

基础篇

高职高专英语立体化系列教材

新职业英语

ENGLISH FOR CAREERS

总主编：徐小贞 主编：蒋 剡 谭海涛

职业综合英语

2



外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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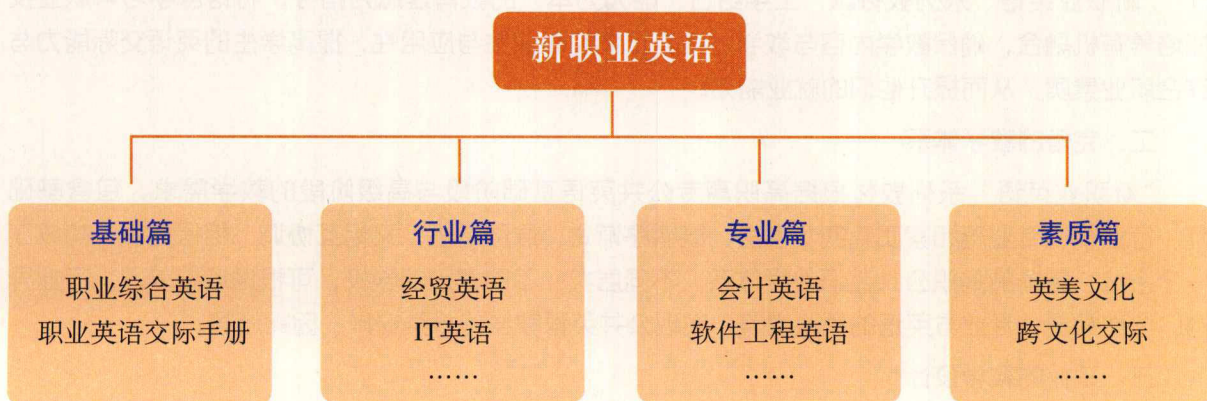
前言

近年来,在国家大力发展职业教育的方针指引下,我国高等职业教育蓬勃发展。高等职业教育的办学方针是“以服务为宗旨,以就业为导向”,采用“工学结合”的培养模式,实现培养技术、生产、管理和服务第一线高级技能人才的目标。因此,高职院校的课程必须反映职业岗位对人才的要求以及学生未来职业发展的要求,体现职业性与实践性的特点,能满足培养学生综合能力的需要。英语作为高职院校一门重要的必修课,长期以来一直被看作是孤立的公共基础课程,所教授的内容未能与学生未来的职业有效结合,很难满足不同工作岗位的实际需要。这一现状与培养目标之间的差距对新时期的高职高专英语教学提出了新的课题和新的要求,高职高专公共英语教学改革势在必行。

为贯彻国家大力发展职业教育、培养高素质技能人才的精神,顺应高等职业教育英语课程改革的方向,我们通过广泛调研与充分论证,在深入了解社会单位用人要求和各学校教学需求的基础上,精心策划并开发了“高职高专新职业英语立体化系列教材”。“新职业英语”系列教材是针对高职高专院校公共英语课程开发的全新英语教材,以“工学结合、能力为本”的职业教育理念为指导,以培养学生在将来工作中所需要的英语应用能力为目标,在帮助学生打好语言基础的同时,重点提高听、说、写等应用能力,特别是工作过程中的英语交际能力,真正体现高职公共英语教学的职业性、实践性和实用性。

教材结构

为满足基础英语与相关职业英语学习需要,实现基础阶段与行业阶段的有机衔接,同时兼顾素质教育和个性需要,“新职业英语”系列教材根据实际教学需求,分为基础篇、行业篇、专业篇和素质篇四部分。各组成部分的结构和关系如下图所示:



基础篇

涵盖不同职业涉外工作中共性的典型英语交际任务,以商务英语为核心内容,以典型工作活动中需要的英语知识和技能为线索组织教学内容,培养学生职业英语应用能力,并为其进一步学习英语打好语言基础。包括《职业综合英语》(共两册)和《职业英语交际手册》。其中《职业英语交际手册》是与《职业综合英语》配套的口语专项训练用书,涵盖工作中最典型的社交和职业场景。

行业篇

立足于高职高专院校各专业群所面向的行业,依据企业的工作流程、典型工作环节或场景设计教学内容,力求使学生具备在本行业领域内运用英语进行基本交流的能力,包括《机电英语》、《IT英语》、《经贸英语》、《医护英语》、《汽车英语》、《艺术设计英语》、《包装印刷英语》、《土建英语》、《化生英语》等。

专业篇

依据高职高专院校各专业所面向的职业岗位,培养学生从事目标岗位工作应具备的英语能力,侧重专业发展对英语的需求。与行业篇教材相比,专业篇教材分类更细致,内容更深入,专业及职业岗位特色更明显。

素质篇

旨在提高高职学生的综合素质,兼顾学生社会发展的需求和个性发展的需要,从而实现其全面发展。包括英语技能类、英语文化类、英语应用类等。可在基础英语教学阶段和行业英语教学阶段供感兴趣的學生选用,也可在之后的提高阶段供与英语联系紧密的专业的學生选用。

为确保教材的针对性、实用性与够用度,“新职业英语”系列教材的内容均通过对各行业及职业岗位的深入调研与分析确定。基础篇与行业篇主要供高职高专英语课程必修阶段教学使用,专业篇和素质篇主要供高职高专院校专业英语课程或选修课使用。各高职高专院校也可根据自身的实际情况灵活安排,选择使用。

教材特色

“新职业英语”系列教材是一套顺应高职高专公共英语教学改革发展趋势、真正体现职业英语教学理念的教材,主要具有以下几方面的特点:

一、创新的教学理念

“新职业英语”系列教材以“工学结合、能力为本”的教育理念为指导,将语言学习与职业技能培养有机融合,确保教学内容与教学过程真正体现职业性与应用性,提高学生的英语交际能力与综合职业素质,从而提升他们的就业能力。

二、完备的教学体系

“新职业英语”系列教材根据高职高专公共英语基础阶段与高级阶段的教学需求,包含基础篇、行业篇、专业篇和素质篇四个模块,既循序渐进、层层递进,又相互协调、相得益彰,构成了一个系统、完备的高职公共英语教学体系。不同层次、不同类别的学校,可根据地域差别、行业异同、个性需要、专业与英语的关联度等,实现公共英语教学的分类安排、因材施教。

三、职业的教学设计

“新职业英语”系列教材在对院校及行业、企业广泛调研的基础上确定编写方案,针对行业和企业对高职高专毕业生英语技能的要求,根据企业的工作流程、典型工作任务或场景设计教学内容,每单元浓缩一个典型工作环节,学习任务与工作任务协调,实现“教、学、做”一体化。

四、实用的选材内容

“新职业英语”系列教材特别选择各行业和职业活动中实际应用的真实语料作为教学材料，注重时代性、信息性与实用性，既适用于提高语言能力，又有利于培养学生的职业素质与技能。来自于现实工作中的真实选材，会为学生营造真实的语境，并通过学习内容与将来工作内容的结合提高他们的兴趣。

五、科学的测评手段

“新职业英语”系列教材采用形成性测评和终结性评估相结合的评价方法，着重考查学生的英语综合应用能力，培养学生的自主学习策略。本系列教材将提供专门的《形成性评估手册》及许多经过教学检验的形成性评估手段，既能引导学生不断进步，也不会增加教师负担。

六、立体化的教学资源

“新职业英语”系列教材根据各教学环节的需要，配备教师用书、MP3光盘、教学课件与网络资源，提供合理的教学建议与丰富的辅助资源，方便教师备课与授课，促进教师与学生之间的互动与交流。

编写队伍

“新职业英语”系列教材由外语教学与研究出版社与深圳职业技术学院应用外国语学院共同策划开发。各分册在对不同行业特点与需求以及高职院校教学情况等调研的基础上，由各行业领域中著名本科院校及高职院校的英语教师、专业教师及企业人员共商方案、合作编写。

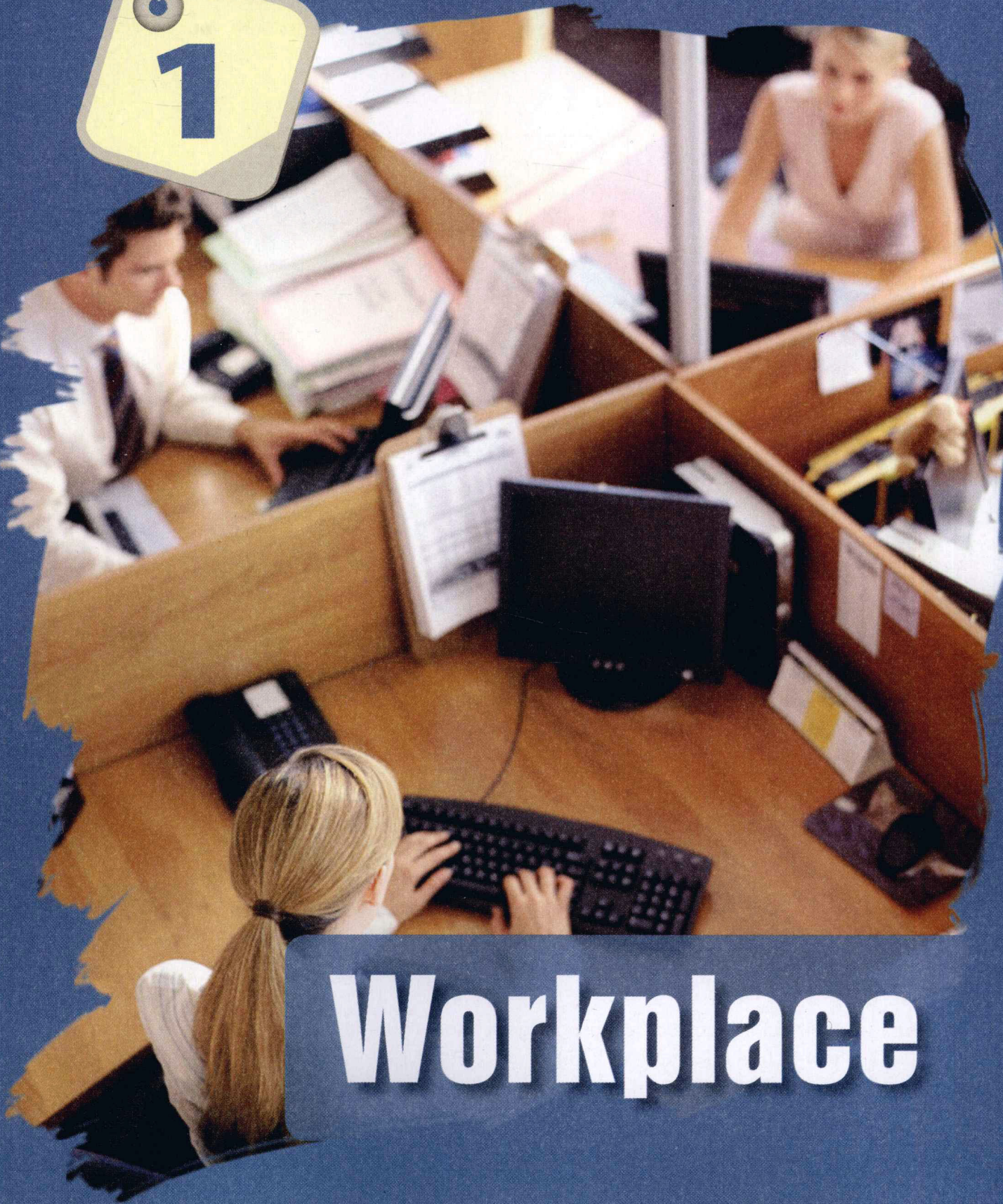
“新职业英语”系列教材总主编为教育部高职高专英语类专业教学指导委员会副主任委员、深圳职业技术学院应用外国语学院院长徐小贞教授。各分册参编院校如下：

《职业综合英语》	深圳职业技术学院
《职业英语交际手册》	深圳职业技术学院
《艺术设计英语》	深圳职业技术学院
《化生英语》	深圳职业技术学院
《经贸英语》	中央财经大学 河北金融学院
《医护英语》	中国医科大学 哈尔滨医科大学
《土建英语》	清华大学 黑龙江建筑职业技术学院
《IT 英语》	北京邮电大学 北京信息职业技术学院 北京电子科技职业学院
《汽车英语》	吉林大学 承德石油高等专科学校
《机电英语》	东南大学 河南工业职业技术学院
《包装印刷英语》	北京印刷学院 郑州牧业工程高等专科学校

编者
2009年5月

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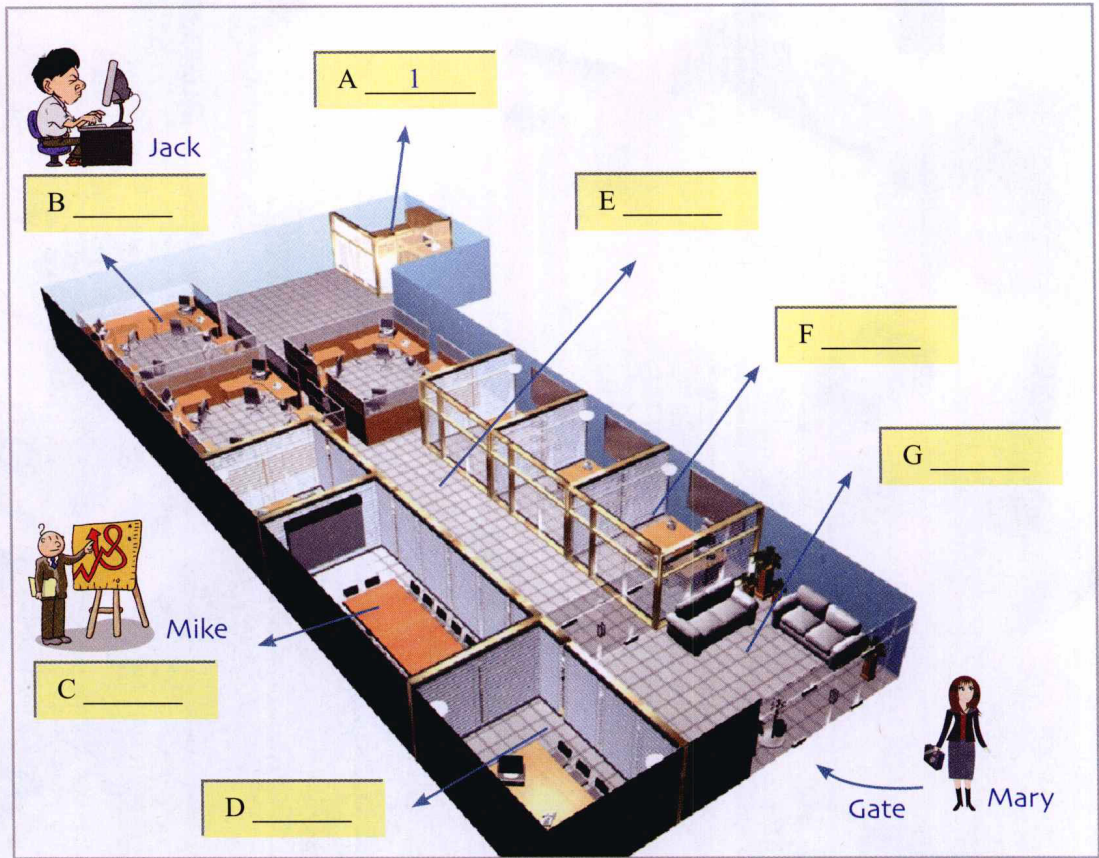
Unit	Theme	Warming-up	Reading A	Reading B	Listening & Speaking	Writing	Mini-project	Self-study Room (Learning Strategies)
1 P1	Workplace	Arranging Office Space	An Overview of International Business Negotiations	Board Meeting Minutes	Reservations	Minutes	Meeting Arrangements	Time Management
2 P19	Brand	Certificate of Origin	Product Life Cycle	CPI Franchising	Packing & Packaging	Notice	Brand Loyalty Survey	Taking Notes in Class
3 P35	Quality	Quality Symbols	Product Recall	ISO 9001:2000	Quality	Questionnaire	Quality Certification	Using a Dictionary
4 P53	Money	Currencies	The Ponzi Scheme	Tips to Save You Money, Time and Efforts with HSBC	Banking	Offer & Counter-offer	Working out a Business Trip Budget	Learning to Read
5 P71	Import and Export	Methods of Payment	Trade Barriers	Documentary Letter of Credit	Contract Terms	Order	Payment Habits Survey	Learning to Speak
6 P89	Logistics	Shipping Schedule	Insurance Industry	Bill of Lading	Insurance Affairs	Shipping Advice	Shipping Rates Survey	Learning to Write
7 P105	Marketing	Marketing Strategies	The Multi-channel E-Commerce	IBM 2008 Annual Report (Excerpt)	Trade Fairs	Advertisement	Drafting an Ad	Vocabulary Memorization Strategies
8 P121	Corporation	Leadership Qualities	Beyond Corporate Image: The Search for Trust	Greensboro Bidding	Partnerships	Report	Designing a Training Program	Using the Internet to Learn English
P139	Glossary							



Workplace

Warming-up

Task 1 Work in pairs. Look at the following office layout. Discuss with your partner and identify the marked rooms.



1 washroom

2 department manager's office

3 meeting room

4 staff office

5 multifunction meeting room

6 hallway

7 reception room

Task 2 Look at the above office layout again. Mary is at the company gate. Please tell her how to find Mike and Jack in the office.

Reading A

An Overview of International Business Negotiations



Many economic reviewers assume that international business deals will happen naturally if only the correct governmental policies and structures are in place. Corporate leaders assume that they can simply extend their successful domestic strategies to the international setting. Both of these assumptions are mistaken. Policies alone do not create business deals; companies do. Business executives will need to be much better educated about international negotiations in order to make successful deals. International business negotiations are fundamentally different from domestic negotiations, and require a different set of skills and knowledge.

There are three factors which are common to all international business negotiations, and which distinguish international business negotiations from domestic ones. The first is that in international negotiations the parties must deal with the laws, policies and political authorities of more than one nation. These laws and policies may be inconsistent, or even directly opposed.

A second factor unique to international business negotiations is the presence of different currencies. Different currencies give rise to two problems. Since the relative value of different currencies varies over time, the actual value of the prices or payments set by the contract may vary, and result in unexpected losses or gains. The other problem is that each government generally seeks to control the flow of domestic and foreign currencies across their national borders. And unexpected changes in

such governmental currency policies can have dramatic effects on international business deals.

Finally, cultural differences are an important factor in international negotiations. In addition to language differences, different cultures have different values and concepts. As a result, certain ideas may have very different meanings in different cultures. For instance, Americans and Japanese tend to have a different view of the purpose of negotiations. Americans see the goal of negotiations as to produce a binding contract which creates specific rights and obligations. Japanese see the goal of negotiations as to create a relationship between the two parties; the written contract is simply an expression of that relationship. What the Japanese see as a reasonable willingness to modify a contract to reflect changes in the parties' relationship, Americans see as a tendency to break a promise. American insistence on the original terms of the contract may be viewed as distrust by the Japanese.

Cultural differences are also present in different approaches to international business negotiations. Some cultures prefer to start from agreement on general principles, while others prefer to address each issue individually. Some cultures prefer to negotiate by "building up" from an initial minimum proposal; others prefer to "build down" from a more comprehensive opening proposal. Cultural differences also show up in the preferred pacing of negotiations and in decision-making styles.

Words



negotiation /niˌgəʊʃi'eɪʃən/ *n.* 谈判; 协商
 assume /ə'sju:m/ *v.* 假定, 假设
 assumption /ə'sʌmpʃən/ *n.* 假定, 假设
 extend /ɪk'stend/ *v.* 扩展; 扩大……的范围
 domestic /də'mestɪk/ *a.* 国内的, 本国的; 家用的
 strategy /'strætɪdʒi/ *n.* 战略, 策略
 setting /'setɪŋ/ *n.* 背景; 环境
 fundamentally /ˌfʌndə'mentəli/ *ad.* 根本上; 完全地
 factor /'fæktə(r)/ *n.* 因素
 authority /ɔ:'θɒrəti/ *n.* 官方; 当局; 行政管理机构
 inconsistent /ˌɪnkən'sɪstənt/ *a.* 不一致的; 前后矛盾的
 unique /ju:'ni:k/ *a.* 独特的; 唯一的
 presence /'prezəns/ *n.* 存在
 currency /'kʌrənəsi/ *n.* 货币; (货币的) 流通
 vary /'veəri/ *v.* 变化, 改变
 dramatic /drə'mætɪk/ *a.* 戏剧性的; 不寻常的

concept /'kɒnsept/ *n.* 观念, 理念; 概念
 binding /'baɪndɪŋ/ *a.* 有约束力的; 应履行的
 obligation /ˌɒblɪ'geɪʃən/ *n.* (法律或道义上的) 义务, 责任
 modify /'mɒdɪfaɪ/ *v.* 修改, 更改
 tendency /'tendənsɪ/ *n.* 趋势, 趋向
 insistence /ɪn'sɪstəns/ *n.* 坚决要求; 坚持
 original /ə'ɹɪdʒənəl/ *a.* 起初的; 原来的
 address /ə'dres/ *v.* 处理, 对付
 issue /'ɪʃju:/ *n.* 问题, 议题; 争论点
 proposal /prəʊ'pəʊzəl/ *n.* 建议; 计划; 提案
 comprehensive /ˌkɒmpri'hensɪv/ *a.* 广泛的; 综合的
 pace /peɪs/ *v.* 确定速度; 调整节奏
 style /stɑɪl/ *n.* 方式, 方法

Phrases & Expressions

if only 只要; 要是
 distinguish from 区分; 辨别
 give rise to 引起, 导致

Task 1 Read the passage and list the differences between international and domestic business negotiations.

Differences Between International and Domestic Business Negotiations	
International	Domestic
	
1	Dealing with laws, policies and political authorities of one nation
2	Dealing with different currencies
3	Basically no cultural differences

Task 2 Decide whether the following statements are true (T) or false (F) according to the passage.

1. Successful domestic business strategies can be readily extended to foreign markets.
2. Business deals are created by correct policies, not by companies.
3. The laws and policies of two countries may be inconsistent.
4. Changes in the relative value of different currencies can lead to gains or losses.
5. Generally speaking, the government of different countries will try to control the flow of currencies across its border.
6. Americans see the goal of negotiations as to create a relationship between the two parties.

Business Know-how



Taking Good Minutes

- Prepare an outline based on the agenda ahead of time and leave plenty of white space for notes;
- Prepare a list of expected attendees and check off the names when they come;
- Make a map of the seating arrangement to be sure about who said what;
- Make note of those who come in late or leave early;
- Don't take down everything that is said; just get the important points;
- Always write down action items with the person responsible and any deadlines.

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Reading B

Board Meeting Minutes

Modern Technology Corporation

Friday, January 22, 2010

The Modern Technology Corporation (MTC) Board of Directors (the Board) met in regular session on Friday, January 22, 2010. The meeting was held by teleconference.

Members of the Board present or absent:

Greg Steinhoff	Chair	Present
Jim Baker	Member	Present
Jake Fisher	Member	Present
Steve Hobbs	Member	Absent
Mike Nichols	Member	Present (joined at 2:30 p.m.)

Outside legal counsel and staff present or absent:

Powell Carman	MTC Legal Counsel	Present
Rob Anderson	MTC Executive Director	Present

1. WELCOME AND CALL TO ORDER

Chair Steinhoff called the meeting to order at 2:05 p.m.

2. APPROVAL OF MINUTES FROM PRIOR MEETING

Chair Steinhoff moved to approve the minutes from the December 17, 2009 Board meeting. The draft minutes were distributed to the Board before the meeting. The resolution was moved by Mr. Hobbs, seconded by Mr. Baker and unanimously approved.

3. APPROVAL OF TREASURER'S REPORT

Chair Steinhoff then asked Mr. Fisher to present the Treasurer's Report distributed to the Board before the meeting. Mr. Fisher presented the Treasurer's Report for the Board's approval. Following a discussion the resolution was moved by Mr. Baker, seconded by Mr. Nichols and unanimously approved.

4. NEW BUSINESS

Chair Steinhoff asked Director Anderson to provide the Board with the information regarding support for the project by Dr. Annie Rubin. Director Anderson referred to a set of documents distributed to the Board before the meeting. He asked the Board to review and approve the draft support letter. He then introduced Dr. Rubin who provided additional information for the Board. Following a detailed discussion the resolutions were moved by Mr. Baker, seconded by Mr. Nichols and unanimously approved: The Board supports the project, and the Board authorizes Director Anderson to finalize and send the support letter to Dr. Annie Rubin on behalf of the Board.

5. ADJOURNMENT

Meeting adjourned at 3:39 p.m.

Respectfully submitted
B. Thomas Lowes, Secretary

Words

- minutes /'mɪnɪts/ *n.* 会议记录
 session /'seʃən/ *n.* 会议
 teleconference /'telɪ,kɒnfərəns/ *n.* 电话会议
 prior /'praɪə(r)/ *a.* 前面的, 更早的
 move /mu:v/ *v.* 提议, 动议
 draft /dra:ft/ *n.* 草稿, 草案
 resolution /,rezə'lʊ:ʃən/ *n.* 决议
 second /'sekənd/ *v.* 附议
 unanimously /ju:'nænɪməslɪ/ *ad.* 全体一致地, 无异议地
 treasurer /'treʒərə(r)/ *n.* 会计; 出纳; 财务主管
 finalize /'faɪnəlaɪz/ *v.* 定稿
 adjourn /ə'dʒɜ:n/ *v.* 休会, 闭会
 submit /səb'mɪt/ *v.* 提交

Phrases & Expressions

- executive director 执行董事
 call to order 宣布开会
 treasurer's report 财务报告

Notes

meeting minutes: They are an instant written record of a meeting and often give an overview of the structure of the meeting, starting with a list of those present, a statement of the various issues before the participants, and each of their responses to them.

Task 1 Decide whether the following statements are true (T) or false (F) according to the minutes.

1. MTC's board members were talking face to face in the meeting room.
2. Mr. Fisher presented the Treasurer's Report, which was then unanimously approved.
3. Executive Director Rob Anderson proposed that the Board support a new project.
4. The Secretary, B. Thomas Lowes, was appointed to send the support letter to Dr. Rubin.
5. The Board had a ten-minute break at 3:39 p.m.

Task 2 B. Thomas Lowes, the secretary, wrote down the following quotations in a hurry. Try to tell who said what according to the minutes.

Greg Steinhoff

Jim Baker

Jake Fisher

Mike Nichols

Powell Carman

Rob Anderson

Annie Rubin

One

"Welcome to the meeting. Let's get down to business. First, we..."

Two

"Personally, I think the minutes from the last meeting were OK. I agree with Mr. Hobbs and ask the Board for approval."

Three

"We have carefully checked with our bank. The current account is tight."

Four

"I'd like to ask Dr. Rubin to tell us about the bright future of the project."

Five

"I think all must have carefully read the minutes before the meeting. Are there any suggestions?"

Listening & Speaking

Task 1 Mary Jones is booking an air ticket on the phone. Listen to the conversation and correct the mistakes in the following chart.

Flight No./ Airline	Departure/ Arrival	Destination	Class	Price	Flight Type	Payment
NWA 476	6:00 p.m./ 9:25 a.m. (local time)	Sydney	Business	\$346	Round trip	Online

Task 2 Listen to a phone conversation and complete the following form.

Reservation Form

Name: _____

Phone number: _____

Time: _____

Table size: _____

Special note: _____

Task 3 Mr. McKenna is thinking of making a reservation for a conference room. Listen to the conversation and tick off the items that have been mentioned.

- Size
- Location
- Service
- Direction sign
- Facilities
- Room setup/arrangement
- Food
- Room rate/Rental fee

Task 4 Listen to a phone conversation and decide whether the following statements are true or false. Then write key words to support your answers.

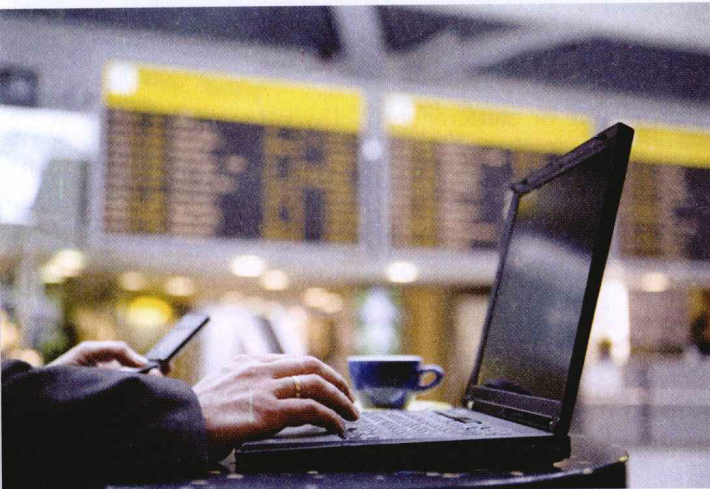
1. There will be an extra charge if fewer than 18 guests are at the party.
True False

2. Jeff is calling to reserve a banquet room for the retirement party on December 2.
True False

3. The restaurant will charge a fee of \$15 for the cake brought by the guests.
True False

4. The restaurant manager will call for confirmation three days before the party.
True False

Task 5 Listen to the passage twice and fill in the blanks with what you hear.



Are you one of those people who are afraid of buying plane tickets online, and would rather call the airlines and talk to a “real live person”? It is understandable that the airlines are encouraging us to book online rather than _____, because it can save them money and the benefits to the customers can be significant too. Booking online can be _____, if done the right way.

A search for “cheap plane tickets” or similar will bring up dozens of well-known websites. These websites are fairly straightforward to use—you key in your _____, dates and number of passengers. After a few seconds’ wait, you have your results on the screen in front of you. Check the results carefully as you may have dozens of different flight options to choose from. The cheapest flight option is usually displayed first at the top of the screen with successive options _____.

Apart from the actual price, you may want to consider other aspects too, such as the time of day of your flight as well as the dates of travel—_____. Sometimes it pays to travel at “inconvenient times” such as early morning or overnight. You can also get a discount on airline tickets by flying on the day of a major holiday.

Task 6 Work in pairs. Practice booking plane tickets over the telephone.



Role A: A travel agent

- ◆ Greet the caller
- ◆ Ask for the departure and destination city
- ◆ Ask about the time and date of departure
- ◆ Offer different flight options
- ◆ Offer the prices
- ◆ Confirm the information and close the conversation



Role B: A customer who wants to buy three one-way tickets

- ◆ State who you are and the intention of booking plane tickets
- ◆ Specify the departure and destination city
- ◆ List available times and dates
- ◆ Inquire about the prices of tickets for different flights
- ◆ Choose one flight and book three tickets

Useful Words and Expressions

Passenger

How many passengers?
adults, children, infants, seniors...

Time

When do you want to fly?
departure, arrival, delay, cancel...

Ticket

Do you want a... or a...?
return (round-trip), one way, multi-city (destination)...

Class

Which class/cabin do you prefer?
first class, business class, economy class...

More Options

Do you want (to)...?
upgrade class, promotions, non-stops, stopover...

Writing

Minutes

Minutes are an official record of the proceedings of a meeting or conference. Well-written minutes usually consist of three parts:

1. The time, date and place of the meeting;
2. Who attended the meeting and probably the apology from the person who was absent;
3. What has happened at the meeting in detail.

Task 1 Taking good notes is a key to producing good minutes. Read the following notes from meetings and try to write complete sentences for them.

* resp. = responsible Q = quarter dev'ing = developing
 dom. = domestic rep. = representative rec. = recommend ! = caution

1. Market Dept. resp. for Comp. sales ↓ last yr.

The Marketing Department is responsible for the Company's sales decline last year.

2. Shld ↑ advert. budget next yr.
-

3. If exports ↓ in Q 4, think about dev'ing dom. market.
-

4. All sales rep. over-fulfilled this yr plan, rec. ↑ salary.
-

5. Changes in exch. rate ↑ cost. rec. ! in future trading.
-

Task 2 Below are some points from the minutes of a meeting at ABC Company and also a transcript of the meeting on the next page. Try to match each of the points with its corresponding part in the transcript.

- A. Alice Nelson suggested sending a gift to the hospital.
 B. Sam Shawn described the topic for discussion at today's meeting.
 C. Sam Shawn concluded the meeting and settled the time for the next meeting.
 D. Discussion took place about possible ways to solve the problem.
 E. Sam Shawn mentioned that the husband of one of their colleagues was ill and in hospital.