


职场英语读写教程 1

吴松江 ◆ 总主编

 复旦大学出版社

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图书在版编目(CIP)数据

职场英语读写教程. 1/吴松江总主编. —上海:复旦大学出版社, 2013. 10
ISBN 978-7-309-10070-9

I. 职… II. 吴… III. ①英语-阅读教学-高等职业教育-教材②英语-写作-
高等职业教育-教材 IV. H31

中国版本图书馆 CIP 数据核字(2013)第 222665 号

职场英语读写教程. 1

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责任编辑/陈彦婕

复旦大学出版社有限公司出版发行
上海市国权路 579 号 邮编:200433
网址:fupnet@fudanpress.com <http://www.fudanpress.com>
门市零售:86-21-65642857 团体订购:86-21-65118853
外埠邮购:86-21-65109143
江苏省如皋市印刷有限公司

开本 850 × 1168 1/16 印张 17 字数 339 千
2013 年 10 月第 1 版第 1 次印刷
印数 1—4 100

ISBN 978-7-309-10070-9/H · 2165
定价: 34.00 元

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《职场英语读写教程1》

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前言

大学英语教育是高等教育的一个重要组成部分,全国各大出版社编写出版了多套优秀的大学英语教材。但是,全国各类高等院校在培养目标、办学条件、师资力量、学生入学的英语水平等方面存在着较大的差异,对英语的教学要求不可能整齐划一。福州外语外贸学院作为一所新办的地方本科高校,其定位是服务海西经济建设,培养高素质的涉外型应用型人才,其英语的教学对象和教学目的有自身的要求和特点,因此,我们依据教育部 2007 年 7 月颁布的《大学英语课程教学要求》和学校的具体情况,组织编写了这套《职场英语读写教程》(共 4 册)。教程以《高中英语课程标准》7 级为起点,以《大学英语课程教学要求》中基本要求为终点,有如下几个主要特色:

1. 本教程在注重大学英语基础知识的同时,特别强调英语综合应用能力,尤其是交际能力的培养。教程根据各专业学生毕业后在实际工作中对英语的需求选材,既能帮助学生打下扎实的英语语言基础,又能培养他们较强的英语实际应用能力;既要让学生在整個大学期间的英语语言水平稳步提高,又有利于他们个性化的学习,以满足他们各自不同专业发展的需要。

2. 吸取现行全国大学英语教材的经验教训,博采众长,借鉴国内外先进教学理念与方法,融精读、泛读、快速阅读、阅读技巧、实用写作于一体,既授之以鱼,又授之以渔。有利于学生学完 4 册教程后继续自学。

3. 教程 1—4 册每册自成体系又紧密相连,体现了内容的系统性和延展性。同样的话题反复出现,可使学生反复记忆,有利于学生巩固学过的知识。

4. 课文选材广泛、短小精悍、体裁多样,材料新颖,非常具有时代感、知识性、实用性和趣味性,兼顾人文、社会、科普、文化、技能、应用等多种内容体系,以达到独立学院、高职高专的通用性。

5. 教学内容丰富多彩,练习形式简洁实用,为教师根据实际需要选择教学内容、制定个性化的教学方案提供方便。

6. 本教程集语言和文化、知识和技能于一体,语言规范,循序渐进,方便教学,有利于学生打下较为扎实的英语语言基础、培养综合的英语语言运用能力。

7. 书后附有课文译文、文化背景介绍、语言的重点难度解释和练习答案,便于教师备课和学生自学。

8. 每一单元选有同一话题的 Text A、Text B、Text C 三篇文章,Text A 和 Text B 可作为精读课文,Text C 可作为泛读课文和该单元所介绍的阅读技巧的练习材料。三篇同一话题的文章可以帮助学生反复记忆,加深、巩固和掌握该话题的知识。建议每单元安排两课时完成。

教材编写是一项艰苦复杂的科研工作,既费时又费力。这套教程能否被广大师生接受并取得预期的教学效果,还有待教学实践的检验,有待教程自身的不断充实和完善。恳请专家学者和广大师生多提宝贵的批评意见,使之不断修订与更新,更好地为广大师生服务。

本教程在编写过程中,得到福州外语外贸学院董事长吴钦明先生、校长沈斐敏教授的大力支持,谨向他们表示衷心的感谢。本教程的编写还得到福州外语外贸学院党委书记陈炳钦先生、黄建平常务副校长的关心和支持,外语学院林斯坦为本教程的编写提出了不少宝贵的意见,在此向他们一并表示感谢。

吴松江

2013 年 8 月于福州

使用说明

本套教程综合了国内外目前流行的教材、教参、教辅的编写思想与方法,精心归纳总结了 32 种阅读技巧和 32 个与职场工作有关的话题,并将之分解到各册各单元。教材理论与实践相结合,有效地培养学生自主学习英语的能力,并提高学生接受英语新语料、学以致用英语综合运用能力。

全套教程共 4 册,每册 8 个单元。每单元有:1. 围绕同一话题的 3 篇课文,Text A、Text B 和 Text C,使学生通过阅读这些文章,能对一个话题从不同的角度理解,从而扩大知识面;2. 阅读技巧讲座(Reading Skills),介绍一种阅读技巧,讲解简明扼要,重点突出,学与练相结合;3. 实用写作,介绍一种应用文的写作要求和方法;4. 练习,包括词汇练习、语法练习、阅读理解练习、英汉互译练习、阅读技巧练习和实用写作练习,用于检测学生的理解能力,巩固其学习成果。第一册 8 个单元具体内容如下:

第一单元“接听电话”,主要向学生介绍拨打和接听电话的一些技巧,让学生了解通过电话沟通保持商务关系的一些方法以及如何克服使用手机的不良习惯。阅读技巧讲座和实用写作分别介绍了“略读”的方法和“邀请信”的写法。课文 C 可以作为快速阅读和练习略读技巧的材料。

第二单元“如何与同事一起工作”,着重告知学生如何与同事和睦相处以及如何处理好与难以相处的同事关系的一些建议。阅读技巧讲座和实用写作分别介绍了“查读、跳读”的方法和“拒绝信函”的写法。课文 C 可以作为快速阅读和练习查读、跳读技巧的材料。

第三单元“会议”，侧重告诉学生如何召开和主持富有成效的会议，让学生熟悉一些做好会议计划和组织工作的方法以及如何做好会议记录。阅读技巧讲座和实用写作分别介绍了“细读”的方法和“祝贺信”的写法。课文C可以作为快速阅读和练习细读技巧的材料。

第四单元“领导能力”，侧重告知学生如何培养领导能力，让学生熟悉成为好领导的方法以及成功的领导人的行为方式。阅读技巧讲座和实用写作分别介绍了“利用定义线索猜测词义”的方法和“吊唁信和慰问信”的写法。课文C可以作为快速阅读和练习利用定义线索猜测词义技巧的材料。

第五单元“节假日和庆祝活动”，告诉学生如何庆祝节假日和安排庆祝活动，让学生熟悉西方不同的节假日和庆祝活动。阅读技巧讲座和实用写作分别介绍了“以重述为线索猜测词义”和“感谢信”的写法。课文C可以作为快速阅读和练习以重述为线索猜测词义技巧的练习材料。

第六单元“艺术与音乐”，让学生了解不同的音乐形式以及艺术在现代生活中所发挥的作用。阅读技巧讲座和实用写作分别介绍了“利用解释或说明的线索猜测词义”和“公关信函”的写法。课文C可以作为快速阅读和练习利用解释或说明的线索猜测词义技巧的练习材料。

第七单元“经济发展”，使学生了解中国对世界的贡献，熟悉当前中美两国的经济形势。阅读技巧讲座和实用写作分别介绍了“利用经验或逻辑线索猜测词义”和“正式索赔信函”的写法。课文C可以作为快速阅读和练习利用经验或逻辑线索猜测词义技巧的练习材料。

第八单元“全球化”，让学生了解什么是全球化，熟悉促进中美贸易的策略。阅读技巧讲座和实用写作分别介绍了“利用例子线索猜测词义”和“个人简历”的写法。课文C可以作为快速阅读和练习利用例子线索猜测词义技巧的练习材料。

每单元所提供的3篇课文，教师可以根据具体情况决定使用方法，这些课文既可以作为精读材料，也可以用作泛读和快速阅读材料。练习形式多样，数量较多，可用于检测阅读理解能力，巩固学习成果，可根据具体情况选择使用。建议实用写作练习作为课外作业完成。

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Unit 1 Telephoning

Objectives:

1. To provide some ways to maintain telephone communication in business relationship;
2. To familiarize students with tips on starting a telephone conversation with business partners;
3. To introduce the reading skill of skimming.

Text A

How to Improve Your Telephone Skills

by Anne M. Obarski

How does telephone, this communication tool, influence our business? Dr. Janelle Barlow, in her book *Branded Customer Service* says, "Reinforcing a brand through every customer touch point can provide the repetition necessary to *inspire* repeat purchasing decisions." There are interesting statistics that show people develop a perception about you within the first 30 seconds of a phone conversation and their final opinion of you in the last 30 seconds. Let's look at some phone tips that will boost that final opinion to one of an on-going and positive relationship.

1. Breathe! Before you pick up the phone, take a deep breath. Most of us are what they call "shallow breathers". We take small breathes in and out and therefore, sound tired when we answer the phone. The goal is to sound like





you like your job and you are glad they called. Practice taking a very big breath and answering the phone at the top of that breath. You will continue speaking on the exhale of that breath and the caller will hear energy in your voice! You can also practice it when you are making a call and start your breath as the phone is ringing on the other end.

2. Identify yourself. Give your full name and function and or the name of your company. Since they have taken the time to call you, you may answer the phone this way, "Thank you for calling Merchandise Concepts. This is Anne Obarski. How can I make it a great day for you?" Hokey, maybe; memorable, maybe; friendly, you bet. Since I have an unusual last name, this helps me say it first so that the caller doesn't have to fumble with the pronunciation. One tip that I seem to always repeat, is that of slowing down when you answer the phone or when you call to leave a message.



3. Be Sincere. People call us on the phone to have a problem answered. Whether it is to get driving directions, or hours of operation, they have a question and want it answered quickly, intelligently and politely. It is important to put the customer's needs ahead of ours.



4. Listen attentively. Put everything down when you answer the phone! Easier said than done, isn't? How many times have you been in your office answering email, talking on the phone, listening to your iPod and sipping on a Starbucks? Customers don't like to be ignored and by multitasking, we are not focused on the customer's wants and needs. Visualize the person, even if you don't know him/her so that you remind yourself you are engaged in a two-way conversation. If you still have trouble listening, start taking notes on what they are saying. Use a headset if possible, to keep your hands free.

5. Outcome. If the phone call has been successful, the first 30 seconds establishes a positive perception about you through voice, and tone and focus. The last 30 seconds will be when the caller finalizes his/her opinion about you. You can make that a positive experience by thanking them for calling, reviewing the problem you were able to solve

and then most importantly, thanking them for their continued business.

I find myself on airplanes frequently with my speaking schedule. Recently I have noticed that no matter what airlines I am flying that the pilot has “air time” with the passengers on each flight. The words are all about the same. They always say something like this, “We know you have a choice when you travel and we are happy that you have chosen to fly with us, and we appreciate that. We ask that if your future travel plans involve flying that you will think of us first. So sit back, relax and enjoy the on-time flight to wherever.”

The pilot set up the outcome in the passenger's minds by stating it up front. He started by building a trusting relationship with the passengers that he couldn't see, by coming across as very approachable. Then he told us the important things we should know about the flight and who would help us if we had a problem and then in conclusion, he asked for our repeat business. It is built on the sound and the sincerity of the pilot's voice.

The way you speak over the telephone conveys 85 percent of your message, so by focusing on the previous 5 tips you and your employees can make it a smooth flight in your business each and every time your phone rings.

(755 words)

Words and Expressions

reinforce /riːmˈfɔːs/ *v.* 加强; 使更结实

repetition /reprɪˈtɪʃən/ *n.* 重复, 反复

purchase /ˈpɜːtʃəs/ *v.* 购买

statistics /stəˈtɪstɪks/ *n.* 统计; 统计资料; 统计学

tip /tɪp/ *n.* 小建议, 小窍门

boost /buːst/ *v.* 促进, 提高; 增加

on-going /ɒn.gəʊɪŋ/ *ad.* 继续存在的

shallow /ˈʃæləʊ/ *a.* (呼吸) 浅的, 弱的

exhale /eksˈheɪl/ *v.* 呼(气); 呼出

identify /aɪˈdentɪfaɪ/ *v.* 识别, 认出

function /ˈfʌŋkʃən/ *n.* 职务; 功能, 作用

hokey /'həʊki/ <i>a.</i> 矫揉造作的	近的
fumble /'fʌmbəl/ <i>v.</i> 笨手笨脚地做; 乱摸; 摸索	touch point 接触点
intelligently /ɪn'telɪdʒəntli/ <i>ad.</i> 聪明地	pick up 拿起; 提起; 拾起; 捡起
attentive /ə'tentɪv/ <i>a.</i> 注意的; 关心的; 体贴的	ahead of 在……之前
ignore /ɪg'nɔ:(r)/ <i>v.</i> 忽视, 不顾	be engaged in 忙于……; 致力于……
multitasking /mʌltɪ'tɑ:skɪŋ/ <i>n.</i> 多(重)任务处理	up front 预先
visualize /'vɪzjʊəlaɪz/ <i>v.</i> 设想; 使形象化; 使可见	come cross 使产生……印象; 给人以……的印象
headset /'hedset/ <i>n.</i> 一副戴在头上的耳机或听筒	focus on 致力于
approachable /ə'prəʊtʃəbl/ <i>a.</i> 可亲近的; 可接	

Notes

1. Easier said than done: 说起来容易做起来难。
2. iPod: 是Apple推出的一种大容量MP3播放器, 容量高达10—160 GB, 可存放2 500—10 000首MP3歌曲。它还有完善的管理程序和创新的操作系统, 外观也独具创意, 是Apple少数能横跨PC和Mac平台的硬件产品之一。除了MP3播放, iPod还可以作为高速移动硬盘使用, 可以显示联系人、日历和任务, 以及阅读纯文本电子书和聆听Audible的有声电子书以及播客(Podcasts)。
3. Starbucks: 星巴克, 是美国一家连锁咖啡公司的名称, 1971年成立, 为全球最大的咖啡连锁店, 其总部位于美国华盛顿州西雅图市。除咖啡外, 星巴克还有茶、馅饼及蛋糕等商品。星巴克在全球范围内已经有近12 000间分店, 遍布北美洲、南美洲、欧洲、中东及太平洋地区。
4. speaking schedule: 演讲流程。这里指作者所写的接电话的流程。



Exercises

I. Match the words in Column A with their meanings in Column B.

Column A

1. statistics
2. exhale

Column B

- a. pay no attention to something
- b. breathe out the air that is in your lungs

- | | |
|-----------------|---|
| 3. boost | c. causes something to increase, improve, or be more successful |
| 4. attentive | d. facts which are obtained from analyzing information expressed in numbers |
| 5. ignore | e. imagine what it is like by forming a mental picture of it |
| 6. intelligence | f. the ability to think, understand, and learn things quickly and well |
| 7. visualize | g. expressing emotions in a way that seems exaggerated or silly |
| 8. hokey | h. paying close attention to what is being said or done |

II. Choose the best answer to each of the following questions.

- What does “inspire” (Para. 1) mean according to the text?

A. Heighten or intensify.	B. Supply the inspiration for.
C. Serve as the inciting cause of.	D. Urge on or encourage.
- According to the author, before we pick up the phone, we should do the following except
 - answering the phone at the top of that breath
 - continuing speaking on the exhale of that breath
 - taking small breathes in and out
 - starting your breath as the phone is ringing on the other end
- Why should we slow down when we answer the phone or when we call to leave a message?
 - Let the caller re-play answering machine to understand what the person was saying.
 - Let the caller listen to what you said clearly without repetition.
 - Give your full name and function and/or the name of your company.
 - The caller doesn't have to fumble with the pronunciation.
- Why does the author refer to the “air time” at the end of the text?
 - The pilot told us the important things we should know about the flight and who would help us if we had a problem.
 - Tell us how important the first 30 seconds are.
 - How to establish a positive perception about you through voice.
 - Emphasize that the last 30 seconds can create and repeat referral business.

5. According to the text, which one of the following is true?

- A. We should train us to be shallow breathers.
- B. We should be sincere about whatever problems the customers have.
- C. Multitasking is more efficient than only focusing on the customer's wants and needs.
- D. The main aim of air time is making customers sit back, relax and enjoy the on-time flight to wherever.

III. Mark the statements T (true) or F (false).

- () 1. The first 30 seconds decide whether the customers buy your company's products or not.
- () 2. If you don't identify yourself, your customers would fumble with the pronunciation of your name.
- () 3. The customers want their problems answered quickly, intelligently and politely.
- () 4. If you still have trouble listening, use a headset if possible.
- () 5. The most important thing in the last 30 seconds is thanking your customers for calling.

Text B

How to Make and Answer a Phone Call

When you're answering the phone, first of all begin with a standard greeting like "Good morning", "Good afternoon". Following that, you need to state the company name. So obviously in my case it would be "Good morning, Newland UK". And then followed with a very brief nicety like "How can I help you?" or something like that. It's important to speak slowly and it's important to have a lively tone of voice, I think. Also making notes is very important. Something that I've seen happen quite often is that a Chinese employee will be embarrassed to ask the person to spell the name again if he or she didn't really hear properly. I think it's absolutely fine, just to double-check, you know, if you're asking the person's name. Obviously you always need to write the name down, especially if you're taking a message.

If you're answering a call to someone who is looking for one of your colleagues that happens to be busy, then you just have to tell him/her that unfortunately "He or she is at a meeting at the moment and he/she isn't available at the moment, but if you'd like I can take a message and your number and I can ask him/her to call you back when they're available." I think that's a perfectly standard way to answer a call like that. Again, taking a message is very important to get it right and of course once you've taken a message it's also very important to pass that message on.

I think whenever you make a phone call in a professional role, it's very important to prepare before you make the phone call. You should prepare in two ways. First of all, you need to have a clear idea of the aims of that phone call, so you need to basically list your targets, what you want to achieve, by making that phone call. Second, it's also very important to have a structure. Say, for example, your target is to begin discussing sponsorship of an event. If you were to just go forth and ask this question straight away, especially if it's to someone you don't know, then of course, you know, he or she won't give you the time of day. Whereas, if you were to structure it in a way in which you first gain a rapport with that person and make him/her want to listen to you, making him/her interested in what you're talking about, and then you were to put the question to him/her, then you'll probably have much greater success.

For one thing, I can get very nervous if I'm preparing for a call in my second language. And so, I think there would be a tendency for me to prepare in the wrong way. In my experience, the wrong way would be writing out a whole essay and try to read that off, literally, on the phone call; because what's most important I think is to encourage the other person to want to listen to you and to gain a rapport. And it's very hard to do that if you're reading off, you know, from a piece of paper that you've just written, because the way that intonation works in English and Chinese is very different. The way we stress words is through raising the tone of

