



现代服务领域技能型人才培养模式创新规划教材
中国高等职业技术教育研究会科研项目优秀成果

文秘专业

文秘英语

主 编 徐希锦 张会青
副主编 闫 洁 刘立莹
主 审 Tim Franta



中国水利水电出版社
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内 容 提 要

《文秘英语》以学生就业为导向,以涉外秘书的职业要求为主线,以“实用”“够用”为度,为培养学生综合素质和实践能力来进行开发和设计。

本书分为求职面试、新秘书入职培训、秘书日常工作、职业提升四个模块。每个模块分为若干个项目,每个项目下设三个任务,训练、强化学生实际工作中的应用能力。同时,本书融入涉外秘书职业资格(四级)英语考试的相关的英语考核内容。

本书适合作为高职高专秘书专业、英语专业秘书方向的教材,也可以作为中职秘书专业的核心教材。

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实践先进课程理念 构建全新教材体系

——《现代服务领域技能型人才培养模式创新规划教材》

出版说明

“现代服务领域技能型人才培养模式创新规划教材”丛书是由中国高等职业技术教育研究会立项的《现代服务业技能人才培养培训模式研究与实践》课题^①的研究成果。

进入新世纪以来,我国的职业教育、职业培训与社会经济的发展联系越来越紧密,职业教育与培训的课程的改革越来越为广大师生所关注。职业教育与职业培训的课程具有定向性、应用性、实践性、整体性、灵活性的突出特点。任何的职业教育培训课程开发实践都不外乎注重调动学生的学习动机,以职业活动为导向、以职业能力为本位。目前,职业教育领域的课程改革领域,呈现出指导思想多元化、课程结构模块化、职业技术前瞻化、国家干预加强化的特点。

现代服务类专业在高等职业院校普遍开设,招生数量和在校生人数占到高职学生总数的40%左右,以现代服务业的技能人才培养培训模式为题进行研究,对于探索打破学科系统化课程,参照国家职业技能标准的要求,建立职业能力系统化专业课程体系,推进高职院校课程改革、推进双证书制度建设有特殊的现实意义。因此,《现代服务业技能人才培养培训模式研究与实践》课题是一个具有宏观意义、沟通微观课程的中观研究,具有特殊的桥梁作用。该课题与人力资源和社会保障部的《技能人才职业导向式培训模式标准研究》课题^②的《现代服务业技能人才培养培训模式研究》子课题并题研究。经过酝酿,于2008年底进行了课题研究队伍和开题准备,2009年正式开题,研究历时16个月,于2010年12月形成了部分成果,具备结题条件。课题组通过高等职业技术教育研究会组织并依托60余所高等职业院校,按照现代服务业类型分组,选取市场营销、工商企业管理、电子商务、物流管理、文秘、艺术设计专业作为案例,进行技能人才培养培训模式研究,开展教学资源开发建设的试点工作。

《现代服务业技能人才培养培训方案及研究论文汇编》(以下简称《方案汇编》)、《现代服务领域技能型人才培养模式创新规划教材》(以下简称《规划教材》)既作为《现代服务业技能人才培养培训模式研究与实践》课题的研究成果和附件,也是人力资源和社会保障部部级课题《技能人才职业导向式培训模式标准研究》的研究成果和附件。

《方案汇编》收录了包括市场营销、工商企业管理、电子商务、物流管理、文秘(商务秘书方向、涉外秘书方向)、艺术设计(平面设计方向、三维动画方向)共6个专业8个方向的人才培养方案。

《规划教材》是依据《方案汇编》中的人才培养方案,紧密结合高等职业教育领域中现代服务业技能人才的现状和课程设置进行编写的,教材突出体现了“就业导向、校企合作、

① 课题来源:中国高等职业技术教育研究会,编号:GZYLX2009-201021

② 课题来源:人力资源和社会保障部职业技能鉴定中心,编号:LA2009-10

双证衔接、项目驱动”的特点，重视学生核心职业技能的培养，已经经过中国高等职业技术教育研究会有关专家审定，列入人力资源和社会保障部职业技能鉴定中心的《全国职业培训与技能鉴定用书目录》。

本课题在研究过程中得到了中国水利水电出版社的大力支持。本丛书的编审委员会由从事职业教育教学研究、职业培训研究、职业资格研究、职业教育教材出版等各方面专家和一线教师组成。上述领域的专家、学者均具有较强的理论造诣和实践经验，我们希望通过大家共同的努力来实践先进职教课程理念，构建全新职业教育教材体系，为我国的高等职业教育事业以及高技能人才培养工作尽自己一份力量。

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本书以工作过程导向的现代教学理念为编写基础,并以培养秘书人才的英语实际应用能力为出发点,突出培养学生听、说、读、写、译的综合能力。旨在以教材为载体把文秘英语的课堂教学引入到新的阶段,即以能力培养为宗旨,知识目标为保障,职场任务为手段的教学模式,目的在于培养学生具备良好的职业素养及实用的工作技能。

内容方面的整体设计思路是一名毕业生经过求职面试进入外向型企业后的日常工作,以及后续的提升和发展。分为求职面试、新秘书入职培训、秘书日常工作、职业提升四个模块(module)。每个模块分为若干个项目(item),每个项目下设3个任务。任务1听说(task 1 listening and speaking),引用真实的工作场景对话,提示并阐述完成该工作项目需要注意的问题或处理问题的技巧。任务2阅读(task 2 reading)是通过对工作流程和工作技巧的描述训练学生掌握基本的英语语言和简单的涉外秘书的工作程序。任务3写作(task 3 writing),是以上两个任务的延伸,每一篇写作任务都是根据实际工作需要设计,内容涉及事务、礼仪、社交和商务方面的文书。每种文书都说明写作技巧和要点,并根据需要编写了范文,学生根据范文完成写作任务,附带的任务评估单可以通过小组讨论或个人判断进行评估。各个任务之间相互联系,相辅相成。在完成任务的同时,学生了解并掌握从事秘书工作所需的英语语言技能,涉外文秘专业知识及商务工作技能,以便在真实工作中能得心应手,增加自信,为今后的工作打下良好的基础。

本书的一大特点在于以工作过程为背景,以涉外秘书专业知识为载体,重视语言场景训练的技巧,使学生在接受语言训练的同时掌握涉外秘书活动的相关知识和语言技能,了解一般办公活动的工作场景,真正提高英语语言的运用能力和秘书职业素养,从而在毕业后,可以很快适应工作环境,尽快进入社会角色。

本书的另一特点就是时效性。参与教材编写的有一线教师,同时还有在外企任职的人力资源经理,在编写本书时既考虑到老师的课堂教学,同时还将目前涉外企业最新的常用的英语表达编入其中,使学生能及时了解和掌握目前涉外企业最新的工作英语。

本书模块一,模块三中的项目四、项目五以及涉外秘书职业资格(四级)英语模拟试卷由徐希锦老师编写,模块二由刘立莹老师编写,模块三中的项目一、项目二由闫洁老师编写,张会青老师负责编写模块三中的项目三以及模块四部分。编写本书时得到了外籍专家的大力支持,美籍专家 Tim Franta 对本书进行了仔细的审核,澳籍的三位专家 Ronald Casey, Moira Casey, Margaret Lowery 进行了录音,在此表示由衷的谢意。

由于作者能力水平所限,书中难免存在不当之处,敬请读者批评指正,作者不胜感激。

编 者

2012年4月

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Module 1 Job Application and Interview

Learning Objectives (目标)

After completing this item, you should be able to know how to deal with an interview, including:

Ability Goals (能力目标)

- To answer questions about personal information, education and work experience
- To write application letters and resumes
- To perform well in an interview

Knowledge Goals (知识目标)

- To know the vocabulary and expressions related to a job interview
- To know the interview procedure
- To know the interview skill

Task 1 Listening and Speaking (听说)

Introduction (任务引入)

The job interview is very important for every job hunter. During the interview you are required to answer many questions that may or may not be related to the job. The way you answer questions, your body language, and your attitude will increase or decrease your odds of securing a job. So do your homework, and be fully prepared. After the interview, the interviewer will determine whether or not you are suitable for the position.

「Language Focus to Master」(相关语言知识点)

Words and Expressions



interview	n. 面试, 面谈; 接见, 采访 v. 对...进行面试; 采访; 接见
interviewer	面试官; 接见者
interviewee	接受面试的人, 被接见者
itinerary	n. 活动日程
bilingual	adj. 双语的 n. 通两种语言的人
internship	n. 实习期, 实习, 实习生

routine	adj. 日常的; 例行的 n. 日常工作; 例行公事
correspondence	n. 通信; 一致
proficient	adj. 熟练的; 精通的 n. 精通; 专家; 能手
qualification	n. 资格; 条件
certificate	n. 证书; 文凭; 执照
energetic	adj. 精力充沛的; 积极的; 有力的

Dialogue 1

Situation: Lisa, a college student who will graduate this July, talks with Robert, a manager working in an American company, about interviewing skills.



Practice: Listen to the dialogue and fill in the blanks.

L: Lisa

R: Robert

L: Hi, Robert. My friend told me (1) _____ (你是一位面试方面的专家). So would you give me some advice on job interviews?

R: I wouldn't call myself an "expert", but I do a lot of interviews myself. So I hope my experience will be helpful.

L: I believe so. If I go to a foreign company for an interview, what kind of questions would they ask?

R: Well, each interviewer may have different questions. They may ask, "Why you want this job?" Let's say you want to be a secretary, and then how would you answer this question?

L: I guess I would say that I love this job and (2) _____ (我有能力做好这份工作).

R: That could be a good answer. You know, when people decide to apply for a job, they usually do some homework, to understand the company better. So if you do yours, you may answer: "I visited your homepage, and I found your company is a leading player in this industry. Working here will give me more opportunities. Also, with my college training and my experience in summer internships, I am confident that I can do this job well."

L: This is a much better answer than mine.

R: Why do you think so?

L: This answer shows I have done some research and I treasure the opportunity the company will provide. It also tells my experiences the company may be interested in.

R: (3) _____ (许多公司在寻找与工作岗位相互匹配的人员) If you tell the interviewer that the company meets your expectations on career development, and you meet the company's requirements for experience, personality, you can easily get an offer.

L: That's an excellent point, Robert. Now the second question. What should I say if the company asks about my salary expectation? Shall I tell them a number?

R: You may answer with a question. You can ask: "Do you have a salary range for this position?" Some companies do, some don't. If they do, you can get more details, such as the connection between salary and education, experience, etc. If they don't, you can use the average salary of your classmates who have just got job offers. Many companies know the prevailing salary of fresh graduates, and they will use that (4) _____ (确切的数字) as a reference.

L: So I have to know the salary level of college graduates before I go to an interview?

R: That's another part of your homework.

L: I see. What else can you think of?

R: Well, instead of being asked, you can also raise your own questions. You can ask, "What kind of training can I expect after I join the company?" This kind of (5) _____ (积极的问题) will show your eagerness to work for this company.

L: Oh, really? I've never thought of that.

R: You may also ask "Do you have a career development plan for this job?"

L: Do you think the interviewer will be annoyed by this kind of questions?

R: Usually they won't. It shows you want to stay longer with the company and you (6) _____ (也表明自己在乎你的职业提升的机会).

L: What should I say if they ask me: "How much do I know about our industry?"

R: If you say you know a lot, (7) _____ (很显然是不真实的). You may say: "I did a little homework and I know..." Then tell them something you know about the industry and especially the company. By doing this (8) _____ (你将会比别的面试者给人留下较深的印象).

L: I certainly hope so.

R: You can never prepare enough for an interview. Spend more time viewing their homepage, talk to people who know the industry or the company. The more you know the more chances you have.

L: Thanks a lot, Robert. You've been so helpful.

R: My pleasure to help. Good luck in your interview.

Dialogue 2

Situation: International Trading Company needs a bilingual secretary, and Lisa has applied for the job. After meeting the receptionist, she is having a talk with Ms Wilson, HR manager.

Further Practice

1. Listen to the dialogue and fill in the following chart.

Name: _____
 Birth place: _____
 Education: _____
 Major in: _____
 Certificate or license: _____
 Personality: _____
 Hobbies: _____

2. Work in pairs. Develop a dialogue according to what you have heard and written above.

Task 2 Reading (阅读)

Introduction (任务引入)

For many students, a job interview is the most stressful part of the job hunting process. In order to persuade the interviewer that you are the most suitable person for the vacancy, you have to impress the interviewer with your appearance, personality and qualification.

Reading Activities (阅读活动)



How to Survive a Job Interview

There are thousands of articles and books on job interviewing skills, from properly answering certain questions to properly dressing — right down to the color of your socks! It seems overwhelming, but remembering a few key points can help make your interview a success.

Learn about the Company

Before applying for a job you should research the target company. Visit the company's website and talk to anyone you might know who works there, or at least works in the same industry. Visit the location in person if it is a store or building which is open to the general public. Know what kinds of products or services the company makes or sells, know who works there, know the day-to-day tasks or duties of the job involved.

Make notes of things you want to know more about the company, and ask the interviewer about them at the end of interview. It shows that you are really interested in working in the company.

Know what you need most in a job

Before applying you should know what skills you will need most in the job. The job interview is the time to "sell" yourself by revealing your strengths. You should talk about your self-assessment

in an interview. For example, ownership attitude, sense of responsibility, sense of urgency, creative thinking, proven success record, good command of a foreign language, ability to organize, to coordinate and to lead, etc. Don't exaggerate the truth. Be honest and show confidence in yourself and your ability to do the job well. If you are not certain what the job will require of you, ask questions to clarify the duties and responsibilities of the job. Most interviewers appreciate your questions and your ability to listen and respond.

Be Conscious of Good Interview Etiquette

Be on time for your interviews. This is the most important part. Interviewers expect candidates to show up on time. If for some reason your interview is delayed, don't show your irritation. It is best to pick up a magazine – or still better, some literature that will increase your knowledge about the company – and read quietly until your interviewer calls you in. Be gracious when he or she apologizes for the delay.

Be aware of your body language. When shaking hands, make sure your grip is firm and confident. Have good posture, but avoid appearing like you are as stiff as a piece of cardboard. Even the most experienced professionals get nervous in an interview, it is normal. However, if you appear too nervous, the interviewer might draw the wrong conclusions about your ability to do the job – especially if it involves interaction with people! Maintain eye contact with your interviewer to convey confidence. Smile at your interviewer to show you are glad to talk with him or her. When speaking, be polite and don't interrupt the interviewer. Avoid using slang and profanities. The more confident you appear the more likely you are to leave the interviewer with a positive impression.

Keep the interview positive. Avoid making negative remarks about any previous jobs or employers. Also, refrain from complaining about any job-related tasks or responsibilities you were given in a previous position. Employers want to hire someone who is positive, enthusiastic, and able to meet and deal with challenges.

Dress to make a good first impression

Appearance gives the first impression. The best way to ensure a good first impression is to dress appropriately for the position you are interviewing for. When you are interviewing for a secretary or office assistant position, it is usually best for both men and women to wear a dark-colored, conservative suit. Women should avoid wearing flamboyant clothes, excessive jewelry, or applying strong perfume.

If you are not sure what to wear, you should always go with the most conservative, professional options. Most experts agree it is better to be overdressed than dressed too casually. What you are wearing tells employers clearly how serious you are about getting the job.

The job interview is an important part of the job search because the attitude and impression you represent can make the interviewer feel "with you" or "against you".

「Language Focus to Master」(相关语言知识点)

1. Words and Expressions



vacancy	n. 空缺, 空职; 空额; 空房间
overwhelm	v. 压倒一切; 覆盖; 淹没
apply (for)	v. 申请; 提出
	applicant n. 申请人
	application n. 申请; 申请书
assessment	n. 评价, 看法; 评估, 评定
	self-assessment 自我评估
loyalty	n. 忠诚, 忠心; 忠于……感情
exaggerate	v. 夸张, 夸大, 言过其实
	exaggeration n. 夸张, 夸大
stiff	adj. 僵硬的, 不灵活的; 拘谨的, 冷淡的, 不友善的
slang	n. 俚语, 黑话
profanity	n. 亵渎语言, 渎神
enthusiastic	adj. 热心的, 满腔热情的; 极感兴趣的

2. Notes

(1) How to Survive a Job Interview

如何成功通过面试

Eg: survive vt. 幸存; 生还; 幸免于; 比……活得长

If you don't work hard you will not survive the fight tomorrow. They will make sure of it.

如果你不努力的话, 你是通不过明天的比赛他们有的是办法。

(2) You should talk about your self-assessment in an interview. For example, ownership attitude, sense of responsibility, sense of urgency, creative thinking, proven success record, ...

面试中你应该进行自我评价, 例如主人翁的态度、责任感、紧迫感、创造性的思维, 同时还应提供可证明成功的记录……

(3) Be Conscious of Good Interview Etiquette

注意良好的面试礼仪

be conscious of 意识到; 觉察到……

This is something I'd like you to be conscious of, I'd like you to practice.

这是我想让你们小心注意的, 并且希望你们多练习。

(4) Avoid making negative remarks about any previous jobs or employers

避免对以前的工作和上司做负面的评论。

avoid v. 避免; 消除

avoid mentioning 绝口不谈

You should avoid being late for your work. 你应该避免上班迟到。

Practice: Basic Language Training (基础语言训练)**1. Questions for comprehension**

- (1) What do you think is the most important step of the job interview?
- (2) What should be avoided when you go for an interview?
- (3) In what way should you speak to your interviewer?
- (4) How will you behave during the job interview?
- (5) What should you do if your interview is delayed?

2. Choose the appropriate forms of the words or expressions given below to complete the following sentences.

interview	apply	challenge	qualify
impress	recruit	account	secretary

- (1) I have written a few _____ for jobs but didn't get a single reply.
- (2) You should listen to the _____ carefully during the whole interview.
- (3) Don't exaggerate the true, unless you want to make a bad _____ on the interviewer.
- (4) He is not _____ to train the employees.
- (5) It is said that the _____ training would be provided in college.
- (6) As I was the Personnel Director, my responsibility mainly included _____ and training new employees.
- (7) I graduated from Beijing Information Technology College in 2010 and majored in _____.
- (8) I want to find a job that is _____, where I can grow and develop.

3. Translation

- (1) 求职面试时要熟知面试的公司情况。
- (2) 面试是通过展示你的才华来推销自己的过程。
- (3) 面试时对自己充满信心十分重要。
- (4) 面试时最好多听少说。
- (5) 面试时积极的态度会给雇主留下深刻的印象。
- (6) 你的着装也在向面试者展示你对工作的态度。

4. Cloze

(Read the following sentences carefully, and then complete each of them with the correct word, the first letter of the word has been given.)

Congratulations! We want (1) i _____ you, that we are interested in (2) h _____ you ! But the job isn't yours, yet. The company will interview several people before making a final decision. You will need to (3) c _____ them that you are the right person for the job. And the first step to achieve that is being (4) p _____. Get ready for the interview even before you walk into the door. Don't get nervous. Here is how to prepare.

To (5) l _____ as much as you can about the company. When you answer questions, try to add some (5) i _____ you have learned.

Prepare to answer some (6) c _____ questions. Such as, "What can you (7) o _____