

全国应用型本科商务英语系列规划教材

# 陶瓷外贸英语

**English for Trade in Porcelain and Ceramics**

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# 出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入世界贸易组织（WTO）之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校，以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定，适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。本系列教材包括：《商务英语综合教程 1-4》《商务英语听说》《商务英语口语》《商务英语口译》《商务英语阅读》《商务英语写作》《外贸英语函电》《商务英语翻译》《商务知识导读》《国际经贸文章选读》《跨文化交际基础》《国际商务礼仪》《进出口贸易实务》《国际商务制单》和《国际贸易理论与实务（英文版）》《陶瓷外贸英语》等。

本系列教材的编撰者不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套教材编撰质量的有力保证。

本系列教材配有课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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# 前言

Preface

广东佛山有“南国陶都”之称，是全国最大的建筑、卫生陶瓷生产基地。目前全国陶瓷（卫浴）生产企业有 30 多家，企业规模大、产品档次高，代表品牌企业有箭牌、东鹏、鹰牌、乐家、恒洁、浪鲸、尚高等企业，总产能约 1 800 万件/年。同时，佛山建筑陶瓷的抛光砖、仿古砖、微晶砖、内墙砖、外墙砖、广场砖、马路砖等品种一应俱全，出口世界一百多个国家和地区。2017 年总产量约 20 亿平方米/年，总产值超过 1 000 亿元/年，产量占全国 30% 以上，出口量占全国 70% 以上。随着佛山陶瓷产业的迅猛发展、贸易全球化和现代电子商务尤其是基于移动网络的跨境电子商务蓬勃发展，在一带一路倡议下，社会需要大量具有扎实英语知识与娴熟英语技能，具有一定商务知识与操作技能，具有广阔国际视野、跨文化交际能力和创新创业能力的应用型、复合型人才。佛山陶瓷产业乃至国内陶瓷产业对精通陶瓷外贸英语、会操作国际商务人才的需求更是一路看涨。

根据中国国际贸易学会的调查，国内市场对商务英语人才的需求每年高达 15 万人。当前社会各种培训机构所提供的人才 4 万余人。即使这些人都能顺利就业，也存在近 10 多万人的缺口。因此，本教材从陶瓷外贸特点出发，基于外贸工作流程，选取陶瓷外贸工作中的应聘、询盘、展会、投诉等 8 个经典场景进行编写，从听、说、读、写、译等 5 个方面设计教学内容，力图让学习者在短时间内对陶瓷外贸英语有所了解并能运用所学知识解决实际陶瓷外贸工作中遇到的实际问题。同时，教材亦可用于公司或培训机构培训陶瓷外贸员工，缓解佛山外贸人才缺口，助力佛山陶瓷产业的发展。

本教材在编写理念、编写形式和教学内容上都对传统陶瓷教材进行了颠覆性的改革，突出了以下特色：

## 1. 以陶瓷外贸工作为导向，兼具实用性和前瞻性。

教材设计紧紧围绕行业实际需求，突出实用性、职业性和开放性。以陶瓷外贸工作需要为依据，选取整合教学内容，科学设计单元主题、教学任务和内容，力求达到教、学、练一体，课堂教学与实际应用相统一。

## 2. 以综合性为教学设计理念，加强对学生综合能力培养。

在教学任务设计过程中，我们以整体语言教学理论为指导，将听、说、读、写融为体，把培养学生一定的英语交际能力作为提高其专业素养的重要任务，并且明显加大了英语听说、写作，特别是商务英语外贸写作的训练。

### 3. 以学生为中心，培养学生自主学习能力和创新能力。

本教材设计和开发以学生为中心，明确学生的需求，能够深度了解学生感兴趣的活动和主题，设计一些模拟陶瓷商务工作的情境，激发学生的学习兴趣，培养学生自主学习能力和创新能力。同时，教材版式设计图文并茂，能够激发学生的学习兴趣。教学活动多样化，贴近生活和工作实际，为学生提供一个仿真的陶瓷外贸英语的环境。

总之，通过学习本教材，可以培养学生学习陶瓷外贸英语的兴趣和国际商务沟通能力，提高听、说、读、写、译方面的基本能力，提高陶瓷外贸从业者的基本素质，掌握陶瓷外贸工作过程必要的商务知识，以及商务基本礼仪、经济、贸易等方面的基础理论和管理经营理念；能够胜任陶瓷外贸工作，将陶瓷语言知识、交际技能、陶瓷文化背景知识和陶瓷外贸知识融为一体，为进行真实交际的陶瓷外贸活动而服务，成为复合型、国际型和应用型商务人才。

本教材的适用面广泛，既可以作为国际经贸、国际商务等涉外专业的商务英语教材，也可作为英语专业商务英语教材，还可作为大学英语选修课教材和行业培养教材。

本教材编写主要由佛山科学技术学院承担。本教材由8个单元组成。具体分工如下：邹一戈担任主编，负责编写组织、协调和定稿工作并编写了第1单元的听力部分；庄华妮负责口语部分的编写；黄玲玲、张楚莺（广东工程职业技术学院）负责编写了第2至8单元的听力部分；吴琼负责翻译部分的编写；朱婷连负责阅读部分的编写；马翊负责写作部分的编写。此外，王天枝（培正商学院）以及张运红（华南农业大学）都对本书的框架及定稿提供了宝贵资料和建议。

本教材在编写过程中参考了大量的国内外资料，凝聚了众人的智慧和努力。在此，我们要衷心感谢对外经济贸易大学出版社编辑为本教材的审阅和修改所做的大量细致的工作；感谢景德镇中国陶瓷博物馆、佛山市思铭斯建材商行、潮州市家宝陶瓷有限公司的专业支持；特别感谢佛山科学技术学院人文教育学院蒋家傅院长、易强副院长及外语系万宝林主任对本教材出版给予的支持和协助。

由于编写时间仓促、编写水平有限，书中难免出现疏漏和不足之处，恳请各位同仁和学生在对本套教材的过程中不吝匡正，以便我们进一步完善本套教材，使之更好地服务于教学。

《陶瓷外贸英语》编写组  
于佛山科学技术学院  
2018年2月

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# Chapter One

## Job Interviews



### Learning Objectives

- To grasp the commonly used English expressions in job interviews;
- To listen and understand some job descriptions;
- To know about ceramics and the history of Chinese Porcelain;
- To grasp the writing principle of enquires and replies.



### 1. Starting Up

#### Words & Expressions

Terms: ceramic tile 瓷砖; sanitary ware 卫生洁具; artistic porcelain 工艺陶瓷;  
dental porcelain 牙科用瓷

#### 1.1 Role Play

Work in pairs. Suppose you are English majors to graduate in three months and are planning to apply for a job in a company specialized in the manufacturing and marketing of ceramic tile and bathroom sanitary ware. Discuss about what the frequently asked questions

(FAQs) in a job interview with this type of companies may be and then try to answer them. You may refer to session 1.2 below and carry out a role play activity about job interviews.

## 1.2 FAQs in Job Interviews

Q1: Could you please tell me something about yourself?

- Education background: courses taken, student projects, academic performances, etc
- Previous working experiences or internships
- Personalities and willingness to take on responsibilities

Q2: Why did you apply for the position and why are you a good fit for the job?

- Knowledge and interest in the ceramic industry
- Understanding of the company and the position
- Learning opportunities and career plan
- Merits and qualifications

Q3: What is your expectation for salary and working hours, and when can you start?

- Expected compensation and training opportunities
- Willingness to work overtime during peak season
- Candidates' availability

## 1.3 Speaking Activity

Work in pairs to have a simulated job interview. Student A will be the interviewer and Student B will be the interviewee. Read the role cards and follow the instructions. After completing the interview, you can change the role cards and start the process again.

### **ROLE CARD A: Interviewer**

As the human resource manager of a ceramic tile company, you are interviewing a candidate for the position of foreign trade salesperson. You are looking for a candidate with proficient English language skills, passion for the industry and willingness to learn and work hard.

### **Useful expressions for the interviewer:**

- Thanks for coming in for the interview.
- What do you know about foreign trade and cross-border e-commerce?

- Would you describe yourself as a team player?
- Can you use English as a working language and write e-mails and engage in meetings in English?
- Our firm specializes in artistic porcelain. Do you have basic understanding of the industry?
- We have an orientation session and regular training programs for our new staff members.
- You should look presentable in the office.

#### ROLE CARD B: Interviewee

As an English major, you are keen on becoming a foreign trade salesperson in the ceramic industry. You are having an interview with a ceramic company for this position. Try to demonstrate your qualifications and interest for the job.

#### Useful expressions for the interviewee:

- Thank you for having me.
- I know about your job opening/vacancy through a recruiting website.
- I major in Business English. I'm proficient in English writing and speaking.
- I am a self-motivated person and a hard worker.
- My experience in ABC Company was a great asset for me. It taught me to...
- My internship with ABC Company, which manufactures dental porcelain, was a valuable learning experience for me.
- I want to work with a company where I can grow and gain career advancement opportunities.
- What is the dress code for the job?



## 2. Listening

### Words & Expressions

R&D	research and development	研发	ceramic market	陶瓷市场
C&B	compensation and boon	薪资福利	new marble series	新大理石系列
HR	human resource	人力资源		

A job description usually describes the general tasks, or other related, and responsibilities of a position. It may specify the functionary to whom the position reports, specifications such as the qualifications or skills needed by the person in the job, and a salary range.

### 2.1 Listen to three job descriptions of ABC company and decide whether the following statements are true (T) or false (F).

- \_\_\_\_\_ (1) A marketing manager should know about C&B.
- \_\_\_\_\_ (2) Marketing manager tasks include collecting and analyzing ceramic market data.
- \_\_\_\_\_ (3) The Personnel doesn't need to travel a lot.
- \_\_\_\_\_ (4) The Personnel should be skilled in office software and basic network knowledge.
- \_\_\_\_\_ (5) R&D Department manager should have a wealth of experience and efficient methods in developing C&B.

### 2.2 Listen to the job descriptions again and fill in the missing information in the form.

Mark	Marketing Manager	_____ ceramic market data; drawing up _____; working out relevant management process; taking full advantage of _____; conducting and sale group.
Alice	Personnel Manager	Proficiency in skills and knowledge of _____; familiar with related laws and regulation and all aspects of _____; skilled in _____ and basic network knowledge.
John	Manager of R&D Department	Managing all aspects of the ceramic development process, including _____, _____ and quality control; managing the R&D team and being responsible for _____.

## 3. Terms

This section is centered on *kind of ceramics* (陶瓷种类), and terms in job interview. Students are supposed to have a big picture of different categorization of ceramics, such as purposes of ceramics, say *industrial ceramic* (工业陶瓷), and ceramics in our daily life etc. The part prepares students for more efficient communication in future jobs.



- |                              |                                   |
|------------------------------|-----------------------------------|
| 1. low-fired porcelain _____ | 2. industrial ceramics _____      |
| 3. clay body _____           | 4. blue and white porcelain _____ |
| 5. bone china _____          | 6. 白色陶瓷器 _____                    |
| 7. 彩瓷 _____                  | 8. 餐具用瓷 _____                     |
| 9. 耐热瓷器 _____                | 10. 薄胎瓷 _____                     |
| 11. CFO _____                | 12. sales executive _____         |



## 4. Reading Comprehension



### Text A

#### What Are Pottery and Ceramics?

Pottery and ceramics have been an important part of human culture for thousands of years. From prehistoric storage jars to tiles on the space shuttles, pottery and ceramics have played a key role in innumerable human endeavors. But how do we define them?

##### What Are Ceramics?

Technically, ceramics (noun and adjective) are those things made from materials which are permanently changed when heated. For example, clay has chemically bonded water in it which will cause it to slake down (disintegrate) when a dried clay object is put in water. Once heated (fired) to between 660°C and 1,470 F (350 and 800°C), the clay is converted to ceramic and will never dissolve again.

All clay is a ceramic material, but there are other ceramic materials as well. Glazes are also ceramic materials because they permanently change during firing. Industrial ceramics include a range of materials such as silica carbide and zirconium oxide.

One of the most wonderful things about ceramics, is that it dates back to being one of the oldest surviving industries in the world. And what's even greater is that many of the original processes remain the same (essentially, discovering clay could be mixed with water to make it soft enough to form shapes with and then fire it to make it watertight).

The American Ceramic Society states that "as early as 24,000 BC animal and human figurines were made from clay and made from kilns dug into the ground". Mostly these figurines were used for ceremonial purposes and it wasn't until another roughly 10,000

years later that major developments were made in that ceramics could be used as more functional wares, such a food vessels and for storing water and also making clay bricks to build houses.

### What Is Pottery?

Pottery is generally considered to be containers made from clay. "Pot" is a term used for any number of container forms. Both words derive from the Old English *potian*, "to push". When we consider how the potter pushes as they throw the clay on the wheel, it is easy to see how the process got its name. The term "pottery" may also be used as an adjective with some objects, such as small figurines.

In industrialized countries, modern pottery can be classified two ways. There is commercial pottery or ceramics which are produced in factories, and there is studio pottery which is produced by individual craftsmen. You may also hear of "art pottery", which may be either produced commercially or by an individual craftsman.

Physically, there is no distinction between ceramics and pottery because they are both made the same way. Each piece must go through a process that includes forming, firing, glazing and refiring before it is complete. Even though ceramics and pottery are technically the same thing, people still tend to place different meanings on each term. Ceramics are frequently thought of as pieces of fine art that are created to be visually appealing rather than have a function. Pottery is a term commonly used to describe something made to be useful, thereby serving a purpose in daily life.

It is not uncommon to hear someone refer to ceramics to describe the art form as a whole, including pottery. Likewise, some people use the word pottery to describe the creation of both. In artistic circles, pottery is also a word commonly associated with work of lesser or unprofessional quality. Ceramics may be thought of as a piece of high-quality, fine art. Professional sculptors generally prefer for their work to be referred to as ceramics instead of pottery because of the difference in sophistication associated with each word.

(Source: *Pottery and Ceramics Definitions and Differences*, by Beth Peterson. [Http://www.thespruce.com](http://www.thespruce.com))



## Exercises

### I. Match the words with their definitions.

1. ceramics	not allowing water to pass in or out
2. watertight	to heat a clay object to make it hard and strong
3. clay	an artifact made of hard brittle material produced from nonmetallic minerals by firing at high temperatures
4. glaze (n.)	a type of heavy, sticky earth that becomes hard when it is baked and used to make things such as pots and bricks
5. fire (v.)	a thin layer of liquid which is put on a piece of pottery and becomes hard and shiny when the pottery is heated in a very hot oven

### II. Read the Text A and answer the following questions.

What are pottery and ceramics? Is there any difference? Are all ceramics made out of clay?



## Text B

### Chinese Porcelain History

The invention of porcelain in China was a development that changed the face of art throughout the world. It took years for the process to be replicated anywhere else, but by then the ubiquity of Chinese porcelain was firmly stamped in the books of history. Learn about the history of this artistic marvel from ancient China to the present day.

#### The Eastern Han Dynasty (25-220)

Though there is some controversy about this, it is thought that porcelain was invented about the time of the Eastern Han Empire. It is thought that the first porcelain was made by firing the ceramic materials to the necessary temperature. By doing so, they made a kind of

light but strong ceramic that was preferable for artistic and decorative purposes, and it has been in high demand ever since.

China's museums have many examples of ancient Chinese porcelain.

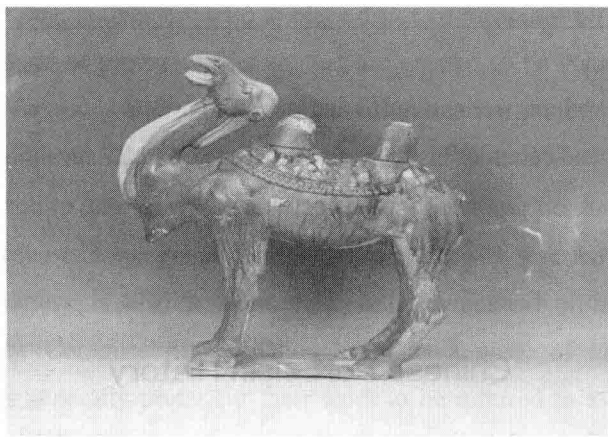
Recent archeological finds of porcelain pieces in Han-era sites show that porcelain was produced in the Han Empire, but not much is known about their porcelain production. It is known that celadon wares (greenish porcelain) with beautiful hues were produced in the Shangyu area in Zhejiang Province south of the Yangtze River. It is said that the Yue kilns of Shangyu made the area one of the major and foremost centers of celadon production then.

Porcelain can be made so durable that Han Dynasty porcelain pieces that were made about 2,000 years ago still have the bright colors and translucency that they must have had then.

### **Three Kingdoms, Jin Dynasty and Sui Dynasty (221-618)**

The Han Dynasty collapsed in 220, and shorter-lived and regional empires arose and fell during the Three Kingdoms period, the Jin Dynasty and the Sui Dynasty. Celadon porcelain production continued in the Shangyu area south of the Yangtze River, and in the north in Henan Province and Hebei Province a more translucent variety of porcelain was produced.

### **The Tang Dynasty (618-907)**



**Tri-color glaze bactrian camel (Tang Dynasty)**  
(Photo provided by Jingdezhen Ceramics Museum)

Then the next long-lived dynastic empire arose: the Tang Dynasty. Two things spurred the production and export of porcelain in the Tang Empire.

- Tea drinking became popular, and this necessitated the production of much durable and beautiful teaware.
- Another factor was that export to countries to the west increased. This trade was



accomplished on the northern Silk Road and the southern Tea Horse Road.

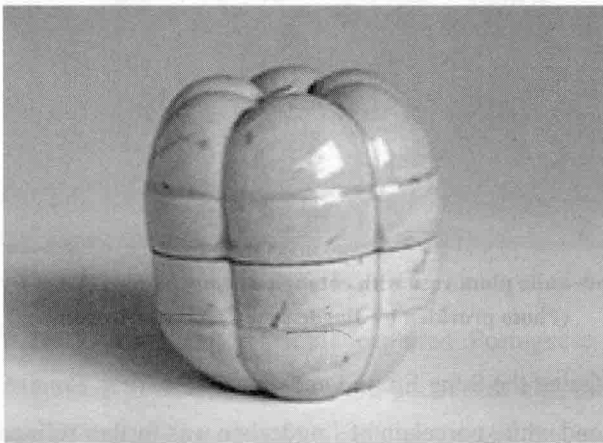
Two major types of porcelain were recognized in the empire. The Xing porcelain in the north in Hebei Province gained fame both in the empire and in the West during the mid-Tang Dynasty. It is believed that Xing porcelain was produced in the counties of Lincheng, Neiqiu and Xingtai. Their white porcelain became a standard of Tang porcelain because it was known for its white color and hardness.

The other favorite porcelain was celadon that varied in shade from jade green to bluish green. The Yue area in Zhejiang was still known for its production of jade-like celadon porcelain.

After the Battle of Talas in 751, the Tang Empire lost control of the Silk Road trade routes, but Middle-Eastern people ruled Central Asia and became directly involved in extensive Silk Road trade. In 851, a traveler named Suleiman was in the Tang Empire in 851. He wrote: *“They have in China a very fine clay with which they make vases which are as transparent as glass; water is seen through them. The vases are made of clay.”*

Porcelain vessels were valuable in the Muslim countries and were highly prized imports in the late Tang era. The trade was conducted along the Northern Silk Road and by sea routes. Since the Sui and Tang dynasties Chinese porcelain divided into two types: black porcelain and white porcelain.

### **The Song Dynasty (960-1279)**



**Shadow celadon with melon edge (Song Dynasty)**  
(Photo provided by Jingdezhen Ceramics Museum)

One of the first Song Dynasty emperors named Zhenzong selected Jingdezhen in Jiangxi Province to be an imperial porcelain production center in the year 1004. It remained the main imperial production center for about 900 years until the end of the Qing era.

What made this town so famous was in part the quantity and quality of extensive kaolin deposits found near the town. There was a hill where kaolin was extracted. The hill was tall, and that is how kaolin clay got its name. “Kow”, i.e. “gao” means “tall”, and “lin”, i.e. “ling”, means “hill”, so “kaolin” means “high hill”.

Jingdezhen was at first famous for white porcelain, but by the addition of cobalt, a blue colored porcelain was also produced. It is thought that cobalt for blue colors was introduced from the Middle East, and blue and white porcelain was highly prized there. The Moslem world was the biggest Western market, and the porcelain reached there by sea routes since the Silk Road was closed off.

Meanwhile, the Yue celadon (the green porcelain of Zhejiang) continued to be a favorite also.

### The Yuan Dynasty (1279-1368)



Blue-and-white plum vase with entangled peony pattern (Yuan Dynasty)  
(Photo provided by Jingdezhen Ceramics Museum)

The Mongols defeated the Song Empire and created the Yuan Empire. They reopened Silk Road trade. The blue and white porcelain of Jingdezhen was further refined and continued to be a favorite porcelain in the empire, and it was exported as well. Jingdezhen was the imperial pottery center.

## Ming Dynasty (1368-1664)



**The blue and white bowl with pine, bamboo and the flowering plum (Ming Dynasty)  
(Photo provided by Jingdezhen Ceramics Museum)**

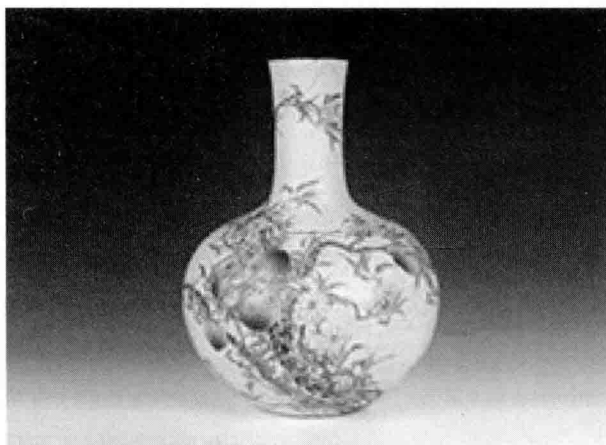
In the Ming Empire, Jingdezhen continued to be a production center for blue and white porcelain. But during this era, there was a technical innovation in that manganese was added to prevent cobalt from bleeding during furnace heating and so distorting the fine artwork. For this reason, the Jingdezhen Ming Dynasty blue and white porcelain is considered to be the pinnacle of beauty and exquisite artwork on this type of porcelain.

The Ming Dynasty rulers preferred Dehua porcelain of Fujian Province for ritualistic and religious uses. A dynastic law specified that idols and ritualistic objects used in shrines and temples should be made of white porcelain. The Ming people preferred the distinctive warm ivory-white porcelain that the Dehua area produced. The ivory color is produced because the clay there contains a trace of iron.

Dehua is near Quanzhou that had long been a principal port, and the area's seafaring merchants helped to bring Dehua porcelain to Europe where the French called it "blanc de Chine". The white porcelain was popular in Europe as was the blue and white porcelain from Jingdezhen.

About the year 1603, some Dutch people captured Portuguese cargo ships bearing thousands of pieces of Ming porcelain. These were auctioned, and this ignited a porcelain mania in Europe. Pieces of porcelain were sold at such high prices that porcelain was known as "white gold".

## Qing Dynasty (1664-1912)



**Qianlong famille rose vase with nine peaches (Qing Dynasty)**  
(Photo provided by Jingdezhen Ceramics Museum)

The Manchu conquest of the Ming Dynasty and continuing wars along the coast temporarily disrupted porcelain production and export. But Emperor Kangxi reorganized the production at Jingdezhen and the dynasty's export trade. His court administration carefully supervised the imperial porcelain factory at Jingdezhen.

During his reign, personalized or specially ordered porcelain art became popular in America and Europe. Rulers, rich people and merchants sent portraits, designs, coats of arms, statues and articles to the Qing merchants that they wanted reproduced. The finished articles were prized.

### **Porcelain in the Western World**

Chinese porcelain was highly prized in the West and in the Islamic World even after Europeans found out how to replicate it themselves in the 1700s. The artwork was exotic, the colors were bright and beautiful, the artistic pieces were durable and useful, and the pieces were comparatively inexpensive.

After the middle 1700s, the Europeans had learned to make good quality porcelain, but the porcelain of Jingdezhen was still appreciated for its high quality and relatively lower cost until the end of the Qing Dynasty and for a few years afterwards. In 1712, a Jesuit who visited Jingdezhen sent a letter that explained how to make it. This letter was widely read and aided porcelain production in Europe. However, Jingdezhen was a huge porcelain production center, and the price of labor was lower there than in Europe.