

工学结合新视野
· 高职高专
“十二五”规划教材

总主编 王宗湖

高职实用英语

(上册)

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(Shangce)

主 编 姚 东



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总 序

经过十几年的跨越式发展,我国高职教育取得了长足进步,无论是办学数量还是招生规模都占了我国高等教育的半壁江山。但是,我们必须清醒地看到,目前我国经济的飞速发展及结构的重大调整,已经对高职教育提出更高的要求。为使高职教育尽快适应新形势,2006年教育部、财政部联合启动了《国家示范性高等职业院校建设计划》,建设了百余所示范院校。2010年7月教育部再度发布《教育部、财政部关于进一步推进“国家示范性高等职业院校建设计划”实施工作的通知》,新增100所左右骨干高职建设院校。两次示范校建设计划的实施,主要目的就是通过示范性建设工程,引领、带动所有高职校,不断提高办学适应能力,提升办学质量和育人水平,增强服务区域经济社会发展的功能。

最近,国务院颁布的《国家中长期教育改革和发展规划纲要》(2010-2020年)(以下简称“规划纲要”)指出:“职业教育要面向人人、面向社会,着力培养学生的职业道德、职业技能和就业创业能力……”,提出“要把提高质量作为重点。以服务为宗旨,以就业为导向,推进教育教学改革。实行工学结合、校企合作、顶岗实习的人才培养模式”。可见,国家已将提高教育质量作为今后一段时间高职教育教学改革的重点,并将“工学结合、校企合作、顶岗实习”列为人才模式改革的方向,明确提出高等职业教育主要培养具有“职业道德、职业技能和就业创业能力”的人。

教材作为“整个教育系统的软件”,是培养人才的蓝本。客观地讲,经过十几年的探索,我们已经认识到高职教育的培养目标、课程体系、教学模式与普通本科实施的学科教育之间的差异,并进行了多方面的教学改革研究与实践,也试图引进国外先进的课程模式以推动课程改革。但职业教育毕竟与其他高等教育不同,其中,“就业”和“高技能”是其主要的目标指向。因此,职业教育的课程设计应以满足产业发展为宗旨,以新的职业能力内涵为目标构建系统化的课程,突出体现“就业导向”的职业能力培养。但目前,我国职业教育教学和管理模式受传统教育思想和教育模式的影响较深,以能力为本位的教育观还未完全形成,课程改革和教材开发还远远满足不了形势发展对高职教育的要求。因此,为更好地适应我国走新型工业化道路,实现经济发展方式转变、产业结构优化升级需要,高等职业教育必须加快课程体系改革和教材建设的步伐,建立符合时代特征和具有我国特色的职业教育新思维、新模式、新课程体系。

鉴于此,对外经济贸易大学出版社为适应教育发展的新形势,并努力推动高职高专院校的教材建设,委托我们组织全国职业院校的教师及具有企业工作经验的业务骨干,编写这套工学结合新视野高职高专“十二五”规划教材。本系列教材暂包括基础课程、国际经贸、工商管理、财会金融、物流管理、连锁经营、电子商务、旅游与酒店管理 etc 八大专业。

为使教材编写尽量适应高职教育的特点及时代发展的新要求,我们在编写教材过程

中,尽可能把最新的研究成果吸收渗透到教材中来,在内容安排、教法选择、编写体例等方面也进行了较多的改革,甚至是新尝试。本套丛书具有以下特点:

1. 以“能力培养”和“创新教育”为主线,架构教材总体框架

本套丛书各册教材,在基础理论讲授之后,每篇均加列“技能训练”专章,通过采用典型案例分析、模拟操作等形式,引导学生对本篇的重点、难点内容进行分析、讨论、练习和模拟训练;每章结束后针对本章重点内容设计了“个案分析、学以致用、讨论思考”等项目,以达到强化学生对基础理论和业务环节处理技巧的掌握。这些新增加的关于“能力培养”和“技能训练”等新内容,约占整本教材篇幅的1/3,体现了国家对职业教育课程改革的诉求。这种编写体例的运用在目前经济类课程的教材中还较少见,希望这种新的尝试能经日后的教学实践验证,是一种“能力培养”和“创新教育”的有效方法。

2. 改革人才培养模式,尝试教学模式与教法创新

《规划纲要》要求各高职院校不断创新人才培养模式,“深化教育教学改革,创新教育教学方法,探索多种培养方式”,“倡导启发式、探究式、讨论式、参与式教学,帮助学生学会学习。激发学生的好奇心,培养学生的兴趣爱好,营造独立思考、自由探索的良好环境”。为此,在本套教材的编写过程中,我们注意到国家对高职院校的这种改革要求,在编写方法上尽量运用提示、启发、引导、讨论和模拟等方法,其目的是使学生运用所学知识在进行初步的分析、综合、比较、分类后,达到将知识、技能抽象概括具体化,提高学生灵活分析和解决问题的能力。这样,既与国家对高职教育培养目标相吻合,又适合学生的学习思维特点,并容易激发学生的学习兴趣,所以,较之传统的教学方法有了较大的改革与突破。

3. 建立综合性、实践性新课程,提高人才培养的针对性、实效性

江泽民同志在第三次全国工作会议上指出:“职业教育和成人教育要使学生掌握必要的文化知识的同时,具有熟练的职业技能和适应职业变化的能力”。可见,现代职业教育呼唤综合型、应用型、技能型的新课程的设立。为反映这些要求,我们在每个专业都增设了《综合技能》课程,以此作为经济管理类各专业实践课的应用教材。该科目在内容上以各专业的主要业务为线索,将骨干核心课程的知识高度浓缩,有机串联。将主干课中没有系统讲授而实际工作中必然牵涉到的知识纳入其中,弥补了原来系列教材的欠缺与不足。同时,该系列教材大量采用模拟教学和案例教学,让学生以“业务员、经济师、总经理”的身份参与学习与训练,独自策划交易,进行经济活动等,刻意营造一种仿真情境,让学生在“训练”中学习,在“情景”中增长才干和积累经验,有效地将知识转变为专业性的技能技巧,提高其解决和处理实际问题的综合能力。总之,各专业《综合技能》的设立,是按照国家对教育学科的设置“要多增加综合课”的要求而设立的新型试验科目,其主要目的是通过运用灵活有趣的模拟训练及案例教学等手法,启发诱导学生的立体思维,全面提高其独立操作经济业务的综合实践能力。由于是初次尝试,所以希望大家多加以关注,并提出指导性的建议。

本套丛书的编写,得到了有关院校领导和学者、教授的大力支持,并引用了有关作者的部分资料,在此一并表示谢意。

本套丛书无论从体例安排到内容设置，从知识点的归纳到教法的运用，都进行了大胆探索和尝试，意欲为我国财经类高职高专教材的编写与探索尽微薄之力，但由于时间和水平有限，疏漏和不足甚至是错误在所难免。希望广大教师、读者多提宝贵意见，以便日后充实与完善。

工学结合新视野高职高专“十二五”规划教材编委会
2010年8月

编者的话

自加入世界贸易组织以来,我国的国际经济贸易地位不断提升,国际间交往更加频繁,对具有国际竞争力的复合型人才的需求越来越旺盛。但是目前社会上具备英语应用能力的专业技能人才紧缺。这种状况与现行的英语教材有关。教材是教学内容的载体,选择和使用合适的教材是实现教学目标的重要前提。高职院校强调“以能力为本”,高职英语教学理应为培养应用型人才做出贡献。本教材是根据《国务院关于大力发展职业教育的决定》和教育部《关于全面提高高等职业教育教学质量的若干意见》的精神,以科学发展观为指导,以为社会培养高素质技能型人才为宗旨,结合我国高职高专英语教学的实际而编写的,主要体现了以下特色:

1. 充分体现高等职业教育的特点,贯彻“以能力为本位、以应用为目的、以学生为主体”的原则,突出“能力培养”,凸显“工学结合、学做一体”的高职教育特征。

2. 听、说、读、写、译各项技能并重,尤其加强听、说技能,特别是实用交际能力的训练。

3. 本着易于高职学生接受、理解的原则,针对学生特点和就业后的实际需要,多采用和学生生活、学习和工作密切相关的语言材料。每一单元选择一个交际话题,听、说、读等各项技能训练都围绕同一话题展开。选材力求题材、体裁多样,内容丰富,注重实用性、趣味性、启发性、信息性和可思性。

4. 注意前后知识的连贯性、逻辑性,力求循序渐进、深入浅出。

5. 针对学生英语水平参差不齐的情况,在每单元内容编写上难度不同。听、说、写部分难度稍低,满足英语水平低的学生用日常英语进行交际的需要。读、译部分稍难,满足英语水平高的学生对考级、考证及自主学习的需要。

《高职实用英语》分两册,每册8个单元。每个单元由听(Careful Listening)、说(Powerful Speaking)、读(Fruitful Reading)、写(Useful Writing)、译(Skillful Translating)、唱(Joyful Singing)六部分组成。各部分的内容及编写意图如下:

1. Careful Listening: 听力材料紧扣主题。一方面可以改善学生的发音,另一方面提高学生对所听内容的分析、归纳、综合和推断能力。

2. Powerful Speaking: 包括3个紧扣单元主题的交际话题,让学生反复操练。

3. Fruitful Reading: 精读部分旨在扩大学生的单词量和培养学生的阅读能力;泛读和补充阅读部分旨在开拓学生视野,拓宽知识面,为自主学习提供条件。精读课文课后的练习包括:背诵课文经典段落、构词法、结构、完型填空和翻译。泛读课文课后的练习部分主要用于考察学生对课文的理解。

4. Useful Writing: 应用文写作培养学生阅读和套写常用应用文的能力和技巧。

5. Skillful Translating: 一定的翻译知识及技巧可以帮助学生加强对语言的理解,提高翻译能力。

6. Joyful Singing: 每单元配有一首经典歌曲,一方面活跃课堂气氛,调动学生学习积极性,另一方面提高学生的文化修养。

本教材由姚东担任主编;郅军、李洪德担任副主编;范琳、张媛、崔燕参加编写。在编写过程中,借鉴了许多专家、教师和学生的意见,并参考了许多教材、杂志、英文报纸和网站资料,在此一并表示感谢。

由于时间和编者水平有限,错误之处在所难免,欢迎专家,及广大读者提出宝贵意见。

编 者

2010 年 10 月

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Chapter One

Campus Life



Introduction

With the fast development of our society and the frequencies of international communication and cooperation, having a good knowledge of English is a must in our daily life. English study is a long process, you need to make a plan first, then stick to the plan and work on it diligently. In the meantime, you had better do some exercise such as grammar exercise and develop effective methods. Nowadays, internet is getting into people's life and becoming more and more popular. On the net, we can learn news both at home and abroad and all kinds of other information as well. We can also send messages by E-mail, make phone calls, go to net schools and learn English by ourselves.

You are one of the new pioneers in education. Welcome.

Unit One English Learning

Learning points

1. Talking about learning English and borrowing books in the library.
2. Reading English vocabulary books every day; going abroad for studying; improving your oral English.
3. Reviewing the grammar: Emphasis.
4. Learning how to write posters and notices.
5. Having a good command of the translating skill: Principle of English-Chinese Translation.
6. Enjoying the song: *Edelweiss*.

Section I Careful Listening

Dialogue

Enrolling in a Course

- 1. Directions:** Listen to the dialogue and choose the best answer to each question you hear.
- 1) Why does the student talk to the professor?
 - A. She wants to take an advanced course.
 - B. She wants him to give her a good grade.
 - C. She wants him to recommend some books.
 - D. She wants him to say something about English literature.
 - 2) What stage is the woman at in her studies?
 - A. She is a junior.
 - B. She is a teacher.
 - C. She is a teaching assistant.
 - D. She is a senior.
 - 3) What's the professor's first reply to the woman's request?
 - A. He does not intend to offer this course.

- B. He does not think the course will interest her.
 C. He thinks the course will be too difficult to her.
 D. He does not think the woman can pass the exam.
- 4) What does the student say to persuade the professor to help her?
 A. She is well prepared.
 B. She wants to take an easy course.
 C. She wants to read a book in this field.
 D. She wants to change her major.
- 5) What does the professor promise to do?
 A. Pick out some books for her.
 B. Tutor her himself.
 C. Ask another professor for his opinion.
 D. Refuse to enroll her.
- 2. Directions: Listen to the dialogue again and fill in the blanks with what the professor and the student were talking about.**

Name of the course	
Stage of the student	
The major interest of the student	
What stage should be allowed?	
Teacher of last semester	

P assage

I like the English Corner

- 1. Directions: Listen to the passage and write 'T' (True) or 'F' (False) for each statement you hear.**
- 1) I have learned English for some twenty years. ()
 2) My practice doesn't make sense at all. ()
 3) I'm afraid of making mistakes if I talk with a native speaker. ()
 4) Now I can conduct my lectures in English. ()
 5) At the English corner, most people are young students. ()
 6) Because people who came are from all walks of life and their topics are different from one another. ()
 7) The old people are fond of talking about their past. ()
 8) At the English corner, we can not only improve our English, but also acquire other knowledge. ()

2. Directions: Listen to the passage again and fill in the missing words.

- 1) I have learned English for some ten years, but in the past when I spoke to my English teacher, I _____.
- 2) I wondered what would happen when I should _____.
- 3) The English corner is the _____ place for me to _____.
- 4) Moreover, it offers _____ for me to make friends.
- 5) Although we all speak English, our topics _____.
- 6) Old people are _____, while young people like to _____.
- 7) In this way we can _____ through English corner activities.
- 8) When doctors are _____, we can learn something about _____.

Section II Powerful Speaking**Dialogue One Talking about Learning English**

- Tom: Your spoken English is pretty good. I have been learning English for a long time, but I still can't speak English well. I really got disheartened. Please tell me about your learning experience.
- Lisa: Ok, English is an international language. It's really important. But like everything else, you really need to practise a lot before you can speak it well.
- Tom: What's your method of learning?
- Lisa: Let me think...Um, I think I always take every chance to practise. Let me take something for instance. You know, when people first learn to drive a car, they can't do it well. They may step on the gas pedal when it's time to stop the car. But that's natural. That happens to everyone. Learning English is just like driving a car. All you have to do is to practise. Don't be afraid of making mistakes. Because the more mistakes you make, the more quickly you can learn it.
- Tom: I know what you mean. What if you don't have the opportunity to speak English? If you don't have a partner, what would you do?
- Lisa: Well, I talk to myself. That is, I speak one role first, then the other.
- Tom: That's a good idea! You are really creative. How long have you been practising like this?
- Lisa: Well, I started when I was in my second year of university. That was two and a half years ago. You should know that perseverance is the fundamental principle in learning English no matter what method you use.
- Tom: Definitely. Rome wasn't built in a day.



Dialogue Two Further Study.

Lisa, an English majored college, freshman.

John, a business majored college, junior.

Lisa and John are good friends. They came from the same town (town fellows), they are chatting on line.

Lisa: Hi, John, long time no chat. How is everything?

John: Fine. Thanks, Lisa. You are right, we haven't chatted with each other for a long time. I have been as busy as a bee.

Lisa: Are you busy with your essay?

John: No, the essay is nothing. That doesn't bother me at all. It's just a cup of tea.

Lisa: To me the essay is a big thing.

John: I am worried about things that are far more important.

Lisa: Like what?

John: My job.

Lisa: You are worried about your job now? Don't you think it is a little bit too early?

John: No. You are so wrong. Actually, I am not early at all.

Lisa: I don't get it..

John: Lisa, we all have to start thinking about our jobs right now. We can't wait to the last minute.

Lisa: Tell me what you have done so far.

John: You know I major in business. I will work either in a trading company or start my own company, right?

Lisa: Yes, so?

John: So first of all I need to think what city I would like to settle down in. For example, if I want to settle in Suzhou, I have to know what natural resources are available there. What can we sell there?

Lisa: There are lots of famous goods in Suzhou, like silk.

John: That's right.. So I need to know more about this product..I need to know where to find the best supplying channels.

Lisa: You are really amazing. It has never occurred to me to think about all these things.

John: Lisa, time has changed now. The world has become more and more like a global village. We face tougher and tougher competitions. Sink or float that is the nature of this society.

Lisa: What you suggest is I should start thinking about my study if I want to become an English teacher.

John: Absolutely. You should start taking education courses. You should get some teaching

experience like tutoring.

Lisa: John, I learn so much chatting with you. I think I should pick some education courses now.

John: Armed with skills and knowledge, we will face the new challenges without fear.

Lisa: John, I don't know how to thank you enough.

John: well, that is what town fellows are for. Am I right? Talk to you next time, Lisa. Bye!



Dialogue Three In a Library

Belinda: When is the library open?

Librarian: It is open every day from 8:30AM to 10:00PM, except Sunday.

Belinda: How many books can I borrow at a time?

Librarian: You can borrow up to 10 books. And you can also borrow magazines or periodicals that are on the third floor. Newspapers, I'm afraid, can't be taken out.

Belinda: I see. Thank you. Could you show me where your English section is, please?

Librarian: Yes, it's just over there on your right.

Belinda: I wonder if you could tell me how to look it up in the card catalogue.

Librarian: You can either look through the Author Catalogue or the Subject Catalogue. If it's Shakespear's *Hamlet* that you want to borrow, for example, you can either look it up under "S" for the author, or "H" for the title.

Belinda: Thank you. Oh, by the way, how long am I allowed to keep the books for?

Librarian: For one month. After that you must renew the books if you wish to keep them longer. Otherwise we'll charge 10 cents a day for each book.

Belinda: And if I want to keep them longer, can I renew them now?

Librarian: I'm afraid not. You must do that at the end of the month.

Belinda: I'd like to borrow this book, but I couldn't find it in the stacks.

Librarian: Wait a minute, I'll find it for you.

Belinda: Thank you!

Librarian: This one has been checked out and it's due back in about a week. Do you want to reserve it?

Belinda: I'm sorry. I don't know what you mean.

Librarian: It means that we'll let you know that the book comes in as soon as it returns and it will not be lent to others.

Belinda: That's a good idea! How would you let me know?

Librarian: We have a record here. And we'll notify you by telephone as soon it comes in.

Belinda: That's great!

Additional Information

常见的英语考试种类

CET (College English Test) 大学英语考试，包括四级和六级。

PETS (Public English Test System) 全国公共英语等级考试，是面向社会，以全体公民为对象的非学历性英语证书考试，是测试应试者英语交际能力的水平考试。

TEM (Test for English Majors) 英语专业等级考试，分为英语专业四级 TEM4 和八级 TEM8 考试，其目的是检测全国高校本科英语专业教学大纲的执行情况。

GRE (Graduate Record Examination) 美国研究生入学考试，适用于除法律与商业外的各专业考生的入学考试。

GMAT (Graduate Management Admission Test) 研究生管理学入学考试。它是一种标准化考试，目前已经被广泛地用作工商管理硕士专业的入学考试。

TOEFL (Test of English as a Foreign language) 托福考试，是由美国教育考试服务中心 (Educational Testing Service) 举办的为申请去美国或加拿大等国家就读大学或进入研究生院学习的非英语国家学生提供的一种英语水平考试。

TOEIC (Test of English for International Communication) 托业考试。它是由美国教育考试服务中心为政府机构和大型跨国公司企业开发的旨在测量职场人士，尤其是中高级职业精英在国际环境中使用英语作为工作语言的能力。

IELTS (International English Language Testing System) 雅思考试，是到英国，澳大利亚，新西兰等英联邦国家留学或定居所要求的英语考试。

Section III Fruitful Reading

Intensive Reading

Words Can Make You Great

Your boss has a bigger **vocabulary** than you have.

That's one good reason why he's your boss.

This **discovery** has been made in the word **laboratories** of the world. Not by **theoretical** English professors, but by practical, hard-headed scholars who have been searching for the secrets of success. After a lot of experiments and years of testing they have found out: If your vocabulary is limited, your chances of success are limited.

One of the easiest and quickest ways to get ahead is by **consciously** building up your knowledge of words. The vocabulary of the average person almost stops growing by the middle twenties. And from then on it is necessary to have an **intelligent** plan if **progress** is to