



高职高专“十一五”规划教材

新思路英语 写作教程

侯焕玲 主编 陈梅玉 主审



化学工业出版社

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侯焕玲 主 编

王 静 副主编

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· 北 京 ·

本书将各类商务文本的写作训练与商务英语的语言练习结合起来,针对商务活动的特殊性,将英语放在特殊的商务环境中,对熟悉基础英语的人员进行商务英语语言的再强化。每一单元分为导入、商务写作例文改进与分析,并将关键语言点与商务文本的介绍和写作训练加以结合,使读者既能很好地掌握基本语言点,又能熟悉各类商务文本的体例和规范要求。

本书适合高职高专院校英语、经贸等专业的学生使用,也可供从事涉外经贸工作的人员及具有相当水平的自学者使用。

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前 言

《新思路英语写作教程》是按照教育部高等教育司《高职高专教育英语课程教学基本要求》(试行)编写而成,是一本专供全国高职高专院校使用的英语写作教材。本书力求体现《高职高专教育英语课程教学基本要求》提出的教学目的,覆盖所要求掌握的实用英语语言知识和交际技能,并突出“实用为主,够用为度”的原则。

《新思路英语写作教程》将生活常用文体的写作训练与简单的商务英语语言练习结合起来,在编写中考虑到高职学生实际英语写作水平和存在的问题,本着帮助他们打好英语写作基础,培养其写作应用能力以及熟悉常用商务英语的目的,以“实用够用”为选材原则,提供了大量的例句和范文,以供学生模仿和实践。同时在每单元末提供了相应的文化知识,使读者能很好地掌握书写该文体注意的事项。

《新思路英语写作教程》适用于高职高专院校的学生。本书共十四个单元,每单元围绕一个主题进行编写,所选主题体现了高职高专教育以“就业为导向”的原则,关注时代热点,反映时代节奏,具有一定的实用价值。

本书由侯焕玲任主编,王静任副主编。其中侯焕玲编写了第一单元、第六单元和第十二单元;王静编写了第四单元、第五单元和第七单元;魏雪超编写了第二单元和第三单元;苗坤编写了第八单元和第十单元;方建波编写了第十三单元和第十四单元;木鸿英编写了第十一单元;霍娜编写了第九单元。本书由陈梅玉担任主审,在此表示衷心的感谢。

由于编者水平有限,书中的不足之处,望读者提出宝贵意见。

编者

2009.5

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Unit One Advertisement

Learning objectives

1. To be able to know the definition of advertisements.
2. To be able to know the types of writing advertisements.
3. To be able to master the vocabulary and useful sentences of letters about advertisements.

Part One Lead in

With the development of social economy advertisement becomes a part of our daily life. Advertisement is a comprehensive art. Advertising creativity is the soul of modern advertisement, which provokes consumers' attention and lust for purchase, and which in essence is an artistic promotion of goods or service.

Part Two Models of Advertisements

Model 1 Job advertisement

Mary,

I've written a draft version of the job advert. Will you have a look at it and let me know if you're happy with it?

Thanks,

Grace.

Marketing Assistant

HaiSports is a new joint venture company, founded by the Shanghai-based sports firm Shanghai Sports & Leisure Company and the well-known British sports company Westminster Sports. HaiSports learning objectives to sell high-quality sports equipment to both the Chinese and international markets.

There is an exciting opportunity for three new marketing assistants to join the HaiSports team. You will be responsible for helping to turn HaiSports into one of the most reputable brands in the sports equipment marketplace. You will have an active role in putting together and implementing our international marketing strategy.

You will have: A university degree in a marketing-related discipline; or at least two years of work experience in a marketing role.

Starting salary: 2000 RMB per month.

Benefits: As a HaiSports employee you will be entitled to a 40% discount on all HaiSports products; plus other benefits.

Please send your CV and a covering letter to:

Grace Zhou

HaiSports

Lida Lu

Shanghai 200103

Notes

1. high-quality *adj.* 高质量

E. g. We have a lot of high-quality flour.

译文：我们有许多高质量的面粉。

2. as an employee 作为雇工

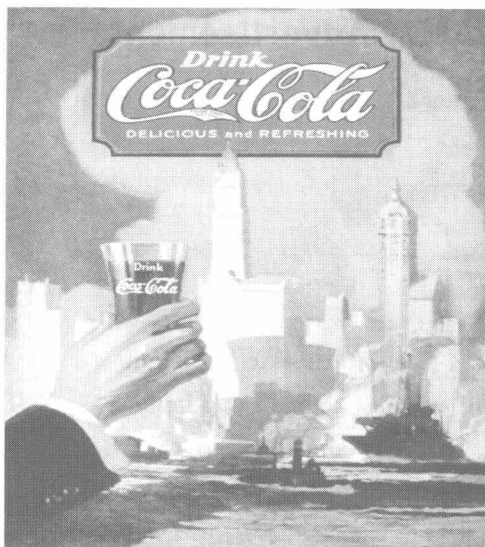
as *prep.* 以，作为

E. g. He works as a driver.

译文：他以开汽车为业。

3. CV (curriculum vitae) 简历

Model 2 1920 Coca Cola



Description: 1920 Coca Cola original vintage advertisement. Beautiful Coca Cola vintage logo in classic script style. Depicts the contour shaped glass full of delicious and refreshing Coca Cola. Very hard to find advertisement!

Size: Full Page, 10 inches × 15 inches (25cm × 38cm).

Artist: Unknown

Country: USA

Grading: Very good (minor tear on white edging left center but easily matted).

Price: \$ 35.00

Worldwide Delivery Included.

Note

Coca Cola *n.* 可口可乐

Model 3 某师范学院招聘外教广告

One native English speaking teacher required.

School: ××× Teachers College.

Position: Oral English teacher.

Expected Dates: Currently available.

About the School: A teacher training college located in Cangzhou Hebei Province. Two hours and half by train south of Beijing.

Requirements:

1. Native English speaker.
2. Teaching experience and BA degree.
3. Female teacher preferred.

Job description:

1. Oral English courses.
2. 16 hours a week.
3. About 30 college students from 18 to 24 years old in each class.
4. At least one year contract or longer.

Remuneration Package:

1. Monthly salary: negotiable.
2. One-way airfare for one year duration.
3. One furnished private apartment and utilities provided.
4. Public Holidays and one-month annual vacation with pay.

Contact:

Add:

Zhang Hua

English Department ××× Teachers College 061.

Tel: (略)

Email: (略)

Posting Dates: (略)

Note

one-way *adj.* 只能单向行驶的; 单行线的

E. g. One-way or round trip?

译文: 要单程还是往返?

Part Three Cultural Tips

1. 广告的意义和特色

广告, 是为了某种特定的需要, 通过一定形式的媒介物, 公开而广泛地向社会传递信息的一种宣传手段。广告除了有帮助消费者认识商品的作用外, 还有诱发消费者感情, 引起购

买欲望、促进消费行动的心理功能，以及给消费者以美感享受的美学功能。因此，作为英文广告主要载体的广告英语在努力体现这几种功能的过程中，逐渐形成了自己鲜明的文体特色：简明易懂，生动形象，幽默新奇。

2. 广告的写作技巧

我们要注意广告的整体性，尽量用词语来概括。消费者购买时决策的依据，往往是他们自认为最重要、正确无误的主观认知，而不是来自于后天的、经过理性思考后的客观认知。这就要求我们在展示产品功能、特点时，力求简洁明了，让消费者在最短的时间内抓住广告的关键词语。当然，并不是说不可以把文案写得太长。相反，如果产品正处于投入期，在消费者并不了解产品的功能时，系统地介绍产品是必不可少的。这就要求在策划广告文案时，应充分了解产品，并与商家保持良好的交流。

Part Four Exercises

1. Translate the following advertisement (租房广告)

FINCH-WARDEN, lrg 2br bsmt, new reno bright, lndry, eat-in kit, w-o balc, close to TTC/shops. No smoke/pets, +, 1st/last. 222-2222-leave mess.

2. Write a Advertisement about the recruitment of software engineers (招聘软件工程师)

写作提示：

Position Type: Full-Time Employee

Company Name: ABC Computer Company

Location: London

Salary: Unspecified

Date Posted: July 29, 2005

Experience: 2~5 Years Experience

Unit Two Message Note

Learning objectives

1. To know the general knowledge of message notes.
2. To be able to write different types of message notes.
3. To know the difference between a letter and a message note.

Part One Lead in

Note-writing, which is about 50~60 words, will be based on the given situation. We write notes for all kinds of purposes, and note-writing varies from type to type. Generally speaking, a note is something like a short letter, but simpler in form and often less formal in language.

Part Two Models of Message Notes

Model 1 Note for sick leave



Dear Mr. Wang,

I would like to know if I could ask for a sick leave for one day on July 3rd.

I just had a toothache, and then I hope I can go to hospital that day. And I will try my best to finish my homework on July 2nd.

Many thanks. I'm looking forward to your kind answer.

(sincerely yours,)

Jack

Dear James,

I have done all my things here. I sincerely thank you for the trouble you have taken for my sake. I am leaving for home by air at seven this evening. This is to say good-bye to you. Please kindly remember me to your parents.

(Yours ever,)

Tom

Model 2 Written request for leave

My dear teacher Mr. Liu,

I am so sorry to tell that I will not be able to take your courses for I will go back to my hometown by train this afternoon.

Please forgive me to say those to you and don't worry about my work.

I will ask my classmates to help me with it once I am back.

Have a nice holiday!

Mick

Note

请假条 (written request for leave), 包括病假条 (note for sick leave) 和事假条 (leave of absence)。

首先, 假条的上方应按照半正式的格式写上如下信息。

To: 某某 (假条是递给谁的)

From: 某某 (请假人)

Date: 某年某月某日 (写假条的日期而不是请假的日期)

Subject: 标题 (写上请假字样)

假条抬头范例如下。

To: Peter Stone, Manager

From: Lynn Chen, Financial Department

Date: April 2nd, 2004

Subject: Casual Leave of Absence

其次, 在请假条的第一段, 应该开门见山但是有礼貌地提出请假。第一段要中心明确, 写清请假的日期。

然后, 在假条的第二段简单明了地陈述请假的原因或事由。注意叙述应清楚明白, 并尽可能表示对此带来的不便的歉意。

最后, 在假条的最后一段, 应写上希望获得准假的句子, 或者具体等候答复的时间。

Model 3 A Note Left for Borrowing a Book

4:00 p. m., December 10

Dear Mr. Zhang,

May I borrow your A Handbook of Practical English Writing for one day or two? I want to use it as a reference book to write a letter of enquiry for one of my neighbors who is going to further his studies abroad but does not know how to write such a letter. If you can spare me it, please bring it to me tomorrow when you come to the classroom. Many thanks.

Yours ever,
Kevin

An Invitation to a Dinner (a note on the board)

10:00 a. m. , Friday

Mr. Smith,

You are invited to a dinner party this evening at Plaza Hotel entertained by the schoolmaster. We should be very pleased if you could come. The party begins at 7:00 p. m. I'll pick you up at your apartment at 6:30 p. m. .

Wei Fang

Notes

enquiry *n.* 询问; 打听

借物留言条 (message note for borrowing something) 的目的是向别人借东西, 所以要写得客气些, 如一开始用 “May I borrow...?” 或 “Will you please lend me...?” 这类句型; 结尾用 “Thank you”, “Many thanks” 等礼貌说法。

黑板留言 (a note on the board) 不宜写得过长, 把要转达的事情交代清楚即可, 最重要的是事由、地点、时间等事项。

Model 4 Thank you note

Dear Mom and Dad,

As usual, you were far too generous this Hanukkah. Neil and I so appreciate the cash. We're going to sit on it a while and just enjoy having it and discussing the possibilities.

And thank you also for the kids' gifts, and the kids do appreciate it. You've seen how much they've been enjoying them.

Thank you both so much for everything.

Love,
Mary

Dear Heather,

The scarf you gave me is gorgeous! I just can't believe you knitted that yourself. It looks like something from a high-end boutique I could never afford. And with this cold weather, I know I will get lots of use out of it. With a gift like this, I almost don't mind getting another year older.

Best wishes.

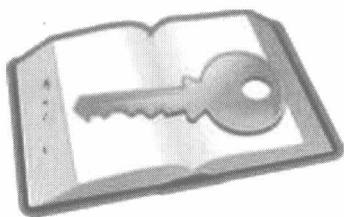
Richard

Dear Friends,

Just wanted to thank you again for dinner the other night. It was so thoughtful of you to turn our night out into a birthday celebration for me. You shouldn't have...but I'm certainly glad you did! What a nice surprise.

Thank you so much. We're very lucky to have you as friends and neighbors!

Sincerely,
Amy



Part Three Culture Tips

1. 便条

便条是一种简单的书信。虽然内容简单，但却有其独特的风格。写便条的主要目的是为了尽快地把最新的信息、通知、要求或者活动的时间、地点转告给对方。常见的便条有收条、欠条、留言和请假条等。便条可以有题目，也可以省略题目。便条开篇须有称呼语，但称呼可以比较随便。日期部分可写在便条的右上角。日期的签署通常只需写星期几或星期几的上午、下午；也可只写上午或下午和具体时间；只写日期也可以。便条结尾须署上留条人的姓名，位置在正文的右下角。便条的形式和内容简洁，故可以用几句话概括。文内语言尽量通俗，口语化，简单扼要，直截了当，无需使用客套语言。便条虽简单，但中心务必突出，更要注明活动的时间及地点。便条不需邮寄，不用信封。通常请人代为转交。有时可写在留言板和留言簿上。

2. 便条的内容和类型

便条内容和类型不尽相同，可以灵活变通。但各类便条必须包括以下几个基本要素：Date（便条日期）；Salutation（称呼）；Body（正文）；Signature（署名）。

3. 典型句型

① Please give an extension of leave for three days.

译文：请准予续假三天为盼。

② Delighted! Will call at 2:00 p.m. tomorrow.

译文：来条收悉，定于明天下午两点拜访。

③ Encl. Doctors Certificate of Advice.

译文：附；医生证明

④ I shall be very happy to call at your house at 6:30 this evening. Until then, ...

译文：我定于今晚 6:30 去你家，望等候。

⑤ Please favor me with an early reply.

译文：敬请早日回复。

⑥ Upon receiving this note, please come to my office.

译文：见条后，请立即来我办公室。

⑦ Mr. Li stands in urgent need of your service.

译文：李先生急需你的帮助。

⑧ Yours note with an admission ticket enclosed is much appreciated.

译文：留言和一张入场券均已收到，不胜感激。

⑨ I am very grateful to you for your kind invitation, and I'm sure to come to see your concert.

译文：承蒙邀请观看你们的音乐会，我一定按时到场。

⑩ I trust my absence will not cause you any serious inconvenience.

译文：望我的缺席不会给你带来太大的不便。

⑪ Hoping that the matter will be dealt with as soon as possible.

译文：希望能及早处理此事。

Part Four Exercises

1. 写一张留言条 (留言: 用书面留下要说的话。

留言涉及的方面很多, 包括约会、通知、请求等任何可用便条留下的口信)。

假定你叫李明。现在是星期三下午六点钟, 你正准备放学回家。校长让你路过外籍教师 Hanson 的住处时通知他明天下午三点到会议室开会 (因为校长给他打电话时他不在家)。但你去时他仍不在家, 你给他留言, 内容要点如下。



① 会上讨论如何学习英语问题。

② 围绕两种意见展开讨论: 一是多背单词, 记熟语法规则就可学好英语; 二是多讲就可学好英语, 语法规则无关紧要。

③ 请他准时到会, 并发表意见。

2. 写一张请假条 (请假条: 往往指由于生病或特殊情况不能亲自当面请假, 用假条的形式告假。所以, 请假条大多是病假条。可以自写, 也可请他人代写。写假条最重要的是说明原因和请假的期限)。

假定你叫李明, 因为突然头晕不能上课, 你向老师请假, 说明原因。

Unit Three Resume



Learning objectives

1. To be able to read resume and the related information.
2. Make clear the format of resume.
3. Use the correct format and useful expressions to write resume.

Part One Lead in

If you are trying to find a new job, one of the tools you will use is a resume for highlighting your experience.

Your resume tells your professional story often before you have an interview with a prospective employer, so its definition and how it's written is absolutely critical.

Part Two Models of Resumes

Model 1 Resume (1)

RESUME

Chinese Name: Guoqiang Zhang
English Name: Eddy Zhang
Sex: Male
Born: 6/12/82
University: Beijing University
Major: Marketing
Address: 328 #, Beijing University
Telephone: 1398 × × × × 451
Email: × × × × @163.com

Job Objective

A Position offering challenge and responsibility in the realm of consumer affairs or marketing.

Education

2000~2004 Beijing University, College Of Commerce, Graduating in July with a B. S. degree in Marketing.

Fields of study include: economics, marketing, business law, statistics, calculus, psychology, sociology, social and managerial concepts in marketing, consumer behavior, sales force management, product policy, marketing research and forecast, marketing strategies.



1994~2000 The No. 2 Middle School of Xi'an.

Social Activities

2000~2004 Secretary of the Class League Branch.

1994~2000 Class monitor.

Summer Jobs

2002 Administrative Assistant in Sales Department of Xi'an Nokia Factory. Responsible for public relations, correspondence, expense reports, record keeping, inventory catalog.

2003 Provisional employee of Sales Department of Xi'an Lijun Medical Instruments & Equipment (Holdings) Company. Responsible for sorting orders, shipping arrangements, deliveries.

Hobbies

Internet-surfing, tennis, travel.

English Proficiency

College English Test Band Six.

Computer Skills

Microsoft office, Adobe Photoshop, etc.

References will be furnished upon request.



Model 2 Resume (2)

RESUME

Name: Wang Yifang

Sex: Male

Birth: 28/6/1965

Major: Computer Software

1. Courses Studied

Mathematical Analysis Introduction to Database System

Advanced Algebra Software Engineer

Mathematical Logic Computer Network

Set Theory and Algebra Structure Computer Interactive

Graphics

Graph Theory Digital Logic

Probability & Statistics Computer Architecture

Theoretical Computer Science Microcomputer Architecture

Introduction to Computing Computer Interface and Peripheral Devices

Data Structure Lab. of Digital Logic

Assembly Language Lab of PASCAL Programming

Compiler's Principle Lab. of Microcomputer

Operating System Lab. of Compiler Design

