



为高职高专师生量身打造的教材

· 附赠听力MP3光盘



沈银珍 **总主编** 第2<sup>nd</sup> Edition 版

# 新职场导向英语

## NEW WORKPLACE ENGLISH

王铁铭 主编

Genevieve Bar / Marcus Rochelle 主审



浙江工商大学出版社  
ZHEJIANG GONGSHANG UNIVERSITY PRESS

沈银珍 总主编

第2<sup>nd</sup> Edition  
版

# 新职场导向英语

NEW WORKPLACE ENGLISH

王铁铭 主编

Genevieve Bar / Marcus Rochelle 主审



浙江工商大学出版社  
ZHEJIANG GONGSHANG UNIVERSITY PRESS

### 图书在版编目(CIP)数据

新职场导向英语 / 王铁铭主编. —2 版. —杭州:  
浙江工商大学出版社, 2014. 8  
ISBN 978-7-5178-0506-9

I. ①新… II. ①王… III. ①英语—高等学校—教材  
IV. ①H31

中国版本图书馆 CIP 数据核字(2014)第 120113 号

### 新职场导向英语(第 2 版)

王铁铭 主编

---

责任编辑 沈 娴

封面设计 王妤驰

责任印制 包建辉

出版发行 浙江工商大学出版社

(杭州市教工路 198 号 邮政编码 310012)

(E-mail: zjgsupress@163.com)

(网址: <http://www.zjgsupress.com>)

电话: 0571-88904980, 88831806(传真)

排 版 杭州朝曦图文设计有限公司

印 刷 杭州五象印务有限公司

开 本 787mm×1092mm 1/16

印 张 18.75

字 数 422 千

版 次 2014 年 8 月第 2 版 2014 年 8 月第 2 次印刷

书 号 ISBN 978-7-5178-0506-9

定 价 46.80 元(教材+练习册)

---

版权所有 翻印必究 印装差错 负责调换

浙江工商大学出版社营销部邮购电话 0571-88904970

---

## 《新职场导向英语》(第2版)图书编委会

总主编 沈银珍

主 编 王铁铭

副主编 李鸣旦 徐晓静 史开泉

主 审 Genevieve Bar Marcus Rochelle

参 编 李 楠 李媛惠 郭郑萍 徐 芳

---

## 再版说明

作为高职高专外语教学改革成果的《新职场导向英语》，在使用后进行了二次修订。其目的是更好地实现高职高专外语教学的实用性和可操作性，把“任务型”教学具体落实在教材学习的每个环节中。从词汇、阅读文章及写作练习的选择，到课堂活动的开展等，编写中反复修正结构与内容，以充分满足高职高专学生未来的职业需求。针对高职高专学生的学习特点和认知需求，在第二版教材中，每单元都增加了 Language at Work 和 Classroom Activities 两个环节，模拟学生未来步入职场可能遇到的许多常见场景和问题，并设计了丰富多彩且知识面广的学习任务，更加突出语言学习的实践性，融“教、学、做”为一体，让学生在“做任务”的过程中完成语言习得。

本教材的编写目的：第一，让学生以英语语言学习为平台，了解职场的基本知识及所需的基本技能。比如，如何做毕业前准备、步入职场需要什么素质、什么是团队合作、如何规划自己等。第二，通过本教材的教学实践，学生能提高英语水平和整体素养。本教材将培养学生“能力”的实践融入每个学习环节当中，培养沟通能力、团队精神、安全意识、有效工作等职场中所提倡的职业能力。

本教材的突出特色是对“任务型”教学的实践。教材的编写围绕“学”和“练”，让学生真正成为课堂教学的核心。

一、创新。以职场导向为切入点，针对高职高专院校独特的教学背景及高职高专学生的学习特点，将“任务型”教学融入教材。每个单元以听、说、读、写的任务形式呈现，学生可以通过完成“任务”，习得语言、练就能力。

二、实用。教材所选取的素材均来自真实工作场景和实际工作案例。这些真实的语料和案例不但能让学生接触到大量的高频词汇和地道的英语表达方式，而且能通过真实的情景模拟演练，锻炼学生应对并处理职场问题的能力。

三、互动。教材以“枫林和您一起闯职场”为主线，由一位同样刚步入职场的毕业生引导，带领大家一起经历从第一章“了解公司”到第八章“职业生涯规划”的完整过程。通过对本教材的学习，学生将得到预热，感受未来可能面对的一系列问题，“学”与“练”的过程便是解决问题的过程。这样的设计为教材平添一分趣味，同时更显系统完整。

本教材以职场为导向，着力于培养学生用英语开展工作的能力，课堂设计形式多样、选材严谨，是一本颇具匠心且适用性较强的高职高专外语教材。

此外，第二版教材配有练习册，词汇和阅读量足够满足学生学习。为了提高学生的英语写作能力，练习册内包含一系列实用文写作练习。

# 序

近年来,高职高专外语教学改革步伐随着社会的需要迈得越来越快。高职高专外语教学也成了教学园苑中的一朵奇葩。高职高专外语教学既不能是高中外语课程的延续,也不能成为“行业外语”课程。这势必给其教学改革带来难度。从《新职场导向英语(第2版)》的理念中,我们不难看出其正努力寻找改革的切入点,力图真正把握高职高专学生学习的特點,以“任务”操练的方式进行语言教学,并把语言知识点植入将来的职场应对之中,使学生拥有真实的语境认知,从而产生学习动机,从真正意义上激发学生的学习动机。

本书体现出高职高专外语教学的实用性,同时也证明“任务型”语言教学的优势,突出“学”而非“教”的理念。教师可以通过诸多与职场相关的语言学习“任务”来检验和评估学生语言能力,培养学生的自主学习能力,同时避免教师成为教材“传声筒”的现象。

本书由一名刚走出校园的毕业生做“导学”,给教材增添了新意,使每个独立单元的脉络既清晰又连贯,学生学习也更有亲切感。此外,本书再版后还增加了练习册,练习内容与形式多样,兼顾对外语知识点的巩固与对职场全方位的实用信息传递。

简言之,《新职场导向英语(第2版)》是一本有特色的高职高专英语教材,希望该教材能成为高职高专英语教学的“导向”。

浙江外国语学院 桂清杨

2014年7月4日



# CONTENTS

<b>UNIT 1 COMPANY KNOWING</b> .....	1
Part One Ear Practice .....	3
Part Two Open Your Mouth .....	4
Part Three Reading .....	5
Part Four Language at Work .....	7
Part Five Classroom Activities .....	9
Part Six Writing .....	14
Part Seven Case Study .....	18
<b>UNIT 2 JOB HUNTING</b> .....	19
Part One Ear Practice .....	21
Part Two Open Your Mouth .....	22
Part Three Reading .....	23
Part Four Language at Work .....	25
Part Five Classroom Activities .....	30
Part Six Writing .....	34
Part Seven Case Study .....	35
<b>UNIT 3 OFFICE ACTIVITIES</b> .....	37
Part One Ear Practice .....	39

Part Two	Open Your Mouth .....	40
Part Three	Reading .....	41
Part Four	Language at Work .....	43
Part Five	Classroom Activities .....	47
Part Six	Writing .....	50
Part Seven	Case Study .....	53
<b>UNIT 4 EFFECTIVE WORK .....</b>		<b>55</b>
Part One	Ear Practice .....	57
Part Two	Open Your Mouth .....	59
Part Three	Reading .....	59
Part Four	Language at Work .....	62
Part Five	Classroom Activities .....	66
Part Six	Writing .....	71
Part Seven	Case Study .....	72
<b>UNIT 5 WORKPLACE SAFETY .....</b>		<b>75</b>
Part One	Ear Practice .....	77
Part Two	Open Your Mouth .....	78
Part Three	Reading .....	79
Part Four	Language at Work .....	81
Part Five	Classroom Activities .....	83
Part Six	Writing .....	87
Part Seven	Case Study .....	89
<b>UNIT 6 WORKPLACE EMOTIONS .....</b>		<b>91</b>
Part One	Ear Practice .....	93
Part Two	Open Your Mouth .....	95
Part Three	Reading .....	96
Part Four	Language at Work .....	97
Part Five	Classroom Activities .....	99
Part Six	Writing .....	101
Part Seven	Case Study .....	104



---

<b>UNIT 7</b>	<b>PRODUCT INTRODUCTION</b>	107
Part One	Ear Practice	109
Part Two	Open Your Mouth	111
Part Three	Reading	112
Part Four	Language at Work	114
Part Five	Classroom Activities	116
Part Six	Writing	120
Part Seven	Case Study	122
<b>UNIT 8</b>	<b>CAREER DEVELOPMENT</b>	125
Part One	Ear Practice	127
Part Two	Open Your Mouth	129
Part Three	Reading	130
Part Four	Language at Work	132
Part Five	Classroom Activities	135
Part Six	Writing	139
Part Seven	Case Study	142
<b>APPENDIX</b>	<b>ANSWERS AND SCRIPTS</b>	143

## ***UNIT 1 COMPANY KNOWING***



When Fenglin is hunting for a job, one important thing for her is to search for company profiles and company structures. This is the first step to take for a student who is going to graduate. Please listen and read the following. Would you like to go with Fenglin and learn more about company profiles and company structures?

Before you learn:

Are you familiar  
with the following  
companies?



In this unit you will learn about:

1. What a company profile includes;
2. What the company structure is and how it works;
3. How to make an introduction to a company;
4. How to write a company profile.



Learning outcomes:

**At the end of this unit, you will be able to:**

1. Talk about company profiles;
2. Know about company structures and their functions;
3. Make an introduction to a company;
4. Write a company profile.



## Part One Ear Practice

### Task one: Listen and choose the correct answers.

Distinguished guests, ladies and gentlemen,

Good morning. I am very honored to have the opportunity to (1) access/ advice/address such a distinguished (2) audit/audience/audition. My name is Monica Li and I am in charge of the (3) ER/HR/PR Department of Oracle China. What I'd like to do today is to provide you with some general (4) information/informal/invoice about the Oracle Corporation and its latest developments in (5) China/ Chinatown/Chinese. Hopefully, this introduction can help you gain a better understanding of our company.

My presentation will be divided into (6) too/to/two parts. Firstly, Oracle, and secondly, Oracle China. The presentation will last about (7) 40minutes/15 minutes/50 minutes. If you have any questions, please feel free to ask at the end of my presentation.

### Task two: Listen and fill in the blanks.

Once named, appliance, to establish, vacuums, more, climbed from, making, dishwashers, exports, bootstraps

Haier Group is China's ambassador to (1) \_\_\_\_\_ stores worldwide. (2) \_\_\_\_\_ Qingdao Refrigerator Plant, the company (3) \_\_\_\_\_ the verge of bankruptcy (4) \_\_\_\_\_ itself as a world-renowned brand. China's largest appliance company manufactures refrigerators and freezers, air conditioners, (5) \_\_\_\_\_, microwaves, televisions, (6) \_\_\_\_\_, mobile phones, computers, and (7) \_\_\_\_\_ under more than 90 product categories. Haier Group (8) \_\_\_\_\_ its goods and sells them in more than 160 countries and regions in North America, Europe, the Middle East, Asia, and Africa. Since pulling itself up by its (9) \_\_\_\_\_, Haier has been busy (10) \_\_\_\_\_ purchases and linking joint ventures to branch out into other markets.

**Task three: Match the words with their definitions.**

(1) Company Overview	A. TCL was listed on the ASX in 1996 as a stapled security (comprising 1 share in the Company and 1 unit in the Trust). This issue of securities and convertible infrastructure bonds raised \$455 million. In November 2001, TCL became a triple stapled security.
(2) Company History	B. CityLink has an effective monopoly over fast transport across the city of Melbourne. The toll road trust deed allows for toll increases of the greater of 4.5% or the CPI for the first 15 years. The fully electronic tolling system was a world first.
(3) Differentiating Factor	C. TCL's major customers for CityLink are the residential commuters in the suburbs of Melbourne plus small business and the major transport companies.
(4) Major Customers & Competitors	D. TCL also has significant interests in the WestLink M7 toll freeway in Sydney's west and in M1, M4 and M5. More recently, TCL acquired the Pocahontas Parkway in Richmond, Virginia (USA).



## Part Two Open Your Mouth

**Task One: Read the definitions below and add the correct letter: “v” or “b”.**

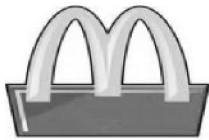
(1) Cooperation between two or more companies; a joint ____enture.
(2) The extra money employees receive once or twice a year: ____onus.
(3) A house, factory, warehouse, office block, etc. : a ____uilding.
(4) The person above you in the company: your ____oss.

*What is the difference in mouth position between a “v” and “b” sound? Which one is similar to a “p” sound and which one is similar to a “f” sound?*

**Task Two: Can you talk about some companies you are familiar with under the following business headings?**

TV sets	Catering
Computer	Supermarket
Mobile phone	Banking
Motor vehicles	Sportswear

**Task Three: Describe the logos and tell about their companies.**



A



B



C



D



E



## Part Three Reading

*Fenglin will graduate from college in three months and she wants to find a suitable job in a well-known company. How can she know which company to choose and make a correct judgment? Maybe she needs to know some companies' profiles first. Now she is searching for the history of Coca-Cola on the Internet.*

**Task One: Warm-ups.**

**COKE SLOGANS:** *Coca-Cola often changes its slogans. What do you think about these past and present slogans? Why were they chosen?*

- (1) "The ideal brain tonic." (1893)
- (2) "Universal symbol of the American way of life." (1943)
- (3) "Hello Coke." (1944)
- (4) "Coke time." (1954)
- (5) "Coke... after Coke... after Coca-Cola." (1966)
- (6) "It's the real thing." (1970)
- (7) "I'd like to buy the world a Coke." (1971)
- (8) "Welcome to the Coke side of life." (2006)

**Task Two: BEFORE READING, look at the article's headline and guess whether the following sentences are true(T) or false(F).**

- (1) Coke's new slogan is to help maintain its image and increase profits. ( )
- (2) The new slogan is "Welcome to the fizzy side of life". ( )
- (3) Coke is going back to its roots with its new ad strategy. ( )
- (4) Coke's taste will be fine-tuned for the global market as a whole. ( )
- (5) Coke wants its drinks to be an integral part of consumers' daily lives. ( )

### Coca-Cola Unveiled New Global Ad Strategy

Coca-Cola unveiled a new global ad strategy on December 8. The company wants to change its image and increase profits. There is a new slogan, “Welcome to the Coke side of life”. It replaces the three-year-old “Make it real” campaign, which analysts said was unsuccessful, despite a billion dollars of advertising. Coke is returning to its roots with the new campaign. There is a strong focus on the iconic shape of the old-fashioned Coke bottle. There will also be different versions of the slogan to reflect cultural tastes and lifestyles. These will be fine-tuned to specific markets.

Coke CEO Neville Isdell said the new global ad strategy should return the company to its former glories within 18 months. Coke’s shares have lost almost 20 percent in value under Isdell’s control. He admitted that Coke needed to be more innovative. He has created new drinks and appointed a new marketing chief, Mary Minnick, to help the global brand. She outlined three new themes to appeal to customers — enjoyment, comfort and nutrition. She said, “We want Coke brands to be... an integral part of consumers’ everyday lives.” In January, Coca-Cola Blak, a cola-coffee blend, will start Coke’s new strategy.

#### Task Three: Match the following SYNONYMS.

- |                   |                  |
|-------------------|------------------|
| (1) unveil        | a. installed     |
| (2) increase      | b. advertisement |
| (3) roots         | c. mirror        |
| (4) old-fashioned | d. reveal        |
| (5) reflect       | e. boost         |
| (6) ad            | f. launch        |
| (7) former        | g. basic         |
| (8) appointed     | h. origins       |
| (9) integral      | i. previous      |
| (10) start        | j. traditional   |

#### Task Four: Match the following phrases.

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| (1) the company wants to change its  | a. roots with the new campaign      |
| (2) unsuccessful, despite            | b. to appeal to customers           |
| (3) Coke is returning to its         | c. a billion dollars of advertising |
| (4) the iconic shape of the          | d. almost 20 percent in value       |
| (5) different versions of the slogan | e. to its former glories            |
| (6) return the company               | f. marketing chief                  |
| (7) Coke’s shares have lost          | g. image and increase profits       |

- (8) appointed a new h. old-fashioned Coke bottle
- (9) she outlined three new themes i. everyday lives
- (10) an integral part of consumers' j. to reflect cultural tastes

**Task Five: Discuss the FAMOUS SLOGANS below with your partner(s). Do you like them? Why are they good? Would (Do) they work in your country?**

“Don’t leave home without it.” — American Express Charge Card

“Just do it.” — Nike

“The ultimate driving machine.” — BMW

“Think different.” — Apple Inc.

“Heineken refreshes the parts other beers cannot reach.” — Heineken

“A diamond is forever.” — De Beers

“Put a tiger in your tank.” — Esso Gasoline

“Say it with flowers.” — Interflora



## Part Four Language at Work

**Task One: Fill in the blanks with the phrases (words) in the box according to the pictures.**

pharmaceuticals   real estate   electronic   recruitment   hospitality  
 software   financial services   automobile   education



(1) \_\_\_\_\_



(2) \_\_\_\_\_



(3) \_\_\_\_\_



(4) \_\_\_\_\_



(5) \_\_\_\_\_



(6) \_\_\_\_\_





(7) \_\_\_\_\_



(8) \_\_\_\_\_



(9) \_\_\_\_\_

**Task Two: Match the companies in Column A with the products they produce or the services the provide in Column B.**

A

- (1) GlaxoSmithKline
- (2) Microsoft
- (3) Sony
- (4) Manpower
- (5) Toyota
- (6) ICBC

B

- a. electronic equipment
- b. finance
- c. software
- d. cars
- e. staff
- f. pharmaceuticals

**Task Three: Complete the presentation with the verbs in the box.**

employ   sell   export   provide   buy   develop

HITI is a Chinese company and we (1) \_\_\_\_\_ 4,000 million litres of soy sauce every year. We (2) \_\_\_\_\_ 6,500 people in total. We (3) \_\_\_\_\_ soy sauce all over the world including Asia, North America, and Europe. We also (4) \_\_\_\_\_ the pharmaceuticals industry with our new products. Restaurants, supermarkets, and Asian food shops (5) \_\_\_\_\_ our products and we also (6) \_\_\_\_\_ lessons in Chinese cooking — using HITI products of course!

**Task Four: Prepare a presentation about your company. Try to use some of the sentences below.**

- (1) I'm \_\_\_\_\_ .
- (2) I'm from \_\_\_\_\_ .
- (3) I work for \_\_\_\_\_ .
- (4) We produce/provide \_\_\_\_\_ .
- (5) We employ \_\_\_\_\_ .
- (6) We develop \_\_\_\_\_ .
- (7) We export to \_\_\_\_\_ .
- (8) We sell our products \_\_\_\_\_ .