高职高专英语立体化系列教材

# 新职业英语

**ENGLISH FOR CAREERS** 

总主编:徐小贞 主 编:马俊波 何永国

# 职业综合英语



外语教学与研究出版社 FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS 高职高专英语立体化系列教材

# 銷!」與對幾語

ENGLISH FOR CAREERS

## 职业综合英语

总主编:徐小贞

主 编: 马俊波 何永国

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高 平 梁蔷敢

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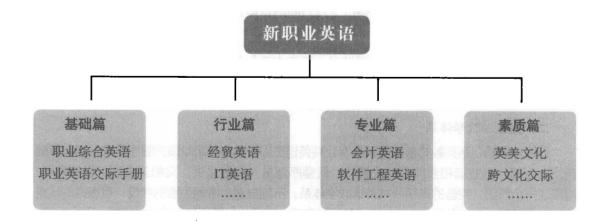
### 前 言

近年来,在国家大力发展职业教育的方针指引下,我国高等职业教育蓬勃发展。高等职业教育的办学方针是"以服务为宗旨,以就业为导向",采用"工学结合"的培养模式,实现培养技术、生产、管理和服务第一线高级技能人才的目标。因此,高职院校的课程必须反映职业岗位对人才的要求以及学生未来职业发展的要求,体现职业性与实践性的特点,能满足培养学生综合能力的需要。英语作为高职院校一门重要的必修课,长期以来一直被看作是孤立的公共基础课程,所教授的内容未能与学生未来的职业有效结合,很难满足不同工作岗位的实际需要。这一现状与培养目标之间的差距对新时期的高职高专英语教学提出了新的课题和新的要求,高职高专公共英语教学改革势在必行。

为贯彻国家大力发展职业教育、培养高素质技能人才的精神,顺应高等职业教育英语课程改革的方向,我们通过广泛调研与充分论证,在深入了解社会单位用人要求和各学校教学需求的基础上,精心策划并开发了"高职高专新职业英语立体化系列教材"。"新职业英语"系列教材是针对高职高专院校公共英语课程开发的全新英语教材,以"工学结合、能力为本"的职业教育理念为指导,以培养学生在将来工作中所需要的英语应用能力为目标,在帮助学生打好语言基础的同时,重点提高听、说、写等应用能力,特别是工作过程中的英语交际能力,真正体现高职公共英语教学的职业性、实践性和实用性。

#### 教材结构

为满足基础英语与相关职业英语学习的需要,实现基础阶段与行业阶段的有机衔接,同时兼顾素质教育和个性需要,"新职业英语"系列教材根据实际教学需求,分为基础篇、行业篇、专业篇和素质篇四部分。各组成部分的结构和关系如下图所示:



#### 基础篇

涵盖不同职业涉外工作中共性的典型英语交际任务,以商务英语为核心内容,以典型工作活动中需要的英语知识和技能为线索组织教学内容,培养学生职业英语应用能力,并为其进一步学习英语打好语言基础。包括《职业综合英语》(共两册)和《职业英语交际手册》。其中《职业英语交际手册》是与《职业综合英语》配套的口语专项训练用书,涵盖工作中最典型的社交和职业场景。

#### 专业篇

依据高职高专院校各专业所面向的职业岗位,培养学生从事目标岗位工作应具备的英语能力,侧重专业发展对英语的需求。与行业篇教材相比,专业篇教材分类更细致,内容更深入,专业及职业岗位特色更明显。

#### 行业篇

立足于高职高专院校各专业群所面向的行业,依据企业的工作流程、典型工作环节或场景设计教学内容,力求使学生具备在本行业领域内运用英语进行基本交流的能力,包括《机电英语》、《厂英语》、《经贸英语》、《医护英语》、《汽车英语》、《艺术设计英语》、《包装印刷英语》、《土建英语》、《化生英语》等。

#### 素质篇

旨在提高高职学生的综合素质,兼顾学生社会发展的需求和个性发展的需要,从而实现其全面发展。包括英语技能类、英语文化类、英语应用类等。可在基础英语教学阶段和行业英语教学阶段供感兴趣的学生选用,也可在之后的提高阶段供与英语联系紧密的专业的学生选用。

为确保教材的针对性、实用性与够用度,"新职业英语"系列教材的内容均通过对各行业及职业岗位的深入调研与分析确定。基础篇与行业篇主要供高职高专英语课程必修阶段教学使用,专业篇和素质篇主要供高职高专院校专业英语课程或选修课使用。各高职高专院校也可根据自身的实际情况灵活安排,选择使用。

#### 教材特色

"新职业英语"系列教材是一套顺应高职高专公共英语教学改革发展趋势、真正体现职业英语教学理念的教材,主要具有以下几方面的特点:

#### 一、创新的教学理念

"新职业英语"系列教材以"工学结合、能力为本"的教育理念为指导,将语言学习与职业技能培养有机融合,确保教学内容与教学过程真正体现职业性与应用性,提高学生的英语交际能力与综合职业素质,从而提升他们的就业能力。

#### 二、完备的教学体系

"新职业英语"系列教材根据高职高专公共英语基础阶段与高级阶段的教学需求,包含基础篇、行业篇、专业篇和素质篇四个模块,既循序渐进、层层递进,又相互协调、相得益彰,构成了一个系统、完备的高职公共英语教学体系。不同层次、不同类别的学校,可根据地域差别、行业异同、个性需要、专业与英语的关联度等,实现公共英语教学的分类安排、因需施教。

#### 三、职业的教学设计

"新职业英语"系列教材在对院校及行业、企业广泛调研的基础上确定编写方案,针对行业和企业对高职高专毕业生英语技能的要求,根据企业的工作流程、典型工作任务或场

景设计教学内容,每单元浓缩一个典型工作环节,学习任务与工作任务协调,实现"教、学、做"一体化。

#### 四、实用的选材内容

"新职业英语"系列教材特别选择各行业和职业活动中实际应用的真实语料作为教学材料,注重时代性、信息性与实用性,既适用于提高语言能力,又有利于培养学生的职业素质与技能。来自于现实工作中的真实选材,会为学生营造真实的语境,并通过学习内容与将来工作内容的结合提高他们的兴趣。

#### 五、科学的测评手段

"新职业英语"系列教材采用形成性测评和终结性评估相结合的评价方法,着重考查学生的英语综合应用能力,培养学生的自主学习策略。本系列教材将提供专门的《形成性评估手册》及许多经过教学检验的形成性评估手段,既能引导学生不断进步,也不会增加教师负担。

#### 六、立体化的教学资源

"新职业英语"系列教材根据各教学环节的需要,配备教师用书、MP3光盘、教学课件与网络资源,提供合理的教学建议与丰富的辅助资源,方便教师备课与授课,促进教师与学生之间的互动与交流。

#### 编写队伍

"新职业英语"系列教材由外语教学与研究出版社与深圳职业技术学院应用外国语学院共同策划开发。各分册在对不同行业特点与需求以及高职院校教学情况等调研的基础上,由各行业领域中著名本科院校及高职院校的英语教师、专业教师及企业人员共商方案、合作编写。

"新职业英语"系列教材总主编为教育部高职高专英语类专业教学指导委员会副主任委员、深圳职业技术学院应用外国语学院院长徐小贞教授。各分册参编院校如下:

《即	R业综合英语》
《耶	<b>R业英语交际手册》</b>
《艺	艺术设计英语》
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《绉	2. 图英语》
《臣	护英语》
上》	建英语》
√IT	英语》
《汽	车英语》
《朾	<b>L</b> 电英语》
《包	沒裝印刷英语》

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东南大学	河南工业职业技术学院
北京印刷学院	郑州牧业工程高等专科学校

编 者 2009年10月

### 编写说明

《职业综合英语形成性评估手册》是高职高专"新职业英语"系列教材基础篇《职业综合英语》的配套教材,旨在进一步巩固学生语言知识、强化语言技能,同时训练学生的英语学习策略、培养学生的英语自主学习能力。为方便教师实施形成性评估,本教材在内容结构、版式设计等方面均进行特别设计。

#### 编写理念

形成性评估是师生之间对学习行为的认可和回应的过程,也是相互促进、互为提高的过程。它首先建立在师生相互尊重与信任的基础上,有利于拉近师生距离,体现评估的民主化和人性化。其次,学生通过自评和反思,能更好地明确学习的任务和目的,增强学习的主动性和自觉性。再次,通过对评估过程和行为的关注,师生之间能够增进了解,从而加强教学的互动。

本手册根据形成性评估的基本理念,将评估的关注点从考试成绩转向学生的学习行为和学习过程。学生做完单元练习后,填写单元评估档案。档案既包括对练习的直观感受、收获、反思等,也包括对教师的建议或希望。教师则可从练习本身了解到学生的实际水平,通过评估档案更全面、准确地了解到学生的心理状况、真实感受和期望,并给予相应的主客观评价和评语。通过评估,教师一方面可及时发现学生存在的问题,帮助他们改进学习方法,调整学习策略,更好地控制学习过程和提高学习效果,另一方面,教师可根据学生反馈的信息来改进教学方法,完善课堂行为,从而达到教学相长的目的。

#### 教材结构

本手册共八个单元,每个单元均与《职业综合英语》对应单元的主题一致,包括五个部分。

**听力**:由五个任务组成,分别为单句应答练习、短对话、长对话(两篇)、短文听写、 篇章问答或选择。

**词汇与结构**:包括两个任务,分别为词汇选择和词性变化填空。

阅读:由四篇文章组成,前两篇为选择题,后两篇分别为填空题和简答题。

**翻译**:包括两项任务,分别是英译汉和汉译英,除与主教材主题相关外,还涉及一种 翻译知识或技巧,并在答案前给予简短的讲解。

**写作**:包括两个任务,考察应用写作的格式和术语,以及训练学生的应用写作能力和常用体裁的通用写作能力。

#### 使用建议

本手册每页的左边印有"剪切线"和"回贴区域",做完后可剪切上交,老师批改后

可及时回贴、以免丢失。

- ▶ 每部分试题前有序号、学号、姓名、班级、成绩、类型等栏目,可方便老师归档和登记成绩。
- ▶ 每次作业需学生签名,申明独立完成,以培养学生的诚信品质并逐渐形成英语学习的 自我管理能力。
- ➤ 对于平时成绩登记,建议老师采用Excel电子表格;如果条件不许可,则可采用编写说明后面所附的表格。练习和答案分开装订,教师可根据实际情况决定如何发放。
- ▶ 需说明的是,形成性评估有很多方式,囿于公共英语教学的实际,本手册采用了目前的形式。教师在使用过程中一定要贯彻形成性评估的内涵,关注应用能力的提高和学生的不断进步,切勿把本手册变成"题海战术"的工具。此外,因□语活动主要由教师引导完成,本手册未涉及。

#### 编写队伍

"新职业英语"系列教材总主编为徐小贞教授。本手册主编为马俊波和何永国,编者为李萍、张璇、高平和梁蔷玫。深圳职业技术学院外教Mike Kopko通读全稿,并做了文字修订。由于编者水平所限,疏漏难免,还望使用者不吝指正。

编者 2009年9月

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班级\_\_\_\_ 成绩 学号\_\_\_ 姓名 序号 **Listening Comprehension** ▶ Task 1 Listen to the questions and choose the best answer to each of them. B. No, I am an office worker. 1. A. Yes, I am trading. C. Yes, I am. B. The Personnel Department. 2. A. I'm not sure. C. An English major. B. Not since June. 3. A. Yes, I do. C. I did two months ago. B. I want to have more experience. 4. A. I have worked for so many years. C. I need your help. B. We achieved 150% growth in sales last year. 5. A. The salesmen worked hard. C. The Human Resource Department made great progress. Task 2 Listen to the short dialogs and choose the best answer to each question. B. At the Customs. 6. A. In a restaurant. D. In a bank. C. At a post office. B. A film ticket. 7. A. A new apartment D. A business card. C. A new car. B. Someone who shows up on time. 8. A. Someone who can type quickly. D. Someone who is handsome. C. Someone who is pretty. B. She was not good at business. 9. A. She disliked big companies. D. She didn't like foreign companies. C. She didn't like the pressure. 10. A. To put him through to the general manager. B. To have a talk with the general manager about his work. C. To arrange an appointment for him with the general manager. D. To have dinner with the general manager. Task 3 Listen to the conversations and choose the best answer to each question. Conversation 1 B. Pacific Machine. 11. A. Import and Export Company.

D. ABC Company.

B. Mr. Smith's secretary.

D. Beijing Import and Export Company.

页

 $\times$ 

□

C. Beijing.

12. A. Mr. Smith himself.

C. A tour company.

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Car	vers	atio	n z

- 13. A. In 1916.
  - C. In 1960.
- 14. A. Large machines.
  - C. Washing machines.
- 15. A. 2,500.
  - C. 3,500.

- B. In 1906.
- D. In the 1960s.
- B. Electrical products.
- D. Electronic products.

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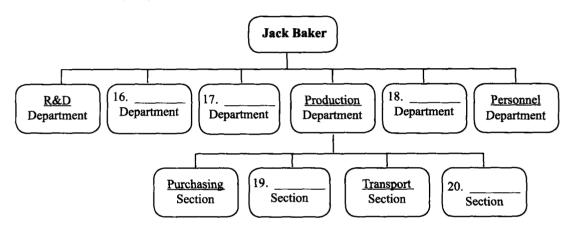
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- B. 3,000.
- D. 4,000.

▶ Task 4 Listen to the passage and complete the organization structure of the company.



- ▶ Task 5 Listen to the passage and answer the questions.
  - 21. What is the purpose of the dinner?

To welcome Mr. Brown and

22. Where is Mr. Brown from?

He is from \_\_\_\_\_\_

23. What business does Mr. Brown's company deal with?

It deals with

24. What is the aim of Mr. Brown's visit?

To explore for business cooperation.

25. When did business relations between the two companies begin?

In .

本人申明: 以上作业为本人独立完成。

签名: \_\_\_\_\_

日期:

序号	坐县	姓名	班级	成绩	类型	
/T 7	77	72.72	<i>7)~ 7</i> /2	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	~~~	_

#### **Words and Structures**

▶ Task 1 Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1.	With a year's hard w	ork, he bas	sic knowledge of English	l <b>.</b>
	A. has caught		C. has required	D. has acknowledged
2.	Can you tell us some	e interesting	of city life?	
			C. figures	D. feathers
3	The physics teacher	said that the earth	around the sun.	
٥.	A. moves	B. is moving		D. had moved
4	Our monogar	in local newspape		
4.	<del>-</del>	B. advertised		D. addressed
			C. advanced	D. addressed
5.	—What's wrong wit	-		
	—One page is			
	A. disappeared	B. losing	C. missing	D. missed
6.	Before she went abr	oad she spent as much	time as she could	English.
	A. practice to speak		B. practicing speaking	5
	C. practice speaking		D. to practice speaking	g
7.	It is of hi	m to take on a hard jol	b.	
		B. capable		D. typical
8.	He couldn't have fir	nished the task on his	own last night,	_?
	A. do I	B. could he		D. did he
9.	—There were alread	ly five people in the ca	ar but they still managed	to take me.
	—It a cor	nfortable journey.		
	A. can't be		B. shouldn't be	
	C. couldn't have been	en	D. mustn't have been	
10.	With a typewriter, h	e can in his	post as an assistant.	
	A. play		C. overcome	D. excel
11.	The old Silk Road	China with t	he West in ancient times	
		B. tied	C. joined	D. linked
12	The missing hov wa	s last seen	in the playoround	
14.	A. play	B. to have played	= ::	D. playing
				~. h.m.)B
		bed earlier during the		
	A tend	B tender	C. trend	D. tendency

 $\boxtimes$ 

#### 职业综合英语 形成性评估手册1

14.	I have no one	me, but I can o	leal with it myself.		1
	A. help	B. to help	C. helped	D. to have helped	
15.	I'd the	ese children to stay at l	indergarten the whole da	ay.	!
	A. rather	B. better	C. prefer	D. agree	,
16.	You can't imagir	ne what great difficulty	I have had yo	our lost novel.	
	A. for finding	B. to find	C. in finding	D. found	I
17.	Many scientists a	are judged tl	neir achievements in scie	ntific research.	i 
	A. in spite of	B. in favor of	C. in case of	D. in terms of	一數
18.	Ben is looking for	or another job because	he feels he his	s boss like a waiter.	1
	A. satisfies	B. serves	C. promises	D. supports	1 
19.	Russia	an, Jack has to study a	second foreign language		I
	A. Including	B. However	C. In addition to	D. Moreover	1
20.	The automobile	manufacturers are the l	argest in that	country.	l I
	A. employers	B. employees	C. employs	D. employment	i
▶ Та	sk 2 Fill in ea brackets	-	roper form of the word	ds and phrases given in	1 1 1
21.	Mr. Black	(fuel) his c	ar twice a month.		· 生
22.	It is no use	(stay away	from) him. He is making	g unbearable noises.	 
23.	The millionaire railways.	insisted that he	(invest) mo	oney in shares, mines and	! ! }
24.	Once we have	(relate	) information, we can rep	port it to the judge.	 
25.		(unfortunate) she has	got a bad cold and can't	attend the conference.	j
26.		•		r. Li during his first visit to	 
27.	Mrs. Smith keeps me on all the terr		aking a report as if she _	(agree) with	 
28.	David was so _ classroom.	(disap	point) about the decisi	on that he ran out of the	} !
29.	(	(inspiration) by the me	mory of her mother, Joan	n creates her best music.	風
30.		(review) his lessons, m	y brother went to bed.		 
<b>本人</b> '	申明:以上作》	业为本人独立完成。	签	·名: ·期:	 

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序号	_ 学号	姓名	_ 班级	成绩	类型
	R	eading C	ompreher	nsion	
Task 1	Read the follo			the best ansv	wer from the four
Pepsi. The was annoted	ney hoped to get a	bottle cap with ousands rushed	the winning nur	nber on it. In Ma	egan drinking more by 1992, the number bottle caps worth a
did not in	• •	code (保险号),			numbers on the caps ners. Up to 800,000
•	i has spent millio real winners. It als		-		nas paid 54 million he security code.
A. be B. tric C. be	y Filipinos wanted gan to buy lottery ed to work for Pep gan to drink more gan to drink more	tickets (彩票) psi and more Peps	i because of the	taste	
A. Th B. Th C. Th	were the real wind nose who had got leads who ha	No.349 on the c No.349 on the b No.349 on the c	ap. ottle. ap with a securit	ty code.	
	th of the following		of 349 got some	monev.	

B. Those who had got the number of 349 didn't get the same amount of money.

B. The company spent millions of dollars getting back the caps with No.349.C. The company spent millions of dollars only paying the real winners.

A. The company spent millions of dollars paying both real winners and all No.349 caps.

B. the name of a kind of drink

D. the name of Filipine money

C. None of those who had got the number of 349 were rewarded.

D. The company spent millions of dollars going to court.

5. From the passage we can guess that "peso" is \_

D. The company made a mistake.

4. Which of the following is true?

A. the name of a brand

C. the name of a company

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▶ Task 2 Read the following passage and choose the best answer from the four choices marked A, B, C and D.

Bath & Body Works is an American retail (零售) store. It was founded in 1990 in New Albany, Ohio, and has since expanded across the country. It sells numerous fragrant lotions, bath items, personal care items, and so on. The company started both a seasonal catalog and a website in 2006. In November 2006, Bath and Body Works launched its first television commercial advertisement. Net sales of January 28, 2006 were US\$2,285,000,000, higher than all other Limited Brands, except Victoria's Secret.

In July 2008, the company announced that it was finally opening up six branches in Canada. With this, they felt it was the opportunity to move into a growing Canadian market, with The Body Shop being its main competitor.

In January 2009, they moved on from the old-style bottles, and created more handsome elegant bottles. The labels also changed, including those of Candles, Room Sprays and Fragrance Oils. They also expanded their online shopping website, offering shipping to Canada.

5.	Bath & Body Works was founded in	•
	A. Canada	B. New Zealand
	C. America	D. Australia

- 7. Which of the following is not true?
  - A. Bath & Body Works sells numerous fragrant lotions, bath items, personal care items, and so on.
  - B. The company started both a seasonal catalog and a website in 2006.
  - C. Bath & Body Works launched its first television commercial advertisement in 2006.
  - D. Net sales of January 28, 2006 were higher than all other Limited Brands.
- 8. Which company is the main competitor of Bath & Body Works in Canada according to the passage?
  - A. Victoria's Secret.

B. The Body Shop.

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C. New Albany.

D. Fragrance Oils.

- 9. Which part of the business was not improved in 2009?
  - A. Labels.

B. Bottles.

C. Online shopping website.

D. Slogans.

- 10. Which is the best title for this passage?
  - A. The History of Bath & Body Works.
  - B. The Best American Retail Store.
  - C. The Development of Bath & Body Works.
  - D. The Best Choice for Body Care.
- ▶ Task 3 Read the following passage and fill in the blanks with the information in the passage. Each of your answers should be no more than four words.

The Ford Motor Company is an American multinational corporation (跨国公司) and the

world's fourth largest automaker based on worldwide vehicle sales, following Toyota, General Motors, and Volkswagen. Based in Dearborn, Michigan, the automaker was founded by Henry Ford who set up the company on June 16, 1903.

In 2007, Ford fell from the second-ranked automaker to the third-ranked automaker in US sales for the first time in 56 years, behind General Motors and Toyota. Based on 2007 global sales, Ford fell to the fourth-ranked spot behind Volkswagen. Ford is the seventh-ranked American-based company in the 2007 Fortune 500 list (《财富》 500强), based on global revenues in 2007 of \$172.5 billion. In 2007, Ford produced 6.553 million automobiles and employed about 245,000 employees at around 100 plants and facilities worldwide. Also in 2007, Ford received more quality awards from J. D. Power and Associates than any other automaker. Five of Ford's vehicles were ranked top of their categories and 14 vehicles ranked in the top three.

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Ford introduced methods for large-scale manufacturing of cars and large-scale management of an industrial workforce. They used elaborately engineered manufacturing sequences typified by moving assembly lines (装配线). Henry Ford's methods came to be known around the world as Fordism by 1914.

11.	According to the passage, is the world's first largest automaker based on worldwide vehicle sales.
2.	In 2007, Ford fell from the second-ranked automaker to the third spot in terms of
13.	In 2007, Ford employed about 245,000 employees at around 100 plants. Here "plants" means
14.	Five of Ford's vehicles ranked at the top of their categories. Here "their" refers to
١5.	"Fordism" in the text refers to

#### ▶ Task4 Read the following passage and answer the questions.

McDonald's Corporation is the world's largest chain of fast-food restaurants, serving nearly 58 million customers daily. McDonald's primarily sells hamburgers, cheeseburgers, chicken products, French fries, breakfast items, soft drinks, milkshakes, and desserts. More recently, it has begun to offer salads, wraps and fruit. Many McDonald's restaurants have included a playground for children and advertising aiming at children, and some have been redesigned in a more "natural" style, with a particular emphasis on comfort: introducing lounge areas (休闲区) and fireplaces (壁炉), and getting rid of hard plastic chairs and tables.

McDonald's Corporation has expanded its menu in recent decades to include alternative meal options (选择), such as salads and snack wraps, in order to make profits from people's growing interest in health and wellbeing.

Each McDonald's restaurant is operated by a small company who holds a license, from groups associated with it, or the corporation itself. The corporation's revenues (收入) come from the rent, royalties (提成) and fees paid by the licensed companies, as well as sales in company-operated restaurants. McDonald's revenues grew 27% over the three years ending in 2007 to \$22.8 billion.

#### 职业综合英语 形成性评估手册1

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16.	Did McDonald's sell salad and fruit when it first opened for business?
17.	Why has McDonald's become many children's favorite place?
18.	What is the purpose of adding salads and snack wraps to the menu?
19.	What information do you get about the growth of McDonald's revenues in the past three years ending in 2007?
20.	In how many ways does McDonald's Corporation get its revenues?
<b>.</b> 人:	由明. 以上作业为太人独立学成

本人申明:以上作业为本人独立完成。

签名:	
日期:	

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