



普通高等教育“十一五”国家级规划教材
新标准高职高专公共英语系列教材
VOCATIONAL COLLEGE ENGLISH

商业英语 上

行业英语系列

SHOPPING MATTERS(1)

学生用书
STUDENT'S BOOK

作者 Maria Elisabeth Köstler
改编 孙佩君 吴迪 汪玉枝





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总序

高等职业教育贯彻以服务为宗旨、以就业为导向的办学方针，培养的人才需最大限度地符合未来职业的要求。高职高专公共英语教学必须明确这一定位，为高职人才培养的总目标服务。高职高专公共英语教学改革也应该尝试能够体现这一教学改革目标的探索与实践，以职业岗位要求为依据，开展有针对性的教育，以强化高职高专公共英语教学的实用性、职业性特征。正在研讨的《高等职业教育英语课程教学要求》已体现了这一改革思路，将行业英语的教学纳入了高职高专公共英语教学的内容。然而高职高专公共英语教学应如何与行业相结合，这仍是一个值得我们思考和探讨的问题。“新标准高职高专公共英语系列教材·行业英语系列”不仅为这个问题给出了一个科学、合理的解决方案，也为行业英语教材的建设提供了一个优秀的范本。

细致是该系列教材最难能可贵之处。无论是对所涉及行业中需要使用英语进行工作的情景以及各种情景下常用的句型、词汇、专业术语，还是对国际交往中最容易引发沟通障碍的文化差异以及由于缺乏了解可能引起的商务礼仪失误，该系列教材都作了细致入微的介绍与分析。这使教材在选材、学习量及活动的设计上都极具科学性和针对性，既不是闭门造车，也不是眉毛胡子一把抓。同样的细致也体现在其内容的编排上。举个例子，我们很多教材中的口语练习往往失于空泛，学生无话可说，或有话说不出。而该系列教材中的口语练习场景真实、要求具体、引导详细、循循善诱，很容易激发学生想说英语的欲望。此外，该系列教材很注重语言的循环呈现，同样的句型、词汇和交际功能往往能在不同形式的练习中得到反复操练、不断深化，这将大大提高学习的有效性。每单元的各板块不是生硬的堆砌，而是既相互独立又前后连贯。对于行业英语教材来说，板块之间的这种独立性给教学留下了选择的空间，而这种连贯性则非常有助于引导学生进入教材设定的行业角色。该系列教材图文并茂，设计堪称精致，但真正的精致还在于其细致、认真、科学、严谨的内容编排。

实用是这套教材最突出的特点。书中选取的素材完全是来自真实工作场景下的真实语言材料，包括电话交谈、面谈、公司对外宣传资料、公司对内工作文书等职场内容，几乎涵盖了从业者日常工作的方方面面。书中还设计了大量模拟真实工作任务的练习，努力让学生进入从业者的角色，训练用英语处理业务的能力。这些真实的语言材料和训练把实际工作场景带入了课堂，学生学到的就是他们在未来工作中要面对的，使学以致用原则真正落到了实处。

高职高专英语教育强调以实用为主，以培养职业能力为目标，这就需要我们的教学反映学生未来实际工作的需要，提高学生的就业能力。该系列教材以细致的行业需求分析为基础，以科学严谨的内容编排为特点，着力培养学生用英语进行工作的能力，融“教、学、做”为一体，充分体现了高职高专英语教学改革的方向。相信它的出版不仅会使广大英语学习者受益，也将为探索我国高职高专英语教育如何加强职业能力的培养拓展思路。

刘黛琳 教授

教育部高等学校高职高专英语类专业教学指导委员会主任委员

前言

《商业英语》是一套新型的职业学校商务英语（零售业）教学用书，也可用作企业培训教程，共二册。本教材按照职业学校的教学计划改编，上册起点较低，有简单英语基础即可。

《商业英语》上册由12个单元组成，内容围绕英语商务交流展开。每个单元都设置了与购物有关的情景，帮助学生熟悉英语的各个基本要点。在教学过程中，为保证专业词汇及语法构架的连续性，建议教师按照书中的单元编排顺序进行教学，但如果课时有限，亦可根据实际情况调整。

《商业英语》的编写注重情节性和实用性。教材中的角色模拟练习与互动练习不仅涉及职场用语，而且还加入了一些职场生活中的社会元素，使学生可以主动有效地锻炼自己日常用语的表达能力。此外，虽然本教材的教学重点不在于语法，但书中仍提供一些基础的语法规则介绍和练习内容，供学习者参考和熟练掌握。

《商业英语》上册书后的 word list 包括全书各处出现的生词和短语。学习者在书中任何地方碰到的生词几乎都能在书后的 word list 中检索到。为了使用方便，本书特意提供了两种检索方式，Unit word list 按照单词、短语在书中出现的先后顺序排列，通过该词表可以看到每一页、每一项内容中所有的生词短语。A-Z word list 按照字母顺序排列，每个词出现的页码都进行了标注，通过该词表可以找到每一个单词出现的上下文。此外，书后的附录还包括介绍商业信函写作方法的 Business correspondence、书中听力练习的文字材料 Transcript 以及角色模拟练习的提示资料 Pairwork files。

最后，编者诚挚地祝愿大家在使用《商业英语》一书时可以获得巨大的乐趣与收获。

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1 | *A new job*

**1**

Who's who?

Hello, my name is Emily Jones. I'm 17 years old and I live in England. I'm a trainee at SNIPS supermarket in London. The manager is Mrs Deborah Wood.

MRS WOOD Harry, could you show Emily round the shop and introduce her to the others, please? I'm a bit busy at the moment.

HARRY Hello, you're the new trainee, aren't you? My name is Harry Osborne. I'm one of the shop assistants.

EMILY Hi, Harry. I'm Emily Jones.

HARRY Let me introduce you to some of the other people here.

EMILY Okay. Who's that woman over there?

HARRY That's Rhaina Panjabi. She's our window dresser. She comes once a week to dress our shop windows. Come on, I'll introduce you to her. Emily, this is Rhaina Panjabi. Rhaina, this is Emily Jones.

EMILY Hello, Rhaina.

RHAINA Hello. Welcome to your new place of work.

EMILY Who's the woman on the checkout?

HARRY That's Fiona Williams, a cashier.

EMILY And the guy over there?

HARRY That's another trainee, Jason North. He finishes his training next year. Come on, let's go and meet him. Emily, this is Jason North. Jason, this is Emily Jones, our new colleague.

JASON Hi, Emily. Welcome to SNIPS.

EMILY Hi, Jason.

HARRY So, I think you know most of the people now.

EMILY Right, thank you.

JASON Um, could you help me with these boxes, Emily?

EMILY Of course. See you later, Harry.

Now say who works at SNIPS supermarket. What are their jobs?

SIMPLE PRESENT: statements and the verb "to be"

- 1 I'm (= I am) Emily Jones.
 - 2 She's (= She is) our window dresser.
 - 3 She comes once a week to dress our shop windows.
- 一般现在时表示现在存在的状态 (1, 2)、习惯性或经常反复发生的动作 (3)。在第三人称单数 he/she/it 作主语时, 行为动词 (如 come 或 work) 的词尾一般要加 -s (3)。要注意的是 be 动词的变形。

Statements – 陈述句**work**

I work

you work

he/she/it works

we work

you work

they work

be

I am

(I'm)

you are

(you're)

he/she/it is

(he's/she's/it's)

we are

(we're)

you are

(you're)

they are

(they're)

Questions – 疑问句**be**

am I?

are you?

is he/she/it?

are we?

are you?

are they?

Negatives – 否定句**be**

I am not

(I'm not)

you are not

(you're not)

he/she/it is not

(he's/she's/it isn't)

we are not

(we're not)

you are not

(you're not)

they are not

(they're not)

⚠ 情态动词 may, can 和 could 在使用任何人称时都不需要变化形式。

May I help you?

He can speak English but he can't (= cannot) speak French.

Could you show Emily round the shop?

2 Introductions

Work with a partner to introduce yourself. The following words may help you:

Hi, my name is ...

I'm Pleased to meet you.

How do you do?

Hello, I'm ...

My name is Pleased to meet you.

How do you do?

3 People at SNIPS

Copy the table below in your exercise book.
Listen to the MP3 and fill it in.

name	job (or who they are)	what they do
Deborah Wood	manager	runs the shop

4 Practice

Write full sentences about the people at SNIPS.

EXAMPLE *Mrs Wood is the manager. She runs the shop. She is very busy.*

5 Practice

Rewrite the sentences with the correct verb form.

- 1 Emily ... (be) a trainee.
- 2 I ... (be) also a trainee.
- 3 She ... (live) in London.
- 4 Harry ... (be) a shop assistant.
- 5 Rhaina ... (not be) a shop assistant.
- 6 She ... (be) a window dresser.
- 7 She ... (like) her job.
- 8 You ... (not be) a window dresser.
- 9 Fiona ... (work) on the checkout.
- 10 Jason and Emily ... (be) trainees.
- 11 They ... (work) at SNIPS.
- 12 Emily ... (know) most of the people now.
- 13 We also ... (know) most of the people now.
- 14 Emily ... (help) Jason with the boxes.

GRAMMAR CHECK

THE VERB "TO BE": negative questions and short answers

Negative questions – 否定疑问句

Aren't you the new trainee? – Yes, I am.

Isn't he the manager? – No, he isn't. Mrs Wood is.

Short answers – 简略回答

Yes, I am.

No, I am not.

Yes, you are.

No, you aren't.

Yes, he/she/it is.

No, he/she/it isn't.

Yes, we are.

No, we aren't.

Yes, you are.

No, you aren't.

Yes, they are.

No, they aren't.

6 Practice

Give short answers.

EXAMPLE Is Emily a trainee? *Yes, she is.*

- 1 Is Mrs Wood the manager?
- 2 Isn't Emily a manager?
- 3 Are Emily and Fiona women?
- 4 Isn't Jason a trainee?
- 5 Is Harry a cashier?
- 6 Is Emily good-looking?
- 7 Aren't Harry and Jason good-looking?

7 A or an?

Put in *a* or *an*.

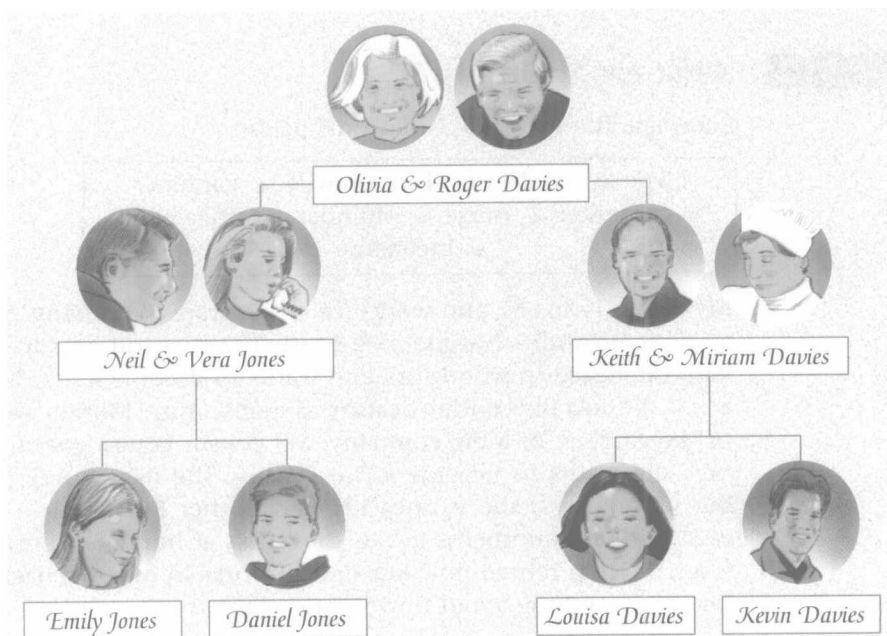
- | | |
|--------------------|-----------------------------|
| 1 ... shop | 9 ... shop assistant |
| 2 ... English shop | 10 ... European country |
| 3 ... cashier | 11 ... supermarket |
| 4 ... young man | 12 ... Austrian supermarket |
| 5 ... old man | |
| 6 ... apple | |
| 7 ... green apple | |
| 8 ... assistant | |

A OR AN?

a + 辅音字母, 如: a colleague, a trainee

an + 元音字母, 如: an orange, an apple

但是却说: an hour, a university (根据发音规则)



8 Who's who?

Look at Emily's family tree and complete the text.

aunt ♦ brother ♦ cousins ♦ daughter-in-law ♦ granddaughter
♦ grandfather ♦ parents ♦ sister ♦ uncle

Neil and Vera are my ...1, Daniel is my ...2 and I am his ...3. Olivia is my grandmother and Roger is my ...4. Keith is my mother's brother so he is my ...5. Miriam is his wife so she is my ...6. Louisa and Kevin are my ...7. Miriam is Olivia and Roger's ...8 and I am their ...9.

9 Who am I?

Look at the sentences and find out who is talking.

- 1 I've got four grandchildren and I'm married to Roger.
- 2 I've got a sister and Keith is my father.
- 3 I've got two children, just like my sister Vera.
- 4 Daniel is my grandson and Olivia is my wife.
- 5 I'm Keith's nephew.
- 6 I am Daniel's sister.
- 7 I've got two cousins and I'm Vera's niece.
- 8 I've got a niece and a nephew and Keith is my husband.
- 9 I'm Miriam's mother-in-law.
- 10 I've got a son and a daughter and Keith is my brother.

10 What are their jobs?

Complete the text using the words below:

cook ♦ hairdresser ♦ housewife ♦ gardener
♦ carpenter ♦ nurse ♦ plumber ♦ office clerk
♦ mechanic

My father is an ...1 and works for an insurance company. My mother is a ...2 at St. Anne's hospital. My brother Daniel still goes to school. He is very interested in woodwork and wants to become a ...3. Uncle Keith is a ...4, he installs central heating systems. Aunt Miriam works as a ...5 in the canteen of a big company. My cousin Louisa goes to school. She says she wants to become a ...6 because she likes doing people's hair. But who knows, she is only 12. Her brother Kevin is a ...7, he repairs cars. My grandmother is a ...8 (she works at home) and my grandfather is a ...9. He is retired now but he still works in his own back garden and knows everything about flowers and plants.

11

My family

Draw your family tree and tell your partner about it.

12

Puzzle

Copy this table onto a separate piece of paper. Then fill it in with words from the puzzle.

jobs

family members

B	O	F	F	I	C	E	C	L	E	R	K	R	I	S	B	O	L	E	D
C	A	C	W	I	N	D	O	W	D	R	E	S	S	E	R	F	S	M	A
H	N	U	R	S	E	B	U	N	R	O	E	Q	U	R	O	W	A	N	U
I	D	A	E	L	I	D	S	E	C	W	C	E	N	T	T	O	U	T	G
L	N	E	P	H	E	W	I	R	O	I	U	O	E	R	H	S	N	R	H
D	I	U	S	F	N	H	N	A	A	F	S	E	O	S	E	E	C	O	T
R	E	G	T	O	S	F	V	I	P	E	N	U	M	K	R	G	L	A	E
E	C	G	R	A	N	D	F	A	T	H	E	R	F	A	I	T	E	N	R
N	E	H	C	M	P	L	U	M	B	E	R	I	P	S	E	R	N	X	O
A	N	A	U	N	T	O	S	H	O	P	A	S	S	I	S	T	A	N	T

2

At a grocery shop

1

Excuse me, do you speak English?

Jason North is in Hamburg for the weekend. He is in a grocery shop and would like to buy some things but he doesn't speak German.

JASON Excuse me, do you speak English?

PETRA Yes, a little. What can I do for you?

JASON How much are these pretzels? There's no price on them.

PETRA They're 75 cents each. How many would you like?

JASON Two please.

PETRA Certainly sir. Anything else?

JASON Yes, some milk. How much is a bottle of milk?

PETRA A one litre bottle is 85 cents and a half litre bottle is 45 cents.

JASON I'll have a half litre bottle please. And have you got any oranges?

PETRA No, I'm sorry, we haven't. But we've got apples and bananas.

JASON How much are the bananas?

PETRA They are €1.20 a kilogram. Would you like some?

JASON Yes, three please.

PETRA Here you are, sir. That's 450 grams. Anything else?

JASON No, thank you, that's all. Where do I pay?

PETRA At the checkout, over there.

Answer the questions.

1 What does Jason ask for?

2 What does he buy?

3 How much are the bananas?

4 Where does he pay?

SIMPLE PRESENT: questions, negatives and "have got"

- 1 Do you speak English?
 - 2 Jason doesn't speak German.
 - 3 We've got apples and bananas.
 - 4 Have you got any oranges? – No, I'm sorry, we haven't. / Yes, we have.
- 在疑问句和否定句中一般要使用助动词 do (1), 第三人称单数时变为 does (2), 但要注意 be 动词 (参见第 7 页) 及 have got 的用法 (3, 4)。

work**Questions – 疑问句**

do I work?
do you work?
does he/she/it work?
do we work?
do you work?
do they work?

Negatives – 否定句

I do not (= don't) work
you do not (= don't) work
he/she/it does not (= doesn't) work
we do not (= don't) work
you do not (= don't) work
they do not (= don't) work

have got**Statements**

I have got
you have got
he/she/it has got
we have got
you have got
they have got

Questions

have I got?
have you got?
has he/she/it got?
have we got?
have you got?
have they got?

Negatives

I haven't got
you haven't got
he/she/it hasn't got
we haven't got
you haven't got
they haven't got

- ⚠ Americans, and sometimes Britons, say:
Do you have ... ? – Yes, I do. / No, I don't.

2 Practice

Rewrite the sentences using the correct verb form.

- 1 Emily and Jason ... (live) in London.
- 2 We ... (not live) in London.
- 3 ... (you want) to live in London?
- 4 Harry and Rhaina ... (like) their jobs.
- 5 ... (you like) your job?
- 6 Harry ... (work) at the deli counter.
- 7 ... (Mrs Anderson come) every day?
- 8 Rhaina ... (come) once a week.
- 9 Emily ... (not work) on the checkout.
- 10 I ... (speak) English.
- 11 I ... (not speak) Spanish.
- 12 Jason ... (not speak) German.

3 Questions and answers

Find the matching questions and answers. Write them down on a separate piece of paper.

- | | | |
|-------------|-------------------------------------|----------------------------------|
| 1 What | do you get up in the morning? | Once a week. |
| 2 Which | can I do for you? | She is our new colleague. |
| 3 How much | is the girl over there? | Because it's a good supermarket. |
| 4 When | does she decorate the shop windows? | In London. |
| 5 Who | do you go shopping at SNIPS? | At 7. |
| 6 How often | does she live? | The one with chocolate, please. |
| 7 Where | one would you like? | I'd like a doughnut, please. |
| 8 Why | is it? | €1.20. |

MUCH / MANY

much

(修饰不可数名词)

milk

coffee

many

(修饰可数名词)

apples

bottles

4 Much or many?

Put in *much* or *many*.

1 ... time

2 ... minutes

3 ... coins

4 ... money

5 ... supermarkets

6 ... work

7 ... trainees

8 ... checkouts

9 ... water

10 ... glasses of water

11 ... sunshine

12 ... rain

13 ... teacups

14 ... tea

15 ... orange juice

16 ... oranges

TELLING A CUSTOMER THE PRICE

How much

is

an apple?

How much

does

an apple

cost?

It's (= it is)

55 cents.

It costs

55 cents.

How much

are

the oranges?

How much

do

the carrots

cost?

They are

1 euro 25

a kilogram.

They cost

85 cents

each.