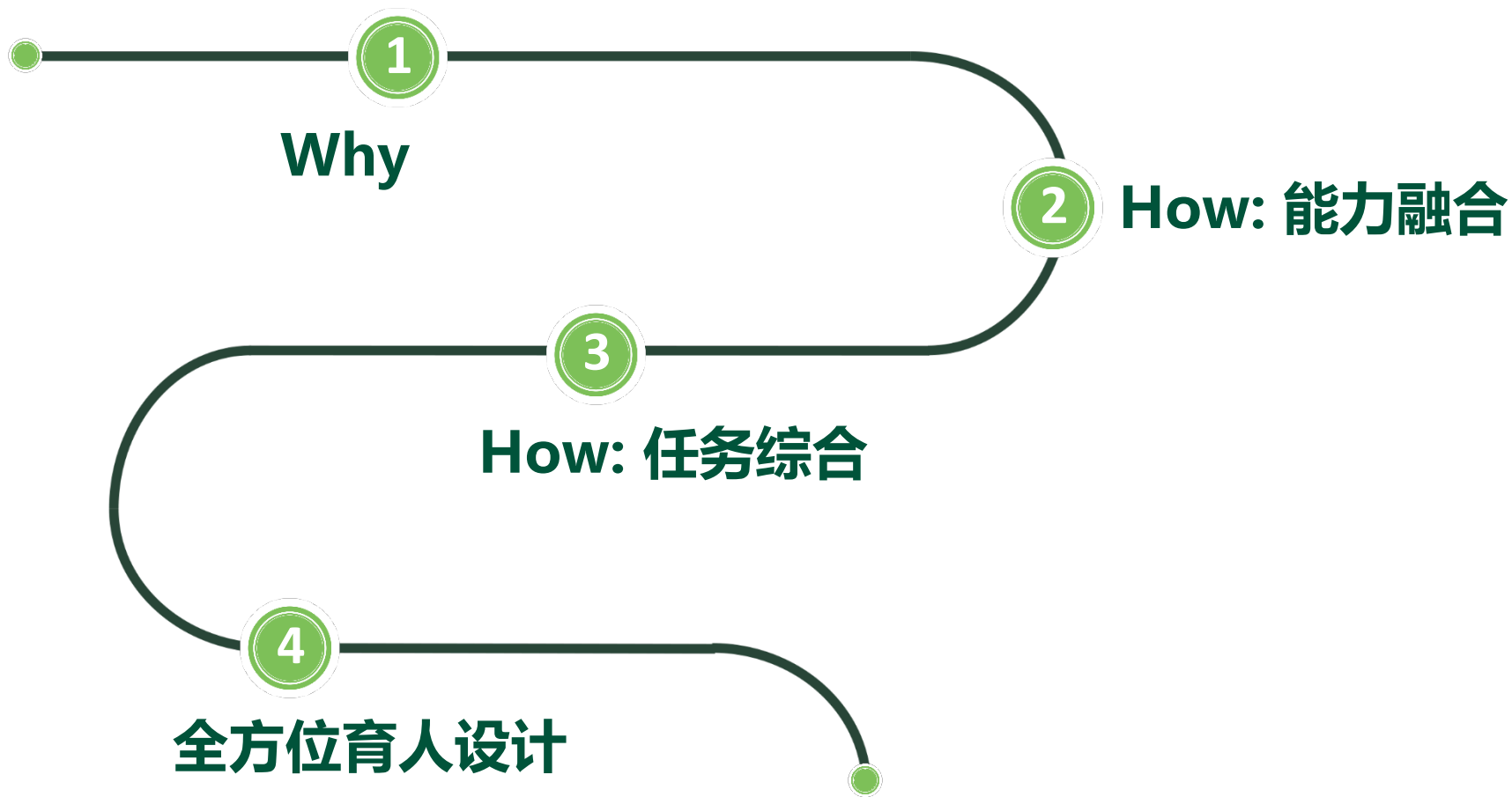# 通用英语中职场能力培养的理念与策略

杨莉芳

提 纲

Business brief: We must teach tomorrow's skills today

The New Industrial Revolution affects the workforce in several ways. Ongoing innovation in renewable energy, nanotech, biotechnology, and most of all in information and communication technology will change labour markets worldwide. Especially medium-skilled workers run the risk of being replaced by computers doing their job more efficiently. This trend creates two challenges: employees performing tasks that are easily automated need to find work with tasks bringing other added value. And secondly, it propels people into a global competitive job market.

The Randstad/SEO report *Into the Gap* (2012) illustrated that jobs traditionally associated with the middle class (assembly line workers, data processors, foremen and supervisors) are beginning to disappear, either through relocation or automation. Employees must either move up the ladder, joining the group of "knowledge workers", which will continue to grow in demand (engineers, doctors, attorneys, teachers, scientists, professors, executives, consultants), or settle for lower-skilled, low-wage service jobs, thereby pushing the less educated out of the labour market.

In many areas employment is picking up, but employers still say they cannot fill their vacancies because even highly qualified candidates have the wrong skills for the jobs available. The current education systems, employers argue, teach yesterday's skills to tomorrow's graduates. Many are concerned that applicants lack "soft skills", such as interpersonal, communication and analytical problem-solving abilities. This clearly indicates that jobs in growing sectors, such as health, education and other services, require a different set of skills than those acquired by those unemployed people who had worked in sectors with declining employment, such as agriculture and manufacturing.

Jacques van den Broek
CEO Randstad Holding NV

OECD FORUM 2015
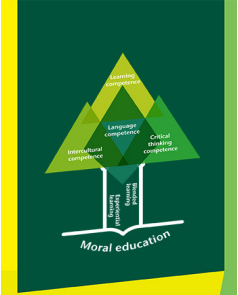
© OECD Yearbook 2015

Career skills

- Communication skills: how to interact with others

- Operating skills: how to get things done

- Development skills: how to identify opportunities and plan the future

What are career skills? - Career Tips To Go
What are the top 10 skills that'll get you a job when you graduate? (targetjobs.co.uk)
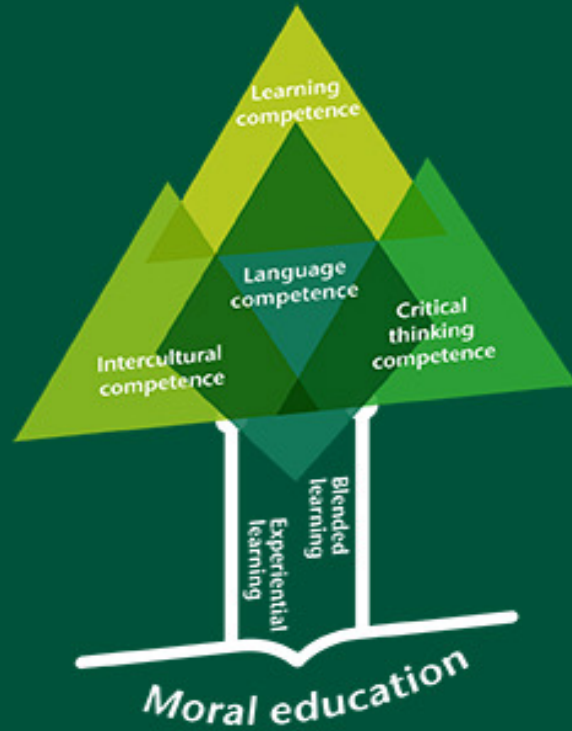
新版《大学英语教学指南》：

大学英语的教学目标是培养大学生的英语应用能力，增强跨文化交际意识和交际能力，同时发展自主学习能力，提高综合文化素养。

英语应用能力是指用英语在学习、生活和未来工作中进行沟通、交流的能力。大学英语在注重发展学生通用语言能力的同时，应进一步增强其学术英语或职业英语交流能力和跨文化交际能力，以使学生在日常生活、专业学习和职业岗位等不同领域或语境中能够用英语有效地进行交流。
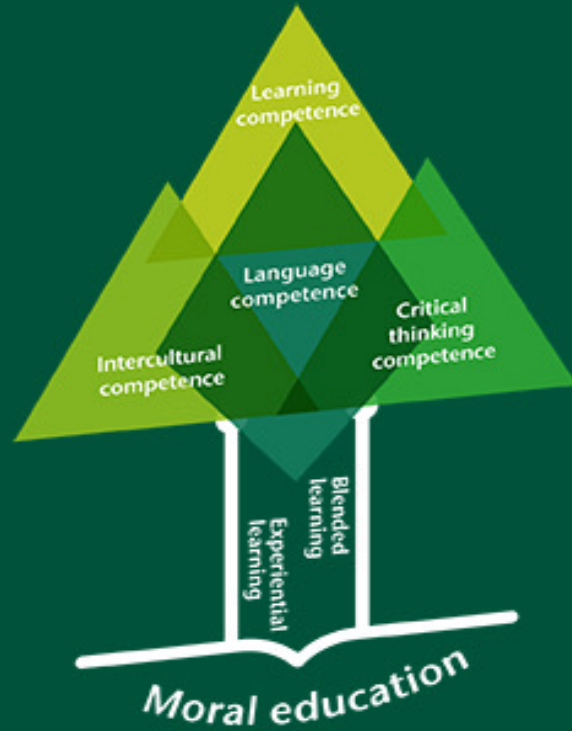
How

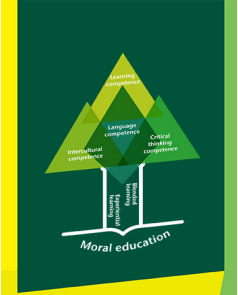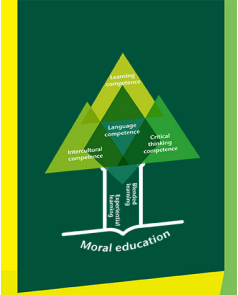- 能力融合

- 任务综合

How

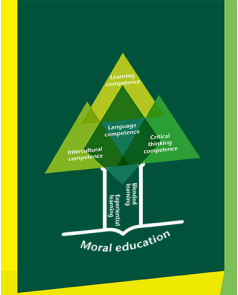- 能力融合
- 任务综合
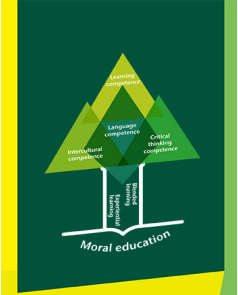
能力融合

- 职场情境中的语言沟通能力
- 沟通中的职场能力

能力融合

- 职场情境中的语言沟通能力
- 沟通中的职场能力

职场情境中的语言沟通能力

将任务情景设置为职场情境，从而：

- 决定了language source
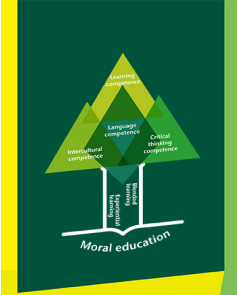
- 决定了language performance

职场情境任务——language source

语域（register）：

该语域常用或典型的词汇、句式、篇章结构、语体

如：Resume
Action plan
Job interview
Introducing a company

输入与产出

语言练习所设计的句子与语篇均为职场内容

Language in focus

Words and expressions

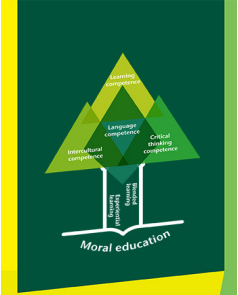❶ Complete the sentences with the correct form of the words below.

> cite　collapse　consult　doubtless　execute
> exploit　exploration　fatal　prime

1. One of the _____ challenges facing many company managers is how to implement changes involving new technologies.

2. Their failure to keep the systems up to date led to _____ errors that shut down a server and lost an entire customer database.

3. The CEO often _____ the company's retired founders when the business is having troubles.

4. The newly proposed plan was so bold that

❷ Complete the paragraph with the correct form of the expressions below.

> go bust　hit a peak　in essence
> move into　rest on one's laurels

The most successful companies are not those that just 1) _____. If they find they have already 2) _____ and faced a downward trend, they will react quickly and try to work out the trends and changes in the market. Once these trends have been identified, they will 3) _____ promising areas, staying one step ahead of competitors. Companies that don't take risks may find themselves in financial trouble, or worse, can 4) _____. So, being willing to take calculated risks is essential if a company wants to survive. 5) _____, it is the ability to adapt and look forward that can make a company survive and prosper.

Collocations

❸ **Complete the sentences with the correct form of suitable collocations.**

| navigate | demand | resist | **change** |
| crowded | consumer | steady | **market** |

1. One of her main skills as a manager is her ability to _____ during a crisis.
2. It can be difficult for a company to evolve if it has many employees who _____.
3. New corporate regulations _____ to the way a company promotes itself.
4. Before starting a new business, check whether you are entering a very _____ or whether there is room for a new company.
5. Over the last few years there has been a _____, with very little change in the value of the company's stock.

职场情境中的语言沟通能力

将任务情景设置为职场情境，从而：

- 决定了language source

- 决定了language performance

职场情境任务——Language performance
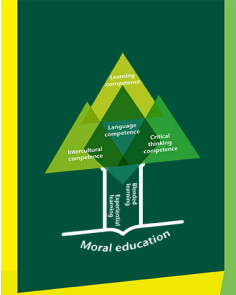
The potentially influential features of context on the performance of language users (Hymes, 1974) :

- **S**ituation: the meaning the participants attribute to the physical and temporal setting, psychological and cultural scene

- **P**articipants: the role(s) they think they should take in the interaction

- **E**nds: outcomes and goals they attribute to the exchange

- **A**ct sequence: message form and content they think they should attend to

- **K**ey: the tone and the manner they think appropriate

- **I**nstrumentalities: channels, codes and registers they think appropriate

- **N**orms: norms of interaction and interpretation they think are called for

- **G**enres: categories of speech events they think they are engaged in
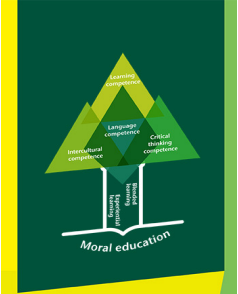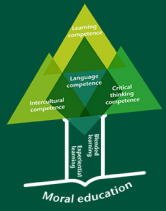
职场情境任务——Language performance

The potentially influential features of context on the performance of language users (Hymes, 1974) :

- **S**ituation
- **P**articipants
- **E**nds
- **A**ct sequence
- **K**ey
- **I**nstrumentalities
- **N**orms
- **G**enres

如: **Job interview**

Project

Rde-playing a job interview

You are going to prepare and perform a job interview role-play featuring the common interview questions that you learned earlier in this unit.

Step 1 Work in pairs and choose one of the three positions in Appendix I for your job interview role-play.

Step 2 Decide who will be the interviewer and who will be the interviewee. Then prepare for the interview by following the steps:

Before the interview
- **The interviewer** designs the interview questions based on the position requirements and the common interview questions that you've learned in this unit.
- **The interviewee** studies the job requirements and prepares for possible interview questions. The interviewee also prepares one or two questions to ask the interviewer at the end of the interview.

During the interview
- **Guidelines**
- **The interviewer** leads the interview and makes sure it runs smoothly.
- **The interviewee** follows the principles of proper etiquette for a job interview.
- **Procedure**
- **The interviewer** greets the interviewee, makes a brief self-introduction and asks the prepared questions.
- **The interviewee** answers the questions, maintains proper eye contact, smiles when appropriate, and uses the interviewer's name correctly in order to build a bond and show confidence. Before leaving, the interviewee should reiterate their interest in the position and ask when the hiring decision is likely to be made.

Step 3 Perform your job interview to the class. Then the class vote for the top three interviews using the Evaluation form on Page 41.

During the interview
- **Guidelines**
  - **The interviewer** leads the interview and makes sure it runs smoothly.
  - **The interviewee** follows the principles of proper etiquette for a job interview.
- **Procedure**
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17

Project builder

It's important for the interviewer to lead the interview and make sure it is conducted properly and smoothly. You can organize your interview in the following way.

Start the interview

Welcome the candidate warmly. Introduce yourself and explain the purpose of the interview. For example:
Thank you so much for coming. My name is Carla.

Move from one question to anoth[er]

If you want to move to the nex[t]
• *OK. Next, let me ask you this ..*
• *Great. Now I'd like to ask you .*

Finish the interview

At the end of the interview, as[k]
you, and thank the candidate f[or]
• *Those are all the questions I h[ave]*
• *Thank you so much for coming*

Presentation skill

Buying time when answering questions

When, as an interviewee, you need a little time to get ready to answer a question, you can use some of these techniques to buy time:
• Tell the interviewer that you think the question is a good one.
  A: Where do you see yourself in five years?
  B: Well, that's a good question.
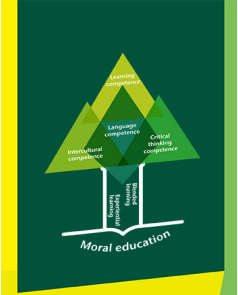• Thoughtfully repeat the question slowly in your own words.
  A: Where do you see yourself in five years?
  B: Um, where will I be five years from now?
• Let the interviewer know you need more time to think about the question.
  A: Where do you see yourself in five years?
  B: Hm, let me think that through. / Well, I must think about the best answer to that.

能力融合

- 职场情境中的语言沟通能力
- 沟通中的职场能力

Career skill

Writing a business email with a proper tone

When writing a business email, it is important to get the tone right. The email can be friendly, but it must be professional. Start by thinking about the audience. Is it someone you already have a working relationship with? If "yes", then your tone can be less formal than if it's someone you have never worked with before. It's also important to consider the person's position. If you are writing the email to a senior executive, then the tone probably needs to be more formal than if you are writing to someone junior in an organization.

Formal:
- I'm writing to inform you …
- Would you be available on …
- I really appreciate …

Informal:
- Just a quick line to say …
- I suggest we get together on …
- Thanks for your help with …

❻ Work in pairs. Look at the statements and decide if they are for formal or informal communication. You can refer to the Career skill below.

Statement	Formal	Informal
1. As soon as you can.	☐	☐
2. I would appreciate being kept informed.	☐	☐
3. I have lots of information for you.	☐	☐
4. I regret that I will be unable to attend.	☐	☐
5. It would be great if you could keep me updated.	☐	☐
6. I'm sorry I can't make it.	☐	☐

Career skill

OVER TO YOU

Alice writes an en has chosen to inq building package

Write an inquiry email to the team-building company you choose. You can refer to Alice's sample on the right.

Step 1 Look back at the company you chose in OTY 1. Then decide on the information you need to provide and what information you need to get.

Step 2 Draft an email. Read the tips below for writing an effective inquiry email.

- **Greeting:** Write *Dear Sir / Dear Madam / Dear Sir or Madam* if you don't know the recipient's name.
- **Introduction:** Include your name, job title, department as well as your

Adapting to a new corporate culture

Every company has its own corporate culture which generally sets the tone for the company's operations. When you begin working at a new company, it's important to understand and adapt to its unique culture. This will help you fit the company and have a more valuable there.

important by the company and being aware of the company's working policies, you can adjust your working and communication styles accordingly.

Learn about the company and its valu
It's a good idea to learn as much as you the company and its values. You can do visiting the company's official website, publicity videos, reading media reports the company and talking to current and employees. For example, in the audio y about a company's corporate culture fr employee. By understanding what is co

Maintaining positive relationships in business communication

How you communicate in business may decide whether your relationships with colleagues and clients are positive or not. The following guidelines might be of some help.

- **Be generous with praise.**
  Thank people for their efforts and remind them of the great job they're doing. Especially in stressful situations, expressions of gratitude and appreciation are always heartening.
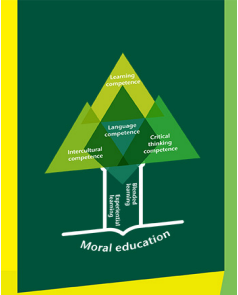- **Avoid sounding direct.**
  Even if you think someone has made a mistake, it's best not to point it out directly. Instead, begin with something like "I'm so sorry if there was any confusion." Also, when you point out mistakes or suggest a change, it's best to avoid expressions like "You have to …" or "You must …". Finally, when deadlines are tight, consider the person's feelings

and say, "I understand this request may have come at an inconvenient time, but it would be extremely helpful if you could manage to submit it by the end of the day."

- **Be constructive.**
  Never point out a problem without giving suggestions on how to remedy a fault or take the next steps. It's best to frame these suggestions by using conditional expressions like "It might be a good idea if we …" or "I'm thinking it would be better to …".
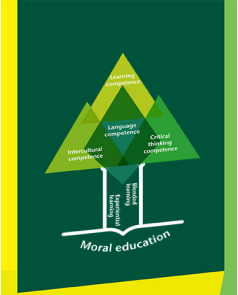
There are various business situations that require careful communication, but the key is to always keep the other person's feelings in mind. If you follow this principle when you communicate in business, you are likely to maintain positive relationships.

多项能力融合：overview

综合3A

|	Career Skill	Critical thinking skill	Intercultural skill	Reading skill
U1 Choosing your own path	Examining approaches to career planning	• Reviewing test results • Exploring implications • Evaluating traditional values that influence career choices	Being globally-minded in career planning	Understanding key concepts or terms in a text
U2 Landing your dream job	Preparing for an interview	• Establishing priorities when making decisions • Considering alternative perspectives	• Understanding how social values can influence corporate culture (1) • Reflecting on job seekers' fears in China	Identifying text organization
U3 All in the same boat	Writing a business email with a proper tone	• Evaluating effectiveness of actions • Evaluating solutions • Evaluating solutions to problems of remote learning	Considering team building in different cultures	Distinguishing between facts and opinions

多项能力融合：overview

综合3A

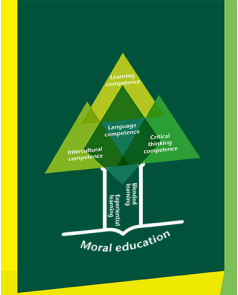|	Career Skill	Critical thinking skill	Intercultural skill	Reading skill
U4 Giving back to society	Taking meeting minutes	• Generating ideas from research • Analyzing cause and effect	• Understanding social issues in a cultural context • Introducing successful CSR programs in China	Identifying the purpose of a text
U5 Changing with the times	Performing a SWOT analysis	• Managing resistance to change • Evaluating relevance and significance of supporting evidence • Analyzing qualities and abilities that are needed to adapt to change	Identifying social and cultural factors affecting businesses	Understanding rhetorical questions
U6 A great place to work	Visualizing information	• Deconstructing abstract concepts • Transferring ideas to new contexts	• Understanding how social values can influence corporate culture (2) • Identifying difficulties in adapting to new corporate culture and give suggestions	Chunking

多项能力融合：overview

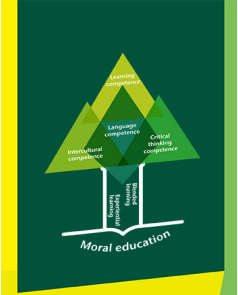| Unit topic	Career skill	Critical thinking skill	Intercultural skill	Listening skill	Presentation skill
U1 The changing world of work	Developing transferable skills	Evaluating figures and statistics used to support a statement	Interpreting the relationship between technology and humans	Listening for the speaker's attitude	Analyzing your audience
U2 You are hired	Improving your job interview skills	Giving an explanation from multiple perspectives	Explaining and coping with "reverse culture shock"	Listening for information to write an outline	Buying time when answering questions
U3 The corporate jungle	Adapting to a new corporate culture	Using exemplification to illustrate or define an idea	Connecting traditional wisdom with a contemporary context	Listening for the time order of events	Increasing audience enthusiasm
U4 Let's talk business	Maintaining positive relationships in business communication	Gaining positives from negative experiences	Analyzing the impacts of cultural values on communication	Listening for examples	Observing your audience's reaction
U5 Creating opportunities	Improving your innovation skills	Thinking in creative ways	Preserving and reviving cultural heritage	Identifying emotive language used for persuasive purposes	Making a pitch
U6 Making a difference	Making ethical decisions in your career life	Avoiding oversimplification	Being aware of shared values across cultures	Listening for the clues to the development of events	Preparing a script for a video
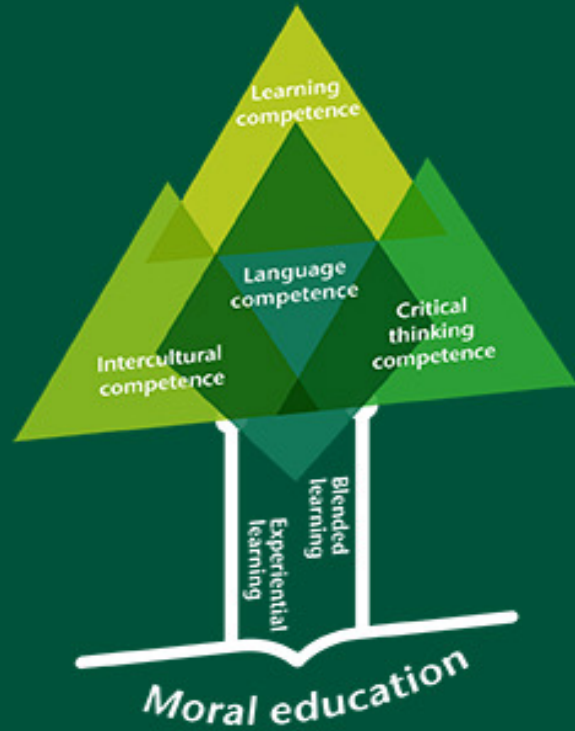
How

- 能力融合

- 任务综合

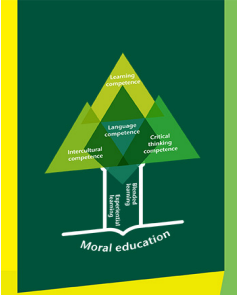# 任务综合

- 产出为导向，综合输入输出
- 体验式学习，任务层层递进

任务综合

- **产出为导向，综合输入输出**

- 体验式学习，任务层层递进

产出为导向，综合输入输出

从对输入的理解、学习与分析入手，进行有的放矢的产出

- 典型问题：学生缺乏足够的背景知识来探讨某一话题（如：对职场不了解）

- 有效对策：提供案例、进行分析，而不是学生凭空想象事例

如：
Reverse cultural shock in career development

视听说
3AU2
(Voice of China)

▶ **While y**

❷ 🔊 **Listen to**
completing t

☐ A. Chinese
☐ B. Welcom
☐ C. The Adv
☐ D. Returnir

❸ 🔊 **Listen to t**
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   studies in
2. How do sli
   future?
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5. Where doe
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overcoming it is a process, which leaves you a wiser, more culturally literate
individual.

■ **After you listen**

❹ **Read the passage. Then work in pairs and answer the questions.**

When I came back from studying abroad, I took a job at an office where my friend worked. I had some frustrations with my manager. I told my friend I planned to take my manager out for a coffee and talk about some of the issues I had with their communication style. My friend was shocked and asked me, "Are you crazy!?" I didn't see what the problem was. I was so used to having informal conversations with my professors overseas.

- Why do you think the person's friend was shocked?
- If you were the person, how would you respond to your friend's reaction?
- If you were the person's friend, how would you help him or her to have better communication with his or her manager within the local workplace culture?

任务综合

- 产出为导向，综合输入输出
- 体验式学习，任务层层递进

体验式学习，任务层层递进

- 任务的认知准备：认知层级从低向高发展

- 任务的综合准备：内容、语言、篇章结构

FUTURE - PROOFING PROPOSAL

Background

We pride ourselves on being an innovative tech company. SmartWays4[U] founded in 1969, with the goal of being at the forefront of Artificial Int[elligence] (AI) and designing machines that could think. The company now has a[n] annual turnover of over $100 million and 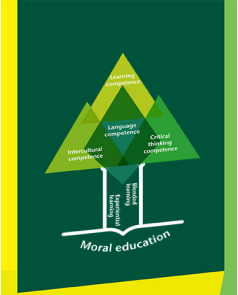continues to innovate. Curre[ntly the] company is developing new software that can be used in an array of de[vices. It] understands that two factors are important in new AI developments: i[mproving] learning capacity and wider applications.

SWOT analysis

The idea of future-proofing has always been at the core of the company's principles. As part of our strategy we carry out an annual SWOT analysis.

Strengths
(internal, positive)
- Flexible; trusted
- Not afraid of taking risks
- Large size of business

Weaknesses
(internal, negative)
- R & D budgets increasing year-on-year
- Reliance on a single product line

Opportunities
(external, positive)
- Ever-increasing demand
- Supportive policy environment

Threats
(external, negative)
- Technology dating rapidly
- Increasing concerns from general public about AI
- Market saturation

Action plan

Based on the analysis above, we can use our internal strengths to take advantage of the opportunities and minimize the threats. Meanwhile, we should try to rectify our weaknesses by making use of the opportunities to avoid the threats.

Thus the following actionable strategies are suggested to take to the management board:

S-O strategies
Seek cooperation with government.

S-T strategies
- Upgrade software based on the research and market.
- Initiate an advertising campaign to dispel customers' doubts about our AI products.

W-O strategies
Leverage positive policy environment to attract investment in R & D.

W-T strategies
- Initiate a yearly evaluation plan to ensure adequate spending on R & D with a focus only on cutting-edge technologies.
- Expand product lines to find the unique market segment.

Conclusion

It is expected that by implementing these strategies in the action plan, SmartWays4U will be able to seek new avenues of cooperation and investment.

FUTURE - PROOFING PROPOSAL

❹ Read the future-proofing proposal and summarize the main content of each part.
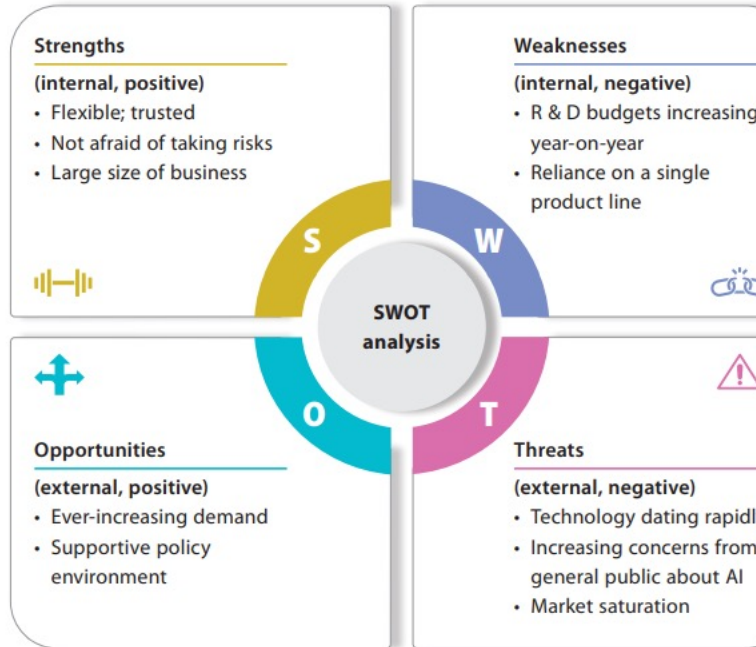
理解

Background

SWOT analysis

Background

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founded in 1969, with the goal of being at the forefront of Artifi[cial]
(AI) and designing machines that could think. The company now has an
annual turnover of over \$100 million and continues to innovate. Currently, the
company is developing new software that can be used in an ar[ea]
understands that two factors are important in new AI develop[ment]
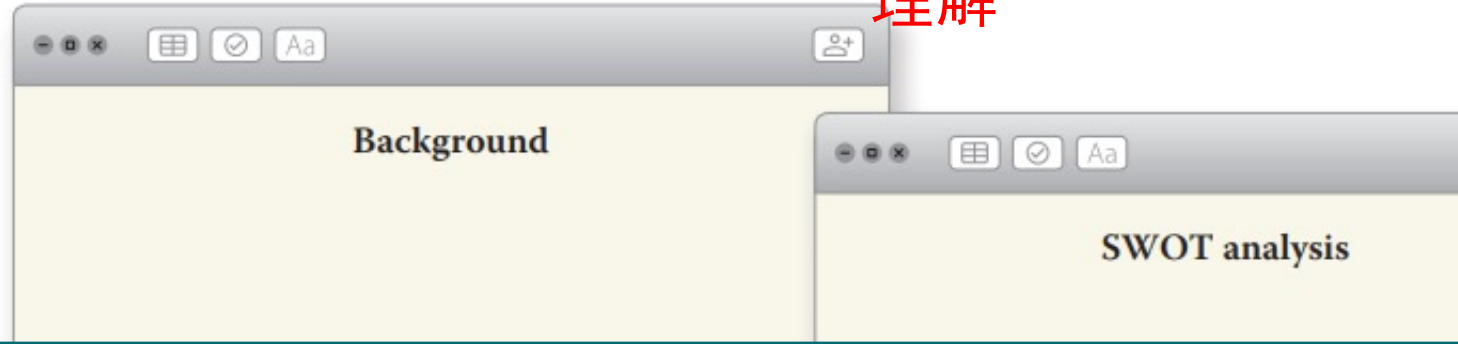learning capacity and wider applications.

❺ Read the proposal again and answer the questions.
1. What kind of company is SmartWays4U?
2. What is the company currently focusing on?
3. How often do they carry out a SWOT analysis?
4. Why does the company want to design an advertising campaign?
5. Why does the company want to expand its product lines?

分析

评价

❻ Work in pairs and evaluate the proposal. You can use the following questions for reference.
• Does it give a clear and detailed description of the company and its SWOT analysis?
• Does it make connections between each of the four sections of the SWOT analysis?
• Does it prioritize the strategies based on the connections?

产出：
分步骤、分单位

OVER TO YOU

After meeting with Christine, Wang Hao completes the SWOT analysis on Flow 2 to help develop the future-proofing plan.

☑ Choose a company or product and perform a SWOT analysis in terms of its potential to survive. You can refer to the Career skill on Page xx and Wang Hao's sample on the right.

Step 1 Work in groups. Conduct a research on the company or product you choose and summarize the internal factors.

Step 2 Research into the external environment and summarize the external factors.

Step 3 Complete your SWOT analysis.

Strengths	Weaknesses

Strengths

- Easy to use
- Strong brand recognitio
- A large existing user ba
- No adverts

Weaknesses

- Charging a subscription
- Some content being of po
- Videos limited to 10-min

Opportunities

- New growing markets
- New technology i.e. live st or VR videos

OVER TO YOU

Using the SWOT analysis for Flow 2, Wang Hao and Christine make a list of possible strategies for the future-proofing proposal.

☑ List possible strategies to take advantage of opportunities and mitigate the threats you identified for the company or product you conducted a SWOT analysis for in OTY 1. You can refer to Wang Hao's sample on the right.

Step 1 Work in groups and complete the chart. Pay attention to the feasibility when drafting the strategies.

	Opportunities	Threats
Strengths	S-O strategies	S-T strategies
...nesses	W-O strategies	W-T strategies

S-O strategies

Use the advantage of ease of use to enter new markets, especially where Internet is relatively new.

S-T strategies

- Reinforce brand image and enhance competitiveness by expressing brand values.
- Emphasize the fact that there are no adverts.

W-O strategies

- Keep subscription rates low to avoid losing current users and to attract new users, especially in growing markets.
- Use new technologies to increase the max upload size.

PROJECT ✓ Write a future-proofing action plan.

Step 1 Work in groups. Recheck your results in the OTY activities and see whether you need to make some changes.

Step 2 Write your action plan based on your previous analysis.

Future-proofing action plan

Background

SWOT analysis

Strengths	
internal, positive	

Weaknesses

W-O strategies	W-T strategies

Step 3 Share your action plan with the class and ask for feedback. Adjust your action plan if necessary.

任务的综合准备：内容、语言、篇章结构

- 内容：输入（阅读、视听）的深层次处理

- 语言：聚焦式语言学习（theme-based, production-oriented）

- 篇章结构：范例+脚手架

OVER TO YOU 👏

After meeting with Christine, Wang Hao completes the SWOT analysis on Flow 2 to help develop the future-proofing plan.

☑ Choose a company or product and perform a SWOT analysis in terms of its potential to survive. You can refer to the Career skill on Page xx and Wang Hao's sample on the right.

Step 1 Work in groups. Conduct a research on the company or product you choose and summarize the internal factors.

Step 2 Research into the external environment and summarize the external factors.

Step 3 Complete your SWOT analysis.

Strengths	Weaknesses

Strengths

- Easy to use
- Strong brand recognition
- A large existing user base
- No adverts

Weaknesses

- Charging a subscription
- Some content being of poor quality
- Videos limited to 10-minutes

Opportunities

- New growing markets
- New technology i.e. live streaming or VR videos

Wang Hao

OVER TO YOU 👏

Using the SWOT analysis for Flow 2, Wang Hao and Christine make a list of possible strategies for the future-proofing proposal.

...t possible strategies to take advantage of ...ortunities and mitigate the threats you ...ntified for the company or product you ...ducted a SWOT analysis for in OTY 1. ... can refer to Wang Hao's sample on ...right.

Work in groups and complete the ... Pay attention to the feasibility when ...ing the strategies.

	Opportunities	Threats
	S-O strategies	S-T strategies
	W-O strategies	W-T strategies

S-O strategies

Use the advantage of ease of use to enter new markets, especially where Internet is relatively new.

S-T strategies

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- Keep subscription rates low to avoid losing current users and to attract new users, especially in growing markets.
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PROJECT ☑ Write a future-proofing action plan.

Step 1 Work in groups. Recheck your results in the OTY activities and see whether you need to make some changes.

Step 2 Write your action plan based on your previous analysis.

Future-proofing action plan

Background

SWOT analysis

Strengths internal, positive	

| Weaknesses | | |

Weaknesses	W-O strategies	W-T strategies

Conclusion

Step 3 Share your action plan with the class and ask for feedback. Adjust your action plan if necessary.

Project

Presenting a development proposal for an innovative product

Your university is holding an international innovation conference. You were given the opportunity to present a product development proposal at the conference. The goal of your presentation is to present and sell your innovative idea to potential investors.

Step 1 Come up with a product. It could be:
- a smart-home installation, e.g. a smart fridge
- a smart healthcare product, e.g. a sports watch
- an innovative cultural product, e.g. a video game helping children learn about cultural relics
- …

Step 2 Think of the basic information of the product.
- What is its target customer / potential market?
- What is its function?
- What are its features?

Step 3 Plan how you will sell the ~~~~~~~~~~~~~~~~ the following:
- What is innovative about your pro~~~
- In what ways will your product rev~~~
- Why should people invest in your ~~~

Step 4 Practice presenting your ~~~ partner for feedback on how to m~~~

Step 5 Present your proposal to ~~~ most attractive one to investors.

Project builder

A product development proposal presents ideas for a new product. It is usually directed toward potential investors. The main purpose of a proposal is to gain funding to develop the product and eventually bring it to market. A proposal should clearly and concisely explain the function and the advantages of the product and, ideally, persuade people to invest in it. You can organize your product development proposal in the following way:

Begin with a clear and attractive introduction

You can begin by introducing the product and briefly explaining its main function.
- *"I'm here today to tell you about an amazing new idea for …"*
- *"I'd like to introduce you to the product of the future … "*

Explain who will want the product and why

Then you need to describe the problem that the product addresses in detail.
- *"The diverse functionality of this product makes it suited for …"*
- *"The applications of this product are various …"*

Describe what makes the product innovative

It is important to explain what sets the product apart from all others.
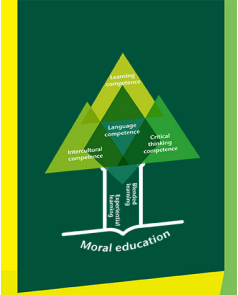
Presentation Skill

Making a pitch

If you make a pitch for something, you try to persuade people to do or buy it. Having an innovative idea is only half the battle. To ensure that such an idea becomes a reality, you often have to pitch the idea to others and get them on board. Whether your idea is for a new product, a new service, or a new way of doing things, you need to know how to pitch the idea effectively.

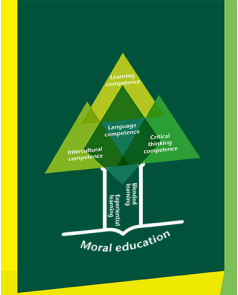When you're making a pitch, get to the point quickly. Your audience may be unwilling to give you too much time. Stick to the main selling points or the most interesting aspects.

You should also use language that will increase possible investors' enthusiasm for your product. For example, phrases like "revolutionary concept," or "groundbreaking technology" can encourage listeners to learn more about your product. Your language choice should show confidence, both in your idea and in yourself. Try to avoid tentative expressions.
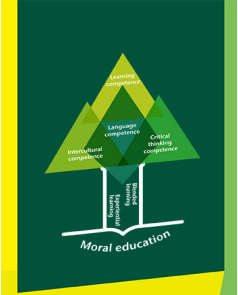
育人：从理念到细节的全方位设计
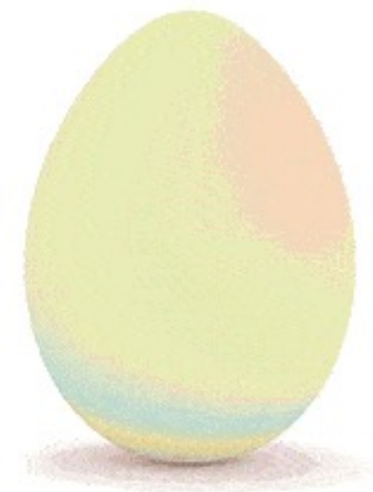
育人落地于职场能力培养：实现于教材设计的每一处

视听说
3AU4

- Corporate social
- Planning for the f
- Insights from trad philosophy on mo
- "Voice of China"
- Pronunciation ex sentences with w

❷ **Read the sentences and circle where the sound linking happens. Then work in pairs and take turns reading the sentences out loud. Finally, listen to the sentences and check your answers.**

1. Build your own dreams, or someone else will hire you to build theirs.
2. Success isn't just about what you accomplish in your life; it's about what you inspire others to do.
3. Some people dream of success while other people get up every morning and make it happen.
4. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.
5. The only place success comes before work is in the dictionary.
6. In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.
7. I do not believe you can do today's job with yesterday's methods and be in business tomorrow.
8. When you find an idea that you just can't stop thinking about, that's probably a good one to pursue.

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Intercultural skill

Understanding corporate values

Cultures differ around the world, and this includes the businesses world. What is valued in one company may be very different in another. Often corporate cultures and values are linked to the wider values in society, such as the attitudes toward hierarchy and authority.

For example, in more collectivist societies, such as Pakistan, Mexico, or India, direct communication between people higher up the hierarchy and those lower on it tends to be minimal. Conversely, more individualistic societies like the U.S. or Spain, tend to have greater communication between power levels.

Understanding that corporate cultures differ is important when we hunt for jobs in other countries or in companies which are run by people from other cultures. We should think about whether we identify with the company's culture and how to adapt to it.

Intercultural skill

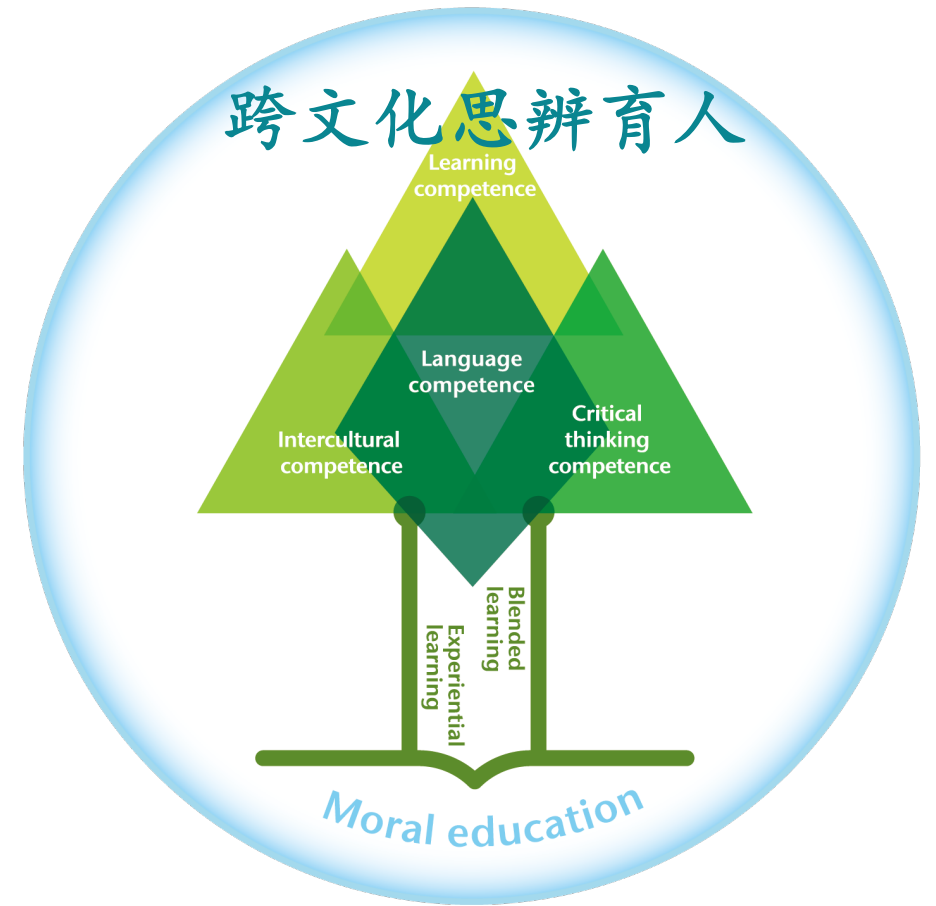### *Examing how social values influence corporate culture (2)*

As mentioned in the Intercultural skill in Unit 2 social values can play a role in determining corporate culture. For example, in India people are often more relaxed about being on time, so Indian companies may not value punctuality as much as Chinese companies.
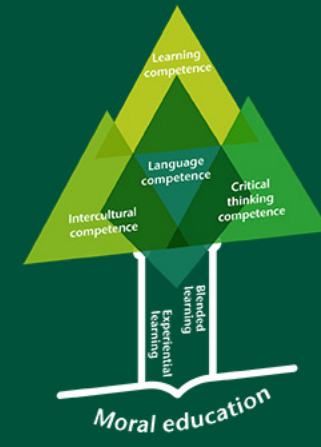
Another example is about how people work. The U.S. is a highly individualistic society. Thus, its companies tend to have a more competitive mindset, and employees strive to be the best individuals.

However, companies' corporate culture may be less influenced by the social values due to such factors as globalization. For this reason, we should never make assumptions about a company's corporate culture based entirely on its nationality.

前后呼应、螺旋式上升

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- 精心的设计
- 全新的认识
- 舒适的使用
- 精彩的体验
- 惊艳的进步

跨文化思辨育人

Learning competence

Language competence

Intercultural competence

Critical thinking competence

Blended learning

Experiential learning

Moral education

Learning
competence

Language
competence

Intercultural
competence

Critical
thinking
competence

Blended
learning

Experiential
learning

Moral education

Thank you