

新世纪高职高专公共英语类课程规划教材

新世纪职业英语

综合教程

NEW CENTURY ENGLISH FOR CAREERS
INTEGRATED COURSE

■主编 商 珍 黄忠电



大连理工大学出版社

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前言

《新世纪职业英语综合教程》是供高职高专非英语专业使用的公共英语教材,严格按照教育部颁布实施的《高职高专教育英语课程教学基本要求》和当前英语教学改革的要求编写,充分展示了公共英语职业化的改革特点。本教材的主要特色如下:

1. 理念创新:以商务类专业为例,在综合英语教学中引进新的职业教育主流观念和理论;以职业岗位为起点,改变传统教学内容和方式;以工作过程为纽带,用教材改革带动高职“英语+职业方向”的英语课程改革。

2. 内容创新:根据商务大类专业共性,整合教学内容编写本教材,突出商务类专业的特点,做到既能体现职业特点,又能共享教学资源。

3. 形式创新:根据商务类专业的特点和要求,在教学方法和手段上创新,让学生在商务环境下“做中学”,“学中做”,从而培养学生语言实际应用能力。

全书设12个单元,围绕着12个主题展开,各单元主体结构分为听、说、读、写、译五个部分。所有主题均来自于职业场景,体现了职场工作任务引领语言技能目标的特点。第一至四单元是各行业通用的职业英语,第五至十二单元分别涵盖了国际商务、市场营销、财政金融、电子商务几个部分的商务职业英语,每个部分都有强调让学生自主体现语言运用能力的设计,具体设置如下:

1. Lead-in (导入) 以 Topic Focus(主题聚焦)的形式对单元主题进行概括描述,让学生对单元的主要内容预先了解。同时结合主题以多样的形式设计一个 Task(任务),让学生就主题进行初步的思考和讨论。

2. Listening and Speaking (听说) 围绕单元主题设计各类听说练习,并且听说练习情景衔接连贯,关系紧密,既让学生学会如何充分理解听力材料,获取充足信息,也提高学生使用准确信息进行语言沟通交流的能力。

3. Reading (阅读) 分为 Reading A(主课文)和 Reading B(辅课文)两个部分。主课文主要选取能够体现单元主题的具代表性的文章,课文后配有词组翻译,阅读理解,词汇等练习,形式多样,能够扩大学生的词汇量,加强学生对文章的理解和信息的获取能力。辅课文是对单元主题相关内容的进一步扩展,练习设计上注重让学生利用已学知识和文章信息去解决实际问题。

4. Translation (翻译) 提供常见的中译英翻译技巧,练习部分分为句子翻译和段落翻译。主要是让学生掌握基本的翻译技巧和方法。

5. Practical Writing (实用写作) 包含了在职场实际工作中所经常接触到的文体。具体内容包括写作方法介绍,范文和写作练习,训练学生的写作能力。

6. Problem-solving (解决问题) 培养学生利用语言解决实际问题的能力。分为两个部分,第一部分主要是让学生处理问题中的某个环节或者完整过程中的某个步骤,第二个部分是以 Mini-project(小项目)的形式来让学生利用单元所学的内容完整地解决一个问题。这个部分能反映学生的语言运用能力。

7. Small Tips(小贴士) 穿插在每个单元的内容中,选择与单元主题相关的小故

事,背景知识和相关的术语等内容,拓宽学生的知识面,让学生得到更多的有用信息。

本教材可供高职高专经济和工商等文科类专业使用,随书附赠 MP3 光盘,全书吸取了以往英语教材编写的精华,体现最新的英语教学改革的特点,即在教材中充分展示了职业情景,通过学习职业英语体现职业教育理念、实现学生职业素质培养。

本书全部由广西国际商务职业技术学院具有丰富教学经验和教学理论素养的骨干教师,在充分调研和本校试用的基础上编写而成,是一本具有鲜明职业特点的公共英语教材。具体编写分工如下:本书主审为刘杰英,主编为商珍、黄忠电,副主编为文静、刘萍,参加编写的教师还有:易文芳、关宝蓉、曹雪峰、罗遐、谢玄华、潘钰婷、刘丽欢、许燕飞、潘映、吴雯、莫丽君。

本书在编写的过程中得到了很多专家的支持,在此表示感谢!同时由于编者水平有限,疏漏在所难免,希望使用教材的师生批评指正,以便再版时更正。谢谢!

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编 者

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Unit 1

Business Etiquette



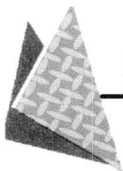
Study Objectives

You should be able to:

- know what is business etiquette
- know the cultural difference about business etiquette
- use some helpful business etiquette expressions
- use proper etiquette in business situations

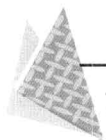
PART I

Lead-in



Topic Focus

Business etiquette involves the customs or rules governing behaviors regarded as correct or acceptable in business interactions. It depends heavily on culture and what is excellent business etiquette in one country may shock another. However, having a good understanding of business etiquette of different cultures, you will find it benefit a lot to establishing business relationships, strengthening friendship, and promoting cooperation.



Task 1

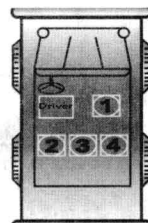
Take a small quiz and see how you fare in the following business situations.

In Business Meeting



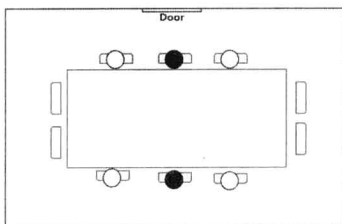
Who should be the first to reach out to shake hands? The man or the woman?

In Business Reception



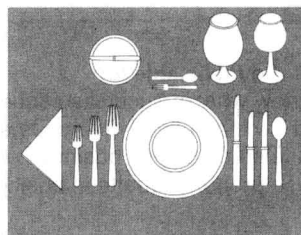
A sales manager and his assistant have received a client from the airport. Which seat (1-4) should each of them take in the car?

In Business Negotiation



There are two parties in the negotiation, the host party and the guest party. Which side should they be sitting at the table?

In Business Dinner



Of the tableware in the formal table setting, how many can you make out?

PART II

Listening and Speaking

Word Bank

wardrobe 衣柜, 衣橱
hem(衣服等的)褶边
lace-up 系带的

executive 管理人员
break 间隔, 缝隙
business attire 职业装

shade of gray 灰度
dress 衣服

Task 1

1. Listen to a dialogue and select the proper dress for business according to what you have heard.

Suit:


☐

☐

☐

Pants:


☐

☐

☐

Shoes:


☐

☐

☐

2. Listen to the dialogue again and answer the following questions.

1) What's the dialogue about?

2) What color is considered formal for business dress?

3) How long should the pants be?

Task 2

Listen to a short passage and fill in the blanks.

Formal Meetings

Formal meetings can take many forms. There are _____, management meetings, team or departmental meetings and business negotiations. Although they may differ in terms of their contents, they'll usually have a similar structure overall. Usually, they'll have _____ who will preside over the meeting. There will be minutes _____ including the topics to be discussed. If you are conducting a meeting _____, you should make sure that everybody who is going to be attending the meeting has a copy of all the necessary facts and figures which may be referred to at the meeting 3 or 4 days earlier before it takes place. If possible, everybody should _____. Therefore, preparation is important.

Task 3

Richard, a newcomer of your department, comes to you wearing his suit (picture1). As his superior, you give him some advice for dressing properly in the office. Next day, he gives you a new look (picture 2). Now make a dialogue based on the following situation and pictures.



picture1



picture 2

PART III

Reading A

International Business Etiquette

International business etiquette can be tricky, and making the right moves can make a big difference. Of course, there is no one set of rules that applies to all international visitors, while the old adage "When in Rome, do as the Romans do" still holds true. When dealing

with your business clients and colleagues from other countries, you should have an awareness of their unique culture. Keep in mind that the ways to do business are as many as countries to do business with. Here are a few tips for minding your global P's and Q's.

Using titles and correct forms of address

At the beginning, it is safe to use "Mr.", "Mrs.", "Miss", or "Ms.". Use titles and last names until you have been invited to use the person's first name. But it is very informal in the United States and people are quick to be called by their first name. However in some cases, this may never occur. Use of first names is reserved for family and close friends in some cultures. Titles are given more significance around the world and are another important aspect of addressing business people. Titles are commonly acknowledged, for example, a German engineer is addressed as "Herr Engineer" and a professor as "Herr Professor". Listen carefully when you are introduced to someone and pay attention to business cards when you receive them.



Understanding the handshake

Most business people around the world use the handshake for meeting and greeting. Variations in handshakes are based on cultural difference, not on personality or values. The Japanese give a light handshake. Germans offer a firm and brief shake with one pump, and the French grip is light with a quick pump. Middle Eastern people will continue shaking your hand throughout the greeting. However, the American style handshake with a firm grip, two quick pumps, eye contact and a smile is not universal. Don't be surprised if you are occasionally met with a kiss, a hug, or a bow somewhere along the way.

Dressing conservatively

Business attire is different from social attire and tends to be more formal. The safe guideline to follow for business attire is a dark suit and tie for men and a business suit or skirt and blouse for women. Your business attire is a signal of your respect for the other person or organization and also reflects your status as a business person. Leave your trendy clothes in the closet on the days that you meet with your foreign guests on such casual occasions like at a bar.

Behaving courteously and kindly

Be polite and respectful at all times and never do anything that would offend your host's pride. Always show appreciation for the culture, music and art of the country you are visiting. For example, before you leave on a trip, try to learn how to say "please" and "thank you" in that country's native language. Apologize for your lack of proficiency in your host's language. Don't make comparisons unless asked. Being neither humble nor arrogant, but equal is always the principle.

Valuing time

The principle to do everything on time applies to all business occasions. Delays affect the work and mean that a person cannot be relied upon. Stick to the rules of punctuality, but be

understanding when your contact from another country seems unconcerned. Don't take it personally if someone from a more relaxed culture keeps you waiting or to spend more time than you normally do.

Exchanging business cards

Business cards bear business information about a company or individual. The key to giving out business cards in any culture is to show respect for the other person. Present your card face up so that the other person does not have to turn it over to read your information. Use both hands to present your card to others. When you receive someone else's business card, always look at it and acknowledge it. When you put it away, place it carefully in your card case or with your business documents. Sticking it haphazardly in your pocket is demeaning to the giver. In most cases, wait until you have been introduced to give someone your card.

International business etiquette is made up of significantly more important things than knowing what fork to use at lunch with a client. Whether the world comes to you or you go out to it, the greatest compliment you can pay your international clients is to learn about their countries and their customs. Understand differences in behavior and honor them with your actions and you will find yourself building your international clientele.

Words and expressions

tricky	['triki]	adj. 微妙的,难处理的,狡猾的,诡计多端的
adage	['ædidʒ]	n. 谚语,格言
reserve	[ri'zə:v]	vt. 具有或保持(某种权利),预订或保留(座位、住处等)
aspect	['æspekt]	n. 方面
acknowledge	[ək'nɒlidʒ]	vt. 承认,确认……有法律效力(或约束力)
variation	[,veəri'eɪʃən]	n. 变化,变更,变异
grip	[grip]	n. 紧握,紧抓,抓牢
universal	[,ju:ni'və:səl]	adj. 普遍的,全体的,全世界的,世界性的
conservatively	[kən'sə:vətɪvli]	adv. 保守地,谨慎地
attire	[ə'taɪə]	n. 服装,衣服
guideline	['gaɪdlaɪn]	n. 指导方针,指导原则、准则
status	['steɪtəs]	n. 身份,地位,职位
trendy	['trendi]	adj. 时髦的,赶时髦的
courteously	['kə:tiəsli]	adv. 有礼貌地,亲切地
offend	[ə'fend]	vt. 触怒,得罪,冒犯
appreciation	[ə'pri:ʃieɪʃən]	n. 欣赏,鉴赏,赏识

arrogant	['ærəgənt]	adj. 傲慢的, 自大的
punctuality	[pʌŋktju'æliti]	n. 严守时间, 守时
contact	['kɒntækt]	n. 接触的人, 联系, 社会关系, 会见
bear	[beə]	vt. & vi. 显示, 带有, 携带
document	['dɒkjumənt]	n. 公文, 文件, 文献
haphazardly	[,hæp'hæzədli]	adv. 偶然地; 随意地, 杂乱地
demeaning	[di'mi:nɪŋ]	adj. 不尊重的, 侮辱的
compliment	['kɒmplɪmənt]	n. 赞美(话), 恭维(话)
P's and Q's	言行举止	
casual occasions	随意的场合	

Task 1

Translate the following expressions.

商务礼仪	_____	P's and Q's	_____
保守着装	_____	eye contact	_____
交换名片	_____	stick it haphazardly	_____
不卑不亢	_____	the rules of punctuality	_____
简短有力的握手	_____	behave courteously and politely	_____

Task 2

Choose the best answer according to the passage.

- Which of the following statements is correct according to the passage?
 - Handshake is the preferred greeting only in countries of Asia.
 - American handshake is a firm grip with two quick pumps.
 - Japanese will continue shaking your hand throughout the greeting.
 - You may kiss French when greeting at all times.
- John will attend an international business meeting this afternoon, he should _____.
 - wear business suit and ties
 - be prompt
 - be courteous and respectful at the meeting
 - do all of the above
- On business occasion the following tips are acceptable except _____.
 - that you may free to use the person's first name if you are invited to do so
 - that you may call someone "Professor Smith"

- C. that first names are usually called by family and close friends
 - D. that you may always call the first name of an American
4. Business cards are_____.
- A. exchanged after knowing each other well
 - B. cards containing business information about a company and also personal privacy
 - C. cards showing respect for the other person.
 - D. cards to make important notes on at your convenience
5. Regarding business etiquettes, which of the following is true?
- A. Sleeveless, or strapless dresses for women can be acceptable in business.
 - B. You can criticize the host's culture when you have different ideas about it.
 - C. You may blame your contact if he or she is late for the appointment.
 - D. Trying to say the language of the country you are visiting is respectful.

Task 3

Fill in the blanks according to the passage.

International business e_____ can be tricky, and making the right moves can make a big difference. So it's necessary for a businessperson to know some basic rules. Using t_____ and correct forms of a_____ is important when you meet someone for the first time. Handshake is the preferred greeting in business. V_____ in handshakes are based on cultural difference. Therefore, knowing the differences is important. On business occasions, dressing c_____ for men and women is always safest, so conservative is the key word. Besides dressing, behaving c_____ and kindly and sticking to the rules of p_____ do present yourself with the kind of polish. What's more, exchanging business cards appropriately can also reflect your polish as a business person. When you put it away, sticking it h_____ in your pocket is d_____ to the giver. Finally, keep in mind whether the world comes to you or you go out to it, the greatest c_____ you can pay your international clients is to learn about their countries and their customs.

Tips

Do you know?

Your boss, Ms. Alpha, enters the room when you're meeting with an important client, Mr. Beta. You stand up and say "Ms. Alpha, I'd like you to meet Mr. Beta, our client from San Diego." Is this introduction correct?

Answer:

No. Always introduce the more important person first. You should address your client and say "Mr. Beta, I'd like you to meet our Vice President of Development, Ms. Alpha." Remember to use people's formal business titles—it helps to make them feel important.

Reading B

Word Bank

rectangular [rek'tæŋgjulə] adj. 长方形的, 矩形的	assume [ə'sju:m] vt. 假设, 断想
barrier ['bæriə] n. 障碍	recommend [rekə'mend] vt. 推荐, 介绍
acquainted [ə'kweintid] adj. 了解的, 熟悉的	defensive [di'fensiv] adj. 防御的, 防守的
hamper ['hæmpə] vt. 妨碍, 束缚	potentially [pə'tenʃəli] adv. 潜在地
autonomous [ɔ:'tɒnəməs] adj. 自治的, 自主的, 有主权的	as much 也, 同样

Business Seating Arrangements: The Language of Seating

Where you seat people or where they sit on their own can affect communication. There is a "seating" language. If you, like many people are not aware of it, read on, you can create equality in your relationship-building efforts by where you sit and where you seat others at meetings, conferences and after-hours events.

Power Position



The power position in a meeting being held at a rectangular table is always in the center facing the door, where the person can see who is coming and going. On television clips, you'll notice it's where the president of a country sits. The second most important position is to the person's right, the third to his/her left.

Cooperative

Let's assume that person A is calling the meeting. The most cooperative position is next to him/her B, because there are no barriers between them. People who already know each other frequently assume this position in business and social situations. Although it is acceptable and recommended, business people meeting each other for the first time rarely use this position.

The next most cooperative position is C, which has the corner of the table between the two. Business people often use this arrangement at a first meeting or until they get better acquainted. It is recommended for a job interview. It allows two people to be close while still having the corner of the table as a safety zone.

Competitive

The most competitive position to A is D, which is directly across from the A. The table is a barrier between them, and people may become competitive and defensive when seated across from each other. If you have a choice, don't set up a competitive situation unnecessarily. It can hamper an otherwise potentially positive relationship-building situation. When seated in the competitive position, a person also becomes defensive about his/her

personal territory (or half of the table). Don't accidentally push items into someone else's space, as it is as much an invasion at dinner as if you had reached into their space and touched them.

Autonomous

A fourth position E, is autonomous. It's across the table and in the position next to competitive. It is where you sit when you need to share a table, and you do not want to be involved with the other person. You might choose it at a library or in a self-serve restaurant. You may have to share space, but not necessarily conversation.

Meetings

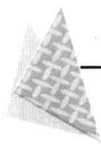
You can direct or control responses in a meeting through seating arrangements. Putting chairs in a circle encourages equal contributions. A horseshoe or "T" will recognize and emphasize people at the head of the table. Theater seating or side-by-side says, "You are here to listen, not to talk."

In a training situation, you can use circles for small group discussions, a horseshoe for workshops led by internal or external experts and theater seating for a keynote presentation. When you add a raised speaking platform, you are giving special status to the speaker, as well as setting up more of a barrier between him/her and the audience. Interaction is reduced; in fact, people usually wait to be called upon.

Business seating arrangements is indispensable in business etiquette. Done incorrectly, it can not only have the opposite effect to what you desire but you can seriously put people's noses out of joint too. It's also important to remember that business seating arrangements can differ depending on the countries and cultures. So it's always important to familiarize yourself with the etiquette and business customs of the country you're traveling to in order that you maintain good business relations.

Notes

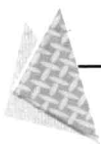
1. safety zone: a curbed area in a roadway from which traffic is excluded; provides safe area for pedestrians <美>(马路上保护行人的)安全地带(如安全岛,人行横道等)
2. theater seating 影院座位安排
3. Put people's noses out of joint. 夺人家的宠或挫人家锐气。
e.g. Peter, her assistant for many years, is to be promoted over her head. That will certainly put her nose out of joint. 彼得做她助手多年,现在快要升级做她上司了,这一定会使她感到十分嫉妒。



Task 1

Read the passage and mark the following statements numbered 1–7 with true (T) or false (F) and fill in the blanks numbered 8–10.

- () 1. The power position in a meeting being held at a rectangular table is always in the center backing the door.
- () 2. The president of the United States should sit on the power position.
- () 3. Business people meeting each other for the first time usually use the most cooperative position.
- () 4. For a job interview, the next most cooperative position is often recommended.
- () 5. A competitive situation unnecessarily can hamper an otherwise potentially positive relationship-building situation.
- () 6. Autonomous position is where you may have to share space, but not necessarily conversation.
- () 7. Putting chairs in a circle in a meeting doesn't encourage equal contributions.
8. _____ emphasizes people at the head of the table.
9. In a training situation, for small group discussions you can use _____.
10. _____ in a meeting sets up more of a barrier between the speaker and the audience.



Task 2

You learn to do: mark the corresponding letters with the seats (circles) according to the passage. A, B, C, D, E are exactly the letters mentioned in the passage.

