

前言

英语是世界通用语言之一，是国际交流的重要工具。英语课程是中等职业学校学生必修的一门公共基础课。中等职业学校英语课程要在九年义务教育基础上，帮助学生进一步学习英语基础知识，培养听、说、读、写等语言技能，初步形成职场英语的应用能力；激发和培养学生学习英语的兴趣，提高学生学习的自信心，帮助学生掌握学习策略，养成良好的学习习惯，提高自主学习能力；引导学生了解、认识中西方文化差异，培养积极的情感、态度和正确的价值观。

《英语（职业模块：财经、商贸与服务类）》是适应学生学习相关专业需要的限定选修内容。本书面向财经、商贸及服务类专业专业的学生，以日常生活和学习为主要内容，兼顾了操作实用性与教学趣味性，侧重于提高学生的听说能力。本教材包含8个单元，涵盖了接待、预约、谈判、投诉处理、送别等高度贴合专业实际的话题。为了锻炼学生听、说、读和写的能力，本教材针对性地设置了热身活动（Warming up）、听说（Listening and Speaking）、阅读（Reading）、和写作（Writing）四个部分。

热身活动（Warming up）：该部分包括图文匹配、翻译连线等不同题型，旨在导入本单元的话题，使学生对本单元的内容有一定的了解。

听说（Listening and Speaking）：该部分由与本单元主题相关的两个对话（Dialogue I, Dialogue II）构成。对话贴近实际商务场合，便于教师进行情景教学，同时可提高学生的学习兴趣。对话之后设置了新单词、短语与表达、核心句子和相关习题，帮助学生对本节的对话内容进行回顾和深入地学习。

阅读（Reading）：该部分采用了阅读前（Pre-reading）、阅读中（While-reading）和阅读后（Post-reading）的形式。阅读前（Pre-reading）板块包含了与本单元主题相关的两道开放式问题，帮助学生开拓思路。阅读中（While-reading）包含了阅读文章和与本文相关的新单词、短语与表达。阅读后（Post-reading）设置了与阅读文章内容相关的练习题，包括正误判断、选择题、填空题等丰富题型。在阅读之后还设置了知识库（Knowledge Bank），旨在扩充学生的知识面，并提高学生的阅读能力。

写作（Writing）：该部分结合了中职学生的特点和工作的需要，介绍了邀请函、投诉信、求职信、建议信、道歉信、感谢信、告别信等常见应用文。该部分主要由范例

(Sample) 和练习 (Exercise) 两个部分构成, 使得学生学中有练, 培养应用文写作能力。

在每个单元的最后, 我们都设置了轻松驿站 (Just for Fun), 其内容多为地道的英语幽默小故事, 使学生从中体验到学习英语的快乐。

本教材的编写贴近生活、贴近实际、贴近专业, 但由于编者水平有限, 书中难免存在疏漏, 恳请广大师生在使用后提出宝贵的意见和建议, 以便我们及时做出修订。

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Unit 1

Greeting and Meeting

SECTION A



Warming Up

Match the pictures with the words given below.

bow namaste handshake hug hand-kissing fist-and-palm salute



SECTION B



Listening and Speaking

● DIALOGUE I

(E=Edwin,S=Susan)

E:Excuse me,are you Ms. Susan from Western Electronics?

S:Yes,I am Susan Brown.

E:Please allow me to introduce myself. My name is Edwin,the manager of Jinshan Trading Company. I'm here to meet you. How was your flight,Ms. Susan?

S:Not so good,I'm afraid. Our plane was delayed,and we encountered a lot of bad weather.

E:Sorry to hear that. Would you like to sit down and rest for a few minutes?

S:No,thank you. I would rather get to the hotel as quickly as possible.

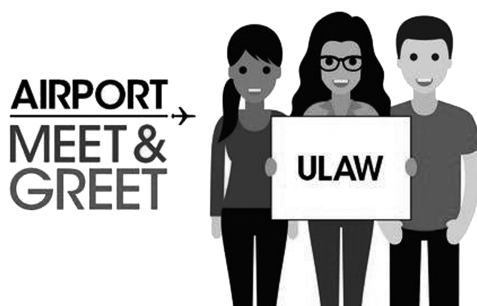
E:Okay. We have a car over there to take you to your hotel. Do you have all your luggage here?

S:Yes,it's all here.

E:Let me help you with your luggage.

S:It's so nice of you.

E:This way,please.



● DIALOGUE II

(C=Clerk,B=Brown)

C: Good morning. Wilson Association.

B: This is Mr. Brown speaking. I'd like to speak to Mr. Thomas.

C: I am sorry, Mr. Thomas left here just a few minutes ago.

B: I have been trying to call him for the last ten minutes, but his line was busy. Will he be back soon?

C: I'm afraid not. He is away for the rest of the day.

B: Is there other way I can reach him?

C: I'm afraid not. He has gone out of this town on business. May I take a message?

B: I have a business appointment with him at 10 o'clock tomorrow morning, but I'm afraid I can't make it.

C: Would you like to make another appointment?

B: Unfortunately, I'm leaving here unexpectedly, and I may be away for several days.

C: I see. I'll tell Mr. Thomas that you've called.

B: Thank you.



● NEW WORDS

allow /ə'laʊ/ *v.* 允许; 准许; 给予; 允许进入(或出去、通过)

introduce /ɪn'trə'du:s/ *v.* 把……介绍(给); 引见; (自我)介绍

manager /'mænɪdʒər/ *n.* 经理, 经营者, 老板

flight /flaɪt/ *n.* 航程; 航班飞机; 班机

delay /dɪ'leɪ/ *v.* 延迟; 延期; 耽搁

encounter /ɪn'kaʊntər/ *v.* 遭遇, 遇到

weather /'weðər/ *n.* 天气; 气象; 气象预报

luggage /'lʌgɪdʒ/ *n.* 行李

left /left/ *v.* 离开

reach /ri:tʃ/ *v.* 到达; 接通

appointment /ə'pɔɪntmənt/ *n.* 约会; 预约; 约定; 任命; 委任; 职务; 职位

unfortunately /ʌn'fɔ:rtʃənətli/ *adv.* 不幸地; 遗憾地; 可惜地; 可悲地

unexpectedly /i'ʌŋk'spektɪdli/ *adv.* 意外地, 出乎意料地; 无意

● PHRASES AND EXPRESSIONS

sit down 就座; 坐下; 使坐下

would rather 宁愿

as quickly as possible 尽快; 最快速; 越快越好; 尽可能快; 可以尽快

on business 因公出差

take a message 留言, 捎信

● USEFUL SENTENCES

1. Excuse me, are you Ms. Susan from Western Electronics?

打扰了, 请问您是西方电子公司的苏珊小姐吗?

2. My name is Edwin, the manager of Jinshan Trading Company.

我叫埃德温, 是金山贸易公司的经理。

3. How was your flight?

飞行途中一切还好吗?

4. Sorry to hear that.

真是遗憾。

5. Would you like to sit down and rest for a few minutes?

您想坐下来休息几分钟吗?

6. I'd rather get to the hotel as quickly as possible.

我宁愿尽快赶到酒店。

7. Do you have all your luggage here?

您的行李都在这儿吗?

8. Let me help you with your luggage.

我来帮您拿行李。

9. It's so nice of you.

您真好。

10. This is Mr. Brown speaking.

我是布朗。

11. I have been trying to call him for the last ten minutes, but his line was busy.
过去十分钟我一直在给他打电话,但他的电话占线。
12. May I take a message?
我可以帮您捎个信吗?
13. I have a business appointment with him at 10 o'clock tomorrow morning, but I'm afraid I can't make it.
明天上午 10 点我和他有个商务约会,我恐怕不能参加了。

● WORK ALONE

I. Listen to dialogue I and decide whether the following statements are true (T) or false (F).

- () 1. Susan came to the airport to pick Edwin up.
- () 2. Susan's trip went well.
- () 3. Susan was so tired that she rested for a while at the airport.

II. Listen to dialogue II and fill in the blanks.

1. My name is Edwin, the _____ of Jinshan Trading Company.
2. I would rather get to the _____ as quickly as possible.
3. I have a business appointment with him _____ tomorrow morning, but I'm afraid I can't make it.

III. Complete the following dialogue using the words and phrases given below.

yesterday No worries bothered That's all right remember

(J=Jane, F=Frank)

J: Is Patti there?

F: I'm sorry, I'm afraid you've dialed the wrong number. There is no Patti here.

J: Wrong number? Are you sure? I called _____ and she was there.

F: I'm sure you have dialed the wrong number. This one has been my number for more than 20 years.

J: That's impossible. I _____ the number clearly. Isn't this 763-4565?

F: No, it isn't. It's 736-4565. It seems you've misdialed.

J: Really? I'm so sorry I _____ you. I'll try again.

F: _____. This sort of thing happens all the time to everyone.

J: Yeah, I guess it does. Sorry again for bothering you.

F: _____.

● PAIR WORK

I . First listen to the two dialogues and repeat ,then role play them in pairs.

II . Make a new dialogue with your partner according to the following situation.

Charles Benson calls to Mr. Donald to confirm his order, but Mr. Donald is having a business trip to Austria and will not be back until the end of this month. The secretary of Mr. Donald receives Charles's phone call and leaves a message for Charles Benson.

SECTION C



Reading

● PRE-READING

Work in groups to discuss the following questions.

1. How do you reply when someone greets you with the sentence “how do you do”?
2. Do you know how to greet others?

● WHILE-READING

How to greet people in English

It takes boldness to start a conversation with foreigners, doesn't it? Yet, a few simple expressions will soon make you feel relaxed and you'll be chatting in no time.

Perhaps you've experienced the following situation: You meet an English speaker and begin with what you think is a standard greeting, “How do you do?” Then in reply, you hear exactly the same words. You don't know what to say next. Actually, the exact same greeting is a standard reply to “How do you do?” Don't be nervous, you can simply nod and say “Fine,” and start a new topic.

However, next time you watch a Hollywood movie, or if you have the chance to go to an English-speaking country, you may be surprised to find that people seldom greet each other with this sentence. Actually, this expression is very formal. You can hear it at a formal occasion where important business people or government leaders may be introduced to each other. Many people avoid using such formal language in everyday life.

Instead of using “how do you do?”, younger people these days use their own expressions. To people you meet for the first time, you can say: “Nice to meet you.” At other times, “How's it going?” “What's up?” “How are you?” are other casual expressions you can use when talking to friends or greeting people. To reply to these informal greetings, you can just say “Fine”, or “Oh, not so bad”. If you are in a good mood, you could

formal /'fɔ:rməl/ *adj.* 适合正式场合的; 正规的; 庄重的; 正式的; 合乎规矩的

occasion /ə'keɪʒn/ *n.* 场所; 适当的机会; 时机

important /ɪm'pɔ:rtnt/ *adj.* 重要的; 有重大影响的; 影响很大的

government /'gʌvənmənt/ *n.* 政府; 内阁; 政体

leader /'li:də/ *n.* 领导者; 领袖; 首领

casual /'kæʒuəl/ *adj.* 非正式的; 随便的; 不经意的

high five /'haɪ'faɪv/ *n.* 相互高举胳膊击掌 (以示庆祝或高兴)

raise /reɪz/ *v.* 提升; 举起; 提起

clap /klæp/ *v.* 鼓掌, 拍手

palm /pɑ:m/ *n.* 手掌; 手心

● PHRASES AND EXPRESSIONS

a few 几个; 一点点

in no time 立刻; 马上

begin with 以……开始, 从……开始

in reply 作为答复

next time 下一次

each other 互相

in everyday life 在日常生活中

instead of 代替; 作为……的替换

the first time 第一次, 初次

in a good mood 心情好

in the air 在空中

● POST-READING

I. Read each of the following statements and decide whether it is true (T) or false (F).

- () 1. The correct response to “How do you do?” is to repeat the phrase.
() 2. Greeting each other with the sentence “How do you do?” is informal.
() 3. “What’s up?” “How are you?” are casual expressions when greeting people.

II. Fill in the blank in each sentence according to the first letter given.

1. I asked him if he would help me and he n _____.
2. I've met him on several o _____.
3. Freedom of e _____ is a basic human right.
4. He tried to sound c _____, but I knew he was worried.

5. I have always been regarded as a f _____ by the local folk.
 6. We have had some help from the g _____.

III. Fill in each blank with an appropriate phrase given below, changing the form if necessary.

in no time in reply the first time a few each other

1. They support _____ in their work.
 2. She finished the assignment _____.
 3. He said _____ that the question was unfair.
 4. This is _____ she has experienced disappointment.
 5. I have _____, but not many.

● **KNOWLEDGE BANK**

不同国家的见面礼仪

不同国家的文化传统往往会衍生出不同的礼仪习俗，因此每个国家以示友好的见面礼仪也各有千秋。即使人们知道如何嘘寒问暖，但在陌生的国度如何大方得体地行见面礼仪却着实让人为难。

1. 意大利、西班牙和大部分欧洲国家

在意大利、西班牙和欧洲大部分国家，两个人打招呼的方式都是走上前快速地亲吻彼此的脸颊：先是右侧，然后左侧。如果彼此不太了解对方，也可以通过握手以示友好。这种打招呼方式在大多数欧洲国家是一种惯例。

2. 印度

印度人都知道要和西方人握手，但如果遇见的是当地人并想以传统的方式问候，可以双手合十做祈祷的姿势，头向前倾（但不要鞠躬），然后说“Namaste”（印度合十礼）。

3. 希腊

在希腊，熟人间握手以示友好，而亲近的人则是通过拥抱和亲吻。他们除了亲吻彼此脸颊两下以外，还伴着“拍手”一次，这样的方式使得他们的亲吻看起来更像是精心设计的一记“耳光”。

4. 泰国

在泰国，人们打招呼通常先双手合十做祈祷的姿势，然后弓着额头触碰指尖。这在泰国被称为“wai”——手的位置越高，表示对对方越尊重。

5. 德国

亲吻面颊在德国很常见，不过通常只是在脸颊左侧亲吻一下。一些德国斯多葛派人士和部分德国人最近呼吁废除这一见面习俗，他们认为亲吻面颊是异族文化入侵德国文化的一种表现。

SECTION D

Writing

Invitation Letter (邀请函)



邀请信是邀请亲朋好友或知名人士、专家等参加某项活动时所发的请约性书信。它是一种日常应用写作文种。商务礼仪活动邀请函的主体内容符合邀请函的一般结构，由标题、称谓、正文、落款组成。

SAMPLE

INVITATION

The 29th CHINA GLASS 2018

Dear Mr. William Blake,

We hereby sincerely invite you and your company representatives to visit our booth on the 29th CHINA GLASS.

Exhibition Center: Shanghai New International Expo Center

Exhibition Hall: E7

Stand No. : 355

Date: April 19th to 22th, 2018

Route: Take the subway Line 7 and get off at Hua Mu Road Station

It would be a great pleasure to meet you at the exhibition.

Best Regards,

KMG Glass Machinery Component Part CO., Ltd

Sophia Liu

Phone: 0086-12345678901

Email: sophialiu@kmg.com

● EXERCISE

I. Translate the following invitation letter into English.

邀请函

尊敬的李一教授：

我们学校将于 2020 年 02 月 20 日在广东省会议中心举办英语教学研讨会。恭请您就有关英语教学的现状与发展提出高见。务请拨冗出席。

顺祝

安康！

联系人：张小明

广东省英语教学委员会

2020 年 1 月 1 日

II. Write an invitation letter according to the following information.

假定你是李华，你的美国笔友 Tom 对中国文化有浓厚的兴趣。恰好你校今年暑假将为外国学生举办一场汉语夏令营活动。请你给他发一封邀请函，邀请他来参加这次的夏令营活动，内容包括：

1. 夏令营的时间和地点；
2. 夏令营的内容；
3. 报名方式 and 截止日期。

● JUST FOR FUN

In one classroom, a teacher was explaining to the class that their ancestors were Adam and Eve. A little child raised his hand and said, "My father taught me differently."

The teacher asked, "What?"

The little child answered, "My father said that our ancestors were monkeys."

And the teacher replied, "That's your family's business. It has nothing to do with us."