



高职高专商务英语、应用英语专业规划教材

应用英语 综合能力实训

主审 方宁

主编 胡丽纯 夏宁满

副主编 张丽 徐佩兰 李宏磊 余建军

Practical
Training for
Integrated
English
Qualification



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编者说明

近年来随着我国高职高专不断蓬勃发展,对学生英语实用性的要求越来越高,而实训教学是高职院校不可缺少的重要教学环节。本教材的作者根据《高等学校英语高职专业英语教学大纲》的内容和精神,对高职毕业生的岗位要求进行了调查并对企业要求的问卷结果进行了分析;同时走访了许多其他涉外企业,探讨了应用英语课程的实用性,力求达到编写实用有效的英语语言实训教材,为我国经济发展服务的目的。

本教材根据企业的要求,参照英语写作的案例来编写每一章节。每个章节由训练目标要求、要点提示、背景介绍、情景设置以及训练内容和反馈测评组成,便于教师根据学生的实际情况循序渐进地教学,可操作性强,十分适合高职高专院校英语专业的学生的能力训练和测评。

本教材共有五个部分,主要内容有:

第一部分为听和说(Listening and Speaking),分五个章节。其内容包括:1) 日常生活,2) 公共关系,3) 外贸事务,4) 商务洽谈,5) 商务会展。该部分重视语言共性教学,训练应用英语的口语和听说技能。

第二部分为写作(Writing),分三个章节。该部分结合专业,强调实用文体模拟写作方面的训练。其内容包括:1) 个人事务写作训练,包括简历、申请信、名片等;2) 一般商务公文写作训练,包括便条、通知、报告、邀请函、证明信、感谢信、道歉信、备忘录、会议记录、图表等日常商务写作内容;3) 商务事务写作,包括广告、建立业务关系、推荐信、询盘和报盘、订购、支付条款、投诉与调解等商务往来的信函写作。

第三、四部分为翻译(口译和笔译)(Interpretation and Written Translation),共六个章节。其内容包括:交际对话、礼仪用语、信用用语、商务用语等。

第五部分为商务同声打字(Business Audio Typing)。包括各种业务文字快速录入。

本教材的主要特色有:

1. 随着我国外语使用环境的日益改善,外语学习的有效途径

应是“边学边用”，在做中学，而不是先基础后应用。本教材力求把“基础”与“实用”有机地结合起来，为学生创造应用英语的最佳环境。

2. 强调内容的实用性。本教材的选例注重时代性、科学性、可练性。模拟案例均取材于实际工作，使得理论与实践相结合，便于学生操练。为了突出英语作为涉外交际的工作语言这一特点，本教材在注重基础知识的同时，还特别突出交际内容的实用性。

3. 探出“产学研”的一条新路子。通过对学生进行校企交替式和教育渗透式两种教学模式的实践应用，拓宽“产学研”教育的新思路，把实用英语融入到企业需求中。本教材在编写的过程中引用了大量的实际案例，使学生的理论知识和实际能力得到更紧密的结合。

4. 围绕职业观和就业观，构建教材的内容体系。职业指导是提供职业信息、进行职业素质培训和进行创业教育与创业实施指导的过程。由此，我们按照：职业目标——实现职业目标所需要的技能和知识来设计教材的内容体系。本教材弥补了当前综合英语教学实训教材这一空白。

本教材的使用与考核：

实践性教学的成绩考核应在实际操作中进行。对学生在实训所掌握的内容、程度，按照统一考核标准和方式，进行实际测试，实训时间可以分期进行。其成绩按 30% 的比例汇入本门课程成绩中，作为本课程总成绩的依据。

本教材的编写是我们申报的全国高职高专英语专业指导委员会重点课题“高职英语专业综合应用能力实训体系的研究”(GZGZ7607-03)和浙江省社科联课题“高职商务英语‘工学结合’人才培养模式研究”(08N146-G)的成果。本教材由方宁老师主审；第一部分由胡丽纯、夏宁满、伍聂、张丽和王维平老师共同编写；第二部分由胡丽纯老师编写；第三部分由徐佩兰、余建军、夏宁满和张丽老师编写；第四部分由钱律伟和王黎明老师编写；第五部分由李宏磊老师编写。在编写本教材的过程中，编者得到了主编所在的外语专业群教师的大力支持，在此一并表示感谢。

由于编者水平和时间限制，错误和不当之处在所难免，请各位同仁批评指正。

编者

2010 年春月

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Part One

Listening and Speaking
(听说部分)

CHAPTER 1

Daily Life

日常生活

Unit 1 Talking about the News

Practical Objectives

When you have completed this unit, you will master:

- How to review on the news you hear;
- How to use some special words on the comments of news.

Stages of Preparations

Stage 1. Place: in the office, in the meeting-room, etc.;

Stage 2. Site-setting: desk, chair, computer, telephone, tape recorder, etc.;

Stage 3. Number of the participators of each group: two students;

Stage 4. Time: 18 minutes in total—3 minutes for teachers' presentation, 10 minutes for listening, and 5 minutes for each group's discussion.



Tips for Practice

- Pay attention to some sentence patterns on the comments of something;
- Comment on the contents of the news/the influence/the speaker's views/suggestions;
- Don't overstate or understate the true facts.

I Background Information



Read the following passage and try to get some cultural knowledge about the news at home and abroad.

News is like fresh air in people's daily life. It is so important to us because it is involved in everything happening around us. Everyone will fall behind if he or she doesn't care about news.

II Listening and Speaking Practice



A. Listen to the passage three times and fill in the blanks with what you hear from the tape.

1. Brown told Xinhua News Agency _____ that he expected both British and Chinese athletes to “perform to the maximum of their ability” and “_____ ideals of sportsmanship” at the ongoing Games.
2. The _____ arrived in Beijing yesterday with his wife Sarah, and two young sons John and Fraser.
3. Prior to his arrival in Beijing, he had to _____ to politicize the Olympics.



B. Listen to the passage again. Then make a conversation according to the following requirements.

- A: _____ (Ask a question.)
B: It is _____ (Comment on the news.)
A: _____ (Respond to the comment.)
B: _____ (Give a suggestion.)
A: _____ (Express your idea.)

III Presentation Development

Situation: George and you are sitting in the office, listening to the news from the TV. After listening, you would like to express your own idea on the news. Get into pairs and develop a brief conversational exchange with your partner in the situation.

- A: _____ (Ask a question.)
B: It is _____ (Comment on the news.)
A: _____ (Respond to the comment.)
B: But _____ (Give a suggestion.)
A: _____ (Express your idea.)



Useful Sentences for Reference: The following sentences are some related expressions. Please read and try to use them in the above situation.

1. What do you think of the news you heard just now?
2. How do you like the news?
3. What's your impression of the situation?
4. How is the news?
5. Do you have any ideas about the news?
6. Did you hear on the news today that...
7. It's wonderful.
8. I am so excited to hear...
9. As far as I am concerned, it is...
10. I am not sure if I agree.
11. But the point I am making is that...
12. I think if...

IV Pair Work & Discussion



Pair Work: Imagine you are an addresser and your partner is an addressee. Make up a conversation about each of the following subjects on the news.

- An interesting product;
- Market nowadays;
- News on adjusting price;
- News on showing samples;
- News on chance and promotion are necessary.



Discussion:

1. From what means can you get some latest news?
2. How can you analyze and comment on the news?
3. Do you think news is very important to you? Why do you think so?

V Feedback & Comments

Aims of This Part _____

Student's Feedback _____

Teacher's Comments _____

The candidate has met the standard, and has mastered the subject knowledge and related skills. A B C D

Candidate: _____ **Date:** _____

Assessor: _____ **Date:** _____

Unit 2 Talking about the Weather

Practical Objectives

When you have completed this unit, you will master:

- How to review on the climate you hear;
- How to use some special words on the comments of weather.

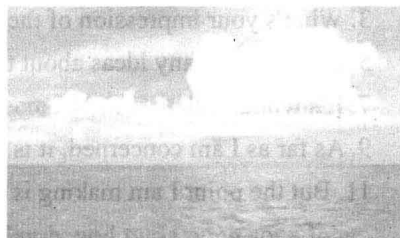
Stages of Preparations

Stage 1. Place: in the office, in the meeting-room, etc.;

Stage 2. Site-setting: desk, chair, computer, telephone, etc.;

Stage 3. Number of the participators of each group: two students;

Stage 4. Time: 18 minutes in total—3 minutes for teachers' presentation, 10 minutes for listening, and 5 minutes for each group's discussion.



Tips for Practice

- People do different things in different weather;
- Say something about the advantages and disadvantages of different weather.

I Background Information



Read the following passage and try to get some cultural information about the weather.

People in Britain are always ready to talk about the weather. Weather is a safe and popular topic that everybody shares with others. Weather is also part of Britain's culture. Can you talk with your friends about what the weather is like and what it will be like? How do you comment on the weather? This time, we are going to discuss the topic of weather and climate as well as the influence of climate change to the natural environment.

II Listening and Speaking Practice



A. Listen to the dialogue three times and fill in the blanks with what you hear from the tape.

(Give a suggestion)

A: What do you _____ the weather you just heard on the tape?

B: It is terrible. _____

A: What _____ if you were in such bad weather?

B: Maybe I just stay at home like the other people, _____ around the fireplace.

A: How _____ the weather here?

B: It is _____. Warm and sunny.

A: What's _____ in your hometown?

B: It _____ place to place. Down in the southwest, the weather is gorgeous. But in the Midwest, you may expect a lot of rain. And it can be freezing up north.

A: Um. Maybe that's why people often _____ the weather.

B: Yeah. Mentioning the weather is the best way _____ a conversation with someone, especially with a stranger.

A: Yeah. That will make people _____ and say something one way or the other.



B. Listen to the dialogue again. Then make up another conversation according to the following requirements.

A: _____ (Ask a question.)

B: _____ (Comment on the news.)

A: _____ (Respond to the comment.)

B: _____ (Give a suggestion.)

A: _____ (Express your idea.)

III Presentation Development

Situation: Listen to the dialogue again and answer the following questions according to what you hear.

A: What do you think of the weather you just heard on the tape?

B: _____

A: What would you do if you were in such kind of weather?

B: _____

A: How do you like the weather here?

B: _____

A: What's the weather like in your hometown?

B: _____



Useful Sentences for Reference: The following sentences are some related expressions.

Please read and try to use them in the above situation.

1. **A:** What's the weather like in your country now?
B: It changes so quickly.
2. **A:** Cold this morning, isn't it?
B: Yes, it's supposed to get hotter this afternoon.
3. **A:** Warm today, isn't it?
B: Yes, it's supposed to get warmer for the weekend.
4. **A:** It must be wind that makes it so cold.
B: Let's go inside.
5. **A:** What a beautiful day!
B: Yes, it's not like what the weather forecast said at all.
A: What nasty weather!
B: Yes, just like what the weatherman said.
6. **A:** Do you often have such weather this time of the year?
B: Generally, it's nice and mild.
7. **A:** Do you often have high winds this time of the year?
B: No, not very often.
8. **A:** I wonder what the weather is going to be like tomorrow.
B: They said it was going to be fair and sunny.
9. **A:** I hope it will stay this way till the end of my visit.
B: So do I.
10. **A:** The weather here is really different from what I expected.
B: You'll get used to it soon.
11. **A:** I've heard the weather here is ideal.
B: Yes. Just like spring the whole year round.
12. **A:** I thought it was supposed to get warmer today.
B: Yes, I thought so too.
13. **A:** It seems to be clearing up.
B: Yes. The wind was going last night.
14. **A:** Do you know how cold it got last night?
B: The radio said it was 15 degrees below.
15. **A:** I'm freezing.
B: It must be worse today than yesterday.
16. **A:** This is the hottest day we've passed so far this summer.
B: I've never suffered so much from the heat.
17. **A:** How are the winters here generally?
B: They're usually rather wet.
18. **A:** I see rain clouds are gathering.
B: They may just pass over.
19. **A:** It's pouring down in torrents now.
B: A heavy downpour like this in summer is sure to let up soon.