

高职高专商务英语实践系列教材

Practice in Foreign Affairs

# 外事实务



Practice in Foreign Affairs

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# 前言

随着经济活动日趋全球化和中国的国际地位日益提高,不同经济、政治、文化背景的交往空前广泛,国际间多层面、多目标、多方式的交流也非常活跃。越来越多的中国人走出国门,进行观光、考察、投资等活动;同时,越来越多的外国人来到中国,进行旅游、教学和商务活动。在这样的背景下,既通晓英语,又谙熟中外文化,以及外事接待与交流程序的外事人才在国际交往和交流中的作用日趋重要。《外事实务》一书旨在培养具有良好的综合素质和英语听、说、读、写、译的能力,具备较丰富的英美文化知识,熟悉涉外政策与法规,熟练掌握外事接待与交流程序和外事实务,适应外事工作第一线需要的高等应用型专业英语人才。

目前,对我国的高职高专英语教育而言,全面推进素质教育是改革的根本任务,而在素质教育实施过程中,构建符合素质教育要求的新的教育课程体系,已成为素质教育实施的核心。其中,如何适应课程改革发展的需要,建立既符合素质教育要求,又能促进学生成长、教师发展、学校教学质量提高的教育评估体系,已成为课程改革中的一项重要任务。特别是在中国加入WTO以后,中国高职高专教育体制的国际化已不可避免。在这样的背景下,我们在原有教学经验的基础上,引进了英国职业教育NVQ体系中科学的教学指导思想和先进实用的育人理念,在教学中切实实行以学生为中心的教学方法,重在过程的教学评估,强调核心技能的素质教育实践,最终编著成了这本教材。

本教材独辟蹊径,以全新的视角诠释和探寻外事英语的教学模式。与其他教材相比,具有以下特点:

1. 指导思想国际化:本教材的编写借鉴了英国国家职业资格证书(NVQ)教育中科学的教学指导思想、先进实用的育人理念、以学生为中心的教学方法、模块化的教学编排、注重过程的多元化教学评估、强调核心技能的素质教育实践,从选材、体例到评估都体现了国际上先进的职业教育理念。
2. 评估体系多元化:本教材首创科学的教学评估体系,配备了可操作性强、评估标准明确的评估表格。要求师生双方共同实施评估的内容、形式、方法、主体、时段的多元化。通过学生自评、同伴互评和教师评估等不同主体、不同对象的评估,结合形成性评估和终结性评估创建了立体、多元的评估体系。该体系有利于客观地评价学生的职业能力,促进学生持续地自主学习,培养学生良好的自学能力和自我评价能力。同时,教师评估表中对教与

学分别进行评估对教师也是一个促进。多元化教学评估对于学生职业素质的培养、教师教学方法的改善和高职教育教学评估体系的创建和完善具有重大的历史意义和现实意义。

3. 教学内容社会化：本教材的编写遵循“以就业为导向”的原则，根据岗位的实际需求和能力培养来进行选材和任务设计。以“实用为主，够用为度”为标准，注重理论、知识的介绍，同时又提高实践训练的比重，突出培养人才的操作能力，满足高等职业教育学校和社会双重教学评估的特征。

4. 教学设计互动化：本教材的编写与教学任务、教学活动设计充分体现了教师和学生的互动、课上和课下的互动、学生和学生的互动、学生和网络的互动、学校和社会的互动。书中各任务的设计来源于真实的外事、商务工作环境，通过这些活动和操练，学生的专业技能、沟通技能、团队合作技能以及解决问题的技能得到培养和锻炼，为他们今后在激烈的职场竞争中求得一席之地做好准备。

5. 教材使用人性化：教材的体例、版式、任务设计力求做到以人为本，充分考虑到教师教学的需要和学生学习的需要。其体例按照教学流程设计，每章提供教学目标，融听、说、读、写为一体，中间穿插各种活动、操练、模拟和任务，包含文化知识、礼仪禁忌，章后提供评估表格，具有实用性、教育性和知识性，符合英语教学规律，既适合教师讲授，又适合学生自学。本书各单元相对独立，但也兼顾了外事接待的流程和规律。教师可按照顺序逐一教授各个单元，也可根据实际情况选取相应单元和内容。本教材的选材能够满足外事一线工作人员的需要，保证学生做到“学以致用”。

本教材的编写得到了广东省外事办和深圳市外事办等单位的支持和帮助。外籍专家Angel Yuan等审校了全书。此外，深圳职业技术学院应用外国语学院许多老师作了教材编写的前期准备和教材的试用工作，为本教材的编写和出版作出了贡献，在此谨一并表示感谢！

由于编者水平和经验有限，错误和缺点在所难免，欢迎广大读者批评指正。

编者

2006年9月

# 使用说明

本教材的编写源于已经成功实施多年的“外事英语”课程，为使广大师生更有效地运用本教材，我们特此将教材的编写理念作简要说明。

本教材共分为 15 个单元，涵盖了接待 (Reception)、交通 (Transportation)、观光 (Sightseeing)、购物 (Shopping)、祝词及新闻发布会 (Ceremonies and Press Conferences)、会议及谈判 (Meetings and Negotiations)、投资环境 (Investment Environment) 和政府简介 (Government) 等外事接待和商务活动方面的内容，覆盖面广，信息量大。由于教材对学生的知识面、理解力和词汇量有一定的要求，因此通常用于高职高专英语专业第二学年。各校可根据实际情况开设一学期或一学年的课程 (2×18 或 2×36 学时)，每四学时完成一个单元。通过学习，学生将熟悉外事接待的基本程序、礼仪及禁忌，掌握晚会组织、日程安排以及谈判等的要点，锻炼预定酒店及网上订票等能力，熟悉会议及展览的组织安排，并基本了解中国饮食、戏曲和武术等传统文化。

全书 15 个单元的编排体例基本一致，每单元以单元目标开始，共设五个部分，具体使用说明如下：

## 1. 导入练习 (Lead-in)

该部分为课前的热身练习，包括词汇和阅读两个任务，旨在帮助学生扩展相关内容的词汇，阅读与本单元主题相关的文章，并了解基本知识。

## 2. 情景对话 (Situational Dialogs)

该部分包含两个不同的场景对话。其听力训练旨在让学生熟悉相应的外事活动场景；紧随其后的口语训练，主要目的是巩固与听力相关的功能意念，通过提供即时的角色扮演 (Role Play)，强化学生口头表达能力，使学生熟悉典型外事活动场景。

## 3. 阅读 (Reading)

该部分不仅训练学生一般的阅读技巧，更大程度上以扩大学生知识面、介绍文化知识点和操作技能为目标。该部分有一项任务是禁忌与礼仪 (Taboos and Etiquette) 或指点提示 (Tips)，主要对阅读部分所涉及的知识点、操作技能要点或礼仪禁忌进行总结归纳，旨在帮助学生巩固相关外事知识并提醒外事活动中的注意事项。

## 4. 实用写作 (Practical Writing)

该部分旨在训练学生如何正确撰写常用外事应用文。每单元均

提供相应应用文的撰写要点和范例。

#### 5. 综合训练 (Comprehensive Activities)

该部分根据每单元的主要内容,在演示、模拟和写作等各方面对学生进行综合性训练。

本教材后附三个评估表格,同伴互评表 (Peer Assessment Form) 和学生自评表 (Self-assessment Form),教师评估表 (Teacher Assessment Form),可用于每个单元。

同伴互评表是学生对于其他小组的单元报告从语言、知识技能运用和合作等方面进行评价。该表包括评估项目、评估标准和评估等级三个部分,让学生从语言 (Language)、模拟 (Simulation)、涵盖点 (Points covered)、以及演讲技巧 (Presentation Skills) 等四个方面对其他小组的表现进行记录和评估,旨在让学生了解同伴对本单元基本要素的掌握程度,发现其综合语言活动中的优缺点,扬长补短,以提高自身水平。教师也可运用此表对学生的综合语言活动进行个体评估。

学生自评表包括评估项目、评估标准和评估等级三个部分,让学生从知识 (Knowledge)、技能 (Skills)、语言点 (Language Notes) 和语言表达 (Language Delivery) 等四个方面对自己学完一个单元后进行总结和评估。该部分旨在让学生对本单元知识、技能的掌握情况进行自我评估。它与同伴互评表相结合,确立了比较完善的学生评价体系。

学生自评表、同伴互评表和教师评价表一起形成了一个多元化评估体系。

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# Unit 1



## Reception

### When studying this unit, you will learn about:

receiving people at the airport/hotel/company;  
similarities and differences of addressing people in Chinese and Western cultures;  
arranging initial meetings;  
words and expressions used in receiving people.



### I. Lead-in

#### Task 1

Work with your partner and list words and expressions frequently used in receiving people.

Titles	Actions	Greetings
Professor	pick up	Nice to meet you.

#### Task 2

Work with your partner and collect your thoughts on the following questions.

1. Can you list some occasions in which you may receive people?
2. Have you ever received any foreign guests? If so, describe your experience to your partner.
3. How can you greet a foreign guest properly with his/her name and title?

### Task 3

Read the following introduction to how to greet a foreign guest with his/her name properly. Then work with your partner to answer the questions below.

On formal occasions, you should call someone “Mr.” (for man) or “Ms.” (for woman) with the person’s last name or surname unless the person asks you to call him/her by his/her first name. It’s also acceptable to call a person by his/her first name if he/she is approximately your age or younger especially when he/she is from the United States.

Usually a lady prefers to be called “Ms.” rather than “Miss” or “Mrs.” because this is a neutral form of address for both married and single women and can be useful if you do not know the marital status of the woman you are talking with.

It is not the custom to use titles like “Mr.”, “Mrs.”, “Miss” or “Ms.” with a first or given name. For example, if you meet someone whose name is Jonathan King, you should call him “Mr. King” instead of “Mr. Jonathan”. Remember that all titles in English go with the person’s last name or surname, e.g. “Dr. King” and “Professor King”. In written form, the use of titles with the person’s full name is acceptable, e.g. “Mr. Jonathan King”.

Finally, do not feel shy to ask people how they would like to be called and to tell what you would like them to call you. This will make introductions easier and get you a closer relationship with the guests.

### Questions

1. What should you call a person from Western countries with his or her title?
2. Compare the ways of addressing people in Western and Chinese cultures.



## II. Situational Dialogs

### Dialog One: Meeting Your Guest at the Airport

**Zhao Jun:** Director of Marketing of Collins Investment Management Company in China.

**John Miller:** General Manager of Shine Printing Company from USA.  
(John Miller pays a business visit to China. Zhao Jun is meeting him at the airport.)

**Jun:** Excuse me. Are you Mr. Miller from Shine Printing Company?

**John:** Yes. I am John Miller.

**Jun:** I am Zhao Jun from Collins Investment Management Company. Just call me Jun. This is my business card. It’s nice to meet you.

**John:** Hi, Jun. It’s nice meeting you, too. Sorry I’ve left my business card in

my suitcase. I will give it to you later. We've talked over the phone, right?

**Jun:** Yes. We finally meet each other. Welcome to Shenzhen! Did you have a nice journey?

**John:** Well, it was a little bumpy. Luckily, I didn't get airsick.

**Jun:** You must be tired after such a long flight.

**John:** I've got used to traveling like this. For business' sake, I am a frequent flyer.

**Jun:** Yeah. We've been looking forward to your visit.

**John:** I am excited to be here. This is actually my first trip to this city.

**Jun:** Really? Mr. Miller, I've already booked the hotel for you. Our driver will take us there when we are ready. Have you got all the baggage with you?

**John:** I've got my suitcase. I really appreciate your kind help and don't know what I could have done without you.

**Jun:** It's my pleasure. If there is anything you need, just let me know. Let's go. Let me take your suitcase.

### Note

- **bumpy:** *adj.* a bumpy journey by car or plane is uncomfortable with movements up and down because of bad road or weather conditions 颠簸的

**Task 1** Listen to the dialog and imitate the speakers with your partner, paying attention to the following sentences and structures.

### Useful Sentences in Dialog One

- Are you Mr. Miller from Shine Printing Company?
- I am Zhao Jun from Collins Investment Management Company.
- Just call me Jun.
- This is my business card.
- It's nice meeting you...
- Did you have a nice journey?
- For business' sake, I am a frequent flyer.
- We've been looking forward to your visit.
- I really appreciate your kind help and don't know what I could have done without you.
- If there is anything you need, just let me know.

### Additional Sentences and Structures

- It's a pleasure to meet you.
- How was your flight/journey?
- If there is anything you need, please don't hesitate to tell me.
- Is this your first trip to (China, etc.)?
- Have you even been to (China, etc.)?

**Task 2** Role play. Make a dialog with your partner, taking the roles of Ms. Alexander and Wang Bing.

Zhang Hong, Sales Manager of Fun Toy Manufacture Company, is supposed to pick up Ms. Alexander, President of Smith Toy Retail Company in Britain at the airport. Unfortunately, the flight is delayed for three hours and Zhang Hong has another appointment. Suppose you are Wang Bing, a colleague of Zhang Hong's, and you are asked to meet Ms. Alexander at the airport. Get in touch with Ms. Alexander, introduce yourself, explain the absence of Zhang Hong and warm up your relationship by asking Ms. Alexander about her journey.

### Dialog Two: Helping Your Guest to Check in

**Jun:** Here we are at the Crowne Plaza Hotel, the first five-star business-leisure theme hotel of Venice cultural style in China.

**John:** Oh, what a lovely place!

**Jun:** There are several tourist attractions nearby, all about five minutes' walk from here.

**John:** That's fantastic.

**Doorman:** Good morning, Sir. Let me help you with your baggage. One suitcase and one handbag. Is that right, Sir?

**John:** Yes, that's right. Thank you.

**Doorman:** This way, please, Sir. This is the Front Desk.

**Clerk:** Good morning, Sir. May I help you?

**Jun:** Good morning. I'd like to check in for the gentleman, please. I have a reservation under the name of John Miller.

**Clerk:** Just a moment, please. (*She checks in the computer.*) May I have your passport please, Mr. Miller?

**John:** Sure.

**Clerk:** Thank you. Mr. Miller, we have a single-bed non-smoking room with a view to the Happy Valley Theme Park for you for three nights. The room is with free high-speed Internet access and free local phone call.

**John:** Great!

**Clerk:** Here are the registration forms. Would you please sign on the right hand corner at the bottom?

**John:** OK.

**Clerk:** Thank you. Here is your room key. Your room number is 1150. That's on the 11th floor. The porter will take the suitcase for you. Our check-out time is 12:00 noon. If you have any problem, please don't hesitate to let us know. Please enjoy your stay here.

**John:** Thank you.

**Clerk:** One more thing, Mr. Miller. In case that you need to book an air ticket or rent a car, an Airline Desk and a Car Rental Desk are available in the lobby.

**John:** I see. Thank you.

**Jun:** This way, please. The elevator is over there.

**Task 1**

Listen to the dialog and practice the following sentences and structures with your partner.

**Useful Sentences in Dialog Two**

- Here we are at the Crowne Plaza Hotel...
- May I help you?
- I'd like to check in for the gentleman, please.
- I have a reservation (with you) under the name of John Miller.
- ... we have a single-bed non-smoking room with a view to the Happy Valley Theme Park for you for three nights.
- Here are the registration forms.
- Would you please sign on the right hand corner at the bottom?
- Our check-out time is 12:00 noon.
- If you have any problem, please don't hesitate to let us know.
- Please enjoy your stay here.
- In case that you need to book an air ticket or rent a car, an Airline Desk and a Car Rental Desk are available in the lobby.

**Additional Sentences and Structures**

- I have reserved a room in the name of...
- We have a double-bed room/suite for you from May 1st to 3rd.
- If there is anything you need, please don't hesitate to contact us.
- I hope you will have a nice stay here/find this hotel comfortable.

**Task 2**

Discuss in groups and try to list facilities and services available in a hotel.

Facilities	Services
indoor/outdoor (heated) swimming pool	laundry

**Task 3**

Role play. Work in groups of three and make a dialog, taking the roles of Ms. Alexander, Wang Bing and the clerk at the hotel.

After receiving Ms. Alexander from the airport, Wang Bing takes Ms. Alexander to the hotel where Zhang Hong has made a reservation for her and helps her to settle down.

**III. Reading****How to Arrange an Effective Meeting?**

First impressions last. The observance of social etiquette is vital in the initial establishment of a formal relationship. The following aspects are important for an initial meeting.

**Professional Dress Code**

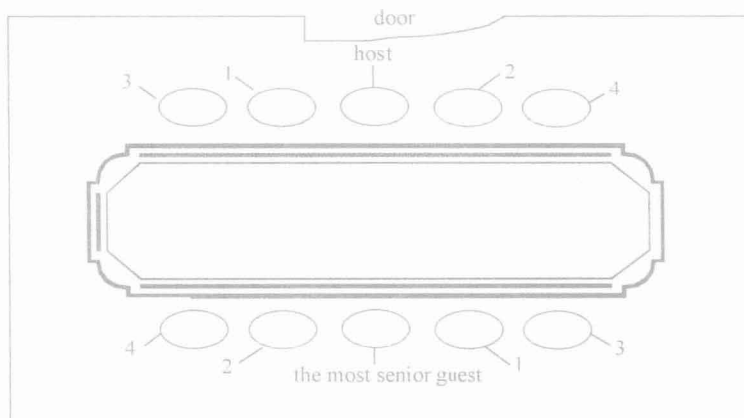
Professional dress code standards are alive-and-well in Western business culture. Many companies require that their employees dress in a professional manner.

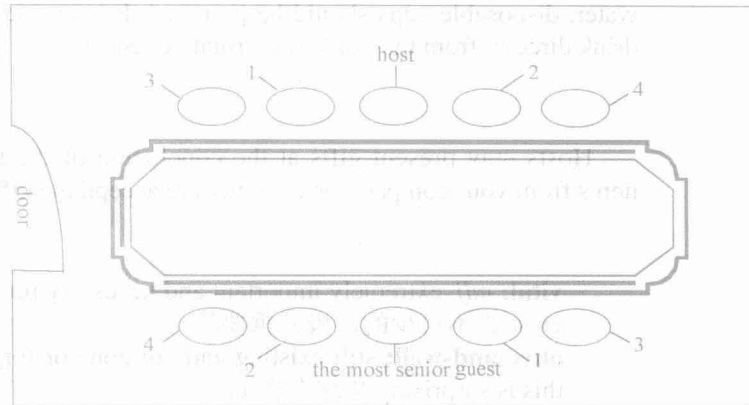
For gentlemen, appropriate business dressing calls for a suit and a tie. The suit should be of superior quality in terms of fabric as well as tailoring and match a conservative tie. Also, a suit in dark blue, gray or charcoal is more appropriate for a professional business occasion.

Underneath the suit should be a well-ironed and full-sleeved shirt. Shoes should always be polished to a fine shine. Socks should always match the suit and cover the skin well. Avoid wearing white socks when you are wearing black shoes. For ladies, however, the dressing requirement is much more flexible.

**Seat Arrangement**

If a guest visits your office, the most senior person should be directed to sit facing the door. The following two types of seat arrangement are the most frequently adopted ones.





### Meeting People

When the people you are meeting with enter the room, stand up from your chair if you are seated, and walk toward to greet everyone with a firm handshake. Sometimes a receiving line is arranged at the entrance of the meeting room, including senior staff of the host company with the boss taking the lead. The precedence of the receiving line is decided by ranks. Business cards are usually exchanged as guests go through the receiving line.

### Business Cards

Keep your cards in good condition by using a business card holder. It's impolite to use grubby or marked cards. The visiting party is usually the first to hand over business card. It's essential to both present and receive business cards with two hands. In presenting, grasp the card by the corners, and make sure your name is facing up on the card. When exchanging cards, briefly read the cards to catch the names and titles of the visitors. If it is a sit-down meeting, lay all the cards you have received out on the table next to you to remind you of their names and titles. Remember not to take a card from or return one to a back pocket at the meeting.

### Small Talk

Small talk is a common but useful way of beginning business meetings. Avoid discussing religions or politics, and don't bring up family matters unless asked. Positive remarks and questions about your counterpart's business achievement, natural or national events, sports and hobbies are safe.

### Serving Drinks

It is during the period of small talk that you should offer visitors some refreshment. Offer the most senior person a drink first. Tea, coffee and mineral water are desirable options. Remember that in serving bottled mineral

water, disposable cups should be prepared. It is considered inappropriate to drink directly from the bottle on formal occasions.

### Giving Gifts

Hosts may present gifts at the conclusion of the first meeting—small items from your company or your city are acceptable gifts.

### Notes

- **vital:** *adj.* extremely important and necessary for sth. to succeed or exist 必不可少的, 极其重要的
- **alive-and-well:** still existing and not gone or forgotten, esp. when this is surprising 仍然存在的
- **conservative:** *adj.* not very modern in style, taste etc.; traditional 保守的
- **charcoal:** *n.* (also charcoal gray) a dark gray color 深灰色
- **precedence:** *n.* a more important position or status than sth. or someone else (重要程度等的) 居前; 领先
- **grubby:** *adj.* fairly dirty 肮脏的
- **counterpart:** *n.* someone or sth. that has the same job or purpose as someone or sth. else in a different place 对应的人 (或物), 对方

### Task 1

Read the text and mark the following statements with T (True) or F (False). Then correct the false ones.

- \_\_\_\_\_ 1. The observance of established social etiquette is vital in the initial establishment of a business relationship.
- \_\_\_\_\_ 2. Women have much stricter dressing code than men on formal occasions.
- \_\_\_\_\_ 3. A receiving line at the entrance of a meeting room shows the host company's respect for the guests. The precedence of the receiving line is decided by ranks.
- \_\_\_\_\_ 4. You should present your business card which is kept in good condition with your right hand.
- \_\_\_\_\_ 5. Small talk is a common way of beginning business meetings and is useful in warming up the relationship. However, avoid discussing religions or politics and don't bring up family matters unless asked in small talk.

**Task 2**

Read the instruction. Then work with your partner to designate seat for each attendee by putting the number in the appropriate blank.

Suppose you are working for Dragonfly Technology Co. Ltd. in China. A group of people from International Kingston Company with its headquarters in USA are going to visit your company and hold a meeting there. You are responsible for the reception. Try to illustrate what kind of seat arrangement is appropriate according to the principles introduced in the text. The name lists of the guests and the staff from your company who are involved in the meeting are given below. Note that the name lists are not in order of precedence.

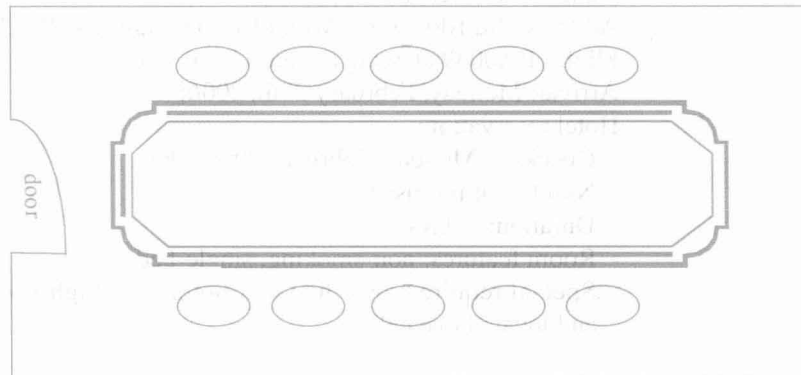
**People from your company**

1. Zhang Min, Executive Vice President of Dragonfly Technology Co. Ltd.
2. Yu Jun, Director of Corporate Communications
3. Wang Dong, Interpreter
4. Mu Dan, President of Dragonfly Technology Co. Ltd.
5. Xu Mei, Manager of Corporate Branding and Communications Dept.

**People from Kingston Company**

6. Simon Turner, CEO, Kingston Asia
7. John Hatfield, President & CEO, Kingston Company
8. Peter Maxwell, CFO, Kingston China
9. Rene Miller, Chief Administrative Officer, Kingston China

**The meeting room is like this:**



### Taboos and Etiquette for Meeting People

- In Western culture, people are used to maintaining a relatively large physical distance between one and another during conversations or social meetings. Everybody has a different “comfort zone” around them. Do not stand too close to people in a conversation, otherwise they may feel offended and not comfortable.
- English speakers often ask “How are you?” or “How are you doing?” when you meet them. These are usually more greetings than real questions, and they do not always expect an honest answer. If you are well acquainted with this person, you might say how you are truly feeling. If not, the accepted response is usually “Fine, thank you. How are you?” even if you are not feeling very well.
- When meeting each other for the first time, men always shake hands firmly. Women shake hands too, but some prefer only verbal greeting.



## IV. Practical Writing—A Confirmation Letter

Suppose you are Zhang Hong, Sales Manager of Fun Toy Manufacture Company in China and you are responsible for receiving Ms. Alexander from Smith Toy Retail Company in Britain who is going to visit your company. Write a letter to Ms. Alexander to confirm the details of her flight and hotel reservation. You've got the information as follows.

Name: Joan Alexander (female);

Address: 3rd Bloc. Lady Wood Birmingham, UK BM105;

Flight: BA0039 arriving at 15:00 local time;

Arrival: Monday, February 20th, 2006;

Hotel reservation:

- Check-in: Monday, February 20th, 2006
- Number of rooms: 1
- Duration: 3 days
- Room features: non-smoking, single-bed
- Special requirements: five-star hotel, free high-speed Internet access and local phone call