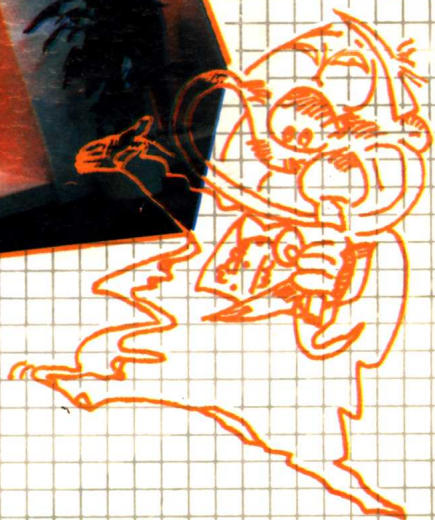


# 导购英语口语 速成

主编：张淑琴



中国妇女出版社

# 导购英语口语速成

English for Purchasing Guides

(导购员必备之书)

主编：张淑琴

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中国妇女出版社

(京)新登字 032 号

图书在版编目 (CIP) 数据

... 导购英语口语速成/张淑琴主编;吴中平等编写,一北京:  
中国妇女出版社,1993. 9

ISBN 7-80016-911-1

I. 导...

I ①张...②吴...

Ⅱ. ①商业—英语—口语②英语—商业—口语③口语—  
英语—商业

N. H319. 9

**导购英语口语速成**

主编: 张淑琴

中国妇女出版社出版

北京东城史家胡同甲 24 号

邮政编码: 100010

各地新华书店经销

河北省涿州新华印刷厂印刷

787×1092 毫米 1/32 印张 7. 75 字数 180 千字

1993 年 9 月北京第一版 1993 年 9 月第一次印刷

印数 1—5, 000 册

ISBN 7-80016-911-1/G · 609

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定价: 6. 80 元

## 前 言

近几年，随着我国经济的不断繁荣，越来越多的外国朋友来中国观光、旅游、购物。由此，在我国一些大、中城市的商场及购物中心出现了商业职工走出柜台，介绍商品，引导购物。这种做法无疑缩短了商业职工与国内外宾客的距离。为使导购更成功，为使外国宾客得到更满意的服务，我们认为热情、礼貌、周到是导购人员必备的素质。然而，具有一定或较高的导购英语口语能力，更是导购成功不可缺少的条件。为了满足导购人员和广大商业职工学习导购英语口语的迫切愿望，我们特编写了《导购英语口语速成》一书，献给广大读者。

本书共分 13 个单元。每一单元设一个购物部。每一部有 4—7 个导购员与外国宾客的完整对话。对话先易后难，逐步提高。每单元后附有生词、短语、补充词汇、注释以及练习。全书后附有导购人员必备英语句型、常用的价格、质量术语、总词汇表和练习答案。

本书既可作为商业职工和导购人员口语培训教材，又可作为职业高中教材，也可供广大自学者使用。

本书作者多方收集材料，并结合教学实际，力求使导购员容易理解和接受，但由于水平有限，难免有不妥之处，望广大读者指正。

编 者

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## UNIT ONE

### 第一单元

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At the Arts and Crafts Department

工艺美术品部



**C1: customer1 C2: customer2 S: Salesman**

### **Dialogue 1.**

S: Good afternoon. What can I do for you?

C: I want to buy embroidered door curtains. Could you show me some?

S: Yes, madam.

C: What lovely door curtains they are! (1) How much is it?

S: The cotton door curtain is 16 Yuan RMB for one, and the dacron one is 14 Yuan RMB. Which do you prefer?

C: I'll take two of each. (2) How much do they cost in all?  
(3)

S: Sixty Yuan together.

C: Where shall I pay?

S: At the cashier's desk, please.

C: Thank you. Good day.

S: Good day.

### **Dialogue 2.**

S: Good morning, madam. In what way can I serve you?  
(4)

C: I'm told the sandal fan is one of the typical Chinese arts and crafts.

S: Yes, madam. It's popular as a gift (5) with domestic or

foreign guests.

C: Are these all sandal fans?

S: No. These are made of mahogany with scent sprayed on.

(6) Those are made of real sandal wood.

C: May I take a smell?

S: Yes, please. Here you are. (7)

C: (after smelling) They smell scented. I'll take four of the sandal fans. How much is one?

S: Fifteen Yuan RMB for each, so sixty yuan for four. Is there anything else you are interested in? (8)

C: I want to buy a few feather fans. Show me some, please.

S: All right, madam. This is made of wild goose feathers and this is made of skylark feathers.

C: Thank you. I'll take three of each.

S: The wild goose feather fan is priced at 20 Yuan RMB for one (9), and the skylark feather fan 25 Yuan RMB. What else can I do for you (10)?

C: That's all. How much do I owe you (10)?

S: Just a moment, please. Four sandal fans, three wild goose feather fans and three skylark feather fans, it comes to one hundred and ninety-five Yuan RMB (11).

C: Here is two hundred Yuan RMB.

S: Here is your change. Please check if it's correct.

C: See you later.

S: Good-bye. Welcome to our shop.

### Dialogue 3.

S: Welcome to our department, sir and madam. What can I offer you (12)?

C1: We've heard Chinese arts and crafts are very famous in the world, and we are especially interested in them.

C2: We have bought a lot of gifts for our family and friends, and we'd like to take some Chinese handicrafts back home (13). Can you give us some suggestions?

S: It's my pleasure (14). (show them a vase) How do you like the vase (15)?

C1: Oh, how beautiful it is (16)! The pattern is so nice and the craftsman ship is superb!

C2: It is very exquisite and elegant.

S: The background is pale blue with Chinese traditional paintings of landscape.

C2: What is the vase made of (17)?

S: It is cloisonne. Cloisonne means "Jingtai" in Chinese. The history of the craft can be traced to the reign of Jingtai in the Ming Dynasty. "Lan" in Chinese is "blue", which is one of the main colours.

C2: Thank you for your information. (18). We like it very much. How much does it cost?

S: 280 Yuan each (FEC). Generally, people would like to buy a pair.

C1: Then, we'll take a couple.

S: 560 Yuan FEC for a pair.

C1: Here is 600 Yuan. Keep the change (19).

S: Oh, no. We don't accept tips. Thank you all the same.

Here is your change. I'll wrap them up for you.

C1: O. K. Good—bye.

S: Hope you'll come again.

## Dialogue 4.

S: Are you being attended to ?

C: I'm a tourist from Canada and I like Chinese porcelain very much. I know the porcelain made in Jingdezhen in Jiangxi Province is well-known all over the world.

S: Yes. Jingdezhen is known as " the capital of porcelain".  
(20)

C: I wish to pick some spoons and bowls.

S: Many foreign guests come to buy this kind of porcelain. We call it " Mi Kong Hua" or " Rice Pattern". (21) This kind of porcelain has been famous since the Ming Dynasty.

C: Oh, I see. No wonder my Chinese friends (22) keep such porcelain in their homes in Chicago. Please let me have a look.

S: Here you are.

C: I'd like to buy 12 bowls and 12 spoons.

S: Yes, sir. Would you like to buy a bunch of chopsticks?

C: What are they made of?

S: We have chopsticks made of bamboo and ivory.

C: Do the bamboo chopsticks come from Hangzhou?

S: Yes, sir.

- C: Hangzhou chopsticks are very famous. But I'm afraid I can't use chopsticks.
- S: Don't worry, sir. You can learn how to use them with practice.
- C: Then, give me a bunch of chopsticks, please.
- S: Here are the 12 bowls, 12 spoons and a bunch of bamboo chopsticks. I'll warp them up well for you.
- C: Thank you very much. Can you pack them and ship to Canada?
- S: Certainly, sir. The postage, of course, will be extra.
- C: How much will the postage come to?
- S: It will come to 30 Yuan FEC. There is an extra charge of 15 Yuan FEC for the packing. As you know, we have to make a special wooden box.
- C: O. K. Please ship them to this address.
- S: Very well.

## Dialogue 5.

- S: Good afternoon. What can I show you?
- C: Would you please recommend some typical Chinese arts and crafts?
- S: I'm at your service (23). Chinese arts and crafts include many kinds, like sandal wood fans, cloisonne articles (24), carved works (25) (such as, stone carving, wood carving, ivory carving, shell carving, jade carving, etc.), woven wares, bamboo — work, porcelain, traditional Chinese paintings, ink slabs, ink brushes, and so

on. .

C: Thanks a lot. I'm especially interested in traditional Chinese paintings. Can you show me the good ones?

S: Yes. Look, this is an imitation of the famous painting "Spring Outing" by Zhan Zhiqian (26), who was a great artist of the Sui Dynasty.

C: This "Galloping Horse" (27) was also painted by him, wasn't it?

S: No. It is a reproduction of Xu Beihong's world-famous painting. Mr. Xu was one of the greatest painters of modern China.

C: Wonderful! The horse looks so life-like.

S: How do you like them?

C: Very much. I'll take the reproductions of "Spring Outing" and "Galloping Horse". How much do you ask for the two reproductions?

S: 30 dollars for the reproduction of "Spring Outing" and 200 dollars for the reproduction of "Galloping Horse".

C: The price is reasonable. Here is the money.

S: Thank you for coming.

## Dialogue 6.

S: Good afternoon, sir. May I help you?

C: Good afternoon. I'm a tourist from America. During my stay in Beijing, I saw the Chinese people are very fond of fans, not just for their handy cool practicality, but also for their aesthetic beauty. Now, I'd like to buy some for

myself. Can you give me some suggestions?

S: With pleasure. Traditionally, fans are made of gauze, palm, feathers, wood, even ivory. But it is the hand-painted paper and silk fans that are considered the most valuable.

C: Yeah, the paintings on the fans are very beautiful.

S: Since Song Dynasty, the official — gentry class has amused themselves by writing poems and painting pictures on them. Fans with poems and paintings by celebrities have been regarded as gifts to friends and relations.

C: Can you show me some silk fans with paintings?

S: Certainly. But we have many types: round, square or shaped — like a leaf. Which style do you like best?

C: I like round ones best.

S: Here you are.

C: I'll take the two fans with "A Pavilion in Rain" and "The Eight Immortals Crossing the Sea" respectively. Besides, give me some fans without paintings on them, please. As I'm a painter, I want to paint some pictures on the fans myself.

S: That's a good idea. May I ask what you want to paint?

C: I'll paint what I have seen in China, of course, the things impressing me most.

S: Good. They will be significant and valuable fans.

C: Thank you.

## Notes to the dialogues

### 对话注释

1. What lovely door curtains they are!

多么美丽的门帘啊!

2. I'll take two of each.

我每一种买两个。” two of each” 每种两个

3. How much do they cost in all?

共计多少钱? In all: “共计, 一共”。

4. In what way can I serve you? 您要买什么?

类似的说法还有: May I help you? What can I show You? Are you being attended to? 等等。

5. as a gift 作为一种礼物。

6. ... with scent sprayed on

上面喷上香味。

7. Here you are. 给您。

8. Is there anything else you are interested in?

您还要买什么吗?或您还对什么有兴趣? “be interested in” 是短语, 意思为“对..... 感兴趣”。

9. be priced at 20 Yuan RMB. for one 每一把定价为人民币 20 元。

10. How much do I owe you? 多少钱?

类似的说法如: How much does it cost? How much are



they together? 共多少钱?

11. ... it comes to one hundred and ninety — five Yuan RMB. 共计人民币 195 元。” come to ” 的意思为 “共计”, “达到”。例如: My monthly income comes to 200 dollars. 我的月收入达到 200 美元。
12. What can I offer you? 您买什么?
13. ... We'd like to take some Chinese handicrafts back home. 我们想买些中国手工艺品带回家。” We'd like to” 即:” We would/should like to”. 意思为 “想”, “愿意”。
14. It's my pleasure. 我很愿意或很荣幸。类似的说法如: with pleasure.
15. How do you like the vase 你觉得这个花瓶怎么样? 或你对这个花瓶满意吗?” How do you like.....?” 这个句型的意思为 “你觉得... 怎么样”? 或 “对... 还满意吗”?
16. How beautiful it is! 多么漂亮啊!” How+形容词 (副词) +主谓+谓语!” 是个感叹句。类似的感叹句型有: What+形容词+名词+主语+谓语! 例句如下: How large the department store is! 这个百货商店真大呀! How fast he is running! 他跑得多快呀! What a fine day it is today! 今天天气多好啊!
17. What is the vase made of? 这个花瓶是用什么材料做的?
18. Thank you for your information. 谢谢您的关照或谢谢您提供了信息。
19. Keep the change. 你留下找头吧或零钱不用找了。
20. ... is known as ” the capital of porcelain”: 被称为 “瓷