



高职高专公共英语规划教材

Towards Professional Success

职桥英语教程

2

总主审 刘黛琳
主 编 陈楚瑞 李海霞

学生用书

Student's Book



FE 东北财经大学出版社
Dongbei University of Finance & Economics Press



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序 言

我国社会经济的快速发展促进了高等教育结构的调整,为高等职业教育提供了历史性的发展机遇。高等职业教育作为高等教育发展中的一个类型,以培养社会一线岗位所需要的高素质技能型人才为目标。高等职业教育所培养的人才弥补了社会经济文化发展对人才需求链条上的一个空缺,即在普通本科教育培养的高等应用性人才,与中等职业教育培养的操作性技术人才之间,增加了一类理论知识基本够用、实际操作技能熟练、能满足经济社会一线岗位所需的高技能型人才。为此,国家提出高等职业教育必须“以服务为宗旨,以就业为导向,走产学结合的发展道路”。

根据这一人才培养定位,教育部高等学校高职高专英语类专业教学指导委员会受教育部委托起草的“高等职业教育英语课程教学要求”明确指出,高职英语课程以培养学生实际应用英语的能力为目标,侧重职场环境下语言交际能力的培养,要为高技能人才培养的总目标服务。因此,突出教学中的应用性、职业性和实践性等特点,是高职英语教育的不二选择;为学生的职业能力及可持续发展能力服务,是高职英语课程教学改革的必然趋势。

英语教材作为英语教学的重要媒介,历来是决定英语教育教学改革成功与否的关键所在。如何在高职英语教学的改革思路已逐步清晰的大背景下,编写出与英语教学改革需要相适应的教材,是我们广大英语教育工作者及英语教育出版机构所面临的挑战。值得一提的是,教指委委员张权教授、广州大学宋专茂研究员等学者,配合东北财经大学出版社重点教材出版规划,编写出版了一套颇具特色、体现高职教育英语教学改革思路的新教材。

这套教材尝试将职场英语教学贯穿于基础英语教学的全过程,融“教、学、做”为一体;Language Focus, Cultural Focus, Workplace Focus 的编写体例也比较有创意。它遵循大学生掌握外语知识和提高语言能力的规律,针对我国高职院校公共英语教学的实际需要,从培养听、说、读、写能力着手,以掌握职业岗位所需的英语语言知识和能力为目标,融英语知识技能与职场需求于一体,采取了按职业类型和职业胜任力要素组织教材内容的新模式和新方法,在内容、结构和体例上均有所创新。与主教材相配套的“综合训练”不仅帮助学生复习巩固主教材所学习的知识与能力,同时进行有针对性地指导和训练,鼓励学生获取国际上和企业界认可的职业英语资格证书,符合职业教育改革的方向。

总之,这是一套特色鲜明、有创新的教材。我相信,它必将对我国高职教育英语课程的教学改革起到推进作用。

教育部高等学校高职高专英语类专业教学指导委员会 主任委员

刘黛琳

2010年8月12日

前言

为了顺应当前国际化的需求以及适应高职院校培养高技能人才目标的需要,贯彻高职高专教育英语课程教学改革的精神,提高学生在职场环境下的语言应用能力,我们组织英语教学、职场研究等方面的专家和学者,编写了《职桥英语教程》(Towards Professional Success)这套教材。本套教材分为三册,供高职院校公共英语课程教学使用。

本套教材紧密结合我国高职院校公共英语教学的实际需要,遵循大学生掌握外语知识和语言能力的规律,从培养听、说、读、写能力着手,以掌握职业岗位所需要的英语语言知识和能力为目标,在内容、结构和体例上具有“人无我有,人有我新”的诸多特色,全面、及时地满足了我国当前高等职业教育公共英语教学的需要。

首先,从内容方面看,本套教材具有如下突出特点:(1)针对性强。本套教材针对高职院校学生英语语言基础和培养目标的实际,在内容上,系统选取了能帮助大学生构建合理英语语言知识和运用能力核心体系的语言材料。同时,针对高职学生就业岗位的需要,又精选了行业英语方面的素材。(2)教材信息量大、材料新。本套教材视野开阔,资料丰富,内容宽泛而不晦涩,按照国际职业标准的分类,将各主要行业必备的英语句型、词汇、应用文体精选在教材中。学生通过学习本套教材,不仅能掌握基本的英语语言知识和听、说、读、写能力,而且可以结合职业岗位需要有效运用行业英语知识。(3)兼顾实用性与发展性。本套教材的内容不受传统大学英语教材体系的限制,在内容的编排上参考了美国托业考试官方指南中给出的与职业类别有关的词汇用法,涵盖 Activities、Dining out、Entertainment、Family and friends、General business、General ideas、Health、Housing、Offices、News、School、Shopping 和 Travel 等领域。

其次,从结构方面看,本套教材具有主线贯穿全书,且独立与渗透兼备的特点。本套教材以帮助学生掌握合理的实用英语知识和运用能力为主线,按行业大类划分英语课程教学单元(Unit),又根据工作岗位英语实际使用需要确定每课(Lesson)的教学内容,并设置了 Language focus、Cultural focus、Workplace focus 几个教学模块。这样,对学生听、说、读、写能力方面的教学不再停留在语法、句型、词汇方面的机械操作,而是以实用为主,实现通过英语课堂掌握职场相关的必备文化知识、词汇和有用的表达形式。

再次,从体例方面看,本套教材导入与穿插并用。在编写体例上,将课堂教学的导入手段引入教材。教材呈现的材料真实记录了职场生活的方方面面,所有课文单元里所举例子都是真实发生在职场中的英语运用实例,是现实生活中发生的事情,例如宾馆前台的对话、餐厅就餐的用语、业务上的讨论、机场接人时的介绍、对事情的分析和旅游

介绍等。这些内容真正将与现实生活有关的职场背景带进了课堂。这对调动学生的学习兴趣、活跃课堂气氛有很大的帮助。

在当前国内高职高专公共英语教材编写领域，本套教材的编写思路是一种全新的尝试，对推动我国高职英语教学改革、提高人才培养质量具有重要的现实意义。另外，本套教材拥有丰富多彩的配套教学资源。除有满足教师备课需要的教学参考书和供教师上课直接使用的成套多媒体课件外，还有与主教材相配套的《综合训练》。值得特别说明的是，《综合训练》的编写，不仅帮助学生巩固主教材所要求的知识和能力，而且在实训形式和内容选择上也结合了国际权威英语考试指南的要求，有针对性地引导学生加强训练，以顺利通过托业考试、托业桥考试、BEC 商务英语考试等，并有助于高职高专学生获得国际社会和企业界承认的职业英语资格证书。

教育部高等学校英语类专业指导委员会主任委员刘黛琳、委员张权教授和宋专茂研究员提出了教材的编写思路和框架。《职桥英语教程》第2册编写团队：由宋专茂承担对全书统稿和部分单元的编写工作；广东科贸职业学院陈楚瑞、中山火炬职业技术学院李海霞担任本册教材的主编。参与本册教材编写工作的还有广州铁路职业技术学院王友良、谈竹琴、陈婷婷；梧州学院邹燕；中山火炬职业技术学院陈翠兰、邢大红、王晓惠、庆利赢；广西民族大学莫婉妮；广州大学卢婉红；广州大学市政技术学院车雁琪、胡英；并对该《教学指导手册》和《综合训练》的审定工作做了大量的工作，在此我们表示诚挚的谢意。

最后，在本书出版之际，刘黛琳教授对本书的编写极为重视，审阅了教材的初稿并提出许多宝贵的意见。本套教材的出版也得到了东北财经大学出版社方红星社长的大力支持以及李季老师的全力协助，在此谨致谢忱。由于本套教材遵循的是崭新的编写思路，在编写过程中会有不当和疏漏之处，我们真诚期待着广大使用本套教材的教师、学生以及相关行业的专家提出宝贵的反馈意见，以进一步改进和提高这套教材的质量，为高职院校公共英语教学改革提供更好的服务。服务邮箱：fangyangbook@163.com。

编 者

2010年5月

于广州大学城

Towards Professional Success

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Unit One Shopping

Lesson 1 Talk at the Supermarket

Learning Objectives

- Learning patterns applied in shopping at the supermarket
- Learning words and expressions used in shopping at the supermarket
- Learning cultural differences relating to shopping at the supermarket
- Practising how to read and pay the receipt
- Practising how to read complaints
- Practising how to create an advertisement

Language focus

1.1 Listening

Task 1 Dialogues

Listen to the recorded Dialogue 1 and 2 twice, and fill in the following blanks with the words you hear.

Dialogue 1

Cashier: Would you like paper or plastic?

Customer: _____, please. I think the laundry detergent rang up wrong.

Cashier: It did?

Customer: Yes. It's _____ this week for \$4. 99 and it rang up for _____.

Cashier: You're right. I'll change it.

Customer: I forgot to give you these _____.

Cashier: That's no problem. I'll take them. Your _____ is \$ 59.68.

Dialogue 2

Mother: Is there anything on the _____ that we missed?

Daughter: Let me check. Milk, eggs, cheese, crackers, ice cream, salt, chicken, fish...

We've got _____ canned soup, soap powder, and bread.

Mother: Do you think _____ some lettuce or carrots? They look fresh.

Daughter: _____? I love carrots.

Mother: What kind of soup _____? Cream of chicken or cream of mushroom?

Daughter: We can buy both... Mom, the soup powder is _____. Should we take one more?

Mother: I'd love to, but _____ is almost full and I don't think we can carry that much.

Daughter: All right... _____ the bread.

Mother: Take the plain ones. Two loaves.

Daughter: Now we've got everything. Let's _____.

Mother: There is a long line on the left. Let's go to the right checkout counter.

Notes

“A shopping list”: 购物清单, 购物者在购物前列出所需要买的物品, 一方面免得遗忘, 另一方面避免出于冲动的购买, 以减少不必要的支出。



Task 2 Presentation



Listen to the introduction to Wal-Mart Stores, Inc. and complete the following profile:

Wal-Mart Stores, Inc.

Type: an _____ corporation

Founded in year _____

Founder: _____

Area served: _____

Industry: _____

Number of stores: _____

Number of employees: _____

Net income: _____ (2009)

Revenue: _____ (2009)



Words and Expressions

Wal-Mart Stores, Inc. (Walmart): 沃尔玛百货有限公司

corporation [ˌkɔ:pə'reɪʃən] n. 公司

found [faʊnd] vt. 建立

incorporate [ɪn'kɔ:pəreɪt] v. 合并, 组成公司

New York Stock Market: 纽约证券交易所

grocery ['grəʊsəri] n. 杂货店

retailer [ri:'teɪlə] n. 零售商(店)

comprise [kəm'praɪz] vt. 包含

fiscal ['fɪskəl] year: 财政年度

net income: 净收入

sales revenue ['revɪnju:]: 营业收入

1.2 Learning Patterns

1. 用于超市购物的常用句型

超市与顾客接触最多的部门可能是商品、收银和客户服务部, 以下是一些常用的表达法:

1. 购物

We need to buy some soy sauce. Which aisle is the soy sauce in?

That would be in aisle 7 (或者说 That would be there. 然后用手指出位置).

Good evening, can I help you?

Yes, I'd like to buy some skin care lotion.

There is a promotion going on for 10% off.

2. 收银

How much are they?

Final price... 60 yuan. / They are 60 yuan altogether.

May I have a plastic bag?

Are the bags chargeable?

How much does one bag cost?

Do you want a plastic bag? It's 1 yuan.

Cash or credit card?

Please swipe the card.

Just enter the password.

Sign here please.

I will pay by cash.

3. 退货

I would like to return these slacks.

Do you have your receipt?

And why are you returning them?

I'm sorry, but we usually don't do it. It is our policy.

4. 其他

Excuse me. Where can I find the information desk?

Perhaps the cashier made a mistake.

Sorry, I'll ask the cashier to check it up again.



II. 时间状语从句



1. when, while, as: “当……时”, 从句用于表示主句动作发生的特定时间, 如:

I'll go on with the work when I come back tomorrow.

Strike while the iron is hot.

As time goes by, we have a better understanding of things around us.

2. before: “在……之前”, 表示主句动作发生在从句动作之前; after: “在……之后”

表示主句动作发生在从句动作之后。如:

Close the door before you leave the room.

After you think it over, please let me know what you decide.

3. as soon as: “一……就……”, 表示主句动作紧接着从句动作发生。如:

I'll telephone you as soon as I get there.

4. until, till: “直到”, 当主句谓语动词是延续性动词时, 主句常用肯定形式; 当主句谓语动词是非延续性动词时, 主句要用否定形式, 即“not ... until / till ...”, 意为“直到……才……”。如:

I'll wait here until / till he comes back.

You can't go home until / till you finish your work.

5. since: “自从……”, 主句常用现在完成时, 从句常用一般过去时。

We haven't seen each other since we parted.

6. by the time: “到……时”, 如果从句的谓语动词用一般过去时, 主句的谓语动词用过去完成时; 如果从句的谓语动词用一般现在时, 主句的谓语动词用将来完成时。如:

By the time you came back, I had finished the work.

By the time you come here tomorrow, I will have finished the work.

1.3 Word Power



Task 1

Match the following Chinese words with their English translations, using a dictionary if necessary.



- | | |
|-------------|----------------------|
| 1. 百货商店 | [] shopping list |
| 2. 购物中心 | [] sales clerk |
| 3. 大型超级市场 | [] department store |
| 4. 杂货店 | [] shopping day |
| 5. 连锁商店 | [] mall |
| 6. 店主 | [] hypermarket |
| 7. 店员 | [] shopping bag |
| 8. (商店) 营业日 | [] chain store |
| 9. 购物单 | [] grocery store |
| 10. 购物袋 | [] shopkeeper |



Task 2

Match the following words with the pictures.



A



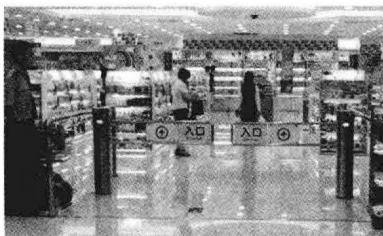
B



C



D



E



F

- [] cash register
- [] shelf
- [] checkout
- [] entrance
- [] trolley
- [] aisle

**Task 3**

Match the adjectives with the definitions. Then write their opposite meanings from the box and describe to your friend the goods that you bought last time.

Adjectives		goods that...	opposite
1. expensive	[]	made and intended to deceive	_____
2. free	[]	having great value	_____
3. superior	[]	of high quality	_____
4. valuable	[]	costing a lot of money	_____
5. fake	[]	costing nothing	_____

chargeable valueless inferior inexpensive genuine

**1.4 Exercises****Task 1**

Complete the following sentences with *when*, *while*, *as*, *after*, *before*, *since*, *until* or *as soon as*:

1. It was already eight o'clock _____ we got there.
2. I saw her just _____ she was getting off the train.
3. He learned to speak German _____ he was in Berlin.
4. He had learned Chinese _____ he came to China.
5. _____ the work was done, we sat down to sum up experience.
6. I haven't seen him _____ he moved to the other side of the town.
7. I waited _____ he came back.
8. It was not _____ he took off his glasses that I recognized him.
9. The thieves ran away _____ they caught sight of the police.
10. _____ he comes tomorrow, I shall ask where he has been.

**Task 2**

Fill in each blank with the proper form of the word given in brackets.

1. Before the flight takes off, all passengers _____ (ask) to fasten their seat belts.
2. By the time you get to Shanghai tomorrow, I _____ (leave) for Chongqing.
3. The young man lost his job last month, but it wasn't long before he _____ (find) a new position in my company.
4. Li Lei _____ (meet) the famous American professor until he was on holiday in America last year.

5. We were about to leave when he _____ (come) in.
6. It _____ (be) five months since our boss went to Beijing.

**Task 3**

Complete the following sentences using an appropriate greeting for each circumstance.



1. If you need to buy some salt in the supermarket but you do not know where it is placed, you may ask the sales clerk, “_____”.
2. If you are shopping at a supermarket and you have forgotten to take a shopping bag, you may say to the cashier, “_____”.
3. If you have bought an iron but you are not satisfied with it, you can say to the clerk at the information desk, “_____”.

**Task 4**

Communicative activities: Complete the following sentences.

Then role-play it.



Cashier: Welcome to ...

Do you want a plastic bag? It's ...

Customer: ...

(asking for the total price) ...

Cashier: Final price ...

Cash or credit card?

Customer: ...

Cashier: Please enter the password.

Sorry, ...

Customer: Try this one, then.

Cashier: ...

Thank you.