

Practical English for Public Relations

实用公关英语

【美】David M. Kinch 审校

廖瑛 编著



实用外语学习丛书

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(第二次修订)



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前 言

随着我国对外开放政策的实施，出国学习、进修和考察，以及外国人士来华旅游观光、洽谈生意和合资办企业者与日俱增。因此，编写一套与外宾进行工作往来、信息交流、贸易洽谈和处理一切场合下的公共关系的英语教材很有必要。《实用公关英语》就是作者根据自己长期从事英语教学和与外宾交往的实践，为适用这种需要而编著的。

全书分会话与应用文两个部分。

会话部分由 24 课组成。每一课由 A、B 两篇课文组成，每篇选择一个主要情景，以对话的形式出现。每课的 A、B 篇之间和全书的上下课之间，情景互相衔接，构成一幅完整的生活图画，并配有录音磁带，使读者如临其境，如闻其声。书中练习丰富，形式多样，切合口语教学的特点，对课文中设有的情景起着补充完善和举一反三的作用。

应用文部分共 11 个单元，包括书信格式、普通社交书信、商业信函、及通知、便条、海报、广告、卡片、表格、单据、电报、合同、协定书、致词等。

本书适用于外贸、旅游、宾馆、银行、商店、海关、机场、车站、厂矿、企业、事业单位的公关人员、外事工作人员、口译人

员、文秘人员、关务员、接待员、服务员、营业员、导游以及与外商打交道的厂长、经理。

在编著过程中，编著者参考了国内外的有关书籍和资料，美籍教师 David M. Kinch 仔细审阅了全书英语部分，在此谨致以衷心的感谢！

由于编著者水平有限，书中缺点错误在所难免，欢迎同行专家和广大读者不吝赐教，批评指正。

编著者

1991年12月

第二次修订版前言

《实用公关英语》出版以来，受到了广大读者的青睐。不到两年，已修订了一次，重印了八次，一些高等院校，已将其作为公关、文秘、外贸、旅游等专业的教材使用。这就使得编著者感到很有必要进行第二次修订，尽力完善其内容，提高其实用性，以满足广大师生和读者的需要。因此，编著者广泛征求了使用本书作为教材的大学教师、学生和有关单位的外事、外贸工作人员的意见，对原书作了如下几个方面的修订和增补：

一、体例稍有变更。原版由“会话”(Conversations)和“应用文”(Practical Writings)两个部分组成，第二次修订版将原书改为三个部分，即“日常用语”(Daily Expressions)、“外宾接待”(Receiving Foreign Guests)和“英语应用文”(Practical English Writings)。

二、内容大量增订。第二次修订版增补、修订部分占全书内容的百分之五十，内容更加新颖、实用、丰富、全面。增编的第一个部分为“日常用语”，也以情景会话的形式出现，增加了许多新颖的生活画卷，读来令人神往；“外宾接待”部分增编了“参观出口商品交易会”和“合资办企业”等重要内容；“英语应用文”部分重新编写了商业英语书信的写作方法和草拟电报、电传的规则，并分门别类例举了大量电文和原文对照，使读者一学则会；练习部分更换和增编了许多实用性更强的“微型对话”(Mini Dialogues)；词汇表也进行了较为科学的编排。

此次修订过程中，编著者参阅了许多国内外书刊和资料，从

中获得了很大的启示，在此对这些书刊的作者谨致谢意！

《实用公关英语》经过此次修订后，无论是口头，还是书面交际方面，内容更加完善、充实、实用。但因编著者水平有限，且时间仓促，谬误之处，在所难免，仍盼同行专家和广大读者不吝赐教。

廖瑛

1994年4月于湖南大学国际商学院

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Part I Daily Expressions

1. Greetings and Farewells

A: Hello^①, Mr. B.

B: Hello, Mr. A. I haven't seen you for a long time. How is everything going on?

A: Fine, thank you. How have you been?

B: Quite well. Thank you.

A: Good morning, B.

B: Good morning, A. How are you?

A: I'm fine, thank you. And you?

B: I'm fine, too.

A: How is your father (mother)?

B: He (She) is very well. Thank you.

A: Excuse me. Are you Mr. B?

B: Yes, I'm B. I come from America.

A: How do you do, B? I'm A, from China New Times Corporation. Our Manager has asked me to come and meet you.

B: How do you do, A? Glad to meet you.

A: Glad to meet you, too.

A: I have come to say good-bye to you all.

B: When are you off?

A: I'm flying home tomorrow.

B: Good-bye then, and don't forget to keep in touch.

A: Good-bye and remember me to your families.

B: Bon voyage!

A: Nice talking to you.

B: Glad to have met you^②.

A: I hope we'll meet again sometime.

B: Me, too.

A: Morning B.

B: Hi, A. You seem to be in a hurry.

A: Yes. I shall have an appointment with a friend in a few minutes.

B: O. K., I won't hold you up, then.

A: Right. Good-bye.

B: See you later.

2. Introductions^③

A: Allow me to introduce myself. I'm A, from America. I'm a tourist. I've come with an American deligation. We are visiting China at the invitation of the China Travel Service.

B: How do you do, Mr. A. I'm Brown, the guide of China Travel

Service. I have often heard about you. Glad to have the opportunity of meeting you.

A: Hi, Mr. Brown^④, may I introduce Mr. C to you? This is Mr. C, our manager.

B: How do you do, Mr. C? I am very glad to know you.

C: Glad to know you, too. Take a seat, please.

B: Thank you, Mr. C.

A: Will you introduce me to that lady?

B: Yes. I'd like to. (To C) Hello, Mrs C, allow me to introduce Mrs. A to you. This is Mrs. A, the director of our office.

C: I'm very glad to see you, Mrs A.

A: Glad to see you, too.

A: Have you two met before?

B: No, I don't think we have.

A: Well, let me introduce you then. C, this is my friend, B. She is a secretary of our company.

C: How do you do, B? I'm pleased to meet you.

B: Nice to meet you, too.

A: I don't think you have met my wife, Suzan. Suzan, this is Mr. B, a friend of mine.

S: How do you do, Mr. B.? A has often told me about you.

B: How do you do, Suzan? I am very glad to see you.

S: Glad to see you, too.

A: May I know your name?

B: My name is B, the attendant here. And may I know your name?

A: My name is A. I am an American.

B: How do you do, A. Welcome to our hotel.

A: Excuse me. Are you Mr. B?

B: Why, yes. I'm B.

A: Oh, Mr. B. Welcome to Changsha. I am A, the interpreter of Changsha Ocean Shipping Company^⑤.

B: How do you do, Mr. A?

A: How do you do, Mr. B? And this is Mrs. C, the assistant manager^⑥ of our company.

B: Nice to see you, Mrs. C.

C: Nice to see you, too.

3. Requests and Wishes

A: You are going to the grocery, aren't you?

B: Yes. Is there anything I can get for you?

A: Could you get me a pound of coffee?

B: Certainly. What kind do you want?

A: Nest Coffee. please. And here is the money.

B: O. K.