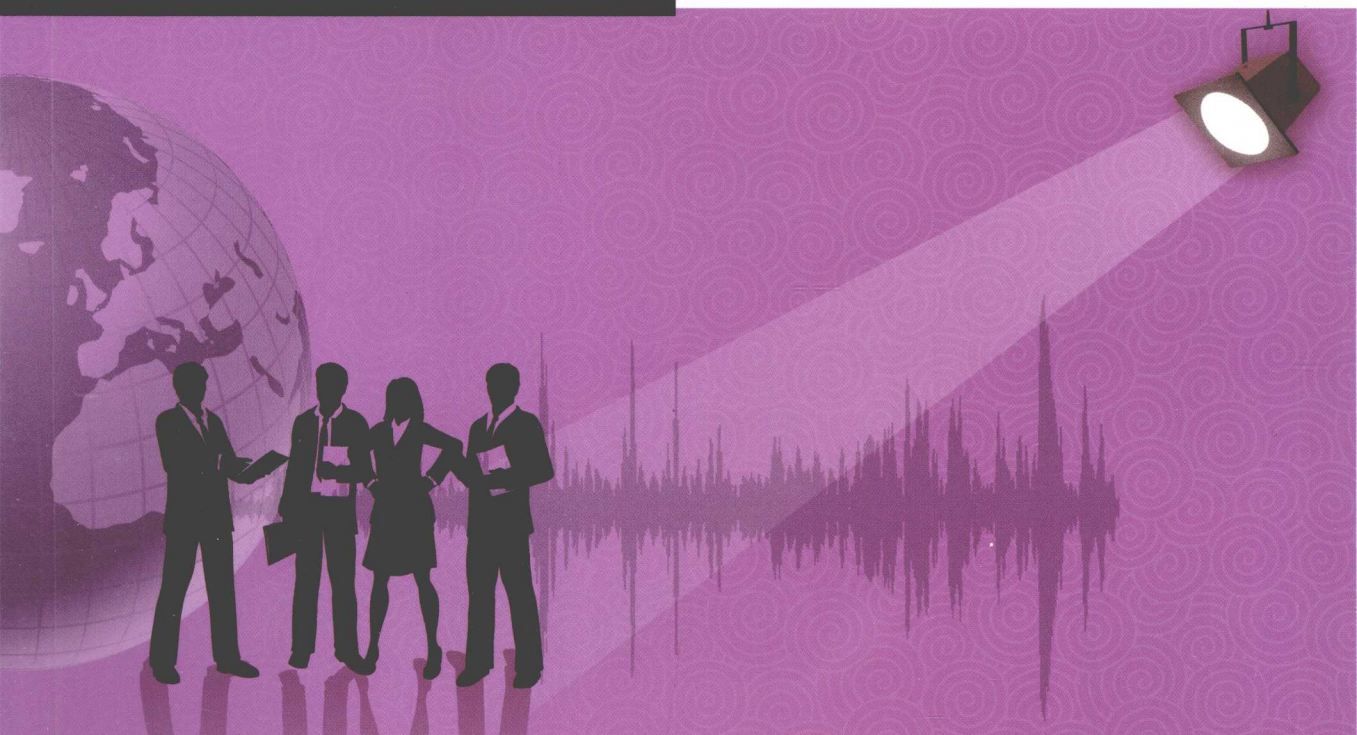
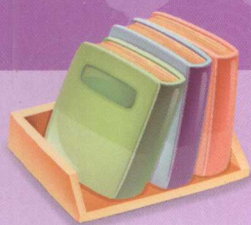


高等学校商务英语系列教材

总主编 杨翠萍



# 新编商务英语



# 综合教程

谢丹焰 主 编

教师用书

(第

册)

*Business English Integrated Course*

*Teacher's Book*

清华大学出版社 • 北京交通大学出版社

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第1册

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## 内 容 简 介

《新编商务英语综合教程》是“高等学校商务英语系列教材”之一。本书为第1册的教师用书,共10个单元,主要内容包括单元教学目标、背景知识、语言点讲解及课后练习答案。

本教程选材新颖,内容丰富,专业面广,实用性强,可供高等院校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者学习使用。

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# 前言

《新编商务英语综合教程》是针对高等院校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材之一。本教程突破了传统的教材模式，综合考虑了高等院校经贸和商务英语专业学生的特点，以专业英语（ESP）的教学原则为指导，以现代外语教育对教材的意义和功能的更新理念为依托，力求以人为本，以任务为路径，以交际为目的，将商务英语技能的培养和相关学科专业知识的学习科学地结合起来，使学生在学习和掌握商务类专业基础知识的同时，深化英语学习，提高语用能力。

为了适应商务英语教学，紧扣时代脉搏，满足社会需要的发展趋势，本教程的编写人员在听取、汇总来自语言教学专家、商务专业人士和教学一线的广大师生的意见和建议的基础上，结合国外相关教学领域最新的研究成果，在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程在编写上主要体现了以下特点。

1. 丰富性。本教程课文精选自世界著名商务英语报刊、杂志、网站及学术刊物，内容涵盖当今国际经济贸易和商务的各个重要领域，如商业文化、企业管理、经济全球化、信息技术、市场竞争、国际营销和国际金融等。选材还充分考虑了文章内容所涉及的区域性，包括世界经济中最具代表性的国家、区域和经济体。另外，选材也特别注重内容的时效性、典型性、专业性和语言质量，以最新、最典型的商务语言传递最新的国际商务信息。

2. 多样性。本教程的编写兼顾了社会需求、专业培养目标、学生的认知程度和语言技能，在口语、阅读、词汇、翻译和写作几个方面均精心设计了形式各异的练习。每单元提供主、副两篇课文，练习包括与课文相关的阅读理解及围绕重点词汇和词组的词汇练习及翻译练习等。结合单元商务主题设计的口语活动包括双人讨论、角色扮演、小组讨论、大组汇报、模拟活动、班级辩论和个案讨论等课堂活动及相应的书面练习。此外，还设计了包括商务词汇、实用阅读、翻译技巧和写作策略几个模块的扩展练习，以便教师根据实际需要，有选择地组织课堂教学。

3. 实用性。本教程的编写注重以点带面，侧重实用。每单元重点讨论、分析一个专题。通过大量来自公共媒体、公共场所、某些企业、公司及因特网的数据、图表和案例等真实的语料，结合商务活动诸多层面中遇到的具体语境，为学生提供真实的语言输入与输出环境，激发其想像力和发散性、创造性思维，真切地掌握英语语言基础知识，同时熟悉商务实践的技能、策略及相关的现实商务活动的真实场景。

4. 实践性。作为特殊用途英语教学用书，本教程尤其突出对学生英语交际能力的培养，强调教学过程中的师生及生生互动，让学生边学边练，学练结合，达到学以致用、学以致用的教学目的。为了确保实践活动的顺利进行，在各项内容的组织与编写上，始终贯穿以学

生为中心,以方法为导向,以任务为驱动,注重过程与经历的指导思想,努力实现帮助学生学会应用语言行事的编写意图。本教程本着理论联系实际的原则,针对各单元涉及的主题内容,结合有关商务活动的特点,设计了多种商务仿真、模拟练习,使学生在掌握语言技能的同时了解当代国际商务的现状,在体验商务中学习语言并提高商务交际的能力。

《新编商务英语综合教程》分两册,每册均配有相应的教师用书,练习答案由《新编商务英语综合教程学生用书》编写组提供。本册为第1册,共10个单元,每单元由三大部分组成:阅读I(Reading I)、阅读II(Reading II)及扩展练习(Extension)。每单元围绕一个主题,精心安排了与主题密切相关的课文和练习。

阅读I包括导入活动(Lead-in)和课文(Text)。其中,导入活动是有关单元主题的相关问题,旨在激发学生进一步学习的兴趣和积极性,引导学生进入单元主题,为阅读课文做好心理准备。课文部分包括生词(New Words)、习语和词组(Idioms & Expressions)、专有名词(Proper Nouns)、课文注释(Notes)及课文练习(Exercises)。生词、习语和词组采用中英文释义,便于学生深入理解英语原义并逐步学会英语思维。课文注释主要包括课文中出现的专有名词、专业术语和重要的商务背景知识。课文练习包括阅读理解(Comprehension)、词汇(Vocabulary)和翻译(Translation)练习。其中,阅读理解又分为课文内容提问和课文结构分析,在检查学生对课文理解程度的同时,加强其篇章分析、概括、归纳等综合能力。词汇练习针对课文中的重点词汇和词组设计,要求学生反复操练,重点掌握。翻译练习分为单句翻译与段落翻译,注重活学活用,逐步增强学生的翻译技能。

阅读II是对Reading I的补充和强化,包括课文(Text)和接续活动(Follow-up)。其中,课文部分包括生词(New Words)、习语和词组(Idioms & Expressions)、专有名词(Proper Nouns)、课文注释(Notes)及课文练习(Exercises)。课文练习由阅读理解(Comprehension Checkup)、词汇(Vocabulary)和完型填空(Cloze)或语篇改错(Proof-reading)组成。接续活动是在对阅读I和阅读II两篇课文的学习和一系列的语言操练之后设计的灵活多变的交际任务,以期进一步提高学生运用英语进行商务交际的能力。

扩展练习包括商务词汇(Business Vocabulary)、实用阅读(Practical Reading)、翻译技巧(Translation Skills)和写作策略(Writing Strategy)4个模块。其中,商务词汇的内容紧扣单元商务主题,练习形式丰富多样,旨在帮助学生扩大相关主题的商务词汇和表达语,强化、巩固、活化并扩展所学的知识。实用阅读针对一些商务上的数据、图表、案例、商务文书等应用性较强的资料进行阅读训练,以增强学生的商务阅读能力,更好地适应日后所从事的各种商务实践活动。翻译技巧从词义的选择、引申和褒贬等基本的翻译方法和技巧入手,逐步过渡到国际商务英语所涉及的主要业务领域的翻译问题,帮助学生在翻译实践中理论联系实际,提高商务英语翻译的技能和运用英语处理国际商务业务的综合能力。写作策略涉及现代商务领域进行书面沟通所经常撰写的不同类型的商务应用文的写作,力求使学生熟悉各类商务文本的体例、规范要求和写作技巧,全面提高运用英语书面语言进行有效的商务沟通的能力。

《新编商务英语综合教程》的编写博采众长,力求新颖。本教程宜采用融合中外多

种教学法之长处的折中主义教学法。建议每8课时处理一个单元，教师可根据各校具体情况灵活增删。

本教程为第1册的教师用书，共10个单元，每单元的主要内容包括单元教学目标、背景知识、语言点讲解及课后练习答案。

《新编商务英语综合教程》由复旦大学翟象俊教授和美国专家Peter Shen博士共同审阅。在编写过程中，国内外外语教学专家的教学理论和方法给予了我们很多的启示，院领导对我们的工作也给予了多方面的支持和关心。清华大学出版社和北京交通大学出版社的领导和编辑在出版过程中仔细编审，精心设计，在此一并致以衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的，但仍可能存在不妥之处和有待进一步完善的地方，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编 者  
于华东师范大学  
2009年11月

# 目录

## Contents

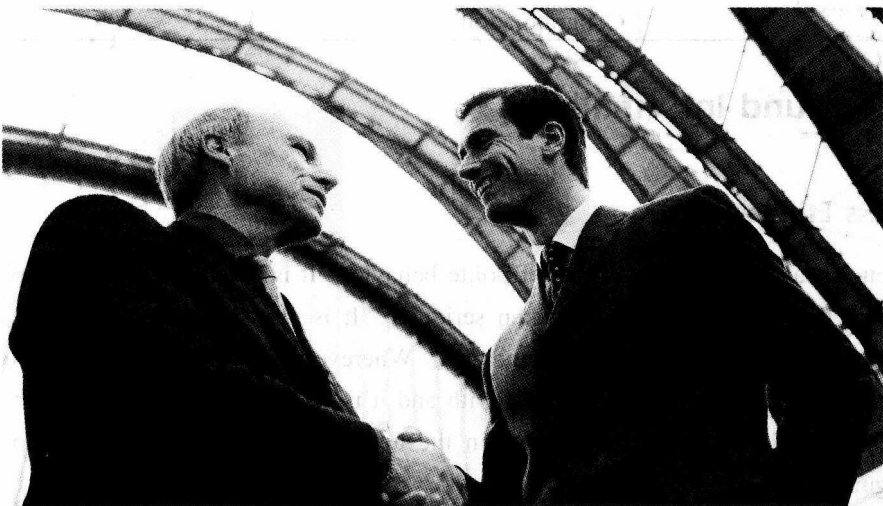
<b>Unit 1 Business Etiquette</b> .....	(1)
I. Teaching Objectives .....	(2)
II. Background Information .....	(2)
III. Language Focus .....	(6)
IV. Key to Exercises .....	(18)
<b>Unit 2 Shopping</b> .....	(27)
I. Teaching Objectives .....	(28)
II. Background Information .....	(28)
III. Language Focus .....	(31)
IV. Key to Exercises .....	(47)
<b>Unit 3 Companies</b> .....	(56)
I. Teaching Objectives .....	(57)
II. Background Information .....	(57)
III. Language Focus .....	(61)
IV. Key to Exercises .....	(74)
<b>Unit 4 Products</b> .....	(82)
I. Teaching Objectives .....	(83)
II. Background Information .....	(83)
III. Language Focus .....	(86)
IV. Key to Exercises .....	(100)
<b>Unit 5 Promotion</b> .....	(109)
I. Teaching Objectives .....	(110)
II. Background Information .....	(110)
III. Language Focus .....	(114)
IV. Key to Exercises .....	(130)

<b>Unit 6</b>	<b>Job Interviews</b>	(141)
I.	Teaching Objectives	(142)
II.	Background Information	(142)
III.	Language Focus	(146)
IV.	Key to Exercises	(160)
<b>Unit 7</b>	<b>Cultural Diversity</b>	(171)
I.	Teaching Objectives	(172)
II.	Background Information	(172)
III.	Language Focus	(175)
IV.	Key to Exercises	(188)
<b>Unit 8</b>	<b>Managers</b>	(199)
I.	Teaching Objectives	(200)
II.	Background Information	(200)
III.	Language Focus	(204)
IV.	Key to Exercises	(219)
<b>Unit 9</b>	<b>Going Global</b>	(230)
I.	Teaching Objectives	(231)
II.	Background Information	(231)
III.	Language Focus	(235)
IV.	Key to Exercises	(247)
<b>Unit 10</b>	<b>Retailing</b>	(256)
I.	Teaching Objectives	(257)
II.	Background Information	(257)
III.	Language Focus	(261)
IV.	Key to Exercises	(274)

# *Unit* 1

## **Business Etiquette**

- **Reading I** Everyday Etiquette for Office Life
- **Reading II** Handshakes



## I. Teaching Objectives

Cognitive Information	Business Etiquette
Language Focus	<p>➤ Reading I</p> <ul style="list-style-type: none"> <li>• Key Words: courtesy, vary, ritual, acknowledge, beyond, routine, chitchat, room, casual, socialize, extracurricular, management, disengage, alienate, initiate</li> <li>• Idioms &amp; Expressions: get along with, count for much, boil down to, call for, take offense, frown on/upon, cut short, except for, get the message</li> </ul> <p>➤ Reading II</p> <ul style="list-style-type: none"> <li>• Key Words: customary, vendor, formalize, contact, bone-breaking, recipient, execute, awkwardness, logical, fiddle, variation, approach, intimidate, recommend, apply, eliminate, initial</li> <li>• Idioms &amp; Expressions: take sb./sth. seriously, like it or not, run into, reach an agreement, carry on</li> </ul>
Business Vocabulary	Expressions of Business Etiquette
Practical Reading	Business Cards
Translation Skills	Choices, Extension & Feelings of Words
Writing Strategy	Notes of Thanks, Message, Appointment, Apology, Request & Congratulation

## II. Background Information

### 1. Business Etiquette

Etiquette means conventional rules of polite behavior. It is about presenting yourself with the kind of polish that shows you can be taken seriously. It is also about being comfortable around people and making them comfortable around you! Wherever you work there will be other people inside and outside your organization to deal with and it is crucial to communicate with them well. A key part of this is to show your respect in the appropriate way, and conform to the largely unwritten guidelines on behavior.

Business etiquette covers a very wide range of things as follows:

- How you behave as an individual;
- How you make use of the communication tools available;
- How you act in the team and company that you work in;
- How you deal with external business contacts.

Understanding good business etiquette is essential in setting up your own network and keeping

it going. Using business etiquette to create the right impression will determine not only how you enjoy each working day, but also your chances of promotion and success in your career. Basic knowledge and practice of etiquette is a valuable advantage, because in a lot of situations, a second chance may not be possible or practical.

## 2. International Business Etiquette Tips

To say that today's business environment is becoming increasingly more global is to state the obvious. Meetings, phone calls and conferences are held all over the world and attendees can come from any point on the globe. On any given business day you can find yourself dealing face-to-face, over the phone, by e-mail and, on rare occasions, by postal letter with people whose customs and cultures differ from your own.

While the old adage "When in Rome, do as the Romans do" still holds true, business clients and colleagues who are visiting this country should be treated with sensitivity and with an awareness of their unique culture. Not to do your homework and put your best international foot forward can cost you relationships and future business. One small misstep such as using first names inappropriately, not observing the rules of timing or sending the wrong color flower in the welcome bouquet can be costly.

There is no one set of rules that applies to all international visitors, so do the research for each country that your clients represent. That may sound like a daunting task, but taken in small steps, it is manageable and the rewards are worth the effort. The following are some tips that may be of some help to you.

### **Building Relationships**

Few other people are as eager to get down to business as Americans. So take time to get to know your international clients and build rapport before you rush to the bottom line. Business relationships are built on trust that is developed over time, especially with people from Asia and Latin America.

### **Dressing Conservatively**

Americans like to dress for fashion and comfort, but people from other parts of the world are generally more conservative. Your choice of business attire is a signal of your respect for the other person or organization. Leave your trendy clothes in the closet on the days that you meet with your foreign guests.

### **Observing the Hierarchy**

It is not always easy to know who is the highest-ranking member when you are dealing with a group. To avoid embarrassment, err on the side of age and masculine gender, only if you are unable to discover the protocol with research. If you are interacting with the Japanese, it is important to understand that they make decisions by consensus, starting with the younger members of the group. By contrast, Latin people have a clear hierarchy that defers to age.

### **Understanding the Handshake**

With a few exceptions, business people around the world use the handshake for meeting and

greeting. However, the American style handshake with a firm grip, two quick pumps, eye contact and a smile is not universal. Variations in handshakes are based on cultural differences, not on personality or values. The Japanese give a light handshake. Germans offer a firm shake with one pump, and the French grip is light with a quick pump. Middle Eastern people will continue shaking your hand throughout the greeting. Don't be surprised if you are occasionally met with a kiss, a hug, or a bow somewhere along the way.

### **Using Titles and Correct Forms of Address**

Americans are very informal in using titles. They are quick to call people by their first names. Approach first names with caution when dealing with people from other cultures. Use titles and last names until you have been invited to use the person's first name. In some cases, this may never occur. Use of first names is reserved for family and close friends in some cultures.

Titles are given more significance around the world than in the United States and are another important aspect of addressing business people. Earned academic degrees are acknowledged. For example, a German engineer is addressed as "Herr Ingenieur" and a professor as "Herr Professor". Listen carefully when you are introduced to someone and pay attention to business cards when you receive them.

### **Exchanging Business Cards**

The key to giving out business cards in any culture is to show respect for the other person. Present your card so that the other person does not have to turn it over to read your information. Use both hands to present your card to visitors from Japan, China, or Singapore. When you receive someone else's business card, always look at it and acknowledge it. When you put it away, place it carefully in your card case or with your business documents. Sticking it haphazardly in your pocket is demeaning to the giver. In most cases, wait until you have been introduced to give someone your card.

### **Having Business Lunches and Dinners**

In some countries business is regularly conducted over lunch or dinner. For example, hospitality is a way of life in the Arab world and business is frequently conducted over lunch or dinner — more than likely in a lavish hotel or restaurant. It is also considered polite to return the invitation.

Be careful about your eating habits while conducting business meetings over a meal. In some countries, such as New Zealand, it is considered bad manners to discuss business during the meal; this should be conducted before or after the meal.

### **Valuing Time**

Not everyone in the world is as time conscious as Americans. Don't take it personally if someone from a more relaxed culture keeps you waiting or spends more of that commodity than you normally would in meetings or over meals. Stick to the rules of punctuality, but be understanding when your contact from another country seems unconcerned.

### **Honoring Space Issues**

Americans have a particular value for their own physical space and are uncomfortable when other people get in their realm. If the international visitor seems to want to be close, accept it.

Backing away can send the wrong message. So can touching. You shouldn't risk violating someone else's space by touching them in any way other than with a handshake.

### **Giving Gifts**

Many countries such as China and Japan have many etiquette rules surrounding the exchange of business gifts. International business etiquette allows you an insight into what to buy, how to give a gift, how to receive, whether to open in front of the giver and what gifts not to buy. Great examples of gifts to avoid are anything alcoholic in Muslim countries, anything with four of anything in Japan and clocks in China.

### **Having Communication**

Some cultures like to talk loudly (US and Germany), some softly (India and China); some speak directly (Holland and Denmark), others indirectly (UK and Japan); some tolerate interrupting others while speaking (Brazil), others not (Canada); some are very blunt (Greece) and some very flowery (Middle East). All will believe the way they are communicating is fine, but when transferred into an international context this no longer applies. Without the right international business etiquette it is easy to offend.

Whether the world comes to you or you go out to it, the greatest compliment you can pay your international clients is to learn about their country and their customs. Understand differences in behavior and honor them with your actions. Don't take offense when visitors behave according to their norms. People from other cultures will appreciate your efforts to accommodate them and you will find yourself building stronger and longer lasting international clientele.

## **3. Rules of Office Etiquette**

Office etiquette or office manners is about conducting yourself respectfully and courteously in the office or workplace. First impressions are important; you are the ambassador of the business. Below are some ways you can practice good office etiquette.

**Pay attention to your appearance** — If you show up to work every day with a wrinkled shirt, uncombed hair or dirty fingernails, it will be noticed. Who do you think your supervisor is going to choose to represent the company on a business trip or in a meeting? The person wearing sneakers and T-shirt, or a co-worker who always shows up for work with well-groomed features and freshly ironed clothes?

**Unclutter your desk** — Your desk or cubicle should be an extension of yourself. If it's messy and cluttered, you'll probably have difficulty locating necessary items. In addition, business associates will not regard you in a favorable light due to the untidiness of your workspace. No one likes to wait while a co-worker attempts to unearth a missing item from under a mound of papers. It's best to keep desk clutter to a minimum.

**Be on time** — If you're late on a regular basis, people notice. While everyone has the occasional tardy morning, it's not fair to your co-workers to feel the rules don't pertain to you. If you have trouble leaving the house on time, or seem to always be missing connections, perhaps you should wake up earlier to remedy the situation. The same holds true for business meetings. It

is never a good idea to arrive late for a business meeting. Someone has taken time out of his or her busy schedule to meet with you; the least you can do is show up on time. If you are late because your train is delayed or there's a traffic jam, call ahead to explain your tardiness. Never intentionally keep a client, or anyone else for that matter, waiting.

**The greeting** — There's a saying, "you never get a second chance to make a good first impression." Nowhere is this more true than in the office. When meeting people for the first time, it's good practice to use eye contact and a firm handshake and tell the other person how nice it is to meet him or her. If you already know the person, but others in your environment don't, it's necessary to make the proper introductions.

**Be a good listener** — Whether in a meeting, on the phone or sitting in a co-worker's office, pay attention. It's very bad to be caught with your mind wandering or to have no clue as to what actually took place. Be a good listener and take notes. Don't interrupt unless you absolutely have to.

**Telephone etiquette** — Co-workers tend to have issues with those who spend most of their time on personal phone calls. Not only are they disruptive, but it's unfair to have pleasant chats while those around you are working. It's good business to keep personal phone calls to a minimum and to keep cell phones turned off during business hours.

In addition, no matter whom you're talking to, try not to talk so loud that everyone in the office can hear your conversation. This is distracting and inconsiderate, as is the use of a speakerphone.

Other things to take into consideration may include the following aspects.

- Avoid sharing in office gossip sessions. Gossip hurts and there's a good chance it may not even be true.
- Respect the privacy of those around you. Don't read memos or faxes on other people's desks and don't make comments about overheard phone calls.
- Be respectful to all no matter what their titles are.
- Return messages, e-mails, and letters in time.
- Don't slouch. It's a poor reflection of yourself if you're slumped over your desk all day.

When working at any job, the key is to be courteous and polite, pay attention to your appearance and treat others with respect. Follow the above simple rules, and you should go far.

### III. Language Focus



#### Everyday Etiquette for Office Life

##### 1. **get along with** — to have smooth relations

*Examples:*

- When you know how to get along with people, your business clients will want to use your service again and again.
- If you can get along with different groups of people, you won't just be liked more at work, you'll be more equipped to meet your personal goals.

**2. This means that however important your job skills are, they may not count for much if you don't also have some people skills.**

This means that no matter how skillful you are at your job, if you don't know how to get along with people, your job skills may not be of much importance. 这就意味着不管你的工作技能有多么重要, 如果你没有一些人际交往的技能, 你的工作技能便会大打折扣。

**count for much** — to be of much worth or importance

*Examples:*

- The new employee's proposal didn't count for much as he failed to base it on sufficient market research.
- A carefully designed résumé won't count for much if the job applicant doesn't have the necessary qualifications.

**3. Fortunately, getting along with people usually boils down to simple, everyday courtesy.**

Fortunately, the success in getting along well with people usually lies with customary daily greetings, which are not complicated at all. 好在与人相处通常就落实在简单易行的日常礼仪上。

**boil down to** — to be summarized as (sth.); amount to

*Examples:*

- The problem boils down to one thing — lack of money.
- The issue really boils down to a clash between the left and the right.

**courtesy** — *n.* polite behavior

*Examples:*

- My boss is a person I hold in reverence because of his wide courtesy to all the employees.
- His unassuming courtesy was the hallmark of the true perfect gentleman.

**4. Although corporate cultures vary from business to business and even from region to region, the exchange of daily greetings is a ritual everywhere.**

Although different businesses and regions have different corporate cultures, greeting each other on a daily basis is a universal custom. 尽管企业文化在各行各业甚至各个地区存在着差异, 但每天见面互相问候不管在哪里都是一种礼仪。

**vary** — *vi.* to differ

*Examples:*

- These samples varied in quality but were generally acceptable.
- It was found that the cost-effectiveness estimates did vary from place to place, with no clear pattern emerging.

**ritual** — *n.* one or more ceremonies or customary acts which are often repeated in the same form

*Examples:*

- The Japanese tea ceremony is a beautiful and intricate ritual that goes far beyond the simple drinking of tea.
- When a newspaper dies, an almost standard ritual occurs.

**5. No further verbal greeting is called for, and no one should take offense when a colleague doesn't stop to chat.**

There is no need to orally greet each other any more and if a co-worker fails to stop on his way and strike up a conversation, no one should feel upset about it. (员工之间) 不必再口头问候, 如果某个同事没有停下来和你聊上几句, 你也不应感到冒犯。

**call for** — to require, demand or need sth.

*Examples:*

- Experts call for moves to stimulate fluctuating stock market.
- Scientists call for immediate action to ease water scarcity.

**take offense** — to feel hurt, upset or offended

*Examples:*

- I didn't realize she'd take offense when she wasn't invited to the anniversary party.
- The customer took offense at Mary for her thoughtless remarks.

**6. acknowledge** — *vt.* to show that one recognizes (sb.) by smiling, waving, etc.

*Examples:*

- The boss usually acknowledges his employees with a simple nod.
- That student walked past the teacher without even acknowledging him.

**7. Beyond routine greetings, how much people chitchat during the day generally depends on the atmosphere of the work environment.**

Not counting customary greetings, how long people spend chatting during the day hinges on the mood of the workplace. 撇开例行问候不算, 员工每个工作日聊天多长时间往往取决于工作环境的氛围。

**beyond** — *prep.* except (sth.); apart from

*Examples:*

- The manager knew nothing beyond a few random facts.
- He appears to have almost no personal staff, beyond a secretary who can't make coffee.

**routine** —

(1) *a.* regular; according to what is always habitually done

*Examples:*

- These devices have become routine tools of the workplace.
- This is only a routine check of passports.

(2) *n.* fixed and regular way of doing things

*Examples:*

- Gardening was his only escape from official routine.
- I'm bored with the same old routine day after day.

**[ Sentence Structure ]**

In this sentence, “**how much**” introduces a subject clause, functioning as the subject of the sentence. Other expressions can also be used for this purpose, such as “how many”, “how long”, “how often”, “how soon”, “how far”, etc.

*Examples:*

- How much a CEO earns every month is chiefly determined by his performance at work.
- How much should be spent on next year’s advertising of their products was discussed at the board meeting.
- How many production lines the company has developed so far is not clear to us.
- How long our products can survive in the global competition is questioned by the consumers.
- How often you should change your oil depends on driving patterns.
- How soon our economy will recover is still unknown.

**chitchat** —

(1) *vi.* to engage in small talk or gossip

*Examples:*

- You shouldn’t chitchat with co-workers about meaningless things that have nothing to do with the job.
- I sacrificed my time that I usually used to chitchat with colleagues.

(2) *n.* casual conversation; small talk

*Examples:*

- A brief chitchat with colleagues during work can not only lift spirits but also soothe negative emotions.
- He speaks of you nine times out of ten whenever we have a chitchat.

**8. A formal, rigidly organized workplace may allow little room for casual conversation, while one that is informal and loosely organized leaves room for this kind of socializing.**

There are few opportunities for casual talk in a formal and orderly workplace, but in an informal and disorderly workplace employees may have more opportunities to chat with each other. 一个正规的、紧张有序的办公地方可能没有什么随意闲聊的机会，而非正规的、组织松散的办公地方往往给员工提供了交往的机会。

**room** — *n.* opportunity; scope

*Examples:*

- The intensity of the work left little room for personal grief or anxiety.
- In a small company like this, there is no room for lazy staff.

**casual** — *a.* relaxed; informal

*Examples:*

- The ability to hold a casual conversation is an important life skill that helps in social situations and in business.
- Establishing a casual dress code is an inexpensive way to improve the morale of employees.