



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

商业英语 下

行业英语系列

SHOPPING MATTERS(2)

学生用书
STUDENT'S BOOK

作者 Maria Elisabeth Köstler
改编 孙佩君 林萍英 范菁





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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

《商业英语》是一套新型的职业学校商务英语（零售业）教学用书，也可用作企业培训教程，共二册。本教材按照职业学校的教学计划改编，下册需要有一定的英语基础。

《商业英语》下册由 12 个单元组成，内容围绕英语商务交流展开。每个单元都设置了与购物有关的情景，帮助学生熟悉英语的各个基本要点。在教学过程中，为保证专业词汇及语法构架的连续性，建议教师按照书中的单元编排顺序进行教学，但如果课时有限，亦可根据实际情况调整。

《商业英语》的编写注重情节性和实用性。教材中的角色模拟练习与互动练习不仅涉及职场用语，而且还加入了一些职场生活中的社会元素，使学生可以主动有效地锻炼自己日常用语的表达能力。此外，虽然本教材的教学重点不在于语法，但书中仍提供一些基础的语法规则介绍和练习内容，供学习者参考和熟练掌握。

《商业英语》下册书后的 word list 包括全书各处出现的生词和短语。学习者在书中任何地方碰到的生词几乎都能在书后的 word list 中检索到。为了使用方便，本书特意提供了两种检索方式，Unit word list 按照单词、短语在书中出现的先后顺序排列，通过该词表可以看到每一页、每一项内容中所有的生词短语。A-Z word list 按照字母顺序排列，每个词出现的页码都进行了标注，通过该词表可以找到每一个单词出现的上下文。此外，书后的附录还包括介绍商业信函写作方法的 Business correspondence、书中听力练习的文字材料 Transcript 以及角色模拟练习的提示资料 Pairwork files。

最后，编者诚挚地祝愿大家在使用《商业英语》一书时可以获得巨大的乐趣与收获。

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On sale

1

Buying shoes

PATRICIA Hey, Sarah, look at these shoes. They're all in the sale. It says on that sign that they're up to 50 per cent reduced.

SARAH I like the sandals with the high heels, they're nice.

PATRICIA Which ones do you mean, the black ones with the flower?

SARAH No, the ones to the left, the second pair on the right.

PATRICIA The heels are awfully high. If I wear high heels, I can't walk properly. I like shoes like the ones with the strap.

SARAH You mean the blue ones at the back? They're boring.

PATRICIA No, the beige ones on the top shelf, over there on the left.

SARAH Hm, yes, they're pretty.

PATRICIA I think they're great and they really are a bargain – only £20. I think I'll go inside and try them on. If they fit, I'll buy them.

SARAH Well, I can't come with you, I'm afraid. It's very late. If I don't hurry up, I'll miss my bus. But go and buy them now if you like them. Tomorrow they might be gone.

Are the statements true or false? Correct the false statements.

- 1 All the shoes are reduced in price.
- 2 Sarah likes the black shoes with the flower.
- 3 Patricia does not like high heels.
- 4 Patricia likes the grey shoes on the bottom shelf.
- 5 The shoes Patricia likes are very expensive.
- 6 Sarah wants to go to the shoe shop tomorrow.

IF SENTENCES TYPE 1

- 1 If I **don't** hurry up, I'll **miss** my bus.
- 2 If I **wear** high heels, I **can't** walk properly.
- 3 If you always **look** for special offers, you **save** a lot of money.
- 4 But go and **buy** them now if you **like** them.
- 5 If the shoes **don't fit** you, **don't buy** them.

- 条件状语从句如为一般现在时，其主句由 **will** + 动词原形构成（例 1）。
- 条件状语从句的主句中除 **will** 以外还可以用其他情态动词，例如 **should** 和 **can**（例 2）。
- 条件状语从句的主句如用一般现在时，则表示一种“总的情况”、一种“成习惯的事情”（例 3）。
- 条件状语从句的主句有时会用祈使句（例 4，例 5）。

2 Practice

Complete the sentences.

- 1 If I ... (go) now, I ... (not/miss) my bus.
- 2 If I ... (not/go) now, I ... (miss) my bus.
- 3 I ... (give) you a lift if you ... (not/catch) your bus.
- 4 These shoes fit nicely. I ... (take) them if they ... (not/be) too expensive.
- 5 She ... (must/ask) for her size if she ... (want) to try them on.
- 6 If we always ... (buy) shoes in the sales, we ... (save) a lot of money.
- 7 If these boots ... (not/fit), ... (try) the next size.
- 8 If it ... (rain) tomorrow, ... (not/wear) your new suede shoes.

3 Bargains of the day

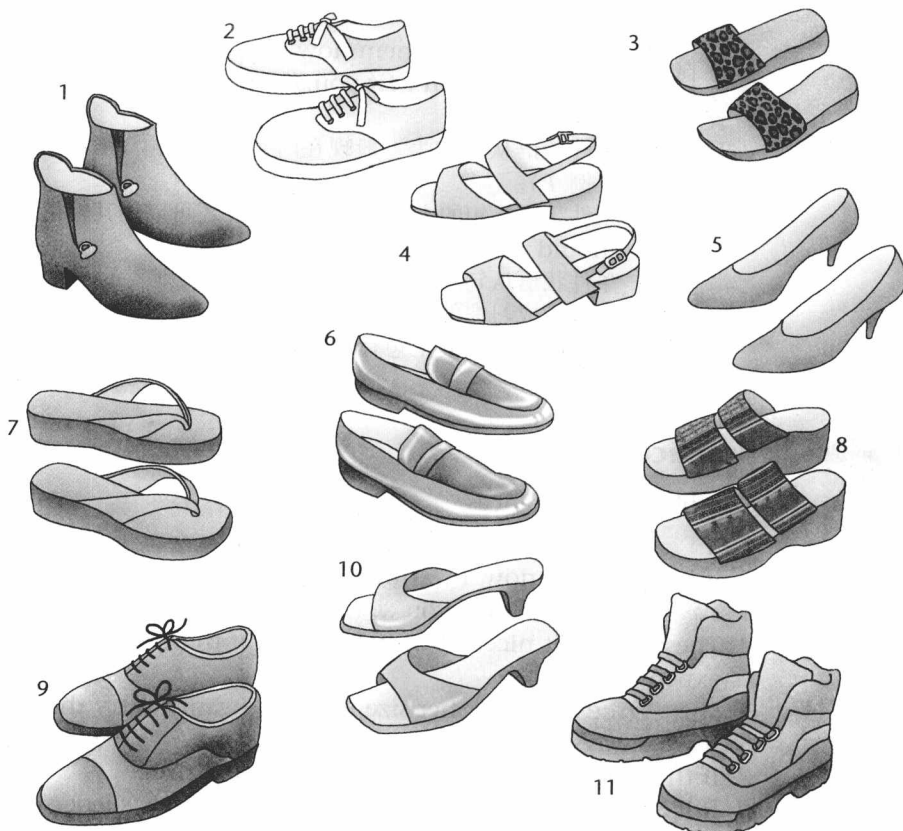
Match the if-clauses on the left with the main clauses on the right to make sentences. There are several possible answers.

- | | |
|--|-------------------------------------|
| 1 If you come to the Buckle & Heel shoe shop on Monday | you can save 20 cents |
| 2 If you buy two pairs of Cinderella ladies' tights | we'll give you your money back |
| 3 If you buy an Armani handbag or purse | you can win a prize |
| 4 If you buy two tins of shoe polish | you'll get a free gift |
| 5 If you send us this coupon | we'll send you our new catalogue |
| 6 If you call this number | you'll get a third pair free |
| 7 If you are not satisfied | you'll find a lot of special offers |

Describing shoes

Use words from the box to describe the shoes.

START LIKE THIS This is a pair of black leather ankle boots with a low heel. These are ...



TYPES OF SHOES

court shoe ♦ hiking boot ♦ loafer ♦ oxford shoe
platform soled shoe ♦ slip-on shoe ♦ sling back shoe
strappy shoe ♦ mule ♦ ankle boot ♦ lace-up shoe
knee-high boot ♦ trainers ♦ sandals

MATERIAL

leather upper ♦ coated leather ♦ suede ♦ nubuck ♦ waxy leather
patent leather ♦ synthetic material ♦ fabric ♦ canvas

OTHER USEFUL WORDS

buckle ♦ laces ♦ high-heeled / with a high heel ♦ with a medium heel
low-heeled / with a low heel ♦ stiletto heel ♦ wedge heel ♦ open toe
waterproof ♦ wide fitting ♦ cleated sole ♦ rubber sole
hard-wearing ♦ padded ankle collar ♦ padded insole
padded tongue ♦ leather lining ♦ toe cap

5 What are you wearing?

With a partner, take it in turns to describe the shoes you are wearing today. What other kinds of shoes do you have at home?

6 In the shoe shop

Listen to the dialogue and answer the questions.

- 1 What does Patricia ask for?
- 2 What size does she need?
- 3 Which sizes are the shoes available in?
- 4 Why don't they fit?
- 5 What does the shop assistant suggest?
- 6 When does Patricia want to go to the branch in Orchard Street?
- 7 When does the shop close?
- 8 What is the time now?
- 9 What does the shop assistant want to do before Patricia goes to the other shop?

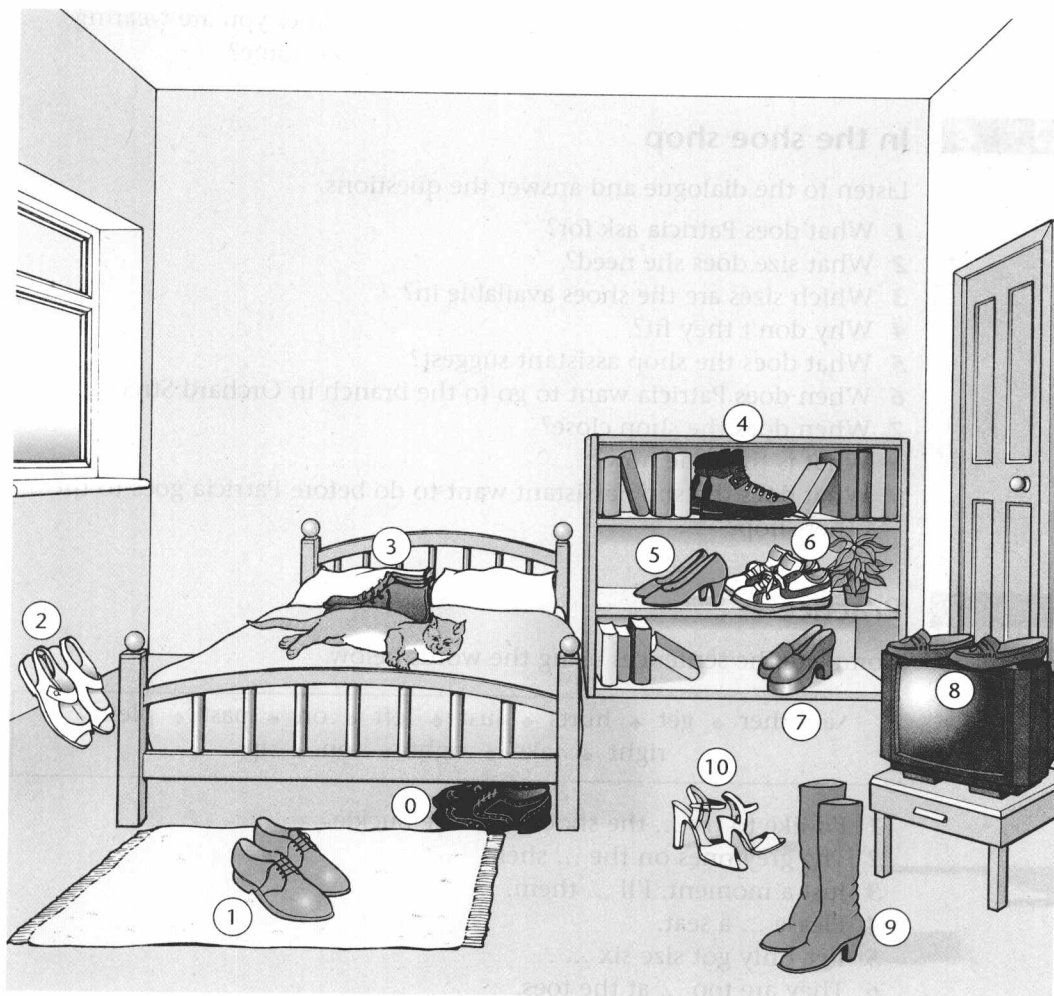
7 Practice

Complete the sentences using the words below.

another ♦ get ♦ hurts ♦ just ♦ left ♦ on ♦ past ♦ plenty
right ♦ take ♦ tight ♦ top ♦ up

- 1 I'd like to try ... the shoes with the buckle.
- 2 The grey ones on the ... shelf.
- 3 Just a moment, I'll ... them.
- 4 Please ... a seat.
- 5 I've only got size six
- 6 They are too ... at the toes.
- 7 When I walk around, it
- 8 We've got ... branch in Orchard Street.
- 9 I can go there ... now.
- 10 It's only a quarter ... six now, there's ... of time.
- 11 If you ... wait a minute, I'll ring them

8 Which shoes are where?



Use the words below to describe where the shoes are in the picture.
Look at the example first.

in front of ♦ behind ♦ below ♦ on top of ♦ under ♦ between
to the left of ♦ on ♦ next to ♦ on the bottom ♦ in the middle of

EXAMPLE 0 ... the bed *The black oxfords are under the bed.*

1 ... the rug

3 ... the cat

5 ... the trainers

7 ... shelf

9 ... the television

2 ... the window

4 ... the books

6 ... the plant

8 ... the television

10 ... the room

THE PASSIVE

- 1 Most shoes **are made** of leather.
- 2 Many articles **will be sold** at half price.
- 3 The price **was reduced**.
- 4 This shoe polish **must not be used** on suede leather.
- 5 This handbag **was designed by** Giorgio Armani.

- 被动语态由助动词 be + 动词的过去分词构成 (例 1—例 3)。
- 含有情态动词的被动语态由情态动词 + be + 过去分词构成 (例 4)。
- 被动语态用于表述无需提及动作执行者的行为 (例如使用说明书); 如果要提及动作执行者, 则使用介词 by (例 5)。

9 Sale of the season

Use the words in the brackets to form passive sentences.

- 1 Lots of bargains ... (can/find) at Brown's department store.
- 2 Many prices ... (reduce).
- 3 The prices for shoes and leatherware ... (cut) by up to 50 per cent.
- 4 Hundreds of toys and games ... (sell) for under £5.
- 5 Skis and bindings ... (can/buy) at half price.
- 6 In our TV and video department many items ... (sell) at up to 30 per cent off.

brown's

10 Practice

Use the words in the brackets to form passive sentences.

- 1 This shoe polish ... (can/use) on most leather shoes.
- 2 Shoe polish ... (must not/use) on suede.
- 3 All suede shoes ... (should/impregnate) with a water-proofing spray.
- 4 These black patent leather shoes ... (make) in Italy.
- 5 These classic court shoes ... (can/wear) on most occasions.
- 6 Next Monday the new shop ... (open).
- 7 Last week 120 pairs of trainers ... (sell) in this shop.

SHOES

European size	36-37	38	39-40	40-41	42	43	44
British size	4	5	6	7	8	9	10
USA size	5½	6½	7½	8½	9½	10½	11½

11 A sales dialogue

Work with a partner to make a dialogue in English.

Customer

Shop assistant

告诉售货员你看中了橱窗里的一双鞋。

询问顾客是哪一双。

告诉售货员鞋的位置。

询问顾客尺码。

告诉售货员你只知道中式的尺码，不知道英式的，说出中式的尺码。

告诉顾客所对应的尺码是多少，告诉顾客现在去取鞋，请顾客坐下；给顾客展示他/她所看中的鞋子，并拿出其他两双相似的同尺码的鞋子。

告诉售货员你想试穿哪双鞋。

询问顾客大小是否合适。

告诉售货员大小合适，但你还想试试另一双。

告诉顾客这双鞋是意大利产的最新款式。

询问价格。

告诉顾客价格，并告诉他/她这双鞋质量很好，是真皮的。

告诉售货员你要买这双鞋。

给顾客提供鞋油。

告诉售货员你不需要鞋油。

询问顾客想以何种方式付账。

告诉售货员你想付账的方式。

2 | Wellness

1 Test yourself

Read the following questions and decide which of the answers most applies to you.

9 Questions on your Fitness and Health

2 Do you use the stairs instead of the lift or escalator?

- a never
- b sometimes
- c always

4 How many cigarettes do you smoke?

- a more than 10 a day
- b up to 10 a day
- c none at all

6 Do you eat fried food like chips, sausages or hamburgers?

- a nearly every day
- b 2 to 4 times a week
- c once a week or less

8 Do you eat fruit and vegetables?

- a hardly ever
- b 2 or 3 times a week
- c every day

1 How often do you exercise (30 minutes at least)?

- a less than once a week
- b once or twice a week
- c 3 times a week or more

3 Are you overweight or underweight?

- a by more than 10 per cent
- b by a little
- c not at all

5 Do you drink alcohol?

- a regularly (4 or more glasses of wine – or equivalent – a week)
- b sometimes (about 2 or 3 glasses a week)
- c never or very little (not more than 1 glass a week)

7 Do you eat a lot of processed food like white bread, cakes, chocolate etc?

- a nearly every day
- b 2 to 4 times a week
- c once a week or less

9 You've got a day off and the sun is shining. What do you do?

- a I stay at home and watch TV.
- b I go to the nearest park and lie in the sun.
- c I enjoy an outdoor activity like cycling or in-line skating.

And here are your scores.

You get 0 points for every a, 1 point for every b and 2 points for every c answer.

13-18 Congratulations. You seem to be in good shape and know everything about the advantages of a well balanced diet. You know that people who feel good often also look good. But be careful not to overdo it. Fitness isn't everything and too much exercise can even be bad for you. It's also important to develop the social and intellectual sides of your life by having hobbies and spending time with friends.

7-12 Not too bad. You know what is good for you and what isn't, but you don't always find it easy to do the right thing. There is a lot of healthy food that tastes good — eat that instead of too much junk food. Planning your meals in advance can help. Try to find some activities you enjoy and soon you'll see that you can cope better with stress, you'll relax and feel less tense — and you might even make some new friends too.

0-6 You really don't care very much about your needs. If you don't look after yourself a bit more, you'll soon have serious health problems. Did you know that regular exercise reduces depression and anxiety and leads to more productivity at work? Start with 5 or 10 minutes exercise every day and increase it gradually. Maybe you can also find a way to a more healthy diet.

2 Working with words

Match the Chinese words on the left with their English translations on the right.

- 1 紧张的
- 2 (妥善) 处理
- 3 经过加工的食品
- 4 日常饮食
- 5 严重的
- 6 处于良好状况
- 7 享受
- 8 健康
- 9 预先
- 10 垃圾食品
- 11 放松
- 12 焦虑
- 13 锻炼
- 14 逐渐地
- 15 把……做得过分

- anxiety
- cope with
- diet
- enjoy
- exercise
- gradually
- health
- in advance
- junk food
- overdo
- processed food
- relax
- serious
- in good shape
- tense