

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 2



主 编◎梁春琳 张 敏  
副主编◎黄 静 马春峰  
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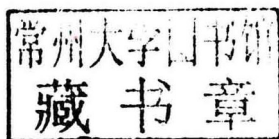
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## 内 容 提 要

本书是“新起点职业英语系列”,针对高职高专英语读写教学要求编写。本书尊重语言教学的基本规律,选用最新语言材料,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,打破听说隔离平面培养模式,将听与说巧妙融合,相互促进。

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# 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年3月



# 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 Be Your Own Boss / 1

### Warming-up / 1

- I. The Theme Word / 1
- II. Sentence Writing—Start an Online Business / 1
- III. Brainstorming / 3

### Intensive Learning—Online Business / 3

- I. Word Ladder / 3
- II. Text—Online Business / 3
- III. Reading Comprehension / 5
- IV. Language Practice / 6

### Practical Writing—A project Tender / 8

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

### Advanced Learning / 11

- I. Theme Reading—How to Write a Business Plan / 11
- II. Feature Reading—A Company Homepage / 13
- III. Essay Writing—Reasons for Choosing a Company Motto / 14

## Unit 2 Trade Shows and Fairs / 15

### Warming-up / 15

- I. The Theme Word / 15
- II. Sentence Writing—Plan an Event / 15
- III. Brainstorming / 17

### Intensive Learning—Event Budgeting / 17

- I. Word Ladder / 17
- II. Text—Event Budgeting / 17
- III. Reading Comprehension / 19
- IV. Language Practice / 20

**Practical Writing—Letter to Organizers and Contractors / 22**

- I. Tips for Practical Writing / 22
- II. Example / 23
- III. Practical Translation / 24
- IV. Do It Yourself / 25

**Advanced Learning / 25**

- I. Theme Reading—An Event Proposal / 25
- II. Feature Reading—An Exhibition Ad / 27
- III. Essay Writing—An Event Ad / 28

**Unit 3 Under Contract / 29**

**Warming-up / 29**

- I. The Theme Word / 29
- II. Sentence Writing—Terms and Conditions / 29
- III. Brainstorming / 31

**Intensive Learning—What Is the Contract / 31**

- I. Word Ladder / 31
- II. Text—What Is the Contract / 32
- III. Reading Comprehension / 33
- IV. Language Practice / 34

**Practical Writing—A Sales Contract / 36**

- I. Tips for Practical Writing / 36
- II. Example / 36
- III. Practical Translation / 38
- IV. Do It Yourself / 39

**Advanced Learning / 40**

- I. Theme Reading—Letters of Credit and Drafts / 40
- II. Feature Reading—Sales Contract / 41
- III. Essay Writing—Write Four Consequences of Breaching a Contract / 43

**Unit 4 Workflow Improvement / 44**

**Warming-up / 44**

- I. The Theme Word / 44
- II. Sentence Writing—Clothes Making Workflow / 44
- III. Brainstorming / 46

**Intensive Learning—Workflow Management / 46**

- I. Word Ladder / 46
- II. Text—Workflow Management / 46



III. Reading Comprehension / 48

IV. Language Practice / 49

**Practical Writing—Work Report / 51**

I. Tips for Practical Writing / 51

II. Example / 52

III. Practical Translation / 53

IV. Do It Yourself / 53

**Advanced Learning / 54**

I. Theme Reading—Example of a Service Request Business Process / 54

II. Feature Reading—An Advertisement on the Workflow Management Software / 56

III. Essay Writing—Design a Workflow Software / 57

## **Unit 5 Professional Ethics / 58**

**Warming-up / 58**

I. The Theme Word / 58

II. Sentence Writing—Enhancing Teamwork / 58

III. Brainstorming / 60

**Intensive Learning—Business Ethics and Integrity / 60**

I. Word Ladder / 60

II. Text—Business Ethics and Integrity / 60

III. Reading Comprehension / 62

IV. Language Practice / 63

**Practical Writing—Letter of Resignation / 65**

I. Tips for Practical Writing / 65

II. Example / 66

III. Practical Translation / 67

IV. Do It Yourself / 68

**Advanced Learning / 68**

I. Theme Reading—Leave with Dignity / 68

II. Feature Reading—An Employee Performance Evaluation Form / 70

III. Essay Writing—Green VS. GDP / 72

## **Unit 6 Modern Project Management / 73**

**Warming-up / 73**

I. The Theme Word / 73

II. Sentence Writing—Project Management / 73

III. Brainstorming / 75

### **Intensive Learning—Become a Project Manager / 75**

- I. Word Ladder / 75
- II. Text—Become a Project Manager / 75
- III. Reading Comprehension / 77
- IV. Language Practice / 78

### **Practical Writing—Letter of Intent to Award / 80**

- I. Tips for Practical Writing / 80
- II. Example / 81
- III. Practical Translation / 82
- IV. Do It Yourself / 84

### **Advanced Learning / 84**

- I. Theme Reading—Project Management Approaches / 84
- II. Feature Reading—Letter of Intent for Business / 87
- III. Essay Writing—Reasons for Becoming a Project Manager / 89

## **Unit 7 Oral Presentations / 90**

### **Warming-up / 90**

- I. The Theme Word / 90
- II. Sentence Writing—Occasions for Oral Presentation / 90
- III. Brainstorming / 92

### **Intensive Learning—How to Organize a Presentation / 92**

- I. Word Ladder / 92
- II. Text—How to Organize a Presentation / 92
- III. Reading Comprehension / 94
- IV. Language Practice / 95

### **Practical Writing—Oral Presentation / 97**

- I. Tips for Practical Writing / 97
- II. Example / 98
- III. Practical Translation / 99
- IV. Do It Yourself / 100

### **Advanced Learning / 101**

- I. Theme Reading—An Oral Speech / 101
- II. Feature Reading—What Is a Weekly Sales Analysis Report / 102
- III. Essay Writing—A Public Speech: Environment or Economy / 104

## **Unit 8 Quality Matters / 105**

### **Warming-up / 105**

- I. The Theme Word / 105

II. Sentence Writing—Ways to Improve Quality / 105

III. Brainstorming / 107

**Intensive Learning—What's Quality Control / 107**

I. Word Ladder / 107

II. Text—What's Quality Control / 107

III. Reading Comprehension / 108

IV. Language Practice / 110

**Practical Writing—Description of Graphs / 112**

I. Tips for Practical Writing / 112

II. Example / 113

III. Practical Translation / 115

IV. Do It Yourself / 115

**Advanced Learning / 116**

I. Theme Reading—The Homely Touch of the Highest Quality Standards at McDonald's / 116

II. Feature Reading—Email of A Reply to a Complaint Letter / 118

III. Essay Writing—A Complaint Letter / 119

## **Unit 9 Buying Strategies / 120**

**Warming-up / 120**

I. The Theme Word / 120

II. Sentence Writing—Help Your Customers Make the Right Choice / 120

III. Brainstorming / 122

**Intensive Learning—Buying Process / 122**

I. Word Ladder / 122

II. Text—Buying Process / 123

III. Reading Comprehension / 124

IV. Language Practice / 126

**Practical Writing—An Enquiry Letter / 128**

I. Tips for Practical Writing / 128

II. Example / 129

III. Practical Translation / 130

IV. Do It Yourself / 130

**Advanced Learning / 131**

I. Theme Reading—Types of Buying / 131

II. Feature Reading—A Letter of Quotation / 133

III. Essay Writing—Reasons for Modified Rebuy / 134

## **Unit 10 Problem Resolutions / 135**

### **Warming-up / 135**

- I. The Theme Word / 135
- II. Sentence Writing—Signs of Being under Stress / 135
- III. Brainstorming / 137

### **Intensive Learning—How to Deal with the Unexpected / 137**

- I. Word Ladder / 137
- II. Text—How to Deal with the Unexpected / 137
- III. Reading Comprehension / 138
- IV. Language Practice / 140

### **Practical Writing—A Complaint Letter / 142**

- I. Tips for Practical Writing / 142
- II. Example / 142
- III. Practical Translation / 144
- IV. Do It Yourself / 145

### **Advanced Learning / 145**

- I. Theme Reading—Handling Work Stress / 145
- II. Feature Reading—Occupational Safety and Health / 147
- III. Essay Writing—A Compensation Letter / 148

# Unit 1 Be Your Own Boss

## Warming-up

### I. The Theme Word

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

innovation	management	entrepreneurship	funds
improvement	originality	invention	revolution

Words with the meaning of “创新”:

---

---

### II. Sentence Writing—Start an Online Business

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

#### Start an Online Business

Eager to launch your online business, but not sure where to start? With the development of technology, including excellent online tools and lower costs, there has never been an easier time to start your online business.



Picture 1 Register your domain

---

---

---



Picture 2 Find a web host

---



---



---



Picture 3 Design your website

---



---



---



Picture 4 Online payment

---



---



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Picture 5 Determine product delivery methods

---



---



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Picture 6 Build site traffic

---



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### III. Brainstorming

Write down your answers to the following questions.

- 1) Have you ever got any experience in starting online business? Would you like to share your experience with us?  
\_\_\_\_\_
- 2) What is online business from your perspective?  
\_\_\_\_\_
- 3) What business do you plan to start?  
\_\_\_\_\_

## Intensive Learning—Online Business

### I. Word Ladder

Listen and read aloud the following words and expressions.

lucrative ['lu:kɹətɪv] *adj.* 赚钱的

requirement [rɪ'kwaɪəmənt] *n.* 要求

resource [rɪ'sɔ:rs] *n.* 资源

register ['redʒɪstə] *v.* 注册

discretion [dɪ'skreʃn] *n.* 慎重考虑, 自由决定

alert [ə'leɪt] *n.* 警告, 警示

maintenance ['meɪntənəns] *n.* 维持

comply [kəm'plaɪ] *v.* 顺从

regulation [ˌregju'leɪʃən] *n.* 规范

assist [ə'sɪst] *v.* 帮助

domain name 域名

in compliance with 与……相符合

in the form of 以……形式

regardless of

### II. Text—Online Business

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

- |           |           |           |           |            |
|-----------|-----------|-----------|-----------|------------|
| 1) d_____ | 2) p_____ | 3) s_____ | 4) i_____ | 5) r_____  |
| 6) v_____ | 7) s_____ | 8) c_____ | 9) s_____ | 10) t_____ |

### Online Business

Establishing a business presence on the Internet can be a lucrative way to sell, market, and advertise your goods and services. The following topics provide details on how to start and

manage an online business.

### **1. Start a Business**

Regardless of where you choose to operate your business, certain general requirements always apply. Before you can begin completing specific online business steps you must follow the basic rules for starting a business. Use these tools and resources to help take you from preparing your business plan to becoming a successful business owner.

### **2. Register a Domain Name**

A domain name is the web address of your online business. Choosing and registering a domain name is the first step to starting an online business. After you've chosen the name you'd like to register, the process is simple and cost-friendly. Where to register your name is up to the discretion of individual businesses.

Be careful to avoid possible security risks by becoming aware of potential scams. The Federal Trade Commission issued a consumer alert about Domain Name Registration Scams.

### **3. Select a Web Host**

A web host provides you with the space and support to create your website. Choosing the host that best suits a business is up to the discretion of that business. Costs and abilities, such as site maintenance, search registration, and site development, vary from host to host but it is important for it to be both reliable and secure.

### **4. Design Your Website**

The website of your online business is extremely important to its success. Because you don't have a physical location, this is considered your "store front". Websites can be designed personally, by hiring someone to work as your site designer, or by using an independent design firm.

### **5. Begin Advertising and Marketing**

Similar to the traditional market place, online businesses cannot be successful without customers. For online businesses, these customers come in the form of site visitors or viewers. Generating the highest amount of traffic possible on your website will create the highest chance that those visitors will become customers. Register with search engines and use keywords that will drive the most traffic to your site.

### **6. Comply with Online Business Regulations**

Online businesses must comply with special laws and regulations that apply only to them. A lawyer that specializes in internet law can assist businesses with all aspects of starting and operating an online business.

### **7. Understand International Trade Laws**

Operating internationally requires many additional considerations from finding overseas



markets and suppliers to shipping and tax regulations. Follow international trade laws for online business to be sure you are in compliance with all regulations.

### III. Reading Comprehension

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

1) What is a domain name?

---

2) How can you avoid possible security risks?

---

3) What will a web host bring to you?

---

4) Why is the website of an online business important to its success?

---

5) Who will be the customers for online businesses?

---

6) What are you supposed to follow if you start online businesses?

---

#### B. Read the text again and decide whether the following statements are true or false.

T	F	1) The process of registering your company's name is simple and easy.
---	---	---

T	F	2) Site maintenance and search registration differ among different hosts.
---	---	---

T	F	3) If you follow the basic steps for starting a business, you are bound to be successful.
---	---	---

T	F	4) A domain name is the name of your online company.
---	---	--

T	F	5) The greater the amount of traffic you achieve, the higher probability that those visitors will become customers.
---	---	---

T	F	6) It is important to find overseas market and suppliers if you want to operate online business internationally.
---	---	--

