

English for Special Purpose: Reading and Writing

# ESP 综合英语教程

## 读写分册 1

主 编 谢 楠 王晓军



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# ESP

## 综合英语教程：读写分册 1

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# 前 言

自1985年我国第一份《大学英语教学大纲》制定以来,大学英语教学已走过20多年的路程,历经三次重大改革。如今,大学英语教学已步入一个重要的转型时期,个性化教学和英语实用能力的培养成为其显著特征。

《大学英语教学改革基本思路》中指出“掌握英语的目的是为了交流,英语教学应摆脱传统的知识型学习方式。应以技能性学习方式为重点,提高学生的英语应用能力,尤其是口语听说能力,即提高学生用英语在本专业领域的口语和文字交流能力”。

教材是学生学习的中心内容、语言输入的主要来源和教师组织教学活动的主要依据,我们秉承“实用为主,够用为度,学以致用,触类旁通”的原则,为学生编写了《ESP综合英语教程:读写分册1》。

该教材涵盖面广,选材丰富,是一本科学性、实用性、针对性都很强的大学英语教材。教材注重能力与知识并重,有机地将英语基础知识与岗位知识相结合,体现了《大学英语教学改革工程草案》中提出的“避免重复性教学,加强实用英语的训练,将大学英语教学与专业课教学相结合,培养学生的专业英语应用能力。”

总体来说,该教材具有以下特点:

## 1. 实用性。

教材注重基础词汇的复习和专业词汇的补充,着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

## 2. 仿真性。

教材的主体部分为针对具体工作岗位的情景对话,以及在此情景中所能应用的短语和句型,力求帮助学生在仿真语境中进行英语学习。

## 3. 知识性。

教材涵盖面较广,包括问候介绍、日程安排、招聘和申请、面试、谈判、通知公告和便条、信函、商务旅行以及餐饮等方面的知识。

## 4. 针对性。

教材针对性较强,注重提高实用英语应用能力。

由于水平有限,错误及疏漏之处在所难免,恳请批评指正。

编 者

2013.9



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# Unit 1 Greetings and Introductions

## Unit Aims

- ☞ To learn how to give greetings and respond to greetings
- ☞ To learn how to make introductions and respond to introductions
- ☞ To master the basic expressions of greetings and introductions
- ☞ To learn cultural knowledge about greetings and introductions

## Warming Up



*Adele Manser is the secretary for the sales department in LRT Software, a multinational company based in Bruchsal Germany. One of her responsibilities is to organize the annual sales meeting and greet the participants when they arrive.*

*With your partner, make a list of phrases that she can use to greet visitors in English.*

*Hello, good morning.*

*Nice to meet you.*



## I. GIVING GREETINGS

Read the following two dialogues between Adele and two participants who just arrived at the sales meeting.

### Dialogue 1:

**Adele:** Good morning. Are you here for the sales meeting?

**John:** Yes, my name is John Smith. I'm from the Madrid sales office. I'm the new director of marketing and distribution.

**Adele:** Nice to meet you, Mr. Smith. I'm Adele Manser, the sales department secretary.

**John:** Nice to meet you, too, Ms. Manser.

**Adele:** Mr. Smith, here's your name tag. The conference room is at the end of the corridor over there. Please help yourself to coffee and cookies.

**John:** Thank you.



### Dialogue 2:

**Adele:** Good morning, Dave, nice to meet you.

**Dave:** Nice to meet you, too, Adele. How are you?

**Adele:** Everything is fine, thank you. How about you?

**Dave:** Not bad. Oh, I'd like you to meet Jane Brown, our department manager. Jane, this is Adele Manser, the sales department secretary of LRT Software.

**Adele:** Nice to meet you, Ms. Brown. Welcome to the meeting. I hope you enjoy your stay in Bruchasal.

**Jane:** Thank you, and nice to meet you, too.

1. According to the two dialogues, which visitor does Adele already know?

Answer: \_\_\_\_\_

2. Fill in the blanks in the table below and figure out which greeting and response most probably occurs between old acquaintances and which does not.

<i>Greetings</i>	<i>Responses</i>
How do you do?	
	Pleased to meet you, too.
How are you doing?	
How's it going?	
	Couldn't be better, thank you.

3. Complete the dialogue with the given expressions below.

- ★ Long time no see.
- ★ I'm great, thanks, how about you?
- ★ Pleased to meet you.
- ★ How's it going?
- ★ Very well, thank you.

**A:** Hello, Adele. \_\_\_\_\_?

**B:** \_\_\_\_\_, Wilma, \_\_\_\_\_?

**A:** \_\_\_\_\_ Adele, do you still remember Rachel O' Donnell?

**B:** Sorry, I'm not sure whether we've met before.

**A:** She is my personal assistant. Rachel, I'd like you to meet Adele Manser, the sales department secretary in LRT.

**C:** \_\_\_\_\_.

**B:** Pleased to meet you, too.

## II. MAKING INTRODUCTIONS

Read the following dialogue, and answer the questions:

1) How well does Adele know the two guests, Peter Schmidt and Fritz Armstrong?

2) Has Adele met them before?

**Peter:** Good morning, you must be Adele Manser. I'm Peter Schmidt from EDS, Bristol, UK.

**Adele:** Yes, I'm Adele. Good morning, Mr. Schmidt, it's nice to finally meet you face to face.

**Peter:** Yes, we've talked so much on the phone. I feel like I know you already. Adele, I'd like to introduce to you Fritz Armstrong, our customer services manager. Fritz, this is Adele Manser, the secretary of sales department in LRT.



**Fritz:** Nice to meet you, Ms. Manser.

**Adele:** It's nice to meet you, too, Mr. Armstrong. How was your flight from Bristol?

**Fritz:** It was fine. It even arrived a bit early.

**Adele:** That's great. Mr. Armstrong, please follow me this way. Is this your first time in Bruchsal?

**Fritz:** No, it's my third. I've been here a couple of times as a tourist. I really like the city.

**Adele:** Here we are. This is the conference room. May I take your coat?

**Fritz:** Oh, that's very kind of you.

**Adele:** Would you care for coffee or tea?

**Fritz:** Tea would be nice, with two sugars, please. Thank you very much, Ms. Manser.



1. Now add phrases from the dialogue to fit the categories below.

### Introductions

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### Small talks

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### Small Talk

Small talk may seem to deal with unimportant topics, but it's necessary for "breaking the ice" with customers. People can relax and get comfortable with light topics such as

- ★ Their trip
- ★ Where they're staying
- ★ (First) impression of the city
- ★ The weather

Be careful with making small talk on topics



like family, religion, politics or with making compliments about somebody's appearance. Depending on your customers' cultural background, they might find the topics too aggressive or too personal in a business context.

2. During the meeting, Adele needs to introduce some of the sales representatives from different countries to other visitors. Work with your partners, and introduce the following sales rep as Adele does.

*E.g. Please allow me to introduce Peter Schmidt from Bristol. He's British, and he's the sales rep of the EDS Company, Bristol.*

Andrea Bauer	Andy Liu	Marie Chardin	Dennis Filmore
Secretary	Manager	Sales rep	CEO
German	Chinese	Italian	American

### Reference Language

Nationalities		Job titles
Austrian	Australian	Accountant
Brazilian	British	Receptionist
French	Irish	Technician
Japanese	Dutch	Personal assistant
Spanish	Swedish	Department manager
Swiss		Sales representative



### First Name or Title?

When meeting an English speaker for the first time, address the person with a title and surname (eg. Mr. Smith). For women, the best alternative is Ms (pronounced Mizz) for married and single women. To introduce yourself, use your first name and surname, without a title.

Wait for permission before using first names. In new British industries, the use of first names is more and more usual, but not in traditional companies. Most Americans offer to use first names immediately. This doesn't mean that they want to be close friends; it is simply normal in US business to use first names only. However, be careful—some English speakers, especially managers, still prefer to be called Mr. or Ms.



### III. GREETING AND INTRODUCTION LANGUAGES



#### **First time meeting**

A: Nice/glad/pleased to meet you.

A: It's a pleasure to meet you.

A: I'm excited/ delighted to meet you.

A: How do you do.

B: Nice/glad/pleased to meet you too.

B: It's my pleasure to meet you too.

B: Glad to meet you too.

B: How do you do.

#### **Between acquaintances**

A: Good afternoon/morning!

A: How are you (doing)?

A: How is everything?

A: How are things? /How is it going?

B: Good afternoon/morning!

B: I'm very well, and you?

B: Not bad. What about you?

B: Everything is fine. How about you?

#### **Other expressions:**

Long time no see. How's everything?

Haven't seen you for ages. How are you doing?

Good to see you again. How's it going?

What brings you here? How are you doing?

What a pleasant surprise. How are you?

What a small world. How are you doing?

#### **Self-introduction**

A: I'd like to introduce myself. My name is Jay.

B: Nice to meet you. I'm Tom.

A: Let me introduce myself. My name is Peter.

B: Pleased to meet you. My name is Jenny.

A: Hi, I'm .../ Hello, my name is ...

**Third party introduction**

A: May I introduce you to our manager, Mr. Lee?

B: Yes, please. Pleased to meet you, Mr. Lee.

A: I'd like you to meet Jane Brown, our department/line manager.

B: Nice to meet you, Mr. Brown. My name is Tom Jackson.

A: Let me introduce you to .../ I'd like to introduce you to .../ This is ...

**Small talk questions**

How was your flight?

Did you have any trouble finding us?

How's your hotel? Everything is OK?

Have you ever been to ...?

What do you think of ...?

Great weather, isn't it? How's the weather in...?

**IV. PRACTICING**

**1. Adele is introducing her company LRT to the visitors. Fill in the blanks in the text about LRT below.**

LRT 1 (be) a leading provider of e-business tools. We 2 (offer) the solutions and services that companies 3 (need) to reach their goals. Our customers 4 (use) our Internet software for a variety of business applications. The LRT e-business platform 5 (help) companies, their employees, customers, and partners work together successfully. We 6 (not/sell) software—we 7 (deliver) solutions 8 (you/want) to learn more about LRT?

**2. Complete the sentences with words from the box below.**

care	contact	finally	get	introduce	journey
kind	like	long	may	pleasure	

1. It's nice to \_\_\_\_\_ meet you face to face.
2. It was a \_\_\_\_\_ to meet you. Have a nice \_\_\_\_\_.
3. May I \_\_\_\_\_ you to Mrs. Delfino? She's our regional manager.
4. I'd \_\_\_\_\_ to introduce myself. My name's Alex Brown. I'm the floor manager here.
5. \_\_\_\_\_ I take your jacket?
6. Oh, that's very \_\_\_\_\_ of you.
7. Would you \_\_\_\_\_ for coffee or tea?



8. Can I \_\_\_\_\_ you some mineral water?  
9. We'll be in \_\_\_\_\_ by emails as usual.  
10. So \_\_\_\_\_ for now.

3. Work within groups of three to practice greetings and introductions. Use the dialogue in Part II to help you or make a dialogue that fits your own situation. You need to introduce yourself, one of your group members and greet properly. Remember asking a couple of "small talk" questions to show your hospitality.



## V. OPTIONAL READING

### Proper Business Etiquette for Greeting People

By Cindy Anderson

*In the business world, if you do not make a good first impression, you may not get another chance. According to an article in Psychology Today, people will make judgments about you in as little as 20 seconds, based upon their first impression. So knowing how to greet a person in a confident and friendly manner is extremely important. By using these simple strategies, you will be able to get off to a good start.*

#### Face-to-Face Greeting

Standing up and coming out from behind a desk to greet someone is a good strategy because it gives the impression that you have enough respect for the person to greet them eye-to-eye. Remaining behind a desk puts you in an authoritative position (not equal to the newcomer), which could be perceived as unfriendly or disrespectful.

#### Friendly, Confident Facial Features

Making an effort to display a genuine smile and looking the newcomer in the eye show that you are friendly and confident. According to *Psychology Today*, others are very good at reading your facial expressions (and making judgments based upon them).

#### Introduction and Handshake

When you introduce yourself, you should say your first and last name, as in, "Hello, I'm

Joan Smith.” This is more formal than just giving your first name and is appropriate for a first-time greeting. The handshake also gives an important impression of you and must be done properly. Either party may extend their hand first, and you should grip firmly, but without undo strength. (Remember, it is not a contest.) The handshake only needs to last about 3 to 4 seconds.



### *Elevator Speech*

It is very useful to develop what is often called an “elevator speech”, or a 20 to 30 second description of your role in the business. It is called so because it is supposed to be brief enough to tell to a fellow elevator passenger on the way down (or up). A practiced elevator speech will help you to become more polished in the introduction of yourself. These are especially useful if you will be attending meetings or receptions where you will have to introduce yourself to the new people.



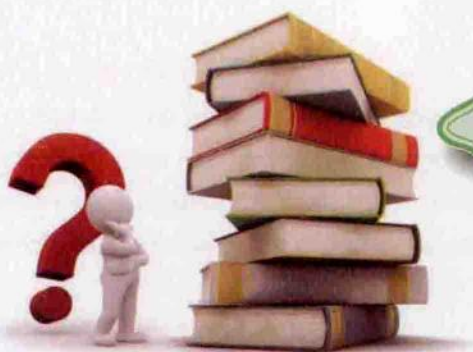
## Unit 2 Agenda and Schedule

### Unit Aims

- ☞ To master the format and use of an agenda
- ☞ To understand the passages and the related information
- ☞ To write an English agenda independently

### Warming Up

*It's said that time is money. When money is used up, it can be back. However, when time is lost, we never get it back again. So we should cherish time, and arrange our time properly. Then we need a schedule. Today we will study how to make schedules and agendas.*



1. Do you think it necessary to draw up a schedule before doing something?  
Why or why not?
2. Have you ever had a plan for study?  
What are the advantages of making a schedule for your work?
3. Do you have a class timetable? If yes,  
try to write it down.