

Workplace English

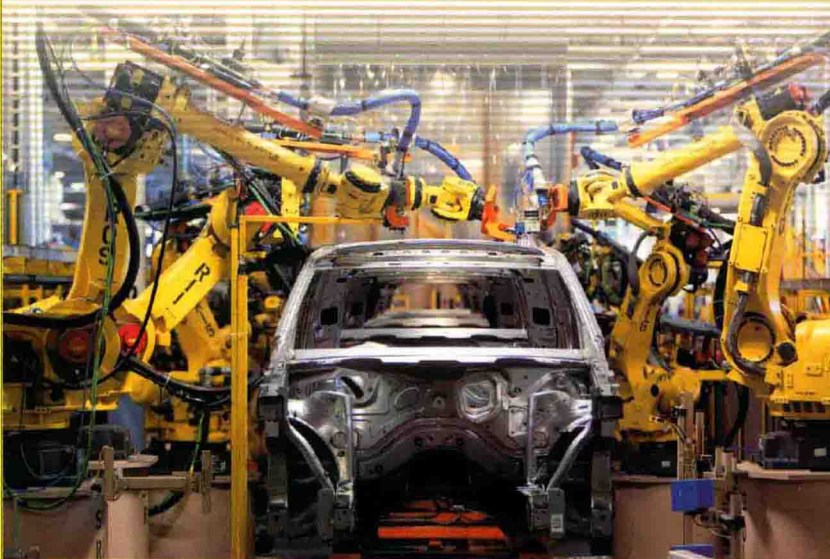
总主编 安晓灿 郭万群

21世纪应用型本科教育行业英语系列教材

Workplace English
for
the Automobile Industry

汽车行业英语

郭万群 郝玉娟 主编



暨南大学出版社
JINAN UNIVERSITY PRESS

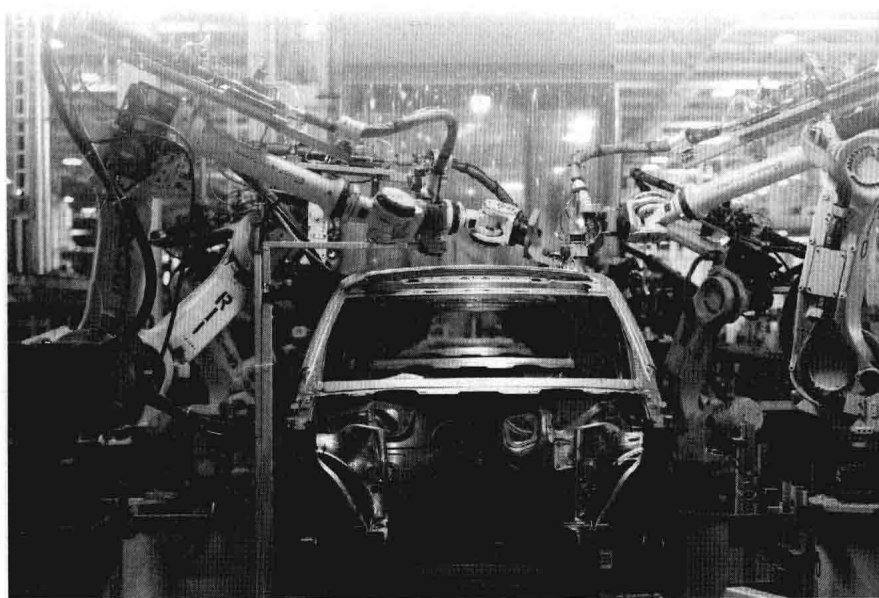
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前 言

2002 年教育部启动新世纪大学英语教学改革, 2007 年颁布《大学英语课程教学要求》。在该教学文件的指导下, 大学英语课程教学改革与建设蓬勃发展, 取得了令人瞩目的成绩: 创建了以现代信息技术, 特别是网络技术为支撑的教学模式, 确立了学生在学习过程中的主体地位, 开设了资源共享的大学英语学习网站和自主学习视听说学习中心, 使英语学习朝着个性化和自主式方向发展; 课程内容体系也开始朝综合英语类、语言技能类、语言应用类、语言文化类和专业英语类的必修课程和选修课程相结合的方向扩展。

在过去的 10 年中, 许多地方应用型本科院校的大学英语课程建设经历了从专科教育向本科教育的过渡, 包括师资队伍建设和教学文件建设、教学内容体系和教学方法的改革等, 在基本建设方面取得比较显著的成效。但是, 目前大多数院校把教学内容定位在基础英语, 教学目标定位在大学英语四级考试合格率上。显然, 这样的教学目标与地方院校应用型人才的培养目标和社会需求是不完全吻合的。地方高校大学英语教学深化改革面临的重大研究课题应该是: 根据应用型人才的培养目标和社会需求扩展课程内容体系, 做到辅助专业, 注重实用, 面向社会, 服务行业。开发应用型本科教育行业英语教材正是基于上述的分析和改革的需要, 目的是培养学生在涉外职场环境下使用英语进行交际的能力, 为提升就业竞争力及未来的可持续发展打下必要的基础。

本套教材的开发是在积极与专业课教师合作的基础上, 针对应用型本科院校大学英语开设拓展课程的教学需要进行设计的。本套教材的突出特色是:

(1) 突出行业职场交际所需要的英语知识与技能的训练, 注重交际语言和技能的实用性、通用性、时效性、典型性和可模拟性。

(2) 选用的材料反映该行业的发展史及其在技术应用方面的最新或重大成果。听说材料与职场情景密切相关, 简短精练; 阅读文章的题材以涉外职场交际需求为主线, 体裁多样化, 如行业人物访谈、行业发展趋势与动向、企业或公司简介、新产品/技术引进与开发介绍等, 既体现行业涉外交际的需要, 又生动有趣; 选用的应用文体现职业需求, 简短典型, 易读易模拟。

(3) 练习的设计体现以完成职场任务为导向和引导学生主体参与的教学理念, 充分利用 group work, pair work, discussion, presentation, project, survey report 等学习方式, 使练习体现职业性、实践性、交际性和协作性, 不仅能为学生创造参与课堂活动的



机会，还能指导他们到相关企业进行现场学习和实践，完成 group project, survey report 等学习任务。

本系列教材的每册书包括八个单元，每个单元由五部分组成，即听与说 (Let's Listen and Talk)、读与写 (Let's Read and Write)、职场项目 (Workplace Project)、职业沙龙 (Career Salon) 和单元词汇 (New Words and Expressions)。本书各单元后还附有学习伴侣部分，详细说明了该单元的背景知识、语法知识和词汇。书后还附有练习答案、听力会话、参考译文和短文的文章材料和光盘。

本书以汽车行业为背景，涉及的题材包括汽车行业概况、汽车构造、汽车销售、汽车维修与保养、汽车保险与索赔、汽车与环境、知名汽车制造商与品牌、新能源汽车。

本系列教材的总主编是韶关学院外语学院安晓灿教授和中原工学院外国语学院郭万群教授；《汽车行业英语》是由中原工学院外国语学院与机电学院合作完成，主编是中原工学院外国语学院郭万群和郝玉娟，副主编是机电学院车辆工程系的朱从云；编者有郝玉娟（第一、七单元）、刘丽（第二、三、四单元）、张妍妍（第五、六、八单元）。朱从云博士主要参与选材把关、任务设计、译文审校工作。

本系列教材的开发是一次大胆的尝试，目的是推进应用型本科教育大学英语课程的改革与建设，其中难免存在不当和疏漏之处，敬请使用者批评指正。

编 者
2015 年 3 月

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Unit 1

Overview of the Automobile Industry

Unit Objectives

- ◆ Learn how to prepare and attend a job interview.
- ◆ Learn the vocabulary and sentence patterns related to automobile industry.
- ◆ Learn how to write a letter of congratulations.
- ◆ Learn how to write a survey report.

Let's Listen and Talk

Listening

Situation 1 Interviewing for a Summer Internship

Task 1

Listen to a conversation and tick the questions the interviewer asked.

- ☐ 1. Do you like this program?
- ☐ 2. Why do you apply for this program?
- ☐ 3. Where did you get the information about the program?
- ☐ 4. Did you get the information from the Internet?
- ☐ 5. What do you know about this program?
- ☐ 6. What salary do you expect?
- ☐ 7. Do you want to ask me any question about the program?
- ☐ 8. How long will you work for this program?

Task 2

Listen to the conversation again and complete the following sentences.

1. Well, I've always enjoyed working during the holidays, a great way to make new friends and get more working _____.



2. Well, this internship program has been a part of a certain _____ for more than 25 years.
3. This program provides a _____ experience.
4. Students attend weekly meetings with senior foundation staff and _____ in training and networking opportunities.
5. Yes. I would like to know how long the program will _____ and the payment per hour.
6. The program runs for 12 weeks, beginning on June 10th and ending on August 30th. The _____ are paid \$16.50 per hour.

Situation 2 Talking about the Invention of Automobiles

Task 3

Listen to a passage and answer the following questions.

1. Who invented the automobile?
2. What is the speed of the steam-powered carriage?
3. Where did the inventor and his friends celebrate after the first run of the carriage?
4. Who is considered to be the father of modern automobile mass production?
5. Why does Model T car make it possible to produce cars on a large scale?

Task 4

Listen to the passage again and fill in the blanks.

It is _____ 1 _____ to say that any one invented the automobile. Many individuals living and working in different countries and at different times _____ 2 _____ to its development. Many of the discoveries that went into the _____ 3 _____ of the automobile were small in themselves. But together they were important. Here are two examples.

On _____ 4 _____ 1801, the silence of the English countryside was _____ 5 _____ by a steam-powered carriage _____ 6 _____ at a speed of 8 to 9 miles an hour—almost unheard of in those days. According to automobile historians, this was the first practical use of _____ 7 _____ power to move a vehicle. After its first run, the machine _____ 8 _____ burned up while the inventor and his friends were celebrating its success at a pub.

Henry Ford is considered the father of modern automobile _____ 9 _____ production. His famous Model T car, because of its low price, made it possible to produce cars on a large _____ 10 _____.

Speaking

Situation 3 Visiting Fiat's Plant in China

Sample Dialogue 1

Amy: Hello, Tom! Long time no see!

Tom: Hi, Amy. I got an opportunity to visit Fiat's plant in Hunan Province, a latest development in a 5-billion-yuan joint venture between Fiat and GAC, China's sixth largest auto manufacturer.

Amy: Why did you go to China and visit Fiat's plant?

Tom: Well, you know I am about to graduate from University in Automotive Manufacturing. I need to have a unique experience. Not only was it my first time to visit a car factory, but a good opportunity to collect concrete examples for my studies.

Amy: Sure. It must be fantastic! How was your trip?

Tom: Great! During the visit, I continuously tried to associate what I was seeing with what I have learned in the university.

Amy: Did anything strike you?

Tom: Yes, what did strike me was that in the center of the assembly line, there is a huge office completely made of glass wall, which helps employers and employees to interact at all time—no real barriers—and that everyone, including the Plant Manager and HR Manager, are dressed in the same uniform.

Amy: Amazing! What else? How about the workers there? Do they work efficiently?

Tom: Yes, I think so. Not only efficiently, but also happily! The assembly line was projected along with the workers and applied the Best Practices from all the plants in the Fiat group. This resulted in efficient production process, happy workers and one of the most technologically advanced automotive plants in the world.

Amy: Did you have any unique experience?

Tom: The body shop is quite unique. There are robots everywhere and they work very quickly and with great precision. For example, at one point 14 robots put together the body chassis in about 1 minute.

Amy: Wow! Labor-saving! Man power has been substituted with robots.

Tom: Yes, and time-saving! But the role of human beings is still fundamental and decisive in the final output.

Task 5

Pair work. Start a conversation with your partner according to the situation:

You are introducing your visit of Kia Motors Plant in China to a good friend.

Situation 4 Having an Interview with the CEO of General Motors Corporation.**Sample Dialogue 2**

(The interviewer is interviewing Mr. Young, the chairman and chief executive at General Motors Corporation.)

Interviewer: Good morning, Mr. Young. Thank you for giving me this great chance to have an interview with you.

Young: It is my pleasure!

Interviewer: As we all know, you are very different from the previous CEOs at GM. You would say publicly what other CEOs say in private. It is heard that there was a resistance to change at GM. What did you do to overcome such resistance?

Young: Well, I was moving at a faster pace. You know, I am not the first to complain about GM's bureaucracy. But I am the first with a will to make changes to keep profits flowing.

Interviewer: Yes, your vitality and spirit are there for all to see. What makes you take the job? It is not an easy task.

Young: I took this job because I never like an easy task. I am a person of enterprise. I have an urge to take adventure in my life.

Interviewer: I can see that in your character. Have you got used to the job and life at GM?

Young: Yes. I have to say I knew little about cars at the beginning. But now I can speak with authority on everything from transmissions to batteries.

Interviewer: So you only sleep three nights a week?

Young: I rarely sleep past 4 : 30 a. m. or 5 a. m. I've always been an early riser, so I can talk to the folks in Asia before they get too far into their day. It's the best job I've ever had. It's the most fascinating industry I've ever been in.

Interviewer: How has the corporate culture changed at GM since you joined the board?

Young: I would say, objectively, that 90 percent of what we did was good. There is tremendous commitment and loyalty to this company. Recognize what went wrong, learn from it, and move on. I would say we're making good progress.

Interviewer: Thank you so much for coming here.

Young: It is all right.

Task 6

Pair work. Discuss with your partner and draw up a list of interview questions according to the situation :

You are going to have an interview with the CEO of Ford Motor Company. What kind of questions do you want to ask?

Let's Read and Write

Reading

Task 7

Read Passage 1 and then work in pairs to speak out the expressions given in brackets.

1. In 2012, it is very difficult to compile a list of brands that offer _____ (引人注目的设计) across the entire model range.
2. Primarily because eye-catching ornamental and decorative elements have taken priority over _____ (样式和比例).
3. How do the premium brands plan to conquer the _____ (大众市场)?
4. Audi is about to put the _____ (最后润色) on the A3 sedan.
5. Inspired by Mini, Kia is contemplating turning the next-generation into a family of _____ (以生活方式为导向的) runabouts.
6. In nine out of ten cases, the link automakers seek is a _____ (与项目相关的) cooperation.
7. _____ (自动驾驶) is the next big thing on the way toward the ultimate goal of total accident avoidance.
8. In some cases, the _____ (销售特点) is not sufficiently unique.

Passage 1

<p>Ten Trends That Are Steering the Auto Industry's Future</p> <p>1. Car design's programmatic cul-de-sac</p> <p>If possible, please turn around. In 2012, it is very difficult to compile a list of brands that offer compelling design across the entire model range. Aston Martin, Kia, and Land Rover do better than most, but the big names slip up at an alarming rate. Why? Primarily because eye-catching ornamental and decorative elements have taken priority over style and proportion. Even yesterday's greats have lost the plot; BMW has embarked on an unpredictable, hit-or-miss course; and Audi has chosen a strangely static approach for its sedan.</p> <p>2. Size doesn't matter</p> <p>How do the premium brands plan to conquer the mass market? Prestige is more important than ever, but thinking big is no longer a key to success. For example, Mercedes-Benz will stuff S-class ingredients into smaller new models such as the 2013 A-class. Audi is about to put the finishing touches on the A3 sedan.</p> <p>3. The empire no longer strikes back</p> <p>The Japanese car industry needs a fundamental rethink. Among the true culprits are a saturated home market that refuses to grow, wafer-thin profit margins</p>	<p>死胡同</p> <p>引人注目的 出差错</p> <p>从事</p> <p>材料</p> <p>起因 饱和的</p>
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<p>in North America, a lack of investment in China before the boom began, and no firm foothold in prospering South America. Where do the big three—Toyota, Nissan, and Honda—stand? Toyota piled up enough reserves in better years, Nissan went to bed with Renault, and Honda is cultivating its crumbling underdog image. What Japan needs are new star cars.</p>	<p>破碎的</p>
<p>4. Going from strength to strength</p> <p>How do Hyundai and Kia intend to shake up the middle ground? Last year, the Koreans made monumental gains by securing solid double-digit growth rates in just about all the major markets, including Western Europe, which is particularly tough to conquer. As a result, Hyundai and Kia climbed to the No. 5 spot on the list of the world's largest car manufacturers. The dynamic duo is now a self-sufficient enterprise. Inspired by Mini, Kia is contemplating turning the next-generation into a family of lifestyle-oriented runabouts while Hyundai prepares to take on Lexus with a full range of luxury cars.</p>	<p>轻便小车</p>
<p>5. The urge to merge</p> <p>The cooperation is gaining momentum once again. In nine out of ten cases, what the link automakers seek is a project-related cooperation. When both firms share the same strengths and weaknesses, the trip from the altar to the divorce court may be shorter than anticipated. That's why the GM/PSA link makes less sense than the BMW/PSA engine program or the proposed alliance between Fiat and Chrysler.</p>	<p>动力</p>
<p>6. Sooner than we think, HAL takes the wheel</p> <p>The creepy facets of autonomous driving. Autonomous driving may sound like science fiction, but the reality of unmanned driving began 8 years ago.</p> <p>Today, California and Nevada have a set of rules to govern robotized motoring, and Google has a fleet of cars that steer, brake, and accelerate automatically. Autonomous driving is the next big thing on the way toward the ultimate goal of total accident avoidance.</p>	
<p>7. Starting up is hard to do</p> <p>The newest crop of carmakers struggles to survive. Establishing a new automobile brand is an arduous task. In Europe, Venturi and Mindset are among the most prominent startups whose fate is in limbo. The fact is that none of the newcomers has yet made a lasting impact on an increasingly demanding and volatile market. In some cases, the selling proposition is not sufficiently unique. In others, the cars aren't competitively priced. In all cases, distribution is a very tall hurdle. And the competition never sleeps.</p>	<p>费力的 混乱 反复无常的</p>
<p>8. Reduce to the max</p> <p>How is downsizing going to change the character of the automobile? At Mercedes, V-6's volumes will eventually dwarf V-8's. BMW continues to phase out the legendary straight six in favor of more efficient four-cylinder engines. To save fuel, every second cylinder is switched off under part throttle. For exactly the same reason, weight will be significantly reduced across the board. To reach this end,</p>	<p>使变小 节流阀</p>

lighter materials, more efficient assembly techniques, modular architectures, and miniaturized electric motors, A/C compressors , and starter batteries will be used.	压缩机
9. It takes more than merit	
Why are alternative-propulsion systems falling behind schedule? There are some unresolved questions affecting nascent green technologies: Can batteries be charged with low-cost off-peak electricity? How long before a nationwide network of quick-charge stations will be in place? When will the next generation of batteries come on stream? Can a full hybrid be the answer—or is it just an overpriced interim solution? And the major question: as far as the true environmental impact goes, is an electric power point really greener than gasoline or diesel?	新生的 暂时的
10. Big brother is back	
Super clever new driver assistance systems are a blessing and a curse. Today, you can't buy a new car that's not fitted with stability control. In addition to familiar computerized helpers like brake assist, automated parking, blind-spot assistance, and active cruise control, we're about to experience lane-discipline assist, congestion assistance, main beam assist, and adaptive ride comfort assistant. It is a brave new electronic world.	盲点

Task 8

Read the passage again and supply the missing words or expressions to complete the following statements in pairs.

1. The famous brands make some errors at an _____ although Martin, Kia, and Land Rover do better.
2. One of the true reasons leading to the current Japanese auto industry slump is a _____ that refuses to grow.
3. As a result, Hyundai and Kia are ranked fifth on the list of the _____.
4. The journey from the altar to the divorce court will be shorter than expected if the two companies share the same _____.
5. The reality of _____ started 8 years ago although the autonomous driving may sound like something fictional.
6. It is a tough job to establish a new _____.
7. _____ will be greatly decreased across the board in order to save fuel.
8. With the real _____, is an electric car more environment-friendly than gasoline or diesel?

Task 9

Work in groups and discuss the following questions.

1. Why do the big names slip up at a frightening rate?
2. What does "size doesn't matter" mean?
3. Where do the big three—Toyota, Nissan, and Honda—stand?

4. Why are alternative-propulsion systems falling behind schedule?
5. Which trend do you think would most likely become a reality?

Task 10

Read the sentences taken from Passage 1 and work in groups to translate them into Chinese.

1. Even yesterday's greats have lost the plot; BMW has embarked on an unpredictable, hit-or-miss course; and Audi has chosen a strangely static approach for its sedan.

2. When both firms share the same strengths and weaknesses, the trip from the altar to the divorce court may be shorter than anticipated.

3. Today, California and Nevada have a set of rules to govern robotized motoring, and Google has a fleet of cars that steer, brake, and accelerate automatically.

4. The fact is that none of the newcomers has yet made a lasting impact on an increasingly demanding and volatile market.

5. To reach this end, lighter materials, more efficient assembly techniques, modular architectures, and miniaturized electric motors, A/C compressors, and starter batteries will be used.

Task 11

Work in pairs to complete the statements with the information from Passage 2.

1. According to the automobile unit production, the car industry in China has been the _____ since 2008.

2. China's national _____ has been growing at a high speed since China's entering into the World Trade Organization.

3. The Chinese government is actively developing a car culture and car industry by taking the _____ for national development and compressing the time.

4. The _____ in Beijing and Shanghai are held every other year and tend to be more dazzling than the one in Guangzhou.

5. The government's actions of promoting energy-saving vehicles and public transport comes from _____ about the influence on traffic and the environment.