

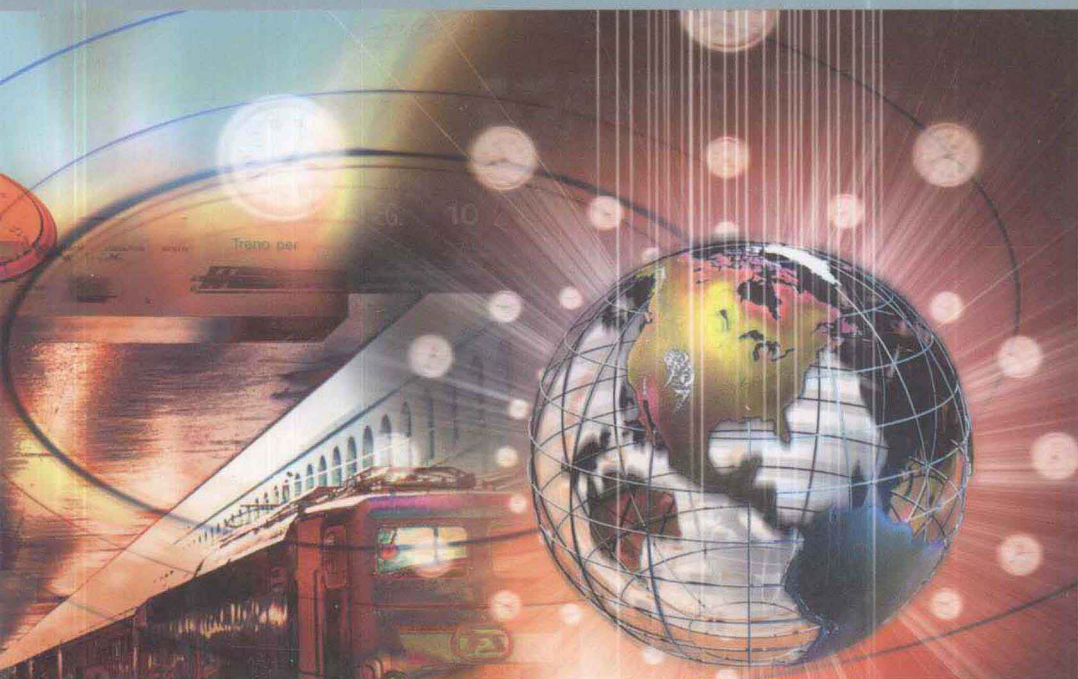
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English & Communication for Colleges

Study Guide

商务交际英语练习册 (上)

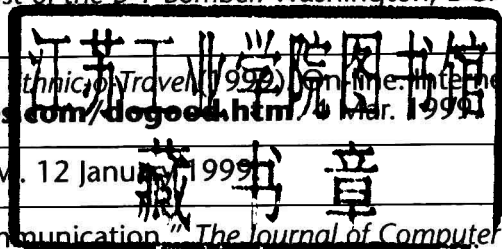


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在教材改编工作中,考虑到学生学习的需要,对原教材内容和结构做了某些调整和删节,增加了翻译练习。

《商务交际英语》全套教材由杨启宁策划,并主持整套教材的选用、改编方案的设计和改编工作,协调改编工作中的各个环节。《商务交际英语》(上)由杨启宁和崔松改编,具体分工是:崔松负责第1-3章;杨启宁负责第4-6章。

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2003年12月

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Chapter 1 *Communicating in Your Life*

通过这一章的学习,我们认识到交际的重要性,了解了交际过程的各个环节和交际过程中可能出现的一些障碍。我们还学习了一些电子化的交际手段,以及这些手段的优势和弱点。现在,你来做下面的练习,检查一下你的学习效果,同时巩固所学内容。

I. Short Answer

1. Why do we not realize that we are using a process when we are communicating? _____

2. Why is communication so important? _____

3. What are the purposes of communication? Give an example of each.

Purposes

Examples

- | | |
|----------------------------|-------------------------|
| a. _____

_____ | _____

_____ |
| b. _____

_____ | _____

_____ |
| c. _____

_____ | _____

_____ |
| d. _____

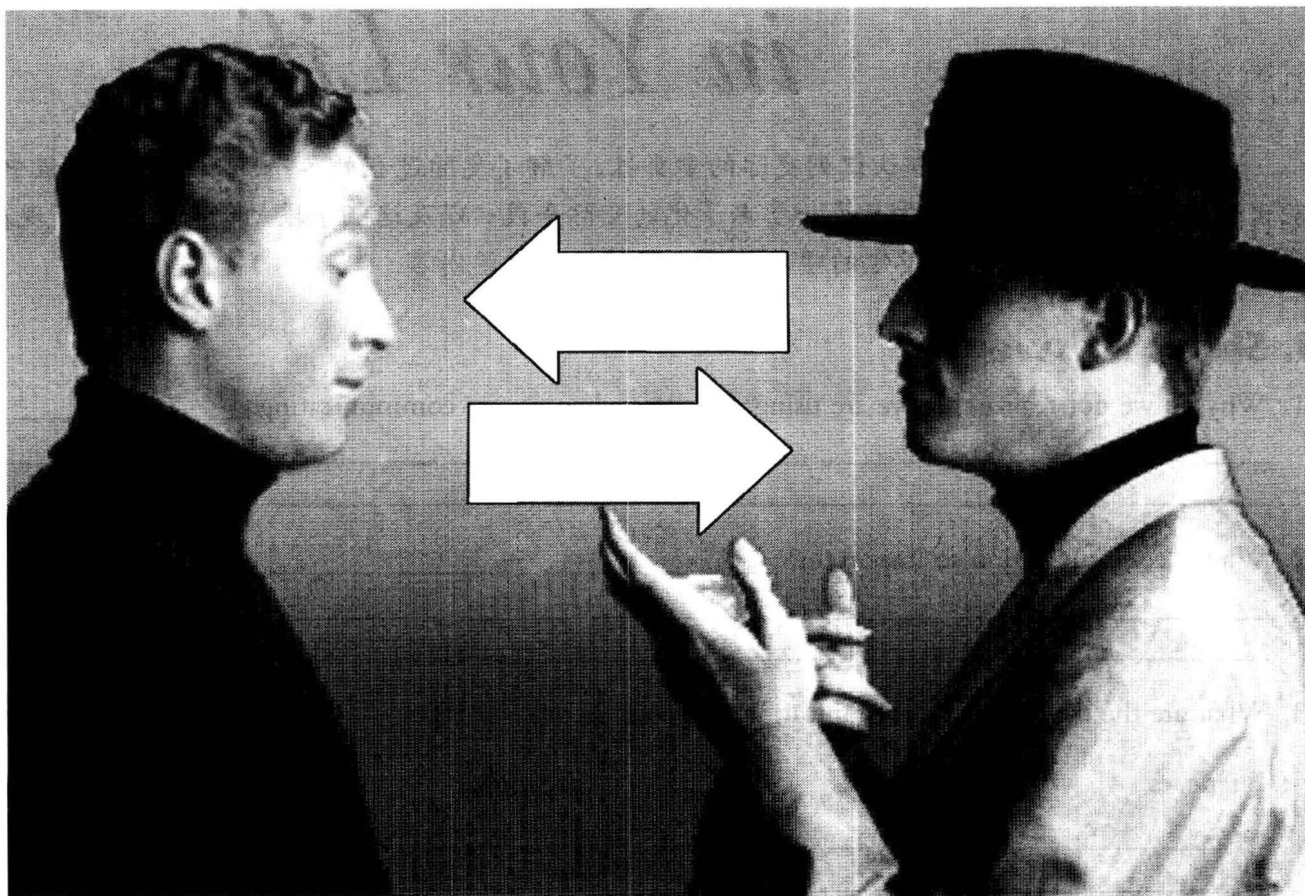
_____ | _____

_____ |
| e. _____

_____ | _____

_____ |

4. Using the following diagram, illustrate the communication process. Describe the process in your own words in the space provided.



5. What does the sender need to do to enhance his or her chances of successful communication?

6. Define the following terms:

- a. A barrier to communication is a _____

- b. An external barrier is a _____

- c. An internal barrier is a _____

7. What type of message should you send in each of the following situations?

Types of Messages: formal or informal
written, oral, or electronic
internal and/or external

- a. You want to ask a coworker to play tennis on Saturday morning. *Message Type:* _____

- b. You want to write your company's president and request a copy of the company's annual report. *Message Type:* _____

- c. As the supervisor, you are going to write to the workers in your department to explain changes in the company's overtime policy. *Message Type:* _____

8. Below are three I-oriented statements. Rewrite them making them you-oriented.

- a. I think that your answer to the interviewer's question is not very good. _____

- b. I cannot ship your order until March 3. We are out of the item you ordered. _____

- c. I understand your reasoning and I am in agreement. _____

9. Define each of the following pieces of equipment used for creating documents.

- a. keyboard: _____

- b. scanner: _____

- c. voice recognition equipment: _____

10. The typical electronic workstation contains five pieces of equipment. Name them and describe the basic purpose of each.

- a. _____

- b. _____

- c. _____

- d. _____

- e. _____

11. What is the difference between word processors and computers?

12. What is the difference between analytical graphics software and presentation graphics software?

13. Compare an e-mail system to a voice mail system.

II. Exercises

1. The following message was sent to all members of a department. This message needed to be revised. Explain why. Then rewrite the message to make it more effective.

Message:

A departmental meeting for all employees is going to be held. It will be held next Thursday, July 1. Attending will be the company's Human Resources Director, and she will explain the benefits of the company's new health insurance package. It will be held in Conference Room #2. The main idea she will present is how this package will improve health coverage for employees and their families. Jane Scroggins, the director, has asked that we meet at 10:30 a.m. See you there!

2. Edit, proofread, and revise the following message. Be ready to provide a printed copy of the corrected document.

Key to Getting Along with Others

Employees are hired because they have specific skills and knowledge to get a job done. They are not hired because they have like interests, personalities, or background. Therefore, establishing a good working team is not always an easy task.

No two people are alike. Those you work with may perceive things very differently than you do. They may have values, habits, traits, and personalities that are different or in conflict with yours.

Developing a team spirit in a group of people who may be very different by who are assigned the same tasks may be difficult.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- As manager of the word-processing department, you have to select new word-processing software. You choose a popular, but powerful, word-processing package. Although you have many reasons for choosing this package, price is a major factor in your decision. This software will cost just over \$15,000, approximately \$3,000 less than other word-processing packages (the budget allocated \$20,000). You will have to buy a site license for your company so that everyone in the company can legally use this package. A site license permits everyone in an organization to use the software. Consequently, an organization does not have to buy a copy of the software for each user.

III. Critical Thinking Questions

-
-
-
-

- [illegible]

-
-
-

-

IV. Applications

1. Write a short paragraph on each medium of communication. In each paragraph, explain how important that medium is or will be in your career and why.

2. Analyze yourself as a communicator. Identify the internal barriers that have been a challenge for you and explain why they are a challenge. Then identify internal barriers that have not been a challenge to you and explain why they are not a challenge.

V. Editing Activities

1. Edit the following paragraph by correcting all spelling, punctuation, and grammar errors.

Just as the earths' waters are made up of various oceans, seas, and lakes, so to is the Internet composed of various neetworks, ranging from the large (goverments and multinational corporations) two the middling (educational institutions and medium sized businesses) too the small (nonprofit organizations and small businesses.) In turn, these networks are connected together via cables and telephone trunk lines that are not unlike the waterways and channels that connect the oceans, seas, and lakes.

2. Edit the following paragraph by correcting all spelling, punctuation, and grammar errors.

The big difference between navigating the seas and navagating the internet is the sped of the journey. A around-the-world cruise, for example, might take weeks, but a file of a E-mail note can easily go around the globe in just a few seconds. Thanks to the connections between networks, those that travle on the Net, unlike their seafaring counterparts, can travel thousans of miles per second without leaving their chiars. You can go from Calefornia to Australia, pick up a file, copy it to London and Frankfurt, and do it all before your coffe gets cold.

VI. Case Studies

1. Case 1 contains two situations. Respond to each situation as instructed.

Situation A: You are a trainer in the human resources division of your company. You have been asked to develop a training session on communication. Your company has e-mail as well as the normal types of communication. You want to teach the session attendees when and when not to use e-mail.

- a. Develop a situation in which the use of e-mail would be appropriate.

- b. Develop a situation in which the use of e-mail would not be appropriate.

Situation B: As an employee of your company, you have an e-mail to send to a member of your staff, however, the would-be receiver of the e-mail is in a very bad mood. Does this factor impact your decision about sending an e-mail? If so, explain how.

2. As a sales representative of your company, you want to send a message to a very important customer. This particular customer is a good friend of your company's president — they play golf together often. Also, this customer consistently uses you and your company when placing large orders for supplies. In your opinion, the two of you have a very good relationship.

However, the last time you paid him a visit "just to make sure everything is going well" he seemed very impatient. He seemed to want you to leave" so he could get on with what he had to do."

Now, two days after your visit, your company has started a sales campaign on many of the products your customer purchases from you. The prices are great but the sale will last only two weeks. Would you contact this customer? If so, how? by letter? by memo? by e-mail? with a personal visit? with a telephone call? Justify your answer.

VII. Video Case

Hearing without Listening

Andre Chambers had extensive experience as a sound engineer with several television stations in large midwest cities. His dream, however, was to work for the Sci-Fi Network. When he learned they needed a lead sound engineer, he moved quickly.

Andre knew that persistence often made the difference in landing a job, so he contacted the network's Human Resources manager, Ms. Slansky. Ms. Slansky seemed rushed and asked to postpone their conversation, but Andre felt the need to describe his experience and skills right then.

Afterward, it was difficult to reach Ms. Slansky, and when Andre did speak with her, she talked only about the Sci-Fi Network's needs, nothing that Andre felt could help him land his dream job.

Finally, Andre offered to fly to New York for an interview with the Director of Technical Services (DTS) for the network. Andre's sample tape of his work did seem to be what the DTS wanted. Whenever Andre spoke of his skills, the DTS talked about the role the lead sound engineer played in the production process, information Andre felt he could learn once he was on the job.

A week later, Andre learned his dream position had been filled. He wondered why no one had told him the information he needed to land the job.

Questions

1. Andre believes there was a problem with the sender during his communication with the Sci-Fi Network. Do you agree? Why or why not?

2. In the video clip, Sandy Dean is a persistent job seeker. So is Andre. Explain why you think one man has his dream job and the other doesn't.

3. Did Andre understand the purposes of communication? List the purposes he neglected.

4. Choose a partner. Take 3—4 minutes each to describe your dream job to your partner. The listening partner may not take notes! When everyone has finished, introduce your partner to the class by describing the partner's dream job.

VIII. Translation

1. Your ability to establish and build relationships affects every aspect of your life. Whether in your social, academic, or professional life, this ability determines the depth of your relationships with your friends, loved ones, family, classmates, and coworkers.

2. Written message may be composed, edited, and transmitted on computers. These written electronic messages are forms of electronic mail or e-mail.

3. Understanding your responsibilities as a participant in communication, understanding the forms of communication, and being aware of barriers to effective communication will aid you in becoming a better communicator.

4. As humans, we have two means by which to send messages and two means by which we receive them. To send messages, we speak and write; these messages are accompanied by nonverbal symbols. To receive message, we read or listen.

5. Feedback is the response of a receiver to a message. Feedback may be nonverbal (a smile, a frown, a pause, etc.) or it may be verbal (a telephone call or a letter). Any response — even no response — is feedback.