

高等院校规划教材

商务文秘英语

主编 李红梅

高等院校规划教材

商务文秘英语

主 编 李红梅
副主编 栾玉芹 王 娟 曹 晶
参编人员 赵琳娜 管秀丽 李常玉

煤炭工业出版社

· 北 京 ·

图书在版编目 (CIP) 数据

商务文秘英语/李红梅主编. -- 北京: 煤炭工业出版社, 2015
高等院校规划教材
ISBN 978-7-5020-4730-6

I. ①商… II. ①李… III. ①商务工作—秘书—英语—高等学
校—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2014) 第 290568 号

商务文秘英语 (高等院校规划教材)

主 编 李红梅
责任编辑 李振祥
编 辑 郝 岩
责任校对 邢蕾严
封面设计 于春颖

出版发行 煤炭工业出版社 (北京市朝阳区芍药居 35 号 100029)
电 话 010-84657898 (总编室)
010-64018321 (发行部) 010-84657880 (读者服务部)
电子信箱 cciph612@126.com
网 址 www.cciph.com.cn
印 刷 煤炭工业出版社印刷厂
经 销 全国新华书店

开 本 787mm × 1092mm¹/₁₆ 印张 11¹/₂ 字数 266 千字
版 次 2015 年 2 月第 1 版 2015 年 2 月第 1 次印刷
社内编号 7585 定价 21.00 元

版权所有 违者必究

本书如有缺页、倒页、脱页等质量问题,本社负责调换,电话:010-84657880

内 容 提 要

近年来，我国对外交往日趋频繁，企事业单位秘书和行政助理的外事事务相应增多，商务文秘的工作范围明显扩大。本书围绕商务秘书在实际工作中应掌握的基本英语知识展开，共设八个单元，每一单元安排一个主题，分别是理解文秘工作、接待访客、电话与传真、会议与组织、有效的沟通、档案管理、旅行安排和工作面试，在此基础上增加了课后练习、实用英语写作和语法指南等相关知识。

本书实用性强，不仅可以作为商务文秘专业的选修教材，还可供从事商务活动的其他人员使用。

前 言

本书从实用能力出发，融合英语、文秘、商务活动等多学科知识，注重提高学生商务文秘英语综合应用能力，有助于学生为将来走向工作岗位做好准备。

本书由李红梅任主编并统稿，栾玉芹、王娟和曹晶为副主编。各章节编写分工如下：第一、五、六单元由李红梅、李常玉编写，第二单元由曹晶编写，第三、四单元由管秀丽、张雪芹编写，第七、八单元由赵琳娜、王娟编写，栾玉芹和郑燕平对各单元语法专题部分进行了编写并修订。

由于编写人员水平有限，书中不足与错误之处在所难免，恳请广大读者批评指正。

编 者

2014年10月

Contents

Unit 1 Understanding Secretarial Job 理解文秘工作	1
Part 1 Reading General Overview of Secretarial Job	1
Part 2 Situational Dialogues Making Introductions	6
Part 3 Practical Writing	10
Part 4 Guide to Grammar Participle	13
Unit 2 Dealing with Visitors 接待访客	17
Part 1 Reading Receiving and Seeing Visitors off	17
Part 2 Situational Dialogues Greetings and Farewell	22
Part 3 Practical Writing	29
Part 4 Guide to Grammar Gerund	34
Unit 3 Telephone and Fax 电话与传真	36
Part 1 Reading The Use of Telephone and Fax	36
Part 2 Situational Dialogues Telephone Calls	41
Part 3 Practical Writing	49
Part 4 Guide to Grammar Inversion	57
Unit 4 Conferences and Organization 会议与组织	59
Part 1 Reading Business Meetings and Conferences	59
Part 2 Situational Dialogues Organization of a Meeting	64
Part 3 Practical Writing	69
Part 4 Guide to Grammar Substitution (I)	75
Unit 5 Effective Communication 有效的沟通	77
Part 1 Reading Communications	77
Part 2 Situational Dialogues Pay a Visit	81
Part 3 Practical Writing	85
Part 4 Guide to Grammar Substitution (II)	88

Unit 6 File Management 档案管理	90
Part 1 Reading Filing	90
Part 2 Situational Dialogues File Things	94
Part 3 Practical Writing	98
Part 4 Guide to Grammar Transformation of Sentences (I)	101
Unit 7 Travel Arrangements 旅行安排	103
Part 1 Reading Travel Arrangements	103
Part 2 Situational Dialogues Making Reservations	108
Part 3 Practical Writing	113
Part 4 Guide to Grammar Transformation of Sentences (II)	119
Unit 8 Job Interview 工作面试	120
Part 1 Reading How to Succeed in a Job Interview	120
Part 2 Situational Dialogues Job Interview	124
Part 3 Practical Writing	131
Part 4 Guide to Grammar Ellipsis	136
Appendix I 译文及参考答案	138
Appendix II 常见职位职务英文名称	170
Appendix III 常见商务英语缩略词	172
参考文献	175

Unit 1 Understanding Secretarial Job 理解文秘工作

Part 1 Reading

General Overview of Secretarial Job

The English word “secretary” stems from the Latin word “sēcrētārius”, meaning “confidential employee”. Its form (secret + ary) indicates the secretarial job involves keeping a secret. At present, According to International Association of Administrative Professionals(IAAP) , a secretary is defined as an executive assistant who possesses a mastery of office skills, demonstrates the ability to assume responsibility without direct supervision, exercises initiative and judgment, and makes decisions within the scope of assigned authority.

Secretaries’ major role is to assist their bosses to handle various administrative tasks, to maintain effective office procedures and efficient work flow, and to establish harmonious relationships with superiors, co-workers, subordinates, clients and suppliers. Their daily tasks include a variety of duties, such as doing research, typing, filing, taking shorthand, screening telephone calls, making appointments, contacting clients and other staff members (sometimes this includes handling emergency), attending meetings, taking minutes, writing letters, booking flights and hotels, supervising and training staff (including one’s boss), ordering flowers and gifts and so on. So secretaries play two roles in the company—internal spokesmen and external representatives. To do a good job, they should communicate and negotiate with others in or outside the company to achieve the goals of their tasks.

Secretarial positions often vary with the level of the company at which secretaries work. For instance, legal secretaries are familiar with the terms and procedures used by lawyers. Medical secretaries work in doctors’ offices, hospitals, and other places where knowledge of medical terms is essential. Bilingual secretaries work for the government or for other organizations that need contact and exchange letters with offices abroad. And business secretaries need to assist their employers to handle all kinds of business affairs, such as drafting the contracts, contacting customer, dealing with business correspondence, participating in business investigation and negotiations, business decisions and so on. Therefore, professional secretaries usually need some special training in the specific field in order to update their skills. With deeper and more flexible skills, experienced secretaries can be promoted to higher positions, such as top-level executive assistants or general managers of departments.

To be competent secretaries, above all, they should have some basic professional skills. They should be good at both oral and written language communication. They should have a good com-

mand of office managerial skills and be proficient in computer skills such as Microsoft Outlook, Microsoft Word, Excel and Internet, etc. They should also have organizational skills as well as some knowledge in specific field, such as business, law, medicine, etc.

Apart from these basic professional skills, good secretaries should also possess some professional ethics. For one thing, they should have professional dedication spirit. They must fulfill the task assigned by their leaders promptly. They should have a sincere attitude towards staff members and keep commercial confidentiality. For another, they should also have good characteristics: a sense of responsibility, loyalty, a sense of time, initiative and enterprise. These professional ethics will help them survive in the changeable social environment.

In summary, secretaries hold key positions in a company, responsible not only for implementing the executive's policies and procedures but also for helping the company run in an efficient and well-organized manner. Their positions can be summarized as "jack of all trades", the employer's confidant, master of office affairs.

Words and Expressions

stem [stem]

n. the part of an inflected word that remains after the inflected part is removed 词干
stem from

originate from 来自, 起源于, 由……造成

confidential [.kɒnfi'denʃl]

adj. secret or private; marked by intimacy or willingness 秘密的; 机密的; 表示信任的; 亲密的

demonstrate ['demənstreit]

vt. to prove or make clear by reasoning or evidence; to illustrate and explain especially with many examples 证明, 证实; 说明

assume [ə'sju:m]

vt. to take into partnership, employment 承担, 担任

supervision [,sju:pə'viʒn]

n. the action or process of watching and directing what someone does or how something is done
监督; 管理

initiative [i'niʃətiv]

n. the energy and desire that is needed to do something 主动性; 主动精神

adj. the power or opportunity to do something before others do 自发的; 创始的

assign [ə'sain]

vt. to appoint to a post or duty; to consider to belong to 分派, 选派, 分配

authority [ɔ:'θɔrəti]

n. the power to give orders or make decisions; persons in command 权力, 职权

procedure [prə'si:dʒə(r)]

n. a series of actions that are done in a certain way or order 过程, 程序

flow[fləʊ]

n. an act of flowing; the amount of something that flows in a certain time 流动; 流程

assist[ə'sist]

n. to give support or help; a mechanical or electromechanical device that provides assistance
帮助; 援助; 助手

vt. to give support or aid; to make it easier for someone to do something 帮助; 援助; 帮助
某人做某事

subordinate[sə'bɔ:dinət]

adj. in a position of less power or authority than someone else 级别或地位较低的; 下级的;
附属的

n. someone who is subordinate to someone else 部属, 部下

superior[su:'piəriə(r)]

n. a person of higher rank or status than another 上级

adj. (rank, position) of higher rank, quality, or importance (级别、地位) 较高的

client['klaɪənt]

n. a customer or patron 顾客, 主顾

supplier[sə'plaiə(r)]

n. someone who provide something with (something that is needed or wanted) 供应商; 供应
者

shorthand['ʃɔ:thænd]

n. a method of writing quickly by using symbols or abbreviations for sounds, words, or phrases
速记, 速记法

minute['minit]

n. a brief note (as of summary or recommendation); the 60th part of an hour of time 备忘
录; 会议记录; 分钟

supervise['su:pəvaiz]

vt. & vi. to watch and direct (someone or something) 监督; 管理; 指导

representative['reprɪ'zentətɪv]

n. someone who acts or speaks for or in support of another person or group 代表; 继任者

adj. typical of a particular group of people or of a particular thing 典型的; 有代表性的

negotiate[nɪ'gəʊfiət]

vi. to discuss something formally in order to make an agreement 谈判; 协商, 交涉

vt. to successfully travel along or over 谈判达成

vary['veəri]

vi. to be different or to become different 变化; 不同, 偏离

vt. to make (something) different 使不同

correspondence[ˌkɒrə'spɒndəns]

n. communication by letters; the agreement of things with one another 一致, 符合; 对应;
通信, 信件

executive [ig'zekjətiv]

adj. relating to the job of managing or directing other people in a company or organization 执行的; 管理的

n. the person or persons who constitute the executive magistracy of a state 行政官

competent [kəm'pitənt]

adj. (of people) having the necessary ability, skill, knowledge (指人) 有能力/技能/知识等的; 能胜任的; 能干的

proficient [prə'fɪʃnt]

adj. be good at doing something 精通的, 熟练的

n. well advanced in an art, occupation, or branch of knowledge 能手, 老手, 专家

ethic [eθik]

n. rules of behavior based on ideas about what is morally good and bad 伦理观; 道德体系

dedication [ˌdedi'keɪʃn]

n. a feeling of very strong support for or loyalty to someone or something 奉献; 献身精神

fulfill [ful'fil]

vt. to do what is required by (something, such as a promise) 履行 (诺言等); 执行 (命令等)

confidentiality [ˌkɒnfi'denʃi.ələti]

n. containing information whose unauthorized disclosure could be prejudicial to the national interest 机密性, 保密

enterprise [ˈentəpraɪz]

n. a business organization; the ability or desire to do dangerous or difficult things or to solve problems in new ways 企(事)业单位; 事业心, 进取心

in summary

using few words to give the most important information about something 总的来说, 归纳起来

jack of all trades

a person who can do possible work at various tasks 多面手

confidant [ˌkɒnfi'dænt]

n. a trusted friend you can talk to about personal and private things 心腹朋友, 知己

Notes

1. International Association of Administrative Professionals (IAAP).

国际职业秘书协会, 成立于1942年, 前身是美国全国秘书协会 (American Professional Secretaries International, APSI), 1981年改为国际职业秘书协会, 是跨国性组织, 总部在美国密苏里州开普斯城。会员达4万人, 除美国的在职秘书外, 包括欧洲、亚洲、拉丁美洲各洲30多个国家和地区, 其宗旨: 作为秘书的代言机构, 维护秘书的合法利益; 通过连续教育, 提高秘书人员的素质和水平; 介绍最新技术, 增强业务技能, 提高秘书的职业地位。IAAP举办秘书资格考试, 目前在中国北京和上海等大城市已经设立了培训点和考点。

2. So secretaries play two roles in the company—internal spokesmen and external representatives.

因此，在公司，秘书具有双重身份——对内是发言人，对外则是公司的代表。

3. They should also have organizational skills as well as some knowledge in specific field, such as business, law, medicine, etc.

他们既要掌握一些商务、法律、医学等专业领域的知识，也要具有组织技能。

在使用 as well as 时，翻译时要先译后者（次要），再译前者（主要）。

4. Their positions can be summarized as “jack of all trades”, the employer’s confidant, master of office affairs.

他们的身份可以总结为“多面手”，老板的心腹知己和办公室事务的掌管者。

Exercises

A. Questions for comprehension.

1. What’s the definition of a secretary?
2. What is the major role of secretaries?
3. How can a secretary do their job successfully?
4. What should a business secretary do?
5. How can be a competent secretary?

B. True or False.

1. A secretary should never do anything he or she is not told.
2. A secretary’s daily task is to write letters and answer phones for the boss.
3. A secretary should be thoughtful of the clients.
4. Professional secretaries often work with doctors and lawyers.
5. Secretaries cannot be promoted to general managers of department.
6. Secretaries should be good at computer skills.
7. Secretaries may fulfill their employers’ tasks at flexible time.
8. Secretaries should only be on good terms with their employers.

C. Choose the appropriate forms of the words or expressions given below to complete the following sentences.

assume	proficient	assist	assign involve
correspondence	negotiate	update	stem from
a variety of			

1. Our company keeps on _____ production styles to meet the demand of customers.
2. Mr. Wang is _____ in business negotiation.
3. Secretaries should _____ in the general management of the company and in liaising with professional advisers.
4. From Mary’s _____, it is clear that she knew little of Robin’s business in the last years.
5. Running a company _____ a great deal of tasks.

6. Mr. Brown will _____ the role of Chief Executive with a team of four directors.
7. People get information from _____ different sources.
8. His chief failures mainly _____ incompetent execution.
9. How you value that time is central to how you _____ with clients.
10. When I taught, I would _____ a topic to children which they would write about.

D. Translation.

1. 公司秘书具有双重身份——对内是发言人，对外则是公司代表。
2. 秘书必须能贯彻执行老板制定的各项政策及工作程序。
3. 秘书应该精通办公室管理技能并熟练掌握计算机技能。
4. 任职的公司不同，秘书的工作岗位也不尽相同。
5. 秘书需要擅长书面和口头的语言交流能力。
6. 称职的秘书不仅要具有专业技能，还要有职业奉献精神。
7. 商务秘书协助上司处理各类商业性事务。
8. 职业道德有助于秘书在变化的社会环境中生存。

Part 2 Situational Dialogues

Making Introductions

Dialogue 1 Allow Me to Introduce Myself.

Susan : Good morning.

Kate : Good morning.

Susan : Well, allow me to introduce myself. My name is Susan Green. I'm the new secretary.

Kate : Oh, so you are my replacement. Welcome, I have been looking forward to your coming.

Susan : Thank you. You are Ms. White, I believe? I've heard so much about you. May I know why you want to leave this department?

Kate : Not really. Our boss wants me to work in another department.

Susan : Got a promotion, I suppose?

Kate : You may say in that way. I'll be in charge of the correspondence department.

Susan : You have done really well here.

Kate : Thank you. You have a lot of work. That's your desk over there.

Susan : Thank you, Ms. White. Is the work difficult?

Kate : Oh, no. you'll learn it all in a couple of weeks. And that's your typewriter.

Susan : It looks fine.

Kate : And please call me Kate.

Susan : Thank you, Kate.

Dialogue 2 Who is the gentleman beside you ?

Smith : Hello, Mr. Zhang.

Zhang : Hello, Mr. Smith. How nice to see you again. How are you?

Smith : I'm fine, thank you. And you?

Zhang : I'm fine, too. How is your trip?

Smith : Very good. It's very kind of you to meet me at the airport.

Zhang : It's our pleasure.

Smith : Who is the gentleman beside you? I don't think we have met.

Zhang : Let me introduce you to each other. In your last letter you said you were interested in expanding your market in China. So I have brought along Mr. Wang, the general manager of Hunan Import and Export Company.

Smith : How do you do, glad to meet you.

Wang : How do you do, Mr. Smith? Glad to meet you, too. Mr. Zhang has already told us a lot about your company and you. We'd like to do business together.

Dialogue 3 Would you introduce me to your manager ?

Mr. James : Good morning, Michael.

Michael : Good morning, Mr. James.

Mr. James : I hear you have got a new manager. Would you mind introducing me to him?

Michael : No, not at all. Come along with me. He is now in his office.

Mr. James : Thank you.

Michael : George. Are you free at the moment?

George : Yes, come in please.

Michael : Let me introduce a friend to you, Mr. James. Mr. James is an old client of our company.

George : How do you do, Mr. James? Pleased to meet you.

Mr. James : How do you do, manager? The pleasure is mine.

Introducing a distinguished guest

Ladies and gentlemen, good evening. Now allow me to avail of this opportunity to introduce to you a distinguished guest, Prof. Michael Greenwood. Prof. Greenwood enjoys a world wide reputation as an economist. We count it our great honor that we can listen to his lecture in person. Today's lecture is about the economic situation in Asia. Now I'll hand the chair to the speaker. Let's welcome Prof. Greenwood, please.

Keywords

allow *v.* 允许

introduce *v.* 介绍

pleasure *n.* 荣幸

department *n.* 部门

replacement *n.* 替换的人(物)
promotion *n.* 晋升

client *n.* 客户

Relevant Vocabulary

arrange *v.* 安排

invite *v.* 邀请

train *v.* 培训

reservation *n.* 预定

schedule *n.* 活动日期

negotiation *n.* 谈判

sightseeing *n.* 参观旅游

filing *n.* 档案管理

news conference *n.* 新闻发布会

memorandum *n.* 备忘录

Notes

1. I'll be in charge of the correspondence department.

我将要负责通信部。

in charge of *v.* 掌管, 主管

e. g. The company is in my charge while the director is away. 董事长不在时由我负责公司的
事务。

2. In your last letter you said you were interested in expanding your market in China.

在上封信中您提起有意拓展在华市场。

expand *v.* 扩大(尺码、数量、体积等)

e. g. The company has expanded its operations in Scotland by building a new factory there.
这家公司在苏格兰建立了新工厂, 从而扩大在该地区的经营范围。

3. Now allow me to avail of this opportunity to introduce to you a distinguished guest Prof. Michael Greenwood.

现在请允许我借此机会向大家介绍一位贵客, Michael Greenwood 教授。

avail of *v.* to make good or profitable use of 利用

e. g. I availed myself of this opportunity to improve my English. 我利用这个机会提高自己的
英语水平。

4. Now I'll hand the chair to the speaker. Let's welcome Prof. Greenwood, please.

现在欢迎 Greenwood 教授作报告。

hand the chair to *v.* 请某人讲话

Exercises

A. Answer the following questions according to the dialogues.

1. Why does Ms. White leave this department in Dialogue 1?
2. Is the secretarial work difficult according to Ms. White in Dialogue 1?
3. What does Ms. White prefer to be called in Dialogue 1?
4. Why does Zhang bring along Mr. Wang in Dialogue 2?
5. What is the relationship between George and Mr. James in Dialogue 3?
6. Who will give a lecture in the last introduction?

7. What is Prof. Greenwood's lecture about?

B. Play the role of a secretary and a guest to make an introduction between the guest and the boss.

C. Fill in each blank in the following conversation with one word only.

(A: Miss Mary B: Mr. Smith C: Mr. Brown)

A: Good morning, Michael. _____ are you this morning?

B: I'm very _____, thanks, Miss Mary.

C: Good, good. _____ is Michael Smith, Mr. Smith.

B: _____ do you do, sir?

C: _____.

A: Mr. Brown is our new managing director, Michael.

C: _____ have you been working here, Mr. Smith?

B: Nearly two years, sir. But not all the time working here. I was in the record department for eight months.

C: Do you like it here?

B: Yes, very much.

C: Good. Well, I'm _____ to have _____ you Mr. Smith.

B: Thank you, sir.

Useful Expressions

1. Let me introduce myself. / Let me do some introduction.

让我来介绍一下自己。

2. I have lots of interests, such as singing, dancing, drawing and so on.

我有很多兴趣爱好, 如唱歌、跳舞、画画等。

3. This is our general manager, Mr. George.

这是我们总经理乔治先生。

4. General manager, this is Mr. Zhu from the ABC Trading Company.

总经理, 这是 ABC 商贸公司的朱先生。

5. May I introduce you to our manager, Mr. Wang?

我可以把您介绍给我们的经理王先生吗?

6. I've heard so much about you.

我知道很多关于你的事儿。/ 久仰大名

7. Helen has told me a lot about you.

海伦对我讲了好多你的事儿。

8. I've been longing to meet you for some time.

很久以来我一直想见你。

9. I'm delighted to make your acquaintance.

认识你我感到非常高兴。

10. It's a privilege to know you.

认识您是我的荣幸。

11. Allow me to introduce Tom Brown to you.

请允许我向您介绍汤姆·布朗。

12. Have you met Mary?

你认识玛丽吗?

13. I'll introduce you to the new purchasing agent.

我来给你引介新来负责采购的人。

14. I think I'm reasonably optimistic by nature.

我想我生性是乐天派。

15. I'm quite familiar with editing.

我非常熟悉编辑工作。

16. I haven't done anything like that before.

我以前没有做过这种工作。

17. I'll be in charge of the P. R. department.

我将负责公关部。

Part 3 Practical Writing

英语公务信函是公务活动中一种常见的交际形式,是公司或企业间保持商务联系的重要手段,写信人不必使用华丽的词句,只需将自己的意图表达清楚,使对方能够理解即可。随着网络技术的迅速发展,电子商务逐渐流行,商务书信也大多不再通过传统的邮寄方式收发,取而代之的是快捷又便利的 e-mail。

英语公务信函一般由以下几部分组成:

信头(Letterhead - the writer's name, address)

日期(Date)

收信人姓名、地址(The receiver's name and address/The inside name and address)

称呼(Salutation)

正文(Letter body)

客套结束语(Complimentary close)

签名(Signature)

常用英语公务信函 e-mail 的书写形式有两种:缩进式(indented style)、齐头式(blocked style)。以下以建立业务关系书信为例。

常用表达

Chamber of Commerce 商会

business scope 经营范围

specialize in 专营……

catalogue 商品目录

Commercial Counselor's Office 商务参赞处

in the line of /in the market for 在……行业

enclose 附有……

look forward to 期待……

1. We have your name and address from the Commercial Counselor's Office of your Embassy in Beijing and are now writing to you for the establishment of business relations.