“十二五”职业教育国家规划教材

Happy English Writing

快乐英语写作 3

杨永林　编制

高等教育出版社

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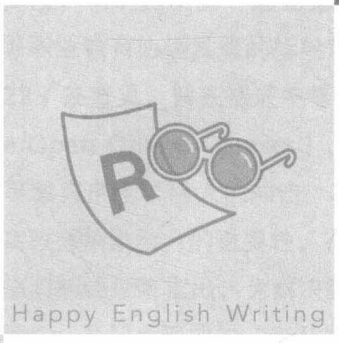
KUAILE YINGYU XIEZUO



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前　言

新世纪进入第二个10年以来，全球教育领域里，出现了一系列新的变化，深刻影响着高等教育、职业教育的未来走向与表现形式。

2010年，国务院印发了《国家中长期教育改革和发展规划纲要（2010-2020年）》，从国家教育发展战略的高度，明确提出要“建立健全职业教育课程衔接体系”。2011年，教育部发布了“关于推进中等和高等职业教育协调发展的指导意见”，从“把握方向、协调发展、实施衔接、加强保障”四个方面，形成22了条意见，旨在推进中等和高等职业教育的协调发展。2012年，“大规模开放在线课程”（Massive Open Online Courses），简称“慕课”（MOOC）教育模式的出现，犹如海啸雪崩一样，对世界高等教育产生了巨大的冲击。2013年以来，提高大学英语质量、建立质量标准体系、改进教学方法、提高教师教学能力的重要性，在新一轮的大学英语教学改革中获得了共识，得到了重申。2014年春，教育部副部长鲁昕指出，为解决就业结构性矛盾，我国的高等教育将通过革命性调整，建立现代职业教育体系——扩招后形成的“专升本”院校，要逐步转型为现代职业教育技术学院。

《快乐英语写作》系列教材的编写工作，正是在这样一个宏大的背景之下，启动、实施、修订、完成的。社会发展，讲求和谐；科学研究，贵在取舍；教材编写，权衡轻重。由此推下，选其一端，从有所注重入手，分“编写原则”“总体设计”“内容介绍”“亮点聚焦”四个方面，介绍这套新型教材。

一、编写原则

写作技能的培养，不仅仅是如何写的问题，还涉及知识内容、反馈方法、认知模式、学习体验等多方面的因素。为此，《快乐英语写作》制定出了**重综合**、**重反馈**、**重双语**、**重图文**的编写原则：

1 **重综合**：在知识内容的学习上，提倡认知为纲，规则为本，联想跟上的“三结合”；在语言技能的训练上，强调“读写译学，四位一体”的综合性。

2 **重反馈**：采用字里行间、文中加注、文末评议的“三级评改”模式，注重反馈信息的层次感与有效性，降低英语写作的错误率（error-free writing）。

3 **重双语**：充分发挥母语与英语的互动性，基础阶段，语言表述中文为主；提高阶段，语言表述英文为主。所有重点难点，均有双语表达，提高文本的可读性。

4 **重图文**：一图胜千言，既是“读图时代”的真实写照，又是90后大学生的认知特点。单元主题、词汇学习、标志译写，都配有彩色图片，具有“美图养眼，图文相益”的艺术效果。

二、总体设计

遵循高职高专英语课程教学基本要求中“实用为主，够用为度”的原则，结合高等学校英语应用能力考试大纲的水平划分，《快乐英语写作》系列教材共由4册组成：1~2册的水平对应于应用能力考试的B级，3~4册的水平对应于应用能力考试的A级。从内容安排上来说，1~4册各有侧重：第1册**重基础**；第

2册重职业；第3册重能力；第4册重拓展：

1 重基础：加强语言基本功的训练，从生活主题写作和趣味语法学习入手，体验英语写作的乐趣。

2 重职业：引入信函写作、短文写作、日程表制定等写作任务，拓宽职业训练的内容。

3 重能力：通过研究报告、新闻报道、应考之文的多元写作活动，注重英语写作动手能力的提高。

4 重拓展：注重思维训练与写作训练的互动，从实用写作和创意写作两个层面，拓宽通往职业发展／求学深造的上升通道。

三、内容介绍

事倍功半，兴趣索然，这是英语写作学习的难点所在。另一方面，新生代的大学生，又是伴随着动漫、网游、智能手机成长起来的。其特点是学习兴趣驱动，注意力散点游移，侧重身边临近事物。针对这些难点与特点，《快乐英语写作》在内容的安排上，力求做到重趣味、重多元、重关联、重实用。全套教材共有4册；每册8个单元，供一个学期使用；每个单元7个板块，内容相互关联。1~4册的主题内容和训练要点如下：

1 第1册的主题内容是生活百科，趣味语法学习，写作任务侧重短文的“填写”（Filling）和“改写”（Paraphrasing）。具体的单元板块内容有：

1 Fun grammar 知语法
2 Quick reading 读妙文
3 Correcting & translating 练综合
4 Usage tips 懂用法
5 Sign translation 译标志
6 Writing task 学写作
7 Answers to questions 对答案

2 第2册的主题内容是信函写法，强调词汇学习，写作任务侧重信函的“读写”（Reading & writing）、“套写”（Imitating）和“扩写”（Expanding）。具体的单元板块内容有：

1 Letter writing 写信函
2 Quick reading 读妙文
3 Correcting & translating 练综合
4 Vocabulary tips 记单词
5 Sign translation 译标志
6 Writing task 学写作
7 Answers to questions 对答案

3 第3册的主题内容是报告写法，强调短语学习，写作任务侧重报告的“扩写”（Expanding）和“读写”（Reading & writing）。具体的单元板块内容有：

1 Report writing 写报告
2 Quick reading 读妙文
3 Correcting & translating 练综合
4 Phrase tips 知短语
5 Sign translation 译标志
6 Writing task 学写作
7 Answers to questions 对答案

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4 第4册的主题内容是创意写作，强调文章写法，写作任务侧重长文的“读写”（Reading & writing）和巧思之文的“书写”（Writing）。具体的单元板块内容有：

1 Creative writing 写佳文	5 Sign translation 译标志
2 Quick reading 读妙文	6 Writing task 学写作
3 Correcting & translating 练综合	7 Answers to questions 对答案
4 Writing tips 知写法	

四、亮点聚焦

费事费力，实效性差，大班教学，难以周全，这是英语写作教学面临的突出问题。另一方面，写作技能的培养，又是一项实践性很强的工作。写作研究表明，写作训练，没有教师的评改反馈，学生只能在黑暗中摸索而不得其窍。面对量大面广的学生群体，两周一次的作文批改，教师只能望文兴叹，苦不堪言。针对这一突出矛盾，《快乐英语写作》提出了重自主、重方法、重微文、重技术的缓解方法：

1 重自主：引入多元题材，激发写作兴趣，充分调动大学生的自主学习能力。

2 重方法：提倡“预防式写作”，注重方法的引导，降低语言错误出现的频率。

3 重微文：通过体验式写作方法的引入，鼓励学生多写言之有物的短文、微文，少写大而无当的“八股文”。

4 重技术：利用现代信息技术，研发出Teaching Resource Platform（教学资源平台，简称TRP），实现了英语作文的自动评改。

《快乐英语写作》的编写、修改、出版过程，历时7年有余。其间，得到了很多人的帮助，需要逐一感谢。首先，感谢高等教育出版社的贾巍巍先生、闵阅女士、曹臻珍、王琳琳、李森、王东岗编辑，李小璐、张志奇美工。其次，感谢北京青年政治学院英语系的老青教授、程云艳、何明华老师，提供了来自一线教学的需求和建议；感谢深圳职业技术学院应用外国语学院的司建国教授，分享了海量学生习作；感谢韶关学院外语学院的安晓灿教授、长春汽车工业高等专科学校的黄星教授，提供了原汁原味的学生作文。再次，感谢清华美院的研究生何珏琦、焦骏婷同学，为这套教材绘制了精美的图片；感谢清华大学外文系的研究生高洁、包凯同学、中国政法大学的丁韬老师，为这套教材提供了资源和技术支持。最后，感谢美国加利福尼亚州立大学Paul Adams教授，仔细通读修改了全套教材，提高了文本的可读性和语言的正确性。

我们深知，有了好的教材，这才是万里长征走完了第一步。英语写作教学的改革之路，任重而道远。教育强国的“中国梦”，需要一线教师的共同努力，才能实现。为了这个伟大的梦想，不论征途有何艰难困阻，我们愿和大家一起同行！

杨永林

2015年初夏于荷清苑

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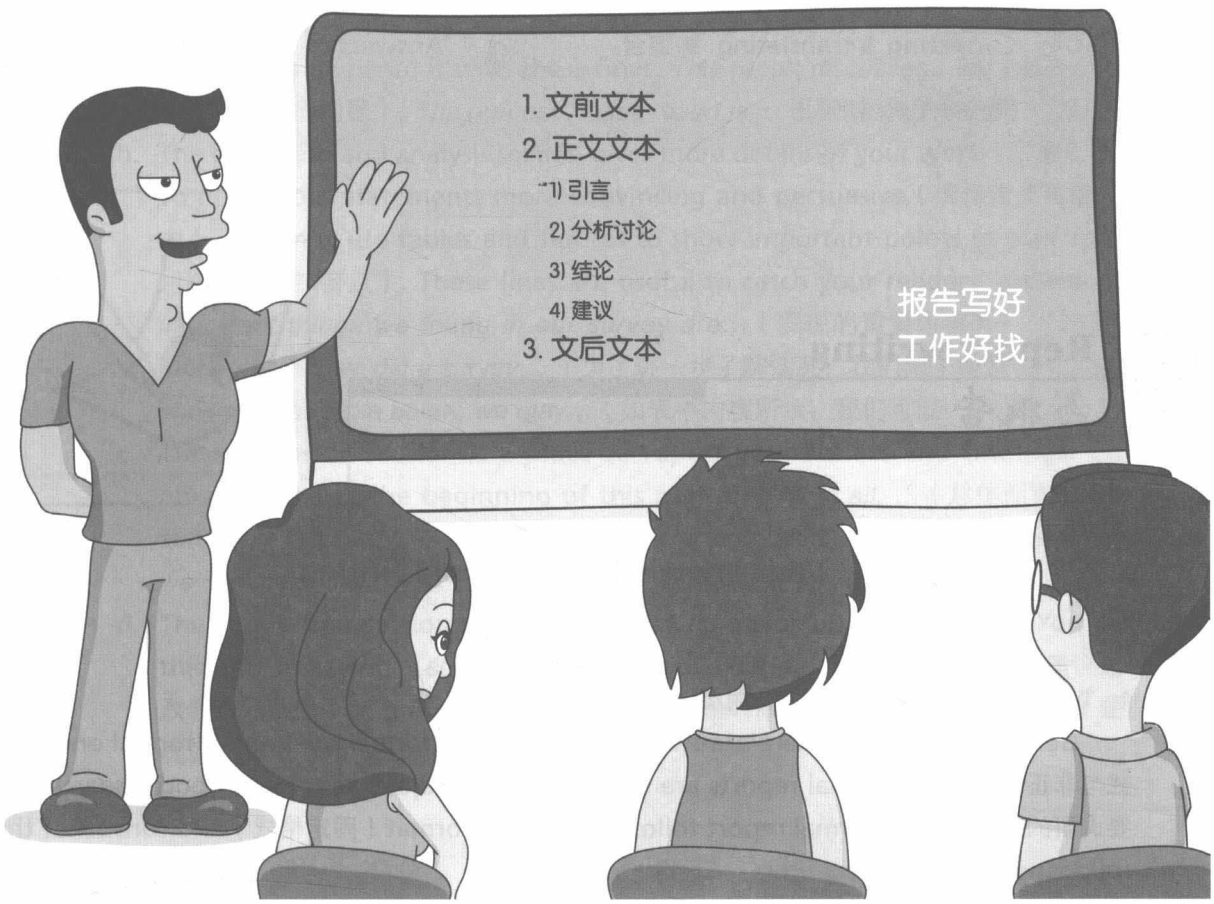
Unit 1

Write a report for future work

写报告，求发展



Introduction

开场白

To get a good job is not a piece of cake at all（找工作，不容易）. As you will learn soon, there are many things involved in job hunting（找工作）. Among them, your ability in report writing（写报告能力）is surely an important one. On the other hand, it is also true that there are reports and reports, and we can't expect to learn them all（报告有多种，无法都掌握）. In a situation like this, a more sensible way is to choose commercial reports as a starting point（选择商业报告为起点，实为明智作法）.

本单元共由7个“微板块”（miniparts）组成，主要内容是：结合“报告写好，工作好找”的主题，写报告、读妙文、练综合、知短语、译标志、学写作、对答案。

Report writing 写报告
Sign translation 译标志
Quick reading 读妙文
Writing task 学写作
Correcting & translating 练综合
Answers to questions 对答案
Phrase tips 知短语

1 Report writing 写报告

Basic knowledge for report writing

如何写好报告?

1 Two types of report 报告分两类

Generally speaking, there are two types of reports: formal ones and informal ones (正式与非正式报告)[1]. Formal reports are usually for big projects that need good research (需要调研的大项目). A formal report follows a definite format (固定格式) and consists of the following three parts:

a. Pretext 文前文本
b. Body text 正文文本
c. Post-text 文后文本

2 Similar body part 正文几相同

Each of the above parts consists of more things than we can discuss here. A better way to organize our discussion is to choose something that is shared by formal reports and informal reports. And this is the body text of a report. This part not only describes methods and procedures used in a report (所用方法与步骤), but also includes results and conclusions (所得结果与结论). Moreover, it also gives you space to make suggestions as well (留有空间，提出建议). Based on this understanding, primary elements in the body text can be summarized as follows (报告主体的内容有):

a. Introduction 引言
b. Analysis and discussion 分析讨论
c. Results and conclusions 结论
d. Suggestions 建议

[1] Part of this section is based on the reports entry (报告词条) in *The Business Writer's Handbook* by G. J. Alred, C. T. Brusaw & W. E. Oliu (Boston: Bedford/St. Marin's, 2006).

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3 Detailed knowledge 学会表达法

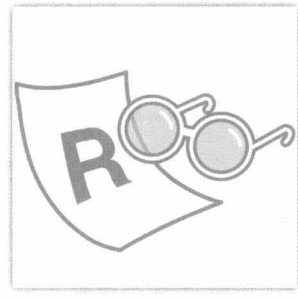
Concerning the body text, we will say more about each of these four parts so that you can start your report writing in a comfortable way.

a. The introduction part states the purpose and scope of your report（报告目的与范围）. You may begin it with these lines: *This report discusses...the issue of...*（本报告讨论……的问题）, *The purpose of this report is to...*（本报告的目的是……）

b. The discussion and analysis section gives more details of your work（汇报工作细节）. To make your statements more convincing and persuasive（确保论点可信、有说服力）, you may use tables and figures to show important points in your report（巧用图表，介绍要点）. These lines are useful to catch your readers' attention: *Some important things we found in our survey are...*（发现的重要内容有……）, *To know more about it, we did a survey...*（为了进一步了解情况，我们做了调研……）and *As is shown by the table below, we may...*（如表中内容所示，我们可以……）

c. The conclusion section is a place to report your results and findings. Common phrases used at the beginning of this part are: *All in all, ...*（总体而言，……）, *In sum, ...*（总而言之，……）, *Based on what has been said above, some conclusions we can make are...*（基于上述情况，我们得出的结论是……）

d. The suggestion section states your good ideas for others to follow. You can start this part by saying: *I suggest that we improve our product quality by...*（建议通过……改进产品质量）or *It is suggested that better services should be provided...*（建议提供优质服务）



2 Quick reading 读妙文

Two articles are given below. One is a summary report by an experienced writer（写作老手）, while the other is an informal report by a green hand（写作新手）. We believe that a quick reading of them will make your work easier and more interesting.

Minireports
形形色色的“小报告”

Where there is a company, there will be reports（有公司就会有报告）. As a future employee in a global company（国际化公司的未来员工）, report writing is a skill you should have. Informal reports are what you will meet quite often in your work. Informal reports have a wide coverage（使用范围广泛）.

Progress reports（进度报告）, activity reports（活动报告）, trip reports（出差报告）, trouble reports（事故报告）, letters sent outside your company（外送信件）, memos（备忘录）or e-mails sent to your boss, colleagues and clients（发送上司、同事、客户的电子邮件）all belong to this type of reports.

A progress report offers information concerning a research project, its status, working schedule, budget, and so on（研究项目，进展现状，工作计划，经费预算）.

An activity report is about the progress of an ongoing project（在研项目）. This report is written around a familiar project and submitted quite often so it is more informal than a progress report（已有 / 立项项目，多次提交，更为简便）.

A trip report is a record of a business trip and its results （出差记录与结果汇报）.

A trouble report has to do with bad things, and it usually provides information concerning an analysis of accidents, equipment or health problems（事故汇报，设备故障，健康问题）.

Coming to this point, we are sure that you know what informal reports are. If you want to be a qualified employee（合格员工）, you need to write numerous reports. You can start your trip of report writing by first reading a business report by a student writer like you.

A plan for starting ~~net~~ an Internet business

网络销售方案

By *Eva*

1 Introduction

1. Our aim

We want to be one of the ~~**net providers**~~ **Internet** business **providers**（网络供应商）to students of our university.

2. Our service

We are going to establish our site on the campus net**work**（校园网）, where the students can see ~~**the**~~ pictures of most of the goods（商品）and their prices. They can order things by sending us the order form via email or text（邮件或短信发送订单）. The goods will be delivered directly to their doors in ~~**less**~~ **fewer** than 6 hours. The average price will be lower than other stores

on campus.

2 Analysis and discussion

1. Market survey

There are over 10,000 students in our university, which enjoys the best network environment in China, and all the students can use the campus net in their dorms. This forms a large potential market ~~on the net~~. To know more about our potential customers, we did a questionnaire investigation (做了问卷调查，了解潜在顾客).

2. Questionnaire survey

A questionnaire form was made, which ~~includes~~ **included** the following questions for students to answer:

a. Is there a computer in your room?

b. How often do you surf on **the** Internet?

c. How do you select a store? Please choose one from the following three:

i. Low prices

ii. Convenience (such as close location) (地理位置)

iii. Other~~s~~ **reasons**

d. If we establish a campus **Inter**net business, ~~will~~ **would** you buy things there?

e. If you ~~do~~ **did**, what ~~will~~ **would** you buy?

f. What way of paying would you like most?

i. By cash only after seeing the goods

ii. By Credit Card or third-party payment such as PayPal or Alipay (第三方支付形式，如“贝宝”或“支付宝”)

iii. Through your account (账户) in our company

3. Data analysis

Twenty students took part in the questionnaire survey. The results ~~of the survey~~ are reported as follows:

a. The percentage (百分比) of computers in the dorms is 100%.

b. 98% of the students ~~asked~~ **investigated** surf on the net at least once every day.

c. About 67% of the students choose stores according to ~~its~~ **their** location. About 21% say that they ~~will~~ **would**

go to another store if they know that the price is more expensive here.

d. 100% of the students will buy articles of everyday use. 60% will buy foods, such as instant noodles, and 46% of them want to buy stationery **items**, such as paper~~s~~ and notebooks. Some students suggest us to provide more daily goods when we introduce this net shopping service.

e. All of the students choose the first way of paying. About 60% say that they ~~will~~ **would** consider ~~start~~ **opening** an account (开设账户) in the company if they feel the service ~~of the company~~ is reliable and satisfactory.

批注：Suggest不同于advise，后面不能跟“宾语+不定式”，但是可以跟that引导的从句或者分词短语。修改的方法有两种：1）把suggest换为advise；2）把不定式改为从句：They suggest that we should provide more daily goods.

3 Conclusions

From question**s** 1, 2 and 4, we can see that almost all the students whose dormitories are connected to **the** campus net have frequent contact with the net. As a generation that is easy to accept new things, they have no difficulty ~~in accede to~~ **accessing** the new way of ~~purchase~~ **purchasing**. This situation offers a favorable background for net sale**s** on campus.

Some 67% of the students pay more attention to convenience, which ~~is~~ mostly ~~referred~~ **refers** to the store's location. This can explain why stores near students' living areas sell so well even when their prices are much higher than the average of the market. To take a kind of instant noodles, Tongyi 100, as an example, the unit price in the store nearby No. 8 Dormitory is RMB 1.9, whereas in **the** School Supermarket, it is RMB 1.7. However, since ~~no one likes~~ **students do not like** to go too far for just a package of instant noodle**s**, they have to pay 11.76% more for every one they buy. Thus, if we set our average price at 5% higher **than the** School Supermarket and offer delivery service, it will be very attractive to students.

批注：Change to letters. The questions above are not numbered but marked with letters, such as a)（把阿拉伯数字改为英语字母，以便和上面的标注方法保持一致）.

4 Suggestions

Based on the above discussion, we believe that if we start a net-business like this, we ~~can~~ **could** make **a** profit. Here are our suggestions for starting a business like this:

1. We should set our sales on everyday necessities, convenient food and stationery (销售针对日常需求).

2. Before we set up our fame and faith, we will have to collect money by everyday trade we make（树立知名度与自信心）.
3. The prospect for establishing accounts for our consumers is very optimistic（前景十分乐观）.

Professor's comments and suggestions

It's a nice project, small but attractive. Below are some questions I would like you to think about before you really want to start this business:

1. *How about the cost of your employees*（员工工资）*? If you take their payment into account, can you still make money by your net service?*
2. *How about the diversity of your service*（服务的多元性）*? If you include a book store service in your project, you'll have a bigger market.*
3. *In your title use "Internet" and not "net", as it is possible for readers to think you are talking about some kind of net. The general rule is to be careful about using slang abbreviations, especially in a business report*（特别是在商业报告中，使用术语缩略形式要注意，避免误解）.
4. *One difficulty in English is the so-called conditional mood*（虚拟语气）*. This means that situations marked by "if" must use would rather than will, or could rather than will. Look in your report above and you will see these usages*（习惯用法）.
5. *Also, near the end of the conclusions section, you use the pronoun "no one", which is singular*（单数形式）*. Later in a sentence, you must use "his or her" instead of "their". The alternative*（替换作法）*is to change "no one" to "no students", and then you can use "their".*

3 Correcting & translating
练综合

英语写作要好，基本功少不了。为了训练同学们的写作基本功，我们准备了两种练习，供同学们学习实践，提高英语写作的准确性和表达力。

1 综合练习：下面的句子，蓝色粗体部分有问题，请修改。

a. Research **originated** the human being's curiosity（好奇心）, so doing research may be a kind of instinct（一种本能）.

b. These are methods **for improve** your English.

c. Doing research **on your field** can help you enrich your knowledge（丰富知识）.

d. There was a small factory in **city** which **was hired** 40 to 50 workers.

e. At the moment, I **was thought it the high salary**（高薪）, then I decided to stay.

f. **Plan** of net sales（市场报告的标题）

g. As a generation that is easy to accept new things, they have no difficulty in **accede to** the new way of purchase.

h. They always **think more thoughtful** than others, in other words, they always spend more time on doing more research than others.

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