



# 2024 外语教学与研究出版社 新职业英语 系列教材介绍手册

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外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

# 高等职业教育专科英语课程解决方案——“新职业英语”

课程内容	课程方向	课程目标	教材类别	教材名称
基础模块	职场通用英语	奠定英语学科 核心素养的 共同基础	公共英语教材	<ul style="list-style-type: none"> <li>· 职场基础英语</li> <li>· 职业综合英语（1，2）</li> <li>· 视听说教程（1，2）</li> <li>· 职业英语交际手册</li> </ul>
拓展模块	职业提升英语	满足职场中的 涉外沟通需求	行业英语类教材	<ul style="list-style-type: none"> <li>· 土建英语</li> <li>· 医护英语</li> <li>· 化生英语</li> <li>· 物流英语</li> <li>· 汽车英语</li> <li>· 市场营销英语</li> <li>· 机电英语</li> <li>· 旅游英语（1，2）</li> <li>· IT 英语</li> <li>· 艺术设计英语</li> <li>· 农林英语</li> <li>· 酒店英语（1，2）</li> <li>· 轨道交通英语</li> <li>· 包装印刷英语</li> </ul>
	学业提升英语	为升学做准备	1+X 证书教材 职教高考类教材	/
	素养提升英语	兴趣爱好或 提升个人素养	语言专项提升、 素质提升教材	<ul style="list-style-type: none"> <li>· 职场素质英语</li> </ul>





# Contents

## 目 录

<b>01</b>	新职业英语系列教材简介..... 1
<b>02</b>	《新职业英语（第三版）》编写说明..... 13
<b>03</b>	《职业综合英语（第三版）》样章..... 26
<b>04</b>	《视听说教程（第三版）VR版》样章..... 42
<b>05</b>	新职业英语系列教材征订信息..... 61



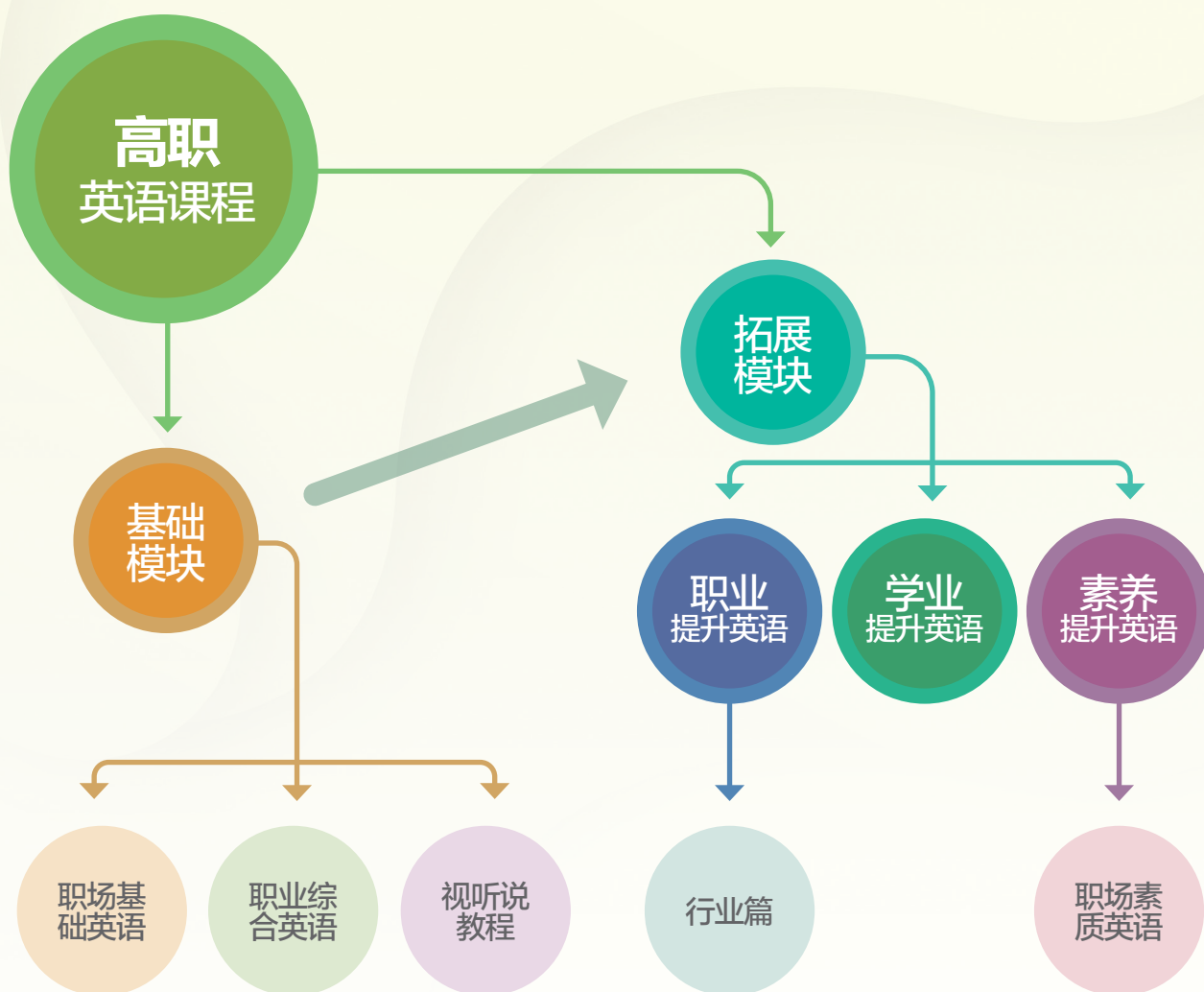


# 新职业英语

总主编：徐小贞

“新职业英语”系列教材由外语教学与研究出版社与深圳职业技术大学携手国内知名院校共同策划开发，是一套以“工学结合、能力为本”教育理念为指导，将语言学习与职业技能培养有机融合，紧密贴合《高等职业教育专科英语课程标准（2021版）》（以下简称“新课标”）的高职英语课程系列教材。

“新职业英语”系列教材结构体系完善，分为基础篇、行业篇和素质篇，符合“新课标”对基础模块和拓展模块的课程设置要求。“基础篇”对应的是基础模块的职场通用英语课程，“行业篇”和“素质篇”分别对应的是拓展模块的职业提升英语和素养提升英语课程。





# 教材特色

01

落实立德树人，培养学科核心素养

02

紧扣课标，教学体系完备

03

教学设计以就业为导向，能力为本、产学研结合

04

线上线下充分融通，开发多模态教学和融媒体材料

# 教材体系与配套资源

教材体系			配套资源
基础篇	职场基础英语		教师用书、音频资源、助教课件
	职业综合英语（ 1， 2 ）		教师用书、形成性评估手册、二维码音频资源、助教课件、电子教案、U 校园数字课程、随身学数字课程、VR 课程、iTEST 试题库、慕课、国家在线精品课程
	职业综合英语（智慧版 / VR 版）（ 1， 2 ）		
	视听说教程（ 1， 2 ）		教师用书、助教课件、 U 校园数字课程、随身学数字课程、VR 课程、iTEST 试题库、二维码音视频资源
	视听说教程（VR 版）（ 1， 2 ）		
	职业英语交际手册		二维码音频资源、随身学数字课程
行业篇	土建英语	医护英语	教师用书（电子版）、形成性评估手册（部分行业）、二维码音频资源、助教课件、电子试题（部分行业）
	化生英语	物流英语	
	汽车英语	市场营销英语	
	机电英语	旅游英语（ 1， 2 ）	
	IT 英语	农林英语	
	艺术设计英语	酒店英语（ 1， 2 ）	
	轨道交通英语	包装印刷英语	
素质篇	职场素质英语		教师用书（电子版）、形成性评估手册、二维码音频资源、助教课件、评估试卷

## 新职业英语

## 基础篇

· 适用于高职英语基础模块教学（第 1-2 学期）·

## 职业综合英语（第三版）



第 1 册主编：蒋 剡 马俊波

第 2 册主编：程达军 谭海涛

《职业综合英语》是“新职业英语”系列教材基础篇的主干教材，涵盖不同职业涉外活动中共有的典型英语交际场景，既强调语言技能的训练，又兼顾职业素质的培养，为学生进一步提高英语水平打好基础。本教材共两册，每册八个单元，供第一学年使用。

- ◆ 语言学习、职场素质培养、思政育人有机结合
- ◆ 内容涵盖职场涉外活动中的典型交际情境，培养英语交际能力
- ◆ 选材生动新颖，语料真实地道
- ◆ 活动设计注重提高学生解决问题的能力，培养学习策略及自主学习能力



第 1 册	5213-3327-5(01)	46.90
第 1 册（智慧版）	5213-3329-9(01)	56.90
第 1 册（VR 版）	5213-5097-5	56.90
第 2 册	5213-3442-5(01)	48.90
第 2 册（智慧版）	5213-3443-2(01)	58.90
第 2 册（VR 版）	5213-5098-2	58.90

## Warming-up

围绕单元主题设计简单有趣、实用性强的活动，导入主题学习，为后面的学习活动做好准备。

# Unit 1

## Organization

Unit Objectives

After studying this unit, you are expected to:

- acquire basic knowledge about the organizational structure, department responsibilities, and job responsibilities
- master the words and phrases concerning organizations
- master the skills of greeting, making a self-introduction and writing an envelope

### Warming-up

**Task 1** Read the following abbreviations of organizations and write down their full names.

IMF

WTO

UN

UNICEF

IOC

WWF

**Task 2** List at least two companies for each type of the following products.

TV

Computer

Sportswear

Organization 3

## 新职业英语

### Reading A

### Reading A

围绕一篇阅读材料开展一系列的活动，是各单元的核心部分。根据不同职业涉外活动中共有的典型英语交际场景进行选材，提供主题背景或商务文化方面的相关信息，侧重语言知识的输入。

## Can Employees Decide an Organization's Leadership?

Steven recently started thinking maybe he wasn't the best candidate for the Chief Executive Officer (CEO) any longer. Instead of simply appointing a successor, he asked himself, "If we truly believe employees should run companies, why not let our employees elect their own leader, the next CEO?"

Steven called an all-hands meeting with 100 employees. During the meeting he shared his thoughts and his vision of introducing voting for the post of CEO, and asked all the staff to vote on it. Dustin was then chosen as the new CEO, with 95% of the votes.

This brought about another interesting consequence. The rest of the leadership

wanted to be elected as well. Dustin asked them if they were sure about that, because there would be a chance that they would be voted out of their own positions. Still, they wanted to go ahead with it. What Dustin had warned the current leadership about became a reality. One was even voted out by 100% of the voters. "It was a very sensitive situation which was difficult to handle. Some of the former leaders needed time to reflect on their own behavior. But I'm happy that all those who were voted out are still with the company, or left due to other reasons much later," Dustin noted.

Today the leadership election process looks quite different.

The CEO starts the process by proposing an organizational structure for the next year with a public document, sharing a vision for the future and what would be needed in terms of leadership positions. Everyone is able to question the necessity of any position. Once the positions are defined, everyone can apply, or propose someone else. One month before an election, the people who are up for the position introduce themselves and their ideas. Successful candidates need to be supported by at least 2/3 of all stakeholders. If nobody receives the required number of votes, the previous person stays on for another six months, and then a new election would be held.

The practice is not perfect. It takes a lot of emotional energy from the entire organization, especially during the month of campaigning. However, leadership elections also create an atmosphere where people may leave leadership roles without losing face, allowing people to feel comfortable going in and out of the leadership. Most importantly, diversity in the leadership is enhanced, and hence also innovation in the organization.

#### Words

employee /ˈmpleɪi/ n. 雇员  
organization /ˌɔrgənaɪzəʃən/ n. 组织、团体、机构  
leadership /ˈliːdəʃɪp/ n. 领导权、领导层  
candidate /ˈkændɪdət/ n. 候选人、申请者  
executive /ɪɡˈzekjʊtɪv/ a. 行政的、管理的  
appoint /əˈpɔɪnt/ v. 任命、委派  
successor /səkˈsesər/ n. 继任者  
vision /ˈvɪʒən/ n. 构想、设想  
consequence /kənˈsɪkwens/ n. 后果  
reality /rɪˈæləti/ n. 事实、现实  
sensitive /ˈsensətɪv/ a. 需小心处理的、敏感的  
propose /prəˈpəʊz/ v. 提议、提出……供表决  
necessity /nəˈsesəti/ n. 必要、必需品  
define /dɪˈfaɪn/ v. 定义、界定  
stakeholder /ˈsteɪkəʊldər/ n. 参与者、有权益关系者  
campaign /kæmˈpeɪn/ v. 发起运动  
diversity /daɪˈvɜːsəti/ n. 多样性、多元化  
enhance /enˈhæns/ v. 改善、改进  
hence /hens/ ad. 因此、由此  
innovation /ɪˈnəʊveɪʃən/ n. 革新、创新

#### Phrases

Chief Executive Officer (CEO) 总裁、首席执行官  
vote on 投票、表决  
bring about 引起、导致  
vote... out (of) 投票免去……的职务  
go ahead with 开始做、着手干  
reflect on 仔细思考  
due to 由于、因为  
in terms of 就……而言、在……方面  
be up for 正被考虑、被提名（作候选人等）



4 UNIT 1

Organization 5

### Wisdom of China

#### Jin Merchants



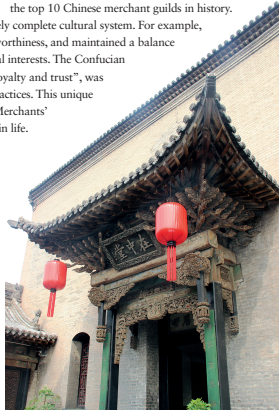
In ancient China the Jin Merchants were a guild from Shanxi province. During the Ming and Qing dynasties, these Jin Merchants, with their talent and intelligence in managing trade and commerce, constantly innovated business methods and forms of organization. They gradually came to dominate various commercial organizations, to rank first among the top 10 Chinese merchant guilds in history.

The Jin Merchants formed a relatively complete cultural system. For example, they emphasized honesty and trustworthiness, and maintained a balance between moral integrity and material interests. The Confucian principle, "Culture, correct action, loyalty and trust", was always observed in their business practices. This unique business culture influenced the Jin Merchants' codes of conduct and their pursuits in life.

Even business people today could be inspired and enlightened by some ideas of the Jin Merchant culture.

Q

Search for more information about the business culture of Jin Merchants, for example the famous Qiao Family. Then share what you find with your classmates.



Organization 7

### Wisdom of China

围绕单元主题，介绍社会主义先进文化、革命文化、中华优秀传统文化，讲好中国故事，有助于教师开展课堂思政教学，落实立德树人根本任务。



## 新职业英语

## Reading B

根据单元主题选取相关的职场工作中的实用文体，培养学生把握真实工作语料的能力。

## Reading B



## Lunch Menu

### Set Lunch MENU

友道国际宾馆  
FRIENDSHIP INTERNATIONAL HOUSE  
地址：北京市海淀区中关村大街 ××× 号  
Add: No. ×× Zhongguancun Street, Haidian District Beijing  
Tel: 010-6849××××  
Fax: 010-6849××××

\*\*Please select one of your favorites in each course\*\*

190.00 yuan + 10% per person for 2/F Beijing Room  
180.00 yuan + 10% per person for 5/F Sanya Room

### Appetizer

Tuna Fish Salad 金枪鱼沙拉  
Roast Beef Salad 烤牛肉沙拉

### Hot Soup

Pumpkin Soup 南瓜汤  
French Vegetable Soup 法式蔬菜汤  
Cream of Carrot Soup 奶油胡萝卜汤

### Main Course

Roast Chicken 炸鸡  
Seafood Pizza 海鲜比萨  
Grilled Steak w/ Garlic Sauce 蒜汁铁扒牛排

### Dessert

Napoleon Cake 拿破仑蛋糕  
Apple Pie 苹果派  
Strawberry Pudding 草莓布丁

### Beverage

Coffee or Tea 咖啡或茶



## Listening &amp; Speaking

围绕单元主题涉及的典型职业活动场景，提供相应的听力和会话练习，并配以场景中常用的表达方法和短语，有助于培养学生在真实职场环境中的英语交际能力。

## Listening &amp; Speaking



**Task 1** Shirley is Mr. Muller's secretary. Listen to the telephone conversation and check her note. Did she make any mistakes?

David Charles called.  
Call him back before 5:30 p.m.—it's urgent.  
Phone number: 82372598

**Task 2** Listen to a phone message and complete the following note.

## Telephone Message

From: \_\_\_\_\_  
For: \_\_\_\_\_  
Phone number: \_\_\_\_\_  
Message: \_\_\_\_\_

**Task 3** Anna is phoning Mr. Brown for an appointment. Listen to the conversation and choose the best answer to each question you hear.

- A. On Monday.  
B. On Tuesday.  
C. On Wednesday.  
D. On Thursday.
- A. He'll visit the factory.  
B. He'll have lunch with someone.  
C. He'll meet someone from the Head Office.  
D. He'll have an important meeting.
- A. On Tuesday morning at 9:30.  
B. On Tuesday afternoon at 3:00.  
C. On Wednesday morning at 9:30.  
D. On Wednesday afternoon at 3:00.

**Task 4** Listen to the conversation between Tom Barnes and his secretary, Cathy. Then complete the schedule.

## Mr. Barnes' Schedule

**Monday**  
9:30 a.m.: 1 with Auden Company  
**Tuesday**  
10:00 a.m.: 2 meeting  
Afternoon: 3 meeting  
**Wednesday**  
9:00 a.m.: Meet the new 4  
Afternoon: Trip to 5

Thirdly, avoid lack of focus. Use lists to \_\_\_\_\_. To be more attentive, set boundaries with family and friends when you are at work, as personal phone calls and emails can easily disturb your workday progress. In a modern \_\_\_\_\_ you can use technology to help. For unimportant communication, provide clients with a fax number or an email address. This should cut down on the number of unimportant phone calls you receive throughout the day.

**Task 5** Work in pairs. Practice making an appointment on telephone with the help of the instructions below.

## Role A Receptionist

- Greet the caller.
- Set a day and time for the appointment.
- Get the caller's telephone number.
- Confirm the information.
- Close the conversation.

## Role B Caller

- State who you are and the wish to make an appointment.
- Agree to the date and time.
- Give your telephone number.
- Thank the receptionist.



## 新职业英语

### Writing

介绍相关职业活动场景中较为常见的应用文，并以任务的形式设计写作练习，使学生通过模拟场景中的实际操作，既了解到不同应用文的写作特点，又能掌握相应的写作技巧。

### Writing

#### Invitation

**Task 1** Work in pairs. Discuss the questions below.

1. On what occasions do people send and receive invitations?
2. What information is usually included in an invitation?

**Task 2** Read the invitations below and complete the following statements.

1. The dinner for \_\_\_\_\_ will be held at Grand Hotel.
2. Sarah invites her friends to \_\_\_\_\_.
3. "RSVP" means "\_\_\_\_\_".
4. Bob invites Lisa to \_\_\_\_\_.

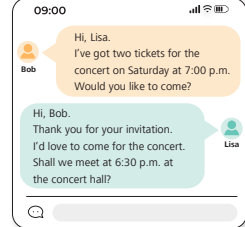
#### Formal Invitation

Mr. and Mrs. George Smith  
request the pleasure of the company of  
Mr. and Mrs. Mark Stevenson  
at dinner at Grand Hotel  
on Friday  
July 4, at 7:00 p.m.

You are invited to  
Sarah Taylor's 18th Birthday Party  
at the Sunshine Country Club  
26 Westgate Road, Ealing  
Dress: formal

April 25, 2022  
7:30 p.m.  
RSVP to sarahw@hotmail.com  
or 0113 923 5555 by April 22

#### Informal Invitation



**Task 3** Write an invitation to one of your classmates. And when you receive an invitation, make a response by accepting or declining it. You may refer to the above invitations or the useful expressions below.

#### USEFUL EXPRESSIONS

##### Inviting

We would like to invite you to...  
It's our pleasure to invite you to...  
Would you like to join me for lunch/dinner...?  
Would you like to come to...?

##### Accepting

I would be delighted to come.  
It's my pleasure to come.  
I would be pleased to come.  
I would love to come.

##### Declining

I would love to come, but...  
Thank you for your invitation, but I'm afraid I won't be able to accept.  
I'd love to come, but I can't make it.  
I would be delighted to come. Unfortunately, I cannot accept your invitation.

46 UNIT 3

### Mini-project

**Task** Work in groups. Suppose you are having dinner with your foreign clients who are visiting China at a Chinese restaurant. Read the menu, introduce the dishes and have small talk with your clients. Pay attention to the table etiquette.



Business Meals 47

### Mini-project

根据单元主题设计一个小组调研或实践项目，是本教材的一个特色内容。学生结合本单元已学到的职场相关知识以及语言知识技能，在课上或课后以小组形式完成一个项目。项目指令明确，可操作性强。

## 新职业英语

## Language Lab

Task 1 Match the words or phrase on the left with their meanings on the right.

- |                  |   |
|------------------|---|
| 1 knowledgeable  | ① the way of acting or behavior towards other people                |
| 2 imply          | ② the person elected or appointed to act for others                 |
| 3 manner         | ③ greater or better than usual                                      |
| 4 intelligently  | ④ to make it seem likely that something is true or exists           |
| 5 conduct        | ⑤ (of a person) knowing a lot                                       |
| 6 representative | ⑥ to develop in a particular way or have a particular result        |
| 7 entertain      | ⑦ something very important and needing to be dealt with immediately |
| 8 extraordinary  | ⑧ in a knowledgeable and insightful way; cleverly                   |
| 9 urgency        | ⑨ to behave oneself in a particular way                             |
| 10 turn out      | ⑩ to receive people as guests                                       |

Task 2 Complete the sentences with the words or phrase from Task 1. Change the form if necessary.

- This restaurant is an excellent place for \_\_\_\_\_ business guests.
- Some parents insist that children learn good table \_\_\_\_\_ at home.
- He said he agreed with us, but the way he spoke \_\_\_\_\_ something else.
- Something should be done about this as a matter of \_\_\_\_\_.
- The secretary dreamed of having some kind of software to organize her files \_\_\_\_\_.
- We've made \_\_\_\_\_ progress in environmental protection.
- She wanted to learn how to \_\_\_\_\_ herself in a job interview.
- We need to find a(n) \_\_\_\_\_ person to give us some advice on this matter.
- To my surprise, the stranger \_\_\_\_\_ to be an old friend of my mother's.
- Thomas is the \_\_\_\_\_ of his fellow workers at the meeting.

Task 3 Rewrite each of the following sentences with the word or phrases given in brackets. Change the form if necessary.

- He has obtained a good reputation for his business. (build up)
- My little brother showed his best manners in the summer camp. (be on one's best behavior)
- If you have a difficult time, I'll support and encourage you until the end. (see through)
- Don't throw the plastic bags away, as they may be useful sometime. (come in handy)
- It is good for you to know what you don't know. (pay)

Task 4 Rewrite the following sentences after the models.

**Model 1**  
You are not concentrating on which fork you should use.  
You are not concentrating on which fork \_\_\_\_\_.

- He did not know where he should go. \_\_\_\_\_
- We have not decided whether we should go there or not. \_\_\_\_\_
- I can tell you how you can get to the cinema. \_\_\_\_\_

**Model 2**  
Business meals are multitasking jobs. Multitasking jobs can often turn out to be nightmares.  
Business meals are multitasking jobs \_\_\_\_\_ can often turn out to be nightmares.

- Where is the book? I bought the book this morning. \_\_\_\_\_
- The teacher will come tomorrow. The teacher teaches you Spanish. \_\_\_\_\_
- The woman is our manager. The woman is speaking at the meeting. \_\_\_\_\_

Task 5 Translate the following sentences into English using the given words or phrases.

- 在工作中谨慎小心会大有裨益。(pay)
- 我的钱仅够在美国用一年。(see through)
- 结果表明他从未在那个公司工作过。(turn out)
- 瞪着眼睛看人是不礼貌的。(manner)
- 外面太吵, 我没办法集中精神干活。(concentrate on)
- 董事会选他为公司总经理。(select)
- 烤鸭是这家泰国餐厅里我最喜欢的菜。(favorite)
- 我们主菜后吃的甜点冰激凌。(main course)

48 UNIT 3

Business Meals 49

## Language Lab

提供针对本单元语言知识的巩固性训练, 既有单词、词组和句型的操练, 又有相关的翻译练习。

## Self-study Room

## Self-study Room

## Passive Voice

语态是动词用以说明主语和谓语之间关系的一种形式。英语有两种语态: 主动语态 (Active Voice) 和被动语态 (Passive Voice)。主动语态表示主语是动作的发出者或执行者; 被动语态表示主语是动作的承受者。被动语态主要在以下三种情况中使用:

- 当不知道谁是动作的执行者或没有必要知道时;
- 当需要强调动作的承受者时;
- 为了语气婉转、修饰、避免提及自己或对方时。

被动语态的基本构成:

be 的各种形式			及物动词的过去分词
一般	进行	完成	
现在	am/is/are	am/is/are being	has/have been
过去	was/were	was/were being	had been
将来	shall/will be	无	shall/will have been
过去将来	should/would be	无	should/would have been

- Tips**
- make, let, have, help, hear, watch, see, feel, notice 等动词的被动式原形为 do, 例如: He was made to pay the bills.
  - 某些动词的主动和被动形式无被动语态, 如 suit, fit, join, last, cost, lack, break out, belong to, agree with 等。
  - 某些动词的主动形式表示被动意义, 如 wash, clean, sell, wear, cook, weigh, taste, keep 等。例如: This kind of cloth washes very well.
  - want, need, require 和 be worth 后面 v-ing 形式表示被动。例如: The room needs cleaning.

Task 1 Fill in the blanks with the correct form of the given verbs or phrases.

- I \_\_\_\_\_ (ring up) by my grandma.
- French \_\_\_\_\_ (speak) as the official language in Canada.

Task 2 Choose the best answer to complete each of the following sentences.

- What a lovely birthday party! It is worth \_\_\_\_\_ all my life.  
A. to be remembered B. remembering  
C. to remember D. being remembered

- The new library \_\_\_\_\_ it will be open next year.  
A. had been built B. was built  
C. was being built D. is being built
- This meeting room is \_\_\_\_\_ only by employees of the company.  
A. to use B. to have used  
C. to be used D. for the use of
- I don't remember \_\_\_\_\_ a chance to make a presentation before so many customers.  
A. having been given B. having given  
C. to have been given D. to have given
- It \_\_\_\_\_ that light music keeps people from becoming sleepy at their work.  
A. found B. has found  
C. has been found D. finds
- The room \_\_\_\_\_ at the moment, so it isn't looking \_\_\_\_\_.  
A. is being painted; its best  
B. has painted; the best  
C. is painted; its best  
D. has been painted; best
- He \_\_\_\_\_ a ticket because he drove past a stop sign.  
A. gave B. was given  
C. was giving D. had given
- When her husband died, all her happiness \_\_\_\_\_.  
A. was destroyed B. damaged  
C. had damaged D. destroyed
- Don't be too hard on Jane. It was not her fault that the vase \_\_\_\_\_.  
A. has broken B. is breaking  
C. was broken D. has been broken
- Her own story \_\_\_\_\_ and this book is expected to come out next month.  
A. had been written B. has been written  
C. had written D. has written

## Unit File

## Vocabulary

appetizer build up come in handy company  
concentrate course entertain imply  
impression intelligently knowledgeable pay  
see sb. through sth. set menu sought-after  
turn out urgency variety

## Listening &amp; Speaking

Asking for and giving advice

## Writing

Writing an invitation

## Mini-project

Introducing typical Chinese dishes

## Grammar

Passive voice

Look back through this unit. Find more words and phrases that you think are useful.

Task 3 Correct the mistakes in the following sentences.

- The future is belonged to you.
- How long will the meeting be lasted?
- Don't get the ink on your shirt, for it won't be washed out.
- The car needs repaired.
- Financially, your plans have been worked out well for us.
- The group will be examined the device first.
- This kind of material is felt very soft.
- The new CD was cost him 100 yuan.



## 新职业英语

## 视听说教程（第三版）

第1册主编：马俊波 杨 洋

第2册主编：徐郑慧 李 奇



助学光盘



助教课件



教师用书



数字课程



VR课程

《视听说教程》共两级，与《职业综合英语》主题对应、技能互补，既可与《职业综合英语》配套使用，也可作为视听说教材单独使用。

## ◆ 视听内容真实有趣

视听内容以两家合作公司为背景，以公司职员的学习、工作、职业发展为主线，涵盖公司经营业务的各个环节，有很强的故事性和趣味性

## ◆ 教学设计新颖合理

每单元包含两组视听循环（四段视听素材）、相应的口语训练，以及 Project、Supplementary Listening 等拓展内容，资源丰富

## ◆ 基于听说教学理论

在听力教学方面，遵循 Pre-listening、Listening 和 Post-listening 三个阶段的流程；在口语教学方面借鉴交际能力由语法能力、篇章能力、社会语言能力和策略能力构成的理论，同时考虑了 Guided Communication 和 Free Communication 的区分

## ◆ 职业训练有效实用

帮助学生熟悉职场涉外场景，培养工作中的沟通能力与实践能力，为有效的跨文化交际打下基础

## ◆ 配套数字课程资源

U 校园数字课程、随身学数字课程、VR 课程



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第1册（VR版）	5213-4360-1	59.90
第2册	5213-4490-5	49.90
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素材内容注重人文性、职业性、思政性

视频场景真实、生动，以两位员工的职业成长和发展为主线



## 新职业英语

## VR 版教材

## VR 课程特色

## ◆ 提供沉浸式学习体验

VR 课程可听、可视、可练、可互动，让学生能更真实地体验在实际场景中的语言学习。

## ◆ 突出思政教育

虚拟场景中充分融入思政元素，让学生在学习语言的同时加深对中国传统文化的了解和感知。

## ◆ 输入与输出有效结合

课程的设置遵循语言学习规律，在课程学完之后进入语音测评练习模式，有效地检验学习效果。

## ◆ 学习场景灵活多样

学生可根据实际情况自由选择 VR 端、移动端、电脑端三种模式下进行该课程的学习。

Scenario: Vivian and John are discussing developing new products with their R&D colleague, Mark, at the meeting room.

(You will play the role of John.)

**Vivian:** Our last products used the cloisonné pattern which has been widely recognized by overseas customers. Does the R&D department have any new ideas this time?

**Mark:** We are considering using famous Chinese paintings, or patterns like auspicious clouds. What do you think?

**John:** I think the cloud patterns might be a good idea. Such patterns were applied to the torch of the Beijing 2008 Olympic Games.

**Mark:** Yes, our customers may be familiar with this pattern.

**John:** What about product design? Do you have any new ideas?

**Mark:** Maybe we can imitate some ancient Chinese tableware and design products with special shapes.

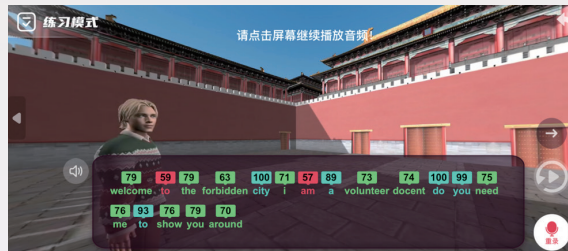
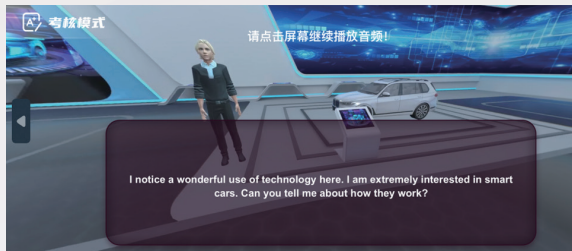
**Vivian:** We can fully integrate Chinese elements.

**John:** Great suggestion. After the preliminary design is out, I can give our clients an initial viewing.

**Mark:** Okay, please send me the feedback as soon as possible. This allows us to adjust the product design in time.

**Vivian:** I think such design will definitely be welcomed by customers.

**John:** Can't agree more. We combine traditional culture with modern elements so that our products not only honor cultural heritage, but also keep pace with the times.



## 新职业英语

### 职场基础英语（第二版）

主 编：邹渝刚



MP3光盘 教师用书

《职场基础英语》是《新职业英语》基础篇的主干教程，全一册，共 8 个单元，适合英语水平较为基础的学生。既可以在学习《职业综合英语》课程之前作为夯实学生英语基础、培养基本人文素养的教程，也可以独立使用。本教材旨在帮助学生树立正确的世界观、价值观、人生观，为学生进入职场打好坚实的思想基础。

#### ◆ 选材短小精悍，寓意性强

主课文通过极具启发性的小故事传递出人生的大智慧，使学生在读故事的过程中体会深刻的人生哲理

#### ◆ 听力素材原汁原味，故事性强

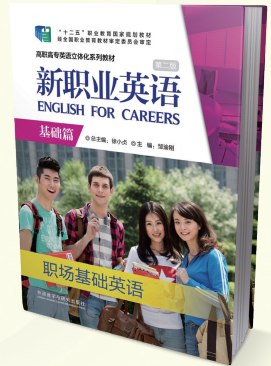
本书听力部分内容多节选自欧美经典电影，配有生动的视频，寓学于乐

#### ◆ 单元主题侧重对学生“三观”的培养，启发性强

为培养学生健全的心理，本书以八项最重要的道德素养作为主题，通过听说读写各项技能的训练启发学生树立正确的世界观、价值观、人生观

#### ◆ 数字课程充分整合内容，引导性强

数字课程分为若干项目，引导学生在完成项目的过程中逐渐掌握英语语言技能



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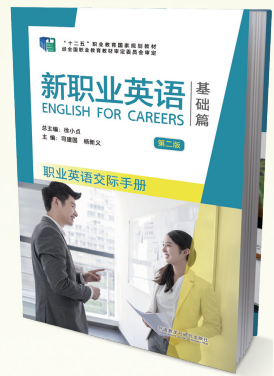
力求涵盖最典型的社交和职业场景，包含最常用、最具代表性的英语表达方式

#### ◆ 丰富教师授课内容

可与《职业综合英语》配套使用，安排学生课下准备，课上背诵或进行角色表演，使课堂教学更丰富、更有效

#### ◆ 辅助学生课外学习

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## 职场素质英语（第三版）

主 编：王朝晖



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针对高职学生职场素质培养需要全新编写，以提高职场环境下英语交际能力为目标、以职业素质为主线构建教学内容。适用于基础阶段之后的综合英语教学。既可与《职业综合英语》配套使用，也可作为体现职业特色的英语教程单独使用。

## ◆ 培养职业素质

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## 新职业英语

### 行业篇

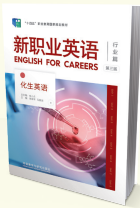
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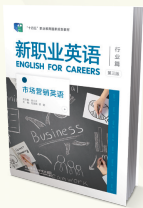
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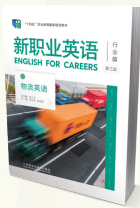
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# 新职业英语

## ENGLISH FOR CAREERS

基础篇

第三版

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Unit 6

Unit 7

Unit 8

## 职业综合英语 1

总 主 编：徐小贞

主 编：蒋 剡 马俊波



外语教学与研究出版社  
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# 前言

职业教育承担着培养高素质高技能专门人才的重要任务。随着国家对职业教育重视程度的不断提高，社会越来越积极广泛地参与职业教育的发展与建设。英语作为高职院校各专业学生必修或限定选修的公共基础课程，所教授的课程内容应对提高学生专业技能和职业素养起到有效的支撑作用。为了适应行业需求，一直以来高职英语公共教学都在不断地进行改革。但社会发展之快、对人才的要求之高，新入职的毕业生还是不能达到行业对其英语应用能力的要求。因此，英语教学课程内容和方法必须与时俱进，从而跟上我国产业升级和经济调整形势下职业岗位对学生职业发展的需求。新一轮的英语教学改革创新改革势在必行。

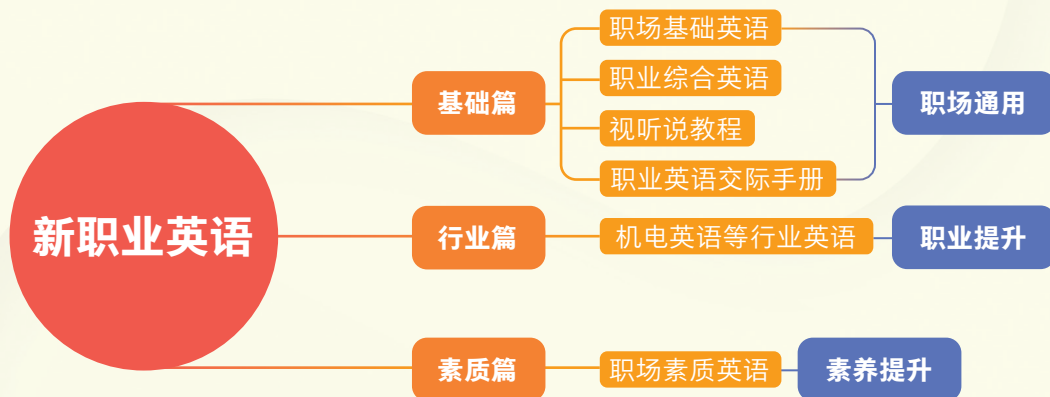
我们通过广泛调研与充分论证，在深入了解社会单位用人要求和各学校教学需求的基础上，精心策划并开发了“新职业英语”系列教材。该系列教材是针对高职高专院校公共英语课程开发的全新英语教材，以“工学结合、能力为本”的职业教育理念为指导，以培养学生在未来工作中所需要的英语应用能力为目标，在帮助学生打好语言基础的同时，重点提高听、说、读、写等应用能力，特别是工作过程中的英语交际能力，真正体现高职公共英语教学的职业性、实践性和实用性。

“新职业英语”系列教材于2009年陆续出现在广大高职院校的公共英语教学课堂上。在之后的十几年里，编者与出版社一直关注和跟踪本套教材的使用情况，做了多次使用情况回访。大部分使用者认为本套教材编写理念新颖、结构合理、内容实用，体现了高职公共英语教学的最新要求，对高职公共英语教学改革起到良好的支撑与辅助作用。

随着近年高职英语教学改革深入发展，公共英语课程不仅要着重培养学生在职场环境下涉外沟通的基本能力，特别是听说能力，同时还要提高学生的多元文化和语言思维能力，培养学生的学习兴趣和自主学习能力。因此，众多院校在积极实施语言与职业密切融合的教学改革的过程中，不仅重视教学内容的职业性，同时提高对教学资源的人文性、生动性、普适性和课堂易操作性的要求。鉴于此，编者和出版社适时对本系列教材进行了修订。

## 教材结构

为满足基础英语与相关职业英语学习需要，实现基础模块与拓展模块的有机衔接，“新职业英语”系列教材分为基础篇、行业篇和素质篇三个部分。各组成部分的结构和关系如下图所示：



### 基础篇

涵盖不同职业涉外工作中共性的典型英语交际任务，以典型工作活动中需要的英语知识和技能为线索组织教学内容，培养学生职业英语应用能力，并为其进一步学习英语打好语言基础。包括《职场基础英语》《职业综合英语》《视听说教程》和《职业英语交际手册》。其中《职业英语交际手册》是口语专项训练用书，突出口头交际能力的培养。

### 行业篇

立足于高职院校各专业群所面向的行业，依据企业的工作流程、典型工作环节或场景设计教学内容，力求使学生具备在本行业领域内运用英语进行基本交流的能力，包括《机电英语》《IT英语》《经贸英语》《医护英语》《汽车英语》《艺术设计英语》《包装印刷英语》《土建英语》《化生英语》《物流英语》《市场营销英语》《旅游英语》《轨道交通英语》等。

### 素质篇

旨在提高学生的综合素质，兼顾学生社会发展的需求和个性发展的需要，从而实现其全面发展。包括英语技能类、英语文化类、英语应用类等。可在基础英语教学阶段和行业英语教学阶段供感兴趣的学生选用，也可在之后的提高阶段供与英语联系紧密的专业的学生选用。



## 教材特色

为确保教材的针对性、实用性与够用度,“新职业英语”系列教材的内容均通过对各行业及职业岗位的深入调研与分析确定。基础篇主要供高职英语课程必修阶段教学使用,行业篇和素质篇主要供高职院校英语课程提高阶段或选修课使用。各高职院校也可根据自身的实际情况灵活安排,选择使用。

“新职业英语”系列教材是一套顺应高职公共英语教学改革发展趋势、真正体现职业英语教学理念的教材,主要具有以下几方面的特点:

### 一 创新的教学理念

“新职业英语”系列教材以“工学结合、能力为本”的教育理念为指导,将语言学习与职业技能培养有机融合,确保教学内容与教学过程真正体现职业性与应用性,提高学生的英语交际能力与综合职业素质,从而提升他们的就业能力。

### 二 完备的教学体系

“新职业英语”系列教材包含基础篇、行业篇和素质篇三个模块,既循序渐进、层层递进,又相互协调、相得益彰,构成了一个系统、完备的高职公共英语教学体系,可满足高职公共英语基础模块与拓展模块的教学需求。不同层次、不同类别的学校,可根据地域差别、行业异同、个性需要、专业与英语的关联度等,实现公共英语教学的分类安排、因材施教。

### 三 职业的教学设计

“新职业英语”系列教材在对院校及行业、企业广泛调研的基础上确定编写方案,针对行业和企业对高职高专毕业生英语技能的要求,根据企业的工作流程、典型工作任务或场景设计教学内容。每单元浓缩一个典型工作环节,学习任务与工作任务相协调,真正实现“教、学、做”一体化。

### 四 实用的选材内容

“新职业英语”系列教材特别选择各行业和职业活动中实际应

用的真实语料作为教学材料，注重时代性、信息性与实用性，既适用于提高语言能力，又有利于培养学生的职业素质与技能。来自于现实工作中的真实选材能为学生营造真实的语境，并通过学习内容与将来工作内容的结合提高学生的兴趣。

### 五 科学的测评手段

“新职业英语”系列教材采用形成性评估和终结性评估相结合的评价方法，着重考查学生的英语综合应用能力，培养学生的自主学习策略。本系列教材将提供专门的《形成性评估手册》及许多经过教学检验的形成性评估手段，引导学生不断进步。

### 六 立体化的教学资源

“新职业英语”系列教材根据各教学环节的需要，配备教师用书（纸质或电子版）、助教课件、电子教案、评估试卷和示范课，提供合理的教学建议与丰富的音频等辅助资源，以方便教师备课与授课，促进教师与学生之间的互动与交流。

## 编写队伍

“新职业英语”系列教材由外语教学与研究出版社与徐小贞教授带领的富有教材编写经验的教师团队共同策划开发。各分册在对不同行业特点与需求以及高职院校教学情况等调研的基础上，由各行业领域中著名本科院校及高职院校的英语教师、专业教师及企业人员共商方案、合作编写。

# 编写说明

《职业综合英语》是“新职业英语”系列教材基础篇的主干教材，涵盖不同职业涉外活动中共有的典型英语交际场景，培养学生的职业英语能力，并为学生进一步提高英语水平打好基础。本教材以职业英语课程替代现有的通用英语课程，打破原有的基础英语与专业英语的界限，使整个英语教学过程服务于专业教育和职业应用，其目的在于培养学生的英语基础语言技能及在职业岗位中从事简单涉外职业活动的英语交际能力，同时为行业英语的学习打好基础。

本次修订主要涉及以下五个方面：

**一、适当调整难度。**考虑高职院校的教学现状，结合《高等职业教育专科英语课程标准（2021年版）》，本次修订在素材选取及练习设计上适当降低了难度，尽量避免专业的内容和不常用的词汇，并使句子表达更简短、精炼。

**二、更换部分素材。**Reading部分的选篇在题材上更加体现时代感，更贴近学生生活，在体裁上更加活泼多样，包括博客、网络信息等融媒体材料，产品介绍、使用手册等职场说明文字，篇幅短小精炼，语言地道实用。

**三、增加思政内容。**除了在选材中注重弘扬中国优秀文化、精益求精的专业精神、职业精神、工匠精神等，每单元还增设Wisdom of China板块，围绕单元主题，展现我国先进技艺、产品等，让学生树立文化自信，培养学生用英语讲述中国故事、传播中国文化的能力。

**四、优化板块及习题设计。**Reading A后增加了体现“说”的输出性练习，供学有余力的学生操练，方便教师实施个性化教学。丰富了Reading B后的练习形式，增加了选择题、填空题等题型。Writing部分提供文体讲解，并针对部分文体提供常用句型示例。

**五、更新版式设计。**第三版教材更新了版式设计，版式清新明快、新颖美观，贴合当代学生审美定位。设计上更加贴合教材内容，文本架构的呈现更加清晰，有助于提高读者学习效率。

《职业综合英语》分为两册，每册八个单元，涵盖企业涉外活动中的人员、组织、产品、服务等内容，供高职院校学生第一学年使用。

## 编写原则

### 一 行动体系课程设计原则

本教材突破了按照语言知识和语言技能来组织教学的传统方式，改为按照典型工作任务中需要的典型英语知识和技能为线索来组织学习内容。在活动设计上，改变以教师为主导、语言知识讲解为中心的基本模式，变为以学生为中心、学生亲身实践为主的模式，主要采用交际法、任务法、项目法等行动导向的方法，通过教师与学生的互动，使学生在职业活动中培养语言技能。

### 二 职业素质培养与语言学习并重原则

每单元内容围绕特定职业主题展开，以某一特定岗位为暗线，既涵盖与岗位相关的典型工作内容和场景，又强调相应的语言技能训练，兼顾职业素质的培养和语言知识的学习，使学生语言技能的发展和职业技能的发展同步。

### 三 目的性原则

学习目标是教材开发的出发点，也是教材开发的核心。本教材从高职高专学生的实际需要出发，紧密围绕行业和企业对高职高专毕业生外语技能的要求选材，语料真实地道，内容生动新颖，并且联系职业实践，应用性强，有助于培养学生的学习兴趣，帮助他们掌握将来工作中涉外交际所需要的英语语言知识与应用技能。

### 四 可操作性原则

本教材按照任务载体的形式设计教学内容，通过项目实践等活动将语言知识和技能与职场专业知识相结合，既方便老师有的放矢地组织课堂活动，也有利于发挥学生的主动性和创造性，从而更好地将英语与专业知识结合起来。



## 教材结构

本书每单元涉及一个主题，并围绕一个特定的职业岗位来安排内容和设计任务。每单元分为 **Warming-up**、**Reading A**、**Wisdom of China**、**Reading B**、**Listening & Speaking**、**Writing**、**Mini-project**、**Language Lab**、**Self-study Room** 9个部分，计划8-10个学时。本教材对全书的难度和梯度进行了准确合理的控制，词汇起点为2100个单词左右，Reading A的长度控制在350-400个词，生词率5%左右，Reading B的长度控制在250-300个词，生词率7%左右。

### Warming-up

本部分围绕单元主题设计一些简单有趣、实用性强的活动，例如日程表的趣味写作、宴会就座的礼仪学习、调查表的设计、招聘启事的要素分析等，既能引起学生兴趣，导入主题学习，又能让学生就此话题交流自身的知识与生活经验，展示已有的语言知识与技能，为后面的学习活动做好准备。

### Reading A

本部分围绕一篇阅读材料展开一系列的活动，是各单元的核心部分。每单元根据不同职业涉外活动中共有的典型英语交际场景进行选材，提供主题背景或商务文化方面的相关信息，侧重语言知识的输入。其中，Business Know-how板块特别介绍了与单元主题相关的职场活动中的实用技能，例如如何起草一份公司简介、公务电话交流的注意事项、产品目录的写作须知等，有助于培养学生的职场素质。

### Wisdom of China

本部分围绕单元主题，介绍中国文化知识，讲好中国故事，包括古今成就、职业道德、名人故事等，有助于教师开展课堂思政教学，落实立德树人根本任务。

### Reading B

本部分根据单元主题选取了与之相关的职场工作中的实用文体，例如公司简介、公司内部简报、酒店菜单、顾客评价等，培养学生把握真实工作语料的能力。

## Listening & Speaking

本部分围绕单元主题涉及的典型职业活动场景，提供相应的听力和会话练习，形式多样，活泼有趣，并配以场景中常用的表达方法和短语，有助于培养学生在真实职场环境中的英语交际能力。

## Writing

本部分介绍相关职业活动场景中较为常见的应用文，例如会议日程、邀请函、产品目录、投诉和理赔信等，并以任务的形式设计写作练习，使学生通过模拟场景中的实际操练，既了解到不同应用文的写作特点，又能掌握相应的写作技巧。

## Mini-project

本部分根据单元主题设计一个小组调研和实践项目，是本教材的一个特色内容，也是充分体现教材实用性、应用性的一个典型环节。学生结合本单元已学到的职场相关知识以及语言知识和技能，在课上或课后以小组形式完成一个项目。项目指令明确，可操作性强，既有利于培养学生自主学习和分工协作的能力，又能锻炼他们综合运用所学知识和技能进行项目实践的能力，以及其他可拓展到未来职业岗位工作中的基本素质。

## Language Lab

本部分提供针对本单元语言知识的巩固性训练，既有单词、词组和句型的操练，又有相关的翻译练习。

## Self-study Room

本部分提供英语中关键语法项目和学习策略的讲解，每单元自成体系，单元间又相互贯通，循序渐进，帮助学生系统地梳理语法知识和提高自主学习能力。同时配以相关的语法练习，进一步巩固学生所学。本部分供学生课外自学使用。为进一步提高学生的职业交际能力，加强口语能力的训练，本系列教材基础篇还包含《职业英语交际手册》，涉及职业英语交际过程中的典型情境与基本句型，供学生课外背诵、模仿与操练。作为《职业综合英语》的辅助用书，教师可以使用《职业英语交际手册》中的内容布置课外口语练习，并在课堂上以表演等多种形式抽查学生的完成情况。

# CONTENTS 目录 ( Book 1 )

UNIT	Warming-up	Reading A	Wisdom of China	Reading B
<b>1 Organization</b> p2	Abbreviations of Organizations	Can Employees Decide an Organization's Leadership?	Jin Merchants	TAF Profile
<b>2 Office</b> p20	Schedules	Annoying Office Habits	Six-foot Lane	SWAP Industry Newsletter
<b>3 Business Meals</b> p36	Seating Arrangements	Deals over Meals	Fo Tiao Qiang Delicacy	Lunch Menu
<b>4 Product</b> p52	Describing Products	A Stitch in Time Keeps the <i>Qipao</i> Tradition Alive	Lu Ban Lock	Customer Ratings and Reviews of Yunnan Cross-bridge Noodles
<b>5 Trade</b> p68	Promotion Slogans	International Trade	The Silk Road	NaturaJam Sales Confirmation
<b>6 Transportation</b> p84	Express Company Logos and Shipping Labels	How Do We Transport Our Goods?	The Grand Canal	FedEx International Air Waybill
<b>7 Customer Service</b> p100	Questionnaires	I Really Want to Know	Genuine Goods Have No Second Price	YiCare+ for Yiphone
<b>8 Career</b> p116	Job Ad	Career Trends	Grandpa Amu	Corporate Careers
<b>Glossary</b> p132				

Listening & Speaking	Writing	Mini-project	Language Lab	Self-study Room
Meeting People	Envelope	Designing A Web Page	Exercises	Basic Sentence Patterns
Making Arrangements	Agenda	Making An Itinerary of A Business Trip	Exercises	Tenses
Dining Out	Invitation	Introducing Typical Chinese Dishes	Exercises	Passive Voice
Talking About Products	Catalog	Demonstrating the Function of A Product	Exercises	Subject-verb Agreement
Price Negotiation	Memo	Promoting A Product with Appropriate Strategies	Exercises	Noun Clauses
Dealing with Delivery	Letter of Complaint	Searching Online the Baggage Restrictions	Exercises	Attributive Clauses
Handling Complaints	Letter of Adjustment	Doing A Survey with A Questionnaire and Drafting A Summary	Exercises	Adverbial Clauses
Job Hunting	Résumé	Performing A Job Interview	Exercises	Non-finite Verbs



# CONTENTS 目录 ( Book 2 )

UNIT	Warming-up	Reading A	Wisdom of China	Reading B
<b>1 Workplace</b> p2	Office Space	Workplace Fashion Trends	Retreating 90 <i>Li</i> as a Gesture of Peace	Code of Conduct
<b>2 Business Meeting</b> p18	Meeting Management	Meetings Are a Matter of Precious Time	Qiao's Laugh	Board Meeting Minutes
<b>3 Business Travel</b> p36	Trip Checklist	Travel Can Sometimes Mean Business	Xu Xiake's Travels	The Airport Security Procedure
<b>4 Money</b> p52	Currencies	The First Credit Card	The Earliest Paper Currency in the World—Jiao Zi	An Open Letter from the Bank of China
<b>5 Brand</b> p70	Brand-naming Methods	The Brand Growth Journey of DJI	Beijing Tong Ren Tang	Sunshine Fast Food Franchising
<b>6 Quality</b> p88	Quality Symbols	A Smashing Way to Start a Global Business	Old Sword Still Cuts	Quality Control Process
<b>7 Marketing</b> p108	Sales Tools	Content Marketing: from Blog to Vlog	The Oldest Printed Advertisement and Brand in China	A Free Prime Steak Is Waiting for You
<b>8 Business Start-up</b> p126	Self-employed or as an Employee	Risk It When Young	Flag of the Overseas Chinese and Glory of the Chinese Nation	Business Plan for Joy's Bakery

<b>Listening &amp; Speaking</b>	<b>Writing</b>	<b>Mini-project</b>	<b>Language Lab</b>	<b>Self-study Room</b>
Having Internal Communication	Notice	Decorating a New Office	Exercises	Time Management
Arranging Meetings	Minutes	Meeting Arrangements	Exercises	Taking Notes in Class
Arranging Business Trips	Letter of Appreciation	Choosing Gifts for Foreign Friends	Exercises	Using a Dictionary
Handling Money	Request Letter	Working out a Budget	Exercises	Learning to Read
Discussing Brands	Leaflet	Brand Loyalty Survey	Exercises	Learning to Speak
Talking About Quality	Questionnaire	Quality Certification	Exercises	Learning to Write
Attending Trade Fairs	Advertisement	Drafting Advertisements	Exercises	Memorizing New Words
Starting a Business	Report	Drafting a Business Start-up Plan	Exercises	Using the Internet Search Tools to Learn English



# Unit 4

## Product

### Unit Objectives

After studying this unit, you are expected to:

- acquire basic knowledge about company history, catalogs, and product descriptions
- master the words and phrases concerning products
- master the skills of describing products and making a catalog



# Warming-up

**Task 1** Work in pairs. Choose one product you prefer from each pair and explain the reason to your partner.

*Sample:*



**Student A:**

Which would you prefer, a cloth bag or a leather bag?

**Student B:**

I'd prefer a cloth bag.

It is more environmentally-friendly.



a round table



a square table



a green car



a yellow car



a laptop computer



a desktop computer

**Task 2** Work in pairs and discuss the following questions.

What factors will you consider before you buy a product? Which one is the most important for you? Why?





## A Stitch in Time Keeps the *Qipao* Tradition Alive

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Zhang Jin's day usually begins with the gentle clicks of a treadle sewing machine. Time slips by quickly as he sews tailor-made *qipao* for customers across the country.

In 1987, at the age of 15, Zhang started learning garment-making from the descendants of the Hongbang tailors who were famous in the early 20th century for their skills at sewing gowns. During his first three months, Zhang had to learn how to make buttonholes, and also had to iron clothes daily. After acquiring a good grasp of certain basic skills, he began to make pants. After some period of practice, he was allowed to learn how to make *qipao*, which is known for its complex and numerous tailoring procedures. Having completed three years of training, he opened

a clothing shop in Jinan, the capital of Shandong province.

However, mechanization of the garment-making industry in the 1990s lowered prices, while offering a wide range of styles in synthetic materials, which resulted in a drop in demand for handmade clothes. Zhang's shop was hit hard. In 2001, traditional Chinese garments regained their popularity after the Asia-Pacific Economic Cooperation (APEC) Forum in Shanghai, at which the leaders of APEC members wore Tang Suits for the group photos. Seizing this opportunity, Zhang returned to the garment industry in 2006.

"*Qipao* is a one-of-a-kind product," says



Zhang. He tailors the garments on the basis of each customer's figure. He takes more than 20 measurements to ensure the uniqueness of every dress, and uses different fabrics and designs to suit each person's body shape. Zhang has also adjusted his designs to keep pace with changing tastes. The modern *qipao* usually has a zipper stitched on one side, and fake fasteners on the front. Traditionally, the front was fastened by *pankou* knots, but generally these are now only used for decoration, which also saves time when the garment is put on.

In Zhang's view, *qipao* is not just an elegant dress for covering people's bodies, but a garment that embodies traditional Chinese etiquette and culture. Realizing that increasing numbers of younger people have become interested in traditional *qipao*-making techniques, Zhang has recruited more than 10 apprentices. He also gives lectures on his craft, with hopes that more people will learn about and fall in love with the traditional dress.

## Words

stitch /stɪtʃ/ *n.* (缝纫中的) 一针, 缝

*v.* 缝, 缝合

treadle /ˈtredl/ *n.* (尤指旧时驱动机器的) 踏板

sew /sou/ *v.* 缝制, 缝补

tailor /ˈteɪlər/ *n.* 裁缝

*v.* 定做, 专门制作

tailor-made /ˈteɪlərˈmeɪd/ *a.* 定做的, 特制的

garment /ˈɡɑːrmənt/ *n.* (一件) 衣服

descendant /dɪˈsendənt/ *n.* 后裔, 后代

gown /gaʊn/ *n.* (尤指特别场合穿的) 女礼服, 女裙

pants /pænts/ *n.* 【*pl.*】 裤子

complex /ˈkæmˈpleks/ *a.* 复杂的, 难懂的

numerous /ˈnuːməərəs/ *a.* 众多的, 许多的

tailoring /ˈteɪlərɪŋ/ *n.* 裁剪式样, 裁缝手艺

mechanization /ˌmekənəˈzeɪʃən/ *n.* 机械化

lower /ˈləʊər/ *v.* 减少, 缩小, 降低

synthetic /sɪnˈθetɪk/ *a.* 人造的, (人工) 合成的

regain /rɪˈɡeɪn/ *v.* 重新获得, 恢复

popularity /ˌpɒːpjəˈlærəti/ *n.* 受欢迎, 普及, 流行

measurement /ˈmeʒərmənt/ *n.* 尺寸, 长度, 测量

fabric /ˈfæbrɪk/ *n.* 织物, 布料

zipper /ˈzɪpər/ *n.* 拉链, 拉锁

fake /feɪk/ *a.* 假的, 伪造的

fastener /ˈfæsənər/ *n.* 纽扣, 拉链, 扣件

fasten /ˈfæsən/ *v.* 扎牢, 扣紧

knot /nɔːt/ *n.* (用绳索等打的) 结

decoration /ˌdekəˈreɪʃən/ *n.* 装饰, 装饰品

elegant /ˈeləɡənt/ *a.* 高雅的, 优美的

embody /ɪmˈbɑːdi/ v. 体现, 代表  
 etiquette /ˈetɪkət/ n. (社会或行业中的) 礼节, 礼仪  
 recruit /rɪˈkrʊt/ v. 招收  
 apprentice /əˈprentɪs/ n. 学徒, 徒弟  
 craft /kræft/ n. 手艺, 技能

### Phrases

treadle sewing machine 脚踏式缝纫机  
 result in 造成, 导致  
 keep pace with 与……步调一致  
 in one's view 在……看来

### Notes

**Hongbang tailor** (红帮裁缝) is a career that can be traced to the end of the Qing dynasty. Because Western-style suits were first introduced by foreigners, many of whom had red hair and blue eyes, people used the Chinese characters “hong” meaning red and “bang” meaning the group to describe the needlework craftsmen. The first generation of Hongbang tailors started in Ningbo and further developed in Shanghai. They founded the first garment school in modern China and eventually spread their skills worldwide.

**Tang Suit** (唐装) is the short Chinese jacket with a high and round collar and symmetrical lapels (对襟) which are fastened down the front. The name “Tang Suit” was originally created by overseas Chinese people due to the prosperity of the Tang dynasty. The word “Tang” actually means Chinese, and “Tang Suit” means “Chinese clothing worn by Chinese people”.

**Task 1** Fill in the blanks with appropriate information from the passage.

### Zhang Jin's Apprenticeship

**Starting:** at the age of 15

**Stage 1:** 1) learned to \_\_\_\_\_

2) \_\_\_\_\_ every day

**Stage 2:** learned to \_\_\_\_\_

**Stage 3:** learned to \_\_\_\_\_

**Ending:** at the age of \_\_\_\_\_

**Task 2** Answer the following questions according to the passage.

1. How many years of training had Zhang Jin taken before he opened his own garment shop?
2. Why was Zhang's shop hit hard?
3. How does Zhang make *qipao* a one-of-a-kind product?
4. What adjustments has Zhang made to keep pace with the changing tastes?
5. Why does Zhang recruit apprentices and give lectures on his craft?

**Task 3** Do you like *qipao*? Why or why not? Share the reasons with your partner.

### Business Know-how

#### Making a Catalog

- A catalog usually includes a description of the goods, prices and pictures;
- Select carefully the goods, the pictures and the language used;
- Keep it simple. Limit the number of the pictures used;
- Ensure high quality of design, photography, paper and printing.



## Wisdom of China



### Lu Ban Lock



**L**u Ban is honored as the forefather of China's folk artisans, known for creating a long line of products that helped ordinary people. His inventions include: the saw, ladder, umbrella, key and lock, and more—all still used to this day! Legend has it that, in order to test how smart his son was, Lu Ban used six wooden strips to make a toy that was difficult to take apart when put together. Today we know this as the “Lu Ban Lock”, a type of mortise and tenon joint structure ( 榫卯结构 )

without ropes or nails. On October 10, 2014, during a visit to Berlin, Premier Li Keqiang gave a Lu Ban Lock as a gift to German Chancellor Angela Merkel at a bilateral economic and technological forum with the hope that the two countries could solve difficulties with intelligence and expand their future.

Q

Besides Lu Ban, the ancient Chinese are credited with having invented many products that we still use today. Discuss in groups of three or four and select one more ancient Chinese product that can most represent ancient Chinese wisdom. Share your findings with the class.





09:00



## Customer Ratings and Reviews of Yunnan Cross-bridge Rice Noodles



**Eric**



(October 14, 11:18 a.m.)

It is really our favorite. The chicken broth is rich and flavorful, and the toppings have excellent quality. Although it's a bit pricy, we're happy to pay for the difference. The restaurant is very clean and cozy, with extremely comfortable seating. We will definitely be back soon!



**Steve**



(October 3, 4:38 p.m.)

Tried the rice noodles for the first time today. For each bowl they provide all the ingredients nicely laid out in a box first. Then, the broth comes out in a heated stone bowl, and the server puts the noodles, along with all the toppings, in the boiling hot broth for you. Then you dig in! My favorite cross-bridge rice noodles in New York so far. Will be back for more!



**Jasper**



(September 30, 10:27 a.m.)

Love the fancy box they show you before putting all the ingredients into the soup. Five stars!



**Jimmy**



(September 8, 2:25 p.m.)

There was a scholar in Yunnan province, China, in the early 19th century. To pursue success in the imperial civil examination, he stayed on an isolated island, which was connected to the land by a bridge, thus avoiding any distractions. His wife brought him his meals across the bridge every day. One day, she potted the chicken soup with meat for making sauce by mistake. The rice noodles mixed in the soup tasted delicious. The scholar hardly ever ate any other types of meals after that, until he passed the exam and became a *zhuangyuan*. From then on, others began calling this new dish by the cute name of "cross-bridge rice noodles". An interesting story, isn't it? It was because I had heard this story that I came to try some. Believe it or not, I also did well in my exams after eating these great rice noodles!





**Task 1** Decide whether the following statements are true (T) or false (F) according to the passage.

- ☐ 1. This restaurant is a small noodle restaurant in Yunnan, China.
- ☐ 2. Jasper did well in his exams after eating the rice noodles.
- ☐ 3. Many foreign customers are not used to the taste of the rice noodles.
- ☐ 4. All customers are deeply impressed by the way the rice noodles are served.
- ☐ 5. Yunnan cross-bridge rice noodles were created by a Chinese scholar.

**Task 2** Fill in the blanks according to the passage.

Customers	Reviews	Ratings
Eric	rich and _____ broth; quality toppings; clean and _____ restaurant; comfortable seating	_____
Steve	nicely _____ ingredients; favorite cross-bridge rice noodles	five stars
Jasper	loved the _____ box	five stars
Jimmy	attracted by a story about how the dish was _____; did _____ in exams after eating the noodles	_____

**Words**

rating /ˈreɪtɪŋ/ *n.* 等级, 程度  
 broth /brɒθ/ *n.* 肉汤  
 flavorful /ˈfleɪvərful/ *a.* 味浓可口的  
 topping /ˈtɒpɪŋ/ *n.* (菜肴、蛋糕等上的) 浇汁, 浇料, 配料  
 pricy /ˈpraɪsi/ *a.* 高价的, 昂贵的  
 cozy /ˈkəʊzi/ *a.* 温暖舒适的  
 ingredient /ɪnˈɡriːdiənt/ *n.* (烹调用的) 成分, 食材  
 scholar /ˈskɒlə/ *n.* 学者  
 pursue /pəˈsuː/ *v.* 追求, 致力于  
 imperial /ɪmˈpiəriəl/ *a.* 帝国的, 皇帝的  
 isolated /ˈaɪsəleɪtɪd/ *a.* 偏远的, 孤零零的  
 distraction /dɪˈstrækʃən/ *n.* 使人分心的事物

**Phrases**

lay out 铺开, 展开  
 along with 与……一起  
 dig in 开始吃

**Notes**

**Yunnan cross-bridge rice noodles** are one of the best-known snacks with a history of over 100 years, listed as an intangible cultural heritage (非物质文化遗产) of Kunming in 2008.

**Zhuangyuan** was the title given to the scholar who achieved the highest score at the highest level of the imperial civil examination in ancient China. In modern culture, the term is most often used to refer to the student who has the highest score in the college entrance examination.

# Listening & Speaking



**Task 1** 🎧 A salesgirl is introducing one of their printers to a customer. Listen to the conversation and fill in the blanks with what you hear.

M: Could you give me the size of the printer?

W: Yes. It's 15 centimeters \_\_\_\_\_.

M: How about its \_\_\_\_\_?

W: It's 30 centimeters wide.

M: How long is it?

W: The \_\_\_\_\_ is \_\_\_\_\_ centimeters.

M: By the way, how much does it weigh?

W: Its \_\_\_\_\_ is 5 kilograms.



**Task 2** 🎧 A customer is asking about some furniture. Listen to the conversation and complete the form with what you hear.

Model	Material	Color	Weight	Price
1	Wood	Black	186 kg	\$360
2	Wood	Brown	158 kg	\$400
3				

**Task 3** 🎧 Mike and Anne are discussing which gifts to give at the coming trade fair. Listen to the conversation and note the reasons for and against the gifts.

Item	For		Against
pen	practical		not original ( 新颖的, 独创的 )
mouse pad	_____; _____; carries the logo		
business card case	nice		_____
conference bag	a free ad _____; _____;	practical	not original

**Task 4** 🗣️ A shop assistant is presenting a new model of language translator to her customer. Listen to the conversation and choose the points the assistant mentions in her description.

### Language Translator Model (Latest)

- |  |  |
|--|--|
| <input type="checkbox"/> Attractive shape    | <input type="checkbox"/> Weight: 80 g  |
| <input type="checkbox"/> Two colors          | <input type="checkbox"/> Length: 12 cm |
| <input type="checkbox"/> Safe to use         | <input type="checkbox"/> Width: 6 cm   |
| <input type="checkbox"/> Easy to use         | <input type="checkbox"/> Height: 3 cm  |
| <input type="checkbox"/> Advanced technology | <input type="checkbox"/> Power: 40 w   |
| <input type="checkbox"/> Reasonable price    | <input type="checkbox"/> Languages: 5  |

**Task 5** 🗣️ Listen to the passage twice and fill in the blanks with what you hear.

When describing your product for a business plan, you should start by asking yourself, "What product am I selling?" In answering the question, you can explain what the product is and what the product \_\_\_\_\_. Then you can list the special points that make your product different from others. \_\_\_\_\_, you should state how your product will benefit customers.

The description of your product should clearly state \_\_\_\_\_. Describe the special points of your product and how or why it will attract customers. Emphasize any special points that you feel will attract customers and explain how and why these points are attractive. Try to describe the benefits of your product from your customers' \_\_\_\_\_. Successful business owners know or at least have an idea of what their customers want or expect from their product. This type of knowledge can be helpful in building \_\_\_\_\_ and loyalty.

**Task 6** 💬 Work in pairs. Practice describing any three products at hand, including their sizes, colors, materials, shapes and functions.

Sample: Size

**Student A:** Is the table a large or a small one?

**Student B:** It is a small one.



## USEFUL EXPRESSIONS



### Color

What color is...?

It is white/brown/yellow/blue/red/green/black...

### Shape

What shape is...?

It is a round/square... table.

### Material

What is the... made of?

It is made of wood/steel/stone/plastic/glass...

It is a wooden... table.

### Function

What is it used for?

It is used for/to...

## Catalog

Product catalogs offer customers direct and detailed information about the products they are interested in, such as the descriptions of the products, the main features or the benefits of the products, the prices, different models,

sizes, colors, styles, and so on. Catalogs are sales tools designed to help both the sellers and the buyers save time and money in selling and buying.

**Task 1** Read the description of the smartphone YiPhone for a catalog, and complete the following form.

### Phone Description



The YiPhone is 156.5 mm (Height) x 73.8 mm (Width) x 7.92 mm (Depth). It has a 6.5-inch flat-edge OLED display with 1.07 billion colors and a resolution of 2,700 x 1,224 pixels. Its memory is 8 GB RAM + 128/256 GB ROM. The battery is 4,100 mAh. Its chipset is Yi 888, the top-end processor available to Android phones. It runs YiOS 2, the company's Android rival that it unveiled earlier in the year. It's a 4G version. As for cameras, it has 64 MP telephoto, 50 MP main, 40 MP monochrome and 13 MP ultra-wide rear cameras—that's a series of very high-resolution snappers, with the periscope one apparently facilitating a head-scratching 200x digital zoom (as well as 3.5x optical). The front-facing camera is 13 MP, so a little lower-resolution compared to the other snappers, but more than you'll need. It sells at prices ranging from \$700 to \$770 with different RAM/storage.

#### YiPhone

Display	<input type="text"/>
Battery	<input type="text"/>
Processor	<input type="text"/>
Cameras	<input type="text"/>
Price	<input type="text"/>

**Task 2** Suppose you want to sell something online, such as a book, a mobile phone, a pair of earrings, a clock, etc. Write a brief introduction to it.

# Mini-project

**Task** Work in groups. Each group should choose one product and demonstrate to the class how to use it. The following sample is provided for your reference.

*Sample:*

## How to Withdraw Money from an ATM

### Step 1

Read the ATM screen for directions.

### Step 2

Insert your card into the machine and enter your PIN number.

### Step 3

Once your PIN has been confirmed, select the withdrawal transaction.

### Step 4

Type in the amount you wish to withdraw.

### Step 5

Confirm the transaction and collect your cash.

### Step 6

Remove your card from the ATM.

### Step 7

Get your receipt from the ATM. Make sure your transaction was recorded accurately.



### Notes

**withdraw:** 取款

**ATM:** Automated Teller Machine 自动取款机

**PIN:** Personal Identification Number 个人身份识别号码, 私人密码

**transaction:** 交易



# Language Lab

**Task 1** Match the words or phrase on the left with their meanings on the right.

- |                   |  |
|-------------------|--|
| 1 sew             | A consisting of many different parts and often difficult to understand |
| 2 numerous        | B to make something less in amount, degree, value, etc.                |
| 3 regain          | C to find new people to join a company, an organization, etc.          |
| 4 fasten          | D to move, change, etc. at the same speed as somebody/something        |
| 5 popularity      | E to express or represent an idea or a quality                         |
| 6 lower           | F to use a needle and thread to make stitches in cloth                 |
| 7 embody          | G existing in large numbers  |
| 8 recruit         | H to get something that you have lost back                             |
| 9 complex         | I to become closed or joined together                                  |
| 10 keep pace with | J the state of being liked or supported by a lot of people             |

**Task 2** Complete the sentences with the words or phrase from Task 1. Change the form if necessary.

1. Because of the \_\_\_\_\_ of the region, it is advisable to book hotels in advance.
2. We're having difficulty \_\_\_\_\_ enough qualified staff.
3. The company is going to \_\_\_\_\_ their prices to attract more customers.
4. The national flag is supposed to \_\_\_\_\_ the spirit of our country.
5. Frankly speaking, the film's plot was so \_\_\_\_\_ that I couldn't follow it.
6. She got quickly into her car and \_\_\_\_\_ the seat belt.
7. Did you \_\_\_\_\_ the button on my shirt, darling?
8. The doctors don't know if he will ever \_\_\_\_\_ the use of his legs.
9. The advantages of this new system are too \_\_\_\_\_ to mention.
10. We must \_\_\_\_\_ the new development of modern scientific research.

**Task 3** Rewrite the following sentences after the models.

## Model 1

After he had completed three years of training, he opened a clothing shop in Jinan.

Having completed three years of training, he opened a clothing shop in Jinan.

1. After he had turned off the radio, he began to go over his lessons.  
\_\_\_\_\_
2. Because she had been ill for a long time, she needed time to recover.  
\_\_\_\_\_
3. Although he had been told many times, he still repeated the same mistake.  
\_\_\_\_\_

## Model 2

Traditional Chinese garments regained their popularity after the APEC Forum in Shanghai. The leaders of APEC members wore Tang Suits for the group photos at the forum.

Traditional Chinese garments regained their popularity after the APEC Forum in Shanghai, at which the leaders of APEC members wore Tang Suits for the group photos.

1. The journey around the world took the old sailor nine months. The sailing time of the journey was 226 days.  
\_\_\_\_\_
2. Children in the summer camp had many new friends soon. They shared food, stories and projects with many new friends.  
\_\_\_\_\_
3. Learning another language is like stepping out of a door. I can look back and see more clearly my own language through the door.  
\_\_\_\_\_

**Task 4 Choose the best answers to complete the following passage.**

Next time you see a pigeon flying 1 the sky, look at it carefully! Is it holding a can? Or a camera? Or wearing a backpack? If it's a carrier pigeon, it just might be a working bird.

You've probably 2 of working dogs that help police officers, or horses that help farmers. Did you know that carrier pigeons can be 3 to help people too? What kind of tasks do these birds 4?

Carrier pigeons can be trained to carry messages to people. The note is 5 into a small can. The can is 6 to the pigeon's leg. Then the pigeon flies off to 7 the note. Carrier pigeons are good messengers because they're fast and can fly long distances. They also have a good 8 of direction. They can even reach places that people can't. More than 800 years ago, Genghis Khan, 9 pigeon post offices across his lands! In 2010, Cuba used pigeons to send election 10 to its mountain people.

- |             |           |
|-------------|-----------|
| 1. A. by    | B. under  |
| C. across   | D. on     |
| 2. A. heard | B. spoken |
| C. said     | D. asked  |

- |               |            |
|---------------|------------|
| 3. A. bought  | B. worked  |
| C. run        | D. trained |
| 4. A. act     | B. work    |
| C. perform    | D. give    |
| 5. A. carried | B. placed  |
| C. asked      | D. held    |
| 6. A. tired   | B. tied    |
| C. topped     | D. tried   |
| 7. A. deliver | B. benefit |
| C. cause      | D. shape   |
| 8. A. sense   | B. like    |
| C. will       | D. habit   |
| 9. A. came up | B. set up  |
| C. came to    | D. set to  |
| 10. A. books  | B. tables  |
| C. results    | D. works   |

**Task 5 Translate the following sentences into English using the given words or phrases.**

1. 她趁别人还没醒，溜出了房子。(slip)  
\_\_\_\_\_
2. 这间屋子的准确尺寸是长 3 米，宽 2 米。(measurement)  
\_\_\_\_\_
3. 当心急转弯并相应调整车速。(adjust)  
\_\_\_\_\_
4. 她在边缘上暂停下来，努力恢复平衡。(regain)  
\_\_\_\_\_
5. 制订特殊课程，以满足特定群体的需要。(tailor)  
\_\_\_\_\_
6. 不遵守下列操作指南可能会导致手机受损。(result in)  
\_\_\_\_\_
7. 他的主持工作只持续了两季，可人们的评价很高。(rating)  
\_\_\_\_\_
8. 我把订单连同一张 100 美元的支票一起寄给了他们。(along with)  
\_\_\_\_\_

## Subject-verb Agreement

英语句子中的主谓一致是指主语和谓语在语法形式、词义概念和单复数关系上的一致。我们在实践中，首先要正确理解作主语的词（或短语）以及谓语动词的属性，再结合具体语境和句法知识，才不容易出错。

主语	谓语	例句
不定式、动名词、从句	单数	a. To stay at office is her choice. b. Growing flowers needs watering. c. What he said is true.
the 加形容词表示一类人，如 the old, the young, the rich, the poor 等	复数	The young are the future.
不定代词	单数	a. Someone needs to do something. b. No one is more qualified to do this job than he is. c. Either of us speaks English.
表示时间、重量、长度、数目、金额等名词的复数（通常被看作一个整体）	单数	a. Twenty minutes isn't enough for her to finish the test. b. Two hundred miles is very far for a man to walk. c. A one-million-pound note is unreal.
分数或百分比 + 不可数名词	单数	Two-thirds of the water in this village is polluted.
分数或百分比 + 复数名词	复数	Fifteen percent of the teachers in this school are women.
集体名词，如 machinery, equipment, furniture, merchandise 等	单数	a. The merchandise has arrived undamaged. b. All the machinery in the factory is made in China. c. The furniture he bought was cheap.
单数主语前 / 后跟 with, along with, together with, as well as, as much as, no less than, rather than, more than, like, besides, but, except, in addition to 等	单数	a. No one except two customers was with her. b. He, like his brothers, has a hobby of hiking. c. Helen, rather than her sister, is going to the party. d. More than one worker has been dismissed.

### Tips

#### 【就近原则】

- 当 there be 句型的主语是一系列事物时，谓语应与最邻近的主语保持一致。例如：  
There is a rubber, a knife and two rulers on my desk.
- 当 either... or, neither... nor 或 not only... but also 连接两个主语时，谓语动词与最邻近的主语保持一致。例如：  
Either we or she is going to the party.

#### Task 1 Choose the correct word for each of the following sentences.

- Either of the tools (are, is) used to repair this machine.
- Not only the workers but also the manager (is, are) against the decision.
- These pairs of shoes (is, are) not of the same color.
- It seems to me that neither of the business partners (is, are) entirely right on any issue.

# Unit File

5. Some of the signs of failure (**are, is**) already clearly visible.
6. Most of the city budget, at least two-thirds, (**consists, consist**) of water-related income and expenses.
7. Business English as well as Business Spanish (**is, are**) taught at this college.
8. The number of heartbeats per minute usually (**declines, decline**) with age.
9. Eighty percent of the students (**comes, come**) from Japan.
10. Early to bed and early to rise (**makes, make**) a man healthy, wealthy and wise.

## Task 2 Choose the best answer to complete each of the following sentences.

1. The old \_\_\_\_\_ treated badly in some countries.  
A. is      B. are      C. has been      D. was
2. The secretary and driver \_\_\_\_\_ very busy now.  
A. is      B. are      C. was      D. were
3. Both the secretary and the manager \_\_\_\_\_ agreed to cancel the meeting.  
A. has      B. have      C. are      D. was
4. Tom as well as his two friends \_\_\_\_\_ invited to the party.  
A. was      B. were      C. have      D. had
5. Either you or I \_\_\_\_\_ going to the manager's office after work.  
A. am      B. is      C. are      D. will
6. Most of the old lady's time \_\_\_\_\_ spent in watching TV and sleeping.  
A. are      B. were      C. was      D. have been
7. This is one of the best products that \_\_\_\_\_ sold this year.  
A. have been      B. has  
C. had been      D. have

## Vocabulary

complex	cozy	craft	decoration
descendant	dig in	distraction	elegant
embody	etiquette	fasten	flavorful
isolated	keep pace with		lay out
lower	measurement		numerous
pricy	pursue	rating	recruit
regain	tailor		

## Listening & Speaking

Describing products

## Writing

Producing a catalog

## Mini-project

Demonstrating the function of a product

## Grammar

Subject-verb agreement

Look back through this unit. Find more words and phrases that you think are useful.

8. Five thousand dollars \_\_\_\_\_ quite a large sum for him.  
A. are      B. is      C. were      D. have
9. About 80 percent of the work \_\_\_\_\_ done yesterday.  
A. are      B. is      C. were      D. was
10. Mr. Smith, together with his children, \_\_\_\_\_ just arrived.  
A. are      B. has      C. is      D. have





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经全国职业教育教材审定委员会审定

# 新职业英语

基础篇

## ENGLISH FOR CAREERS

第三版

### 视听说教程 1

总主编：徐小贞

主编：马俊波 杨 洋

VR  
版

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Unit 6

Unit 7

Unit 8

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# Product



## Unit Objectives

After studying this unit, you should be able to:

- register and prepare for a trade fair
- introduce a product
- demonstrate a product
- compare products
- present products and market analysis findings

# Listening 1

## TASK 1 Expo Registration



### I Warming-up

Look at a poster of Guangzhou International Beauty Expo 2011 and fill in the blanks with relevant information.

9-11 March, 2011 (Spring 2011)  
19-21 September, 2011 (Autumn 2011)  
**Pazhou Complex Area B, Guangzhou**

Time: \_\_\_\_\_  
\_\_\_\_\_

Place: \_\_\_\_\_

### II Extensive Listening

Alice calls the Guangzhou International Exhibition Center. Listen to the call and decide whether the following statements are true or false. Then write down the key words to support your answers.

- Alice calls the Exhibition Center to reserve a ticket.  
☐ True ☐ False  
\_\_\_\_\_
- Alice fails to make a reservation with the receptionist.  
☐ True ☐ False  
\_\_\_\_\_

### III Intensive Listening

Listen to the call again and tick (✓) the correct answer to each question.

- What kind of booth does Alice want?  
☐ A. A large one.  
☐ B. A small one.  
☐ C. A central one.
- How much does the booth cost?  
☐ A. 50,000 *yuan* a square meter.  
☐ B. 15,000 *yuan* a square meter.  
☐ C. 9,000 *yuan* a square meter.
- Which of the following will Alice NOT do?  
☐ A. Send an electronic form to the Exhibition Center.  
☐ B. Download the application form from the Exhibition Center's website.  
☐ C. Print out and stamp the application form.

### IV Language Summary

Read aloud the following questions used when registering for a trade fair.

- What kind of booth would you like to book?
- Can I reserve a space in the center?
- How large is the booth?
- What is the charge for the booth?
- How do I get the registration form?
- Do I need to print the form out?

## TASK 2 Event Preparations



### I Warming-up

Suppose you are going to promote your products at a trade fair. What preparations will you make? Add as many as you can to the following list.



1. Printing product handouts

2.

3.

4.

5. ...

### II Extensive Listening

Listen to a conversation between Alice and Bill and decide whether the following statements are true or false. Then write down the key words to support your answers.

1. Preparations for the Expo concern Bill a lot.

☐ True

☐ False

2. Bill is satisfied with Alice's work.

☐ True

☐ False

### III Intensive Listening

Listen to the conversation again and answer the following questions.

1. How many handouts are printed?

2. When will the decoration be completed?

3. When will the display items and samples arrive?

4. What outcome does Bill want from the Expo?

### IV Language Summary

Review the following questions concerning preparations for a trade fair.

1. How is the preparation for the Expo going?

2. Have you printed the product handouts?

3. How about the decoration of our booth?

4. What about the transport of the display items and samples?



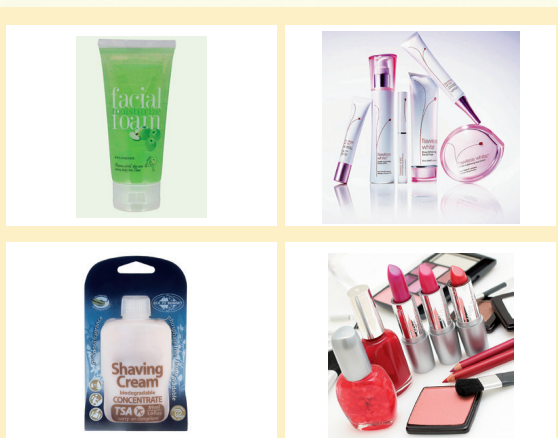
# Watching 1

## TASK 1 Product Introduction



### I Warming-up

Have you ever used the following cosmetics?  
Write their Chinese names on the blanks.



Face Cleanser \_\_\_\_\_

Moisturizer \_\_\_\_\_

Shaving Cream \_\_\_\_\_

Makeup \_\_\_\_\_

### II Extensive Watching

Watch a video clip between Alice and David at the Expo, and decide whether the following statements are true or false. Then write down the key words to support your answers.

- Alice tries to persuade David to buy her products.

☐ True ☐ False

\_\_\_\_\_

- David must be a very fashionable man.

☐ True ☐ False

\_\_\_\_\_

### III Intensive Watching

Watch the video clip again and complete the following table.

Products	Features
Face Cleanser	For men with _____ skin; High in _____; Clean the skin gently without _____.
Moisturizer	Provide long-lasting moisture to make your skin _____.
Shaving Cream	Softens the beard for _____.



### IV Language Summary

Read aloud the following sentences for describing cosmetics.

- It's a face cleanser for men with sensitive skin.
- It's high in Vitamin E.
- It can clean the skin gently without making it dry.
- It provides long-lasting moisture to make your skin smooth and healthy.
- It is full of natural ingredients.
- It can soften the beard for a closer shave.

## TASK 2 Product Demonstration



### I Warming-up

Work in groups. Think of any personal care product and demonstrate how to use it. Can your group members guess what product you are using?

Personal care product	How to use it

### II Extensive Watching

Alice is demonstrating how to use eye cream to Tony. Watch the video clip and arrange the following steps in the correct order.

1. Roll the eye cream under the eye from inner corner to outer corner, one or two times.
2. Squeeze a small amount onto your fingertip.
3. Gently pat the area for about 30 seconds.
4. Wash your face with water or a cleanser.



### III Intensive Watching

Watch the video clip again and answer the following questions.

1. What functions does the eye cream have?  
It can effectively reduce the appearance of \_\_\_\_\_ and \_\_\_\_\_.
2. Why is usage of the eye cream important to Tony?  
The retailers must \_\_\_\_\_ the procedure for use.
3. Why shouldn't you drag the skin while rolling the eye cream under the eye?  
It may result in \_\_\_\_\_.
4. Why should you pat the eye area?  
To allow the skin to \_\_\_\_\_ completely and help \_\_\_\_\_ the facial muscles.
5. What will Alice and Tony probably do tomorrow morning?  
Have \_\_\_\_\_.

### IV Language Summary

Read aloud the following instructions on how to use a cosmetic.

1. Wash your face with water or a cleanser.
2. Clean the skin before using any cosmetics.
3. Squeeze a small amount onto your fingertip.
4. Pat the area for about 30 seconds.

# Speaking 1

**I** Work in pairs. Suppose you need to call your teacher to make an appointment for your paper. Make some preparations by asking questions that cover each of the following items. Ask your partner to role-play the teacher and answer your questions.

- Purpose (paper content, format, etc.)
- Time (available for you and your teacher)
- Place (classroom or teacher's office)

**II** Work in pairs. Suppose one of your roommates is an overseas student studying at your college. On the eve of an important listening examination, you kindly remind him/her of the things not to forget according to the following list.

## Things to Bring for Your Exam

- Photo ID
- A 2B Pencil
- A Pen
- An Eraser
- An FM Radio with Earphone

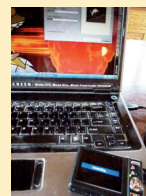
**III** Work in groups. Choose one of the following products (or any product you have at hand) and introduce it to your group members. They may ask questions about the product. Refer to the following list of items if necessary.



- |            |            |
|------------|------------|
| • Size     | • Shape    |
| • Material | • Price    |
| • Weight   | • Function |
| • Color    | • ...      |

**IV** Work in groups. Describe the procedure for one of the following tasks. Choose representatives to give a demonstration to the whole class.

- How to use a facial mask
- How to replace a cell phone battery
- How to transfer photos from a camera to a computer



# Listening 2

## TASK 1 Product Presentation



### I Warming-up

Tick (✓) the items that are important to an effective product presentation and explain why.



<input type="checkbox"/>	1. Target the right customers
<input type="checkbox"/>	2. Have samples of your product
<input type="checkbox"/>	3. Use visual aids
<input type="checkbox"/>	4. Use lots of text on your Powerpoint slides
<input type="checkbox"/>	5. Make your presentation creative
<input type="checkbox"/>	6. Keep it short and memorable

### II Extensive Listening

Listen to a speech by Alice and decide whether the following statements are true or false. Then write down the key words to support your answers.

- Alice is presenting her company's latest product.  
☐ True      ☐ False  


---
- Alice uses statistics to support the claims of the product.  
☐ True      ☐ False  


---

### III Intensive Listening

Listen to the speech again and fill in the blanks with the results of the clinical tests.

Improvement	Percentage	Time Used
Fine Lines		
Skin Tone		
Pore Size		

### IV Language Summary

Complete the following table by adding prefixes "non-, anti-, pre-" to the words in the left column to form new words.

visible	→	non-visible
aging	→	anti-aging
damage	→	pre-damage
tank	→	
mature	→	
smoker	→	
school	→	



## TASK 2 Market Analysis



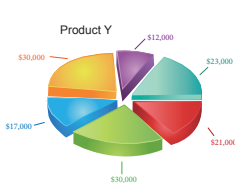
## I Warming-up

While making a market analysis, you may need data presented in various forms. Match each form with its corresponding name.

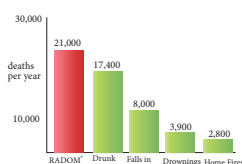
A

Table 1 Maturation Level 1 Summary			
Level 1	Paper Portfolio	ePortfolio	Webfolio
Description	Portfolio as portfolio	Electronic portfolio in disk or on CD-ROM	Electronic portfolio on Internet
Type	Working in process	Working in process	Working in process
Organization	Classic	Classical or tailored to learning	Classical or homepage
Subject	Classical subjects, phenomena, and problems	Individual subjects	Individual opportunities
Feedback and Assessment	All key comments and/or grade assignments	All key comments and/or grade assignments	Usually assessment
Issues of Content	None	None	None
Source of Content	Microtypical	Microtypical	Microtypical
Delivery	None	None	None
Gateway	Hand-to-hand	Hand-to-hand	Electronic – any time
Quality	Low to high depends on heuristic process	Low to high depends on heuristic process	Low to high depends on heuristic process
Evaluation Method	Low to high depends on portfolio type and delivery	Low to high depends on portfolio type and delivery	Low to high depends on portfolio type and delivery
Education Value	None	None	None
Individual Value	None	None	None
Global Utility	No assurance	No assurance	No assurance

B



C



D



1. Line Chart  2. Table Chart
3. Pie Chart  4. Bar Chart

## II Extensive Listening

Listen to the results of Alice's market analysis and tick (✓) the correct answer to each question.

1. What is Alice's attitude toward the future of men's cosmetics?
- ☐ A. Positive.
- ☐ B. Negative.
- ☐ C. Neutral.

2. Who is Alice most probably speaking to?
- ☐ A. Clients.
  - ☐ B. Customers.
  - ☐ C. Colleagues.

### III Intensive Listening

Listen to the speech again and answer the following questions.

1. What's the audience's outlook on the future of men's cosmetics according to Alice?  

---
2. How many respondents have never used any cosmetics according to the survey?  

---
3. Why are more and more men using cosmetics?  

---
4. How fast will the male cosmetics market in China increase in the future?

## IV Language Summary

Read aloud the following sentences, paying special attention to the expressions which indicate number or amount.

1. ... *two thirds* of the respondents use facial cleansers every day...
2. ... *one quarter* regularly use moisturizers.
3. ... *eight of 100* respondents said they had never tried any cosmetics.
4. ... will increase over *10 percent* each year.

# Watching 2

## TASK 1 Product Comparison



### I Warming-up

What are your favorite personal care products? Which brand do you prefer?

My favorite sunscreen/shaving gel is..., because it's cheap and keeps my face moisturized.

---

---

---

---

### III Intensive Watching

Watch the video clip again and tick (✓) the information mentioned.

Quality	<input type="checkbox"/> A world-class research center <input type="checkbox"/> Excellent experts <input type="checkbox"/> Wonderful equipment
Advertising	<input type="checkbox"/> TV <input type="checkbox"/> Radio <input type="checkbox"/> Newspapers <input type="checkbox"/> Magazines
Packaging	<input type="checkbox"/> Fancy <input type="checkbox"/> Simple <input type="checkbox"/> Classic

### II Extensive Watching

Watch a video clip between Bill and Tony and tick (✓) the correct answer to each question.

- How does Bill highlight the advantages of his products?  
☐ A. By boasting about his products.  
☐ B. By criticizing others' products.  
☐ C. By comparing his products with others'.
- Which aspect of the products does Bill NOT talk about?  
☐ A. Quality.  
☐ B. Price.  
☐ C. Delivery.

### IV Language Summary

Review the following sentences concerning comparison.

- ... I'm here today to know *more* about your products...
- ... you will be *more* confident about our products after you know *more* about them...
- What are the advantages of your products *compared with* your competitors'?
- Your prices must be much *higher than* your competitors'...

## TASK 2 Quality Control



### I Warming-up

What do the following abbreviations stand for? Discuss with your partner and fill in the blanks with proper words.

**QC** — Quality Control

**IQC** — \_\_\_\_\_

**IPQC** — \_\_\_\_\_

**OQC** — \_\_\_\_\_

**FQC** — \_\_\_\_\_

### II Extensive Watching

Watch another video clip between Bill and Tony and decide whether the following statements are true or false. Then write down the key words to support your answers.

1. Bill's company has a system to control product quality.

☐ True ☐ False

\_\_\_\_\_

2. Tony doesn't have confidence in the safety of Bill's products.

☐ True ☐ False

\_\_\_\_\_



### III Intensive Watching

Watch the video clip again and tick (✓) the correct answer to each question.

- What does IQC check?  
☐ A. Incoming materials.  
☐ B. Finished products.  
☐ C. Manufacturing processes.
- How does Bill's company ensure product safety?  
☐ A. By testing products on animals.  
☐ B. By developing safety technologies.  
☐ C. By conducting human experiments.
- What will Bill's company do if a customer has an allergy after using its product?  
☐ A. Make an apology to the customer.  
☐ B. Recall the product from the customer.  
☐ C. Return the money to the customer.

### IV Language Summary

Read aloud the following sentences concerning quality control.

- ... what measures have you taken to control the quality of your products?
- ... we have a quality control system, not just single measures.
- All incoming materials have to pass our IQC before entering our production line.
- IPQC stages in our production line allow inspection of every finished product.

# Speaking 2

**I** Read aloud the following expressions about giving a presentation and classify them according to their functions. Then, choose one sentence from each group to make a logical mini presentation.

1. Thank you for listening.
2. Could I have your attention, please?
3. Don't hesitate to ask any questions.
4. I'd like to present some information about...
5. Good morning/afternoon, everyone!
6. Ladies and gentlemen, attention please!
7. That's all I have to say about...
8. There's a lot more I can say about... but time is limited.
9. Thank you for giving me the opportunity to tell you about...
10. If you have any questions, I'd be delighted to answer.
11. It's my pleasure/honor to present you...

Getting people's attention

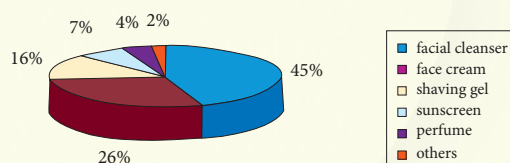
Starting a presentation

Finishing a presentation

**II** Work in groups. Discuss the following chart and make an oral summary of it. Your summary should include:

- a description of the chart
- an analysis of the data
- a conclusion

Market Share of Men's Cosmetics in China in 2010

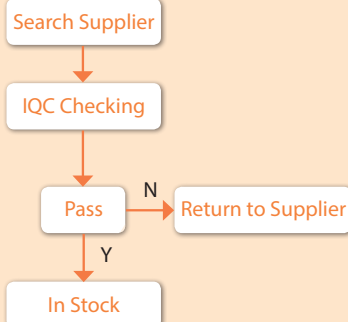


**III** Work in pairs. Compare a product that you both have (a mobile, a schoolbag, an electronic dictionary, a cap, a pair of glasses, etc.) by making oral sentences that cover all the comparative relations. The following table is for your reference.

Points to Be Compared	Comparative Relations	Sentence Patterns
size	equal comparison	... as... as
color	unequal comparison	... not as (so)... as..., more... than...
weight		
price	similarity & difference	... the same as..., similar to...
function		... different from..., ... differ from...

**IV** Work in Pairs. One student explains the process and the other asks questions with reference to the following flow chart of purchasing quality control.

## Purchasing





# Project

## Project Guidelines

This project aims to go through major tasks related to product. The whole project is divided into three steps. Step One is about product introduction and demonstration. Step Two focuses on product comparison. Step Three relates to market analysis.

Please follow the **TASK DESCRIPTION** to complete the project.



## TASK DESCRIPTION

### STEP One

- Organize a group of 4-6 students in your class;
- Select one portable product that most members have, such as a cell phone, a digital camera, an MP4 player, an electronic dictionary, etc.;
- Each member brings their product to the class and introduces it to the group;
- Demonstrate how to use it to the group as well.

### STEP Two

- Put all the products together and compare them with each other in terms of
  - ◆ Appearance;
  - ◆ Function;
  - ◆ Ease of operation.

### STEP Three

- Each member searches for information about the future of the product's market and brings it to the class;
- Using the information collected, discuss the feasibility of starting a business with this product;
- Write a simple report and present it to the class.

## Self-Assessment

Rate your progress in this unit.	D	M	P	F*
I can make a reservation orally.				
I can describe the material, function, color, shape, etc. of a product.				
I can demonstrate and explain how to use a product.				
I can make a comparison.				
I can make a presentation on a product or a market analysis.				

\* Distinction, Merit, Pass, Fail



## 1 New Words & Expressions

### Listening 1/TASK 1

expo /'ekspəʊ/ *n.* 展览会  
 registration /,redʒɪ'streɪʃən/ *n.* 注册; 登记  
 booth /bu:θ/ *n.* 摊位; 小间  
 download /,daʊn'ləʊd/ *v.* 下载  
 stamp /stæmp/ *v.* 盖章  
 contact /'kɒntækt/ *v./n.* 联系; 接触  
 print out ( 计算机 ) 打印出

### Listening 1/TASK 2

event /ɪ'vent/ *n.* 事件; 项目  
 handout /'hændaʊt/ *n.* 印刷品; 讲义  
 cosmetics /kɒz'metiks/ *n. (pl.)* 化妆品  
 decrease /dɪ'kri:s/ *v.* 减少; 减小; 降低

### Watching 1/TASK 1

specific /spɪ'sɪfɪk/ *a.* 详细而精确的; 特定的  
 cleanser /'klenzə(r)/ *n.* 清洁剂  
 sensitive /'sensɪtɪv/ *a.* 敏感的; 易受伤害的  
 vitamin /'vɪtə'mɪn/ *n.* 维生素, 维他命  
 moisturizer /'mɔɪstʃəraɪzə(r)/ *n.* 润肤露; 保湿霜  
 lasting /'lɑ:stɪŋ/ *a.* 持久的  
 moisture /'mɔɪstʃə(r)/ *n.* 水分; 湿度  
 cream /kri:m/ *n.* 面霜; 奶油  
 feature /'fi:tʃə(r)/ *n.* 特征; 特色  
 soften /'sɔ:fən/ *v.* ( 使 ) 柔和; ( 使 ) 软化  
 pamphlet /'pæmfɪlt/ *n.* 小册子  
 to be honest 老实说, 说实在的

### Watching 1/TASK 2

demonstration /,demən'streɪʃən/ *n.* 演示; 示范  
 potential /pəʊ'tenʃəl/ *a.* 潜在的; 可能的  
 makeup /'meɪkʌp/ *n.* 化妆品; 组成  
 effectively /ɪ'fektɪvli/ *ad.* 有效地  
 retailer /'ri:teɪlə(r)/ *n.* 零售商 ( 店 )  
 procedure /prə'si:dʒə(r)/ *n.* 步骤; 程序; 手续  
 squeeze /skwɪz/ *v.* 挤压; 压榨  
 amount /ə'maʊnt/ *n.* 金额; 数量  
 fingertip /'fɪŋgətɪp/ *n.* 指尖  
 inner /'ɪnə(r)/ *a.* 内部的, 里面的; 内心的, 心灵的  
 pat /pæt/ *v.* 轻拍, 轻打  
 absorb /əb'zɔ:b/ *v.* 吸收; 吸引……的注意  
 detailed /'di:teɪld/ *a.* 详细的  
 be aware of 知道, 意识到  
 be familiar with 熟悉, 通晓  
 result in 导致, 结果是

### Listening 2/TASK 1

extend /ɪk'stend/ *v.* 延续; 延长  
 age /eɪdʒ/ *v.* ( 使 ) 变老  
 visible /'vɪzəbl/ *a.* 看得见的; 可见的; 显而易见的  
 clinical /'klɪnɪkəl/ *a.* 临床的  
 tone /təʊn/ *n.* 色调; 音调  
 reduction /rɪ'dʌkʃən/ *n.* 减少, 降低  
 pore /pɔ:(r)/ *n.* 毛孔; 小孔  
 carry out 实施; 进行

### Listening 2/TASK 2

analysis /ə'næləsɪs/ *n.* 分析; 解析  
 confident /'kɒnfɪdənt/ *a.* 自信的  
 survey /'sɜ:vɪ/ *n.* 问卷  
     /sə'veɪ/ *v.* 调查  
 conduct /kən'dʌkt/ *v.* 进行; 实施  
 respondent /rɪ'spɒndənt/ *n.* ( 社会调查 ) 应答者;  
     ( 问卷调查 ) 答卷人  
 rate /reɪt/ *n.* 速度; 比率  
     *v.* 划分等级; 评价  
 goldmine /'gəʊldmaɪn/ *n.* 金矿; 宝库

### Watching 2/TASK 1

highlight /'haɪlaɪt/ *v.* 强调; 使突出  
 innovative /ɪ'nəʊveɪtɪv/ *a.* 创新的; 革新的  
 guarantee /,gærən'ti:/ *v.* 保证; 担保  
 classic /'klæsɪk/ *a.* 经典的; 古雅的  
 compare with 比较; 对照

### Watching 2/TASK 2

measure /'meʒə(r)/ *n.* 措施; 办法  
 incoming /ɪ'nɪkʌmɪŋ/ *a.* 正到达的; 正进入的  
 process /'prɒses/ *n.* 工序; 过程  
 allergy /'ælədʒɪ/ *n.* 过敏症  
 recall /rɪ'kɔ:l/ *v.* 召回; 回想起; 唤起  
 indicate /ɪ'ndɪkeɪt/ *v.* 指示; 象征; 显示  
 IQC (Incoming Quality Control) 进料质量检验  
 stand for 代表; 为……的缩写形式  
 IPQC (In-Process Quality Control) 生产过程检验  
 what if 如果……将会怎么样

# Unit File

## 2 Language Focus

### Functional Phrases

#### Expo Registration

*What kind of booth would you like to book?*

*Can I reserve a space in the center?*

*How large are the booths?*

*What is the charge for the booth?*

Please download *the application form* from our official website, fill it in and send it to us within one week.

#### Event Preparation

*How is the preparation for the Expo going?*

*Have you printed the product handouts?*

*How about the decoration of our booth?*

*What about the transport of the display items and samples?*

#### Product Features

*It's a face cleanser for men with sensitive skin.*

*It's high in Vitamin E.*

*It can clean the skin gently without making it dry.*

*It provides long-lasting moisture to make your skin smooth and healthy.*

*It can soften the beard for a closer shave.*

#### Product Demonstration

*Wash your face with water or a cleanser.*

*Clean the skin before using any cosmetics.*

*Squeeze a small amount onto your fingertip.*

*Pat the area for about 30 seconds.*

#### Numerical Expressions

*... two thirds of the respondents use facial cleansers every day...*

*... one quarter regularly use moisturizers.*

*... eight of 100 respondents said they had never tried any cosmetics.*

*... will increase over 10 percent each year.*

#### Product Comparison

*I'm here today to know more about your products...*

*... you will be more confident about our products after you know more about them.*

*What are the advantages of your products compared with your competitors'?*

*Your prices must be much higher than your competitors'...*

## Quality Control

*... what measures have you taken to control the quality of your products?*

*... we have a quality control system, not just single measures.*

*All incoming materials have to pass our IQC before entering our production line.*

*IPQC stages in our production line allow inspection of every finished product.*

### Useful Expressions

*How is... going?*

*Well done.*

*Here you are.*

*Is there anything I can do for you?*

*I'm thinking of...*

*I mean...*

*It's my great honor to...*

*What do you mean by...*

## 3 Cultural Notes

### ★ Men's cosmetics consumption

Generally speaking, men in developed countries spend much more on cosmetics than men in China. The cosmetics they use include facial cleanser, facial cream, moisturizer, sunscreen, shaving gel, perfume, etc, while the cosmetics Chinese men use are mainly confined to facial cleanser and face cream. With the development of the economy, the Chinese are becoming more aware of their appearance and the consumption of men's cosmetics has been increasing rapidly in recent years.

### ★ Testing cosmetics on animals

It is a form of animal testing to ensure the safety of the products for use by humans. Because of the harm done to the animal subjects, this testing is opposed by animal rights activists and others, and is banned in many countries of the European Union.

## 4 Business Notes

### ★ Guangzhou International Beauty Expo

It is jointly organized by Guangdong International Exhibitions Ltd. and Guangdong Beauty & Cosmetic Association. Started in 1989, the Expo is the longest established and the most influential beauty trade event in China. It has taken place twice a year since 1996, with the edition in spring 2011 being the 34th edition.

### ★ Product promotion

It is one of the four elements of marketing mix (product, price, promotion, distribution). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision.

### ★ Product presentation

Product presentations are an important part of selling your products to the prospective customers. In many cases, this will be the customer's first impression of your company and potentially your products. First impressions are critical. Proper preparation is vital to presenting your products in the best light possible. It is also important to know your audience and tailor your presentation accordingly so as to address their needs and give them a good first impression.

### ★ Market analysis

It is the investigation of aspects (e.g. size, age, location, competitors) of a market to determine the factors that will help a company improve sales and profitability. It covers the market size (current and future), market growth rate, market profitability, distribution channels, market trends, key success factors, etc.

### ★ Quality control

It is a process through which a business seeks to ensure that product quality is maintained or improved and manufacturing errors are reduced or got rid of. Quality control requires the business to create an environment in which both management and employees try hard for perfection. This is done by training personnel, testing products, and creating standards for product quality.

### ★ Product recall

It is a request to return to the maker of a product, usually due to the discovery of safety issues. The recall is an effort to limit responsibility for corporate faults and to improve or avoid damage to the public. A country's consumer protection laws will have specific requirements in regard to product recalls. The firm may also initiate a recall willingly.



# Supplementary Listening



**I** Listen to five short dialogs and choose the best answer to each question.

- ☐ A. The camera's price.  
☐ B. The camera's special features.  
☐ C. The camera's specifications.  
☐ D. The camera's manufacturer.
- ☐ A. Quality is more important.  
☐ B. Customers are more important.  
☐ C. Appearance is more important.  
☐ D. Quality is less important.
- ☐ A. It's expensive.  
☐ B. It's large in size.  
☐ C. It's beautifully designed.  
☐ D. It's complicated.
- ☐ A. Supply exceeds demand.  
☐ B. People like hot cakes.  
☐ C. Cakes sell better than TV sets.  
☐ D. The TV sets sell fast.
- ☐ A. Bargain with the man.  
☐ B. Pay the bill.  
☐ C. Show how to use the model.  
☐ D. Make a model.

**II** Listen to a conversation and answer the following questions.

- What are the selling points of the toys?  
\_\_\_\_\_
- Where can information on all the products be found?  
\_\_\_\_\_
- How long is the warranty period?  
\_\_\_\_\_

**III** Listen to a conversation about a mobile phone and fill in the following table.

Standby Time (day)	Weight (gram)	Screen (inch)	Price (yuan)

**IV** Listen to a speech at a training session and fill in each of the blanks with the missing information.

Firstly, **1** \_\_\_\_\_. When \_\_\_\_\_.

customers have very little knowledge about a new product and give no active response to it, a timely promotional activity can make them purchase within a shorter period.

Secondly, **2** \_\_\_\_\_. When competitors are pushing their products in a big way, a slow response will lose you a large proportion of market shares that you already have.

Thirdly, **3** \_\_\_\_\_. When customers are browsing a large number of similar products, and hesitating in making a final decision, timely promotion of your products will bring an unexpected effect.

**V** Listen to a senior salesman's experience and decide whether the following statements are true or false. Then write down the key words to support your answers.

- You can successfully sell anti-wrinkle products to ladies in their early 20s.  
☐ True      ☐ False  
 \_\_\_\_\_
- Passion is an important element when presenting a product.  
☐ True      ☐ False  
 \_\_\_\_\_
- Visual aids are necessary for a product presentation.  
☐ True      ☐ False  
 \_\_\_\_\_
- Make your presentation as long as possible so that people can memorize it.  
☐ True      ☐ False  
 \_\_\_\_\_
- Cover the general aspects of your cosmetics because most people know a lot about cosmetics.  
☐ True      ☐ False  
 \_\_\_\_\_

# Unit 4 Product

## Workplace Scenario

背景语：薇薇安（Vivian）、约翰（John）与研发部同事马克（Mark）在会议室讨论新产品研发。

（你将扮演约翰的角色。）

**Vivian:** 我们上一次的产品用了景泰蓝的图案，得到了海外客户的广泛认可，这一次研发部有什么新想法吗？

**Mark:** 我们在考虑用中国的名画，或者是祥云纹之类的图案，你们觉得呢？

**John:** 我觉得祥云纹或许是个好主意。2008年北京奥运会的火炬就用了祥云纹。

**Mark:** 是的，客户们对这个图案可能就不那么陌生了。

**John:** 产品造型呢？有什么新点子吗？

**Mark:** 也许我们可以仿照中国古代的一些餐具，设计一些造型特殊的产品。

**Vivian:** 嗯，充分地融入古今中国元素。

**John:** 很不错的建议。初步设计出来后，我可以先给我们的客户看一看。

**Mark:** 好的，请第一时间将反馈传达给我。这样我们可以及时调整产品设计。

**Vivian:** 我觉得这样的设计肯定会受到客户的欢迎。

**John:** 我们把传统文化与现代元素进行结合，让我们的产品既有文化积淀，又能与时俱进。

*Scenario: Vivian and John are discussing new product development with their colleague, Mark from the R&D Department, in the conference room.*

（You will play the role of John.）

**Vivian:** Our last product used cloisonne design, which is well received by many overseas customers. Does the R&D Department have any new ideas for the new product?

**Mark:** We're considering using famous Chinese paintings, or designs similar to auspicious clouds. What do you think?

**John:** I think the cloud designs might be a good idea. Such designs were used for the Beijing 2008 Olympic Games torch.

**Mark:** Yes, our customers may be familiar with this pattern.

**John:** What about the shape of the product? Any new ideas?

**Mark:** Maybe we could imitate some ancient Chinese tableware, and design products with unique shapes.

**Vivian:** We could try to fully integrate ancient and new Chinese elements.

**John:** Great suggestion! After the preliminary designs are out, we can give our clients an initial viewing.

**Mark:** OK, please send me their feedback as soon as possible. That would allow us to adjust the product design in time.

**Vivian:** I think this kind of design will definitely be welcomed by customers.

**John:** We'll combine traditional culture with modern elements, so that our products not only reflect cultural heritage, but also keep pace with the times.

### Intelligent Manufacturing in China

The four great inventions of ancient China—compass, papermaking, gunpowder, and printing—truly inspired and changed the world. China today still shapes and transforms the world with its wisdom and technology. High-tech products keep emerging in an endless stream, showcasing “intelligent manufacturing from China.”

Zuchongzhi 2.1, a quantum computing system made in 2021, is probably one of the most powerful quantum computers in the world. A supercomputer so fast, it can complete complex calculations—which would take a typical supercomputer about eight years to do—in about an hour. It can be used in various areas including weather forecasts and big data optimization.

The unmanned submersible, *haidou 1*, has broken several world records, showing that China’s unmanned submersible technology and equipment have entered a new stage, becoming a world leader in this field.

From the inventions of ancient China to those of modern China, we see how inventive and innovative Chinese people are. China can make greater contributions to the world in the years to come.

**Q1:** Think about and discuss when “Intelligent Manufacturing in China” has started.

**Q2:** Do you know about any other contributions that China has made to the world?

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