

高职高专职业英语立体化系列教材

Advanced Career English

高级职业英语 读写教程

Reading and Writing

《高级职业英语》系列教材编写组 编



高等教育出版社
Higher Education Press

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前言

《高级职业英语》(Advanced Career English)是一套专门针对高职高专学生实际需求而编写的英语系列教材。其编写历经两年之久,经过广泛调查研究,获得了大量客观可靠的数据和访谈笔录,并在此基础上进行了科学的定量和定性分析。其编写理念是在对用人单位、毕业生、在校教师和教师及教学管理部门进行调查的基础上,采取“能力倒推”的方法,即根据调查统计结果筛选出毕业生实际工作岗位所涉及的岗位英语技能点,再根据目标工作岗位群的特征,将这些技能点按照语言教学的客观规律进行科学的编排和语言精加工,整合成具有共性特征的技能模块,从而形成教材的主要架构。

本系列教材依据教育部颁布的《关于全面提高高等职业教育教学质量的若干意见》,遵循“面向社会、针对岗位、强化能力、促进发展”的宗旨,坚持“能力本位、任务驱动、行动导向、教学做一体化”的教学模式和以岗位技能为主线,以职场活动为情景的编写原则,构建“基于工作过程的项目导向”的内容体系,紧扣岗位需求,做到“学中做,做中学”,以“学以致用”、“学以管用”、突出技能训练和全面提高学生完成岗位工作能力为目的。

本教材形式新颖,按照听说模块、读写模块和拓展模块分册编写,具有较强的针对性和实用性,为学生通过本教材的学习,掌握职场生存和发展必需的英语基本技能提供了可靠的保障。

本系列教材吸收国内外优秀教材的编写经验,并由外籍专家对语言审定把关,是一套专为高职高专院校非英语专业英语教学量身打造的综合英语系列教材。

《高级职业英语》系列教材共三级,每级由《听说教程》、《读写教程》、《拓展教程》以及《教师参考书》组成,同时增加了《预备教程》,可供入学水平较低的学习者选用。本系列教材每单元围绕同一职业岗位技能展开训练,每个教程既相对独立,又相互联系和互为补充,从而形成一个有机的整体。

《读写教程2》(Reading and Writing 2)每单元由4个部分组成:

Section 1 Before-class Activities: Getting Things Ready (课前活动:做好准备)含两个学习活动:Activity 1 Listen and Repeat (听与跟读)让学生在上课前就熟读或熟记本单元主课文中出现的生词;Activity 2 Read and Complete (读与填空)给出一篇短文,让学生填空。该短文是对主课文的小结,填空的目的是让学生做好课前预习。

Section 2 In-class Activities: Things to Do (课上活动:需要完成的任务)含两个学习活动:Activity 1 Listen and Write (听与写)是听写单词,目的是检查学生课前预习情况;Activity 2 Read and Think (阅读与思考)包含6个训练任务。其中第一个任务是为训练学生解决问题的能

力而设计的,是本教材的特色之一;第二个和第三个任务是训练阅读理解能力的,后三个是语言训练,以匹配、填空和翻译三种形式练习课文中出现的重点单词、词组和句型。

Section 3 Things to Write (写作)是本单元的重点训练内容之一,含两个学习活动:Activity 1 Task-based Writing (基于任务的写作)是一项专门设计的与本单元所涉及的岗位技能相关的写作训练,由4个训练任务构成。Task 1 Study the following tips for writing (学习写作技巧)介绍具体写作技巧;Task 2 Study the following language for writing (学习写作语言)列出了后面任务中出现的生词、词组和重点句型;Task 3 Study the following model for writing (学习写作模板)提供一个实例供学生参考和模仿;第四个任务是让学生根据实例进行实际练习。Activity 2 Applied Writing/Translating (应用文写作/翻译)主要训练学生填写与本单元岗位技能相关的各种表格、便条等。

Section 4 After-class Activities: More Things to Do (课后活动:还需完成的任务)含两个学习活动:Activity 1 Reading More (多读)提供一篇与本单元岗位技能相关的课文供学生课外阅读,教师可用来做快速阅读训练。Activity 2 Focus on Grammar (语法重点)也是本教材的特色之一。全系列三册书对英语基础语法提供全面复习和系统训练,目的是让学生对英语基础语法有整体认识。该部分讲解精到,语言简明,既适合学生自学,也适合教师课堂讲解。

《高级职业英语》系列教材由广东警官学院向前进教授担任总主编。《读写教程2》由吴寒、吕灿担任主编,钟岚、唐巧英、龚长华担任副主编,参加编写的有李华、刘福英、叶瑞娟、孙花云、孙韵雪、胡勇忠、李垂佳。

此教材的编写得到了广东省教育厅的大力支持,在此深表感谢!

承蒙Prof. Christian Zimmermann对书稿的认真审阅,在此致以诚挚的谢意!

本系列教材是我国全日制高校教材编写上的一次大胆尝试和创新,缺点和不足在所难免,诚恳希望使用本教材的广大师生批评指正。

编者
2009年10月

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Unit 1



Introducing a Company

Career Skill Description

 In this unit you will learn how to:

1. supply the basic information of a company;
2. describe the main products or services of a company;
3. create a company introduction.

Section 1 Before-class Activities: Getting Things Ready

Activity 1 Listen and Repeat

corporation /,kɔ:pə'reɪʃən/ *n.* 公司
distinctive /dɪ'stɪŋktɪv/ *a.* 有特色的, 与众不同的
downstream /,daʊn'stri:m/ *a.* 下游(的)
exploration /,eksplə'reɪʃən/ *n.* 探查, 勘探
headquarters /,hed'kwɔ:təz/ *n.* (机构, 企业等的) 总部, 总店
integrity /ɪn'tegri:tɪ/ *n.* 正直; 完善
logo /'ləʊgəʊ/ *n.* 专用标志, 商标
merge /mɜ:dʒ/ *vt. & vi.* (使)混合, (使)合并
multinational /,mʌltɪ'næʃənəl/ *a.* 多国的, 跨国的
operation /,ɒpə'reɪʃən/ *n.* 操作; 经营
petroleum /pɪ'trəʊlɪəm/ *n.* 石油
priority /praɪ'ɒrəti/ *n.* 优先权, 重点
professionalism /prə'fɛlənəlɪzəm/ *n.* 职业特征, 专业技巧
profitable /'prɒfɪtəbl/ *a.* 有利可图的, 有利润的
representation /,reprɪzen'teɪʃən/ *n.* 表现; 代表
reputation /,repjʊ'teɪʃən/ *n.* 名声, 名誉
subsidiary /səb'sɪdɪəri/ *n.* 附属机构, 子公司 *a.* 附带的

territory /'terɪtəri/ *n.* 领土, 地区
upstream /,ʌp'stri:m/ *a.* 上游(的)

consist of 由...组成
engage in 参与, 从事
private sector 私人部分, 私有企业
registered office 注册办事处

ExxonMobil 埃克森公司
Fortune magazine 《财富》杂志
Houston 休斯顿
Netherlands 荷兰
Nigeria 尼日利亚
Plc: Public Limited Company 股份公开有限公司
Royal Dutch Shell Group 英荷皇家壳牌集团
Texas 德克萨斯州
The Hague 海牙
Wal-Mart 沃尔玛

Activity 2 Read and Complete

Read the passage in Section 2 and complete the following paragraph.

The Royal Dutch Shell Group of companies was established in February 1 _____. It is the second largest private sector 2 _____ corporation in the world. Shell has a workforce of 104 000 employees in over 110 countries and territories worldwide. Royal Dutch Shell's business consists of the 3 _____ businesses of Exploration & Production, Gas & Power; and the downstream businesses of Oil Products, Chemicals and Oil Sands. The company's core 4 _____ are "honesty, integrity and respect for people" and its Logo "Shell" has identified the Shell brand and 5 _____ the corporate reputation.

Section 2 In-class Activities: Things to Do

Activity 1 Listen and Write

Score:

1	2	3	4	5
6	7	8	9	10

Activity 2 Read and Think

1. Look at the logo at the beginning of the text. Do you know which company the logo represents?
2. Do you know what kind of company it is? What are its main products and services?
3. Are you interested in any company? Say something about it.

Royal Dutch Shell

The Royal Dutch Shell Group of companies was founded in February 1907 when the Royal Dutch Petroleum Company and

the “Shell” Transport and Trading Company Ltd. of the United Kingdom merged their operations. The Group, commonly known as Royal Dutch Shell plc, or simply as Shell, is a multinational oil company.



The company’s headquarters are in The Hague, Netherlands, with its registered office in London.

Shell is the second largest private sector energy corporation in the world. In 2008 Forbes Global 2000 ranked Shell the sixth largest company in the world. Also in 2008, *Fortune* magazine ranked Shell as the third-largest corporation in the world, behind Wal-Mart and ExxonMobil.

Shell has a workforce of 104 000 employees in over 110 countries and territories worldwide. Its Shell Oil Company subsidiary in the United States, which is headquartered in Houston, Texas, is one of Shell’s largest businesses. Other subsidiaries of the company include Shell Nigeria and Shell Canada, etc.

With its business strategy and priorities for the future “more upstream and profitable downstream”, Royal Dutch Shell’s business consists of the upstream businesses of Exploration & Production, Gas & Power; and the downstream businesses of Oil Products, Chemicals and Oil Sands. The objectives of the company are to engage efficiently, responsibly and profitably in oil, oil products, gas, chemicals and other selected businesses, and to participate in the search for and development of other sources of energy. Nevertheless, Shell plays a key role in helping to meet the world’s growing demand for energy in economically, environmentally and socially responsible ways.

The company’s core values are “honesty, integrity and respect for people”, which have formed the basis of Shell’s General Business Principles for 30 years and remain as important as ever.

The logo “Shell” with the distinctive red and yellow colours has identified the Shell brand and promoted the corporate reputation. These symbols have stood not only for the quality of the products and services, but also as very visible representations of professionalism and values in all of the business activities of the company around the world. (345 words)

Task 1 Test your problem-solving ability.

What is the Forbes Global 2000?

Task 2 Tell whether the following statements are true or false. Write T for True and F for False.

- 1. The Royal Dutch Shell Group of companies is a multinational oil company.
- 2. The headquarters and the registered office of the Royal Dutch Shell Group of companies are in The Hague, Netherlands.
- 3. Shell is the largest private sector energy corporation in the world.
- 4. Shell plays a key role in helping to meet the world's growing demand for energy.
- 5. The company's core values of "honesty, integrity and respect for people" have formed the basis of Shell's General Business Principles.
- 6. The logo for the company is "shell" with the distinctive red and yellow colours.

Task 3 Give brief answers to the following questions.

1. When was the Royal Dutch Shell established?

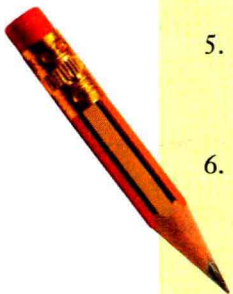
2. What are the two companies from which the Royal Dutch Shell was established?

3. What is Shell's business strategy and priorities for the future?

4. Can you name some of its businesses?

5. What role does Shell play in the world?


6. What are the company's core values?



Task 4 Match A with B.

A

1. 私营企业
2. 第二大公司
3. 能源公司
4. 跨国公司
5. 企业声誉
6. 注册办公地
7. 经营策略
8. 产品与服务
9. 商务活动
10. 核心价值观

- 
- a. core values
 - b. corporate reputation
 - c. products and services
 - d. business activities
 - e. energy company
 - f. private sector
 - g. the second largest company
 - h. multinational company
 - i. registered office
 - j. business strategy

Task 5 Fill in the blanks with the right words or phrases.

Stand for objective workforce consist of rank

profitable strategy operation product employee

1. With the global economic crisis, many companies are planning to cut their _____.
2. The logo "Shell" _____ the Royal Dutch Shell Group of companies.
3. The company _____ eight departments.
4. The company is very successful and has been _____ since its foundation in 2005.
5. In some companies, the _____ can choose a suitable time for their work.
6. The success of this car shows the importance of good design in helping to sell the _____.
7. It is very important to use certain communicative and negotiating _____ in business negotiation.
8. Many multinational companies have substantial _____ in this area.
9. They failed to realize their _____.
10. Motorola is _____ the third in global mobile phone sales.

Task 6 Read and translate.

1. The Royal Dutch Shell Group of companies was founded in February 1907 *when* the Royal Dutch Petroleum Company and the “Shell” Transport and Trading Company Ltd of the United Kingdom merged their operations.

我是2000年上大学的，当时18岁。

这所大学成立于1949年，当年全国解放(liberate)。

2. The Group, commonly *known as* Royal Dutch Shell plc, or simply as Shell, is a multinational oil company.

诺基亚，现在被普遍认为是世界上移动通信领域最大的公司，成立于1865。

Google，在中国被称为“谷歌”，是最受欢迎的搜索引擎。

3. Also in 2008, *Fortune* magazine *ranked* Shell as the third-largest corporation in the world.

2008年，沃尔玛在《财富》杂志富豪榜中排名世界第一。

2008年，花旗银行(City Bank)在《财富》杂志富豪榜中排名世界第八。

4. *With its business strategy and priorities for the future “more upstream and profitable downstream”*, Royal Dutch Shell’s business consists of the upstream businesses of Exploration & Production, Gas & Power

我们公司在全世界各个国家共有员工30多万，是本地最大的跨国公司。

这家公司有四个部门，工作效率很高。

5. Its Shell Oil Company subsidiary in the United States, *which is headquartered in Houston, Texas*, is one of Shell’s largest businesses.

委员会由5个专家和8个员工构成，是一个专业委员会。

联合国(United Nations)是一个国际性组织，创建于1945年二战之后。

6. The objectives of the company *are to* engage efficiently, responsibly and profitably in oil, oil products, gas, chemicals and other selected businesses.
这家公司今年的目标是要打开一个新的市场并提高销售额。

他目前的目标是要掌握一门熟练的技术。

Section 3 Things to Write

Activity 1 Task-based Writing: Company Introduction

Task 1 Study the following tips for writing.

When writing a company introduction, usually you should remember to include the following:

1. **Founding of the company:** year of foundation, how it was founded and so on.
2. **Company background:** location and headquarters, employees, rank, revenues, etc.
3. **Products and services:** key features of products and services the company offers.
4. **Company culture:** objectives, core values and mission, i.e. what the company strives for, how it operates and where it is going.

Task 2 Study the following language for writing.

Words and phrases

found 建立

multinational corporation 跨国公司

private enterprise 私营企业

provide 提供

start 成立

subsidiary 子公司

workforce 全体员工



Sentence patterns

The company was founded/established in 1938.

Its headquarters is in New York.

The company is a multinational corporation.

It has a workforce of 45 000 people.

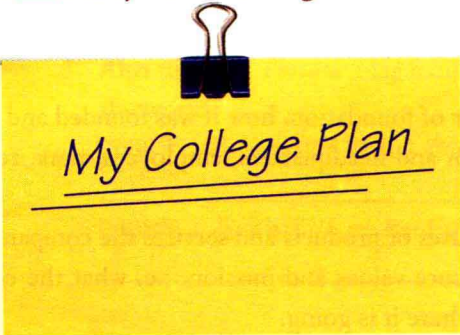
ExxonMobil has employees of more than 80 000 all over the world.

The Adidas Group is a global leader in the sporting goods industry.

The company mainly manufactures cars as its products.

The official website for the company is www.company.com.

Task **B** Study the following model for writing.



My College Plan

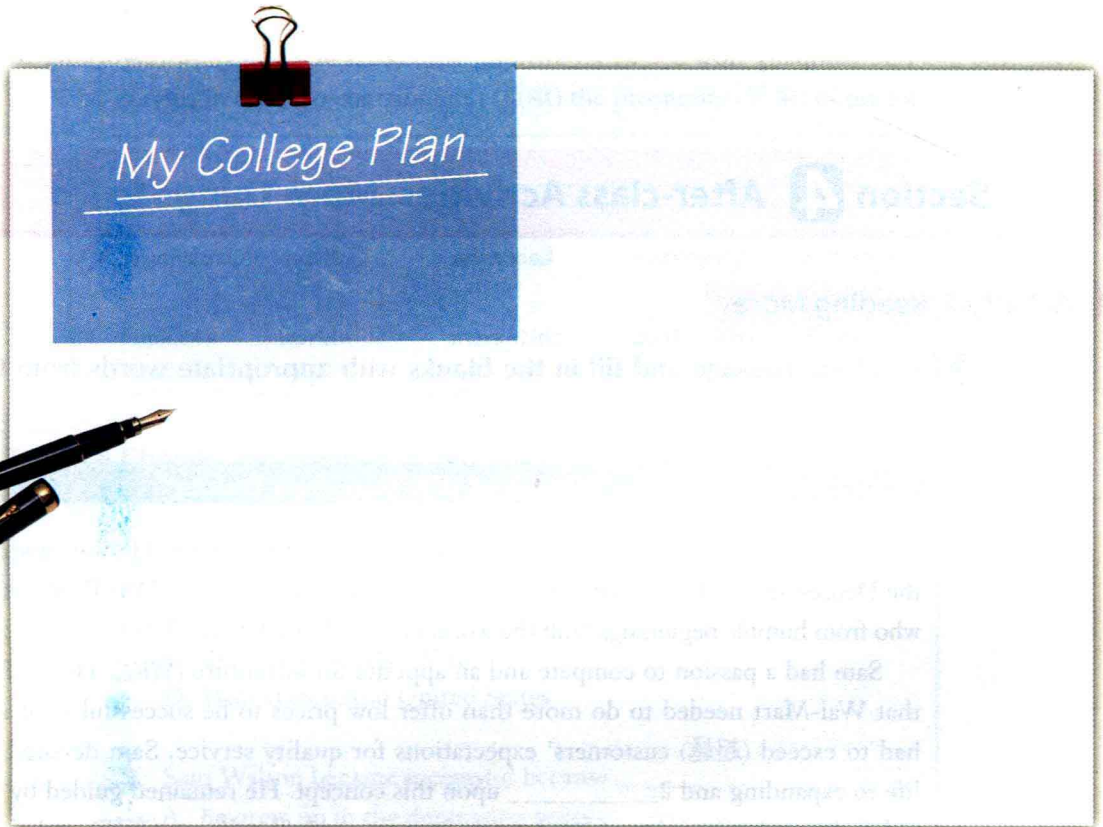
Gree Electric Appliances, Inc. of Zhuhai, founded in 1991, has become the world's specialized air-conditioner company integrating R&D, manufacture, sales and service. In 2008 the company's annual sales revenue reached 42.032 billion CNY, while the net profit stood at 1.967 billion CNY. It is one of the "Top 100 Chinese Listed Companies" ranked by Fortune for eight years running.

As a specialized air-conditioner manufacturer, Gree presents high quality air-conditioning products to global consumers. It now possesses six manufacturing bases in Zhuhai (headquarters), Chongqing, Hefei, Brazil, Pakistan and Vietnam, with a total of more than 40 000 employees. As a model that develops from a "Made-in-China" enterprise into a "Created-in-China" one, Gree has gained worldwide reputation in the international air conditioning industry.

"An enterprise without innovation is one without soul; an enterprise without core technology is one without backbone; when one has no backbone, he can never stand up." Looking forward to the future, Gree insists on the notion of "independent development, independent innovation and original brand development", and aims to create an

international leading air conditioner enterprise. To produce more Created-in-China products, we are ready to contribute more.

Task 4 Write an introduction of about 100-120 words to a company you are interested in.



Activity 2 Applied Writing/Translating

Task 1 Look at the following words or expressions.

Alexander Bell 贝尔公司
 communications 通信
 entertainment 娱乐
 holding company 控股公司

Task 2 Complete the following company profile by translating the Chinese given in brackets into English.

AT&T is a **1** _____ (通信控股公司). It was founded by Alexander Graham Bell in 1876. **2** _____ (其总部) is in Dallas, Texas. **3** _____ (主要业务和产品) of the company are communications and entertainment services. **4** _____ (公司提供服务) all over the world. The company now **5** _____ (现有员工约303 530) working for it.

Section **4** After-class Activities: More Things to Do

Activity 1 Reading More

Task 1 Read the passage and fill in the blanks with appropriate words from the box below.

(1) The Founder of Wal-Mart: Sam Walton

If judged by appearance Sam Walton was a very ordinary man. He was raised in the Depression (大萧条) years, and served in the army during World War II. It was he, who from humble beginnings built the world's most admired retail (零售) **1** _____.

Sam had a passion to compete and an appetite for adventure (冒险). He realized that Wal-Mart needed to do more than offer low prices to be successful — it also had to exceed (超越) customers' expectations for quality service. Sam devoted his life to expanding and **2** _____ upon this concept. He remained guided by the old-fashioned principles of hard work, honesty, neighborliness (亲切) and thrift (节俭). Even after his death in 1992, those **3** _____ continue to guide the company as it expands into other countries and cultures.

(2) A Brief Introduction to Wal-Mart in China

Wal-Mart Stores, Inc. was founded by American retail (零售) legend (传奇) Sam Walton in Arkansas (阿肯色州) in 1962. Forty four years later, Wal-Mart serves more than 176 million **4** _____ per week. It is the world's largest **5** _____ employer and retailer with over 1.9 million staff **6** _____ and more than 7 000 stores in 14 countries.