

雙向式英語

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略 語 表

adj.....	adjective	形 容 詞
adv.....	adverb	副 詞
cf.....	compare	比 較
collog.....	colloquial	口 語 的
conj.....	conjunction	連 接 詞
interj.....	interjection	感 歎 詞
n.....	noun	名 詞
pl.....	plural	複 數
pp.....	past participle	過 去 分 詞
prep.....	preposition	介 系 詞
pron.....	pronoun	代 名 詞
prp.....	present participle	現 在 分 詞
pt.....	past tense	過 去 式
sl.....	slang	俚 語
usu.....	usually	通 常
v.....	verb	動 詞
v. aux.....	auxiliary verb	助 動 詞
vi.....	intransitive verb	不 及 物 動 詞
vt.....	transitive verb	及 物 動 詞
&.....	and	和

1 A NATIVE SPEAKER'S HINTS ON LEARNING ENGLISH

1. Look for clues when you don't know a word. Do you recognize a prefix or suffix? Perhaps you know the meaning of another word with the same prefix or suffix.
2. Practice tenses as much as possible. When you learn a new verb, learn its various forms.
3. Use a dictionary and grammar guide constantly. Keep a small English dictionary with you at all time. When you see a new word, look it up. Think about the word—use it, in your mind, in a sentence.
4. Try to think in English whenever possible. When you see something, think of the English word for it; then think about the word in a sentence.
5. Relax! Be patient and enjoy yourself! Learning a language should be fun. Don't become easily discouraged—learning takes time. With discipline, patience, a desire to learn and a little time, anybody can learn to speak and understand English.

Follow these helpful hints and you, too, will soon be on the path toward successful two-way communication.

2 BUSINESS CORRESPONDENCE

Before endeavoring to learn what is commonly known as "business English", it is necessary to understand basic English. Many Chinese people come to me and tell me they "just" want to learn business English. They tell me they don't want to waste their time learning "common English". I always ask such people if they really know what business English entails.

Business English is simply a set of English vocabulary words; it is not, as some seem to think, a language unto itself. Neither is it something used exclusively by business-people.

The only way to learn good business English is to first learn good English. With a good command of English and an ability to think creatively in English, learning the specific set of vocabulary words that pertain to one's business becomes a simple task. Without such proficiency in basic and intermediate English, it is impossible to function effectively in an English business environment.

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I believe that developing one's comprehension of human nature simultaneously develops one's faculty for using English in order to gain whatever ends one desires. If one can think clearly, creatively and rationally, one can express oneself in like manner. Thus, the single most crucial aspect of using words effectively is the development of a greater capacity to understand the world in which we live and the people with whom we must communicate.

What follows is an application letter I wrote six months before I was to leave the army. I sent it to six language centers and received six replies.

Dear Sir,

If you earnestly want your language school to prosper and develop, it would be to your advantage to spend just five minutes reading what I have to say.

I am different from most people. I will not support my request for employment with promises of what I can do for you in the future, but will do so by citing just a few of my past achievements and describing just some of my present capabilities.

Your recent advertisement in the "China Times" caught my attention. I am a seasoned and honorable English teacher with a unique way to train both fellow teachers and office personnel.

The following is a brief history of my work experience:

- 1) In 1974, I started my own language center in Shihlin. Despite lack of capital, my students were so impressed with my teaching that they paid early, thus enabling me to buy desks and chairs for a proper classroom. While only a sophomore in college, I established the first successful language center in Shihlin.
- 2) In 1978, with two thousand five hundred N.T., I opened a language center in Taipei, I did this by renting a telephone and some space in the corner of a small office. Within two months, I had enough teachers and students to expand into five classrooms. In less than three months, with a twenty-five hundred N.T. investment, I had made two hundred thousand N.T.

You may ask yourself how I started two language centers with so little capital? I know the business of language centers. I also have a special talent for drafting successful advertisements.

Once, I saw a newspaper ad: "Teach English—I am patient and experienced." This is cliché—everyone claims the same thing. I created this ad: "Famous radio announcer from I.C.R.T. will personally teach English—\$500 N.T. per month. Pure service."

Why did people answer this ad? Firstly, because I.C.R.T. has a good reputation for standard English. Secondly, because I am telling people someone will personally teach them—someone who is well respected. Thirdly, because "pure service" sounds very good—five hundred N.T. is quite reasonable.

There are many ways to develop the potential of a language center. Since you are also someone with a great deal of experience in these matters, you will know if what I have stated appears to be sincere. When we personally talk, I can give you more details regarding my experience, my goals and my highly unique teaching method. I look forward to hearing from you soon.

Sincerely yours,

Raymond Fu

A short analysis of my letter provides support for my belief that an understanding of people is necessary before one can truly communicate well.

1. I caught the employer's attention and aroused his curiosity. I also informed him that it would only take a short time to read my letter.
2. I stated that I am different—I proceeded to give reasons why and offered to tell what I could contribute to the language center rather than what the language center could do for me.
3. I told the potential employer that my capabilities met his needs.
4. I supported my original claim with evidence: a brief but pertinent history of my work experience.
5. I showed my potential employer that I succeeded because I do know my line of business. I offered my advertisement as evidence.
6. I concluded by appealing to the employer as "a man of experience" and simultaneously peaking his curiosity in me.

With a letter of this sort, getting one's desired response is virtually inevitable.

It is impossible to stress how valuable a basic understanding of human nature can be. With such understanding, and with the desire to strive toward improving your capacity to think creatively, you will surely go far. Before you set out to master business English, master basic English. Then try to develop a better understanding of human psychology. Remember, you can't cross the river until you can first swim the tide.

STANDARD BUSINESS LETTER

GEMINI VACUUM COMPANY 16 Smith Street New York, New York —1

December 27, 1983 —2

Ms. Catherine Greatly —3-A
234 Clark Avenue
Hoboken, New Jersey 07342
United States of America —3-B

Dear Ms. Greatly: —4

We have received your letter. It is unfortunate, however, —5
that we cannot fill your order because...

Sincerely yours, —6

Gemini Vacuum Company —7

—8

Jim Bowman
National Sales Director —9

b1 —10

Enclosure —11

cc Ms. Nancy Jones —12

- 1 Preprinted Letterhead
- 2 Date Line (Month, Day, Year)
- 3-A Inside Address (The name and address of the person
to whom you are writing)
- 3-B Country (always in capital)
- 4 Salutation
- 5 Body of Letter (main message here)
- 6 Closing
- 7 Company Name
- 8 Writer's Signature and Typed Name
- 9 Writer's Title
- 10 Writer and/or Typist's Initials
- 11 Enclosure Notation
- 12 Copy Notation

THE KEY TO GOOD BUSINESS LETTERS

Typing Guide

1. Letterhead—top of page
2. Date Line—Center of paper; 15 lines down or 3 lines below letterhead (whichever is lower)
3. Inside Address—2 lines below date line
4. Salutation—2 lines below bottom of inside address.
5. Body of letter—Most often left unindented; 2 lines below salutation; paragraphs are 2 lines apart; body is single-spaced
6. Closing—2 lines below body; center of paper
7. Company Name—2 lines below closing; center
8. Signature and Typed Name—4 lines should separate the company name and the typed name; center of paper
9. Writer's Title—1 line below typed name; center
10. Writer's and/or Typist's Initials—2 lines below writer's title
11. Enclosure(s)—1 line below initials
12. Copy notation—1 line below enclosure notation

GOOD BUSINESS LETTER TIPS

1. Always proofread completed letters very carefully.
Consult dictionary when necessary or in doubt.
2. Keep the body of your letter brief and to the point.
Sentences should be short and clear.
3. Be sure to address the person to whom you are writing
by their proper title (such as professor, Dr., etc.)
4. There are many types of business letters. The example
used here is one of the most common types and should be
fine for almost all business correspondence; however,
if a special occasion or exceptional circumstance
occurs, it may be necessary to consult a more specific
book devoted wholly to business letters.

3 THE AD AGENCY

Skip : Is this the Milward Advertising Agency?

Robin: Yes, it is. May I help you with something?

Skip : I'd like to talk with one of your consultants. I've just started a new business and I need some suggestions on how to market my product.

Robin: Well, I'm a consultant. Why don't you have a seat and we'll discuss what may or may not be right for you.

Skip : That sounds good. First, I should tell you about my business.

Robin: Yes, I think that would be a good idea.

Skip : It's a shirt company. I sell shirts.

Robin: Oh! Very good! Have you thought about advertising in newspapers and magazines?

Skip : What would be the advantage to that over advertising on the radio? Radio is cheaper, isn't it?

Robin: Yes, radio usually is cheaper, but in a magazine you can utilize a picture of your product. In a magazine, you can show people what you are trying to sell.

Skip : Yes, I see.

Robin: Only very established, well-known clothing companies can successfully advertise through radio.

Skip : And what about television?

Robin: Well, the problem with television is the cost. Television commercials are very expensive.

Skip : I understand. Yes, perhaps I ought to place an advertisement in a newspaper or a magazine. Which would you suggest?

Robin: I'd suggest placing an advertisement in a magazine.

Skip : Why's that?

Robin: Because people tend to keep magazines for longer periods of time than they keep newspapers. Chances are your ad will be seen by more people more often if it's in a good local magazine. In the long run, magazines can be very economical.

Skip : You sure know your job, don't you?

Robin: Well, that's what I'm paid to do.

Skip : Does your agency also design advertisements?

Robin: We certainly do! We have a special department devoted to designing the best ad for your particular company. The Milward Agency is equipped to handle any advertising job. This is the reason we handle more accounts than any other agency in town.

Skip : That's very impressive! You've got my account!

Robin: Good! Incidentally, how did you know to come to the Milward Agency?

Skip : Why I saw your advertisements, of course!