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行业英语速听速成丛书

# 公关英语

Master English for Public Relations

刘哲 编著



天津科技翻译出版公司 天津外语音像出版社



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# 前言 *preface*

随着改革开放的不断发展,大量跨国公司和合资、独资企业的出现,各个行业的对外交往日益增多,英语在公关中的作用也日趋重要。为了适应公关人员的工作需要,使他们在用英语与他人交流时得心应手,我们编写了本书。

本书包括办公室礼仪,常用办公术语、句型及对话,办公室常用信件的书写及范文等内容。全书共分18个单元,每个单元有相关内容的情景对话和常用句型,为方便读者阅读,每个单元都配有中文翻译、生词注释及相关背景知识介绍。附录列举了办公室用品的汉英和英汉名称对照。

本书语言简明易懂,适合于具有一定英语基础的公关人员阅读,希望本书能给读者带来一些帮助。

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# Unit 1

## office Etiquette

## 办公室礼仪



# R

## ference Expressions and Sentences

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### 常用参考语句

1. Good morning, Mr. Smith.  
早上好,史密斯先生。
2. Good afternoon, Miss White.  
下午好,怀特小姐。
3. Good evening, Mr. Wilson.  
晚上好,威尔逊先生。
4. It's a pleasure to meet you again.  
很高兴再次见到你。
5. Nice to meet you.  
见到你很高兴。
6. I would like to take this opportunity to welcome you to our company.  
借此机会,衷心感谢各位能够选择并加入我公司。
7. How do you do, Miss Gray.  
你好,格雷小姐。
8. How are you, Mr. Li?  
你好吗,李先生?
9. Fine, thank you. And you?  
我很好,谢谢,你呢?
10. Not bad.  
还不错。

# H

## ow to Call Others

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### 如何称呼对方

Every office has its own protocol for who is called by his or her first name and who is called by his or her title. New employees should follow



suit after listening carefully to how people are addressed.

每个办公室对于称呼某人名字或称呼他(她)的头衔都有固定的习惯。新雇员要遵循习惯,注意别人是怎样相互称呼的。

If your office is a “title” one, though you call your boss Charlie when meeting alone, you should still call him Mr. Dodd when others are around.

如果你的公司规矩是称呼职位,那么在单独会见时,你可以直呼老板查理,而有其他人在场时,应称其多迪先生。

If yours is an informal office, you still should wait for the other person to say “please call me Charlie” before calling his name, if he has been introduced to you as “Mr. Dodd.”

如果你的公司比较随便,你最好还是等到别人把“多迪先生”介绍给你之后,再直呼其名。在此之前,你还是要等他对你说:“请叫我查理吧。”

Everyone, no matter whether the office is formal or informal, has a name. No assistant should ever be referred to as “my girl.” She is, if a possessive title must be used, “Miss. Smith, my assistant” or “Miss. Clark, my assistant.”

无论公司是否有规矩,每个人都有称呼。不是每个经理助理都可以用类似“姑娘”的昵称。如果必须说明所属关系,则应如此介绍:“她是史密斯小姐,我的助理。”或“我的助理克拉克小姐”。



## 注释

1. protocol [ˈprəʊtəkɒl] 礼节, 礼规
2. first name 西方人名的第一个字, 也做: given name.  
西方人名中的姓称作: family name 或 surname.
3. title [ˈtaɪtl] 头衔, 称号
4. employee [ˌemplɔɪˈi:] 雇员, 员工
5. follow suit 遵照先例, 跟着做
6. address [əˈdres] 称呼
7. meet alone 单独见面
8. around [əˈraʊnd] 在周围, 在附近

9. informal [in'fɔ:məl] 非正式的,随便的,不拘礼节的

10. formal [ 'fɔ:məl] 正式的,正规的

11. introduce [ 'intrə'dju:z] 介绍

当我们说把某人介绍给某人时,应该是:introduce somebody to somebody。

■ May I introduce my husband to you?

我可以给你介绍一下我的丈夫吗?

12. assistant [ə'sistənt] 助手,助理

13. refer to as 把……称作……

14. possessive [pə'zɛsɪv] 所属的,所有的

## **T**he First Day to the Office 上班第一天

(Z=Zhang Hai 张海;S=Smith 史密斯;M=Michael 迈克)

Z: Good morning, Mr. Smith. It's a pleasure to meet you again.

早上好,史密斯先生。很荣幸再次见到你。

S: Nice to see you. Well begun is half done. I hope have boundless prospects.

很高兴见到你。好的开始是成功的一半,希望你前途无量。

Z: Thanks. Shall I meet my colleagues?

谢谢,我能见见同事吗?

S: Sure, come with me. (*walking toward Michael*) Michael, I would like you to meet our new comer, Zhang Hai. He just graduated from Qinghua University.

当然可以,跟我来。(向迈克走去)迈克,我向你介绍一位新同事张海,他刚刚从清华大学毕业。

M: Nice to meet you.

很高兴见到你。

Z: I am new to the working world and would appreciate your guidance.

我没有什么工作经验,请你多指教。

M: That's all right. I will try my best if you need any help.

别客气,如果需要帮忙,我会尽力的。

Z: Great!

太好了。

S: Well, as other guys are still not in, I'll introduce you to them later.

其他人还没来,我晚些时候再介绍给你。

Z: All right.

好的。



### 注释

1. boundless ['baundlis] 无限的
2. prospect ['prɒspekt] 前景,前途
3. colleague ['kɒli:g] 同事
4. come with me 跟我来
5. graduate ['grædʒueit] (大学)毕业
6. appreciate [ə'pri:ʃieit] 感谢
7. guidance ['gaidəns] 指导,领导
8. assist [ə'sist] 帮助,援助
9. guy [gai] 人

## The Address to the New Colleagues

### 对新同事的致辞

I am Peter, sales manager of the company.

我是本公司的销售部经理彼得。

First of all, I would like to take this opportunity to welcome you to our company.

首先借此机会,我衷心感谢各位能选择并加入我公司。

As you are aware that our company is one of the leading companies, I

know you will be proud of being a member of our company. It is always my great concern to keep the business going. We can never rest on our laurels. We need to set new goals for ourselves all the time. As you are equipped with new knowledge, new thoughts and new insights, make full use of them while they are still fresh in your minds.

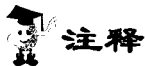
如诸位所知, 我公司是著名的公司, 我认为你们会为成为我公司的一员而感到骄傲。发展公司的业务一直是我关注的中心问题。我们不能依赖旧有的成绩。我们需要不断创新。你们具有新的知识、新的观念以及新的见解。请在它们过时前善加利用。

Work hard, not only for our company but also for yourself. That's the only way for you and our company keep growing.

请一定努力工作, 不仅为了公司, 也为你自己, 这是你自己和我们公司发展壮大的惟一出路。

Again I would like to welcome you and from today on, let's strive for development.

再次欢迎你们的加盟, 从今天开始让我们一同为公司的发展而奋斗!



### 注释

1. sales manager 销售部经理
2. take this opportunity 借此机会
3. aware [ə'weɪə] 知道的, 明白的
4. be proud of 为……感到自豪、高兴
5. concern [kən'sə:n] 关心, 关注
6. rest on one's laurels 对既得之成功心满意足  
laurels的意思是: 桂冠、殊荣。
7. set new goals 制定新的目标
8. be equipped with 具有……
9. insight ['insait] 见识, 洞察力
10. strive for 为……而努力、奋斗

## Unit 2

### Daily Office Routine

### 办公室日常事务



# R eference Expressions and Sentences

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## 常用参考语句

1. There is a memo on your desk.  
您桌上有张便条。
2. The meeting will start at 2:00 p.m..  
会议将在下午两点开始。
3. Shall I order some copy paper?  
要我订购一些复印纸吗?
4. Please keep these documents on file.  
请将这些文件存档。
5. I have an appointment with Miss White at four o'clock.  
我和怀特小姐约好4点钟见面。
6. I want to advertise for a new junior.  
我想登广告,招聘一位初级秘书。
7. I'm phoning to enquire about your advertisement for a junior secretary.  
我打电话是想问一下有关你们刊登的招聘初级秘书的广告的事情。
8. May I have your name please?  
你叫什么名字?
9. Have you got a telephone number?  
您有电话吗?
10. Could you come next Thursday at about three o'clock?  
下星期四下午3点钟您能来吗?
11. I'll look forward to meeting you at four o'clock next Thursday.  
我们下星期四下午4点钟见。
12. A Miss Lucy Gray telephoned this morning in answer to our advertisement for a junior secretary.  
一位叫露西·格雷的小姐打电话来应聘初级秘书。

13. Have you sent her an application form?

你给她寄申请表了吗?

14. You would answer the telephone, do the filing and some shorthand typewriting.

你主要负责接电话、整理文件和一些打字工作。

15. Is anything else you would like me to do?

还有什么事要我做吗?

## Situation 1

### 情景 1

*Mr. Smith's secretary, Mary, is very busy nearly all the time. She has to answer letters, take messages, arrange appointments and answer the telephone. Mr. Smith thinks that Mary needs someone to help her in the office. He has decided to advertise in the newspaper for a junior secretary. Today Mary helps Mr. Smith draft an advertisement, which will be sent to the China Daily to appear in Friday's issue. Here is Mr. Smith talking to Mary about the idea.*

史密斯先生的秘书玛丽总是非常忙。她要负责回信、留言、安排约会、接电话。史密斯先生认为玛丽需要一个助手来帮助她。他决定登广告招聘一名初级秘书。今天玛丽要帮助史密斯先生起草将要登在周五的《中国日报》上的招聘广告。以下是史密斯先生和玛丽的对话。

(S=Smith 史密斯; M=Mary 玛丽)

S: Mary, I want to advertise for a new junior.

玛丽, 我想登广告招聘一名初级秘书。

M: A new junior?

招初级秘书?

S: Yes, a new junior secretary. You have to spend so much time on the

telephone that you need someone to help you in the office.

是的,招一名初级秘书。回电话占用了你很多时间,我想你需要一个人帮帮你。

M: That's a good idea. Then I can spend more time dealing with correspondence.

是个好主意,那样我就可以有更多的时间处理来往的信函。

S: Yes, and if you spend more time on correspondence, I'll have more time to visit customers.

是的,如果你能处理来往信件,我就可以有更多的时间去拜访客户了。

M: And the firm will do more business.

那样的话,公司就有更多的生意了。

S: Yes, and if the firm does more business, it'll make more money.

是的,公司有了更多的生意,我们就可以赚更多的钱了。

M: (*laughing*) And we'll all get more pay.

(笑着)那我们就可以加薪了。

S: Yes, perhaps. Anyway let's start by getting a new junior secretary. We can put an advertisement in the *China Daily*.

也许会。不管怎样,我们现在得招一名初级秘书。我们可以在《中国日报》上刊登这则招聘广告。

M: Right, What shall we say in it?

好吧。我们写什么呢?

S: (*dictating*) Junior Secretary wanted, in block capitals. Then, a vacancy exists for a junior secretary in a medium-sized firm. Applicants, should be, shorthand typists with a knowledge of secretarial duties. What about that?

(口述)招聘初级秘书,用正楷大写字体。一中型规模公司欲招聘一名初级秘书。应聘者需具备速记技能和初级文秘知识,这样写怎么样?

M: I think it would be a good idea to put "office practice" instead of "secretarial duties".



我觉得把“初级文秘知识”换成“办公室日常事务”更好一些。

S: Do you? Why?

是吗? 为什么?

M: Well, if she's worked in an office, she will know about office practice.

But she may not know anything about secretarial duties.

如果应聘者有办公室工作经验,她就会对办公室日常事务有所了解。

但她也许不具备文秘知识。

S: Yes, you're quite right. Put "Applicants should be short-hand-typists with a knowledge of office practice."

有道理。那就写:“应聘者需具备速记技能并熟悉办公室日常事务。”

M: Oh, I see. If she wants to know anything specific, I'll explain it to her.

好的。如果她还想知道详细内容,我会向她解释。

S: Yes, yes. Now should we ask applicants to phone or write?

好的。我们是让她写信还是打电话呢?

M: Oh, phone, I think. You can find out a great deal about someone from his or her telephone manner. And what about languages?

我想还是打电话吧。从一个人打电话的方式中我们可以了解她的很多方面。在语言方面有什么要求吗?

S: Well, anyone who uses the telephone in business should be able to speak at least one foreign language. We'd better put "Knowledge of one foreign language essential" somewhere.

任何人打商务电话都应该至少会一门外语,我们最好加上“要掌握一门外语”。

M: When do you want it to appear?

您想什么时候刊登这个广告?

S: Oh, in Friday's issue, I think. Thank you, Mary.

我看还是在星期五吧。谢谢你,玛丽!