



高职高专商务英语、应用英语专业规划教材

应用英语写作

主 编 胡丽纯 蒋 萍 夏宁满

副主编 徐腾飞 孟建国 何雪莲 陈韶群 章南燕

Practical
English
Writing



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胡丽纯 蒋萍 夏宁满 主编

策 划 张 琛 张颖琪 樊晓燕

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编者说明

21 世纪我国高等教育尤其是高职教育发展迅速。近年来我国高校持续扩大招生, 学生的英语基础参差不齐, 如何选择实用高效的英语教材, 让学生在有限的学制和时间内更有效地掌握英语基础知识和技能, 就成为英语界同仁们共同关心和研究的课题。为此, 本编写组经过几年的实践和积累, 在潜心调研高职学生毕业后所从事的外向型核心岗位对英语写作的现实需求的基础上, 根据全国《高等学校英语高职专业英语教学大纲》的内容和精神, 编写了《应用英语写作》这本教材。本教材旨在系统训练学生的英语写作能力, 帮助学生掌握并熟练运用英语写作基础知识和技巧, 能够写出符合英语表达习惯的句子、段落和篇章, 做到语言通顺、表达准确、中心突出、文体得当, 从而全面完成教学大纲规定的英语写作教学的内容和要求。本教材力求突出实用性、趣味性、科学性等特点, 在强调夯实学生英语写作基础的同时, 更体现了实用商务英语写作的特点和功能。所选内容从词汇、句子到篇章尽量与商务英语写作相关。另外, 本教材精选的范文注重了英语写作实践中常用的经典句型, 参照国外英语写作实例, 每一模块都以问题的提出展开, 承上启下, 模块之间自然过渡。题材广泛, 体裁多样, 理论联系实际, 可操作性强。本教材十分适合高职高专院校英语学生和其他英语写作爱好者学习和使用。

本教材共分两部分:

第一部分共四个单元, 为英语写作基础知识。

要求学生: 1) 掌握词的适当运用(词的种类、同义词、泛词、特定词、词的内涵与外延、一词多义等); 2) 掌握句的适当运用(句子的结构、句子的种类、句子的运用和句子的有效性等); 3) 掌握段落写作技巧、段落的组织结构等; 4) 掌握各种文体的写作方法。

第二部分有三个单元, 为应用英语写作。



1) 个人事务写作, 包括申请信、简历、名片等; 2) 文秘事务写作, 包括申请书、建议书、报告、会议纪要、通知、报告、便条、传真、备忘录、证明、议程、图表、邀请函、海报等日常商务写作内容等; 3) 商务事务写作, 包括广告、建立业务关系、推销信、介绍信、投诉及理赔信、询盘、报盘、支付条款等商务往来信函等的写作。

本教材有以下主要特色:

1. 处理好打“基础”和重“实用”的辩证关系。英语写作基础知识部分从词汇、句子到文章基本采用商务方面的素材。

2. 强调内容的实用性。《应用英语写作》在选例中注重时代性、科学性、可练性。案例均取材于实际工作, 使得理论与实践相结合, 便于学生操练。为了突出英语作为涉外交际工作服务这一特点, 本教材在注重基础知识的同时, 还特别突出交际内容的实用性。

3. 处理好“学懂”与“学会”的关系。

4. 探出“产学研”的一条新路子。

与同类书比较, 本书每章都设置了模拟案例、训练目标及训练要求, 便于教学。

本教材由浙江省的多所高职高专院校的英语专业教师合作编写完成。其中, 胡丽纯编写了第一章; 张莉编写了第二章; 胡丽纯、蒋萍编写了第三章; 蒋萍、郭李红编写了第四章; 章南燕、徐腾飞编写了第五章; 何雪莲、陈韶群、夏宁满、孟建国编写了第六章; 冯超、应纯艳、胡丽纯编写了第七章。最后由胡丽纯老师进行了全书的统稿和审定工作。

本教材在编撰过程中, 得到了诸多人士的支持、鼓励和帮助。在此书问世之际, 谨表达我们衷心的感谢。由于我们的经验和水平有限, 错漏之处在所难免, 欢迎读者批评指正。谢谢!

编写组

2009 年春

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Part One

Basics of English Writing



CHAPTER 1

Proper Words

Learning Objectives

When you have completed this Chapter, you will know:

- How to use proper words;
- The meaning of words;
- Important choice of words;
- Choice of accurate words.



I Discussion

Before you read, please discuss the following questions with a partner in your class.

- How many types of words can be divided into from a stylistic point of view?
- What points should you pay attention to while choosing words in writing?
- How do you make your writing more specific and exact?
- How do you make your writing more vivid, attractive and interesting?



Introduction of words

A word is a minimal free form of language which has a given sound, meaning and syntactic function.



II Knowledge Points

◆ Using Proper Words

1. Types of Words

A word is the smallest unit composing writing. To effectively convey his/her meaning, one must pay special attention to the choice of words. It is fair to say, "Proper words in proper places make the true definition of style." Appropriate choice of words and style is based in part on topic and audience. The words may be divided, from a stylistic point of view, into three types: formal, common, and colloquial. Formal words may also be called learned words, or literary words, or "big" words, e.g. "commence" and "purchase". They mainly appear in formal writing, such as scholarly or theoretical works, political and legal documents, and formal lectures and addresses. Common words, e.g. "begin", "buy" and "drink", are good for all kinds of writing; formal words are as a rule seldom used in informal writing, while colloquial words, such as "kid" and "vim" are seldom used in formal writing, unless for some special purpose or effect.

Compare the two passages:

Passage One

Hainan is a very wonderful island. It is covered with large grassland. We can see beautiful flowers and many kinds of trees everywhere. The sea is very blue and the water is very clear. There is a very big beach with yellow sand.

Passage Two

The Irish countryside is very beautiful. There is a popular Irish song, which says that there are 100 different shades of green in the Irish landscape, and this is no exaggeration. Thanks to generous rainfall, much of the countryside is covered in rich green vegetation, which is why Ireland is also known as the Emerald Isle. It also has a varied landscape with dramatic mountains, rocky coastlines and rolling hills.

In contrast with Passage Two, Passage One seems boring in describing a place because the underlined words are not specific ones like those in Passage Two.

2. Formal and Technical Words

These words are used by people of special professions or fields, on special occasions or for special purposes (political, legal, scientific, technical, business and literary words).

Scope: formal writing like articles, documents, research papers, manuals and public speaking.

Read Samples in Part III. Sample A is taken from an application letter and Sample C is taken from a business article. The underlined words used in them are in written language and thus are formal words.

3. Common Words

A few thousands of words used by ordinary people for ordinary purposes (the most useful words, the core of the English vocabulary).

Scope: informal writing like diaries, stories and personal letters.