



高校涉外秘书专业系列教材 总主编◎杨剑宇

Secretary

涉外秘书 英语阅读

莫玉羚 周红宇◎主编



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总 序

涉外秘书是指在我国三资企业、外国驻华机构、我国涉外单位和部门等供职,辅助上司实施涉外经济活动或涉外事务管理的专门人才,是改革开放后产生的新型的外向型秘书。

涉外秘书要求能精通外语、操作办公自动化设备,懂经济、法律,掌握秘书工作理论和技能,了解和适应不同的中外文化环境,具有国际眼光,熟悉国际市场游戏规则,适应国际竞争的需要。

我国高校的秘书专业诞生于1980年。1984年起,在广东、上海、北京先后产生了涉外秘书专业。当时,有的称中英文秘书,有的称现代秘书等等。1996年,教育部高等教育自学考试办公室将涉外秘书作为一个独立的自考专业设置。同时,在成人高校也设立了涉外秘书专业,先是专科,后发展成既有专科,也有本科。众多高校也设置了涉外秘书专业的本科方向。2012年,秘书学专业被教育部列入本科目录,涉外秘书专业迎来又一个发展高潮。

专业建设,教材领先。我从上世纪80年代中期起在上海任教涉外秘书专业课程,教材是自编的讲义。从90年代起的一二十年中,先后应华侨出版社、湖北科技出版社、上海人民出版社之约,在讲义的基础上修改补充,弃旧增新,出版了几批涉外秘书专业的教材,包括全国自考统考的涉外秘书专业教材。计有《涉外秘书概论》、《涉外秘书实务》、《秘书和公共关系》、《涉外秘书礼仪》、《涉外秘书英语》、《秘书英语》等。这些教材满足了高校师生教学的急需。但是,由于这几批教材是在讲义基础上产生的,难免存在局限性。尤其,涉外秘书专业的根本特性是涉外性,外语是涉外秘书的基本功,而这些教材除《涉外秘书英语》、《秘书英语》外,全是中文写的。所以,我一直计划组织编写一套以英语为主的,更加适合实际需要的涉外秘书专业教材。

在华东师范大学出版社和上海建桥学院的支持下,这一计划得以实现。我们组织了从事涉外秘书专业教学多年、具有丰富经验的一线教师,编写成了这套教材,计有7册:《涉外秘书导论》、《涉外秘书实务》、《涉外秘书英语综合》、《涉外秘书英语阅读》、《涉外秘书英语写作》、《涉外秘书英语听说》、《涉外商务单证》。除《涉外秘书导论》和《涉外秘书实务》是用中文写的外,其余均用英语撰写。

掌握一门外语,是担任涉外秘书的基本条件。由于英语在世界上最为流行,因此,涉外秘书应当熟练地掌握英语。熟练地掌握英语,包括准确地听懂,流利地说清,快速地阅读,熟练地书写和翻译。涉外秘书工作的实践证明,仅学习、掌握普通英语是不够的。要胜任涉外秘书工作,还

必须学习、掌握涉外秘书工作的职业英语。为此,我们针对涉外秘书工作的实际需要,在调查了解涉外秘书实际工作的基础上,编写了本系列教材,以满足师生的需要。

本系列教材的编写,遵循三个原则:实用;由浅入深;训练听、说、读、写、译能力。

实用是指本系列教材内容紧紧围绕涉外秘书的主要业务,如接听电话、接待来访、安排上司工作日程和商务旅行、筹办会议以及处理邮件、传真,拟写社交书信、贸易信函、经济合同等,对这些业务,本系列教材具有直接的指导作用。

由浅入深是指本系列教材的布局先从最简单的运用英语接听电话等开始,继而逐步深入,做到由易到难,循序渐进。

训练听、说、读、写、译能力,指本系列教材内容既有接听电话、接待来访等以训练听说能力为主的单元,也有传真、拟写社交书信、贸易信函、经济合同等以训练读写译为主的单元,还有筹办会议、应聘等综合训练听、说、读、写、译能力的单元。

同时,我们还组织编写了秘书学本科专业系列教材,其中的《文书处理和档案管理》、《秘书应用写作》、《管理学原理》、《秘书公关原理与实务》、《中国秘书史》、《秘书心理学》等教材,涉外秘书专业可以通用。这样,这套教材实际上共有13册,是至今最完整的名副其实的涉外秘书本科系列教材。

在本系列教材的出版过程中,华东师范大学出版社的李恒平、范耀华和姚望三位编辑给予了很大帮助,在此谨表谢意。

我们付出了努力,希望把这套教材尽可能编得好些。但是,由于涉外秘书尚是发展中的专业,加之我们水平有限,本系列教材不足之处在所难免,敬请广大读者指正。

本系列教材得到上海市扶持基金项目资助。

楊劍宇

2013年2月

前 言

秘书学于2012年正式列入教育部本科目录,这是秘书界一件可喜可贺的大事。可喜之后,难免有点忧愁。那就是秘书学本科的教材建设,特别是秘书(本科)英语的教材建设。我们知道,教材作为“整个教育系统的软件”,它不仅反映着社会发展的要求,同时在某种程度上还直接决定着受教育者的培养质量。因而,世界各国都非常重视教材的开发和建设。今日之秘书人才培养,不能再局限于“办文、办会、办事”能力,而是要立足现代开放型经济对秘书岗位能力的需要。由此可见,我们培养出的涉外秘书本科人才要具备较高的岗位英语应用能力才能胜任其岗位要求,尤其是涉外企事业单位秘书岗位所需的英语应用能力,这是未来秘书学本科涉外秘书英语教材建设的重点。基于此,由上海建桥学院秘书系牵头,华东师范大学出版社组织国内从事涉外秘书英语教学的一线骨干教师和企业涉外秘书岗位从业人员参与编写这套《涉外秘书英语系列丛书》,这套丛书核心理念旨在培养涉外秘书岗位所需的英语应用能力。

本教材是《涉外秘书英语系列丛书》中的阅读教程。全书12个单元,旨在培养和提高涉外秘书岗位所需的管理能力,内容涉及:办公室管理、信息管理、业绩管理、会议管理、商务差旅管理、人事管理、现金管理、财务管理、营销管理、商务管理和创新等。每单元的内容选取和体例设置,围绕创新型人才能力培养展开。

PART A

选材是一篇文字浅显但非常幽默的趣味短文,幽默中蕴含管理理念。设置这部分内容旨在激发学生的学习兴趣,浅显的文章确保每位学生(即使英语基础不好)都能读得懂,幽默风趣的内容让每位学生都喜欢,同时在阅读后设置一些思考题启发学生,培养学生的思辨能力。

PART B & C

选取两篇与单元主题紧扣的文章,设置2—3个在阅读之前的讨论题,作为阅读导入;学生阅读后,再完成巩固练习。练习设置充分注意难易结合,基础知识与能力提高相互关照,关注每位学生的发展。

PART D

阅读技能培养。这部分介绍了常用的阅读策略,包括预测、略读、快速阅读、根据上下文推测词意、信息归纳、观点提取等。每种策略先做简要介绍,然后配有相关的练习,检验和巩固学生对该阅读策略的理解和掌握。

PART E

作为单元巩固阅读练习,既是单元核心内容的延展阅读,也为学生参加各类证书考试提供实战练习,比如托业考试、剑桥商务英语证书、剑桥商务秘书资格证书等。本单元的题型以上述与涉外秘书相关的岗位或资格证书考试的考纲来设置。

参与本教程筹划和编写人员,有来自高校的一线骨干教师,部分参编者还是双师型教师,曾在公司任职,有着丰富的实际操作经验和公司企业管理经验,还有来自一线岗位的外企涉外秘书人员。

涉外秘书(本科)教材的编写,还在不断的探索中,我们大胆地迈出第一步。在探索中前进,这其中肯定会有这样那样的不足,万望同仁和专家提出批评和指正。

编者

2012年12月

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Unit 1

Office Management (I)

Matrix

- E-office
- Office manager

Part A Brainstorming

Directions: Read the following short story and fill in the blank. And then discuss the following questions.

-
- What can you learn from the funny story?
 - What do you think of the former CEO?

Three Envelopes

A fellow had just been hired as the New CEO of a large high tech corporation. The CEO who was stepping down met with him privately and presented him with three numbered envelopes. "Open these if you run up against a problem you don't think you can solve," he said.

Well, things went along pretty smoothly. But six months later, sales took a downturn and he was really catching a lot of heat. About at his wit's end, he remembered the envelopes. He went to his drawer and took out the first envelope. The message read: "Blame your predecessor." The new CEO called a press conference and tactfully laid the blame at the feet of the previous CEO. Satisfied with his comments, the press and Wall Street responded positively. Sales began to pick up and the problem was soon behind him.

About a year later, the company was again experiencing a slight dip in sales, combined with serious product problems. Having learned from his previous experience, the CEO quickly

opened the second envelope. The message read: "Reorganize." This he did, and the company quickly rebounded.

After several consecutive profitable quarters, the company once again fell on difficult times. The CEO went to his office, closed the door and opened the third envelope. The message said: "_____"

The following information may do help to expand your thinking perspective:

1. Why was the former CEO fired? And what was his experience of managing the company?
2. Product life cycle vs. Company life cycle
3. In your opinion, can a manager stay in his or her position for a lifetime? Why or why not?

Part B E-Office

Pre-reading Questions

- What is E-office, OA (Office Automation) and Paperless Office?
- What are advantages and disadvantages of E-office?

The electronic office, or e-office, was a term coined to cover the increasing use of computer-based information technology for office work, especially in the 1980s. It was a marketing buzzword at the time, but now it is not so widely used since all modern offices are electronic offices.

The term appeared much earlier in the name of the LEO computer (Lyons Electronic Office), that first ran a business application in 1951 in England.

The ongoing process that led to e-office adoption was elimination of paper and making most of the office communications electronic. The definition of electronic office is not precise, and it might be either:

- the introduction of individual computers running office software applications, such as word processors,
- or the interconnection of office computers using a local area network (LAN),

- *or the centralization of office functions via web applications.*

The introduction of e-office improved accuracy and efficiency of organizations and thereby improved their level of service, while theoretically lowering costs and drastically reducing the consumption of paper. Many documents are still being printed out and circulated on paper, however, especially the ones that require signature.

E-office can make the office work more efficient. However, every coin has two sides, sometimes we will complain that it is no more efficient with electronic communication than they were with paper. Here is a simple set of rules and suggestions to help secretaries deal with the barrage of e-mails that they receive.

One of the first issues that causes confusion with new e-mail users (and many veterans) is deciding on which line to place a recipient: To, cc, or bcc. When addressing a message, observe the following guidelines:

- **To:** *Put people on this line who are responsible for acting on information in the message body or to those from whom you expect a direct response. Unless the recipient is expected to do something as a result of receiving the mail, then don't put his/her name on the To line.*
- **CC:** *cc stands for courtesy copy. (E-mail history scholars will argue that this stands for carbon copy, but since none of us has ever gotten his or her hands dirty by reading an electronic piece of correspondence, it really doesn't seem appropriate to carry this 1970s metaphor forward.) This means that you're letting these people know about the contents of the message as a courtesy only and you do not expect them either to respond or to act on the basis of receiving the e-mail. In general, you should not hit Reply to All when responding to a cc message. Reply to All should only be used when responding to a message in which you're included on the To line. As a cc recipient, the sender of the message did not intend to engage you in a dialogue about the subject, but only intended for you to know as a courtesy.*
- **BCC:** *bcc means blind courtesy copy. This means that you want someone to know about a message, but you don't need or want the other respondents to know that others are receiving the message. The most common use for addresses on this line is: Doing broadcast mailings (Put yourself in the To line and all the broadcast recipients in the BCC line); Sending a mail to outside parties and alerting people inside the company that the message has been sent.*

Remember that if you put someone's e-mail address on the BCC line, then the external

recipient doesn't have a copy of the e-mail address, but if you put them on the CC line then the external recipient has the e-mail address (potentially leading to more spam or people making contacts inside the company that were not intended to be allowed by the sender of the message).

One final recommendation: Never send a response of five words or less unless the sender specifically requests a response from a predetermined list of choices. (Will you attend the meeting? Yes/No.)

If you're the only person on the To line, then it should be understood that if there are actions to take as a result of the message, then you'll take care of it. And if you're not going to, then it should require a more detailed response than "no" to explain and sending a response of "OK" or "I'll take care of it" is unnecessary.

Task One Choose the best answer to fill in the blank.

1. Digital is the _____ of the moment in communication technology.
A. headline B. deadline C. buzzword D. big word
2. As the champion of the Beijing Olympics, his _____ from the competition in the first round in London Olympics was a great surprise.
A. limitation B. elimination C. delimitation D. diminution
3. If you say that there is a/an _____ between two or more things, you mean that they are very closely connected.
A. interconnection B. internet C. connection D. relation
4. Every _____ has two sides, so it depends on you how to treat it.
A. person B. thing C. note D. coin
5. At the meeting, all the attendees lodged a _____ of complaints about the low salary.
A. bag B. barrage C. bar D. rage
6. Although she would not like to accept his invitation, she wrote a letter of thanks out of _____.
A. recipient B. revenge C. courtesy D. appreciation
7. _____ will be treated as spams or junk mails by receivers sometimes.
A. Mailings by CC B. Broadcast mailings
C. Mailings without subject D. Mailings by BCC
8. An alarm sounds when the temperature reaches a _____ level.

- A. predetermined B. determined C. doomed D. predicted

Task Two Decide whether the following statements are true or false according to the text.

.....

1. () E-office is out of time because it has been replaced by more advanced technology.
2. () E-office is paperless office.
3. () E-office may sometimes make work less efficient.
4. () Knowing how to deal with emails can make secretaries work more efficiently.
5. () The external recipient cannot see the e-mail address on the BCC line.

Task Three Translate the following sentences from the text into Chinese.

.....

1. Many documents are still being printed out and circulated on paper, however, especially the ones that require signature.

2. Unless the recipient is expected to do something as a result of receiving the mail, then don't put his name on the To line.

3. As a CC recipient, the sender of the message did not intend to engage you in a dialogue about the subject, but only intended for you to know as a courtesy.

4. This means that you want someone to know about a message, but you don't need or want the other respondents to know that others are receiving the message.

5. If you're the only person on the To line, then it should be understood that if there are actions to