合高等学校教学大纲的基础上, 根据本科英语文秘专业的特点, 以当前秘书工作的各个环节为主线, 全面描述了涉外文秘英语知识以及与文秘工作切实相关的实用技能, 旨在帮助学生迅速提高涉外文秘英语专业技能和综合知识的应用能力和跨文化交际能力。本书内容全面, 选材新颖, 具有较强的系统性、实用性和趣味性。既可作为高等院校英语文秘专业的教学用书, 也可用于指导高职高专文秘类专业的教学, 还可作为高等院校英语专业的选修课教材, 为英语秘书工作者提供有益的参考。

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Unit One

Secretarial Qualities

Part I Read and Practice

The Makings of a Qualified Secretary

Nowadays in the personnel market, employment for secretaries is catching more and more eyes and there are an increasing number of job-hunters regarding it as their ideal career. To win this heated profession, we are faced with such a question “What does it take to be a successful secretary?”

The days of only making coffee, answering phones and typing letters are over. A modern good secretary should not only deal with the routines, follow the boss, but also assist him well. Thus, there are many qualities a secretary should possess.

A secretary should be loyal to his/her boss. As for getting on with the boss, the secret is adaptability and loyalty. In the cruel battle-field of business, no relationship in business involves a higher degree of trust between two persons than the secretary-boss-team. A qualified secretary should take the reasonability when faced with temptation from other opponent companies.

Initiative is necessary for a secretary. A qualified secretary should work out more effective ways to deal with the daily routines so as to ease the burden of the boss. He/She should not just take the orders. In fact, true initiative is the ability to think and act for the boss. For example, a good secretary knows when to make suggestions. If the suggestions are to the point, he/she will impress the manager and is likely to be promoted in the near future.



A qualified secretary should have self-management skills. One who fails to manage himself/herself well may not only cause troubles to the job but also handicap the whole proceeding of the company. As a secretary, he/she should be well-organized to ensure that the daily routines of an office run smoothly.

A good secretary should be flexible. He/she should be quick to notice and size up a new situation and to adapt to it. He/she must fit into the mold of his/her organization, and there is always a slight crack through which he/she can show the unique personality and skills.

A good secretary should be courteous to superiors, colleagues and subordinates alike. To prove that he/she is a well-educated person, a good secretary will carry himself/herself with poise. Looking at the person that he/she is talking to with understanding eyes will be appropriate in communicating with others. And in greeting a visitor, it is desirable to use a person's name in a friendly way and make the visitor feel welcome.

It's never too late to learn. It's quite possible that one route to salvation in this competitive society may be to get very good at learning new things. Only when one is willing to enrich himself/herself on the daily basis, can he or she get well informed of the current affairs and the latest requirement in this profession.

A secretary who has the above-mentioned traits can definitely stand out and be successful.

Words List

personnel	[ˌpɜːsəˈnel]	<i>n.</i> 人员
increasing	[inˈkriːsɪŋ]	<i>adj.</i> 渐增的, 越来越多的
job-hunter		<i>n.</i> 求职者
profession	[prəˈfeʃən]	<i>n.</i> 职业
routine	[ruːˈtiːn]	<i>n.</i> 常规, 日常事务
assist	[əˈsɪst]	<i>v.</i> 协助
possess	[pəˈzes]	<i>v.</i> 拥有
loyal	[ˈlɔɪəl]	<i>adj.</i> 忠诚的
involve	[ɪnˈvɒlv]	<i>vt.</i> 包括
temptation	[tempˈteɪʃən]	<i>n.</i> 诱惑
opponent	[əˈpəʊnənt]	<i>n.</i> 对手, 敌手

initiative	[ɪ'nɪʃətɪv]	<i>n.</i> 主动性
self-management		<i>n.</i> 自我管理
handicap	['hændɪkæp]	<i>v.</i> 妨碍, 阻碍
proceeding	[prə'si:diŋ]	<i>n.</i> 行为; 进行
flexible	['fleksɪbəl]	<i>adj.</i> 灵活的
crack	[kræk]	<i>n.</i> 缝隙
poise	[pɔɪz]	<i>n.</i> 姿势
salvation	[sæl'veɪʃən]	<i>n.</i> 拯救
trait	[treɪt]	<i>n.</i> 特点

Phrases and Expressions

catch one's eye/attention	引起某人的注意
regard as	把……看作
work out	计算出, 解决
to the point	中肯的, 切题的
size up	估计……大小, 判断, 品评
stand out	突出, 显眼

Exercise 1 Choose the best answer for each of the following questions according to the text.

- What does this passage mainly talk about?
 - The importance of being a secretary.
 - The employment of secretary.
 - How to be a qualified secretary.
- Why should a secretary be loyal to his/her boss?
 - Because it is his/her responsibility.
 - Because the boss treats him/her well.
 - Because it is written in the contract.
- What does the word "initiative" mean in the text?
 - consideration
 - self-motivation
 - intelligence
- Which of the following doesn't belong to the qualities a secretary should have?



- A. loyalty
 - B. self-management skill
 - C. good education
5. What's the efficient way to survive the competitive society for a secretary mentioned in the article?
- A. Having good relationship with others.
 - B. Good at learning new things.
 - C. Having self-management skill.

Exercise 2 Complete the following sentences with the given words. Change the form where necessary.

increase	profession	assist	loyal	qualification
temptation	opponent	deal with	involve	flexible

1. The college students should be equipped with _____ knowledge.
2. The _____ of a man's muscles will lessen as he becomes old.
3. She can't resist the strong _____ to that famous movie star.
4. With the _____ of population, it's getting more and more difficult to cope with the environmental problems.
5. We should give our thanks to their selfless financial _____.
6. They are so brave in fighting against their _____ armies.
7. He was _____ in the dispute with the police.
8. The traitor was despised since he was _____ to his country.
9. What _____ have you got to have for this job?
10. Mr. Smith _____ the company's accounts.

Exercise 3 Replace the italicized parts in the following sentences with the phrases learned in this unit.

1. _____ He is very quick at *judging* problems.
2. _____ Not everything *produced or resulted in a certain outcome* in the end and we were disappointed.
3. _____ Here is a list of articles *pertinent* to the discussion.
4. _____ The newspaper headline *attracted his attention* suddenly.

5. _____ Red flags are highly noticeable against the blue sky.

Exercise 4 Study the grammatical structure of the model sentence, and then complete the following sentences with the words given in the brackets.

Model 1 Only when one is willing to enrich himself/herself on the daily basis, can he or she get well informed of the current affairs and the latest requirement in this profession.

1. Only after her death _____ appreciate her. (I, able)
2. Only when the pilot reassured the passengers _____ how dangerous the situation had been. (they, realize)

Model 2 A qualified secretary should take the reasonability when faced with temptation from other opponent companies.

1. While _____ his breakfast, he heard the door bell ring. (eat)
2. Once _____, it isn't easy to put it together. (take apart)

Exercise 5 Translate the sentences into English according to the clues given in Chinese.

1. A good secretary should know _____. (怎样以合理的方式向老板提出建议)
2. Good interpersonal relationship may _____. (确保秘书工作的顺利开展)
3. Loyal to the boss means _____. (抵制来自对手的诱惑)
4. A qualified secretary should _____. (在工作中保持主动的态度)
5. _____ (不学习新知识) does not help to make progress in the work.

Part II Text

How to Deal with Employee Training and Assessment?

Employee Training is a process of teaching the current employees the basic skills required to perform their jobs more effectively. As the competition between companies has been keen, more and more companies now realize the importance of improving their employees' performance through training. To develop and compete in today's world, a company must be able to meet the customers' needs for quality, variety and customization. This means that a qualified employee should not only be



technically equipped, but also be well equipped with creative thinking, problem-solving and communicative ability. Employee training can be dealt in various ways, but the following steps are considered to be the basic.

Step 1: **Needs analysis** aims at finding out what kind of skills the trainees need. It should first develop a standard which all the trainees should meet, and then determine what the employees still lack. For example, if we find that an employee can't perform satisfactorily, we may try to see why he failed to meet the requirements. What is the real reason for his failed commitment? Does he need a better attitude, a higher salary or skills improvement training? After that, we can design an effective training program.

Step 2: **Training program design** includes the following parts:

1) Consult the job description and specifications for specific duties and skills required on the job. These are the basic reference points for determining the contents and aims of training.

2) Prepare training materials, methods and activities that can best realize the training objectives.

3) Set up an appropriate curriculum.

Step 3: This step is to carry out the **objectives** already set up. Generally we may have several different means to implement the training plan, but the following are frequently employed:

1) Classroom instruction: Trainees are gathered in the classroom and lectures are given by the trainers. This is the most convenient and easiest way to offer new knowledge and techniques to a large number of training.

2) Seminars: Trainees are gathered to discuss some new concepts and practical methods concerned.

3) Audiovisual instruction: Trainees are gathered to watch instructional video-tapes or closed circuit television. This is particularly effective when the trainers want to demonstrate a sequence of operation processes. All the trainees may have opportunities to watch a clear demonstration on the screen.

4) On-the-job training: Experienced workers or supervisors conduct the training by teaching the employees the job-related skills while the trainees are working.

After all the training activities have been carried out, usually the company will take measures to evaluate the result of the training. The questions listed here are helpful for **Training Assessment**.

What is the trainee's attitude towards the program?

Do they understand the new concepts and skills taught in the program?

Are there any changes in their behavior after training? If any, what are they?

What else do they still lack?

Words List

training	['treɪnɪŋ]	<i>n.</i> 培训
keen	[ki:n]	<i>adj.</i> 敏锐的; 强烈的; 喜欢的
customization	[kʌstəmaɪ'zeɪʃən]	<i>n.</i> 用户化
trainee	['treɪ'ni:]	<i>n.</i> 受训人员
reference	['refərəns]	<i>n.</i> 提及, 参考, 查阅
curriculum	[kə'rikjʊləm]	<i>n.</i> 课程
implement	['ɪmplɪment]	<i>v.</i> 实现, 生效, 执行
audiovisual	[ɔ:diəu'vɪʒuəl]	<i>adj.</i> 视听的
sequence	['si:kwəns]	<i>n.</i> 顺序
assessment	[ə'sesmənt]	<i>n.</i> 评价, 评估

Phrases and Expressions

be equipped with	配备有
a large number of	大量的
closed circuit television	闭路电视
on-the-job	在职的

Exercise 1 Choose the best answer for each of the following questions according to the text.

- According to the passage, why does employee training become more and more important?
 - Because it can teach the current employees the basic skills.
 - Because employees should be highly qualified in today's business world.
 - Because it's crucial to the secretaries of daily work.
- A good employee must possess _____ besides the technical skills.
 - Creative thinking



- B. Problem-solving and communication
C. All of the above
3. What advantage does classroom instruction have based on the passage?
A. It can offer new knowledge and techniques to a large number of trainees.
B. Trainees can be gathered to discuss some new concepts.
C. Trainees can be given some lectures and watch video-tapes.
4. Audiovisual instruction is quite helpful to training because _____.
A. It can teach employees the job-related skills.
B. Trainees can enjoy music while learning.
C. It can create opportunities for trainees to watch a clear demonstration of operation process on the screen.
5. _____ is needed for designing the contents and the aims of employee training?
A. Seminars
B. Training assessment
C. Needs analysis

Exercise 2 Discuss the following questions with your partners on “How to train new employees”.

1. What is employee training?
2. What kind of qualities should a good employee possess besides the technical skills?

Exercise 3 Complete the following passage on “How to keep professional ethics” with the words in the box.

display	priority	sensitive	delegate	worthy
moral	gossip	return	deadline	cost

The following professional ethics are _____ principles relating to the job that secretary will be bound by.

Confidentiality—Always keep information private and confidential about the firm you work for and its clients. Never repeat _____ information even if you are in a discussion where everyone is wondering what is happening and you know. Always be trusted.

Loyalty—always be loyal to your boss and company. Never sell them out at any _____. However, having said this, your boss also has to prove to you he/she is _____ of your loyalty. Do not get caught up in the office _____. If you _____ your loyalty you will receive the same in _____.

Responsibility—Prove you are responsible by setting _____ and carrying out tasks in a timely manner. Always meet _____ when they are given. Your boss puts his/her confidence in you. Write yourself a “to do” list—even if its priority changes 10 times a day. Do not _____ if the job cannot be done as efficiently and accurately as you would have done it. If you do delegate, always check that the project is wise on track time. Do not just forget about it because someone else is doing it.

Exercise 4 *Translate the following paragraph on “How to become a professional secretary” into Chinese.*

In modern society the secretary is an important member of the management team, responsible not only for carrying out the executive’s wishes but also for helping to maintain a well-organized and efficient office. In other words, a secretary entering the work force faces many possible job situations. Therefore only those who have received specialized professional training will survive in a world where the methods of handling information are complex.

Exercise 5 *Write a summary on “How to become a qualified secretary”. The following points may give you some help.*

1. Initiative is necessary for a secretary.
2. A secretary should be loyal to the boss.
3. A secretary should be courteous to the people around.
4. A secretary should have self-management skills.
5. A secretary should be flexible.



Part III Additional Reading

How to Improve Knowledge and Abilities as a Secretary?

Because the world of work is changing, more and more competencies are required of secretaries. If you want to improve your competencies, you should first make clear the duties and competencies required of secretaries. The duties of secretaries can be concluded as managing and advising. Secretaries are assistants of the leaders in managing the routine of the company. Secretaries should also be good advisers for the leaders on the company's affairs. Therefore, the following competencies are required: communication, research, interaction, managing skills, versatility to cope with vagaries in work, operational and learning capacity. It's not necessary to be good at each of these competences to be excellent secretaries. All you need is to be well aware of the responsibilities of yourself and make a good combination of your knowledge, making yourself perform your duties perfectly.

I. To be professional and be rich in knowledge

Secretaries should be professional in their own industry. They should be experts in writing documents, organizing meetings, coordinating, managing information, using and maintaining the office facilities. All these need professional knowledge. In the rapid development of technology today, secretaries are not flower vases any more. Only when they are professionals can they have a place in this industry, otherwise, they can only be eliminated cruelly by society.

Secretaries have wide ranging of duties. In addition to having clerical skills, secretaries are supposed to be generalists. Internally, they are both assistants and representatives of the leaders. They are expected to assist the leaders with any occasion. They are also supposed to be skilled managers of time and people. Good secretaries anticipate the need of office staff and solve problems quickly. They are secure in handling confidential materials, dealing with high-strung executives, and the chaos that is often present in a busy office. Externally, they are diplomats, dealing with all kinds of customers and government sections. Therefore, only professional knowledge is not enough. They need rich knowledge to cope with any circumstances. In this rapid developing world, qualified secretaries should

constantly learn new knowledge, constantly think and comprehensively broaden their way of thinking.

II. To use both theoretical knowledge and practical knowledge

Experienced people and specialists write theoretical books. It is the fastest way for us to gain information and learn how to do our work from these books. However, in reality, not everything we need is written in books. Good secretaries are always skillful to use both theoretical knowledge and practical knowledge. The more theoretical knowledge they have, the more efficiently can they do their jobs. Take market investigation for example—some secretaries can find out main problems sooner and figure out how to solve them. When writing a report about the same thing, some secretaries can go to the point in a brief passage, but others cannot. The difference is whether they have more theoretical knowledge and use it efficiently in practice.

Good secretaries gain theoretical knowledge not only from books but also from documents and materials they deal with everyday. In this way, they improve their abilities for discernment and analysis. Practical knowledge can only gain from experience. Secretaries stay with leaders for long periods of time. They should pay much attention to the ways that leaders think and do things, as well as how the leaders control and lead the company. Successful secretaries learn from others' experience of success and failure and that of their own.

Words List

competency	['kɒmpɪtənsɪ]	<i>n.</i> 能力, 资格
advise	[əd'vaɪz]	<i>v.</i> 劝告, 忠告
versatility	[ˌvɜːsə'tɪlɪtɪ]	<i>n.</i> 多用途, 多才多艺
vagary	['veɪɡəri]	<i>n.</i> 奇特行为, 奇想
generalist	['dʒenərəlɪst]	<i>n.</i> 多面手, 知识渊博者
internally	[ɪn'tɜːnli]	<i>adv.</i> 内部地
anticipate	[æn'tɪsɪpeɪt]	<i>v.</i> 预期, 预料
confidential	[ˌkɒnfɪ'denʃəl]	<i>adj.</i> 高度机密的, 极受信任的
high-strung	['haɪ'strʌŋ]	<i>adj.</i> 高度紧张的, 敏感的
chaos	['keɪɔs]	<i>n.</i> 混乱
externally	[eks'tɜːnli]	<i>adv.</i> 外部地



diplomat	['dipləmət]	n. 外交家
circumstance	['sə:kəmstæns]	n. 情况, 环境
broaden	['brɔ:dn]	v. 使扩大, 加宽
theoretical	[θiə'retikəl]	adj. 理论上的
investigation	[in'vesti'geiʃən]	n. 调查, 研究
discernment	[di'sə:nmənt]	n. 洞察力, 识别, 辨别

Phrases and Expressions

be aware of...	意识到
be supposed to ...	应该
be expected to	被期待
deal/cope with	处理, 应对
the more..., the more...	越来……越……
pay attention to...	关注

Exercise 1 Choose the best answer for each of the following questions according to the text.

- What's the priority of improving secretary's competencies?
 - Be rich in professional knowledge.
 - Make clear the duties and competencies concerned.
 - Learn to apply both theoretical knowledge and practical knowledge.
- What kind of abilities should a secretary possess?
 - Managing skills and communication.
 - Operational capacity and learning capacity.
 - All of the above.
- Which of the following statements is NOT right?
 - A secretary should be professional in writing documents, organizing meetings and maintaining the office facilities.
 - A secretary's knowledge can only gain from books and experience.
 - A secretary is supposed to help their boss deal with any occasion.