

经全国中小学教材审定委员会 2005 年初审通过

普通高中课程标准实验教科书（任意选修）

# 英语应用文写作

ENGLISH PRACTICAL WRITING

主 编 杨晓钰

主 审 Gina Sebastian



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# To the Student



This book will provide a useful and practical guide for anyone with a need to communicate in English.

亲爱的同学，高中英语学习又进入了一个新的阶段，感觉如何？在过去的每一天里，相信你一定在不断地积累英语学习的经验，在不断地反思，在不断地进步。有收获，也有迷惘，对吗？从初中到高中的几年中，你在英语写作方面已掌握了一定的知识，但在面对启事、书信、报告、日记、读书笔记、演讲等应用文体的写作时，一定会感到对这些写作的格式和语言表达没有把握，有的甚至一筹莫展。由于文化背景不同，英、汉两种语言存在极大的差异，而这些差异体现在两种语言的应用文体上，更是显而易见。

为了满足社会对英语人才的需求和《普通高中英语课程标准》中提出的“普通高中课程要适应社会需求的多样性”，为你规划人生提供实践的机会，我们编写了这本选修教材《英语应用文写作》，旨在帮助你初步掌握常见的应用文的基本格式并运用恰当的语言来表达，培养你运用英语解决日常书面交流中遇到的问题的能力和技巧，为你进入高等学校继续深造或走向社会打下良好的基础。

作为语言与技能类选修课，《英语应用文写作》在内容上与英语必修课相辅相成，是必修课的延伸与提高。全书由8个单元构成，包括17课学习内容，你可以在教师的指导下进行选学。每一课包含以下6大板块：

1. **Looking Ahead** 部分列出了每单元的教学目标，它会帮助你了解主要的学习内容，使你在学习的过程中始终处于主动地位，发挥主体作用，取得最佳的学习效果。

2. **Approaching the Topic** 板块是为了激活你已有的与主题相关的背景知识，并通过听、说、读、讨论、思考等活动，了解、熟悉主题。因此，在这一阶段你一定要勤动脑、勤动手、勤动嘴，积极为下一步写作做准备。

3. **Ready to Write** 部分通常包含“Learning Focus”和“Useful

Expressions” 两项内容,是在感知主题的基础上对相关知识的讲解和归纳,同时提供了写作过程中所需的有用词句,帮助你关注写作过程,关注语言知识的扩展和积累。

4. **My Writing** 这一板块是为你提供的实战演练场。通过前面的感知、学习、归纳等过程,你一定已经迫不及待地想动笔写作了吧!书中已为你准备了具体的写作步骤,相信经过实践,你一定会感叹:英语写作并不难! It's a piece of cake!

5. **Further Practice** 板块为本课目标内容的延伸。我们提供了相应的文化知识、更多的情景练习和一些与主题相关的美文,以帮助你更好地理解中西文化的差异,更有效地进行写作和与人交流。

6. **Self-assessment** 为你提供自我评估、自我反省的机会,与 Looking Ahead 相呼应,旨在帮助你找出差距,及时弥补,不断进步。

通过本教材的学习,你一定能体验到英语写作的乐趣,你的英语应用文写作能力也能得到较大的提高。正如哈佛大学英语语言学专家 Thomas R. Farley 在审读该教材后写到:“How useful this book will be to Chinese students in preparing to deal with foreign government and business officials, as well as helping them to avoid errors in social situations.”

英语学习的道路充满了艰辛,但作为学习者,克服困难也不失为一种乐趣。走一步,再走一步!翻过那座山,你就能拥有那片海。请记住永远对自己说:“I can do it!”

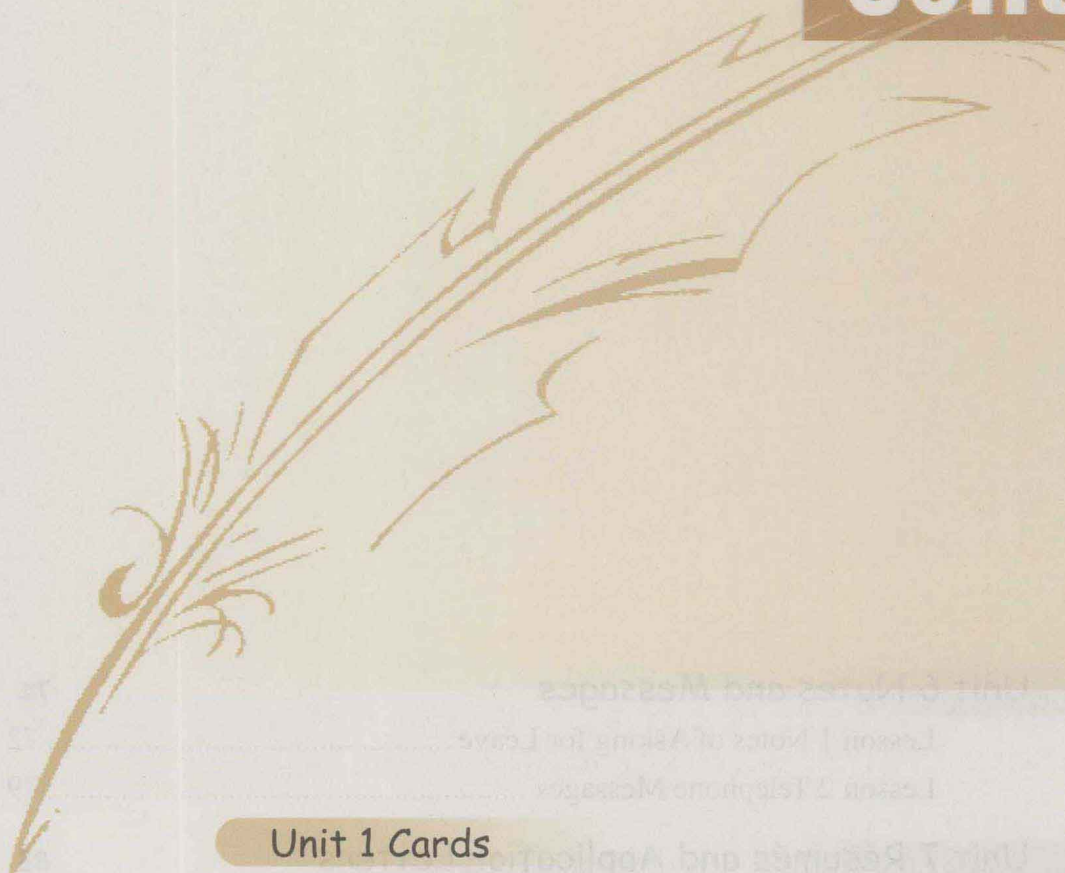
愿你快乐地度过该阶段的英语学习,享受克服困难的快乐,享受写作的快乐,享受成功的快乐!

编 者

2005 年 1 月

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# Unit 1 Cards

## Lesson 1

# Visiting Cards



### Looking Ahead

- Practise meeting guests.
- Get to know the courtesy connected with visiting cards.
- Learn to write the address in English correctly.
- Get familiar with the different occupations and titles.
- Study the format of visiting cards.

### Approaching the Topic

1. Before writing a visiting card, please find out the answer to each of the following questions.

Tick (✓) the answer you think is appropriate.

YES NO

- 1) Have you ever worked as a receptionist in your summer vacation? ☐ YES ☐ NO
- 2) Suppose you are receiving a guest as a receptionist, what do you usually do?
- ☐ Greet the guest.
  - ☐ Ask the name of the guest.
  - ☐ Get to know his personal information from his card.
  - ☐ Listen to him patiently.
  - ☐ Help him to contact the person he is looking for.
  - ☐ Try to keep silent.

- ☐ Give some explanations to the guest.
- ☐ Serve the guest some drinks while he/she is waiting.
- ☐ Chat with the guest while he/she is waiting.
- ☐ Give the guest some magazines or newspapers to read.

Some other actions: \_\_\_\_\_

3) What is the function of a visiting card?

- ☐ Promoting social status.
- ☐ Providing personal information briefly and clearly.
- ☐ Being fashionable.
- ☐ Supplying a convenient way for the holder to exchange personal information with others.

Other functions: \_\_\_\_\_

4) What should be put in a visiting card?

- ☐ The name of the holder.
- ☐ Profession and title.
- ☐ Company and its address.
- ☐ Mail address.
- ☐ Telephone number.
- ☐ E-mail address.

Other information: \_\_\_\_\_

2. Look at the pictures and choose the expressions below to complete the conversation with your partner.

- |                           |                             |                   |
|---------------------------|-----------------------------|-------------------|
| A. take a seat            | B. mind waiting             | C. Can I help you |
| D. Could I have your name | E. here are some newspapers |                   |



R(eceptionist): Good morning. \_\_\_\_\_?

V(istor): Yes, I'd like to see Mr. Lin.

R: Is Mr. Lin expecting you, sir?

V: No, I'm afraid not.

R: \_\_\_\_\_, please?

V: I am Henry Smith and here's my visiting card. (*Pass the visiting card to the receptionist.*)

R: (*Read the visiting card.*) Oh, you are the Sales Manager of General Cables? If you'd like to \_\_\_\_\_, Mr. Smith, I'll see if Mr. Lin can see you. (*To Mr. Lin on his extension*) I have a Mr. Henry Smith here, who's the Sales Manager of General Cables and wants to see you. Yes... you can't now, but in ten minutes? All right. (*To the visitor*) I'm afraid Mr. Lin can't see you now. Would you \_\_\_\_\_ ten minutes?

V: No, I don't, for I must see Mr. Lin today. Thank you very much.

R: Not at all. And \_\_\_\_\_.

3. Now please read the following three visiting cards and try to answer the questions.

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1) What are included in the cards on the left? You may refer to Activity 1.4) and check.

2) If you are going to study abroad, which card is most useful to you? And in which ways you may get in touch with the person you are looking for?

You may get in touch with him/her by:

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_

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- 3) Compare the visiting cards in English and in Chinese. Are there any differences? If yes, what are they? Discuss with your classmates.

## Ready to Write

### 1. Learning Focus

- ▶ A visiting card is also called a name card, calling card or business card.
- ▶ Although it cannot take the place of a letter or note of introduction, a visiting card has become one of the necessities of business people.
- ▶ A visiting card usually contains the holder's personal information such as his/her name, title, working place, address, telephone number, fax number, mobile phone number, and e-mail address, etc.
- ▶ The language in a visiting card is not very difficult, but the form and the style should be designed to be as beautiful and exquisite as possible.

Generally speaking, the name of the card holder should be written in the middle of the card, in bigger and bolded letters, under which should be the professional title. The company is usually put at the very top or the left top of the card. The address should be at the left bottom, while the telephone number, fax number and e-mail address are at the right bottom.

company and title

the name of the card holder

professional title

the address

telephone number

fax number

e-mail address


### 2. Useful Expressions

- 1) *The company / enterprise*


|  |             |
|--|-------------|
| Personnel Department of Xi'an No. 1 Middle School            | 西安一中人事处     |
| Chengdu Safari Park  | 成都野生动物园     |
| Chongqing Popular Science Education and Entertainment Center | 重庆科普教育娱乐中心  |
| Beijing Library  | 北京图书馆       |
| Chongqing Foreign Language Bookstore                         | 重庆外文书店      |
| Ping'an Insurance Co.  | 平安保险公司      |
| Huatai Touring Services Ltd.                                 | 华泰旅行社       |
| Hainan Airline Co. Ltd.                                      | 海南航空有限公司    |
| Yangtze River Holiday Inn                                    | 扬子江假日饭店     |
| After-sale Service Sector of Chongqing Department Store      | 重庆百货商店售后服务部 |

## 2) The address


Group 8, Chengqing Village  
Majia Township, Xindu County  
Chengdu City, Sichuan Province



First Floor  
The Australian University Center  
210 Clarence Street  
Sydney NSW 2000



Room 1-5-1, Apartment Building 9  
Sub-lane 7 Lane 200  
Old Central Chongqing Road  
Urumqi City, Xinjiang Uygur Autonomous Region



Writing the address in English should start from the smaller places to the bigger ones, i.e. from village, township/county to city/province; or from room number, building number, lane, road to city/province.

**TIPS**

## 3) The profession and title

|  |                         |
|--|-------------------------|
| president 大学校长                           | principal 中学校长          |
| school master 小学校长                       | director 所长;主任          |
| dean 教务长;系主任                             | professor 教授            |
| head of the teaching research group 教研组长 | associate professor 副教授 |
| supervisor 导师                            | lecturer/instructor 讲师  |
| chief engineer 总工程师                      | senior engineer 高级工程师   |
| assistant engineer 助理工程师                 | senior accountant 高级会计师 |
| senior economist 高级经济师                   |                         |

If you need more information on professions and titles, please read [Appendix III](#).

## My Writing

Design a visiting card for yourself. You may get some help from [Useful Expressions](#) and the steps suggested.

**Step 1** Imagine what you will be and where you will live ten years later, and complete your personal information.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Profession and title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Step 2** Design the card according to your imagination.

**Step 3** Now exchange your draft with your partner's and cross-check with the following checklist. If there are any mistakes, mark them with the symbols for correction in [Appendix II](#).

### Checklist

|  | YES | NO |
|--|-----|----|
| 1) Check the layout of the card and see whether it includes the necessary information. |     |    |
| 2) Check the punctuation. Are there any mistakes?                                      |     |    |
| 3) Check the capitalization. Are the first letters of proper nouns capitalized?        |     |    |
| 4) Are there any spelling mistakes?  |     |    |
| 5) Are there any misuses of words or expressions?                                      |     |    |
| 6) Are there any mistakes in the name and the address?                                 |     |    |
| 7) Is the card beautiful and exquisite?  |     |    |

**Step 4** Now write your final card.

## Further Practice

1. Read the following passage and get to know the courtesy connected with visiting cards.

A visiting card contains the holder's personal information, so do not ask for a person's card if he does not offer it to you. When passing the card to the others, you should hold the front part of the card slightly with your thumbs and forefingers of both hands, i.e. let the front side of the card face the person you are to give your card to so that he can get the information as soon as possible.

People usually say "Pleased to meet you." when they are exchanging their cards. The receiver of the visiting card should not throw the card onto the desk or hold it carelessly or casually, but read it immediately and carefully.

### TIPS

Western people do not hold name cards with both hands when passing a card to others, but only with their right hand. They neither read the card carefully but just glance at the name and title, as in a first meeting the attention should be directed to the person itself.

2. Practise spoken English according to the following situation.

Suppose you and your classmates are holding an alumni get-together which might happen ten years from now, and all of you are doing the jobs you have designed in *My Writing*. Now exchange your visiting cards with your classmates and then have a chat. Please pay attention to the courtesy.

## Self-assessment

1. Tick "YES" or "NO" and see how well you have performed in this lesson.

|   | YES | NO |
|---|-----|----|
| I can receive guests appropriately.               |     |    |
| I can exchange visiting cards in the correct way. |     |    |
| I can write addresses in English correctly.       |     |    |
| I can address people with appropriate titles.     |     |    |
| I can design visiting cards by myself.            |     |    |

2. If you tick "NO", please

- go back over your work until you can tick "YES".
- talk to your teacher about your difficulties.
- do something else you think necessary to improve your work.

## Lesson 2

# Greetings Cards



### Looking Ahead

- Practise writing greetings correctly and appropriately for different occasions.
- Remember the commonly-used greetings for birthdays, Christmas and New Year.
- Get to know the names of some common festivals or holidays.
- Learn to design greetings cards by yourself.

### Approaching the Topic

1. Discuss in groups and answer the following questions. Tick (✓) the answer which is true for you.

1) What do you usually receive on your birthday?

- ☐ CDs.
- ☐ Books.
- ☐ Toys.
- ☐ Beautiful clothes.
- ☐ Chocolates.

Some other presents: \_\_\_\_\_

2) On what occasions do you think people will send greetings cards to others?

- ☐ On birthdays.
- ☐ On New Year's Day.
- ☐ On Christmas Day.
- ☐ On the Spring Festival.
- ☐ On Mother's Day.
- ☐ On Father's Day.
- ☐ On Valentine's Day.

- ☐ On Halloween.
- ☐ On the Dragon Boat Festival.
- ☐ On Thanksgiving Day.
- ☐ On the Mid Autumn Festival.
- ☐ On May Day.
- ☐ On Teacher's Day.

Some other occasions: \_\_\_\_\_

2. Usually, there are some greeting words already printed on greetings cards either inside or outside. What are they? Please write down at least three greetings. You may discuss this question with your partner.

e.g. Happy birthday!

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

3. Read the following passage and circle the answer to each of the questions.

A greetings card is usually designed either to be beautiful, or meaningful or funny. On the card people often write some words to show their heartfelt greetings. Of course, on different occasions, what people write is also different. For example, "Merry Christmas!" appears on Christmas cards, "Happy New Year!" on New Year's cards and "Happy birthday!" on Birthday cards, etc.

Some people would like to buy a greetings card while others prefer to make a card by themselves. Either way is acceptable. If you choose to make the card by yourself, you may draw a picture first, and then write down your greetings; and if you want to buy one, you may decide on the appropriate one with the proper words on it.

- 1) How is a greetings card usually designed to be?
  - A. Beautiful.
  - B. Meaningful.
  - C. Funny.
  - D. All of above.
- 2) People often write some greeting words on the card according to different occasions. Do they?
  - A. Yes.
  - B. No.
- 3) You'd better buy a greetings card instead of making one. Is it true?
  - A. Yes.
  - B. No.
- 4) When you are choosing a card, what is the most important factor you should consider?
  - A. The picture on the card.
  - B. The words on the card.
  - C. The size of the card.
  - D. The colour of the card.

4. Now please read the following three greetings cards and answer the questions.



Dear Bob and Susan,

With all good wishes for a brilliant and happy Christmas season. Hope things are going all right with you.

Your friend,  
Jessie

Dear Lisa,

On this special day I send you New Year's greetings and hope that soon we shall be together.

Yours,  
Joel

Dear Jimmy,

May your memories today be warm ones. May your dreams today be dear. May your joy last through the year. Have a wonderful birthday!

Your friend,  
Tom

1) Choose the title for each card.

- A. Birthday Card
- B. Christmas Card
- C. New Year's Card

2) What are included in the above cards? Compare the contents in the cards with your answers in Activity 2 and check them.

3) Besides sending cards on Christmas, New Year's Day or birthdays, what other things do people usually do? Have a discussion with your classmates.