

» 高职高专文秘专业规划教材

文秘 职业英语 应用教程

Professional English for

李华 主编



► 根据文秘职业的成长规律, 以前台文秘、部门秘书和总经理秘书等工作岗位为立足点, 选取的都是涉外文秘工作的典型工作任务。

► 以完成工作任务的基本流程为主线, 通过跟学示范、基础训练、任务实践、任务设计四个环节的学习和训练, 培养学生文秘职业英语的实际应用能力。

► 采用的样例和练习大多是作者在企业实践中搜集的真实案例, 或是由企业真实案例改编而成, 具有较强的实用价值。

► 配套精良的多媒体课件, 通过flash动画模拟真实的涉外文秘工作情景, 让学生进行交互训练, 可以作为学生校内虚拟实训的辅助资料。



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高职高专文秘专业规划教材

文秘职业英语应用教程

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机械工业出版社

本教材根据文秘人员的职业成长规律,将内容分为前台文秘职业英语、部门秘书职业英语和总经理秘书职业英语三大模块,每个模块根据不同的工作岗位特点安排了日常接待、电话接打、文书处理、会议组织、商务旅行安排、商务接待等学习情景。每个学习情景又包括了3~5个工作任务。

每个工作任务的编写体现了布鲁纳“螺旋式上升”的课程理念,即将工作任务完成的基本结构置于课程的中心地位,并随学习进程的展开逐渐拓展和加深。具体来讲分为以下4个步骤:第一步给予任务讲解和样例展示;第二步是对学生进行基本的英语语言训练和简单的工作流程训练;第三步是给定工作情景,让学生加以分析并完成任务;第四步最具挑战性,是让学生根据生产性实训中获得的工作经验和网络上搜集的公司信息,自行设计工作情景并完成工作任务。该学习流程提倡学生的个人探索,注重培养学生的实际操作能力。

本教材配套的多媒体课件提供了flash动画形式的工作情景展示,对学生工作能力的训练模式具有良好的交互性特点,可作为该课程虚拟实训的材料,从而进一步提高教学的效果。

本教材可供高等职业院校文秘及其相关专业的学生使用,也可作为在职涉外文秘人员的培训教材。

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Preface

在中国经济日益全球化的今天，英语已经成为高职学生求职时一个越来越重要的砝码。专门英语教育，即 ESP (English for Specific Purposes)，将英语教学和学生将来的职业联系起来，与高职院校培养高素质应用型人才相适应，近年来得到高度的重视和迅速的发展。文秘职业英语作为 ESP 一个重要的分支也取得了长足的发展。本书作者身处中国外向型经济最为发达的深圳经济特区的高职院校，融合多年高职文秘英语教学基础和在外贸企业兼职文秘的实践经验，以特区人敢闯敢试的精神在此书中对高职文秘教学进行积极的探索和创新：

(1) 在教学内容的安排方面，根据文秘职业的成长规律，以前台文秘、部门秘书和总经理秘书等几个工作岗位为立足点，选取的都是涉外文秘工作的典型工作任务。

(2) 在教学过程的设计方面，将工作任务完成的基本流程置于课程的中心地位，通过跟学示范、基础训练、根据情景描述完成任务、自主设计工作情景并完成工作任务等四个环节的学习和训练，注重培养学生涉外文秘工作的实际操作能力。

(3) 本书的样例和练习相当一部分是作者在深圳市某外贸公司集中实践时搜集的真实案例，或是由网络上搜集的企业真实案例改编而成，具有较强的实用价值。

(4) 本书配套的多媒体课件，通过 flash 动画模拟真实的涉外文秘工作情景，各类习题及训练均体现了较好的交互性原则，在提高学生学习兴趣的同时提高了学生文秘职业英语的应用能力。

(5) 在对学生进行传统的英语听、说、读、写、译等基本语言能力训练的基础之上，本书增添了与涉外文秘工作相关的办公软件和办公设备使用的相关英语知识，使学生可以更好地适应现代信息化办公发展的需要。

在编写过程中，本书引用了一些专家学者的研究成果，同时得到了深圳市格尚科技发展有限公司总经理助理饶琼慧女士的耐心指导。该公司提供的涉外文秘工作案例在隐去涉及公司商业机密相关内容的前提下已直接用于本教材，在此向他们表示由衷的谢意。由于作者能力水平所限，书中难免存在不当之处，敬请读者批评指正，作者不胜感激。

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Part 1



Professional English for Front Desk Secretary

Unit 1 Daily Reception

Task 1 Getting to Know the Procedures of Daily Reception

任务流程 & 要点

To receive and assist visitors efficiently and successfully, a front desk secretary should:

- Make full preparations prior to the reception.
- Greet the visitors promptly and properly.
- Settle the visitors comfortably while they are waiting.
- Notify the person the visitors expect to see.
- Provide explicit directions on where to find the person to be met for the visitors.
- Politely bid farewell.
- Complete the relevant record of the reception.



Introduction (任务引入)

Receiving visitors is one of the chief responsibilities of a front desk secretary. It is very important to receive visitors properly, make them feel comfortable and deal with them professionally. In this task, we're going to open up some discussions on the main points to keep to while carrying out a daily reception work.



Sample Dialogue (跟学示范)

Here are some tips on providing a proper reception service to visitors:

Step 1: Prepare for the reception

- Make sure you know your organization's business and main departments.
- Make sure you know the layout of your building or site, parts which may be restricted and

how to give clear directions.

- Make sure you know how to contact relevant departments and people.
- Make sure that you and your work area present a positive image of your organization.
- Make sure you have different sources and types of written information which might be appropriate for different visitors.
- Make sure you have all the necessary equipment and materials available and in good order.

Step 2: Greet and identify the visitor

- Greet visitors in a friendly but polite manner, not over-bearing nor condescending, without unnecessary delay.
- Find out your visitors' identity, ascertain the purpose of their visit and communicate with them appropriately.

Step 3: Ask the visitors to wait

- Direct the visitors to a comfortable waiting area.
- Offer refreshments, newspaper or magazines to the visitors.
- Provide visitors with the information they request, as long as you are able and authorized to do so.
- Follow other procedures to make sure visitors are comfortable while they are waiting.

Step 4: Notify the person to be met

- Contact the person they have come to see promptly, provide them with clear information about the visitor and follow their instructions.

Step 5: Direct the visitors to the venue of the meeting

- Provide visitors with clear directions to parts of the building they are supposed to visit.
- If necessary, refer the visitors to someone else who can take them to their destination.

Step 6: Seeing off and complete the reception

- Bid farewell to the visitors politely and accompany them to the front gate if necessary.
- Make sure to keep a detailed record of visitors and who they are visiting.

参考译文

以下是恰当接待来访者的一些方法建议:

第一步: 准备接待

- 确定你了解所在机构的业务及主要部门。
- 确定你了解机构各部门的分布情况, 哪些地方限制外人出入, 如何清楚地指明它们的位置。
- 确定你知道如何联系相关部门及人员。
- 确定你和你的工作区域能展示积极的公司形象。
- 确定你为每个访客准备了相应的纸质资料, 这些访客可能来自不同的渠道。
- 确定你准备好了所有的必要设备和资料并且将它们摆放有序。

第二步：迎接访客，确定对方身份

- 友好礼貌地迎接来访者，不要盛气凌人也不要卑躬屈膝，不要有不必要的延误。
- 确定对方身份及来访的目的，恰当地和他们交流。

第三步：请访客稍加等候

- 将访客引领到舒适的等候区。
- 为访客提供点心、报纸或杂志。
- 在你的职责范围之内向访客提供他们要求的信息。
- 履行其他工作流程以使访客舒适地等候。

第四步：通知被约见人

- 立即和被约见人联系，清晰地提供访客的信息，听取被约见人的指示。

第五步：引领访客到约见地点

- 向访客清晰地指明约见地点所在的位置。
- 必要的话，请其他人带领访客到约见的地点。

第六步：告别并完成接待的后续工作

- 向访客礼貌道别，如有必要，送访客到大门口。
- 详细记录访客及被约见人的相关信息。

**Vocabulary and Structures (词汇与结构)**

properly 正确地，适当地

professionally 专业地，内行地

receive 招待，欢迎

assist 帮助，辅助

layout 布局，安排

contact 接触，联系

give clear directions 给予明确的指引

present a positive image 展现积极的
形象

appropriate 适合的；适当的

greet 向……打招呼；欢迎

identify 识别；鉴别

ascertain 探知，发现；确定

refreshment 饮料，点心

As a front desk receptionist, you should receive the visitors properly, make them feel comfortable and deal with them professionally.

作为前台接待，你应恰当地接待来宾，让他们感到舒适，在和他们的交往过程中表现出文秘工作的专业性。

Make sure you know your company's business and main departments, all the appointments and the whereabouts of the executives.

你得知道公司的业务和主要部门，领导的所有安排及领导的去向。

Stand up and greet the visitors immediately when they enter the reception area.

客人一进入接待区时就马上起身迎接。

You should enter the visitor's name, title and the company he represents in the registration form.

你需要在来访登记表上填写客人的姓名、职务以及他所代表的公司。

As for the appointed visit, contact relevant departments and people after seating the visitors.

如果是接待有预约的客人，安排客人坐下后应与相关的部门和人员取得联系。

If the visitor could not be met at the appointed time, you should explain tactfully the reason for a delay and apologize for it.

如果客人不能按计划被接待，你应当巧妙地加以解释并致歉。



Basic Language Training (基础语言训练)

I. Choose the appropriate forms of the words or expressions given below to complete the following sentences.

refreshment greet contact communicate identify professionally layout properly

1. His new house is _____ furnished and equipped.
2. Her voice should be _____ trained.
3. Do you know about the _____ of the railway station?
4. On seeing the accident, he _____ the police immediately.
5. When they step into the restaurant, a waiter comes up to _____ them.
6. Passengers are asked to _____ their suitcases.
7. Besides enjoying songs and dances, can we have any _____ there?
8. This Chinese boy is able to _____ with the guest in Spanish.

II. Decide whether the following statements are true or false according to the passage.

1. During the reception, you can ask the personnel department for information of the person to be met.
2. The front desk secretary should have an internal telephone directory in hand all the time.
3. When greeting the visitors, you should try every means to please them.
4. You should contact the person to be met before knowing the identification of the visitors.
5. You can offer the visitors something to drink or read while they are waiting for the appointments.
6. You can ask someone else in your organization to take the visitors to the place they are going to be met.



Complete the Task (完成工作任务)

Read the following passage and finish the practices after that.

How to Deal With Unexpected Visitors

Being a front desk receptionist, sometimes you have to deal with unexpected visitors or even hostile visitors. The following guidelines may be of some help to you.

- Find out any necessary information about them, such as the name, title, company and the person they come to meet.

- Show them your organization's procedures for allowing entry and explain why. Ask the visitors to understand and comply with them.
- Show them the range of information you are able and authorized to give, and alternative information sources.
- Deal with problems of the visitors politely and efficiently and in line with your organization's procedures. Try several approaches if necessary.
- If the visitors become angry and frustrated after being rejected, show that you understand and sympathize their problems and that you are prepared to work hard to solve them.
- Monitor the activities of visitors and take action to control where necessary.
- Encourage visitors who are in the wrong place to leave and, where necessary, help them to do so or summon others to help you to do so.
- Immediately and accurately record and report details of incidents with visitors to relevant people and organizations.
- Your role in presenting a positive image of your organization is always important.

Keep in mind the visitors rights even if they are unexpected or hostile.

- They have to be respected.
- They have to be treated equally and not be discriminated against.
- They have to be treated in a dignified way.
- They have the right of privacy.
- They have to be cared for in a way they choose.
- They have the right to access information about themselves.
- They have the right to communicate using their preferred methods of communication and language.

Practice 1: Answer the following questions according to the passage.

1. What is the necessary information about the visitors that you should get?
2. If the visitors insist to enter your organization against the regulations, what should you do?
3. If the visitors enquire about the confidential information of your organization, how should you answer them?
4. If the visitors get mad at you unreasonably, what should you say to calm them down?
5. What should you do after dealing with the unexpected visitor?

Practice 2: Case analysis.

One morning, a neatly dressed gentleman steps into CRG Company. Hu Ling, the front desk secretary, stands up to greet him. "Good morning, sir. What can I do for you?" "I have an appointment with your marketing manager this morning." Hu Ling checks the schedule of the marketing manager and cannot find any appointment that morning. "May I have your name card, please?" "Here you are. I'm Robinson from the advertising department of WKC, a well-known magazine in Australia." After contacting with the marketing manager, Hu Ling learns that Robinson is an unexpected visitor and won't be met. After talking with Robinson for a while, Hu Ling gets to

know that the purpose of Robinson's visit is to open an advertising area for CRG Company in WKC. What should she do next?



After-Class Practice (课后实践)

👉 **任务名称** Get to know how to deal with different types of visitors

👉 **任务要求**

Discuss with your partner on how to deal with the following types of visitors and act out the course of the reception with them: expected visitors; unexpected visitors; hostile visitors. The following stages of reception are for your reference:

Greet the visitors.

Identify the necessary information of the visitors and the purpose of the visit.

Ask the visitors to wait and offer means for killing the time.

Contact the person to be met.

Inform the visitor on the meeting time or other approaches if the visitors cannot be met.

Send off the visitors politely.

Complete the paperwork of the reception.

👉 **任务设计目的**

Ask the students to demonstrate that they have applied the principles outlined in the text in their practice and through their knowledge.

Enable the students to master the vocabulary and sentence structures related to the topic "daily reception".

👉 **任务成果**

A recorded dialogue of no less than 1 minute.

Three written examples for receiving the expected visitors, the unexpected visitors and the hostile visitors. You should use no less than 500 words.

Task 2 Greeting the Guest

任务流程 & 要点

- 👉 Greet guests with friendly words and offer help.
- 👉 Check the availability of the person that guests want to meet.
- 👉 Offer guests means to kill time if they have to wait.
- 👉 Offer to take messages if the wanted person is not available.
- 👉 Usher guests to their destinations.



Introduction (任务引入)

Receiving visitors is both an easy and tough task. It is easy when you are prepared and greet visitors with care. Things could turn sour if you deal with visitors absent-mindedly. Through this task, you are going to acquire the basic skills in dealing with visitors.



Sample Dialogue (跟学示范)

Zhong Miao: Good morning, sir. Can I help you?

早上好，先生。请问什么事？

Mr. Bray: Good morning. I'm Elinor Bray from Donne Manufacturing of Canada. I have an appointment with Mr. Zhang, the purchasing manager of your company, at 9:15 this morning.

早上好！我是加拿大 Donne 制造公司的 Elinor Bray。我约好了今天早上 9:15 和你们的采购经理张先生见面。

(Checking the visitor registration chart.)

(查了一下日常接待安排表。)

Zhong Miao: Oh, yes. Mr. Bray. Nice to meet you. Would you please take a seat? I'll tell Mr. Zhang that you are here.

没错，Bray 先生。幸会。您先请坐？我先通知一下张先生。

(Making a phone call with Mr. Zhang.)

(给张先生打电话。)

Zhong Miao: Hello, Mr. Zhang. Mr. Bray from Canada is here for his appointment. When shall I let him in?

您好，张先生。加拿大的 Bray 先生来赴约了。我什么时候请他进去呢？

Mr. Zhang: Just a minute, I have an important paper to deal with. I'll call you when I am ready. 稍等，我正在处理一份重要文件。处理完后我会给你电话。

(Zhong Miao hangs up the phone and walks to Mr. Bray.)

(钟淼挂了电话走到 Bray 先生旁边。)

Zhong Miao: Sorry, Mr. Bray. Mr. Zhang is engaged now. Would you please wait for a moment? 抱歉，Bray 先生。张先生现在正忙。您能稍等一下吗？

Mr. Bray: All right.
好的。

Zhong Miao: Let me bring you something to drink. Would you like coffee or tea? 我帮您拿点饮料吧，您要咖啡还是茶？

Mr. Bray: Tea, please.
茶。

(5 minutes later. The phone rings.)

(5 分钟后。电话铃响了。)

Mr. Zhang: I'm ready now. You can let Mr. Bray in.
我准备好了。可以让 Bray 先生进来了。

Zhong Miao: OK.
好。

(Turning to Mr. Bray.)

(转向 Bray 先生。)

Zhong Miao: Mr. Bray, Mr. Zhang is ready to see you now. The elevator is over there on the left hand. Mr. Zhang's office is on the third floor, room 302.

Bray 先生，张先生准备好了。电梯在那边。张先生的办公室在三层，302 房间。

Mr. Bray: Thanks.
谢谢。



Vocabulary and Structures (词汇与结构)

appointment 约会

be engaged 忙

office 办公室

wait 等待

meeting 会议

available 有空

let sb. in 允许某人进入

elevator 电梯

right now 此刻，目前

expect 认为 (某人) 会来，等候

Good morning, sir. Can I help you?

早上好，先生。我能为您效劳吗？

Have you already made an appointment?

您和他事先约好了吗？

Can I have your name, please?

请问您叫什么名字？

Can I ask what you want to see him about?

请问您找他有什么事？

Please go right in. He is waiting for you.

直接进去吧。他在等您。

Sorry, Mr. Black is having a meeting.

对不起，布莱克先生正在开会。

Would you like something to drink? Tea or coffee?

您要喝点什么？茶还是咖啡？

I'm afraid that Mr. Black can not see you right now.

恐怕布莱克先生现在不能见您。

Would you please wait for a moment?

请您稍等一会好吗?



Basic Language Training (基础语言训练)

I. Choose the appropriate forms of the words or expressions given below to complete the following sentences.

office engaged meeting wait appointment available

1. Do you have _____ with him already?
2. I can't go to the party as I will be _____ all that day.
3. Take him to my _____ please.
4. Would you please _____ for a moment?
5. Mr. Black is having a _____.
6. I am _____ at 5678435.

II. Complete the dialogue according to the Chinese hint.

Situation: An important visitor, George Smith, comes to the office for an appointment with Alice Beaman, the Market Manager. He is early, so Alice asks her secretary, Lily Zhong, to look after him until she's ready.

S: Good morning.

Z: Good morning.

S: I am Gorge Smith. _____ (我与爱丽丝在 11 点钟有个约会) .

Z: Yes, Mr. Smith. _____ (毕曼夫人正在等您) . She will be with you in a few minutes.

S: Fine.

Z: Would you like to have a seat while you are waiting?

S: No, thanks. I've been sitting for the last three hours, and I'd like to stretch my legs.

Z: _____ (您要喝点什么? 咖啡、茶还是冷饮)?

S: Yes, that would be very nice. Could I have a cup of tea, please?

(Lily Zhong hands Mr. George Smith the tea. After that, she calls Ms. Beaman.)

Z: Ms. Beaman, Mr. Smith is here to see you.

A: I'm ready. Please bring him in.

Z: OK.

(Turning to Mr. Smith.)

Z: Mr. Smith. _____ (毕曼夫人现在准备见您) .

_____ (请这边走) .