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陈显钊 主编

上海市第一百货商店股份有限公司

商场情景英语

ENGLISH

FOR SHOP ASSISTANTS

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内 容 提 要

本书系根据外宾在华购物的语言特点及商场第一线员工的工作情景编写而成,书中系统地介绍了各类有关部门和专柜,并在会话与练习中融入语言交际能力的训练。全书分为两个部分,第一部分共 28 个单元,每单元由 3 则情景对话(含单词及注释、附加专业词汇)和口、笔练习。每则对话均具有独立性,可根据需要单独或组合使用;第二部分为营业员常用基础英语 88 句及专业商店店名。

本书可供涉外商场营业员等一线员工和基层管理人员岗位培训之用,还可作商场英语自学用书,也可作为商业学校和有关职校的教学用书。

前 言

在迎接我国恢复关贸总协定缔约国地位的新时期,我国的零售商业和旅游业跨入了一个全新的发展阶段,其软件建设部分,特别是营业员用英语接待顾客的要求,越来越显示出紧迫感。为了适应形势发展的需要,我们编写了这本《商场情景英语》(**English Alive for Shop Assistants**),意在为商业服务工作上新台阶贡献一点微薄的力量。

本书分为两大部分。第一部分由 28 个单元组成,每单元含 3 个情景对话及词汇表和详细的注释,还配有口头、笔头练习和附加专业词汇。第二部分包括营业员常用基础英语 88 句和各类专业商店的名称的中英文对照表。

本书以大型零售企业的营业员为主体,针对外宾在华购物的特点设置情景,全面地、系统地介绍了各商品柜的情况,有序地、完整地展示了商场一线员工的工作流程,并在会话与练习中融入语言交际功能的训练。本书重点是情景会话,这些会话所用英语,既符合西方人的说话习惯,又易于中国涉外商场一线员工学习和运用,并显示出不同柜台的营业员在不同情景中应掌握的语言规范及服务规范。同时,在进行大量口头、笔头强化训练的基础上,让营业员学会如何将英语说得更准确、更得体。

本书可作为具有中学水平的商店营业员和基层管理人员进行岗位培训的专业教材,也可作为商业工作者学习商场英语会话的自学用书。本书还可作为大、中专商业院校和有关职业技术学校进行商场英语会话教学的专用教材。在使用本书时我们建议,其中第

二部分营业员常用基础英语 88 句,可供初级培训使用,以扫除“外语盲”。第一部分可供进一步学习使用,而第一至第四单元又为每个学习者的必读内容,其他单元则可根据学习者的实际工作需要,有针对性地选择学习。

本书由上海市第一商业局陈显钊局长任主编,上海旅游专科学校郭兆康副教授任副主编。编写人员有张翠英、郭兆康、汪耀明等。全书由复旦大学外文系孙骊教授和第一商业局办公室葛志才副主任审阅。

编 者

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PART ONE

UNIT 1

What to Do and How to Do It (I)

1—1 Welcoming the Customer

(A foreign tourist (FT) is looking around in the store. A shop assistant (SA) steps forward to greet him with a smile.)

SA: Good morning, sir. Welcome to our store. What can I do for you?

FT: Good morning. The store is that fascinating.

SA: Thanks. Are you looking for something special, sir?

FT: I'm just browsing.

SA: Well, there are over 30 departments in our store. You can find all kinds of cosmetics, woollen sweaters, plastic articles and foodstuffs on the first floor. The second floor and the third floor form a world of garments and shoes for men and women, old and young. On the forth floor are office appliances, jewelry, toys, arts and crafts products, clocks and watches. The cultural and recreational department is on the fifth floor, while, in the basement, household electric appliance, bikes and motorcycles are for sale.

FT: Thank you for telling me so much.

SA: You are always welcome. Go right ahead, please.

1-2 Recommending a New Product

SA: Good afternoon, madam. May I help you?

Customer (C): Good afternoon, I'd like to buy some Chinese silk fabrics.

SA: Are you interested in any special brand?

C: No.

SA: Then, would you mind my recommending some Suzhou-made pure silk to you, madam? Suzhou is called the capital of silk.

C: Oh, thank you.

SA: Please look at this. Here is a most recently developed product.

C: How nice! Do you think it'll look good on me?

SA: Certainly, madam.

C: Oh, I'll take it.

1-3 Showing the Sample and Persuading the Customer

(The shop assistant (SA) is displaying some samples before the customer (C).)

SA: Would you please have a look at these, sir?

C: Yes. They look fine. Are they very popular here?

SA: Yes. They sell like hot cakes. There's not much left over.

C: What about the quality then?

SA: Its quality will be an agreeable surprise to you besides the new style. Many foreign guests have high comments on it.

C: I believe so. How much is it?

SA: 400 yuan FEC.

C: Isn't it two pence coloured? I'll buy a dozen of it.