

高校转型发展系列教材



# 职场英语

刘洪娇 陆军 主编

王欣 吴菲 文涛 副主编

清华大学出版社

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## 内 容 简 介

《职场英语》是为大学在校生编写的实用性英语教材,旨在帮助学生在用英语交流的不同职场中建立信心,启发和创造环境,通过口语表达和讨论设定话题,接触到较正式的、用于各种职场的实用英语。本教材应用面广、实用性强,符合教育部大学英语教学改革工作所确定的加强实用性英语教学,全面提高大学生英语应用能力的教改方向。

本教材由10个单元组成,内容涉及信函写作、商务会议、谈判、求职面试等与职场英语相关的各个方面。各单元均由情景对话、背景知识和实践练习这三部分构成。

实践练习包括口语练习和书面练习,力求将课堂知识应用到实际,成为本教材改进增强的重点之一,也不失为其亮点之一。

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# 前

# 言

Preface

社会的飞速发展和国际交往的日益频繁,英语随之进入我们生活的各个方面;校园与职场国际化程度的日益提高,对英语水平的要求也越来越高。职场英语就是就业中要用的英语,涵盖求职、日常办公、商务谈判、对外交流、业务会议、市场销售等各个方面。而在校期间的英语学习最终目的也是为了能在将来工作中很好地使用英语来开展的。为适应当代大学转型发展的需要,编者集体编写了《职场英语》教材。

本教材针对大学非英语专业的学生以及对未来职场有英语需求的读者。教材将专业知识融入真实的职场,旨在培养学生在职场上的英语沟通与交际能力,以胜任未来的工作。编写过程中,尤其注重知识性和实用性的结合,并采用与时俱进的编写理念及鲜明生动的结构。

首先,在主题选择上,本教材由10个单元组成,一个单元围绕一个主题,但又紧密相连:第1单元 Job Interviews(工作面试),第2单元 Business Etiquette(商务礼仪),第3单元 Personal Letters(私人信函),第4单元 Business Letter(商务信函),第5单元 Business Negotiation(商务谈判),第6单元 Production and Marketing(产品与营销),第7单元 Business Communication(业务沟通),第8单元 Personnel Matter(人事问题),第9单元 External Correspondence(对外联络),第10单元 Business Training(商业培训)。

其次,在章节布局上,本教材结构清晰、完整。先以单词及词组(words and expressions)作为章节的导入,将读者带入相应的情景之中。而后开始篇章阅读。每章分为4个部分(Section A, B, C, D),而各部分又包含两篇文章(信函等应用文辅以例文),所选文章充分体现和展示了职场中可能遇到的不同情景和问题,以激发学生的学习兴趣 and 积极性。阅读篇章后,配以拓展阅读(supplementary reading),让学生在课余自行丰富和扩大知识面。再后以轻松一刻(time for fun)作为一章结尾,寓教于乐,轻松阅读。

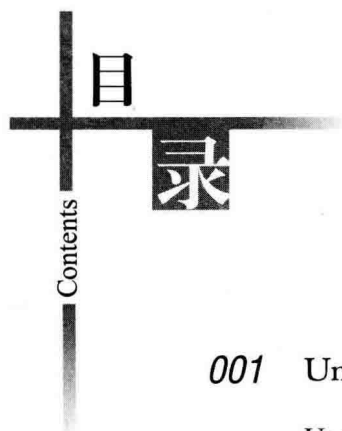
最后,在习题设计上,阅读部分(reading section)之后的各类习题侧重点不尽相同,分别围绕说、读、写、译4种语言技能的培养展开。这种习题设计避免了以往教材中习题单一、枯燥乏味的不足,既有助

于提高读者的语言综合技能，又注重培养学生积极思考和批判思维的能力。

本教材编者均来自教学一线，具有多年教学工作经验，深知当代大学英语及公共英语教学中存在的问题和不足。因此，衷心希望本书的尝试能给学生和教师们带来一定提高和帮助。当然，作为一种探索，编写组虽为此付出了很大努力，但由于水平和认知有限，书中难免会有谬误和不当之处，希望使用此书的师生提出宝贵意见和建议，同时恳请广大读者和同仁批评指正，以求不断改进完善。

编 者

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## *Unit 1*

# **Job Interviews**



A job interview is a type of employment test that involves a conversation between a job applicant and the representative of the employing organization. Interviews are one of the most popularly used devices for employee selection. Interviews vary in the extent to which the questions are structured, from totally unstructured and free-wheeling conversation to a set list of questions which each applicant is asked. Structured interviews are more valid than unstructured.

## Useful Words and Expressions

absenteeism	<i>n.</i> 缺勤率
aggressive	<i>a.</i> 有进取心的
bonus	<i>n.</i> 奖金
compensation	<i>n.</i> 报酬
devotion	<i>n.</i> 奉献
efficiency	<i>n.</i> 效率
intelligence	<i>n.</i> 智力
loyalty	<i>n.</i> 忠诚
manager	<i>n.</i> 经理
opportunity	<i>n.</i> 机会
personality	<i>n.</i> 性格
responsibility	<i>n.</i> 职责
satisfaction	<i>n.</i> 满意
strength	<i>n.</i> 优势
welfare	<i>n.</i> 福利
educational background	教育背景
educational history	学历
human relation	人际关系
interpersonal skill	人际交往能力
needs for self-actualization	实现自我的需要
personal interest	个人利益
public responsibility	社会责任
scarce capacity	能力不足
work efficiency	工作效率
work experience	工作经验

## Section A Preparation



### Lead-in

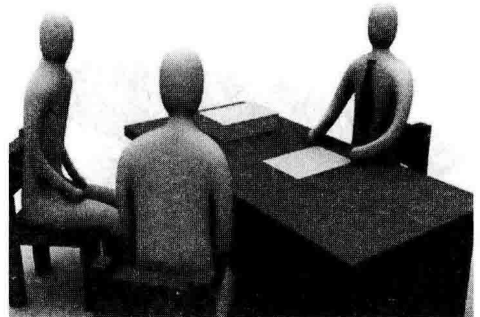
A good beginning is half-done. Taking a job interview usually involves a lot of ground work to do. The interviewees will have to get themselves well prepared concerning both themselves and the position they aim at.

### Text A

### How to Prepare for a Job Interview

There is so much information available on the Internet, so make the most of it and find out as much as you can about the company. Look for their website and have a search for news items and see if there are any discussion boards or blogs which may be relevant. This really is the easy bit, so give yourself every chance by making sure you know as much about the company as possible. Avoid what happened to one candidate who was told, when he announced how keen he was to work for the Commission for Racial Equality, that it was great but this was a completely different organization! Not a great start to the interview.

**Review your experience.** Look back at your *c.v.*<sup>1</sup> and work experience and remind yourself of what your key achievements have been. Have a think about how you would describe each role you have taken – what did you do, what were your responsibilities and what did you achieve? This is the time to get really positive and to think about selling yourself. Many people find this concept difficult and worry they are showing off. A way to deal with this is to imagine how a colleague would describe you, or your manager or even your best friend.



**Come up with examples.** Next check the application form or job specification and make a note of all the qualities and skills they are looking for. These are sometimes called competencies. It is important to make sure you have an example from your past where you have displayed the

relevant competency. Everyone can say they have great communication skills, but you must have an example to back it up.

**Practice and feedback.** It's all very well having all those great examples in your head, but unless you've practiced saying them, they may not come out the way you intended. Make a list of probable questions which you can base on the competencies or find specimen questions either on their site, or on the Internet. Find someone to do a **mock interview**<sup>2</sup> for you such as a colleague, a friend or your partner or you may want to consider some professional coaching. Ask them for feedback. How are you **coming across**<sup>3</sup>? Are your answers well-structured? Are you using relevant examples? Are you selling yourself?

If you are not able to set up a mock interview, then you can just ask the questions yourself, but do practice the answers out loud and if possible record yourself. Then you can review your answers and make sure you are coming across as you want to.

(439 words)

摘自: <http://www.interview-skills.org.uk/interview-preparation/how-to-prepare-for-a-job-interview.htm>



## Notes

1. c.v. 简历
2. mock interview 模拟面试
3. come across 讲清楚

## Text B

### Don't Give Answers, Tell Stories

Before a big interview, most people will spend time to prepare answers for likely interview questions. This is useful and can get you prepared for the basics. The trouble is that the interviewer is not looking for answers that are already on your resume, they want to hear something that adds to it. You have to realize that a successful interview isn't a cross-examination, it's a conversation. If you want to break out of the question or answer ping-pong match, you should aim to **sprinkle**<sup>1</sup> some interesting information

about yourself in the shape of stories.

The story needs to have a clear beginning, middle and end. You don't want your **anecdotes**<sup>2</sup> to be too long, so aim to be able to deliver the story within 60 seconds if required. There is no



need to put more details in there, if it's an interesting story you can be sure the interviewer will ask you about it and there is your chance to elaborate.

In order to tell a really memorable story, you will have to make it original. People want to hear about your *out-of-the-box way*<sup>3</sup> of doing things, your imaginative and clever methods to reach goals. The interviewer has heard a few stories in their day, so make sure yours are special and they will *go down a treat*<sup>4</sup>.

Another really important aspect is to remember to listen carefully to the interviewer's questions. Make sure you understand exactly what they are asking and what type of story should be applied. The kiss of death to your interview would be you telling story after story when all they asked was whether you wanted coffee or tea. Remember that an interview is very much like a sales meeting, you are selling yourself and you have to put the focus on the employer and their needs as opposed to your ego.

There are 7 kinds of stories you can start working on, all tailored to the needs of the employer:

**Tell the story about yourself.** This is the obvious one and perhaps you will have this one prepared already. This should contain the basics as where you are from, where you went to school or university and your most recent positions. You should include where you are heading and most importantly what value you can add to your next employer. This is the kind of story that tends to get a bit long, as everyone loves to talk about themselves.

**How you can make money or save money.** You will be hired for your ability to make or save money for the employer. Demonstrate how you did this in the past with an anecdote of how you became the top sales representative or how you found an ingenious way to cut the phone budget by a third.

**Are you a team player?** Being able to work in a team is essential in any company nowadays. Prepare a story for how you helped the team to achieve a great goal or how you organized a trip to Italy and increased the team spirit so that nobody has left that team ever since.

**Are you a hard working man?** Every boss wants a hard worker on their team. Assuming this is you, prepare a story of how you went the extra mile for your company and client. This can be you working evening or weekends and really making a sacrifice for the good of the common goal.

**In it for the long run.** With young generation changing jobs like flipping TV channels, the employer will want to know that you intend to stay in this role for the foreseeable future. Tell a story of how others left your team but you made the decision to stick by your manager and see the project through, obviously ending with why now is the natural time for you to move on.

**Take your great challenge.** The time you faced an enormous challenge and it took you





some time to get through the trials and hardships. In the end your ingenuity helped you overcome it and you are now stronger than ever, with new skills that nicely transfer to the job you happen to be interviewing for.

You will be asked about how you have resolved a conflict, how you dealt with a massive blow, how you reacted under pressure. Prepare short stories around these topics which are all designed to demonstrate how you can deal with the negatives and turn them into something positive.

In all of these stories, you want to throw in what actions you took, what skills you used and what results you achieved. Make sure these three elements are very clear so that the interviewer can take nice little notes on your remarkable abilities.

Don't wait until next time an interview comes up, start working away on your stories today. In order to put on an excellent performance in your next job interview, you will have to practice your new skill at every given opportunity. I am convinced your anecdotes will come in handy in other everyday situations as well.

(859 words)

摘自: <http://www.interview-skills.org.uk/interview-preparation/how-to-prepare-for-a-job-interview.htm>



## Notes

1. sprinkle 洒, 撒
2. anecdote 轶事
3. out-of-the-box way 解决问题的办法
4. go down a treat 令人感到满意



## Exercises

### I. Retelling

**Directions:** Read Text A & Text B carefully, and try to retell how to prepare for a job interview in your own words.

### II. Pair-work

**Directions:** Work in pairs. Discuss and answer the following questions.

1. Is it unethical to lie about your qualifications on your c.v.?
2. How can good communication between managers and staff potential problems at work?
3. What are reasonable grounds for firing anyone?