

高职高专“十二五”规划职业英语系列教材



新起点职业英语系列

吴云◎总主编

COLLEGE ENGLISH FOR CAREERS
READING AND WRITING COURSE

新
起
点

职业英语 读写教程 1



主 编◎樊文辉 唐恩莉
副主编◎张晓青 李淑平
周电红 何丽婵



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

高职高专“十二五”规划职业英语系列教材



新起点职业英语系列

吴云◎总主编

COLLEGE ENGLISH
FOR CAREERS
READING AND WRITING
COURSE

新
起
点

职业英语
读写教程

1

主 编 樊文辉 唐恩莉

副主编 张晓青 李淑平 周电红 何丽婵



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

内 容 提 要

本书力求创设工作文化,在文化享受中不知不觉地获得得体的语言表达;力求创新教学方法,提高学生的学习成就感,练就学生的英语语言基本使用能力,更主要的是帮助学生树立信心,增强进一步学习的勇气;力求建设柔性教材,张弛有度,使得知识技能的吸入与使用同时进行,使用带动吸入,无终无止,反复循环。

图书在版编目(CIP)数据

新起点职业英语读写教程1 / 吴云总主编. —上海:上海交通大学出版社,2013

(新起点职业英语系列)

ISBN 978-7-313-09757-6

I. ①新… II. ①吴… III. 英语-阅读教学-高等职业教育-教材②英语-写作-高等职业教育-教材 IV. ①H31

中国版本图书馆CIP数据核字(2013)第105615号

高职高专“十二五”规划职业英语系列教材



新起点职业英语系列

吴 云 总主编

新起点职业英语读写教程 1

主编 樊文辉 唐恩莉

副主编 张晓青 李淑平 周电红 何丽婵

上海交通大学出版社出版发行

上海市番禺路951号 邮政编码200030

电话: 64071208 出版人: 韩建民

上海锦佳印刷有限公司印刷 全国新华书店经销

开本: 787mm×1092mm 1/16 印张: 9.75 字数: 220千字

2013年7月第1版 2013年7月第1次印刷

ISBN 978-7-313-09757-6/H 定价: 29.80元

版权所有 侵权必究

告读者: 如发现本书有印装质量问题请与印刷厂质量科联系

联系电话: 021-56401314

本书编委会名单

主 编 樊文辉 唐恩莉

副主编 张晓青 李淑平 周电红 何丽婵

参 编 (按姓氏笔画排序)

孔雪飞 叶 铭 许云英 刘 筱

肖兴松 张彦杰 胡洁颖 高文莉

黄冬梅 黄成柱 廉莎莎



前言

现阶段大学英语教学面临一个挑战,即:学生学什么和教师怎么教的问题。一本真正符合现代大学生外语学习认知特点的教材,其编写理念必定要遵循以下几个规律:

从教材的载体来看,内容是根基。一是内容的真实性,二是内容的实用性。

从教材的主体来看,语言是关键。作为一本语言教材,要着实打造好语言范例,要体现现代英语的语言特征。

从教材的传播方式来看,文化和思想是促使语言和内容最大吸收的催化剂。按照 Sapir Woolf 所提出的语言文化观,语言知识的传播和技能的形成离不开文化和思想的渗透。在真实的被赋予了文化和思想的语言环境下,语言变成一种欣赏而不是学习,是主动式吸入而不是外力强迫下的输入,离开这个语境后使用吸输的语言,就是情不自禁的言语的自由运用,而不是矫揉造作的语言输出。因此,我们得出两个道理:一是教学的目标寓于创设融文化和思想于一体的多模态语言生态环境之中;二是以语言使用促进语言吸入,在使用中熟悉语言、文化和思想。不提输入,提吸入,不提输出,提使用,这才能学到鲜活的语言。

本套“新起点职业英语系列”体现了以上这些学生需求,突显了以下几个特征:

- 一、力求创设工作文化,在文化享受中自然习得得体的语言表达;
- 二、力求创新教学方法,提高学生的学习成就感,练就学生的英语语言基本使用能力,更主要的是帮助学生树立信心,激发进一步学习的热情;
- 三、力求建设柔性教材,张弛有度,使得知识技能的吸入与使用同时进行,使用带动吸入,反复循环。

本教材特色:

首先,本套教程提供了一种柔性的教学素材和适应性强的教学手段,比如体现降低难度的词图联想法、看图辨义法等。

其次,本教程改变了传统的长信道、定向式、疲劳型互动模式,建立短信

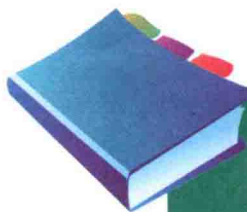
道、漫游式、轻松型的交互模式。选取的素材均短小精悍,练习形式活泼多样。

第三,本教材的设计突破传统,采用 compartmentalism 理论,把要学习的知识和技能放进一个个的小盒子(即模块),逐个完成,提高学习者的成就感,是一种推进式的教学模式。

本套教程包括《听说教程》、《读写教程》、《拓展教程》,各有三册。每册有10个单元,供一个学期使用。每种教程涵盖个人发展、商务工作流程和管理理念中典型的30个主题或场景。听说、读写和拓展教程主题一致、内容紧密相扣、语言难度随着学习的深入逐渐加深,同一册的三种教程可同时供一个学期使用。在使用本套教程时,欢迎广大读者提出改进建议。

编 者

2013.3



编写说明

本套教材根据相关高职高专英语教学指导委员会“高级职业英语能力认证检测指南”编写。在巩固英语语言知识的基础上,强化交际技巧,凸显英语应用能力的培养。

本套教材尊重语言教学的基本规律,选用最新的语言材料,围绕学生的学习兴趣,贴合学生的学习认知新特点,运用现代媒体技术,打破听说读写隔离式平面培养模式,将听与写、读与听、说与读的技能训练巧妙融合,相互促进。

本套教程包括《听说教程》、《读写教程》、《拓展教程》,各有三册。每册有10个单元,供一个学期使用。每种教程涵盖个人发展、商务工作和管理中典型的30个主题或场景。具体如下:

模块一

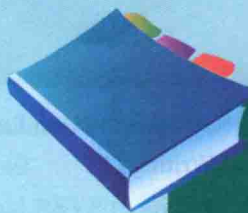
New environments, New Starts
Self-introduction
Career Planning
Invitations
Entertaining Visitors
Office Management
Business Trips
Company Presentation
Sales Promotion
Business Negotiations

模块二

Be Your Own Boss
Trade Shows and Fairs
Under Contract
Workflow Improvement
Professional Ethics
Modern Project Management
Oral Presentations
Quality Matters
Buying Strategies
Problem Resolutions

模块三

Market Research
Finance Channels
Foreign Investment
Human Resources Management
Logistics Management
Accounting Management
Customer Satisfaction
Information Management
Awareness of Branding
Self-development



目 录

Unit 1 New Environments, New Starts / 1

Warming-up / 1

- I. The Theme Word / 1
- II. Sentence Writing—The First Day in College / 1
- III. Brainstorming / 3

Intensive Learning—New Student Address / 3

- I. Word Ladder / 3
- II. Text—New Student Address / 3
- III. Reading Comprehension / 4
- IV. Language Practice / 6

Practical Writing—Application Letters / 8

- I. Tips for Practical Writing / 8
- II. Example / 8
- III. Practical Translation / 9
- IV. Do It Yourself / 10

Advanced Learning / 11

- I. Theme Reading—How to Adapt to a New Environment in Working / 11
- II. Feature Reading—An Employment Welcome Letter / 12
- III. Essay Writing—Reasons for Choosing a College / 13

Unit 2 Self-introduction / 14

Warming-up / 14

- I. The Theme Word / 14
- II. Sentence Writing—Clinic Appointment / 14
- III. Brainstorming / 16

Intensive Learning—Ways to Introduce Yourself to an Individual / 16

- I. Word Ladder / 16
- II. Text—Ways to Introduce Yourself to an Individual / 16
- III. Reading Comprehension / 18
- IV. Language Practice / 19

Practical Writing—Self-introduction Letter/Email / 21

- I. Tips for Practical Writing / 21
- II. Example / 22
- III. Practical Translation / 23
- IV. Do It Yourself / 23

Advanced Learning / 24

- I. Theme Reading—About Myself / 24
- II. Feature Reading—Curriculum Vitae / 25
- III. Essay Writing—Self-statement / 28

Unit 3 Career Planning / 29

Warming-up / 29

- I. The Theme Word / 29
- II. Sentence Writing—Job Hunting / 29
- III. Brainstorming / 31

Intensive Learning—How to Apply for a Job / 31

- I. Word Ladder / 31
- II. Text—How to Apply for a Job / 31
- III. Reading Comprehension / 33
- IV. Language Practice / 34

Practical Writing—Job Application Cover Letter / 36

- I. Tips for Practical Writing / 36
- II. Example / 37
- III. Practical Translation / 39
- IV. Do It Yourself / 40

Advanced Learning / 40

- I. Theme Reading—A Job Ad / 40
- II. Feature Reading—Customer Service Officers Wanted (Urgent) / 42
- III. Essay Writing—Reasons for Taking the Job As a Customer Service Officer / 43

Unit 4 Invitations / 44

Warming-up / 44

- I. The Theme Word / 44
- II. Sentence Writing—Let's Party / 44
- III. Brainstorming / 46

Intensive Learning—How to Write an Invitation / 46

- I. Word Ladder / 46
- II. Text—How to Write an Invitation / 46

III. Reading Comprehension / 48

IV. Language Practice / 49

Practical Writing—Formal RSVP to an Invitation / 51

I. Tips for Practical Writing / 51

II. Example / 52

III. Practical Translation / 53

IV. Do It Yourself / 54

Advanced Learning / 55

I. Theme Reading—How to Write Party Invitations / 55

II. Feature Reading—Invitation Letter / 56

III. Essay Writing—Reasons for Inviting Clients / 57

Unit 5 Entertaining visitors / 58

Warming-up / 58

I. The Theme Word / 58

II. Sentence Writing—Friends Coming from Afar / 58

III. Brainstorming / 60

Intensive Learning—Ten Tips on Greeting Office Visitors / 60

I. Word Ladder / 60

II. Text—Ten Tips on Greeting Office Visitors / 60

III. Reading Comprehension / 62

IV. Language Practice / 63

Practical Writing—Welcome Speech / 66

I. Tips for Practical Writing / 66

II. Example / 66

III. Practical Translation / 67

IV. Do It Yourself / 67

Advanced Learning / 68

I. Theme Reading—New Staff Members and Guests / 68

II. Feature Reading—Food & Beverage Event Order / 69

III. Essay Writing—Rules for Entertaining Guests / 71

Unit 6 Office Management / 72

Warming-up / 72

I. The Theme Word / 72

II. Sentence Writing—Never Easy to be Secretary / 72

III. Brainstorming / 74

Intensive Learning—How to Use Proper Telephone Etiquette at Work / 74

- I. Word Ladder / 74
- II. Text—How to Use Proper Telephone Etiquette at Work / 75
- III. Reading Comprehension / 76
- IV. Language Practice / 77

Practical Writing—Office Memo / 79

- I. Tips for Practical Writing / 79
- II. Example / 80
- III. Practical Translation / 81
- IV. Do It Yourself / 81

Advanced Learning / 82

- I. Theme Reading—How to Record Useful Meeting Minutes / 82
- II. Feature Reading—Enquiry Letter / 84
- III. Essay Writing—Steps of Arranging an Office Meeting / 85

Unit 7 Business Trips / 86

Warming-up / 86

- I. The Theme Word / 86
- II. Sentence Writing—Booking Transportation / 86
- III. Brainstorming / 88

Intensive Learning—How to Plan Your Business Trips / 88

- I. Word Ladder / 88
- II. Text—How to Plan Your Business Trips / 88
- III. Reading Comprehension / 90
- IV. Language Practice / 91

Practical Writing—Reservation Letters / 93

- I. Tips for Practical Writing / 93
- II. Example / 94
- III. Practical Translation / 95
- IV. Do It Yourself / 96

Advanced Learning / 97

- I. Theme Reading—Visiting Your Clients / 97
- II. Feature Reading—Business Trip Itinerary / 99
- III. Essay Writing—Reasons for Choice of Traveling / 100

Unit 8 Company Presentation / 101

Warming-up / 101

- I. The Theme Word / 101

II. Sentence Writing—Top Mobile Phone Companies / 101

III. Brainstorming / 103

Intensive Learning—An Example of Company Profile / 103

I. Word Ladder / 103

II. Text—An Example of Company Profile / 104

III. Reading Comprehension / 105

IV. Language Practice / 105

Practical Writing—A Company Profile / 108

I. Tips for Practical Writing / 108

II. Example / 108

III. Practical Translation / 109

IV. Do It Yourself / 110

Advanced Learning / 110

I. Theme Reading—How to Introduce a Company to New Regions / 110

II. Feature Reading—About Greyhound / 113

III. Essay Writing—Mission Statements / 114

Unit 9 Sales Promotion / 115

Warming-up / 115

I. The Theme Word / 115

II. Sentence Writing—Where to Advertise / 115

III. Brainstorming / 117

Intensive Learning—Successful Promotion Methods for New Products / 117

I. Word Ladder / 117

II. Text—Successful Promotion Methods for New Products / 118

III. Reading Comprehension / 119

IV. Language Practice / 120

Practical Writing—Product Description / 122

I. Tips for Practical Writing / 122

II. Example / 123

III. Practical Translation / 124

IV. Do It Yourself / 125

Advanced Learning / 125

I. Theme Reading—The Market Investigation / 125

II. Feature Reading—All Inclusive Pavilion Package / 127

III. Essay Writing—Roles Ads Play in Product Promotion / 128

Unit 10 Business Negotiations / 129

Warming-up / 129

- I. The Theme Word / 129
- II. Sentence Writing—The 5 Stages of a Successful Negotiation / 129
- III. Brainstorming / 131

Intensive Learning—Language Factors in Business Negotiation / 131

- I. Word Ladder / 131
- II. Text—Language Factors in Business Negotiation / 131
- III. Reading Comprehension / 133
- IV. Language Practice / 134

Practical Writing—Product Description / 136

- I. Tips for Practical Writing / 136
- II. Example / 137
- III. Practical Translation / 137
- IV. Do It Yourself / 138

Advanced Learning / 139

- I. Theme Reading—The Art of Business Negotiation / 139
- II. Feature Reading—International Negotiations Cultural Considerations
by Region / 141
- III. Essay Writing—Strategies for Negotiating with People in North America / 142

Unit 1

New Environments, New Starts

Warming-up

I. The Theme Word

Look up the following words in a dictionary and pick out the words with the similar meaning of “适应”.

adapt	orient	resolve	acclimate
adjust	habituate	accommodate	passion

Words with the meaning of “适应”:

II. Sentence Writing—The First Day in College

Write at least three sentences for each picture so that they form a complete story.

The First Day in College

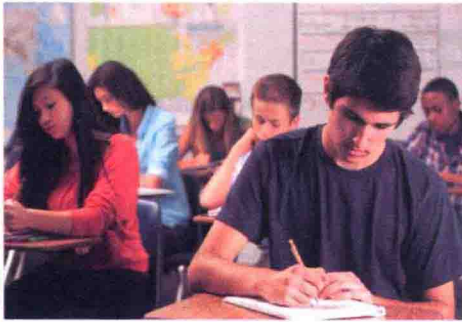
The first day of school is always special, no matter what level of education. In elementary school, it meant a trip to grandma's, so we could shop for a new outfit and shiny new markers. In high school, it was the hope that this year would be different. And the feeling of stepping into the grown-up world made the very first big day so special in college.



Picture 1 Register



Picture 2 Making New Friends



Picture 3 In the Class



Picture 4 After Class Activities

III. Brainstorming

Write down your answers to the following questions.

1) What is the English name of the college where you are currently studying?

2) How many learning programs are there in your college?

3) What do you wish to learn at college?

Intensive Learning—New Student Address

I. Word Ladder

Listen and read aloud the following words and expressions.

academic [ˌækəˈdemɪk] *a.* 学术的, 理论的

optimism [ˈɒptɪmɪzəm] *n.* 乐观, 乐观主义

talented [ˈtæləntɪd] *a.* 有才能的

positive [ˈpɒzətɪv] *a.* 积极的

concern [kənˈsɜːn] *n.* 关心的事

resolve [rɪˈzɒlv] *v.* 解决

means [miːnz] *n.* 方法, 手段

counselor [ˈkaʊnsələ(r)] *n.* 辅导员

pursue [pəˈsjuː] *v.* 追求

intellectual [ˌɪntəˈlektʃʊəl] *n.* 知识的

passion [ˈpæʃən] *n.* 热情

scholarship [ˈskɒləʃɪp] *n.* 奖学金

creative [kriˈeɪtɪv] *a.* 创造性的, 有创造力的

semester [sɪˈmestə(r)] *n.* 学期

workshop [ˈwɜːkʃɒp] *n.* 工作坊, 研讨会

orientation [ˌɔːriənˈteɪʃən] *n.* 入学(职)介绍

faculty [ˈfækəltɪ] *n.* 大学教员

ethical [ˈeθɪkəl] *n.* 道德的

conduct [ˈkɒndʌkt] *n.* 行为准则

bystander [ˈbaɪstændə(r)] *n.* 旁观者

behavior [biˈheɪvjə(r)] *n.* 行为

plagiarism [ˈpleɪdʒəriəzəm] *n.* 剽窃

on top of 除……之外

on one's way to 正在

take advantage of 利用

II. Text—New Student Address

Read the text and complete the spelling of the following words with the first letter given.

1) a _____ 2) t _____ 3) m _____ 4) c _____ 5) p _____

6) s _____ 7) s _____ 8) o _____ 9) e _____ 10) p _____

New Student Address

Thank you, and welcome everyone to Guangzhou College. We welcome you to the college and to the start of a new journey for all of us.

The beginning of an academic year is always a time of excitement and optimism. Guangzhou is a strong, talented, positive, supportive community.

I am glad that all of you are becoming part of the Guangzhou College family, and I look forward to getting to know you better. You can email me at skorton@guangzhoucollege.edu.cn about the concerns you've not been able to resolve through other means. And most important, when you see me around campus, please take a moment to say hello and introduce yourself.

Not surprisingly, I have some advice to offer on top of what you've already received from the student counselors. **First, college should be a time to pursue intellectual passions and take intellectual risks.** You have some 1,000 courses to choose from, plus opportunities to pursue scholarship and creative work. I hope you'll make time each semester to take at least one course for the joy of learning about a topic that interests you. Here's one way to get started: Next Tuesday, check out the "Explore Series" workshops in your orientation guide.

Second, get to know your professors—in and out of class. Guangzhou College faculty members are world leaders in their fields or on their way to becoming such leaders. They also care deeply about teaching. Take advantage of their office hours.

My third piece of advice is: "You are not here to be made; you are here to make yourselves."

My fourth piece of advice is to hold yourselves to high standards of ethical conduct in everything you do. And if you see something wrong, tell someone. Don't be a bystander. One example is cheating. Sometimes students do not understand that their behavior is cheating. This is particularly true for plagiarism.

That said, if problems remain unresolved or if you sense that something is truly wrong, please let us know. (363 words)

III. Reading Comprehension

A. Read the text again and answer the following questions.

1) Who probably made the speech?
