

徐宪光 著

高级英语交流

——理论与实践

ADVANCED COMMUNICATION

in **ENGLISH**

—THEORY & PRACTICE

上海财经大学出版社

Advanced Communication in English
— Theory & Practice

by Xu Xianguang, Ph. D.

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高级英语交流

GAOJIYINGYUJIAOLIU

——理论与 实践

——LILUNYUSHIJIAN

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内 容 提 要

本书的宗旨,是使那些用英语来进行交流的人士能更有效地开展种种交流活动。书中内容翔实,理论阐述与案例分析并举。每章自成体系,且又相互贯通、彼此照应,使得本书在阅读和理解上体现出较强的系统性特征。每章之后的“本章小结”使得读者易于把握本章的核心内容;“专业术语和词组”、“问题讨论”、“交流实践”等项目的设立更是从方便读者的角度所作的考虑。

本书是用英文写成,这与我国进一步走向世界、世界进一步走进中国的世纪大背景是十分融合的。作为一个中国人,作者非常了解中国人英语学习及理解过程中思维特征和疑难所在,因而在写作时尽可能地运用简单的语言来阐述原本较为深奥难懂的道理——这是任何西方原著所无法比拟的。这使得读者在学习、研究英语交流理论的过程中,不仅增长了如何更好运用英语语言的知识,同时还增强了自己运用英语的能力,可謂是“一石两鸟”之举。

处于世纪之交的中国比以往任何时候都更需要开展与世界的交流,而外语则是与世界交流的无形的桥梁。简单的外语会话虽能够满足一般性的交往需求,但它却无法満足较高层次及较高质量的交流需要。正是在这一点上,本书的出版有其独到的意义。

本书是一部由中国学者用英文写作的关于英语交流理论与实践的专业书籍。作者历时三年,对本书屡作修改,终成此书。本书融英语交流理论与英语交流实践于一体,值得有意于更好运用英语语言于交流实践之中的各界人士一读。

Preface

Whom is this book written for? That's a ready question asked by the readers of this book. The answer is: It's a book for those who want to better their communication in English.

The whole book is divided into 10 chapters:

Chapter 1 is to build up some basic concepts about communication, which covers: a) How to define and classify communication; b) Key elements involved in the course of communication; etc.. Of those points stated in this chapter, the communication model—Coupling of Feedback & Feedforward (in 1.4) is worthy of special attention from the readers.

Chapter 2 focuses on effective listening in communication, which gives a good analysis on the role of listening and different kinds of listening behaviors. Readers should make a clear distinction between two kinds of listening, and try to guard against the interferences coming from the external as well as the internal noises while listening.

Chapter 3 is about the interpersonal communication with its emphasis on the relationship analysis. Besides, it also puts forward some suggestions for bettering the interpersonal communication.

Chapter 4 talks about the small-group communication, which is a rather new topic for most Chinese readers. The focus of this

chapter is on the function of the small group and the better ways for small-group communication.

Chapters 5 & 6 are two continuing parts of one topic, i. e. How to Be An Effective Public Speaker. The two chapters have made careful analysis on public speaking, which covers several points—the difference between public speaking and ordinary conversation, how to build up one's confidence and overcome stage fright, how to choose proper ways for the speech delivery, how to select a good topic and prepare a sound outline, how to start and end the speech, how to develop the speech, etc. ; all of which are important for a successful public speech.

Chapter 7 is on conflict management in interpersonal communication, which has analysed the basic forms and the related reasons for the conflict, and suggested the proper ways for an appropriate handling of the conflict.

Chapter 8 is on nonverbal communication, which gives not only a detailed analysis relating to the features and different kinds of nonverbal communication, but suggestions on how to avoid misunderstandings in nonverbal communication.

Chapters 9 and 10 are another two continuing parts of the same topic—Communication for Your Career Development. The two chapters have made very practical suggestions on how to write an appropriate résumé and a cover letter, how to make self-appraisals before writing the application, how to give the right answer to the question asked by the interviewer, how to decline a job offer or to resign—all these (and more) are the likely problems for our undergraduates as well as our graduates when they start looking for their jobs.

There are other features to be mentioned for the book (besides those already mentioned above):

All through the book, many cases——self-experienced, quoted, assumed, etc.—— have been listed with analysis, from which readers can better understand the importance of learning and grasping the communication theories—— that's the first feature for this book.

Of those after-chapter designs, there is one item worthy of mentioning, i. e. Communication Practice, which aims at applying what has been learned in the given chapter into practice. This gives the reader a chance to check the applicability of the theory they've learned—— that is the second feature for the book.

The third feature is: This book is written in an easy-to-understand way. This is out of the writer's consideration for the readers, especially for the Chinese readers. For that reason, those technical terms and expressions (here the word "technical" is used in a loose sense) are listed with the Chinese equivalents; difficult sentences and proverbs are selected for an explanation after the chapter, also with the Chinese translation (for reference).

The whole world is developing so fast and many new inventions come into being one after another before we are conscious of that. For that reason, a great part of our attention have been attracted onto those new things, new knowledge, etc.. However, no matter how the world has developed (and is still developing at the moment I'm writing this preface) or how busy we are, one thing we cannot neglect, i. e. communication, because we need it everywhere and every day—— for business, for bettering inter-

personal relationships, for managing conflicts, for relieving our sorrows or sharing our happiness with others, etc. . In a way we may say that without communication, there could not be any human life in the real sense. Therefore, learning the theory of communication is not something extra for us, on the contrary (in my opinion), it is a must, because it can help us to communicate more effectively with others and to achieve higher efficiency in our work.

I've been using the manuscripts of this book for the course I've been teaching here at SUFE—Practical English Communication. Many students have expressed their opinions for learning the theory for communication in English, from which I'd like to quote a few here:

“It was not until I took this course that I realized how significant it is— better communicators need training and need some experts who can give them advice on some techniques; but first of all, what we lack most is theory, the basic theory on communication ...”

(Zhao Jiamin, student of Insurance, Grade 93)

“Before I studied the communication theory, I was afraid of speaking in public. But now I've realized how important it is to have self-confidence, with which we can overcome the stage, fright when we speak in public; and I fear no more about public speaking...”

(Tang Xiaoli, student of Int'l Finance, Grade 92)

“I didn't think communication theory is necessary for us students of economics at the beginning, yet now I know it really is. e. g.

in the past, I didn't know why I couldn't achieve my purpose of speaking even after very careful preparations; now I understand it's because I only paid attention to some techniques without any knowledge of the theory. I know how communication works now ..."

(Li Xun, student of Investment, Grade 92)

The opinions quoted above have shown the students' understanding of the theory of communication; I should say it's a very good beginning for them—communication works, so does the communication theory.

Nearly three years have passed since I started working on this book. I can't tell how many times I've rewritten some chapters or paragraphs, but I remember one thing, i. e. I have been making modifications all the time. I can't say I have done the best, I'd rather say that I've tried my best since I started writing this book. I do hope that this book can satisfy our dear readers' demands when they use English for communication for whatever purposes; I'll be very happy if the book proves to be useful and practical in their practice.

In the end of the preface, I'd like to express my regret to those students of mine who wanted to get this book before they graduated from SUFE but failed for my slow pace of writing, though I had made an empty promise that they would have it before they left.

I'd like to thank Huang Lei—editor of this book—for his constant concern for this book and other editing and designing staff of SUFE Publishing House, without whose help, it

wouldn't be possible to have a book published in English at such an amazing speed.

I would also like to express my thanks to my friends, colleagues and students, whose opinions and suggestions have been helpful in my rewriting some parts of the book.

I'm very grateful to the writers of those books, magazines and newspapers I've referred to, whose ideas have been great inspiration for me in my writing.

Finally, I'd like to express my sincere thanks to my wife Jiuxia; without her understanding and support, it would not have been possible to finish the writing of the book even to this date.

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