



..... **B** usiness English

商务英语

综合教程

秦伟◎主编



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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(1) 语料丰富实用。每个单元紧扣当今商务活动的某一主题,提供了具有代表性的阅读、视听说、翻译和写作素材,通过读、视、听、说、译、写、讨论、互评等多种形式的教学活动,使学习者能够从不同视角学习商务英语的基础知识,结合商务主题进行语言技能操练,提高综合英语语言应用能力和商务交际能力。

(2) 输入产出导向。每个单元在设计上注重依托阅读、视听材料、商务翻译和写作实训,进行商务英语的输入,使学习者了解和掌握该主题的商务知识和语言知识,并运用于跨文化的口头和书面交际,实现接受性技能训练到具备产出性技能的转变。

(3) 选材针对性强。教材内容的选择摒弃了陈腐的繁文赘语和过时的商务礼仪,练习设计考虑了学习者的特点及起点水平,提倡使用简洁、自然而礼貌的现代商务语言,实现

高效商务沟通。

《商务英语综合教程》共分八章,涵盖常见的商务活动主题,包括工作面试、商务礼仪、商务旅行、商务会议、产品与公司展示、销售与市场、商务谈判和企业文化。每个单元采用模块形式编写,由相关主题的阅读、听说、翻译和写作四部分构成。商务阅读由导入、两篇主题阅读和练习组成,侧重相关主题商务知识和语言词汇的输入,训练学习者对文章主旨和重要细节的把握能力;商务听说由与单元主题相关的三个视频及听说练习组成,侧重相关主题听说能力的培养;商务翻译由相关翻译实务的语言特征、翻译原则和方法、样例翻译组成,侧重培养学习者商务实务翻译能力;商务写作涉及不同商务文书的内容、语言、结构、写作风格及范例,侧重培养学习者高效的书面商务沟通能力。

鉴于国内针对非英语专业大学生商务英拓展课程的教材比较有限,加之编者经验不足,疏漏之处在所难免,诚望读者不吝赐教。同时,本套教材在编写和出版过程中得到了各方鼎力相助,在此一并表示感谢。

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Unit 1

Job Interview

Part I Business Reading

Warming-up Activities

Watch a video clip from the movie *The Pursuit of Happiness* and discuss the following questions.

1. Do you think it is a successful interview? Why?
2. How to ace a job interview?

Text A

Tips for Acing a Job Interview

Congratulations! You have just landed an **interview** for a **seemingly** wonderful job. Now what? A successful interview will be **essential** in order for you to lock in an **offer**. Here's advice on how to ace a job interview, including tips on every aspect of the interview from preparation through **following up**.

Conduct Company Research

Research should always be your first step after accepting an interview. Gathering background information on employers is crucial to successful interview preparation. An employer will expect you to know something about the company, and expect you to know why you will fit in well there. You will need to be prepared to answer the questions, "What do you know about our company?" and "Why do you want to work here?" Knowing as much as possible about the company's past performance and future

plans can also help you better explain how you can add value to the company.

Before the interview, review the company's website, particularly their "About Us" section. Also check out their **LinkedIn**, **Facebook**, **Twitter**, and **Google+** pages to see what information the company is sharing. Don't be afraid to contact your **prospective** employer to request details on the position you are interviewing for or to ask for company literature.

Practice Makes Perfect

Practice makes perfect (or at least leads to improvement). Conduct practice interviews with a friend or family member, and ask for their **feedback**. You can also record or videotape your responses so you can review your answers and check your body language.

Prepare answers to commonly asked interview questions. Doing so will help you analyze your background and **qualifications** for the position. Also prepare a list of questions you want to ask the interviewer. Remember, you aren't simply trying to get the job—you are also interviewing the employer to **assess** whether this company and the position are a good fit for you.

The more you practice, the more **self-assured** you will feel walking in to the interview. Your answers will feel natural, and interviewers will be impressed by your confidence.

Types of Interviews

It is important to know what type of interview you will have, so you can effectively prepare.

For example, you will prepare slightly differently whether it is your first, second, or final interview. You will also have to practice using different technologies if it is a phone or video interview. For a lunch or dinner interview, you will want to review polite dining tips.

You might also have a group interview, in which you are either interviewed by a panel, or interviewed along with a group of candidates. For this kind of interview, you want to practice both answering questions and being a good listener (which you can show by responding thoughtfully to your group members' comments and through your body language).

Make sure you know what kind of interview you will be having before you arrive. If you are unsure, do not **hesitate** to ask the employer or **recruiter** who set up the interview.

Behavioral Questions

Behavior-based interviewing is becoming more common. It is based on the idea that a

candidate's past performance is the best predictor of future performance. Behavioral interviews involve you in answering questions about how you have handled past situations at work.

The best way to prepare is to make a list of your skills, values, and interests as well as your strengths and weaknesses. For each item on the list, consider a time when you displayed that quality. Take the time to compile a list of responses to common behavioral interview questions. When answering, describe the past situation, and how you successfully handled it. Make sure your answers are related to the job for which you are interviewing.

What to Wear

You will want to decide what to wear before the interview day. Your first impression is very important, and what you wear is a big part of that first impression. Therefore, you want to make sure you look professional and appropriate. In general, men tend to wear a dark suit and tie, and women often wear a dark suit or a blouse with dark pants or a skirt. You should also limit **accessories**, and make sure you are well **groomed** and your clothing fits you well.

You might be able to dress more casually for a job at a **startup**, or a job at a place with a casual work environment. However, when in doubt, it is better to dress more professionally than less so.

If you are unsure what to wear, call the company and ask about their typical **dress code**. It is always a good idea to dress just a little bit more professionally than the dress code requires.

The Day of the Interview

It is very important to be on time for the interview. On time means ten to fifteen minutes early. If need be, take some time to drive to the office ahead of time so you know exactly where you are going.

Make sure you know the interviewer's name and use it as soon as possible during the interview. If you're not sure of the name, call and ask prior to the interview.

Remember to bring an extra copy of your **resume**, a list of references, and any work samples you want to show the employer. Bring a list of questions to ask the interviewer. You may also want to bring a notepad and pen to take notes.

It's also important to know what not to bring. Do not bring coffee, **gum**, or anything else not related to the job. If you have a phone, turn it off and put it away before you walk into the office.

Stay Calm

During the interview, try to remain as calm as possible. Ask for clarification if

you're not sure what's been asked and remember that it is perfectly acceptable to take a moment or two to **frame** your responses so you can be sure to fully answer the question.

Also remember that thorough preparation helps build confidence and relieve stress. The more you research the company, practice answering interview questions, and prepare for the day of the interview, the more calm and confident you will feel.

Follow up

End the interview with a thank you to the interviewer and **reiterate** your interest in the position. Then follow up a personal thank-you note or e-mail message restating your interest. This is an opportunity to remind the employer of your qualifications, and include any details you forgot to mention in the interview.

Culture Notes

Follow up: Sending a note after a point of contact is an opportunity for you to mention anything you forgot to say during the call or meeting, and give a quick review of why you're a good fit for the position.

LinkedIn /lɪŋktɪn/ : A business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. As of 2015, most of the site's revenue comes from selling access to information about its users to recruiters and sales professionals.

Facebook: An online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg with his Harvard College roommates and fellow students.

Twitter: An online social networking service that enables users to send and read short 140-character messages called "tweets".

Google⁺ : (pronounced and sometimes written as Google Plus) An interest-based social network that is owned and operated by Google Inc.

Behavior-based interviewing: The interviewing based on discovering how the interviewee acted in specific employment-related situations. The logic is that how you behaved in the past will predict how you will behave in the future *i. e.* past performance predicts

future performance.

Dress code: The dress code of a place is the rules about what kind of clothes people are allowed to wear there.

New Words

1. ace /eis/

n. If you describe someone such as a sports player as an ace, you mean that they are very good at what they do. 一流选手

v. succeed at easily 彻底打败, 击败; 得胜, 胜过, 超过

2. interview /'intəvju:/

n. An interview is a formal meeting at which someone is asked questions in order to find out if they are suitable for a job or school. 面试

v. If you are interviewed for a particular job or school, someone asks you questions about yourself to find out if you are suitable for it. 对……面试

3. seemingly /'si:mɪŋli/

adj. If something is seemingly the case, you mean that it appears to be the case, even though it may not really be so. 好似; 看上去

4. essential /ɪ'sɛnʃəl/

adj. Something that is essential is extremely important or absolutely necessary to a particular subject, situation, or activity. 至关重要的

n. The essentials are the things that are absolutely necessary for the situation you are in or for the task you are doing. 必需品

5. offer /'ɒfə/

v. If you offer to do something, you say that you are willing to do it. 表示愿意(做某事)

n. A job offer is a formal offer of employment from a company. 工作机会

6. prospective /prə'spektɪv/

adj. You use prospective to describe someone who wants to be the thing mentioned or who is likely to be the thing mentioned. 预期的

7. feedback /'fi:dbæk/

n. If you get feedback on your work or progress, someone tells you how well or badly you are doing, and how you could improve. If you get good feedback you have worked or performed well. 反馈

8. **qualification** /ˌkwɒlɪfɪˈkeɪʃn/

n. Your qualifications are the official documents or titles you have that show your level of education and training. 资格; 学历

qualify /ˈkwɒlɪfaɪ/

v. When someone qualifies, they receive the certificate, license, diploma, or degree that they need to be able to work in a particular profession. 取得资格; 获得文凭

9. **assess** /əˈses/

v. When you assess a person, thing, or situation, you consider them in order to make a judgment about them. 评估

10. **self-assured** /self əˈʃʊəd/

adj. Someone who is self-assured shows confidence in what they say and do because they are sure of their own abilities. 自信的

assure /əˈʃʊə/

v. If you assure someone that something is true or will happen, you tell them that it is definitely true or will definitely happen, often in order to make them less worried. (向……)保证

11. **panel** /ˈpænəl/

n. A panel is a small group of people who are chosen to do something, for example, to discuss something in public or to make a decision. 专门小组

12. **candidate** /ˈkændɪdət/

n. A candidate is someone who is being considered for a position, for example someone who is running in an election or applying for a job. 候选人

13. **hesitate** /ˈhezɪteɪt/

v. If you hesitate to do something, you delay doing it or are unwilling to do it, usually because you are not certain it would be right. If you do not hesitate to do something, you do it immediately. 迟疑; 不愿意

14. **recruiter** /rɪˈkru:tə/

n. someone who supplies members or employees 招聘人员; 征兵人员

recruit /rɪˈkru:t/

v. If you recruit people for an organization, you select them and persuade them to join it or work for it. 招收; 招募

15. **accessory** /əkˈsesəri/

n. Accessories are articles such as belts and scarves which you wear or carry but

which are not part of your main clothing. 配饰

16. **groom** /gru:m/

v. If you are groomed for a special job, someone prepares you for it by teaching you the skills you will need. 培训

17. **startup** /'stɑ:tʌp/

n. A startup company is a small business that has recently been started by someone. 新创办的小公司

18. **resume** /rɪ'zju:m/

n. a summary of your academic and work history 履历, 简历

19. **gum** /gʌm/

n. Gum is a substance, usually tasting of mint, which you chew for a long time but do not swallow. 口香糖

20. **clarification** /,klærɪfɪ'keɪʃən/

n. an interpretation that removes obstacles to understanding 澄清, 说明; 净化

clarify /'klærəfaɪ/

v. To clarify something means to make it easier to understand, usually by explaining it in more detail. 澄清

21. **frame** /freɪm/

v. make up plans or basic details for 制定, 设计; 勾画, 构想出, 拟出(计划等)

22. **reiterate** /ri:ɪtəreɪt/

v. If you reiterate something, you say it again, usually in order to emphasize it. 重申

Comprehension Check

Answer the following questions according to Text A.

1. What did the writer mainly talk about in the passage?
2. What kinds of information you need to gather are critical to a successful interview preparation? Give some examples.
3. What is the best way to prepare behavior-based interviewing?
4. As an interviewee, how can he or she build confidence and relieve stress?
5. During the interview, what should you do if you are not clear about the question asked by the interviewer?

 Text B**Bad Job Interviews: What Went Wrong?**

Getting a **rejection** letter or just not hearing again from the company after a job interview is disappointing. However, it can be difficult to recognize exactly what went wrong and why. Bad interviews happen to all job candidates at some point, but how you fix your job interview mistakes is the key to future success.

First, be encouraged by the fact that you got the job interview in the first place. This means that your resume and letters of **application** are doing their job and creating the right impression. Focus on the interview itself and spend some time considering why it didn't go well. Here are some common reasons for bad job interviews.

First impressions are **critical** in job interviews as they set the tone for the entire interview. These are some possible reasons for not making the right first impression:

You arrived late for the interview. This is a bad start from which it is very difficult to recover.

You did not greet the interviewer properly. A firm handshake, **addressing** the interviewer by the correct name and title and making good eye contact all create a good impression.

Your interview dress was **inappropriate**. **Think back** to what the other people in the company were wearing including the interviewer. Did your style of clothing **fit in** with this? Whatever people say, your appearance is a key element of your **initial** impression. Was your personal grooming good and were your clothes clean and neatly pressed? Find out the right interview dress code for your next job interview.

Listening carefully to the interview questions you are asked and understanding what the interviewer is looking for in your answer is essential to responding with the right information in the interview. Clues that will tell you if you did this or not include:

The interviewer had to repeat or **rephrase** the same question back to you a number of times.

Your answers were too general and the interviewer asked a number of further questions to get specific details.

You struggled to answer common interview questions that explored what you knew about the position and investigated your motivation and **suitability** for the job.

You did not know enough about the company. Walking into an interview without preparing by conducting some research on the company will result in bad job interviews. Not having done your homework shows you up as uninterested and **uncommitted**.

Not being ready for the interview questions results in **tripping over** your answers and focusing on irrelevant information. Job interview questions including "What are your strengths and weaknesses?" "Why should we hire you?" and "What are your goals?" are almost always asked. You

can prepare your answers to typical interview questions using the sample interview answers and practice them. This way you will be able to answer the questions fluently and concisely.

Interviews can make you very anxious. One way to deal with this is to be well prepared beforehand. Use the interview checklist to make sure you have everything covered. Good preparation increases confidence. Spend some time before the interview collecting your thoughts. Use these stress-reducing techniques to reduce interview anxiety.

You did not establish a **rapport** with the interviewer. Bad job interviews happen when the interviewer feels little or no connection with the candidate. Failing to establish rapport soon in the interview creates an uncomfortable situation. To establish rapport you need to match your interview communication style to that of the interviewer.

If you conclude that the reason you were unsuccessful lies with one of these areas the good news is that it is entirely fixable! You can work on it and avoid bad job interviews happening again.

If you don't think it was one of the above then you need to investigate further. One way to get real and valuable feedback on how you **come across** in an interview is to ask a friend to role-play a mock job interview with you. Ask for honest feedback on how you come across.

You can turn the negative interview into something more positive by contacting the interviewer to thank them for their time and ask them to keep you in mind for future openings. Or you can send an interview follow up email. This is a positive step that helps to keep you motivated.

Most important, don't give up. Learn from the experience of bad job interviews and use the knowledge to make sure you are well prepared to ace the next interview! Most job interview mistakes can be avoided.

New Words and Phrases

1. **rejection** /rɪ'dʒekʃn/

n. the act of rejecting something; the state of being rejected 拒绝

2. **application** /ˌæplɪ'keɪʃn/

n. a verbal or written request for assistance or employment or admission to a school 申请

3. **critical** /'krɪtɪkl/

adj. marked by a tendency to find and call attention to errors and flaws; urgently needed; absolutely necessary 批评的;关键的;决定性的