

新思维应用英语系列

Applied English Courses

丛书主编 杨 敏 肖龙福

# 文秘英语

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## English for Secretaries

本书主编 曹春春 杨 彬 徐立乐

山东画报出版社

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# 丛书前言

2001年6月,教育部颁布了《基础教育课程改革纲要(试行)》,并于2001年9月开始在全国42个国家级基础教育课程改革试验区和大部分省级基础教育课程改革试验区展开了义务教育阶段的新课程试验。在总结义务教育阶段新课程实施的经验的基础上,教育部于2003年又颁布了《普通高中新课程方案(试验)》,并决定在部分省区逐步开展普通高中新课程改革的试验。

《普通高中新课程方案(试验)》的实施要求我们必须重塑学校课程板块,本系列教材的编写与出版正是为了推进山东省乃至全国普通高中新课程试验工作,使要从事普通高中英语教学工作的本、专科学生有一个更加合适的知识结构和系统的理论储备。

再者,英语专业学生目前的就业渠道也呈现出更加多样化的态势。因此,本系列教材还可以为毕业后从事旅游、文秘、商务等职业的学生搭建一个良好的知识与实践平台。

本系列教材对应的课程全部是《普通高中新课程方案(试验)》中要求高中开设的选修科目,包括《英语演讲与辩论》、《文学赏析》、《英语报刊阅读》、《文秘英语》、《旅游英语》、《英语影视欣赏》6册。每册内容划分为若干个单元,每个单元都有一个固定的选题,以传授给学生相应的知识和培养他们应用能力。单元中以课文开始,课文后附有相关背景和知识介绍、生词解释以及相应水平和内容的练习,以帮助学生巩固所学课文内容,进一步拓宽所学知识及视野(相应拔高练习)。最后,每单元都列出了一个参考书目以供有兴趣的学生选读,以此培养他们自主学习及应用的能力。

除了供师范类学生使用之外,本系列教材还可用来培养英语专业学生毕业后从事相应职业的知识能力。本系列教材要求两个学期授完。每学期授3册,且3册书按顺序依次进行。如,第一轮3周讲授《文学赏析》,第二轮3周可讲授《文秘英语》,第三轮3周讲授《英语演讲与辩论》。

本系列教材均配有相应电子教案,读者可以到山东师范大学外国语学院网站(<http://www.sdnu.com.cn>)下载。

# 前 言

随着我国对外开放的不断深入和经济的飞速发展,尤其是中国入世以来,中外经贸、文化、教育等方面的交流日益频繁,社会上越来越需要既熟悉日常文秘业务,又具有较强的英语表达能力的涉外秘书。为了适应社会发展需求,许多高校都纷纷开设了文秘学、行政管理与文秘、涉外文秘、文秘与公关、文秘与办公室自动化等专业,旨在培养高水平、懂外语、能协调的秘书人才。要实现这个目标,一本高质量的实用性强的文秘英文教材是必不可少的,本书就是顺应这一需求而编写的。

本教材详尽地介绍了现代秘书需要具备的职业素养和工作技能。全书共十章,每章有一个主题,从职业发展、商务礼仪、办公自动化、文书档案管理,到口语交际、公文和商务写作、会议组织与协调、差旅安排、时间管理、处理投诉等,一应俱全,实用性强。每章由两篇与主题相关的课文(Texts)组成。每篇课文后附有重点词汇和表达法(Words and Expressions),用英语释义,以方便学习。相关信息(Relevant Information)提供了一些难句的分析和跟课文有关的背景知识。每章后设有活动和练习(Activities),形式多样,包括填空、选择、口头讨论、小组活动、写作训练等,可以在学完课文后,趁热打铁,举一反三,及时巩固复习。延伸阅读(Further Reading)里还有一篇与课文相联系的文章,可细读,可浏览,用于拓展知识,后面的阅读练习可供自测。

本书的特点是取材全面、编排系统、内容丰富、文例新颖、信息量大。所选话题针对性强,语言精炼、地道,练习活动丰富有趣,可操作性强。此书既可以作为文秘类专业的英语教材,又可用作英语专业学生的辅修教材,更是文秘工作者和国家公务员的良师益友。其他专业的学生也可通过本书了解文秘工作的基本模式和任务,进而掌握语言艺术,懂得协调、公关技巧,在日趋激烈的职场竞争中给自己增加含金量,从而脱颖而出,梦想成真。

由于水平有限,错漏和欠妥之处在所难免,敬请专家、同行和读者不吝赐教,谨先致谢。

编 者

2006年10月于泉城



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# Unit 1

## PROFESSIONAL DEVELOPMENT



## PROFESSIONAL DEVELOPMENT

Science and technology have created an information age that has changed the way offices operate and the way information is handled, affording new opportunities for professional growth. Career options for office professionals at all levels are rapidly expanding and office professionals are thus required to have strong technical and interpersonal skills and function as integral parts of the management team. "If you can imagine it, you can achieve it. If you can dream it, you can become it."

### Text 1 What is a secretary?

A secretary often refers to somebody who does general clerical and administrative work such as word-processing, filing, and arranging appointments for an individual or an organization. The position of secretary has its earliest recorded mention in the 16th century. Then a secretary was usually a man with the ability to read, write, and calculate; he wrote all manuscripts, letters, and records by hand.

Not until the late nineteenth and early twentieth centuries did the mechanized office come into being. The invention of the typewriter, telephone, duplicating equipment, and calculating machine helped to speed up information processing within business. As a result, the male secretary's support role evolved into management as he became an understudy for the executive and the executive's successor in managing the business. With that change, more and more women were hired and trained to perform clerical support tasks for this male-dominated management.

Along with the development of technology, with business increasing in size and complexity, a secretary is no longer a lowly clerk. As a qualified secretary, it is not enough for her to only process information, receive guests, she should be able to provide administrative or executive support for the management. Thus, today's secretary can be defined as an executive assistant who possesses a mastery of office

skills, who demonstrates the ability to assume responsibility without direct supervision, who exercises initiative and judgment and who makes decisions within the scope of assigned authority.

### Various office functions

There is no standardization for the definition of “secretary” now, since more positions are evolving and the term is increasingly applied to various positions. However, a secretary, as the senior clerical employee in the office, may perform various secretarial functions such as: screening visitors; handling telephone calls, mails and appointments; managing records; arranging for staff meetings, committee meetings, and conferences; maintaining and assembling information for the supervisor’s use and keeping the supervisor informed or advised in a variety of situations or circumstances.

### Various roles and skills

Since each organization is different, secretarial roles may vary. Besides handling routine business in the office a secretary may also function as:

**Administrative assistant:** generally includes most of the nonclerical functions previously performed by the traditional secretary. Skills and characteristics needed within the area of administrative support include ability to work as part of a team, good communication and organization skills, and initiative. It requires analytical and decision-making abilities, supervisory and managerial techniques, human relation skills and problem-solving abilities.

**Administrative support supervisor:** hires, evaluates, and trains new personnel; delegates and assigns work; coordinates work schedules; keeps attendance and payroll records; develops, writes, and implements office procedures; establishes and maintains work production standards; supervises and motivates personnel.

**Switchboard operator:** handles incoming calls and processes outgoing calls, has a good telephone voice, effective verbal communication skills. Takes message, answers inquiries, and handles fax transmissions. It sometimes requires bilingual abilities.

**Records and file clerk:** performs simple sorting and retrieving of information; classifies and processes materials. Skills and characteristics needed for this field include having a team consciousness and being detail-minded, logical, systematic, and security conscious.

**Receptionist:** welcomes, orients, and directs visitors, handles phone system or switchboard, does some filing and correspondence, handles fax transmissions, controls petty cash, uses office equipment, distributes mails, and controls courier and messenger dispatch. It requires specially trained personnel with traditional basic skills as well as new skills to manage and operate the office.

**Word processing operator:** keys and produces dictated work; keys simple correspondence and reports

and applies various word processing software applications; keys assignments submitted in writing, in printed form, or in other forms. Skills needed here include the ability to work independently, a technical orientation, computer skills, a knowledge of word processing software, a team consciousness, accuracy, language arts, audio acuity for transcription, and the ability to proofread, edit, and prioritize tasks.

**Travel service clerk:** delivers tickets and communications related to travel, uses data processing and telecommunications to provide travel service. It requires responsibilities, analytical abilities, problem-solving abilities and human relation skills.

## Words and expressions

clerical	<i>adj.</i> of or concerning a clerk (e.g. clerical work in an office 办公室的文书工作, a clerical error 笔误)
manuscript	<i>n.</i> the first copy of a book or piece of writing, written by hand or typed before being printed
duplicating equipment	a machine that makes copies of written, printed, or drawn materials
executive	<i>adj.</i> concerned with making and carrying out decisions, esp. in business
supervisor	<i>n.</i> a person who supervises people, activities, or places, especially an employee who supervises other workers or a tutor who supervises students
delegate	<i>v.</i> If you delegate someone to do something, you give them the duty of acting on your behalf. If you delegate duties, responsibilities, or power, you give them to someone else so that they can act on your behalf.
coordinate	<i>v.</i> to make (people or things) work together, esp. so as to increase effectiveness (e.g. We used a computer to coordinate the marketing campaign. 我们使用一台电子计算机来协调推销活动。)
bilingual	<i>adj.</i> able to speak two languages easily and naturally; written, expressed, or conducted in two languages
retrieve	<i>v.</i> to get something back; save something from being lost, damaged, or destroyed
systematic	<i>adj.</i> carried out in a methodical and organized manner, well organized, habitually using a method or system for organization
acuity	<i>n.</i> sharpness, keenness of hearing, sight, or intellect 尖锐, 敏锐
proofread	<i>v.</i> to read the proofs of a text in order to correct them 校正, 校对
prioritize	<i>v.</i> to rank and order things according to their importance or urgency 把...区分优先次序



## Relevant information

### Opportunities for the office professional

Office professionals have numerous career opportunities in many different fields, such as the fields of law, government, medicine, education, and technology. The basic duties within each specialized field may be similar and the use of office technology the same; however, terminology, applications, and procedures vary greatly from field to field.

**In the Legal Field** Accuracy and speed are important requirements for a career in the legal field. Whether in a private lawyer office or a state firm, the work of a law office is detailed and exacting. Terminology is precise; timing, organization, and confidentiality are essential in this field.

Keying and transcription are the essential duties. Besides, a knowledge of legal documents and legal terminology as well as good oral and writing skills are important. The work is highly varied, ranging from managing the office to preparing legal documents and court papers; it also includes extensive contact with clients.

**For Government Offices** Along with the fast development of our country, various government institutions offer numerous opportunities for office professionals. To become eligible for most government positions, normally you should take a written civil service examination. Many positions are available in province, city, county, and municipal governments as well as in quasi-governmental agencies. Responsibility, confidentiality, efficiency are just some of the assets.

**In the field of Medicine** The medical office professional's special duties include managing the office, scheduling patients, quoting and collecting fees, preparing and processing insurance claim forms, ordering and maintaining supplies and equipment, transcribing dictation, maintaining patients' records, assisting and supporting patients, and assisting in clinical duties if trained to do so by attending physicians. Confidentiality of patient records must always be maintained.

Opportunities within the medical profession exist in physicians' offices, medical clinics, public health facilities, hospitals, health maintenance organizations, nursing homes, research centers, medical centers, foundations, laboratories, insurance agencies, private agencies, medical departments of large companies, educational institutions, companies that manufacture medical supplies and equipment, and medical transcription service companies.

**In the Field of Education** In the educational field, a career can be multifaceted regardless of the educational level. This office professional must have excellent communication skills and the ability to work under established policies and practices as well as to plan and organize work schedules. Computer skills and transcription are important, as is familiarity with other office machines. The educational office professional



must serve as liaison between students, teachers, administrators, coworkers, parents, and the local community, so interpersonal skills are essential.

The duties of educational office professionals vary from institution to institution. Opportunities for such personnel exist from the preschool to the graduate level and can be in public or private schools, large or small. Specialized schools for special need students, vocational schools, and correctional schools also need office professionals.

**In the Field of Science and Technology** Aerospace, agriculture, engineering, environmental protection, chemistry, life sciences, mathematics, and the physical sciences are just some of the career fields available to the technical office professional.

Knowledge of electronic office equipment is essential for the technical office professional. Technical documents such as scientific reports and abstracts, require proper formatting. Technical office professionals must have the ability to key technical data accurately and to proofread text. A strong background in mathematics or science and a knowledge of technical terminology are definite assets. Confidentiality is also a critical element for this field.

**In the Field of Business** The fast development of our economy, the opening policy of our government and the entry into the WTO, all these have created many opportunities for office professionals. Within both government and private companies, both foreign companies or joint ventures, the ability to plan and organize; the excellent communication skills; the enthusiasm and responsibility; the problem-solving and decision-making abilities; the computer literacy and the ability to deal with technical terms and symbols are greatly appreciated.

## Text 2 Career ethics and corporate image

The most successful people and companies are those who behave ethically. The leaders of a corporation set the tone for ethical behavior, and this determines how employees, customers, and competitors are treated. Ethical problems in business are not just a matter of knowing right from wrong, but involve looking at business questions from a reasonable, responsible, and consistent point of view.

The legality of an action is determined by law. The morality of an action is determined by ethical rules of right and wrong. Ethical behavior requires following the spirit as well as the letter of the law. Besides, the corporate climate often determines employee behavior. A person's career ethics can be continually built and expanded. Your sense of ethics, integrity and professional standards have to change and broaden as you inevitably move into roles of greater responsibility, which are going to lead you into roles of leadership and management in business and organizational enterprises. However, professional ethics are often founded on values from childhood, and continue to expand and broaden as a person goes through col-

lege, begins working as a professional and then enters management. It's not an easy road to build and it doesn't end. But it is something that, if you build it through your career, if you build it broad and wide and see all the issues, you will be not only very proud of yourself but also learn something from which you can teach others. That is, by virtue of what you have done — the experiences you have had and what you have stood for in your career — you can actually help others do what is right and progress a little faster.

But what are career ethics and why is there so much concern about ethics? Ethics are the principles or standards of human conduct, sometimes called morals, which often refer to the code of morality, a system of moral principles governing the appropriate conduct for an individual or group. Thus ethics and morality concern the decisions we make about whether something is right or wrong: first about how we make such decisions and secondly about how we carry them out in practice. Working out what's right and wrong can sometimes be a complicated business. We need to pay attention to a whole spectrum of factors, which include the principles we think through, how we feel about the situations we face and our underlying motives. We also need to consider the consequences of our decisions, our responsibility within society for the choices we make. Modeling desired behavior and having the courage to do the right thing, even in the face of adversity, will be critical benchmarks that will be ingrained in office professionals. Accountability and responsibility will be stressed, with strong emphasis on balancing ethics, values, and self-interests. Credibility, honesty, and integrity are important aspects of professional ethics. University graduation is often one of the most celebrated events in a professional career. However, education is a life long learning process, which does not end after the formal college graduation. Continuing professional development can be obtained in one's working practice. As a professional, you should be aware of your professional values and ethics; develop your professional skills, judgment, quality of work and productivity; advance your professional knowledge and social and community services.

The reputation of a company is judged by its image in the public eye. One factor of a corporation's image is the care and upkeep of its building, grounds, and offices. Its logo and letterhead also communicate a message about the company. One of the most important factors in a company's image is the way its employees treat its customers and clients as well as the general public. Finally the way a company treats its own employees is another important factor in corporate image.

A positive corporate image creates respect and confidence in the company and its product or service. Every employee can contribute to a positive image by wearing appropriate business attire, by being courteous in telephone calls and written correspondence, by treating visitors well, and by participating in community activities.

## Words and expressions

consistent	<i>adj.</i> reasonably or logically harmonious, able to maintain a particular standard or repeat a particular task with minimal variation 协调的, 一致的
the letter of the law	法律的字面意义
ethics	<i>n.</i> a system of moral principles governing the appropriate conduct for an individual or group 道德规范
integrity	<i>n.</i> the quality of possessing and steadfastly adhering to high moral principles or professional standards 正直, 诚实
by virtue of	as a result of, by means of 由于, 因为
spectrum	<i>n.</i> a broad and continuous range 系列, 范围 (e.g. There is a wide spectrum of opinions on this question. 对这个问题的看法众说纷纭, 莫衷一是。)
adversity	<i>n.</i> hardship and suffering, misfortune
benchmark	<i>n.</i> a standard against which something can be measured or assessed 标准, 规范
credibility	<i>n.</i> the ability to inspire belief or trust 可靠性, 可信性
logo	<i>n.</i> a design used by an organization on its letterhead, advertising material, and signs as an emblem by which the organization can easily be recognized 标识, 标志 (e.g. The Longman logo, a small sailing ship, is on the cover of this book. 本书的封面上印有朗文公司的小帆船标志。)

## Relevant information

### Handling ethical problems

As an employee, you may be faced with a situation that is unethical or illegal or both. You will have to decide how best to handle the problem. For example, you might be asked to prepare expense reports for trips never taken or to underreport state sales tax. Such a situation calls for a choice of action. All choices have consequences. When making a choice, you must define the problem and weigh the potential consequences. You need to assess the risks of stepping forward and of keeping silent, and to calculate your chances of being fired, reprimanded, demoted, or of having a promotion withheld. You must also live with the possible stress the situation causes.

## Activities

### 1. Questions for discussion

- (1) What are the office functions of a secretary?
- (2) In a professional career, what principles are most essential?
- (3) How should we build career ethics?
- (4) How would you contribute to a positive corporate image?

### 2. Insert the correct words in the appropriate space in the passage below

appointment	duties	procedure
announces	escorts	refer
area	gesture	register
arrangements	movements	suggestion
client	notify	tact

A receptionist in a small firm may have to use the typewriter, operate the switchboard, and perform other clerical \_\_\_\_\_ in addition to receiving visitors. In a large firm a receptionist can concentrate on welcoming and looking after visitors.

A visitor to a large firm should make an \_\_\_\_\_, because executives are often very busy and do not have much time for visitors. Executives and secretaries should \_\_\_\_\_ the receptionist in advance about important appointments, and about the \_\_\_\_\_ of executives, especially when they are out of the building on business. Executives often ask receptionists to make travel \_\_\_\_\_ for them, such as booking hotel rooms and airline tickets.

There is a certain \_\_\_\_\_ for receiving visitors. A receptionist should find out if the visitor has an appointment or not. If the visitor is an important \_\_\_\_\_, the executive or his secretary will come down to the reception \_\_\_\_\_ to greet the visitor. Sometimes the receptionist or another secretary \_\_\_\_\_, or accompanies the visitor to the executive's office. Using the visitor's name when he arrives is friendly \_\_\_\_\_ and gives the visitor a good impression of the firm. When the receptionist and the visitor arrive at the executive's office, the receptionist \_\_\_\_\_ the visitor's name, title and position, and introduces the executive to him.

When a visitor cannot be satisfied, the receptionist should apologize and make some \_\_\_\_\_ for an alternative meeting. If a meeting is impossible, the receptionist should express regret and explain, with \_\_\_\_\_, what has happened, so that the visitor's feelings are not hurt.

A receptionist should keep a \_\_\_\_\_ which includes dates, times, names and the firm the visitor works for. A receptionist can then \_\_\_\_\_ to this if there is a request for information.