

物流英语

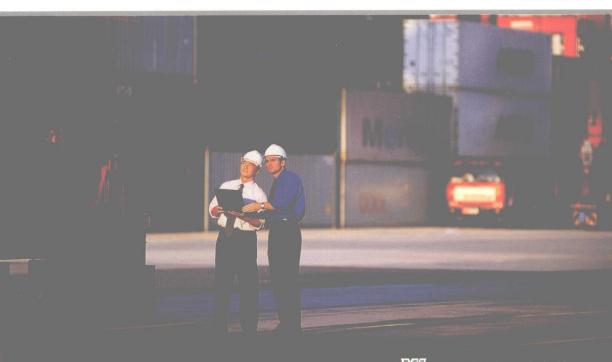
行业英语系列

FREIGHT MATTERS

作 者 Susan Lau 改 编 黎 凡 毛立群 学生用书 STUDENT'S BOOK



SHAI FOREIGN LANGUAGE EDUCATION PRESS





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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人微的介绍与分析。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,使学以致用的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

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前言

有没有一本教材,能让我们的高职学生比较系统地了解货物运输和代理实践的全过程,同时又能提高他们的英语运用能力呢?回答是肯定的,我们改编的这本《物流英语》正是这样一本书。原书的英文名是Freight Matters,这是作者精心起的名字,一语双关,既说明了书的内容(freight 充当定语修饰 matters,意思就是货运方面的事情),又暗示出货运的重要性(freight 作主语,matters 为动词,意思就是货运很重要)。我们完全同意作者的观点。中国加入世贸组织已经有七个年头,进出口贸易日益发展,越来越多的国内企业开始走向世界,在这样的背景下,货物运输和代理对中国以及中国的企业显得尤为重要。

我国的物流货代公司如雨后春笋,急需既有专业知识又有外语能力的毕业生来充实队伍,特别是动手能力强、知识面广的通才。我们感到这本书就是一本扩大知识面、提高动手能力、操练物流英语的好教材。它的最大特点是提供了真实而非虚拟的物流货运案例,是一本带领学生一步一步地进入角色,直面货代日常工作中喜悦和痛苦的练兵书。

《物流英语》共八个单元,每个单元由三大部分组成。第一部分为案例分析,材料来源于德国运输企业的真实案例。这一部分的练习主要是培养英语运用能力,特别是听和说的能力,例如打电话、写商业短文和传真稿、填写表格、审核文件等等。第二部分主要是短文阅读,内容是案例分析必备的背景知识,目的是使学生了解专业内容,熟悉专业词汇。第三部分为难度比较大的真实书面材料,如公司介绍、专业采访、广告文字等。在编写上,三个部分内容紧密相连,练习环环相扣,难度循序渐进,是一本出类拔萃的学习物流英语的好教材。

此外,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,我们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,你可以看到每一页、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,你可以找到每一个单词出现的上下文。

必须指出的是,由于原书的使用对象是德国的物流从业人员,他们在英语和专业技能方面起点较高,因而对我国的高职学生而言,《物流英语》是一本挑战性很强的教材。归纳起来,我们感到挑战主要表现在以下三个方面。

第一,词汇量的问题。虽然本书的基础词汇在 1000 左右,对话部分和习题部分口语性强,所用词汇也多为常用词,但是,阅读课文和一些写作练习词汇量较大。另外,专业性词汇、行业术语以及人名地名词汇复杂,数量较多。这些都使得本书的词汇量可能超过一般高中毕业生的水平。为了弥补专业上的不足,我们建议学生最好先读或同时阅读一两本物流方面的专业书籍(可以是中文版的教科书),以掌握专业知识,熟悉专业词汇。

第二,语言运用问题。我们认为,讲英语并不难,难的是用英语交流。说的话写的文章要让对方听懂看懂,这就需要组织和安排。这本书本来是教德国人学英文的,对听说写都提出了很高的要求。比如说用英文指路,要表达清楚已非易事,而打电话进行生意上的洽谈甚至讨价还价,做笔记要做到边听、边记、边整理,这些更谈何容易。但它们都是基本的语言运用能力,也是公司实实在在的用人标准。能力的获得必须经过长期的、机械的、重复性的操练,本书提供了一个可供操作的平台。建议学生课前坚持预习,课堂上积极参与,课后坚持复习,平时结对子进行操练。

第三,知识面的问题。人文地理、文化习惯也形成不小的挑战。要想理解教材中的对话和课文,学生要设身处地,想象自己是德国公司的雇员,把自己定位在德国,要对欧洲各国的人文地理有一定的了解。我们建议,使用本书时最好备有英文的欧洲地图和德国地图,了解欧洲主要国家以及城市的名称和地理位置。这样做虽然很辛苦,但决非徒劳无益,对于从事国际贸易的人来说也是必备的基础知识,因为欧盟已成为我国第一大贸易伙伴。当然,为了方便学习,我们对书中保留的为数不多的外语名称,如公司名、人名和地名,都进行了翻译和注释。学生看到这些专有名词时一定要有概念,不要轻易放过。

总之,要真正从书中获得收益,必须养成良好的学习习惯,这就是要勤背生词、勤查词典、勤动口动手。动口就是要朗读、背诵、对话、演示;动手就是要写,写单词、写句子、写段落、写文章,而且要边讲 动写,边读边写,时时刻刻手都不闲着。这种心身连动的学习方法可以大大提高学习效率。

帮助学生的职业发展,提高他们的英语综合运用能力,是原书作者的希望,也是我们的希望。愿同学们通过努力学习收获丰硕的成果。

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GETTING GOODS MOVING

A CASE STUDY

From London to Leipzig

Eurosped GmbH¹, a German freight forwarding agency, has received an order from Kayenburg Linear Einrichtung², a Hamburg supplier of office furniture, to transport some seats from London to Leipzig³. Eurosped plans to use a British carrier, a forwarding agency called Hedleys Humpers⁴, to collect the furniture from SCP Ltd⁵, the shipper in London, and deliver it to the consignee, the Leipziger Messe GmbH⁶.

Notes

- 1. Eurosped GmbH 欧洲快运有限责任公司 [GmbH 德文,类似于美国的 LLC (Limited Liability Company)]
- 2. Kayenburg Linear Einrichtung 德国汉堡的一家家具设备公司,案例中的供货商(supplier)
- 3. Leipzig ['laɪpsɪg] n. 莱比锡 [德国中东部城市]
- 4. Hedleys Humpers 英国的一家货代公司,案例中的承运商(carrier)
- 5. SCP Ltd 英国伦敦的一家家具生产商,案例中的发货方(shipper)
- 6. Leipziger Messe GmbH 莱比锡展览公司,案例中的收货方(consignee)

START UP

Match each company shown below with a role from this box. Describe briefly the work that each role involves.

◆ carrier
 ◆ consignee
 ◆ forwarding agency
 ◆ shipper
 ◆ supplier





5

10

15

20

25

30

35

Silke Meyer, who works at Eurosped's Leipzig office, rings Nick Jarrett at Hedleys Humpers in London to make an enquiry. Listen and take notes about the information that she gives him.

JARRETT Hedleys Humpers, Nick Jarrett speaking.

MEYER Hello, Nick. This is Silke Meyer of Eurosped in Leipzig.

JARRETT Hello, Silke. Nice to hear from you again.

MEYER How are you, Nick?

JARRETT Fine, thanks. How's life in Germany?

MEYER We're all working hard as usual. We're particularly busy at the moment, and I've got some business for you, too.

JARRETT Great. What can we do for you?

MEYER We've got a customer who wants to have some office furniture shipped from SCP in London to Leipzig.

JARRETT SCP? Oh yes, we do a lot of business for them. How much furniture are we talking about?

MEYER The total volume is approximately 13 cubic metres.

JARRETT And the weight?

MEYER Just a minute ... Let me check ... The consignment weighs roughly 6 tons altogether.

JARRETT That shouldn't be a problem. I suppose SCP are doing the packing? MEYER Yes. You won't have to deal with that. Everything's in boxes.

JARRETT When does the consignment have to be delivered in Leipzig? We're pretty booked up for the next fortnight.

MEYER That doesn't matter. Our customer wants delivery in four weeks' time, on Thursday, November 21 at 9:00 am precisely.

JARRETT Oh come on Silke, I know you Germans have a reputation for being punctual but isn't that just a bit ...

MEYER Sorry, Nick. The time is really very important. Our customer has made arrangements to unload the furniture on its arrival at the exhibition centre and he specially asked us to make sure that the shipment is delivered exactly on time. He doesn't want anything to go wrong.

JARRETT I see. In that case we'll probably use the Channel Tunnel. With the weather the way it is at this time of year, the ferries don't always run punctually.

MEYER We'll leave that up to you. Could you make us an offer fairly soon? Sure. I'll fax it later today.

MEYER Great. I'll look forward to hearing from you. Thanks a lot.

JARRETT You're welcome, Silke. Bye for now.

MEYER Bye, Nick.



The Channel Tunnel, opened in 1994, is a rail link between Folkestone and Calais. It is used by normal goods trains, by Eurostar, a passenger service between London and Paris, and by the Shuttle, a piggy-back service for cars and lorries which have to be driven onto special railway waggons. The tunnel has motorway connections at each end.

- Imagine that you are Nick Jarrett. Look at your notes from exercise 1.
 - 1 What information have you received?
 - 2 What other information must you find out before you can make Eurosped an offer?
- Look at the dialogue and find nouns from the verbs in the box below. Then use each noun in a sentence about the case study.

Example

arrange – arrangement

Silke rings Nick to make arrangements.

- ◆ arrive ◆ consign ◆ deliver ◆ enquire ◆ inform
 ◆ offer ◆ pack ◆ ship ◆ weigh
- Look at the expressions below and form pairs of words which have nearly the same meaning.

roughly

specially

fairly

approximately

pretty

precisely

on time

punctually

GRAMMAR CHECK

exactly

particularly

EXPRESSING THE PRESENT

- 1 Silke Meyer works at Eurosped's Leipzig office.
- 2 The ferries don't always run punctually.
- **3** The consignment weighs roughly 6 tons.
- 4 He doesn't want anything to go wrong.
- 5 We are working hard as usual.
- 一般现在时(the simple present)用来表示目前的一种状态(例句 1)以及不断重复的动作或状态(例句 2)。除了主语是第三人称单数以外,动词的现在时就是动词原形。主语是 he/she/it 的时候,动词后加 s(例句 1, 3)。
- 否定形式的构成通常用 do + not + 动词原形 (例句 2)。主语是第三人称单数的时候,用 does 代替 do(例句 4)。
- 动词 be 和 have got 跟情态动词一样,不需要加 do 来构成否定形式。
- 现在进行时(the present continuous)表示动作在说话时正在发生,由 be + 动词的 ing 形式构成(例句 5)。

Correct these sentences as shown in the example.

Example

Eurosped is the carrier.

No, it isn't. It's the forwarding agency.

- 1 The Channel Tunnel links Dover and Calais.
- **2** Cars and lorries drive through the Channel Tunnel.
- **3** Silke Meyer is planning to send some furniture to London.
- **4** The furniture weighs 10 tons.
- 5 Hedleys Humpers are dealing with the packing.
- **6** Eurosped wants to unload the furniture in Leipzig.
- 7 The cross-channel ferries always run on time.
- 8 Silke is looking forward to getting an order from Nick Jarrett.
- Nick Jarrett sends this fax to Eurosped. Answer the questions below about it.

Dear Silke

Thank you for your enquiry. We are pleased to submit the following offer to you.

The haulage charge for shipping approximately 13 cubic metres of office furniture weighing 6 tons to Leipzig will be £1,000.

The goods can be loaded at SCP Ltd, 135-139 Curtain Road, London on Monday, 18 November at 1:00 pm and delivered to the Neue Messe in Leipzig on Thursday, 21 November at 9:00 am.

Would you please inform us where the exact drop-off points are? Can you please see that the boxes are marked so that they can be loaded onto the truck for unloading in the right order?

We look forward to hearing from you soon.

Best wishes

Nillfarrett

- 1 What is the most important information given in this fax?
- 2 What does the British company want Eurosped to do?

You are working at Eurosped. Silke Meyer asks you to ring Hedleys Humpers to accept their offer. Make the phone call with a partner.

You are working at Hedleys Humpers in London. The phone is ringing.

You are working at Eurosped in Leipzig. You are making a call.

1 Pick up the phone.

2 Introduce yourself. Say hello to him.

3 Say hello back.

- 4 Tell him that you accept their offer.
- **5** Express your gladness and ask about the drop-off place in Leipzig.
- 6 Tell him that the drop-off place is at a) Hall 4 and b) Hall 5.
- 7 Ask whether the boxes have been correctly marked in the right order.
- 8 Say yes and inform him that you will fax your order soon.

- **9** Express gladness and say goodbye.
- On 19 November Silke Meyer sees this article in her newspaper. Explain what this news can mean for the different firms in the case study.





Silke Meyer phones Nick Jarrett. Listen to the call and then answer the questions below.

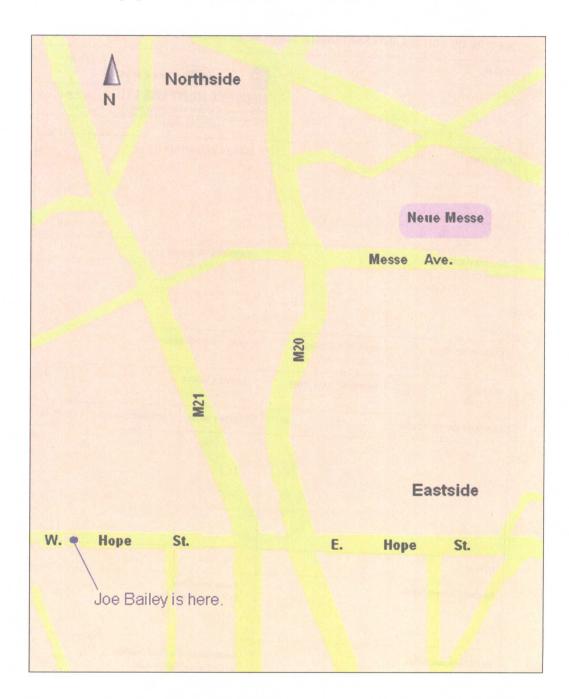
- 1 What problem has arisen?
- 2 Where was the Hedleys Humpers' driver when the fire broke out?
- 3 Why were the lorry drivers on the Shuttle in danger?
- 4 What solution does Nick suggest?
- 5 What further problems may arise?

re not allowed to	o stop or
ij	are not allowed to

- turn and where they are separated from on-coming traffic.
- 2 A ______ is a long line of vehicles which cannot move because there is so much traffic on the road.
- 3 A ______ is a means of transport which travels back and forth between two places.
- 4 A _____ is a booking.
- 5 A ______ is any means of transport on wheels, eg car, lorry, etc.
- 6 A ______ is a re-routing of traffic, normally set up by the police.
- 7 A ______ is a ship which carries passengers and freight across water.
- 8 A ______ is a telephone that can be carried and used from any place.
- What are the advantages and disadvantages for the forwarder if he uses
 - a) the Channel Tunnel or
 - b) the cross-channel ferries?

GIVING DIRECTIO	ONS ASSESSED TO THE TOTAL
Take the motorway	northbound. southbound. heading for in the direction of
Leave the motorway at	junction number the exit signposted
Turn right at t left Go straight on	he traffic lights. crossing. junction.
Take the first second	turning on the left. right.
Follow the signs for It's in (the) street.	

Joe Bailey calls you at Eurosped on his mobile phone. He is now at the place shown on this simplified map of Leipzig. Use expressions from the box on page 12 to direct him to the Neue Messe.



On arrival, Joe Bailey gives the consignee in Leipzig a copy of the transport document shown below.

- Explain why some details on it are not correct.
- **2** Explain the purpose of this document.

SENDER S. C. P 135-139 CURTAIN ROAD LONDON P\Code EC2 A 3BX Telephone No 0171 739 1869	HEDLEYS HUMPERS LTD UNITS 2, 3 & 4, 97 VICTORIA ROAD LONDON NW10 6ND TELEPHONE 0181-965 9733 (10 lines) FAX 0181-965 0249 TELEX 25229 HEDLEY			
CONSIGNEE Kayenburg Linear Einrichtung c/o NEUE MESSE LEIPZIG LEIPZIG SEEHAUSEN GERMANY P\Code D 04356 Telephone No	CARRIER (IF DIF	FERENT)		
DELIVERY ADDRESS NEUE MESSE LEIPZIG LEIPZIG SEEHAUSEN GERMANY P\Code D 04356 Telephone No	CARRIERS REMARKS SEE MESSE MAP-DELIVERY 21ST 9AM THERE ARE 2 DROP-OFF POINTS CONTACT KAYENBURG LINEAR EINRICHTE			
TRANSPORT MODE PORT OF LOADING F220 GDB FOLKESTONE	PORT OF DISCHA	ARGE		
VESSEL SHIPMENT DATE/TIME EUROTUNNEL 18/11/96 23.00	SERVICE ROUTE NORTH GERMA	SERVICE ROUTE NORTH GERMANY		
DESCRIPTION OF GOODS	WEIGHT (KGS)	VOLUME (CU.FT)	VALUE (
13. CUBIC METRES, FURNITURE	leus ers!	455.00		
TOTALS	6000.00	455.00		
Carriage Payment Details	Goods Taken Over By Carrier (Sign & Date)			
C.O.D Collection Details	Goods received in Good Condition by Consignee (Sign. & Date)			