



普通高等教育“十一五”国家级规划教材  
新标准高职高专公共英语系列教材  
VOCATIONAL COLLEGE ENGLISH

# 工业英语

行业英语系列

学生用书  
STUDENT'S BOOK

## INDUSTRY MATTERS

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赠书



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## 总序

高等职业教育贯彻以服务为宗旨、以就业为导向的办学方针，培养的人才需最大限度地符合未来职业的要求。高职高专公共英语教学必须明确这一定位，为高职人才培养的总目标服务。高职高专公共英语教学改革也应该尝试能够体现这一教学改革目标的探索与实践，以职业岗位要求为依据，开展有针对性的教育，以强化高职高专公共英语教学的实用性、职业性特征。正在研讨的《高等职业教育英语课程教学要求》已体现了这一改革思路，将行业英语的教学纳入了高职高专公共英语教学的内容。然而高职高专公共英语教学应如何与行业相结合，这仍是一个值得我们思考和探讨的问题。“新标准高职高专公共英语系列教材·行业英语系列”不仅为这个问题给出了一个科学、合理的解决方案，也为行业英语教材的建设提供了一个优秀的范本。

细致是该系列教材最难能可贵之处。无论是对所涉及行业中需要使用英语进行工作的情景以及各种情景下常用的句型、词汇、专业术语，还是对国际交往中最容易引发沟通障碍的文化差异以及由于缺乏了解可能引起的商务礼仪失误，该系列教材都作了细致入微的介绍与分析。这使教材在选材、学习量及活动的设计上都极具科学性和针对性，既不是闭门造车，也不是眉毛胡子一把抓。同样的细致也体现在其内容的编排上。举个例子，我们很多教材中的口语练习往往失于空泛，学生无话可说，或有话说不出。而该系列教材中的口语练习场景真实、要求具体、引导详细、循循善诱，很容易激发学生想说英语的欲望。此外，该系列教材很注重语言的循环呈现，同样的句型、词汇和交际功能往往能在不同形式的练习中得到反复操练、不断深化，这将大大提高学习的有效性。每单元的各板块不是生硬的堆砌，而是既相互独立又前后连贯。对于行业英语教材来说，板块之间的这种独立性给教学留下了选择的空间，而这种连贯性则非常有助于引导学生进入教材设定的行业角色。该系列教材图文并茂，设计堪称精致，但真正的精致还在于其细致、认真、科学、严谨的内容编排。

实用是这套教材最突出的特点。书中选取的素材完全是来自真实工作场景下的真实语言材料，包括电话交谈、面谈、公司对外宣传资料、公司对内工作文书等职场内容，几乎涵盖了从业者日常工作的方方面面。书中还设计了大量模拟真实工作任务的练习，努力让学生进入从业者的角色，训练用英语处理业务的能力。这些真实的语言材料和训练把实际工作场景带入了课堂，学生学到的就是他们在未来工作中要面对的，使学以致用原则真正落到了实处。

高职高专英语教育强调以实用为主，以培养职业能力为目标，这就需要我们的教学反映学生未来实际工作的需要，提高学生的就业能力。该系列教材以细致的行业需求分析为基础，以科学严谨的内容编排为特点，着力培养学生用英语进行工作的能力，融“教、学、做”为一体，充分体现了高职高专英语教学改革的方向。相信它的出版不仅会使广大英语学习者受益，也将为探索我国高职高专英语教育如何加强职业能力的培养拓展思路。

刘黛琳 教授

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

## 前言

《工业英语》是自德国引进、由国内高职高专一线教师改编的行业英语教材，其内容充分体现了“实用为主，够用为度，以应用为目的”的原则。学生通过本教材的学习既可以学到与行业相关的词汇与表达，又可以对相关工作场景下的英语听、说、读、写、译技能进行训练，并且为获取职业资格证书做准备。

《工业英语》共十个单元，主题包括公司概况、公司结构及雇员职责、公司之间的电话沟通、商务考察的安排、正式会议和商务谈判、销售活动和战略、生产设备和方法、咨询、订购、合同和发票、问题、投诉和信贷等。本书的最大特点是采用真实工作场景下的真实语言材料，培养学生在未来工作中运用英语进行交流的能力。练习的设计模拟真实的工作任务，如接听电话、预订、接待来访、商谈价格和供货条件、按要求撰写传真和简短商务信函等，让学生学以致用，真正做到了与职业结合、与行业结合。

每单元内容均按热身、对话、阅读或听力理解、词汇、语言及文化知识、补充材料等部分组成。我们建议学习者按顺序学习本书的内容，以便系统地掌握与工业行业相关的英语词汇及表达方式。每单元末尾都提供了补充学习材料，以供学有余力的学生进一步提高英语水平。

该教材不仅适合高职高专学生学习，也适用于英语中级水平者，或具有高中学历的企业员工进修培训。

该教材改编由王振芳担任主编，冯锦、李丽莎担任副主编，参加改编的还有欧阳文萍、周可宝、陈小华、吴昊、许英、宋智、林叶之。在教材改编过程中，得到了上海外语教育出版社以及教育部高职高专英语类专业教学指导委员会主任委员刘黛琳教授的关心和指导，在此谨表谢意。

由于改编者水平有限，时间紧迫，错误与疏漏敬请批评指正。



处配有录音



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ADVANCED  
MATERIALS

## SKILLS

## GRAMMAR

|  |  |   |
|--|--|---|
| Industrial cost reduction                  | Greeting a visitor<br>Making introductions<br>How to say and write numbers<br>Presenting your company                | Present tenses  |
| Kaizen management strategy                 | Giving directions<br>Describing your company<br>Making small talk<br>Describing your job                             | Questions   |
| Health risks of mobile phones              | Making contact by telephone<br>Leaving a message<br>Using telephone language<br>Being polite                         | Will-future and<br>going to-future                              |
| Credit cards                               | Booking flights, hotels and hire cars<br>Spelling names  | Present<br>continuous and<br>simple present as<br>future tenses |
| Videoconferencing                          | Arranging a meeting<br>Confirming arrangements<br>Using formal language in meetings<br>Taking minutes                | If-clauses  |
| Business culture in different<br>countries | Preparing a presentation<br>Choosing presentation tools<br>Recognizing cultural differences<br>Reading body language | Simple past,<br>present perfect<br>and past perfect             |
| Corporate identity                         | Summarizing a conversation<br>Understanding marketing terms<br>Summarizing a report<br>Planning a marketing strategy | Passive voice (1)   |
| IT in industry                             | Describing production processes<br>Summarizing a company's business activities                                       | Passive voice (2)   |
| Documentary credit<br>transactions         | Making telephone enquiries<br>Placing an order<br>Writing enquiries<br>Acknowledging an order                        | Modal verbs   |
| Just In Time manufacturing                 | Making complaints<br>Expressing regret<br>Offering solutions<br>Writing reminders                                    | Adverbs   |

## APPENDIX

|                    |          |                |          |
|--------------------|----------|----------------|----------|
| Applying for a job | page 104 | Pairwork files | page 119 |
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| Incoterms          | page 111 | Unit word list | page 132 |
| Business documents | page 113 | A-Z word list  | page 142 |

# 1

## A VISIT TO AIRBUS

### 1 WARM UP

Answer these questions.



1 What is the name of the capital of Germany?









2 Look at the map and name the main industries of Germany.

3 Why are industries located in certain areas?

4 Is there a correlation between industry locations and water?

5 In which parts of Germany is the aviation industry based?

6 Name some of the main industries in China. Why are they there?

-  aviation
-  ship building
-  vehicle manufacturing
-  electronics
-  chemicals/textiles
-  aluminium
-  iron/steel
-  coal



## 2

## A VISITOR FROM BRITAIN

Jane Spencer owns a British company which manufactures electronic components. She has an appointment with Daniel Helms of Airbus. Unfortunately, Mr Helms is delayed. Meanwhile Julia Reichel, his personal assistant, takes care of the visitor.



**Listen to the dialogue. How does Julia Reichel make her visitor feel at ease?**

- 1 REICHEL Hello. You must be Ms Spencer from Electronics International. I'm Ms Reichel, Mr Helms' personal assistant.
- SPENCER Yes, I'm Jane Spencer. Pleased to meet you.
- REICHEL Pleased to meet you too. Mr Helms has just called to say that he will be a quarter  
5 of an hour late. I'm sorry about that: the traffic is really heavy right now. Please take a seat ... Can I get you something to drink?
- SPENCER Yes, please. A coffee with milk and two sugars would be lovely.
- ...
- REICHEL Is this the first time you've visited Airbus, Ms Spencer?
- 10 SPENCER Yes, it is. We do a lot of business with German companies, but we haven't had the opportunity to work with Airbus before.
- REICHEL Then let me tell you a little bit about our Hamburg plant.
- SPENCER Yes, please do.
- REICHEL This plant began operation in 1940, long before Airbus was actually founded. It  
15 belonged to Blohm & Voss at that time.
- SPENCER I thought that they built ships.
- REICHEL That's right, but they diversified into aircraft in the 1930s. Later on they merged with Messerschmitt-Bölkow to form MBB and a year later – in 1970 – the Airbus era began.
- 20 SPENCER Right. So what is your contribution here in Hamburg to the Airbus production process?
- REICHEL We deliver the largest fuselage section for all Airbus types.
- SPENCER I see. Where does the final assembly take place?
- REICHEL In Toulouse and in Hamburg. There is a so-called "air bridge" between the plants  
25 of the partner companies and the final assembly sites. It's served by a fleet of special transport aircraft, the "Beluga".
- SPENCER Oh, yes. I've seen that funny-looking aircraft several times. How many people actually work for Airbus?
- REICHEL The company has about 16,800 employees in Germany and 45,000 worldwide.

Beluga transporter



- 30 SPENCER And how many aircraft are completed each month?  
 REICHEL Twenty-seven on average.  
 SPENCER That adds up to a lot of planes!  
 REICHEL Yes. To date we've sold about 4,400 aircraft, worth more than 100 billion US dollars.
- 35 SPENCER Does that make Airbus the largest aircraft manufacturer in the world?  
 REICHEL Not quite, but with the new A380, we hope to establish a lead over our main competitor, Boeing.

**Read or listen to the dialogue again. What can you say about the following?**

- 1 Airbus' employees
- 2 Airbus' competitors
- 3 the "Beluga"
- 4 the A380

### 3 WORKING WITH WORDS

**Find the English equivalents of these words in the dialogue.**

- 1 工厂
- 2 从事多种经营
- 3 合并
- 4 生产过程
- 5 组装
- 6 雇员
- 7 制造商

## SHAKING HANDS AND FIRST-NAME TERMS

British, North American and Australian business people shake hands the first time they meet, and on meeting again after a period of time (weeks, months or years). They also shake hands on parting if they do not expect to see each other for some time. However, if they meet frequently, most do not shake hands every time.

British and Australian business people usually introduce themselves with their first name and surname. North Americans may even introduce themselves with just their first name.

Most business people from these countries feel more comfortable addressing business associates by their first name.

## 4

## PLEASED TO MEET YOU!

Work in groups of three. Use the business cards below to introduce yourself and each other.

**George B. Wilson** *Head of Sales*  
**Wilson Exports Inc.**  
 822 Third Avenue  
 New York, NY 10022  
 Tel (212) 870-9953 Fax (212) 870-9151  
 gb.wilson@swbell.net

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 Fax +61-2-3544-2866  
 jordan@kpm.au

## INTRODUCTIONS

## ■ To introduce yourself:

*formal* "May I introduce myself? / Allow me to introduce myself. My name is Jenny Simpson. I'm from ETS Electronics."

*informal* "Hello, I'm Jenny Simpson from ETS Electronics."

## ■ To introduce somebody else:

*formal* "May I introduce you to Mrs Wright? She's our accountant."

"Mrs Miller, let me introduce you to Mr Evans. Mr Evans, Mrs Miller."

*informal* "Have you met Dorothy Wright, our accountant?"

"Judy, I'd like you to meet John Evans. John Evans, Judy Greene."

## ■ To respond to an introduction (eg while shaking hands):

*formal* "How do you do?" – "How do you do?"

*informal* "Nice/Pleased to meet you." – "Nice/Pleased to meet you (too)."

# 5 A COMPANY BROCHURE

Jane Spencer is still waiting for Mr Helms. Julia Reichel has given her a brochure to look at while she waits. An article attracts her interest.



## Flying into the future

- 1 Predictions are for air travel to double within the next ten to fifteen years. Unfortunately, airport and air traffic infrastructures are not expected to keep up with this increase. The result: overcrowding, 35 both in the air and on the ground. Aircraft spend approximately 30,000 hours each year circling over airports, waiting to land. This wastes 100,000 tonnes of fuel – enough fuel 10 for one Airbus to fly around the globe 800 times.

- Increased use of current aircraft types obviously cannot solve this problem. One solution could be aircraft with 500 or more 15 seats. A new generation of jetliners offering this capacity is being developed in order to respond to the growth in passenger numbers.

- At present, the aircraft with the largest 20 passenger capacity is the American-built Boeing 747-400, with 416 seats and a maximum flight range of 13,570 km – corresponding to the distance Los Angeles–Sydney.

- 25 Now Airbus, Boeing's European competitor, is developing a jetliner which can seat as many as 555 passengers (the extended version can even seat 650) and cover a distance of 14,800 km. This new 30 aircraft is the A380. Airbus is also

developing an A380 F freighter version with a payload of 150 tonnes and a range of 10,400 km, as the freight market is growing at twice the rate of the passenger market.

Is this new generation of aircraft just a prestige project for the airline industry – or will it really help to solve the air traffic problem? We shall soon see: the first A380s will roll off the production line in 2006.



What do these numbers refer to in the article?

- |          |          |
|----------|----------|
| 1 650    | 4 14,800 |
| 2 30,000 | 5 150    |
| 3 416    | 6 10,400 |

## 6 WORKING WITH WORDS

Draw this table in your exercise book. Fill in the missing nouns and verbs from the article.

| verb             | noun(s)          |
|------------------|------------------|
| to predict       | prediction       |
| ... <sup>1</sup> | expectation      |
| to increase      | ... <sup>2</sup> |
| to solve         | ... <sup>3</sup> |
| ... <sup>4</sup> | response         |

| verb             | noun(s)          |
|------------------|------------------|
| to compete       | ... <sup>5</sup> |
| ... <sup>6</sup> | development      |
| to grow          | ... <sup>7</sup> |
| to produce       | ... <sup>8</sup> |

### LANGUAGE

#### HOW TO SAY AND WRITE NUMBERS

| English       | Written as words                    |
|---------------|-------------------------------------|
| 1,200         | one thousand two hundred            |
| 155,000       | one hundred and fifty-five thousand |
| 1,000,000     | one million                         |
| 1,000,000,000 | one billion                         |
| 2.35          | two point three five                |

■ In English, a "point" is used for decimals and a comma is used to separate blocks of three digits.

## 7 FINDING OUT THE DETAILS

**STUDENT A:** Look at the information card on the left below ("Airbus A380"). Complete the card by asking Student B for the information you need.

**STUDENT B:** Turn to File 6 on page 121. Respond to your partner's questions.

Now swap roles for the card on the right ("Boeing 747-400"). Student A should use File 1 on page 119.

### Airbus A380

|                       |       |
|-----------------------|-------|
| overall length        | _____ |
| height                | 24 m  |
| wingspan              | _____ |
| number of engines     | 4     |
| passenger load        | 555   |
| or (extended version) | 650   |
| flight range          | _____ |
| cruising speed        | _____ |
| fuel capacity         | _____ |
| max. takeoff weight   | _____ |
| first delivery        | _____ |

### Boeing 747-400

|                     |         |
|---------------------|---------|
| overall length      | 71 m    |
| height              | _____   |
| wingspan            | 64 m    |
| number of engines   | _____   |
| passenger load      | 416-524 |
| flight range        | _____   |
| cruising speed      | _____   |
| fuel capacity       | _____   |
| max. takeoff weight | _____   |
| first delivery      | _____   |

## 8

## MAKING COMPARISONS

Work with your partner. Compare the Airbus A380 and the Boeing 747-400 and say which aircraft:

- 1 is bigger
- 2 can carry more people
- 3 is heavier
- 4 can fly further without refuelling
- 5 has more engines
- 6 was built first

## 3

## 9

## GETTING TO KNOW THE COMPANY

At last Daniel Helms arrives. He rushes in to greet Jane Spencer.

- 1 Listen to the dialogue. Who takes the leading role in the conversation? Why do you think this is?
- 2 Draw a table with four rows in your exercise book. Then listen to the dialogue again and take notes for each of the companies.

Company organization

Employees

Products

Turnover

## LANGUAGE

## BUSINESS NAMES



Ltd

Limited Company (*GmbH*). These companies are owned privately by up to 50 shareholders.

Plc

Public Limited Company (*AG*). These companies sell shares to the public.



Inc or Corp

Incorporated. These companies may be "closed corporations" (*GmbH*) or "open corporations" (*AG*).



Pty Ltd

Proprietary Limited Company. The Australian and South African equivalent of "Ltd".



# 10 PRESENTING A COMPANY

- 1 Listen to the two dialogues in this chapter again. Write down useful expressions for introducing a company.

EXAMPLE:

*The company has about 16,800 employees in Germany and 45,000 worldwide.*

- 2 Suppose you are working in a company. Now you have to introduce your company to a visitor: what information will you give? Use the word spider to get some ideas.



EXAMPLE:

*Our company is a manufacturer of office equipment. We have offices in Beijing and Shanghai and we have subsidiaries in Singapore and Malaysia. The company has about 500 employees worldwide. Last year our turnover was 150 million dollars ...*

GRAMMAR

## GRAMMAR YOU CAN USE TO ... TALK ABOUT THE PRESENT

- 1 We **do** a lot of business with German companies.
- 2 Julia **takes** care of the visitor.
- 3 The traffic **is** really heavy right now.
- 4 Predictions **are** for air travel to double.
- 5 Jane Spencer **is** still **waiting** for Mr Helms.

一般现在时 (Simple present)

- 一般现在时表示习惯性、经常性、重复性的动作; 也可以表示特征或状态, 以及客观事实和真理等。(1-4)
- 当主语为第三人称单数 he/she/it 时, 谓语动词后加 -s 或 -es。一般情况加 -s, 以辅音字母加 y 结尾的动词需把 y 变成 i, 再加 -es; 以元音字母加 y 结尾的动词则直接加 -s; 以 ch, sh, s, x, o 结尾的动词加 -es。(2)
- 若谓语是 be 动词, 根据主语人称或数的变化分别可用 is, am, are 等几种形式。(3, 4)

现在进行时 (Present continuous)

- 现在进行时表示说话时或现阶段正在进行的动作或发生的情况。(5)
- 现在进行时由助动词 be 的适当形式 (am, is, are) 加现在分词构成。(5)

# 11 PRACTICE

Use the words to make complete sentences. Use the simple present or the present continuous as appropriate.

- 1 people / in meetings / often / business cards / exchange
- 2 she / not / work / normally / with other firms
- 3 right now / order / spare parts / I / British company / London
- 4 he / come / late / always / meeting / new customers
- 5 competitor / at the moment / new product / develop / our biggest
- 6 no / car / production line / at the moment / roll off / due to strike
- 7 my company / goods / produce / Asian market
- 8 my boss / visit / currently / in Hungary / our subsidiary

## Advanced materials

### 1 INDUSTRIAL COST REDUCTION

Read the article. What are the advantages of the commonality method? Make a list.

#### AIRBUS COMMONALITY

- 1 Right from the start, Airbus developed a system of commonality for airframes, for on-board systems, for cockpits and for training and handling characteristics. This similarity between  
5 the different aircraft of the Airbus family reduces training, maintenance and operational costs substantially.

- Pilots, engineers and cabin crew only need a minimum of training to transfer from one  
10 aircraft type to another. Pilots, for instance, are able to fly different Airbus types with only one qualification, since the cockpit layout is virtually identical between different types.

- This "common design philosophy" was taken  
15 further in the mid-80s with the "fly-by-wire family", which meant that the next product range shared similar on-board systems and

- almost identical handling characteristics. Thus crew training courses could be reduced from 25 working days to one or two days.

- This mobility between aircraft types also leads to greater job satisfaction amongst crew. It offers more balanced workloads due to a wider range of routes and aircraft. Cost savings are  
25 achieved through enhanced crew productivity and the ability to schedule different-sized aircraft for the same routes without creating crew scheduling problems.

- Finally, significant savings are possible  
30 through reducing stocks of spare parts, with common parts accounting for as much as 95 per cent of each aircraft in the single-aisled Airbus family.

### 2 DISCUSSION

Discuss these questions with your fellow students.

- 1 Commonality is one method of cost reduction. What other methods are there?
- 2 What other industries could benefit from such a commonality approach? Think about the automobile industry, for example: does it use similar strategies?
- 3 Do you have any other suggestion on cost reduction?

# 2

## ROLES AND RESPONSIBILITIES AT MEDSET

### 1 WARM UP

Look at these different places of work. What are the advantages and disadvantages of each of these workplaces? Which one would you prefer?

1



Assembly line

2



Open-plan office

3



Construction site

4



Design studio