

高职高专“十二五”规划教材·行业英语系列



涉外秘书 英语

(工学结合教材)

主编 梁悦 李晓云

实训教程

Secretarial English—
A Training Course



北京师范大学出版集团
BEIJING NORMAL UNIVERSITY PUBLISHING GROUP
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主 编	梁 悦	李晓云		
副主编	宣克勤	冀 湘	胡惠芳	陈 梅
参 编	蔡龙文	杨耀辉	李 华	郑 娟
	刘瑜婷	蓝永康	杨 慧	于 娟
	林 绿	黄 芬	庆利赢	张慧颖
	于嘉琪	刘 靖		



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图书在版编目(CIP) 数据

涉外秘书英语实训教程/梁悦、李晓云主编. —北京:
北京师范大学出版社, 2010.8
(高职高专“十二五”规划教材)
ISBN 978-7-303-11072-8

I. 涉… II. ①梁… ②李… III. ①秘书—英语—
高等学校: 技术学校—教材 IV. H31

中国版本图书馆 CIP 数据核字(2010)第 100691 号

出版发行: 北京师范大学出版社 www.bnup.com.cn
北京新街口外大街 19 号
邮政编码: 100875

印 刷: 北京嘉实印刷有限公司
经 销: 全国新华书店
开 本: 184 mm × 260 mm
印 张: 12.75
字 数: 181 千字
版 次: 2010 年 8 月第 1 版
印 次: 2010 年 8 月第 1 次印刷
定 价: 28.00 元(含光盘)

策划编辑: 易 新 责任编辑: 易 新
美术编辑: 李葆芬 装帧设计: 弓禾碧工作室
责任校对: 李 菡 责任印制: 张 坤

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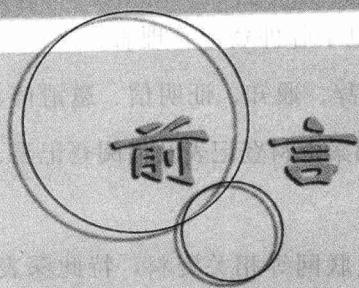
反盗版、侵权举报电话: 010-58800697

北京读者服务部电话: 010-58808104

外埠邮购电话: 010-58808083

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随着经济贸易的全球化，国际商务往来日益频繁，涉外秘书人才在国际交流中的作用日趋重要。人才市场迫切需要一大批既通晓文秘工作技能、善于跨文化交际，又掌握英语综合应用能力的涉外文秘人才。《涉外秘书英语实训教程》旨在培养出更多合格的涉外文秘人才，以满足不断扩大的市场需求。

我们在对历届文秘专业毕业生和涉外秘书岗位要求的调查基础上，结合广东省文秘协会行业专家的指导，编写了这本教材。本教材覆盖了听、说、读、写四个方面的技能，并重点突出口语交际和写作两大核心语言交际能力的训练。本教材力求学用结合、技能为上、有较强的实用性和针对性，既适用于高职高专院校涉外文秘专业的核心课程的教学，又适用于相关岗位从业人员选用。

本教材以高职高专学生为主要对象，在编写上，本着实用、够用的原则，根据项目导向、任务驱动思路，注重对学生实践能力的培养，并参照涉外秘书岗位的具体工作环节，共编写了秘书礼仪、日常接待、电话沟通、旅行安排、会议安排、与上司和同事的内部交际、与客户的外部交际、宴请客人、文件归档、秘书求职等十个项目，每个项目下包括两个任务，每个任务由 listening and speaking to communicate, reading to know, writing to do 三部分构成。具体来说，每个任务包括听说练习、项目主题相关阅读、涉外文秘实用英文写作等几个环节，各个环节各有特色，目的是通过具体工作任务培养学生的职业岗位技能，完成项目要求。此外我们还编排了与各项目主题相

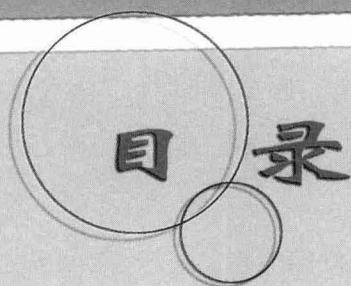
关的职业认知指南（介绍职业技能的小贴士）。

本教材编排内容涵盖了涉外文秘常规工作的方方面面。其中，涉外文秘实用英文写作模块主要包括了备忘录、商务信函、访客登记表、电子邮件登记管理表、语音留言、电话留言、日程安排表、预定函、会议安排、欢迎辞、通知、证明信、邀请信、请柬及回复、文件收发记录单及传阅文件登记表、索取档案资料登记表及借阅登记表、个人简历及求职信等实用文体写作指南及样文。

本教材在编写过程中，参阅了前辈时贤的著述和互联网等相关资料，特此深表谢意。

本教材难免有疏漏之处，恳请广大读者、专家批评指正，以便进一步修正、完善。

编 者



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Project 1 Etiquette



Language Skill Description

In this unit , you shall

1. *read to understand what is etiquette and business etiquette.*
2. *learn the skill of writing memos and business letters.*
3. *listen and get familiar with the basic etiquette of a secretary.*
4. *develop career awareness : tips for learning good etiquette.*



Task One Communication Etiquette

Section 1 Listening and speaking to communicate

Practice 1 Listen to the following passage about business etiquette and answer the questions.

Business etiquette

Etiquette is defined as “the forms, manners and ceremonies established by convention as acceptable or required in social relations, in a profession, or in official life”.

Times change and this affects the guidelines of etiquette. Common sense will typically be your best guide, but it

is helpful to have some general ideas regarding to business etiquette. (To learn about dining etiquette, contact Career Services about the annual “Power Dining Experience”.)

A good point to remember in business etiquette is everyone should be treated with equal courtesy and respect. Times have changed and some of the old standards no longer apply. Administrative assistants or office support staff are important people and



should never be taken for granted. Treat them courteously in all your transactions. Treat people the way you wish to be treated. Gender no longer needs to be the deciding factor in everyday events. Business etiquette should be a give and take. To help each other when help is needed and have consideration for others. Good manners and business etiquette have always been based on common sense and thoughtfulness.

1. Can you define "business etiquette"?
2. How should we treat administrative assistants or office support staff? Why?
3. What are the foundations of good manners and business etiquette?
4. Can you name one rule of international etiquette?
5. How do you think of international business etiquette?

Practice 2 Listen to the following passages and fill in the blanks.

Greetings

When meeting someone, 1. _____ if you are seated, smile, 2. _____ your hand and repeat the other person's name in your 3. _____. A good handshake is important — it should be 4. _____ and 5. _____ for 3—4 seconds. Today, in the business world, it is not necessary to wait for a female to 6. _____ the handshake. Females/males should both be ready to initiate the handshake.

Introductions

Introducing people is one of the most important 1. _____ in business life, yet few people know how to do it. Introduce a younger person to an older person; introduce a 2. _____ person to an official person; and in business introduce the 3. _____ to the 4. _____. Be sure to 5. _____ who people are and use their 6. _____ names. Also do not 7. _____ that everyone wants to be called by his or her first name — wait until you are told to use a first name.

Office parties

Office parties are good 1. _____ to improve 2. _____ and build 3. _____. Keep in mind these people who see you every day and they will remember a 4. _____ in behavior. 5. _____ your 6. _____ 7. _____ and do not 8. _____ yourself. Do not discuss business — this is a social 9. _____ and an

opportunity to learn more about your co-workers.

Punctuality

Be on time — no one wants to be kept waiting. If it is an 1. _____, try to 2. _____ the person. Keep in mind that you never know when you will 3. _____ heavy traffic, 4. _____, 5. _____ or other delays. Always allow 6. _____ time particularly if you are going to an interview. For interviews you should arrive 10–15 minutes before the interview time.

Telephone

Telephone manners are very important. Have a 1. _____ 2. _____ for calling someone because telephone calls are an 3. _____ into their busy day. 4. _____ yourself and speak clearly into the phone — never chew 5. _____, eat, drink or smoke while using the telephone.

Five key words

Remember five words that are too often 1. _____ in business: **Please, Thank You,** and 2. _____ 3. _____. Social 4. _____ can help us build more 5. _____ relationships. In these 6. _____ times, one needs to prepare for 7. _____ 8. _____ 9. _____ encounters in both the business and social 10. _____.

Practice 3 Fill in the following chart.

Use no more than 10 words to summarize what you have heard.

Greetings	
Introductions	
Party & Entertainment	
Time	
Telephone	
Key Words	

Practice 4 Speaking.

Decorate the classroom as a reception room, divide student into several groups and

act as the customer and secretary of NTC Company separately. Carry on the exercise according to the following procedures:

- a. Two American customers pay a visit to NTC Company.
- b. The secretary meets them at the gate of office.
- c. The secretary greets and ushers the guests in.
- d. The secretary invites the honored guest to take a seat.
- e. The secretary entertains the guests.

Section 2 Reading to know

1. What is business etiquette?
2. What are the general rules for the office?

Office etiquette

The etiquette of business is the set of written or unwritten rules of conduct that makes social interactions run more smoothly. Office etiquette in particular applies to co-worker interaction, excluding interactions with external contacts such as customers and suppliers. Etiquette may be wielded as a social weapon. **Work Etiquette** is a code that governs the expectations of social behavior in a workplace, in a group or a society. Work Etiquette tells the individual how to behave when dealing with situations in a working environment, however trivial the situation is.



Common principles

The common general codes of etiquette at the work place are:

- Greeting a person well on the first meeting.
- In a meeting or discussion, relevant references should be made without mentioning any person by name who is closely related to the work.
- Persons leading a team of people should be able to understand all the views of his/her team before arriving at a decision or making a point.
- In a meeting, keep the hand phone/cellular phone in a silent / vibration mode,

so it does not interrupt the discussions on hand and other members of the meeting. Likewise, the person can send a message to the calling party who requires urgent attention by excusing himself/herself from the meeting or discussion.

● When a person is talking or delivering a speech, other members of the group should not abruptly interrupt him/her. If anything is to be said on the discussed topic, the questions or suggestions should be noted down and raised politely at the permitted time (mostly at the end of the speech).

In general, people in higher positions or capacities would prefer to work silently in a workplace. And they expect the same kind of behavior from their subordinates or colleagues and all the people working in the same office or workplace. This helps all in concentrating on the tasks at hand by keeping the noise level down without disturbing the other colleagues or people around them.

Words and Expressions

etiquette	<i>n.</i> 礼仪, 礼节, 成规
interaction	<i>n.</i> 相互作用, 相互影响, 互动交流
particular	<i>adj.</i> 特殊的, 特别的, 特定的, 挑剔的 <i>n.</i> 个别项目, 详细说明
external	<i>adj.</i> 外部的, 外面的, 外来的, 表面的 <i>n.</i> 外部, 外观, 外界事物
suppliers	<i>n.</i> 供应者, 供应厂商, 供应国
assembly	<i>n.</i> 集合, 集会, 议会, 装配
overlap	<i>n.</i> 重叠, 重复 <i>vt.</i> 重叠, 重复
potential	<i>adj.</i> 可能的, 潜在的 <i>n.</i> 潜力, 潜能



Practice 1 Translate the following sentences into English.

1. 建立人际关系的第一步就是交换名片。
2. 中式的名片多采用直式书写格式, 西方的名片则横式书写的居多。
3. 拿出名片后, 要双手持名片交给来宾, 并行注目礼。
4. 接待初次见面的客人, 应该先做自我介绍, 然后才相互介绍。

5. 自我介绍时，先介绍自己的姓名，再介绍任职的公司，最后再提及职务。

Practice 2 Translate the following sentences into Chinese.

1. Office etiquette in particular applies to coworker interaction, excluding interactions with external contacts such as customers and suppliers.

2. Office and business etiquette overlap considerably with basic rules of etiquette, the social conventions for using computer networks.

3. Adjusting to foreign etiquettes is a major complement of culture shock.

4. Etiquette is dependent on culture, what is excellent etiquette in one society that may shock another.

5. In China, a person who takes the last item of food from a common plate or bowl without first offering it to others at the table may be seen as a glutton and insulting the generosity of the host.

Practice 3 Make a survey.

Conduct a survey among students to find out how much they know about the business etiquettes.

Survey				
Social Behavior	China	Germany	France	Japan
Greeting				
Apologizing				
Making Request				
Expressing Disapproval				
Expressing Gratitude				
Leave Taking				
Summary:				

Section 3 Writing to do

Practice 1 Study the following tips for writing memos.

What is a memo?

A memorandum, or memo for short, is a written document typically used for interoffice communication. As it goes between co-workers and colleagues, it plays an important role in keeping the different parts of a company in touch. It is, in fact, the most common type of writing inside a medium-sized or large company. It is interesting and useful to compare a memo with other common type of written documents. First, a memo stays inside while a business letter goes outside the company. Second, a memo is short, usually two pages at most.

According to the functions, memos can be categorized into the following types:

1. Procedure and information memos; flow information downward from the management to the individual employees.
2. Request and reply memos; ask for or give specific information.
3. Confirmation memos; request confirmation from the recipients about some oral decisions or issues.

Regardless of the functions, a memo usually consists of two major parts. The first part is the heading which includes:

1. To: name of the recipient and sometimes the position of the recipient.
2. From: name of the sender and sometimes the position of the sender.
3. Date: date of issuing the memo.
4. Subject: short topic of the memo given in specific words.

The second part is the message itself. As memos are usually short, the message usually starts with a direct expression of the purpose. Then, it is the discussion of the details, which usually follows an inverted pyramid order. The message usually ends with a polite call for action.

Attachments such as lists, charts and tables, etc. are usually put at the end of a memo.

The following are some tips for writing effective memos:

1. Get personal. Memos usually go between colleagues. So, memos can be written in the way people talk.

2. Think about the reader. A memo must take the reader into consideration.
3. Don't give too many reasons. It is necessary to explain why you want something done, but don't overdo it.
4. Keep paragraphs short. Limit each paragraph to five lines rather than bunch them up in the 20-line block of type.
5. Close with a call to action. If you want your clients respond quickly, do not leave the reader hanging.

Practice 2 Study the following sample for writing memos.

To: All staff members
From: Financial office
Date: Jun. 17, 2008
Subject: Staff Christmas Party

Please notice that this year's Christmas party will be on December 18, from 11: 00 a. m. to 15: 00 p. m. We will be having a picnic at the park across the road. Your children and partners are welcome.

Please let me know by December 9 how many people from your family are coming. It will help with catering.

Practice 3 Write a memo according to the given situation.

Please send a memo to remind all the employees in your company that smoking is prohibited in the office, coffee lounge and terrace and that they cannot eat lunch in the office either.

**Task Two Writing Etiquette****Section 1 Listening and speaking to communicate****Practice 1 Listen to the following tips for telephone etiquette and finish exercises.**

How important is proper telephone etiquette to your company? It's critical, whether you know it or not. Telephoning is frequently the very first contact customers and potential customers with a company and are the basis for their first impression of that company. As the saying goes, you never get a second chance to make a good first

impression. Poor telephone etiquette equals lost revenue. Here are our Top seven Telephone Etiquette points.

First and foremost, answer all telephone calls promptly. All telephone calls should be answered within three rings. Thus, the customer will feel that they are valuable to your company and their needs will be addressed in a timely manner.

Secondly, a positive attitude and friendly tone should be used when you answer the telephone. A positive attitude and friendly tone will make your customers feel confident about your company and happy to do business with you.

Third, always use appropriate greetings when answering the telephone. Do you want your customers to know what company they have reached when they call? Answering the telephone by clearly and slowly stating the company name and the representative's name will ensure the customer that they have contacted the right organization. Furthermore, the customer will feel more of a "personal touch" when the operator's name is stated at the time the call is answered.

Fourth, transferring calls properly assures the customer that they are being transferred to the correct department or person. Prior to transferring the call, the caller should be told that they will be transferred. Would you like to be blindly transferred to an extension where the phone rings continuously? Of course not!

Fifth, placing callers on hold should be handled very carefully. When it becomes necessary to place callers on hold, the caller should be asked if they would mind holding. In addition, if the caller is on hold for more than 30 seconds at a time, check back with them every 30 seconds to ensure the customer realizes their call is being addressed. Once the caller is taken off hold, they should be thanked for waiting.

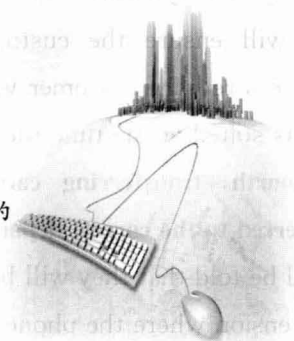
Sixth, handling messages is particularly important to assure the caller their message will be delivered to the appropriate party. When the person or department the caller is trying to reach is unavailable, the caller should be offered the opportunity to leave a message either in the voice mailbox or via a personal message. If the caller chooses to leave a personal message, the message should be repeated back to them for accuracy.

Seventh, ending the phone call properly leaves a favorable lasting impression on the caller. Always end the phone call on a positive note by thanking the caller. In addition, recap the next steps, if applicable. This leaves the caller with a positive impression of your company and will ensure repeat phone calls and business!



Words and Expressions

revenue	<i>n.</i> 税收, 收入, 税务局
positive	<i>adj.</i> 肯定的, 积极的, 绝对的
attitude	<i>n.</i> 态度, 看法, 姿势
timely	<i>adj.</i> 及时的, 适时的 <i>adv.</i> 及时地
unenergetic	<i>adj.</i> 精力贫乏的
confident	<i>adj.</i> 自信的, 有信心心的, 有把握的
absolutely	<i>adv.</i> 绝对地, 完全地; 独立地
representative	<i>adj.</i> 代表性的, 代议制的, 典型的 <i>n.</i> 代表, 众议员, 典型
operator	<i>n.</i> 操作员, 管理者, 技工, 报务员
blindly	<i>adv.</i> 轻率地, 盲目地, 无分别地
forewarning	<i>adj.</i> 预先警告的
incorrectly	<i>adv.</i> 不正确地, 错误地
permission	<i>n.</i> 同意, 许可, 允许
statement	<i>n.</i> 声明, 陈述
unavailable	<i>adj.</i> 得不到的, 没空的, 不能利用的
personal	<i>adj.</i> 个人的, 私人的
accuracy	<i>n.</i> 准确 (性), 精确度
applicable	<i>adj.</i> 合适的, 适用的



Practice 2

Decide whether the following statements are True (T) or False (F).

- () 1. Poor telephone etiquette can make the company loss money. If you answer the telephone calls within one ring, the customer will feel they are valuable to your company and their needs will be addressed in a timely manner.
- () 2. Answering the telephone clearly and slowly will ensure the customer that they have contacted the right organization.
- () 3. It may be little helpful to keep paper and pens by the phone to write down notes while the customer is stating the purpose of their call.
- () 4. Before transferring the call to somebody else, secretary should ask the client for permission.
- () 5. When it becomes necessary to place callers on hold, the caller should be asked if they would mind holding.

- () 6. If the caller is on hold for more than 30 seconds at a time, it is important to ensure the customer realizes their call is being addressed.
- () 7. It is not always necessary to end the phone call on a positive note by thanking the caller.
- () 8. If the caller chooses to leave a personal message, you should repeat back to them for accuracy.
- () 9. Once the caller is taken off of hold, the secretary should thank them for waiting.

Practice 3 Role-play.

You are a secretary. You received a phone call from a stranger who wanted to speak to your boss. Make a dialogue with your partner by referring to the above telephone etiquette.

Practice 4 Group discussions and presentation.

Work in groups. You are going to give a presentation about the right methods for e-mail writing in your company. Discuss with your partner and present your speech in the class.

Section 2 Reading to know

1. What e-mail etiquette do you know?
2. Is it appropriate to use a cute or suggestive e-mail address for business communications?

E-mail etiquette

Nowadays more and more people use e-mail for business communications, which highlights the importance of knowing proper e-mail etiquette. While a lot of people understand the importance of following certain rules when writing a business letter, they often forget these rules when composing an e-mail message. Here's a refresher.

Mind your manners: Think of the basic rules you learned, like saying please and thank you. Address people you don't know as Mr., Mrs., or Ms. Only address someone by first name if they imply it's okay to do so.

Watch your tone: Merriam-Webster defines tone as an "accent or inflection expressive of a mood or emotion". It is very difficult to express tones in writing. You want to come across as respectful, friendly, and approachable. You don't want to