当代公共关系学丛书

公共关系 实用英语教材

《倬辉 刘金玲编著〔美〕艾丽・布鲁斯汀审订



湖南文艺出版社

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主 编 钟 文 副 主 编 熊源伟 方宏进

公共关系实用英语教材

张倬辉 刘金玲 编著 (美) 艾丽·布鲁斯汀 审订 责任编辑: 张自文

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编者说明

本书是围绕公共关系的内容撰写的实用英语教材, 重点 在于提供实用的语言材料。其内容包括口语、课文和练习三 大部分。

第一大部分是口语。根据公共关系工作涉及的内容,分 14个专题进行口语训练。训练的形式有:

句型 (Patterns): 介绍该专题常用句型。为照顾英语 水平较低的自学者、句型附有中文翻译。

句型操练 (Drills): 将所学句型进行举一反三的替换练习。

对话 (Dialogues): 每一专题有 3—4 段对话,由易到难,由短到长,涉及的都是常见的话题。对对话中的语言难点作了注释。

第二大部分是课文。全书 14课,其中7课介绍公共关系的基本知识,提供公共关系实用英语词汇。另外7课涉及公共关系工作的实用范例,如用英文写信、写广告、导游、西方礼仪、欢送词等,便于公共关系人员用于各种公共场合,学以致用。对课文中的难点也作了注解。

每课附有生词和短语表 (New Words and Expressions) 和专有名词表 (Proper Names)。

第三部分是练习 (Exercises)。练习主要包括四个方

面:理解 (Comprehension)、词汇 (Vocabulary)、口语实践 (Oral practice) 和中译英 (Translate the following into English)。

书后附有练习参考答案。

对于已具备一定的英语知识的读者可在听课或自学前用 理解题进行自测,检验自己对对话和课文的理解程度。

口语实践提供若干对话的情景 (Dialogue situations), 根据所学的句型和词汇,进行模仿真实情景的对话。

全书由美国专家艾丽·布鲁斯汀女士 (Ellie Bluestein) 审订。

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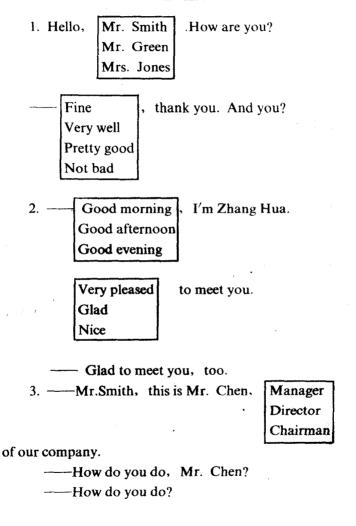
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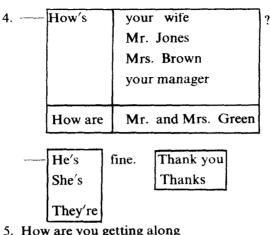
Lesson One

Patterns

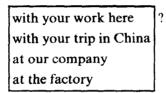
- 1. Hello. 喂。您好。
- 2. Good morning. 早上好。
- 3. I'm Zhang Hua. Glad to meet you. 我是张华。很高兴见到您。
- 4. Mr.Smith, I'd like you to meet Mr. Chen. 史密斯 先生, 我想让您会见陈先生。
- 5. Mr. Smith, let me introduce you to Mr. Chen. 史密斯先生,让我把您介绍给陈先生。
- 6. Mr. Smith, this is Mr. Chen. Mr. Chen, this is Mr. Smith. 史密斯先生,这是陈先生。陈先生,这是史密斯先生。
 - 7. How do you do?^① 您好。
 - 8. Very pleased to meet you. ^② 很高兴见到您。
 - 9. How are you?[®] 您好吗?
 - 10. How are things going? 情况怎样?
- 11. How are you getting along with your work? 您的工作情况怎样?

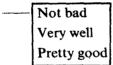
Drills





5. How are you getting along





. Thanks.

Dialogues

Greetings and Introductions

Chen: Good morning, Mr. Smith. Smith: Good morning, Mr. Chen. (Mr.Zhang is coming over to them.)

Chen: Hello, Zhang. I'd like you to meet Mr. Smith. Mr. Smith, this is Mr. Zhang. Mr. Zhang, this is Mr. Smith.

Smith: Glad to meet you, Mr. Zhang.

Zhang: Pleased to meet you, too.

B

Wang: Hi, Mr.Brown.

Brown: Good afternoon, Xiao Wang! How are you?

Wang: Fine, thank you. And you?

Brown: Not very good. I've caught a cold. (5) I'm going to see a doctor now.

Wang: I'm sorry to hear that. Hope you'll be all right.

Brown: Thank you.

C

(Bill Jackson meets Xie Pingli on a Beijing street.)

Xie: Hello, Bill, how are you? I haven't seen you for ages. ®

Bill: Just fine, thanks, but a bit tired. I just flew into town yesterday. How have you been?

Xie: Very well, but a bit too busy these days. How's your wife? Is she with you this trip?

Bill: No, not this trip. She's recovering from some minor surgery nothing serious. Thank you for asking. I'll give her your regards. How's Liu?

Xie: Complaining as always, but feeling pretty well.

Bill: Tell him I asked for him. I'll give him a call before I leave town. Maybe we can get together.

Xie: Good to see you, Bill.

Bill: You too, glad I ran into "you.

D

(Fred Hatcher of Pizza Hut restaurant chain [®] in the U.S. is visiting the office of Shang hai Advertising and Public Relations Company ¹⁰. Yu Zhe, the receptionist, is introducing him to the head of the public relations department.)

Fred: Hello, I'm Fred Hatcher of Pizza Hut restaurants in the U.S. I have an appointment here at 2:30.

Yu: Oh yes, Mr. Hatcher, my name is Yu Zhe, welcome to our office. Please be seated in for a moment while I call our public relations director.

(A short while later.)

Yu: Mr. Hatcher, I'd like to introduce He Xiaowei. Ms He is in charge of our public relations department. Ms He, this is Fred Hatcher of the Pizza Hut restaurants in the U.S.

Fred: I'm delighted to meet you.

He: The pleasure is all mine. I hope we can be of help¹⁹t o you in China.

Fred: Thank you very much. Your company was highly recommended to me by some business associates. (3)

He: Thank you, I hope we can fulfil your expectations.

Notes:

- ①.How do you do? 您好? (这是未曾相识的双方互相招呼的一句客套话,已相识的朋友见面时不用)
- ②.Very pleased to meet you.认识您、很高兴。(这是初次认识一个人时,常用的客套语。同样意思的常用语如:Glad to meet you. Nice to meet you)
- ③.How are you? 您好吗? (这是问候对方健康情况的寒暄话。一般的回答见 Drills 1.)
- ④.How are things going? 情况怎样? 一切都好吗? (这是分别一段时间后, 重逢时的常用问候语)
 - ⑤.I've caught a cold.我感冒了。
- ⑥.I haven't seen you for ages.我好长一段时间没见你了。(age 在口语中表示很长一段时间)
 - ⑦.I'll gave her your regards.我会向她转达你的问候。
 - ⑧.ran into 碰到, 遇上。(ran 是 run 的过去时形式)
 - ⑨.restaurant chain 餐馆系列
- ⑩.Shanghai Advertising and Public Relations Company 上海广告和公共关系公司
 - ⑪.be seated 就坐
 - 12 of help = helpful
- ③ .Your company was highly recommended to me by some business associates.许多商业同仁向我特别推荐你的公司。

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