

商务英语专业中高职一体化系列教材

总主编 李德荣

# Workplace Communication Skills

## 工作场所交流技能

主编 / 卢宁宁

上海商贸职业教育集团 组织编写



立信会计出版社

LIXIN ACCOUNTING PUBLISHING HOUSE

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## Workplace Communication Skills——工作场所交流技能

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中国的企业正在向与国际接轨的现代企业转型。这一转型就宏观层面而言,是一种文化的转型。其成功与否,取决于能否借鉴世界上(尤其是发达国家和地区)已被证明为成功的企业管理文化。企业管理文化博大精深,至关重要。它大可涉及国计民生、社会安定、企业责任、管理风格,小可涉及计划安排、日常管理、服务态度、待人接物。这一文化是整个社会文化的一个重要组成部分,且直接影响人民生活。令人遗憾的是,对这一文化至今尚缺少应有的关注和倡导。

上海商贸职业教育集团根据国家经济发展战略和教育部构建现代职业教育体系的要求,从2009年起致力于各级各类职业教育协调发展的研究和中高职教育有效衔接的实践,完成了中高职教育定位正确、专业培养目标与职业岗位培养方向对接、学历证书与人力资源和社会保障局职业资格证书融通的《会计》、《市场营销/连锁经营管理》、《金融事务》、《国际商务》、《现代物流》、《应用艺术设计》、《酒店管理》和《商务英语》8个中高职教育专业教学方案。其中《商务英语》是基于国际化视野、有机融入企业文化、所有课程进一步突出能力标准的全新开发的专业教学方案。

《商务英语》专业教学方案致力于引进新的国际教育教学理念,从理论到操作层面对旧的课程设置和教学内容进行改革,使之既与国际接轨,同时又适合中国国情。该教学方案大力引进国外课程,解决英语学习和专业学习的矛盾,意在终结英语学习和专业学习“两张皮”的历史,并探索中高职教育如何实现有效衔接或在一体化的研究中取得积极的进展。项目论证的有关专家一致认为新方案从实际而非概念出发,借鉴发达国家成功经验,大胆创新,为中高职商务英语专业的发展,开创了值得努力探索和实践的新道路。

该专业教学方案配套教材计划开发12种,按教学进程需要,我们将以下8门课程列入首批编写,这些课程包括《企业与社会》、《电话交流技能》、《工作场所交流技能》、《工作文件写作》、《商务谈判》、《管理学基础》、《国际贸易》和《营销学基础》。这些教材以英语为载体,介绍先进的企业管理文化,同时具有语言教材的一些特点,使之适合中国学生学习。与传统教材相比,新教材具有下列特点。

## 1. 专业课程体现专业特色,迈出与国际接轨的步伐

以往的专业课程没有明确的规定和规范,各校根据自身的条件和情况开设,有的侧重外贸,有的侧重营销,也有的将重点放在开设一些单证、报关等实务课程上。新教材积极借鉴国外相关经验,从培养目标出发,以“能用英语从事商务活动”为教改基本思想,以英语应用能力和商务实践能力为重点,以求达到“知识型、发展型技能人才”的培养目标。把商务专业知识的学习与英语学习自然地融合在一起,让学生既学专业,又学英语,两者相辅相成,相得益彰。

## 2. 切实做到中高职课程衔接

以往中高职互不通气,各行其是,所开设的课程有相似,亦有重复,非常不利于专业建设。新教材对中高职课程进行了明确的界定,即使是同一门课程,对课程内容和教学方式也作了明确的区分,尤其是对“双语”、“全英语”的界定,保证了中高职课程的有效衔接。

## 3. 标准细化,便于操作

新教材对课程的知识 and 技能要求作了全新的诠释和详尽的规定,由浅入深,知行一体,经过一定的教学思想的提示,十分有利于课程的实施。在体例上,这套教材既是专业教材,又具有语言教材的特点。在介绍专业知识的同时,对专业知识的语言载体——包括词汇、句型、习惯用法、商务英语的特点等用注释、标示及各类练习等手段,让学生掌握并应用,提高英语水平。这一新的尝试,旨在努力改变以往商务英语专业存在的英语学习和专业学习“两张皮”的状况,开创一条专业学习与英语学习融合的新路。

## 4. 运用先进的教学理念

教材从内容到形式均为创新型教材,从教学内容到教学手段,既充分与国际接轨,同时又适合于中国学生,为国内首创。在专业知识介绍方面,内容上力求基础、实用,文字上力求简明、通俗,以适合职业教育的特点和学生现有的英语水平。

我国的职业教育与发达国家相比差距很大。这也使它具有较大的发展空间和创新空间。职业教育的发展需要更多的关注、关心和扶持。本套教材系新创,问题和不足在所难免,希望广大教师在使用中提出宝贵的修改意见,以使本套教材得到不断完善。

上海商贸职业教育集团常务副理事长

冯伟国

2012年8月12日

## Foreword

## 前言

2011年8月30日教育部颁发的《关于推进中等和高等职业教育协调发展的指导意见》(教职成[2011]9号),是我国第一个指导中等和高等职业教育协调发展的专门的教育政策文件。在总结我国教育发展的基础上,文件全面、系统地提出了中高职协调发展的意见,从专业设置到专业教学标准、培养目标、课程标准、教学条件等方面提出了中高职课程衔接的具体意见。根据这一指导思想,上海商贸职教集团组织相关专家教授就商务英语等8个专业开展调研,并在调研基础上制定了中高职一体化的教学方案。为有效实施新的教学方案,上海商贸职业教育集团积极组织教材编写,这一册《工作场所交流技能》就是新编的教材之一,供中高职商务英语专业学生和有相同需求的相关专业(如国际贸易、国际营销、涉外旅游等)学生使用。

本教材分两个部分:第一部分提供不同场景的工作场所对话(共45个),内容涉及工作场所交流的各个方面,帮助学生获取大量的感性材料,又通过大量练习让学生巩固和运用所学的内容。第二部分介绍工作场所交流的各种专门技能,包括如何应用语言和非语言技能、如何加强团队交流、如何创造有利于交流的气氛、如何认识自己和他人、如何主持会议以及如何解决冲突等。希望学生通过本教材的学习,掌握用英语进行工作场所交流的基本技能,为今后用英语从事商务工作打下基础。目录中打有“\*”的单元供中职学生学习,其余单元供高职学生使用,但未学过打“\*”部分的高职学生,须学习本教材全部内容。

为帮助学生更好地使用本教材,提高教学效率,本教材在编写时吸取了许多语言教材的特点。首先,教材语言力求浅显易读,避免使用过于艰深难懂的句子和词汇。对于语言(包括专业)上的难点,教材提供较为详尽的注释,既可帮助学生弄懂教材内容,拓宽知识,也有利于他们自学;此外,种类丰富和大量的词汇、句型的练习,旨在帮助学生举一反三,更好、更熟练地掌握语言技能。本教材努力探索一条“一举两得”的新路,既能帮助学生专业学习,同时又可以有效提高学生英语水平。这种专业学习和语言学习的融合,也许应该成为我国商务英语专业课程建设的亮点和特色。

在教学上,我们建议采取专业知识和语言技能并重的策略。知识固然重要,但作为知识的载体语言,其重要性再强调也不过分。所谓“皮之不存,毛将焉附”,建议在教学过程中把握好两者之间的关系,强调学以致用,让学生有更多实践、演示和发挥的机会。教学进度则可根据学生的英语水平和接受能力等实际情况来确定,部分可采用双语教学。

本教材在编写过程中,得到了上海商贸职业教育集团和上海商学院高职学院的鼎力支持,在此表示感谢。本教材编写具体分工如下:刘嘉编写 Part 1 的第一单元和 Part 2 的第一、第二单元,王嘉艺编写 Part 1 的第二、第三单元,雷小青老师编写 Part 1 的第四单元和 Part 2 的第七单元,卢宁宁的编写 Part 1 的第五单元和 Part 2 的第八单元,李智玲的编写 Part 1 的第六、第七单元,石小卉老师编写 Part 2 的第四、第五、第六单元,宋玲琳老师编写 Part 2 的第三单元。

为方便教学,本书配有录音和习题参考答案,需要的读者可访问 [www.lixinaph.com](http://www.lixinaph.com) 获取。

编者对这项充满创新的教学改革工作虽然热情投入,但限于经验和水平,不当之处在所难免,欢迎使用本教材的广大师生提出修改意见,以便不断改进,精益求精。

编 者

2012 年 8 月

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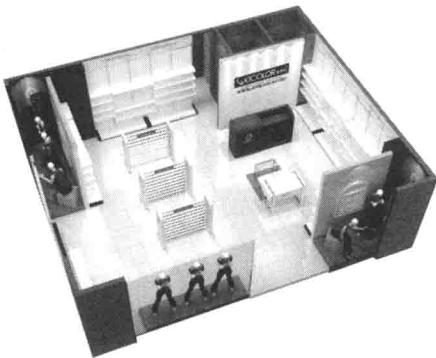
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Part

1

# Workplace Conversations







## Unit 1 Greetings and Introductions

### (Conversations 1 – 8) \*

A good first impression is one way of establishing a positive relationship with others. In business communication, proper clothing, a composed bearing and an authentic expression can help deliver a good first impression and a good beginning to a business deal. Greetings and self-introduction are the first step of giving a profound impression. Confucius once said that to be forever victorious in battles, you've got to know yourself as well as your enemy thoroughly. If people don't know their own company well, how can they work well and fully devote themselves to the business? A company that is able to let its employees feel proud and dedicated will surely win the trust of its customers. Therefore, employees should get familiar with their company, including its history, business scope, corporate culture and facilities.

### Conversation 1

#### Words and Expressions

seem to be	看上去
in a hurry	很匆忙
in a minute	马上,很快
hold sb. up	耽搁某人
see you later	一会儿见



(Tom and Mary are co-workers. They meet and greet each other in the office.)

**Mary:** Good morning, Tom.

**Tom:** Hi, Mary.

**Mary:** You seem to be in a hurry.

**Tom:** Yes. I've got a meeting in a minute.

**Mary:** Okay. I won't hold you up then.

**Tom:** Right. I'll see you later.

**Mary:** See you.

### Questions:

1. Who are talking in this conversation? Are they friends?
2. What are Mary and Tom talking about?
3. What is Tom going to do?
4. What does Mary say?
5. What do they do then?

## Conversation 2

### Words and Expressions

receptionist *n.* 接待员  
 make an appointment 预约  
 sales manager 销售经理  
 in the mean time 同时  
 visitor's book 来宾登记簿  
 conference room 会议室



(Ann is the receptionist of the company. She is greeting Mr. Smith, a guest of Manager Mr. Hard.)

**Ann:** Good morning, Sir. Welcome to our company. May I help you?

**Smith:** Good morning. I would like to see Mr. Hard.

**Ann:** Have you made an appointment<sup>1</sup>?

**Smith:** Yes, I've got an appointment with him at 9:30.

**Ann:** Can I have your name, please?

**Smith:** Tom Smith, the Sales Manager from ABC Company.

**Ann:** Let me see. Yes, Mr. Smith, we have been expecting you<sup>2</sup>. Please have a seat. I will call Mr. Hard at once.

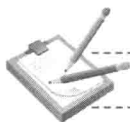
**Smith:** Thank you.

**Ann:** Mr. Hard will be able to see you shortly. In the mean time, would you please sign the

visitor's book<sup>3</sup>?

**Smith:** OK.

**Ann:** Thank you. Please come with me, I will show you to the conference room.



## Notes:

1. Have you made an appointment? 你有预约吗?
2. We have been expecting you. 我们在期待您的到来。
3. In the mean time, would you please sign the visitor's book? 同时请您在访客本上签名好吗?

## Questions:

1. Who are talking in this conversation? Are they friends?
2. What are Ann and Mr. Smith talking about?
3. Did Mr. Smith have an appointment?
4. What did Ann do when she had confirmed Mr. Smith's identity?
5. What did Ann do after she contacted Mr. Hard?

## Conversation 3

### Words and Expressions

newcomer	n.	新员工
superior	n.	上司
graduate from		从……毕业
major	n.	专业
environmental engineering		环境工程
honored	a.	荣幸的
considerate	a.	体贴的, 考虑周到的



(John is a newcomer in the company. He is introducing himself to his superior Lisa.)

**Lisa:** Hello. Are you our new colleague, John?

**John:** Oh, yes. Lisa. May I introduce myself?

**Lisa:** OK. That's wonderful. Please.

**John:** Hello. I'm John. I will graduate from MIT this summer vacation<sup>1</sup>. My major is Environmental Engineering.

**Lisa:** Welcome to our company.

**John:** Thank you. I'm honored to work with you<sup>2</sup>.

**Lisa:** By the way, everybody, John is a newcomer, so let's help him as far as we can<sup>3</sup>.

**John:** You are so considerate.

**Lisa:** Whenever you have trouble, please let us know.



## Notes:

1. I will graduate from MIT this summer vacation. 我今年夏天将从麻省理工大学毕业。MIT 系 Massachusetts Institute of Technology 的缩写。
2. I'm honored to work with you. 能和您一起工作我很荣幸。
3. Let's help him as far as we can. 我们尽全力帮助他吧。

## Questions:

1. Who are talking in this conversation? Are they friends?
2. What are John and Lisa talking about?
3. What did John do at the beginning of the conversation?
4. What did you know about John?
5. What did Lisa say to the colleagues?
6. What's John's response to Lisa?
7. What's Lisa's attitude toward John?

## Conversation 4

### Words and Expressions

assistant	n. 助理
secretary	n. 秘书
be in charge of	负责
marketing research	市场调研部
assistant manager	副经理
sales division	销售部
make one's acquaintance	认识某人



(Mr. Wang is a newcomer. The Manager of Human Resources Department Miss. Yang is introducing some colleagues to him.)

**Miss Yang:** Let me introduce you to the people in the office.

**Mr. Wang:** Fine.

**Miss Yang:** Mr. Wang, this is my assistant, Jenny.

**Mr. Wang:** It's my pleasure to meet you, Jenny.

**Miss Yang:** Now, I'd like you to meet my secretary, Helen.

**Helen:** Pleased to meet you, Mr. Wang.

**Mr. Wang:** Nice to meet you. Call me Jack.

**Paul:** Very glad to work with you. I'm Paul, in charge of the office work<sup>1</sup>. If you've got any problem you can ask me.

**Mr. Wang:** Thank you, Paul. That's very kind of you.

**Miss Yang:** This is Tracy.

**Tracy:** Nice to see you. I'm the assistant manager of the Sales Division<sup>2</sup>.

**Emily:** I'm Emily. I'm in charge of Marketing Research. I hope we can work well together.

**Mr. Wang:** It's nice to make your acquaintance<sup>3</sup>. I'll try my best to get into the team.



## Notes:

1. I'm Paul, in charge of the office work. 我是保罗,负责办公室工作。
2. I am the assistant manager of the Sales Division. 我是销售部门的助理经理。
3. It's nice to make your acquaintance. 很高兴能和你认识。

## Questions:

1. Who are talking in this conversation? Are they friends?
2. What are Mr. Wang and Miss Yang talking about?
3. Who is Jenny Miller?
4. What does Helen Smith do?
5. What do you know about Emily Brown?
6. What is the position of David Hard?

## Conversation 5

### Words and Expressions

banquet *n.* 宴会

sort *n.* 种类

Imp. & Exp. Corporation 进出口公司

be in charge of 负责

get in touch with 与……联系

business scope 经营范围  
for your reference 供您参考



(Mr. High and Mr. Li are invited to a banquet. They don't know each other. They introduce themselves to each other.)

**Mr. Li:** Good evening. I don't think we've met. May I introduce myself? My name is Li Wei.

**Mr. High:** Hi, I'm Jacky High. Pleased to meet you, Mr. Li.

**Mr. Li:** Pleased to meet you, too. I work for Appolo Imp. & Exp. Corporation. Here's my card.

**Mr. High:** Thank you. What sort of work do you do at Appolo?

**Mr. Li:** I'm in charge of Marketing. At the back of my card is our business scope for your reference<sup>1</sup>. Mr. High, how can I get in touch with you?

**Mr. High:** Oh, yes, I'm from Stone's Company, Chicago. Here's my card.

**Mr. Li:** Thank you, I hope we can do some business in the near future, Mr. High.

**Mr. High:** Sure. I hope so, too.



## Notes:

1. At the back of my card is our business scope for your reference. 我名片的背面是我们公司的经营范围供您参考。

### Questions:

1. Who are talking in this conversation? Are they friends?
2. What are Mr. High and Mr. Li talking about?
3. Where did Mr. Li work?
4. What did Mr. Li do?
5. What did you know about Mr. High?
6. What did they say at the last of the conversation?

## Conversation 6

### Words and Expressions

appointment *n.* 约会

available *a.* 在的, 可获得的

elevator *n.* 电梯  
 employee *n.* 员工, 雇员  
 be subject to 从属于  
 draft a contract 起草合同  
 interpretation *n.* 口译  
 introduce *v.* 介绍



(Jack is coming to meet Mary, the manager of Human Resources Department. The receptionist introduces the office of Mary. And then Mary introduces the responsibility of Jack.)

**Jack:** Excuse me, could you show me the way to the Human Resources Department please? I am new here. I had an appointment with Mary.

**Receptionist:** I will call her at once. OK, she is available now. Please go to room 601.

**Jack:** Oh, thank you very much. But can you tell me where that room is?

**Receptionist:** It's the first room on the sixth floor. You can take the elevator over there<sup>1</sup>.

**Jack:** All right. Thank you. Have a good day.

**Jack:** Good morning, I am the new employee and my name is Jack.

**Mary:** Good morning Jack. Nice to meet you. I am the Human Resources manager, Mary.

**Jack:** Nice to meet you too, Mary.

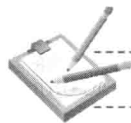
**Mary:** You do know that you are subject to the Sales Department, right<sup>2</sup>?

**Jack:** Yes, I know about that. So where can I start my work?

**Mary:** Well, your job involves drafting contracts and interpretation at meetings<sup>3</sup>.

**Jack:** And at the present?

**Mary:** Tom will be your partner and he will introduce everything to you. He is coming.



## Notes:

1. You can take the elevator over there. 你可以乘坐那边的电梯。
2. You do know that you are subject to the Sales Department, right? 你知道你在销售部门工作, 是吗?
3. Your job involves drafting contracts and interpretation at meetings. 你的工作包括合同起草和会议翻译。

## Questions:

1. Who are talking in this conversation? Are they friends?
2. What is Jack coming for?
3. Where is the office of Mary?