

职场英语 写作教程

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职场英语写作教程

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内 容 简 介

《职场英语写作教程》通过一毕业生求职及进入职场后碰到各种问题这条主线来设计各种能力训练项目,包含就业招聘模块、职场公务文书模块、商务信函模块和四级写作等四大模块,共二十一个项目,每个项目由7个板块组成:1. A Test Case Study; 2. Sample Analysis; 3. Brainstorming; 4. Simulation Task; 5. Your Try; 6. Writing Workshop; 7. Self-assessment。内容涵盖了求职信、个人简历、备忘录、通知和海报、电子邮件和电报、计划、邀请函及其回复、致歉函、建立业务关系、询盘函、报价函、议价函、订购函、投诉与索赔函、催款函等应用文及商务信函的写作。书中四级写作模块主要为满足学生参加大学英语四、六级考试的需要,帮助学生突破考试难关而设计。每个项目均配有课堂或课后操练任务,书后附有部分参考答案。

本教材可供高职高专非英语专业学生课堂教学和课外练习使用,也可供广大英语爱好者学习参考。

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前言

近些年来,以高等职业教育为代表的中国职业教育课程改革取得了突破性的发展。为了满足新形势下对高职高专英语课程教学和人才培养的需求,我们打破传统的学生被动接受讲解和机械模仿范文的传统写作教学模式,组织编写了这本《职场英语写作教程》。该教材的编写填补了公共英语写作教材在内容上严重脱离学生就业需求、脱离学生职场实际工作过程的空白。

《职场英语写作教程》以教育部高职高专英语专业教学指导委员会 2009 年《高职高专英语课程教学基本要求》修改稿为依据,以高职教育特色和英语课程改革新理念为指导思想,以个人面试求职及进入公司后所能接触到的业务流程为主线,以模块、项目、情景、任务为载体,以职场为环境,以四级写作训练为能力拓展,以任务导向、过程写作为模式,介绍灵活多样的英语学习和写作策略,培养学生的学习和写作兴趣,提高自学能力,为终身学习奠定基础。教材的中心任务是通过学习英语应用文和大学英语四级的写作规范和书写模式以及常用的语言表达,巩固学生的英语语言技能,对学生进行专业知识的培训与锻炼,提高学生的职场英语应用文写作和四级写作能力。本教程是江苏省教育厅高校哲学社会科学研究基金项目(项目编号:09SJB880011)“高职英语网络课程开发与学习质量评价研究”的主要研究成果之一,也是江苏省教育厅高等成人教育精品课程“实用英语”和英语教指委精品课程“高职英语”的配套教材。

本教程有以下特点:

1. 编写理念的先进性

教材以职场交际为目标,以应用为目的,按照职场岗位和工作过程来构建内容。本教材由模块、项目、任务组成,真正把学生就业需求融入到公共英语写作教材中去,通过任务项目的完成来达到培养学生在日常活动和与未来职业相关的业务活动中进行一般的书面交流能力和实际应用英语的能力。同时帮助学生掌握有

效的学习方法,增强自主学习能力,提高综合文化素养,为他们提升就业竞争力及今后的可持续发展打下良好的基础。

2. 教学模式的创新性

本教材吸纳写作过程理论和任务型教学理论的新思维,力图打破学生被动接受讲解和机械模仿范文的传统写作教学模式,以任务驱动和过程写作为模式,将写作理解作为一种不断循环的过程,一个螺旋型发展的思维过程。以学生为主体,任务为依托,项目为载体,引导学生积极参与,通过感知、体验、实践、参与和合作等方式,实现完成任务的目标。即,"通过使用语言学语言"而不是"现在学,以后用"。通过完成真实写作任务,切实提高英语应用写作能力。

3. 内容板块设计的新颖性

本教材摒弃了传统写作教材以概念陈述、格式及常用句式介绍、范文仿写的编排体系。每个单元教学任务设计环环相扣,层层递进,充分体现了职业教育教、学、做一体化课程单元设计特点:即目标明确、案例导入、问题驱动、正反实例、操作示范、实例模仿、改造拓宽、讨论消化、归纳总结。

4. 教学过程的可操作性

本教材是基于编者多年的教学实践而编写,具有教师易于运用,学生易于掌握,而且能迅速达到学以致用等特点。在教学方法方面该教材也为教师提供方便,教师直接按照书中的安排实施教学,即可顺利地达到预期教学目的。在课时计算、内容布局、小组讨论、仿真任务演练、教师讲评、学生意见反馈等环节都力求做到逻辑严密、多寡得当、难易适度,并留给教学双方充分的选择余地。

5. 教学活动的多样性

每一单元都设计了形式多样、内容丰富并与相关主题紧密联系的活动。如正反实例的生生互动、师生互动研讨活动、典型案例的教师讲解、仿真写作练习、范文展示等等。使教材更具有针对性、指向性和实用性,有利于培养学习者实际使用英语进行书面交际的能力。

《职场英语写作教程》由常州轻工职业技术学院基础部英语教研室编写,杨建英、肖德钧任主编,周建惠任主审,郭靖、方玉琴、孙爱民任副主编。其他参编人员是孙杏林、谢艳红、颜华云和汤慧。具体编写分工如下:杨建英编写了项目一、二和二十的教材、答案;肖德钧编写了项目十三和十九的教材、答案;周建惠编写了项目十五和二十一的教材、答案;郭靖编写了项目四和八的教材、答案;方玉琴编写了项目九和十六的教材、答案;孙爱民编写了项目六和十四的教材、答案;孙杏林编写了项目五和七的教材、答案;谢艳红编写了项目十一、十二和十七的教材、答案;颜华

云编写了项目三的教材、答案;汤慧编写了项目十和十八的教材、答案。感谢在本书的编写和出版过程中北京邮电大学出版社给予的帮助和大力支持,同时要感谢基础部领导的大力支持和帮助。

由于编者水平有限,加之时间仓促,书中难免存在一些缺点和错误,恳请专家和广大读者批评指正。

职场英语写作教程编写组

2010年8月

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Module 1

Job Hunting



It's graduating season again. As a college graduate, you have to go to one job fair after another to find an ideal job. But how? What are the most important things you are thinking about? An effective job application letter? A satisfactory resume? Facing the fierce competition in the job market, do you think you are well prepared with these things for the job hunting? If not, let's prepare together right now!

Item 1 Job Application Letters

Objectives

In this item, you are expected

1. to be able to write a letter of job application.
2. to cooperate with others in completing writing tasks.
3. to know the basic format of the letter.

4. to get familiar with the useful sentence patterns.
5. to use the language freely and correctly.

1 A Test Case Study

Task 1 Directions: You are required to write an application letter according to the information given in Chinese.

说明: 请以王曼丽的名义写一封求职信。

王曼丽, 24 岁, 毕业于黑龙江技术学院, 主修企业管理, 各门课程都优良。学过速记与打字, 速度各为每分钟 90 字和 70 字。请为她拟出一份给 ABC 公司的自荐信, 希望能在该公司谋得总经理秘书一职。请注意书信的格式。写信的日期为 2004 年 6 月 25 日。

Words for reference:

技术学院 Technical College 企业管理 Business Administration 速记与打字 shorthand and typing

Task 2 Discuss in groups of four or five and compare the two letters and decide which one is more appropriate and what differences are in the contents and formats.

Student's worksheet 1

Dear Mr. Manager, 6/25, 2004

My name's Wang Manli. I am 24 and graduate from Heilongjiang Technical College. I major in Business Administration and do well in all my lessons. I have studied shorthand and typing, and the speed is 90 words and 70 words per minute.

I hope to apply for the post of general manager's secretary.

Yours sincerely,
Wang Manli

Student's worksheet 2

Dear Sirs and Madams,

I'm Wang Manli, 24, a graduate of Heilongjiang Technical College. I am writing to apply for the post of general manager's secretary.

I major in Business Administration and get an excellent achievement in all my lessons. I have ever learned shorthand and typing, and the speed of each is 90 words and 70 words per minute.

It would be a great honor for me if you give me a chance to work in ABC Company. I am looking forward to receiving your early reply.

Yours sincerely,
Wang Manli
June 25, 2004

2 Sample Analysis

Task 1 Read the following sample and discuss in groups about the different parts of the letter.

27 University Avenue
Brooklyn NY 11288
April 11, 2003

Ms. Mary Jones
Director of Campus Relations
XYZ Corporation
54 West Third Street
Albany, NY 10056

Dear Ms. Jones,

I am interested in applying for the sales representative position recently advertised in The New York Times. The skills I have developed from my work experience and academic background support my candidacy for the announced position.

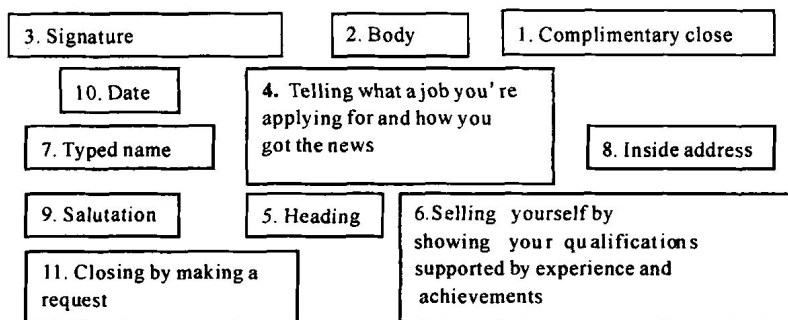
As you can see from my resume, the internship I had with ABC Corporation provided an opportunity for me to gain practical experience with account maintenance. In addition, I have worked as a waiter for the past four years, learning firsthand how to effectively deal with customers and their demands.

I would very much like an opportunity to discuss with you my overall abilities regarding the announced position. You can reach me at (718)123-4567. Thank you for considering me for this position.

Sincerely,
John K. Alberts
John K. Alberts

Labels: a, b, c, d, e, f, g, h, i, j, k

Task 2 Match parts a~k with the terms 1~11 below and compare your answers with your partner.

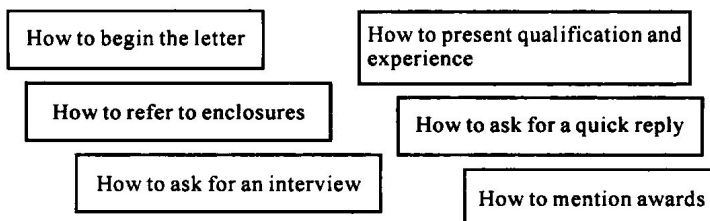


3 Brainstorming

Task 1 Study the following sentence structures and then try to rearrange them according to the functions boxes.

1. I look forward to your prompt reply.
2. I have come to know through some reliable source that you have a vacancy for the post of... in your renowned organization.
3. I am now a senior in ... Department of ... University, and I expect to graduate in ...(date) with a degree in ...(discipline)
4. At present, I am working with...
5. I'm interested in applying for the secretarial position advertised in today's China Daily.
6. I am 29 years old and a Ph. D. holder.
7. Please refer to my enclosed CV for details.
8. After graduation, I joined... and worked as...
9. I should be happy to tell you more about my experience in an interview.
10. For the past three years, I have been employed by...
11. I would be grateful if you can let me know the result of my application in due course (at the appropriate time).
12. I came to know from your advertisement published in the Times on October 8 that you have a vacancy for the post of ... in your esteemed organization.
13. A friend of mine who works in your company informed me of a vacancy in your company.
14. I graduated from the Capital Teachers' University and can speak English fairly well, and possess considerable proficiency in typewriting.

15. I was awarded the prize of ... (title) in ... month/year for ... (e. g. good performance in ...)
16. I won/received the prize/award of ... (title) in ... (date)
17. Please find my enclosed CV for your reference.
18. I hope to hear something favorable from you soon.
19. I shall very much appreciate the chance to talk to you.
20. I would be very much obliged if you can give me an early reply.
21. I am enclosing my resume to provide further details about my experience.



Task 2 Match the job titles in column A with the Chinese version in column B.

A	B	Answers
(1) a construction worker	消防员	()
(2) a mechanic	电脑程序员	()
(3) an electrical engineer	会计师	()
(4) a firefighter	市场分析员	()
(5) a flight attendant	工程技术员	()
(6) a computer programmer	建筑工人	()
(7) an accountant	总经理助理	()
(8) a social worker	电气工程师	()
(9) an animation designer	接待员	()
(10) a quality inspector	计算机处理操作员	()
(11) a marketing assistant	导游	()
(12) a market analyst	秘书	()
(13) a general manager assistant	动画设计师	()
(14) an engineering technician	机械师	()
(15) a receptionist	出纳员	()
(16) a computer processing operator	空乘服务员	()
(17) a secretary	销售助理	()
(18) a cashier	社会工作者	()
(19) an administrative clerk	质检员	()
(20) a tourist guide	行政办事员	()

4 Simulation Task

Task 1 You're a secretary major of Changzhou Institute of Light Industry,

graduating this summer. In today's newspaper, you came across a job advertisement which offers a position of secretary in Changzhou Sunshine Cashmere Co., Ltd.. You're very interested in it, so you decide to write a job application letter according to the advertisement below to try your luck.

A Job Advertisement

Jiangsu Red Star Cashmere Co., Ltd.

Address: No. 25 Wuyi Road, Changzhou, Jiangsu Province

Postcode: 213163

E-mail: hr@Redstar.com

Jiangsu Red Star Cashmere Co., Ltd., a modern cashmere garment company located in Changzhou, Jiangsu, has the following excellent job opportunities for creative, resourceful and energetic persons at its rapidly growing and fully owned headquarter:

Secretary (Full-time/Part-time)

Requirements:

- Pleasant and outgoing personality;
- Flexible mind and excellent service attitude;
- Good computer skills;
- Good command of English, both spoken and written.

Task 2 You are a cashier graduate this summer. Read the following ads and prepare to write an application letter.

Cashier

Full-time/Part-time

SMC, INC, is seeking cashiers.

Cashiers Must

- Be responsible
- Have some experience, but not necessary
- Be able to provide good customer service
- Be able to handle money efficiently

If interested, please contact the following location.

41 Jiefang Road

0510-86752288

5 Your Try

Task 1 Group Discussion

- Q1. What's the purpose of writing a job application letter?
- Q2. What is the employer looking for?
- Q3. What skills are required for the job?
- Q4. What personal qualities should a candidate have?

Task 2 The letter applying for the position of a secretary is complete, but the parts are mixed up. Arrange the letter in the proper order.

8 Mingxin Road
Changzhou, 213164
Jiangsu Province
Mar. 12, 2009

I would like to apply for the position of secretary at your company. And I'd like to introduce myself to you briefly.

As you can see from the attached resume, I will graduate from Changzhou Institute of Light Industry next month. My outstanding record at school and some experience in business has prepared me for the work you are offering. I used to perform several tasks in my spare time and learned a lot about how to manage my workload well.

Sincerely yours,

Li Lijuan

Li Lijuan

I have become skilful in interpersonal communication. In addition, I am thoroughly familiar with the use of computer, and with the Internet and E-mail as well. Although I have majored in accounting for three years, I have a good command of oral and written English. I believe that I am qualified for the position of secretary in your company.

Dear Sir or Madam,

Enclosed — resume

I am looking forward to a personal interview at your convenience, if you decide to follow up on this application. Thank you very much!

Jiangsu Red Star Cashmere Co., Ltd.
No.25 Wuyi Road,
Hutang, Changzhou,
Jiangsu Province

Task 3 Now try to write the letter of application applying for the post of cashier yourself.

What is a job application letter?

What is the organization of an application letter?

1. The introductory paragraph stating

- ## 2. The body paragraph, highlighting qualifications in

- 3. The concluding part, in which one may**

- 8

- (2) Refer to enclosure(s)
- (3) Offer further contacts
- (4) Ask for an interview

Things to Remember

1. Before writing an application, find out as much as you can about the job.
2. Make a draft plan first with what you want to put in your application.
3. Clearly state exactly what job you are applying for—don't make the reader guess. Remember that the employer may have multiple job openings at any time.
4. Show how your skills and background match those the employer seeks. Customize your letter for each job by identifying a few key requirements described in the job description and showing how you meet them.
5. Use specific examples to demonstrate your qualifications. General claims like "I am an experienced manager" are much less persuasive and memorable than statements like, "In my last job, I managed a team of six people for three years." "I produced a newsletter at my last job," is ok, but less impressive than "At my last job, I produced 12 issues of a 6-page monthly newsletter on downtown revitalization projects that was distributed to 300 business owners."
6. Describe the results of your skills. When possible, show how you achieved specific results in your previous jobs. "I work well with other people," is less convincing than, "During the year that I assisted residents submitting requests for zoning changes, three people contacted my supervisor to let her know how pleased they were with my help."
7. Briefly explain why you want the particular position you are applying for. Although the balance of the letter should focus on what you can offer to the employer, you also want the employer to know that, if offered the job, you are likely to accept it.
8. Always check spelling and watch your grammar. Get someone to proof read it for mistakes before you send it.
9. Keep asking, "How would an employer react to what I've written?" As you draft and then revise your letter, do careful audience analysis.
10. Keep your resume up to date.