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当代公共关系学丛书

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



湖南文艺出版社

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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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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?^③ 您好吗?
10. How are things going?^④ 情况怎样?
11. How are you getting along with your work? 您的工作情况怎样?

Drills

1. Hello,

Mr. Smith
Mr. Green
Mrs. Jones

 .How are you?

—

Fine
Very well
Pretty good
Not bad

 , thank you. And you?

2. —

Good morning
Good afternoon
Good evening

 , I'm Zhang Hua.

Very pleased
Glad
Nice

 to meet you.

— Glad to meet you, too.

3. — Mr. Smith, this is Mr. Chen.

Manager
Director
Chairman

of our company.

— How do you do, Mr. Chen?

— How do you do?

4. —

How's	your wife Mr. Jones Mrs. Brown your manager
How are	Mr. and Mrs. Green

He's	fine.	Thank you Thanks
She's		
They're		

5. How are you getting along

with your work here	?
with your trip in China	
at our company	
at the factory	

Not bad	. Thanks.
Very well	
Pretty good	

Dialogues

Greetings and Introductions

A

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.^⑥

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.^⑦ 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 ⁸you.

D

(Fred Hatcher of Pizza Hut restaurant chain ⁹ in the U.S. is visiting the office of Shanghai Advertising and Public Relations Company¹⁰. 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 ¹¹ 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 help ¹² to you in China.

Fred: Thank you very much. Your company was highly recommended to me by some business associates. ¹³

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 give 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

⑬. 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。