

高永凤 主编

新理念

英语口语

Xin Li Nian Ying Yu Kou Yu



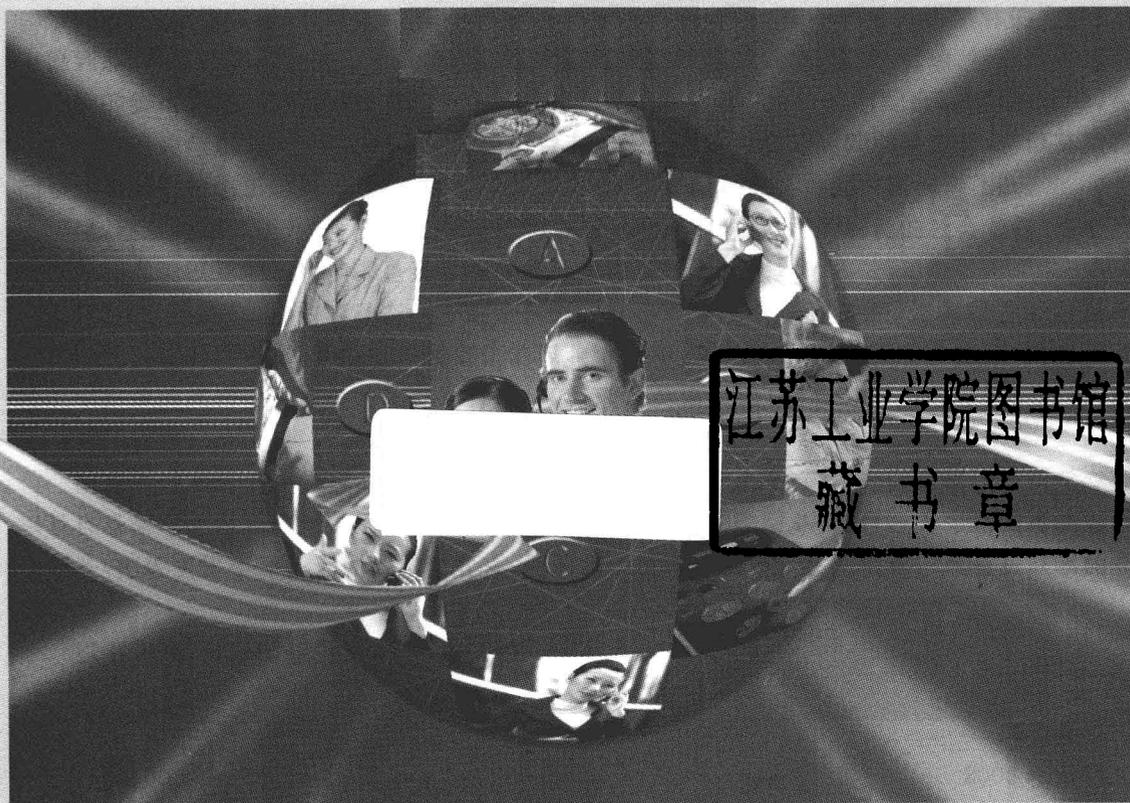
中国农业大学出版社

ZHONGGUONONGYEDAXUE CHUBANSHE

新理念英语口语

高永凤 主编

Xin Li Nian Ying Yu Kou Yu



江苏工业学院图书馆
藏书章



中国农业大学出版社

ZHONGGUONONGYEDAXUE CHUBANSHE

图书在版编目(CIP)数据

新理念英语口语/高永凤主编. —北京:中国农业大学出版社,2008.8
ISBN 978-7-81117-534-9

I. 新… II. 高… III. 英语-口语 IV. H319.3

中国版本图书馆 CIP 数据核字(2008)第 107800 号

书 名 新理念英语口语

作 者 高永凤 主编

策划编辑 姚慧敏 伍 斌

责任编辑 姚慧敏

版式设计 姚慧敏

责任校对 陈 莹 王晓凤

封面设计 郑 川

出版发行 中国农业大学出版社

社 址 北京市海淀区圆明园西路 2 号

邮政编码 100193

电 话 发行部 010-62731190,2620

读者服务部 010-62732336

编辑部 010-62732617,2618

出 版 部 010-62733440

网 址 <http://www.cau.edu.cn/caup>

e-mail cbsszs@cau.edu.cn

经 销 新华书店

印 刷 北京鑫丰华彩印有限公司

版 次 2008 年 8 月第 1 版 2008 年 8 月第 1 次印刷

规 格 787×1 092 16 开本 5.25 印张 126 千字

定 价 19.00 元

图书如有质量问题本社发行部负责调换

总 审 顾卫兵

总 编 陆兰英

编 委 (以姓氏笔画为序)

丁 云 王 平 汤仲雯 杨元元

张晓红 高永凤 徐 霞

录 音 魏海波 丁 云 葛晓剑 Jonathan Blank

序

E 时代下,全球经济、政治、文化各领域正发生着日新月异的变化,已经从 up-to-date 走向 up-to-hour 或 up-to-minute。中国发展的新举措,科学发展的新理念,助推了我国高等教育制度的改革。正值《新理念英语口语》杀青之际,编者邀我作序,在此添几笔,阐述个人观点。

《新理念英语口语》立足本位——以读者为中心:以第一单元为例,它集中于阅读者心理素质 and 就业面试意识的前期培训,以阅读者的态度为中心,服从于阅读者特定的需求、兴趣和目标。

《新理念英语口语》放眼全局——world wide watch:本书中有一个单元讲品牌的力量,其中提到品牌,是能将本身的一致性的核心价值及情感化的品牌诉求,清楚、明确、持续地传达给消费者的鲜活见证;品牌的魅力须与企业所传递具功能性的产品价值相配合,品牌的珍贵,在于它的独特性与魅力,在于它那一股给予消费者心灵的无名力量。品牌就是力量,它以其独特的个性和风采超越了国界、超越了民族、超越了意识。中国制造必将向中国创造飞跃。

《新理念英语口语》理念静态——公司的全球化发展观念、公司所肩负的社会责任、每个公民的环保意识以及创新精神都是亘古不变的公司以及社会理念。

《新理念英语口语》内容动态——由于教育和社会职业变化紧密关联,使得课程必须及时反映职业变化的新要求、新信息。在变化的职业世界中,理论的广泛迁移性和概括性,为教育教学中出现的问题提供有益的思路和背景。《新理念英语口语》能应对不同内容区别对待,职业针对性较强。

编者通过本册书的编写,提高了自身的理论研究和教学水平,同时可以根据读者所学专业以及自身需求学习和应用英语,不仅为读者的当前就业和工作服务,而且也今后的可持续发展服务,把现实需要和长远利益结合起来,使职前学员培训和今后在职教育形成有机联系的整体。

以上为序,借以抛砖引玉,与读者共勉。

顾卫兵

2008年5月

使用说明

本册为《新理念英语口语》的商务英语口语分册,文章大多选自近来国外出版的报刊、杂志以及专著,还有部分内容是从国外一些著名网站下载的材料。内容涉及经济、贸易、投资、管理、营销、顾客服务和环保等。

本书可作为英语专业高年级商务英语口语教材;经济、贸易、金融、管理、营销、计算机、物流、企业管理等专业学生通过大学英语四级考试以后提高英语水平的自学教材或专业英语教材;外贸行业以及合资、独资企业在职人员的培训用书。

本书各单元均由四部分组成,从背景知识入手,引出话题,由浅入深,层层深入到自由交流和讨论,最终发表 presentation。每单元安排大量的学生活动,提供大量的相关词汇,突出商务英语口语的实践性教学的特点。

本册书由老、中、青年教师编写,形式各异,个性鲜明,适合不同个性的学生使用,充分重视个体发展的需求。Unit 1 由杨元元编写,汤仲雯编写了 Unit 2, Unit 5、Unit 11 由丁云编写,高永凤编写了 Unit 4、Unit 8, Unit 7 由徐霞编写,Unit 6、Unit 9 由陆兰英编写, Unit 3、Unit 10 由王平编写,张晓红编写了 Unit 12。

本书每单元都配有多媒体课件,由外籍教师 Jonathan Blank 使用并做修改,精品课程电子教案登录 <http://www.ntac.edu.cn>。

编者

2007年8月

Contents

Unit 1	Job Interview	1
Unit 2	Terms and Conditions of Employment	8
Unit 3	Work Roles	13
Unit 4	Brand Power	19
Unit 5	Public Relations	23
Unit 6	Advertising Campaign	28
Unit 7	E-business	32
Unit 8	Stocks and Shares	38
Unit 9	Investment	43
Unit 10	Environmental Awareness	47
Unit 11	Corporate Hospitality	52
Unit 12	Innovation	57
Test 1		61
Test 2		63
Test 3		65
Test 4		67
Test 5		69
Test 6		71
Reference		73

Unit 1 Job Interview

Part A Background Knowledge



1. What is the role of job interview in applying for a job?
2. Read the following job interview dialogue and tell what each part tells about according to the information given below.

Opening Remarks

Work Experience

Questions to Ask The Interviewee

Your Ability

The End of The Interview

Educational Background

Reasons for Leaving or for Application

Black: Now, let me ask you some questions, Miss Wang. Where do you live?

Wang: The West District.

Black: Where are you going to school?

Wang: Beijing Normal University.

Black: What is your major?

Wang: I major in English.

Black: I see. Have you taken any business classes or anything?

Wang: Yes. I've studied in a computer training program and a business english program.

Black: Have you ever worked in an office before?

Wang: Yes, I had a part-time job for two months at a local joint-venture company working as a secretary.

Black: Oh, really?

Wang: Yes, it was a very interesting experience.

Black: So, what did you do? Office work?

Wang: Yes, mostly typing and answering the phones.

Black: OK. But you know we are looking for a bilingual secretary. Why did you answer our ad?

Wang: Well, for me the most important thing is to find work where I can meet and deal with people from other cultures.

Black: I see. Good. Now, do you have any questions you'd like to ask me about the company?

Wang: Yes, I'd like to ask about the salary. How is it determined?

Black: Well, all new clerical employees begin at a standard salary of RMB 600 per month. Then, after a training period of three months, you are given an assignment, and then you would get a higher monthly salary.

Wang: What about other benefits?

Black: All the employees must join the health insurance program and there are many other benefits. I think that most of them are explained in your brochure. Did you get a copy?

Wang: Yes, I did. Thank you.

Black: Any more questions?

Wang: No, thank you. I'm sorry to have taken so much of your time.

Black: Not at all. Very glad to have met you. We'll be letting you know the result of the interview sometime next week. Thank you very much for coming.

Wang: Thank you for your time Mr. Black.

Black: You're welcome. Good-bye.

Wang: Bye-bye.

Part B Short Passage

Congratulations! The company you want to work for wants to interview you. That means they are interested in hiring you! But the job isn't yours, yet. The company will be interviewing several people. You'll need to convince them that you are the right person for the job. And the first step toward convincing them is being prepared. Getting ready for the interview starts before you walk in the door. Don't get nervous. Get busy! Here's how to prepare:

To learn as much as you can about the company. Go to the library and read up on the company. When you answer questions, try to work in some of the information you've learned. Then the interviewer will notice that you are well prepared.

To plan answers to common questions. Prepare answers for questions like "What can you offer our company" or "What are your strengths and your weaknesses". Then you can answer your interviewer's questions with more confidence.

To practice. Sit down and practice with a friend who has interview experience. Act as if you're in real interview. Dress up. Take notes. Try videotaping yourself. Remember, experience is the best teacher.

Questions

1. Why does the company you want to work for want to interview you?
2. What do you need to do when you have the chance to be interviewed?
3. What is the first step on your way to your goal?
4. How can you learn about the company?
5. Why do you need to plan answers to common questions being interviewed?

6. What should you do when practicing your interview?

Part C Group Work

How to attend a job interview successfully? Discuss the topic with your partner.



Arriving Too Early May
Make You Nervous

Tips

1. Get ready for the interview.(self-introduction,resume,clothing...)
2. Appearance gives the first impression.(smile,speech,clothes...)
3. Be punctual.
4. Don't take more of the interviewer's time than he is apparently willing to give.
5. Good communication tactics.

Part D Supplementary Story

Brown: Well. Can you sell yourself in two minutes? Go for it.

Peter: With my qualifications and experiences,I feel I am hardworking, responsible and diligent in many projects I undertake. Your organization could benefit from my synthetical and interpersonal skills.

Brown: So,why did you leave your last job?

Peter: Well,I'm hoping to get an offer of a better position.If an opportunity knocks,I will take it.I feel I have reached the "glass ceiling" in my current job.I feel there's no opportunity for advancement.

Brown: Now, what makes you think you would be successful in this position?

Peter: My graduate school training combined with my internship should qualify me for this particular job. I am sure I will be successful.

Brown: Are you a multi-tasked individual, that is to say, do you work well under stress and pressure?

Peter: Yes, I think so.

Brown: What personality traits do you admire, then?

Peter: I admire an honest, flexible and easy-going person who possesses the "can do" spirit.

Brown: What leadership qualities have you developed as an administration personnel?

Peter: I feel that I'm good at motivating people and leading them to work together as a team.

Brown: What do you find frustrating in a work situation?

Peter: Sometimes the narrow-minded people who are not receptive to new ideas make me feel frustrated.

Brown: How do you handle conflicts with your colleagues in your work?

Peter: I will try to present my new ideas in a more clear and civilized manner in order to get my points across.

Brown: How do you handle your failure?

Peter: None of us was born "perfect". I am sure I will be given a second chance to correct my mistake.

Brown: How long would you like to stay with this company?

Peter: I will stay as long as I can continue to learn and to grow in my field.

Brown: What range of pay-scale are you interested in?

Peter: Money is important, but the responsibility that goes along with

this job is what interests me the most. To be frank and open with you, I like this job, but I have a family to support.

Brown: We will let you know the result probably next Wednesday. I hope to give you a positive reply.

Peter: OK, thank you very much. Bye-bye.

Questions

1. Why did Peter leave his last job?
2. What personality traits does Peter admire and what is his personality?
3. What leadership qualities has Peter developed as an administration personnel?
4. What does Peter find frustrating in a work situation?
5. How does Peter handle conflicts with his colleagues in work?
6. How will Peter handle his failure?
7. How long would Peter like to stay with this company?
8. How does Peter answer the question about pay?

Part E Exercise

In this conversation, Sally Fraser, a Human Resources officer for a medium-size hotel on the West coast, is interviewing Victoria Jones for a position as night manager.

Sally: I see from your resume that you certainly have the educational background and work background to handle this job. In fact, you seem to be somewhat overqualified for this job. It's not as high a position as head manager of a major hotel like you had on the East coast. Why are you applying here?

Victoria: From what I know, your hotel is very progressive and in a good position for expansion, and I think I can help you do that. I consider time management to be one of my key strengths. As night manager, I think I can maximize my time to ensure that night operations run at top efficiency, and at the same time help you to plan your expansion.

Sally: I'm impressed with your advance knowledge of our business. Your

cover letter shows that you've done your homework, and you have all the qualifications we're looking for. But I'm still a little worried that you'll leave if a higher position opens up at a more prominent hotel.

Victoria: I came to the West coast for a change of pace. The night position suits my goals for the present, and I'm looking forward to the challenge of helping to make your hotel one of the key players here.

Sally: I like your attitude, and it looks like you're the person for the job. The position's open two weeks from Monday. Can you start then?

Victoria: No problem!

Questions

1. What position did Victoria apply for?
2. What did Victoria know about the hotel?
3. Did Victoria leave a good impression on Sally Fraser, the Human Resources officer? Why and how?
4. Did Victoria get the job at last?

Discussion

1. Work in pairs. Look at the interview questions below. How would you answer them?

- 1) What don't you like about your current position?
- 2) Where does your employer think you are today?
- 3) What are your professional objectives?
- 4) What are your weaknesses?

2. Suppose you are the personnel manager in Global TV and your partner is applying a job at your company. Try to make a job interview.



Unit 2

Terms and Conditions of Employment

Part A Main Terms and Conditions of Employment

CONTRACT OF EMPLOYMENT



1. Commencement

This contract will begin on _____ and continue until terminated as set out in clause 4.

2. Place of work: _____.

3. Job description

Job Title: _____.

Duties: _____.

4. Termination of employment

Either party can terminate this agreement with four weeks written notice. In the case where an employee is illiterate notice may be given by that employee verbally.

5. Wage: _____.

6. Hours of work

1) Normal working hours will be from _____ a.m. to _____ p.m. on Mondays to Fridays and from _____ a.m. to _____ p.m. on Saturdays.

2) Overtime will only be worked if agreed upon between the parties from time to time.

3) The employee will be paid for overtime at the rate of one and a half times his/her total wage

7. Sunday work

Any work on Sundays will be by agreement between the parties from time to time.

If the employee works on a Sunday he/she shall be paid double the wage for each hour work.

8. Public Holidays

The employee will be entitled to all official public holidays on full pay.

If the employee works on a public holiday he/she shall be paid triple.

9. Annual Leave

The employee is entitled to _____ days paid leave after every 12 months of continuous service. Such leave is to be taken at times convenient to the employer and the employer may require the employee to take his/her leave at such times as coincide with that of the employer.

10. Sick leave

1) During every sick leave cycle of 36 months the employee will be entitled to an amount of paid sick leave equal to the number of days the employee would normally work during a period of six weeks.

2) During the first six months of employment the employee will be entitled to one day's paid sick leave for every 26 days worked.

11. The employee is to notify the employer as soon as possible in case of his/her absence from work through illness.

12. Maternity leave _____.

13. Family responsibility leave

The employee will be entitled to three days family responsibility leave during each leave cycle.



Part B Case Study

Case 1 If you have a contract which states you are only entitled to one week's paid holiday per year when, by law, all full-time employees are entitled to 14 days' paid holiday per year,

what will be the result? What if your contract gives you six weeks' paid holiday per year?

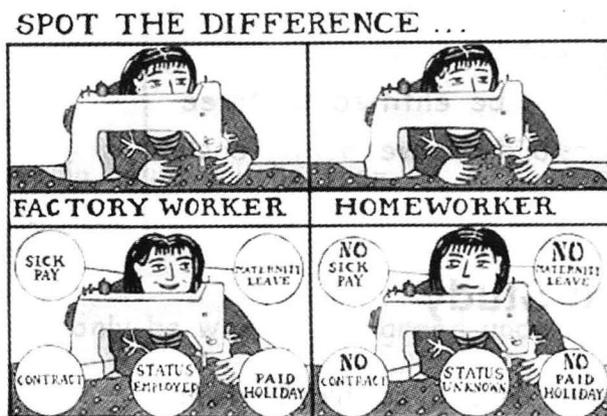
Case 2 Suppose you have been with a company for 6 months without getting one Yuan. The HR manager explains that you are still on probation and you will get your pay when they find you are qualified for the job. How can you protect yourself from being cheated?

Case 3 Say your daily wage is 100 Yuan. You did not take your Mayday holiday and you worked overtime every weekend this month. How much will you get at the end of this month?

Case 4 Tom works for a small mill. One day, he had his thumb cut by the machine. The boss, however, refused to pay for his medical treatment by arguing that it was Tom himself who pressed the wrong button. On the other hand Tom held that the cause for his mistake was the undue noise. How many options does Tom have to solve this problem?

Part C Further Discussion

1. Look at the picture to spot the difference and consider how to improve the work condition of the home workers.



2. Among all the terms and conditions, what do you value most?