

黑龙江大学应用外语学院
College of Applied Foreign Languages

基于语料库和体裁的数据驱动的特殊目的英语教学模式

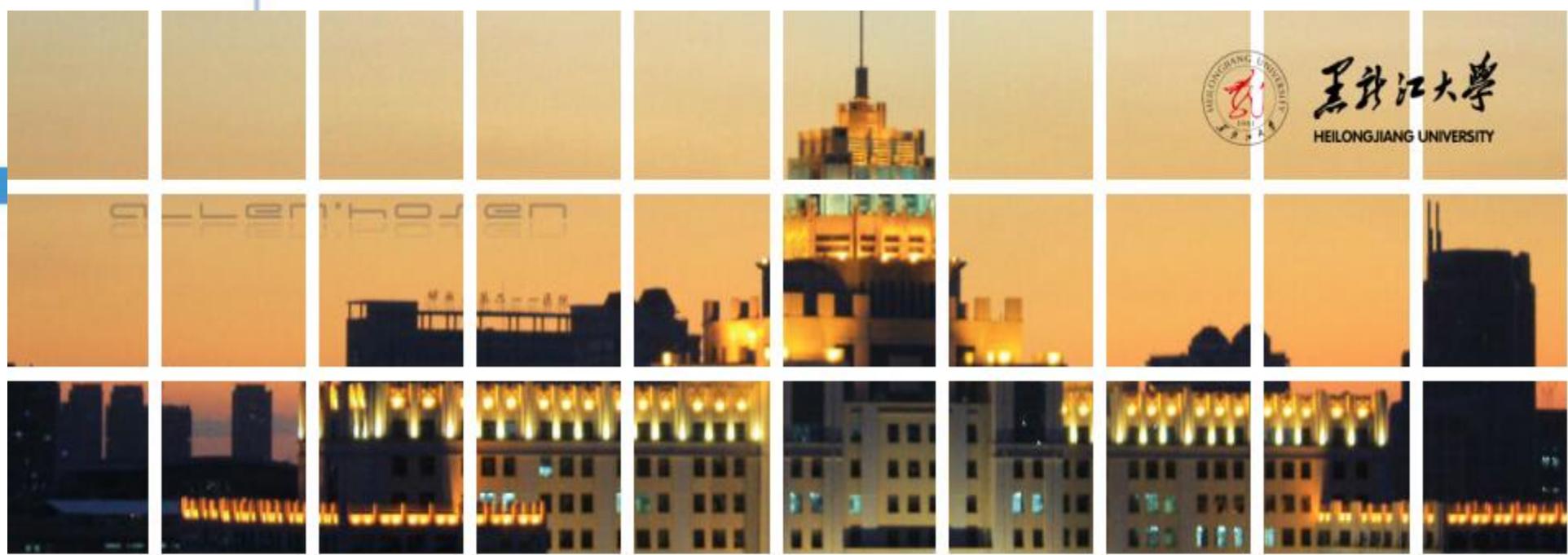
黑龙江大学 王瑞 2017年4月15日

第一部分 大学英语教学改革背景介绍

第二部分 基于语料库和体裁的数据驱动的大学英语读写一体化教学模式

第三部分 基于语料库和体裁的数据驱动的特殊目的英语读写一体化教学模式

第四部分 商务英语初入职场的新书推荐



黑龙江大学应用外语学院
College of Applied Foreign Languages

第一部分

大学英语教学改革背景介绍

一、黑龙江大学简介



(一) 黑龙江大学历史沿革 (1)



革命圣地延安——我校前身就诞生在这里

革命圣地延安——我校前身在这里诞生



中国抗日军政大学校门



延安丁泉砭——延安俄文学校旧址

延安丁泉砭——延安俄文学校旧址

（一）黑龙江大学历史沿革 （2）

1941年03月：中国人民抗日军政大学第三分校俄文队

1942年06月：中央军委俄文学校

1944年07月：延安外国语学校

1946年11月：东北民主联军总司令部设外国语学校

1948年11月：哈尔滨外国语专门学校

1953年04月：哈尔滨外国语专科学校（高等教育部直属）

1956年06月：哈尔滨外国语学院

1958年09月：黑龙江大学

（二）黑龙江大学基本条件

黑龙江大学教学设施完备，教学条件优良，校区占地面积191万平方米，建筑面积115万平方米，教学仪器设备总值3.56亿元，馆藏文献593万册（件）；学校现有教职员工3,100余名，其中专任教师及科研人员2,000余名，研究生导师685人，具有高级职称的教师900余人；现有全日制在校学生34,000余名，研究生5,000余名。

2012年10月15日，黑龙江大学正式成为省部共建211院校。



（三）黑龙江大学学科专业设置

黑龙江大学学科门类齐全、综合优势明显，共设有33个教学院部，涵盖哲、经、法、教、文、史、理、工、农、管、艺11个学科门类的本科专业81个，博士学位授权一级学科5个，硕士学位授权一级学科28个，硕士专业学位类别11个，可设置二级学科博士点54个、二级学科硕士点199个；2个国家重点学科（含培育），1个学科群、12个一级学科为省级重点学科；拥有7个博士后科研流动站，3个博士后科研工作站。现拥有国家级特色专业10个、省级重点专业27个。

二、外语教学研究部/应用外语学院概况

(一) 历史沿革

黑龙江大学外语教学研究部的前身为黑龙江大学英语系公共外语教研室，1985年9月7日，以公共外语教研室为基础，成立独立教学单位——公共外语教学研究部，共有英、日、俄三个语种教师25名。2007年学校成立应用外语学院，与外语教学研究部合署办公。现已发展成为拥有184名教师的教学与研究单位。其中大学外语教师164人。

二个本科专业：

- 商务英语
- 商务俄语

二个硕士学位点：

- 外国语言学及应用语言学硕士学位点
- 翻译专业硕士（非文学笔译方向）

(二) 社会声誉

外语教学研究部/应用外语学院现在已经成为：

- “全国大学外语教学指导委员会” 委员单位
- “中国外语测评中心” 委员单位
- “大学外语四、六级考委会” 委员单位
- 全国“语言大数据联盟” 发起单位
- “全国国际商务英语研究会” 副理事长单位
- “黑龙江省商务英语学会” 会长单位
- “教育部英语类教学指导委员会商务英语协作组副组长单位”
- “黑龙江省外语教育学术交流基地” 主任单位

三、大学英语教学改革历程

➤ 第一阶段：启动

2002年黑龙江大学提出“加大公共外语教学改革的步伐，提高学生的国际竞争力”的要求，同时启动了“大学英语教学改革工程”。

➤ 第二阶段：《大学英语课程教学要求》（2004-2007）

大学英语教学改革切入点：“再造”大学英语教学流程

- 1) 四个转变：教学理念、教学模式、教学评估和教学管理
- 2) 实施大学英语教学“四年不断线”工程

➤ 第三阶段：大学英语教学改革深化阶段（2008-2014）

- 1) 基于网络的“交互式”大学英语“3+1”教学模式
- 2) 评价驱动的大学外语教学管理模式
- 3) 基于体裁的大学英语读写一体化教学模式

➤ 第四阶段：《大学英语教学指南》（2015-2017及未来）

- 1) 基于通识教育理念的大学英语课程建设
- 2) 国际交流能力培养体系（职场英语、学术英语、国际化素养）

四、前期大学英语教学改革取得的标志性成果

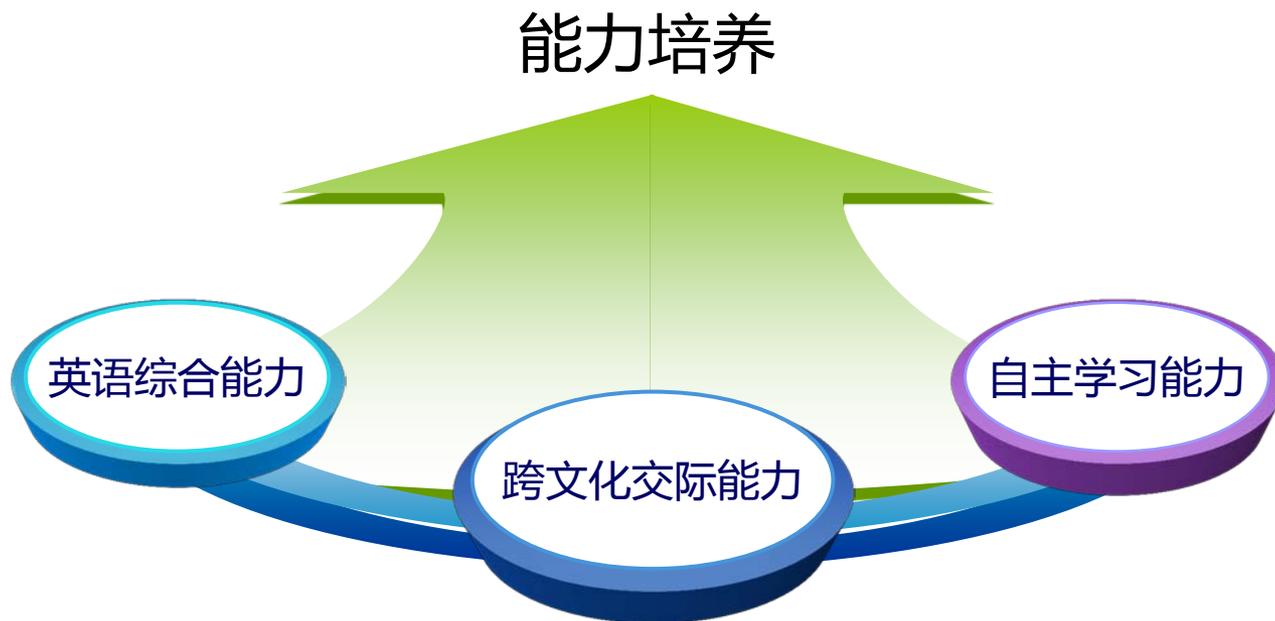
(一) 获得国家级教学成果二等奖1项

“基于网络的‘交互式’大学英语‘3+1’教学模式”（2009）



四、前期大学英语教学改革取得的标志性成果

基于网络的“交互式”大学英语“3+1”教学模式



过程化课程教学质量管理体系

四、前期大学英语教学改革取得的标志性成果

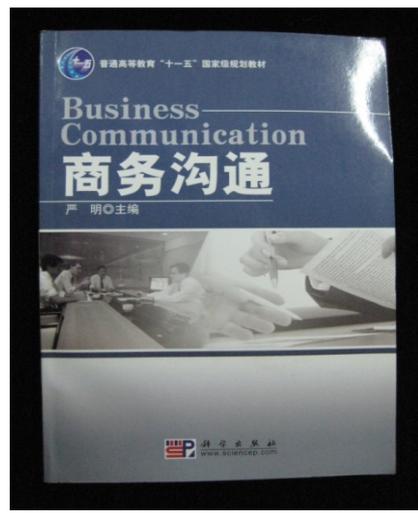
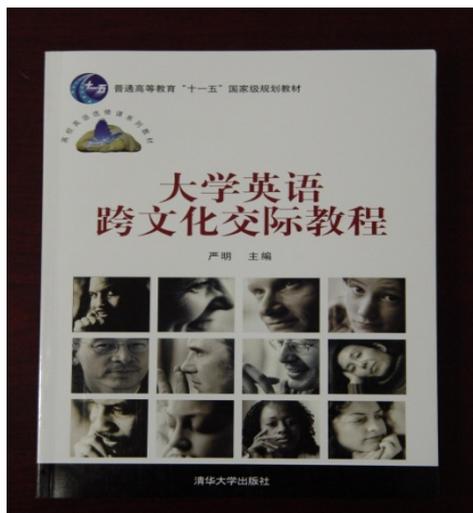
(二) 获得国家级精品课一门

《大学英语跨文化交际》课程，教育部国家级精品课程（2008）



(三) 国家级规划教材

- 《新通用大学英语》（高等教育出版社）
- 《大学英语跨文化交际教程》（清华大学出版社）
- 《商务沟通》（科学出版社）
- 《大学英语综合教程》（武汉大学）



（四）获得黑龙江省高等学校教学成果一等奖4项

“大学英语课程教学与教学管理改革的理论与实践”（2005）

“大学英语交际性语言测试模式研究”（2005）

“大学英语文化教学策略模式研究”（2007）

“评价驱动的大学英语教学管理模式研究”（2013）



四、前期大学英语教学改革取得的标志性成果

(五) 教学管理成果奖

黑龙江省普通高等学校教学管理质量奖

第一届黑龙江省普通高等学校教学管理质量奖（集体奖），2012年



五、“十三五”规划时期 黑龙江大学英语教学改革内容

（一）国家教育政策导向及未来发展趋势

1. 《国家中长期教育改革和发展规划纲要（2010-2020）》
2. 《全面提高高等教育质量的若干意见》教高[2012]4号（高教30条）
3. 教育部关于《普通高等学校本科教学评估工作的意见》（评估12条）
4. 刘贵芹司长（2012年3月、7月、9月）在总结大学英语教学改革的成绩与不足的基础上，提出了进一步加强和改进大学英语教学的思路：
 - 以实施素质教育为主题；
 - 以提高教学质量为核心；
 - 以提高英语综合应用能力为重点；
 - 以创新大学英语教学模式为突破口；
 - 以提高教师教学能力为保障。

五、“十三五”规划时期 黑龙江大学英语教学改革内容



(二) 外语教育教学理论学习

1. 课程语言观与语言能力观

- 1) 社会认知语言观 (Kern: socio-cognitive perspective of literacy)
- 2) 作为语篇的语言 (McCarthy & Carter: language as discourse)
- 3) “基本人际沟通技能”与“认知学术语言能力”
(Cummins: Basic Interpersonal Communicative Skills /Cognitive Academic Language Proficiency)

五、“十三五”规划时期 黑龙江大学英语教学改革内容



(二) 外语教育教学理论学习

2. 课程教学理论

- 1) 教学有效性 (Teaching and Learning Effectiveness)
- 2) 体裁教学法 (Genre-based language teaching)
- 3) ESP研究 (EGAP, ESAP, EVP, etc.)
- 4) 高端思维 (Higher-order thinking skills, critical thinking skills)
- 5) 认知学术英语学习方法 (Chamot & O' Malley: Cognitive academic language learning approach, CALLA)
- 6) 评价: 评学、促学与为学 (Assessment OF, FOR, and AS learning)
- 7) 外语教育探索: “英语教学元知识体系” (meta-knowledge of language teaching and learning)

五、“十三五”规划时期 黑龙江大学英语教学改革内容



(三) 大学生的英语学习需求

大学生的英语学习需求分析表明：

1. 本科阶段
 - 1) 外语基础学习
 - 2) 专业学习
2. 本科阶段后
 - 1) 继续学习：
 - 国内：读研
 - 国外：留学
 - 2) 就业：涉外企业就业

五、“十三五”规划时期 黑龙江大学英语教学改革内容

（四）课程教学目标和目的

1. 课程教学目标

以学生的需求为导向，夯实学生的基础英语语言技能，培养**专业英语（学术和职场英语）沟通能力**，使学生能在今后学习、工作和社会交往中运用英语获取专业知识和进行有效交际，以适应未来职业发展的需要。

五、“十三五”规划时期 黑龙江大学英语教学改革内容

（四）课程教学目标和目的

2. 课程教学目的

- 夯实基础英语语言技能
- 培养专业英语沟通能力
- 了解专业英语话语实践
- 发展高端思维能力
- 培养自主学习能力
- 拓宽国际视野
- 增强跨文化交际能力
- 提高综合文化素养

五、“十三五”规划时期 黑龙江大学英语教学改革内容

(五) 课程教学要求

1. 学分制为平台，实施分类分级教学

充分考虑学生在英语语言能力发展上的差异，尊重学生个体的学习需要，根据个性化教育原则，大学英语课程以学分制为平台，实行分类、分级和分流教学管理。

该课程学习的学分要求为12学分，其中

- 必修课：10学分
- 选修课：2学分

(注：12学分以外的大学英语选修课学习计入学校“通识选修课程”学分。)

五、“十三五”规划时期 黑龙江大学英语教学改革内容

(五) 课程教学要求

2. 课程设置

大学英语课程包括**必修**和**选修**两类课程体系，既照顾起点较低的学生，又为基础较好的学生创造个性化发展的空间；在帮助学生打下扎实语言基础的同时，侧重**特殊目的英语**课程的教学，确保不同层次和不同发展方向的学生在英语应用能力方面得到充分的训练和提高，满足**专业学习**和**职业发展**的需要。

五、“十三五”规划时期 黑龙江大学英语教学改革内容



(五) 课程教学要求

3. 必修课程设置

课型	授课对象	教学要求	课程类型	学时	学分
A课型	主体学生	四级	必修	186	10
B课型	特长类学生	二级	选修	48	2
C课型	零起点学生	预备二级			
D课型	东语学院第二外语学生	四级	必修	224	12

五、“十三五”规划时期 黑龙江大学英语教学改革内容

(五) 课程教学要求

4. 选修类课程设置

在该教学阶段，学生可根据未来专业和职业生涯发展的需要，自主选择学习。课程资源主要包括：基础英语、高级英语、学术英语、职场英语、英语测试和人文素养六个选修课课程群。要求学生限定选修任何2门课程，48学时，2学分（每门课程24学时，1学分）。

五、“十三五”规划时期 黑龙江大学英语教学改革内容

(五) 课程教学要求

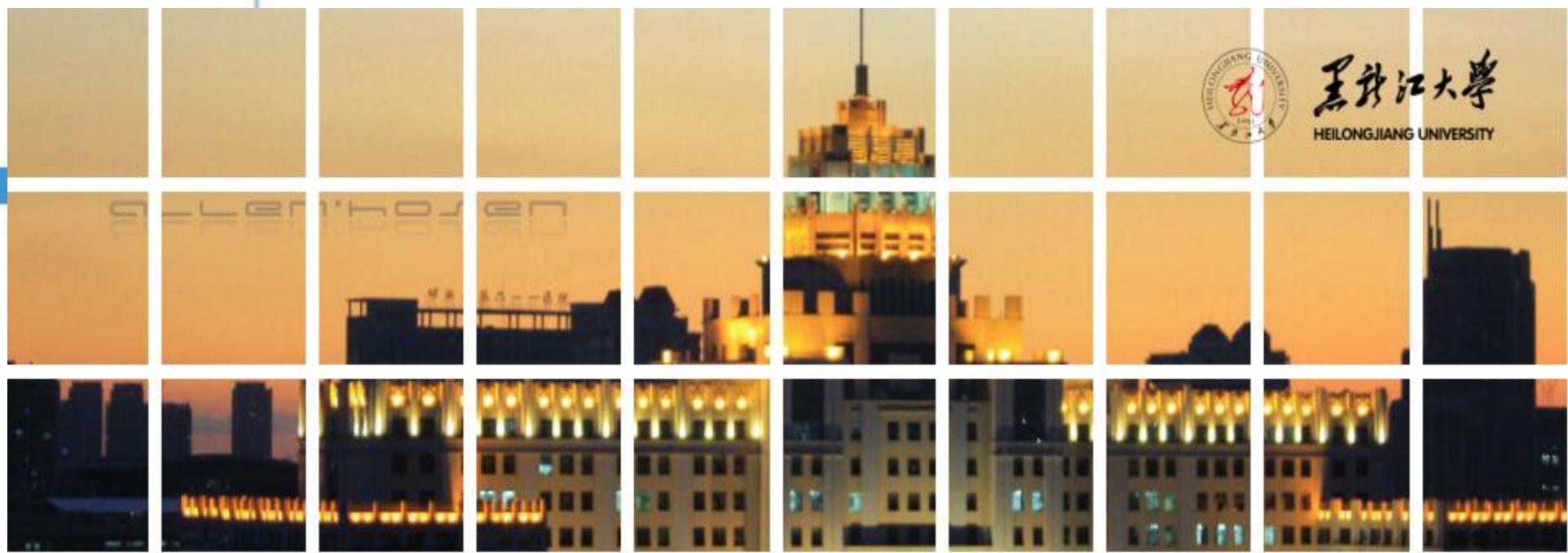
5. 选修类课程模块

	授课对象	教学目的
基础英语类课程群	“四级教学要求”中英语语言能力发展不平衡的学生和完成“二级教学要求”与“预备二级教学要求”学习任务的学生	有效地弥补和矫正外语学习中的不足。教学过程中注重语言能力的诊断，强调相应语言知识体系的掌握和技能的培养
高级英语类课程群	准备参加研究生入学考试和需要进一步提高语言能力的学生	系统地培养学生的高级英语技能
学术英语类课程群	毕业后准备从事学术研究和专业实践的学生	掌握相应专业的学术沟通规范和专业话语实践能力，有效地适应未来的专业学习、双语教学、出国学习和学术实践等学术活动，提高专业竞争力
职场英语类课程群	毕业后准备进入涉外企事业单位就业的学生	了解全球化背景下的职场话语实践，增强跨文化沟通能力，提高职场竞争力
英语测试类课程群	需要参加大学英语四六级考试、研究生入学考试、学术英语和职场英语类考试的学生	掌握相关考试的考核能力及其构成、题型、评分标准、分数解释和应试策略等方面的知识，提高应试能力
人文素养类课程群	有意增强全球化意识，提高自身文化素养的学生	理解中西方社会与文化，了解和尊重中西方文化差异，拓宽国际视野、提高跨文化交际能力，为今后的专业和职业发展奠定基础

五、“十三五”规划时期 黑龙江大学英语教学改革内容

(六) 课程教学模式

- 基于网络的“交互式”大学英语“3+1”教学模式
- 评价驱动的大学外语教学管理模式
- 基于语料库和体裁数据驱动的大学英语读写一体化教学模式
- 国际交流能力（学术英语、职场英语、过际化素养）教学模式”
- 基于通识教育理念的大学英语课程建设



黑龙江大学应用外语学院
College of Applied Foreign Languages

第二部分

基于语料库和体裁的数据驱动的 大学英语读写一体化教学模式

一、总体设计



(一) “基于体裁的大学英语读写一体化教学模式”

该学模式是以现代教育教学理论、社会认知语言观和外语教育教学的本土诉求为指导，以话语分析、体裁知识和体裁教学研究为支撑，集“显性”与“隐性”、“归纳”与“演绎”等方法于一体的读写一体化教学模式。

(二) “基于语料库和体裁的数据驱动的教学模式”

构建“基于语料库和体裁的数据驱动的英语教学模式”，语料库特有的语境共现界面能够批量地呈现目标词的使用语境，可以推演出一系列句法、语义、语篇和语用规则。通过语料库驱动的教学模式构建，可以在教学中引导和激励学生自己动手检索、观察、体验、发现、分析和归纳各种英语语言使用现象，了解和掌握交际语境下英语语言使用的词汇、语法、修辞、文本和体裁等特征，在深化语言知识的同时，培养学生分析、归纳和探究的高端思维能力，提高学生英语话语实践能力。

(三) 教学目的

培养和提高

- 体裁意识：语境意识、文本意识、语步结构知识、修辞意识、词汇语法特征等
- 学生基于体裁的大学英语基础写作能力
- 学生基于体裁的专业英语（学术和职场英语）的写作能力
- 学生的高端思维能力
- 学生获取专业知识和学术探究的能力
- 了解学术与专业实践共同体的规约

(四) 体裁范围

- ① 大学英语基础体裁：记叙文、描写文、说明文和议论文
- ② 学术英语基础体裁：笔记、概要、简答、图表评述、学术短文和读书报告等
- ③ 专业写作体裁：
 - 学术英语体裁：摘要、学术文章、研究报告、本科学位论文、研究计划、研究报告、实验报告和文献综述
 - 职场英语体裁：便条、备忘录、函电、会议纪要、营销计划、合同、项目建议书、报告、新闻发布稿、新闻报道、商务计划和年度报告等

(五) 大学英语基础体裁

大学英语基础体裁：记叙文、描写文、说明文和议论文

《新视野大学英语读写教程 2》自主学习指导写作部分

序号	单元	教材写作内容	大学英语基础写作课程教案内容	授课重点
1	Unit 1 Time-Conscious Americans	General statement supported by specific details and reasons (Deduction)	可参考 Chapter 8 Argumentation writing 中的 Deduction	General statement supported by specific details and reasons (Deduction)
2	Unit 2 Learning the Olympic Standard for Love	General statement supported by details (Deduction)	可参考 Chapter 8 Argumentation writing 中的 Deduction	
3	Unit 3 Marriage Across Nations	Topic + correction of one ideas + another idea (Refutation and Persuasion)	可参考 Chapter 9 Argumentation 中的 refutation and persuasion	Topic + correction of one ideas + another idea (Refutation and Persuasion)
4	Unit 4 A Test of True Love	Point of view + reasons (Deduction)		
5	Unit 5 Weeping for My Smoking Daughter	(1) Cause-effect (Argumentation) (2) Description (Para. 1) (Para. 2-3) (3) Time sequence (Narration) (Para. 2-6) Narration + Description + Argumentation	(1) 可参考 Chapter 6 Exposition 中的 Cause and Effect (2) 可参考 Chapter 2 Description (3) 可参考 Chapter 3 Narration	Cause-effect
6	Unit 6 As His Name Is, So Is He!	(1) Exemplification (Para. 4-7) (2) Point of view + comparison + result (Para. 7)	可参考 Chapter 5 中的 Comparison	
7	Unit 7 Lighten Your Load and Save Your Life	(1) Problem-solution (全文线索) (2) Cause and effect (Para. 3-5)	Cause-effect 可参考第 5 单元中的内容	Problem-solution
8	Unit 8 There's a Lot More to Life than a Job	Argumentation + supporting facts (Deduction----General statement supported by details)	可参考第 1 单元 Deduction	
9	Unit 9 Never Be a Quitter in Face of Life	Statement + denial and correction (Refutation)	可参考第 3 单元 refutation and persuasion	

注：带有黄色阴影的是 4 次写作课程内容

(六) 学术英语体裁

选修类课程设置—学术英语类课程群

课程名称	专业英语	学术英语写作
	高级社会科学英语读写	学术英语概要写作
	高级法律英语读写	学术英语简答写作
	高级新闻英语读写	学术英语学术短文写作
	高级哲学英语读写	学术英语文章写作
	高级旅游英语读写	学术英语论文写作
	高级文学英语读写	英作与修辞语写
	高级教育学英语 读写	对比修辞与英语写作
	高级科技英语读写	

一、总体设计



(七) 职场英语体裁

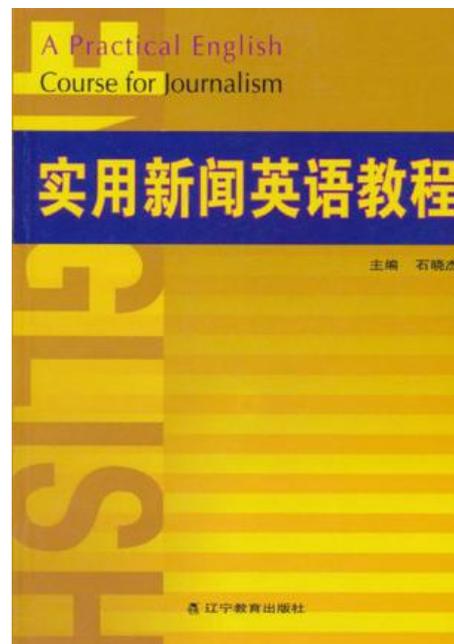
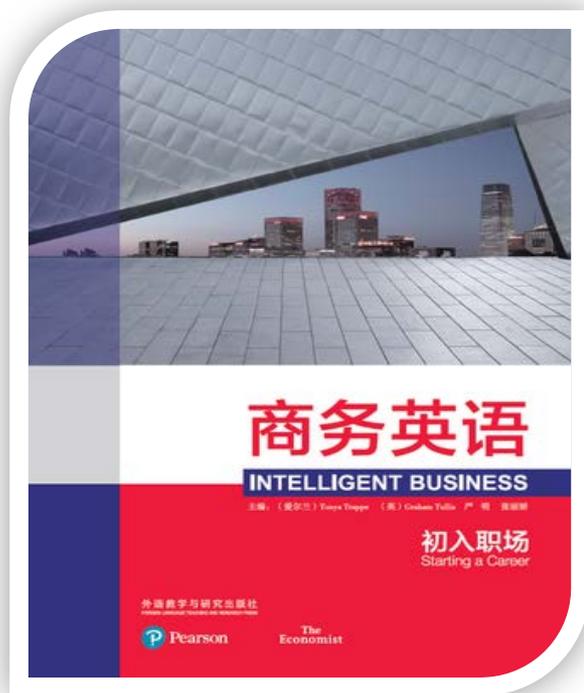
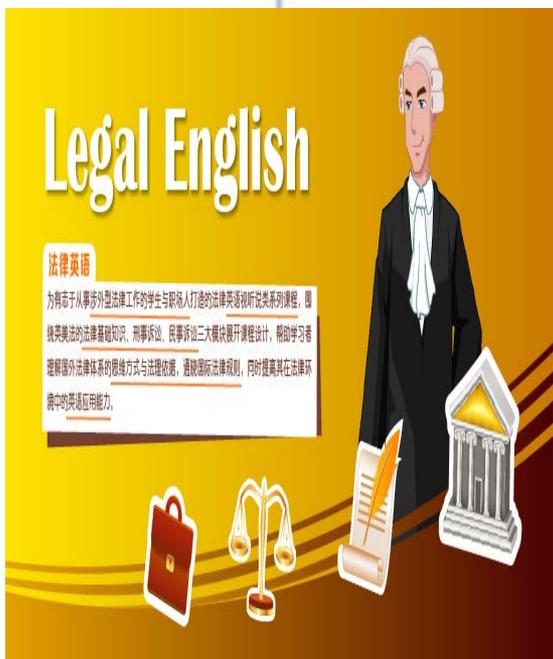
选修类课程设置——职场英语类课程群

课程名称	商务类			写作类	翻译类
	创业教育（英语）	跨文化管理（英语）	国际商务文化（英语）	职场商务英语写作	法律英语翻译理论与实务
	商务导论（英语）	国际商务合同理论与实务（英语）	国际商法导论（英语）	职场法律英语写作	商务英语翻译理论与实务
	市场营销（英语）	国际商法（英语）	国际贸易与结算实务（英语）	职场科技英语写作	跨文化交际翻译
	商务与管理沟通（英语）	国际商务谈判（英语）	国际支付（英语）	职场新闻英语写作	科技英语翻译理论与实务
	跨文化商务交际（英语）	酒店管理（英语）	商务英语I	职场文秘英语写作	
	商务英语II	商务英语III	商务英语IV		

一、总体设计



(八) 经管类、法律类、新闻类等特殊目的英语实验班



二、基于语料库和体裁的数据驱动的商务英语教学模式

(一) 背景

自2012年，在经济工商管理学院大学外语教学中，探索基础教学阶段商务英语等特殊目的英语（ESP）教学模式，实现由“英语综合应用能力培养”向“特殊目的英语（ESP）能力培养”的转变。

(二) 实验对象

学院	年级	学生人数	教师人数	教师学缘学历情况
经济与工商管理 学院	2012级	1085	10	其中博士1人，硕士9人。5人具有外校学缘，8人有经济类学习背景。
	2013级	795	10	其中硕士9人，硕士在读1人。6人具有外校学缘，8人有经济类学习背景。
	2014级	625	9	硕士学位9人。8人具有外校学缘，9人有经济类学习背景。
	2015级	893	10	硕士学位10人。7人具有外校学缘，9人有经济类学习背景。
	2016级	882	9	其中博士学位1人，硕士学位7人。7人具有外校学缘，9人有经济类学习背景。

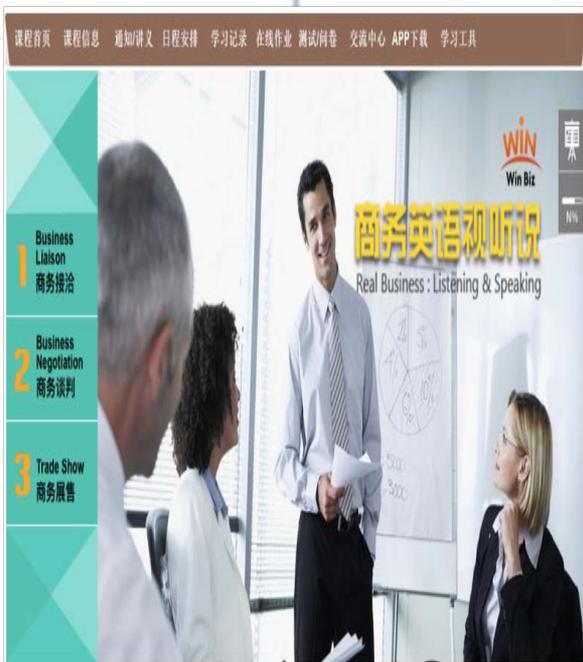


(三) 教学理念

根据社会认知语言观和社会建构主义教育理念，结合先进的外语教学理论与实践，**倡导自主、合作、探究和体验式学习**，突出能力培养，课下**结合网络自主学习资源平台**，提供丰富的教学资源；通过课程教学，拓宽国际视野，发展高端思维能力，提高综合文化素养，增强跨文化交际能力，培养学生熟练运用英语从事**商务活动的话语实践能力**。

（四）使用教材

《商务英语视听说（基础篇）》、《商务英语初入职场》、《商务英语》是外语教学研究出版社教材，具有全球化视野和鲜明的时代特色。



(五) 体裁范围：职场英语体裁

课程题材和体裁丰富，题材涉及全球化、国际营销、公司运行、技术创新和商务活动等方面；视听说教学涉及口头演讲、报告、对话和独白等体裁，读写和翻译教学涉及案例、便条、备忘录、函电、会议纪要、营销计划、合同、项目建议书、报告、新闻发布稿、日程表、新闻报道、商务计划和年度报告等体裁；基本语言表达功能100余种，商务语言表达技能160余种，商务技能70余种。

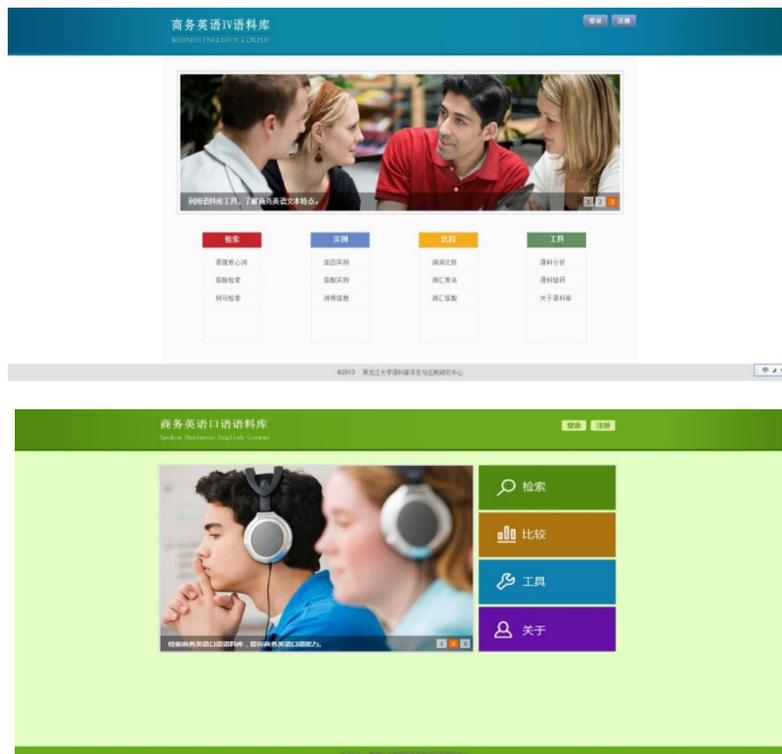
(六) 商务英语语料库

1. 类别

研发并建设了拥有独立知识产权的2个语料库：

➤ 商务英语笔语语料库

➤ 商务英语口语语料库



二、基于语料库和体裁的数据驱动的商务英语教学模式

(七) 商务英语语料库

2. 容量

规模约为254万词次，主题涵盖商务报道、国际金融、会计学、市场营销、战略管理、人力资源等领域，内容包含真实学术商务英语文本以及商务英语信函、企业年报等真实专业商务英语文本4万余篇。

(七) 商务英语语料库

3. 教学目的

该语料库能够引导和激励学生自己动手检索、观察、体验、发现、分析和归纳各种商务英语语言使用现象，鼓励学生自主归纳和发现，改变单纯的英语语言知识讲授，了解和掌握**商务交际语境下英语语言使用的词汇、语法、修辞、文本和体裁等特征**，在深化语言知识的同时，培养学生分析、归纳和探究的高端思维能力，提高学生商务英语话语实践能力。

（七）商务英语语料库

4. 语料库功能

本语料库具有“检索”、“实例”、“比较”和“工具”四大功能。

（1）检索：

该部分包括“语境核心词检索”、“搭配检索”和“例句检索”。

- **语境核心词检索：**以“loan”为例，学生可检索语料库中包含该词的语句，学生可以直观地观察到该词在具体语境中的使用情况。
- **搭配检索：**以“open”为例，学生可检索该词与不同词性词汇的搭配情况。
- **例句检索：**以“recruit”为例，使用者可检索语料库中出现该词的所有句子。

(七) 商务英语语料库

4. 语料库功能

本语料库具有“检索”、“实例”、“比较”和“工具”四大功能。

(2) 实例

该部分包括“信函实例”、“搭配实例”和“词频信息”。

信函实例：以“Customer Service Letters”为例，学生可以查阅有关客户服务方面的真实商务英语信函。

(七) 商务英语语料库

4. 语料库功能

本语料库具有“检索”、“实例”、“比较”和“工具”四大功能。

(2) 实例

该部分包括“信函实例”、“搭配实例”和“词频信息”。

搭配实例：该部分包括“动词+名词搭配”、“形容词+名词搭配”、“副词+动词搭配”、“副词+形容词搭配”和“动词+介词搭配”。以“动词+名词搭配”为例，学生可查阅语料库中动词与名词搭配出现的频率。学生还可以进一步查阅各种搭配在具体语境中的所有信息。

(七) 商务英语语料库

4. 语料库功能

本语料库具有“检索”、“实例”、“比较”和“工具”四大功能。

(2) 实例

该部分包括“信函实例”、“搭配实例”和“词频信息”。

词频信息：学生可以浏览动词、名词、形容词、介词和连词在语料库中出现的频率。以“名词”为例，学生可以查阅语料库中名词出现的频率。学生还可以进一步查阅该词在具体语境中的所有信息。

(七) 商务英语语料库

4. 语料库功能

本语料库具有“检索”、“实例”、“比较”和“工具”四大功能。

(3) 比较

该部分包括“词词比较”、“词汇用法比较”和“词汇搭配比较”三部分。

词词比较：包括动词比较、形容词比较、名词比较和副词比较。以“动词比较”为例，学生可输入两个动词进行对比，例如：

(七) 商务英语语料库

4. 语料库功能

本语料库具有“检索”、“实例”、“比较”和“工具”四大功能。

(4) 工具

该部分包括“自动断句”、“词性赋码”、“词性分布”、词法分析、搭配分析和语段分析六部分，旨在帮助学生对其感兴趣的文本进行基于语料库的初步分析，了解具体文本中词汇的使用频率、词性分布和搭配等情况。

(八) 教学资源平台建设

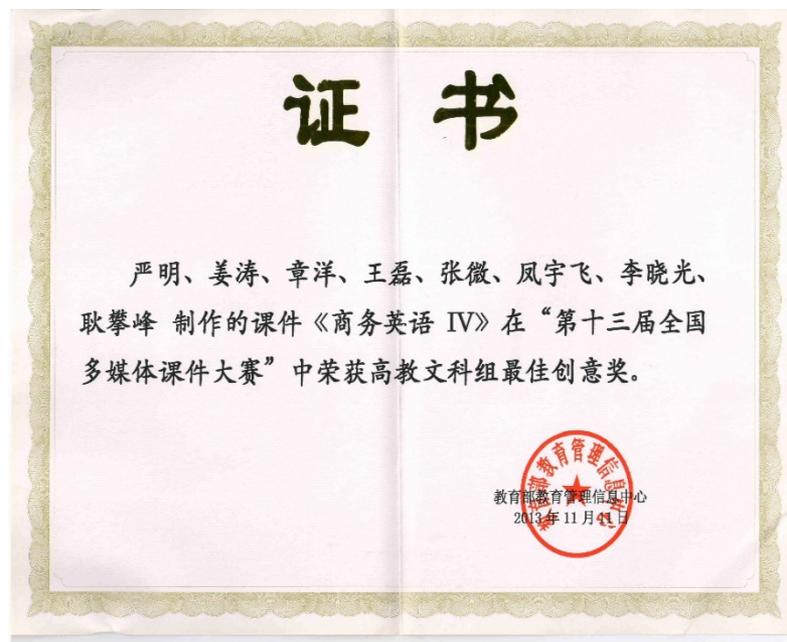
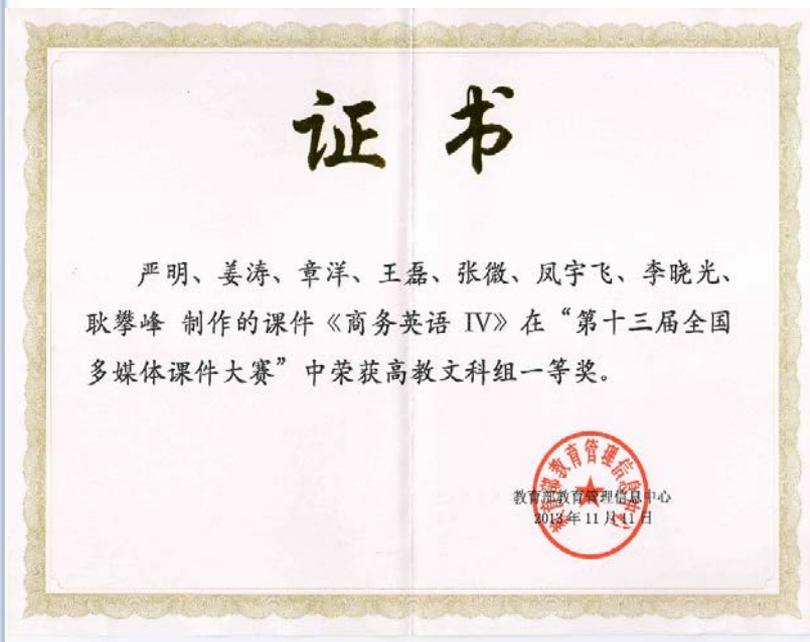
- 《综合教程》
 - 《商务英语IV》教学资源平台建设
- 《听说教程》
 - 《高级商务英语视听说III》
教学资源平台建设



(九) 全国多媒体课件大赛一等奖 (2013)

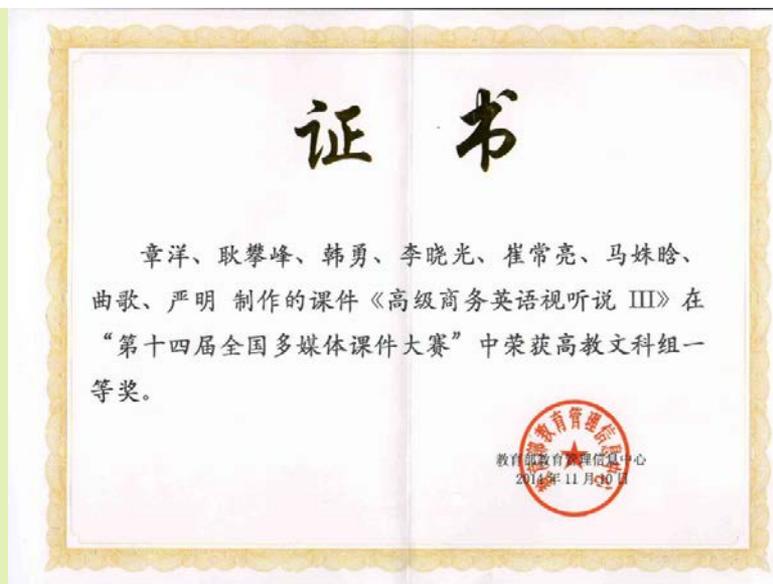
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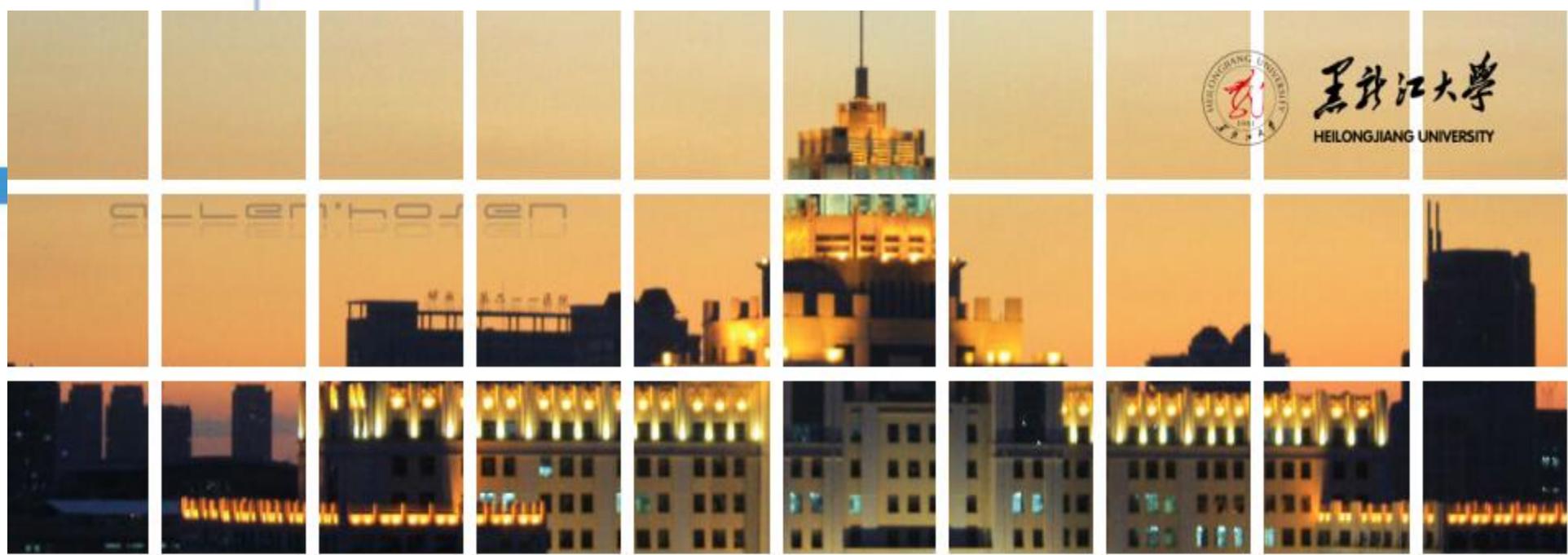
第十三届全国多媒体课件大赛一等奖及创意奖



（九）全国多媒体课件大赛一等奖（2014）

《高级商务英语视听说III》：第十四届全国多媒体课件大赛一等奖





黑龙江大学
HEILONGJIANG UNIVERSITY

黑龙江大学应用外语学院
College of Applied Foreign Languages

第三部分

基于语料库和体裁的数据驱动的特殊目的英语读写一体化教学模式

目录
Contents

一、初次阅读
(**First Reading**)

四、共同写作
(Collabrative Writing)

二、二次阅读
(**Second Reading**)

五、独立写作
(Creative Writing)

三、三次阅读
(**Third Reading**)

六、主要问题

一、初次阅读 (First Reading)



- 目的1：熟悉背景信息
- 目的2：了解仲裁概念



一、初次阅读 (First Reading)

目的1：熟悉背景信息

该部分旨在让学生了解文本的主题、文化和情境等相关信息。



一、初次阅读 (First Reading)

例如:

Toyota Motor Corporation (Japanese: トヨタ自動車株式会社
Hepburn: Toyota Jidōsha KK?, IPA: [toˈjota], /tɔɪˈoʊtə/) is a Japanese automotive manufacturer headquartered in Toyota, Aichi, Japan. In March 2014, the multinational corporation consisted of 338,875 employees worldwide[4] and, as of February 2016, was the 13th-largest company in the world by revenue. Toyota was the largest automobile manufacturer in 2012 (by production) ahead of the Volkswagen Group and General Motors.[6] In July of that year, the company reported the production of its 200-millionth vehicle.[7] Toyota is the world's first automobile manufacturer to produce more than 10 million vehicles per year. It did so in 2012 according to OICA,[6] and in 2013, according to company data.[8] As of July 2014, Toyota was the largest listed company in Japan by market capitalization (worth more than twice as much as #2-ranked SoftBank)[9] and by revenue.[10][11]

一、初次阅读 (First Reading)

● 目的2: 了解体裁概念

该部分旨在让学生初步了解某一体裁的基本结构和语篇功能。



一、初次阅读 (First Reading)

例如：

商务报告是某一企业内部或与其他企业间传递信息，进行沟通的一种工具，是报告人针对某种特殊的商务目的，向一个或多个人或主管部门提供的公正、客观有计划的、较为详细的事实陈述。商务报告可以为决策的制定提供必要的信息、帮助当事人了解复杂的企业情况、计划进程、提供解决问题的方法、使上级领导针对一系列事件做出相应的决策。

一、初次阅读 (First Reading)

针对文本背景知识的检测，旨在激活学生的认知图示

○ 读前自测

○ 读后自测

考察学生对某一体裁的基本结构

文

根据反馈结果提示需复习与强化的内容。

○ 小测 1

1. 丰田公司的发展历程主要分为___阶段?
A. 3个 B. 2个 C. 4个 D. 5个
2. 报告 (report) 的基本结构特征包括执行摘要 (executive summary) 引言 (introduction)、问题 (issues)、分析 (analysis) ____和结论 (conclusion)
A. 摘要 (abstract)
B. 建议 (recommendations)
C. 发现 (findings)
D. 讨论 (results)

二、二次阅读 (Second Reading)



目的1：探索语言特征

目的2：掌握概念及术语



二、二次阅读 (Second Reading)

目的1: 探索语言特征

- Tips1: 词汇
- Tips2: 句子
- Tips3: 语篇衔接
- Tips4: 结构修辞

•Tips1:
词汇

二、二次阅读 (Second Reading)

Rank	Freq	Word
1	37	toyota
2	13	toyotas
3	8	company
4	7	production
5	6	development
6	5	also
7	5	people
8	5	time
9	4	car
10	4	economic
11	4	opportunities
12	4	process
13	4	strategies
14	4	thereof

1

频率

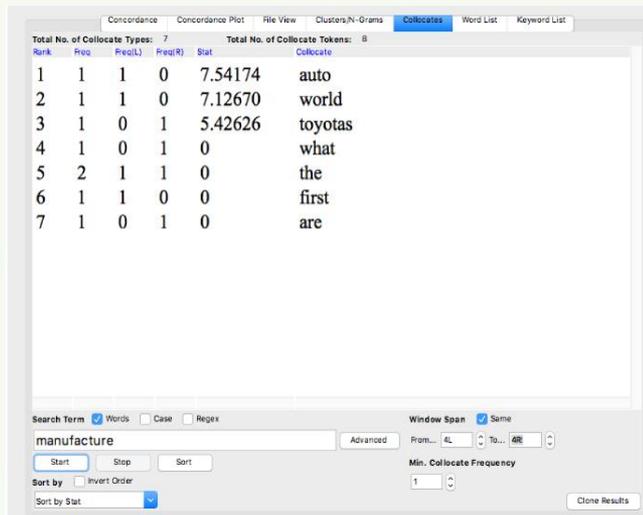
2

类联接

Hit	File
1	on_NN shall_MD be_VB bared_VVN by_IN Toyota_NP w sample repo
2	s_NNS may_MD be_VB closed_VVN down_RP .SENT sample repo
3	ded_VVD to_TO be_VB done_VVN beforehand_RB becau sample repo
4	ded_VVN to_TO be_VB paid_VVN ,_ if_IN this_DT is_V sample repo
5	ts_NNS can_MD be_VB produced_VVN in_IN the_DT sai sample repo
6	yota_NP can_MD be_VB set_VVN up_RP so_RB easily_R sample repo
7	ket_NN may_MD be_VB turned_VVN off_RP and_CC lose sample repo
8	J machines_NNS were_VBD brought_VVN in_IN .SENT sample repo
9	_, which_WDT was_VBD founded_VVN in_IN 1933_CI sample repo
10	all_DT work_NN are_VBP done_VVN according_VVG to_ sample repo
11	employees_NNS are_VBP more_RBR committed_VVN to sample repo
12	t_NN ,_ etc._FW are_VBP needed_VVN to_TO be_VB pai sample repo
13	NP Company_NP is_VBZ headquartered_VVN in_IN Toyo sample repo

•Tips1:
词汇

二、二次阅读 (Second Reading)



Concordance Concordance Plot File View Clusters/N-Grams **Collocates** Word List Keyword List

Total No. of Collocate Types: 7 Total No. of Collocate Tokens: 8

Rank	Freq	Pre(L)	Post(R)	Stat	Collocate
1	1	1	0	7.54174	auto
2	1	1	0	7.12670	world
3	1	0	1	5.42626	toyotas
4	1	0	1	0	what
5	2	1	1	0	the
6	1	1	0	0	first
7	1	0	1	0	are

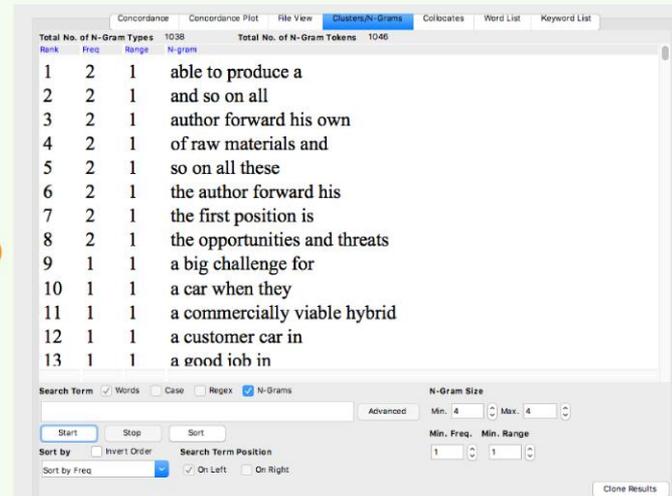
Search Term Words Case Regex Window Span Same
 manufacture Advanced From: 4L To: 4R
 Start Stop Sort
 Sort by Invert Order
 Sort by Stat
 Min. Collocate Frequency: 1
 Clone Results

3

搭配

4

词束



Concordance Concordance Plot File View Clusters/N-Grams **Collocates** Word List Keyword List

Total No. of N-Gram Types: 1038 Total No. of N-Gram Tokens: 1046

Rank	Freq	Range	N-gram
1	2	1	able to produce a
2	2	1	and so on all
3	2	1	author forward his own
4	2	1	of raw materials and
5	2	1	so on all these
6	2	1	the author forward his
7	2	1	the first position is
8	2	1	the opportunities and threats
9	1	1	a big challenge for
10	1	1	a car when they
11	1	1	a commercially viable hybrid
12	1	1	a customer car in
13	1	1	a good job in

Search Term Words Case Regex N-Grams N-Gram Size
 manufacture Advanced Min. 4 Max. 4
 Start Stop Sort
 Sort by Invert Order Search Term Position
 Sort by Freq On Left On Right
 Min. Freq. Min. Range
 1 1
 Clone Results

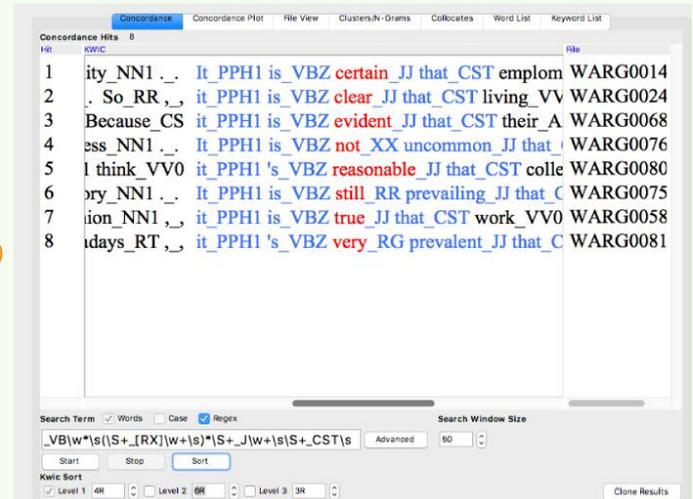
•Tips2:
句子

二、二次阅读 (Second Reading)

描述性信息包括文
本中的句子数量、
平均句长、句法复
杂程度和句法相似
性等。

1 描述性信息

2 句型 (patterns)



•Tips3:
语篇衔接

二、二次阅读（Second Reading）

语篇层面主要关注常见的衔接手段，包括指称（reference）、替代（substitution）、省略（ellipses）、连接（conjunction）和词汇衔接（lexical cohesion）等。



•Tips4:
结构修辞

二、二次阅读（Second Reading）

旨在让学生熟悉某一体裁常用的修辞结构（段落及以上层面，如skeletal、**template**和rhetorical mode等）。



二、二次阅读 (Second Reading)

○ 读前自测

○ 读后自测

根据反馈结果提示需复习与强化的内容。

Corpus-based blank-filling

小测 2

- 1. 丰田公司的发展历程主要分为__阶段?
•A. 3个 B. 2个 C. 4个 D. 5个
- 2. 报告 (report) 的基本结构特
括执行摘要 (executive
summary) 引言
(introduction)、问题
(issues)、分析 (analysis)
____和结论 (conclusion)
•A. 摘要 (abstract)
•B. 建议 (recommendations)
•C. 发现 (findings)
•D. 讨论 (results)

- 填空
- 匹配
- 判断
- odd one out
- 段落回填
- paraphrase
- 简答
- 概要写作
- ★ 造句
- ★ 搭配练习
- ★ 对比修辞写作
- ★ 概念谱系
- ★ 句型改写

学生根据阅读的文本画概念谱系图，并可以对照事先设计好的概念谱系。

1. Before class (brain storming): concept mapping discussion.
思路1: 根据高频词汇完成概要写作。
2. In class (brain storming): scaffolded (frame/skeleton) concept mapping (brainstorming) discussion.
思路2: 根据自己熟悉的词汇完成概要写作。
3. After class (brain storming): concept mapping (individual or collaboratively) discussion.
思路3: 根据自己熟悉的词汇完成概要写作。

三、三次阅读 (Third Reading)



目的1：熟悉体裁整体结构

目的2：了解体裁功能



三、三次阅读 (Third Reading)

目的1: 熟悉体裁整体结构

报告是针对某种特殊的商务目的传递信息的一种体裁。其目的是为企业内部或其他企业之间提供信息、制定决策、解决问题提供依据。报告可以分为信息型、分析型和信息分析混合型报告。信息型报告应该客观准确的陈述事实。分析型报告, 也叫做评价型报告, 在陈述事实的基础下还要对事实进行评价。报告的读者主要是对报告具有决策权的人员, 其次是报告所涉及到的人员。报告正文包括引言、主体和结论三个部分。报告的语步通常包括陈述报告的目的, 以便读者了解报告的内容和意义; 提出待解决问题, 引起读者的注意和重视; 呈现、分析收集的数据, 强调报告的科学性; 给出解决问题的方法和途径, 目的是使读者认可接受。报告中经常出现一些表格、图表和图片, 使数据一目了然。报告具有告知、描述和解释性文本的特征, 要求语言准确客观、清楚明了, 尽量避免重复、做到言简意赅。

三、三次阅读 (Third Reading)

Executive summary

The aim of this report is to analyze Toyota Auto Corporation's strengths, weaknesses, opportunities and the threats through using SWOT method. At the same time, Graham proposed development displayed in the process of case analyzing. The major problems in this article are: what makes Toyota increase the vehicle first Auto manufacturer? What are the Toyota's strategies? The purpose of the "Toyota and us" are: the main purpose is to identify Toyota's problems and opportunities, and finally to find out the reasons caused these problems. In the end of the article, the author forward his own opinions and recommendations for the Toyota's developing.

Introduction of the Toyota

Toyota is Japan's largest car manufacturer, which was founded in 1933, and Toyota Company's headquarters is Toyota City, Aichi Prefecture, Japan. In 1937, Toyota merged into Toyota Motor Co., whose other Toyota-related activities, including Toyota Machine Co., Ltd. in 1941, and Toyota Body Co. in 1949, to be produced in 1955. Toyota's corporate identity, the "three volumes" were set to "People, planet and profit". In 1997, the company obtained the patent rights for Toyota. Today, Toyota has assembly plants and distribution in many countries, the company also has the usual Toyota production system vehicles, the so-called "other parts" number and work materials, such as synthetic resin, electronic parts, and the

Issues of the article

With the economic globalization development, more and more automobile enterprises appeared, followed by the more and more intense competitive pressure. In addition, global ecological limitability and various stakeholders a great impact on the automotive industry development. Economic globalization and rising cost of raw materials and labor competition in the automotive industry is also getting so on. All these questions caused every company must reposition its self, recreate the development strategy.

SWOT analysis of Toyota

Improvement of the SWOT analysis method, to enhance and development activities was carried out in order to meet the requirements of the market. The research and development activities were carried out by Toyota. It was able to provide a comprehensive SWOT analysis. In addition, Toyota also had the support of the social resources, which helped to provide a comprehensive and accurate SWOT analysis.

On Toyota's innovation process, with Toyota's production system (TPS), all workers are allowed to participate in the process. Follow a "just in time" method, workers are able to identify any problems that occur and report them to the next worker. This is a key to Toyota's success. In addition, Toyota's innovation process is also a key to Toyota's success. TPS is a key to Toyota's success. In addition, Toyota's innovation process is also a key to Toyota's success.

Toyota's innovation process is also a key to Toyota's success. TPS is a key to Toyota's success. In addition, Toyota's innovation process is also a key to Toyota's success. TPS is a key to Toyota's success. In addition, Toyota's innovation process is also a key to Toyota's success.

Recommendation

As the largest automobile manufacturer company, Toyota should pay the most attention to the market and the environment. Toyota is starting at the beginning of the 21st century. However, Toyota is still not a strong enough company. It should pay attention to the market and the environment. Toyota is starting at the beginning of the 21st century. However, Toyota is still not a strong enough company. It should pay attention to the market and the environment.

Conclusion

The case led the author detailed analysis of the company's strengths and weaknesses, and its faced opportunities and threats, highlight the opportunities and threats that for Toyota's further development. In the end, the author forward his own opinions for Toyota, that is to improve the research strategy and continuously innovation.



三、三次阅读 (Third Reading)

目的2: 了解体裁功能

介绍该语步的语篇功能和结构特征, 并提供一定数量的样本用于强化理解。

语步1: 执行摘要

语步2: 引言

语步3: 问题

语步4: 分析

语步5: 建议

语步6: 结论

三、三次阅读 (Third Reading)

小测 3

任务设计以学生标注语篇的语步 (move) 及话目 (act) 为主。需要提供一定数量的练习样本

○ 结果反馈

○ 读后自测

○ 读前自测

○ 句子/段落回填

○ 语步-话目结构标注

○ 功能句式总结

○ 简答

○ ★ 比较阅读

○ ★ 比较反馈练习

阅读语步或类
似语步的文本
能对其中的语
步结构进行分
析和标注。这
种练习可以帮助
学生理解语步
的功能和结构。
例如，在研究
文章 (research
article) 中，
作者通常使用
特定的语步来
引入主题、提
出问题、提供
背景信息、呈
现论据和结论。
通过标注这些
语步，学生可以
更好地理解文章
的组织结构和
作者的意图。

四、共同写作

(Collabrative Writing)



目的1：表述专业知识

目的2：完善专业技能



四、共同写作 (Collabrative Writing)

● 目的1：表述专业知识

培养学生表述专业知识的
语言能力，建构并强化学生专
业知识的概念谱系。



四、共同写作 (Collabrative Writing)

● 目的2: 完善专业技能

培养并完善学生的以语言能力、体裁能力和话语实践能力为核心的职场沟通能力。



四、共同写作 (Collabrative Writing)

生生协作&师生协作

○ 明确任务

○ 完成任务

○ 学生互评

○ 教师点评

○ 样本讲解

○ 机器评阅

○ 组间互评

评阅重点要有所区分

五、独立写作

(Creative Writing)



目的1：培养独立思维能力

目的2：培养情境写作能力



五、独立写作 (Creative Writing)

目的1：培养独立思维能力

培养学生根据任务要求设计、实施并完成写作的 ability。



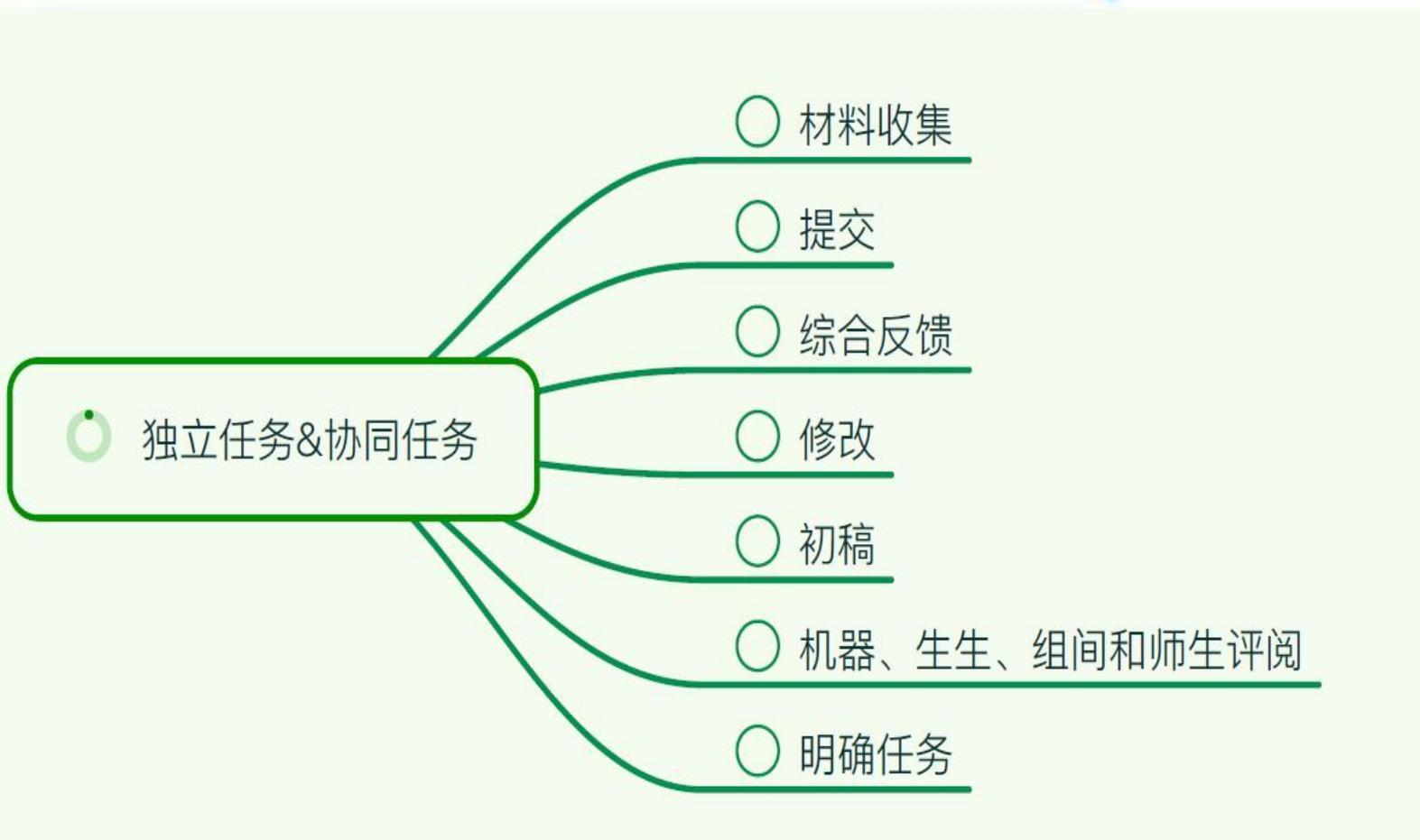
五、独立写作 (Creative Writing)

目的2：培养情境写作能力

设定或虚拟交际情境，
根据情境要求独立/合作完成
写作任务



五、独立写作 (Creative Writing)



○ 学习环节

○ 测试环节

Executive summary
 The aim of this report is to analyse Toyota Auto Corporation's strengths, weaknesses, opportunities and its threats through using SWOT method. At the same time, human resource development deployed in the process of case analysis. The major problems in this article are "what makes Toyota become the world's first auto manufacturer? What are the Toyota strategies? The prospect of the Toyotism in our", the main purpose is to identify Toyota professional characteristics and finally to find out the reasons caused these problems. In the end of the article, the author based his own opinions and recommendations for the Toyotism developing.

Introduction of the Toyotism
 Toyota is Japan's largest car manufacturer, which was founded in 1933, and Toyota Company is headquartered in Toyota City, Aichi. It is one of the "Big Three Japanese Toyota competitor companies. In 1937, Toyotsu merged into Toyota Motor Co., later then, Toyotsu established Toyotsu Motor Company, including Toyota Motor Sales, Ltd. in 1941, and Toyota Motor Sales, Ltd. in 1946. In 1945 and 1946, Toyotsu's companies merged, the vehicle volume even sold to foreign countries. In 1982, the company obtained its present name "Toyota, Today, Toyota has recently achieved the highest in many countries, the company also has the reputation "what makes the major vehicle brand for the people, advanced and high technical, cost-effective, mass, automatic transmission and the other kind and so on".

Focus of the article
 With the economic globalization development, new and more assembly manufacturing system, followed by the new and more intense competition pressure, in addition, global economic instability and various risks is a great impact on the automotive industry. Developed, Toyotsu

读写一体化模式(初稿)

○ 1. 初次阅读

○ 目的1: 熟悉背景信息

○ 目的2: 了解体裁概念

○ 2. 二次阅读

○ 目的1: 探索语言特征

○ 目的2: 掌握概念及术语

○ 3. 三次阅读

○ 目的1: 熟悉体裁整体结构

○ 目的2: 了解体裁功能

○ 4. 共同写作

○ 目的1: 表述专业知识

○ 目的2: 完善专业技能

○ 6. 独立写作

○ 目的1: 培养独立思维能力

○ 目的2: 培养情境写作能力

○ 6. 现阶段主要问题

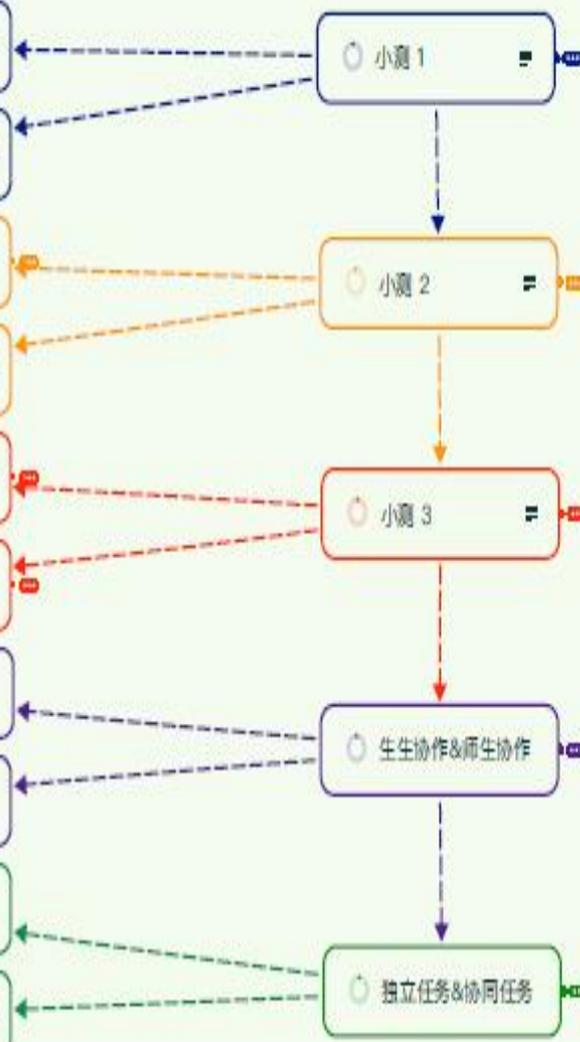
○ 小测 1

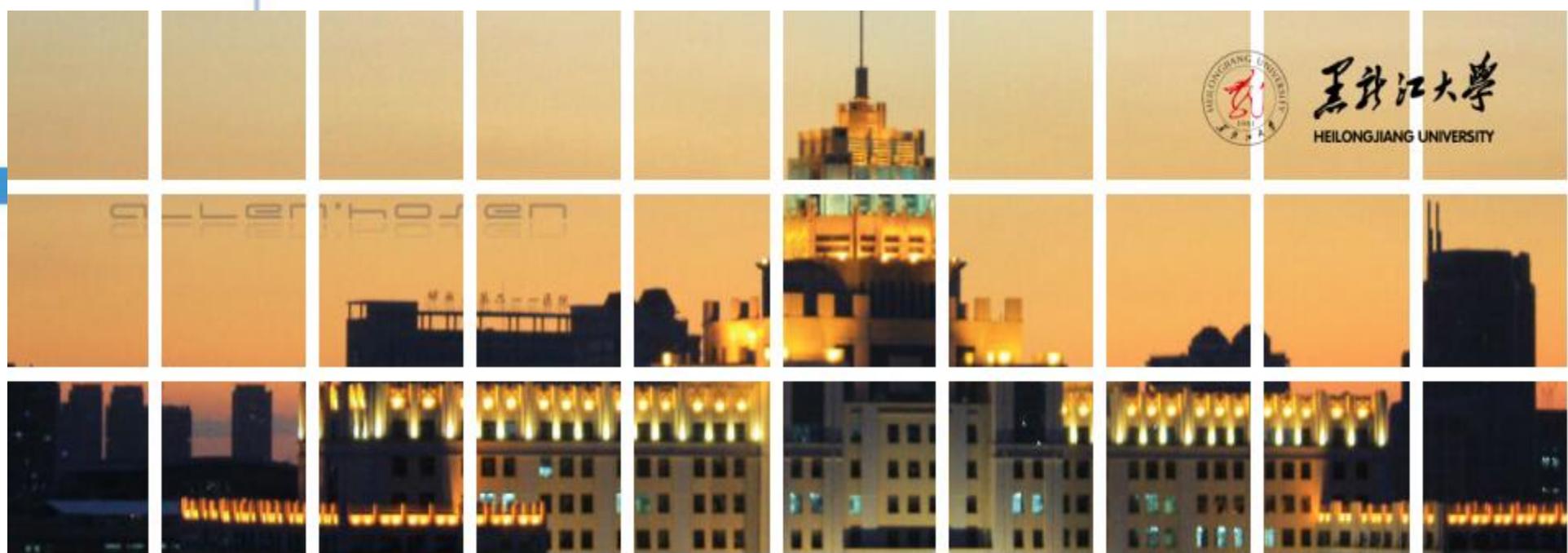
○ 小测 2

○ 小测 3

○ 生生协作&师生协作

○ 独立任务&协同任务

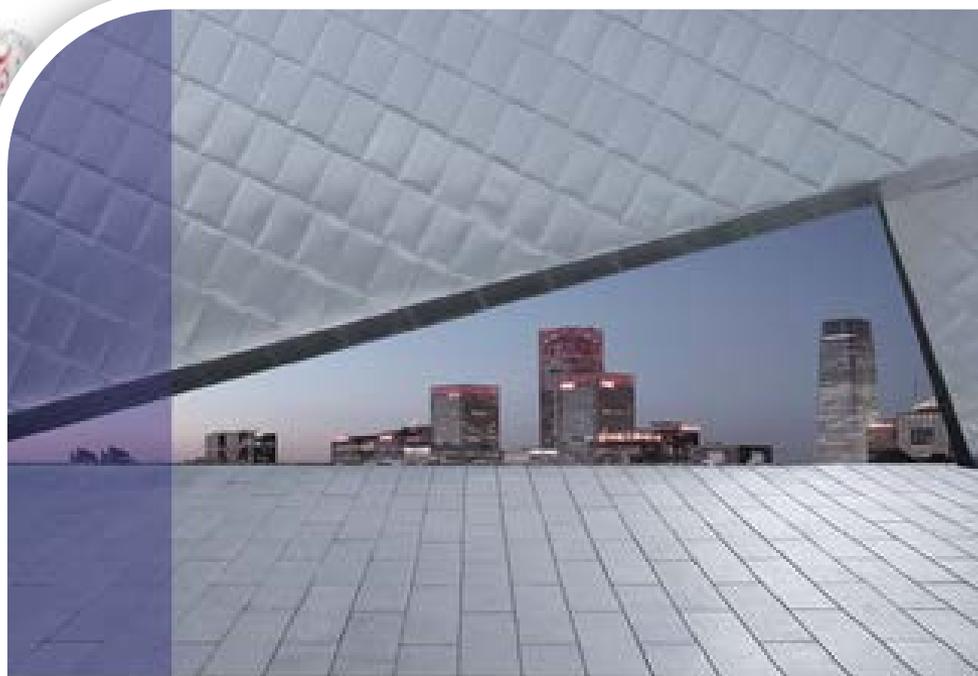




黑龙江大学应用外语学院
College of Applied Foreign Languages

第四部分

商务英语初入职场新书介绍



商务英语

INTELLIGENT BUSINESS

主编：(爱尔兰) Tony Triggs (英) Graham Toller 产 权：北京财大

初入职场
Starting a Career

外语教学与研究出版社
Foreign Language Teaching and Research Press



The Economist

商务英语 初入职场

外语教学研究出版社
黑龙江大学
2017年3月

适应当前国际商务交流形式

编写背景

满足国家政策对于外语人才的要求

- 《国家中长期教育改革和发展纲要（2010-2020）》
- 《大学英语教学指南》

读者需求

- 语言能力 立足职场的基本要求
- 商务知识
- 国际视野 立足腾飞的助力
- 跨文化交际能力
- 职业综合素养



语言知识与商务知识的理想结合

在典型商务情境中完成
商务活动和职场沟通

编写理念

引进

英国培生教育集团
Intelligent English

曾获：English Language
Award (English-Speaking
Union)

板块设置

- 商务学习 (Learning Business)
- 商务实践 (Do Business)

“学”“用”相长，锤炼商务语言能力，积累商务知识，践行商务技巧，提升职场素养。



锤炼商务语言

教材特色



- 选材来自《经济学人》
- 体现真实商务情境和多元地道语音的视听材料
- 商务语言活动贯穿全书
- 营造鲜活的语言体验



积累商务知识

践行商务技巧

提升职场素养

BEC Vantage practice test

Listening test (40 minutes including 10 minutes to transfer answers to a separate sheet)

Part	Type of listening	Task	Number of questions	Units
1	Three telephone conversations or messages	Gap filling	12	Units 1 and 8
2	Identifying topic, purpose etc of short monologues	Multiple matching	10	Unit 2
3	Answering questions based on a longer conversation	Multiple choice comprehension questions	8	Units 4 and 10

Speaking test (14 minutes)

Part	Task	Time	Units
1	Giving information about yourself (work, hobbies etc)	About 3 minutes	Unit 3
2	Giving a "mini-presentation" about a business topic	About 6 minutes	Units 1, 3, 4, 5, 6, 9 and 10
3	Discussion with another candidate on a given topic	About 5 minutes	Units 1-10

READING TEST

PART ONE

Questions 1-7

- Look at the statements and the extracts from an article about financial irregularities.
- Which section (A, B, C or D) does each statement refer to?
- For each statement 1-7, mark one letter (A, B, C or D).
- You will need to use some of these letters more than once.

Example

One auditing firm has announced that it has increased its turnover by about 30%. C

教材特色



BEC中级和高级模拟考试



黑龙江大学
HEILONGJIANG UNIVERSITY

教材共10单元

Unit 1

Learn business
Reading: The career job market
BIZ knowledge: Types of job interview
Listening & Speaking: 1. Preparing for job-walking
2. The candidate view (CV)

Do business
Career skills: Exploring what to do
Culture at work: First impressions or flexibility?
Dilemma & Decision: Job interview

Job-seeking

Into the career world

Keynotes
Job-seekers look for work in the job market, and they are often looking for a better job.

Unit 2

Learn business
Reading: Office workers' (soft) being (soft)
BIZ knowledge: Interviewing questions
Listening & Speaking: 1. Politeness in the workplace
2. Business etiquette in other cultures

Do business
Career skills: Being polite
Culture at work: Being soft
Dilemma & Decision: A workplace bully

Business etiquette

Manner matters

Keynotes
Etiquette is the name we give to the rules for being polite in a social group. Business etiquette is important for people who often have to make new contacts and build relationships in their work. Politeness can also help to improve the working environment for people in the same office. Some cultures and situations are formal, which means that we have to follow rules strictly; other cultures and situations are less formal.

Unit 3

Learn business
Reading: Public limited companies
BIZ knowledge: Companies and a company's structure
Listening & Speaking: 1. Ownership of a company
2. Features of a company

Do business
Career skills: Talking about your job
Culture at work: Interview
Dilemma & Decision: The value of the stock

Companies

Survival of the fittest

Keynotes
Most large corporations are public limited or joint stock companies, which means that shareholders can buy and sell parts of the company on the stock exchange. Many are multinational with subsidiaries and assets in various different countries and they generally engage in mergers with other companies and acquisitions in order to expand. However, large corporations are increasingly under threat from the private sector.

Unit 4

Learn business
Reading: Merger's culture
BIZ knowledge: Strategic planning
Listening & Speaking: 1. The merger and its effects
2. A generalisation about strategic planning

Do business
Career skills: Their presentation
Culture at work: Mergers in a strong Dilemma & Decision: Merger's origin

Strategy

The big picture

Unit 5

Learn business
Reading: An online advertisement for fishing tackle
BIZ knowledge: Advertising
Listening & Speaking: 1. The purpose of an advertisement
2. How to catch marketing growth

Do business
Career skills: Creating an advertisement
Culture at work: Creating an advertisement
Dilemma & Decision: A catch of fish

Marketing

Seducing the masses

Keynotes
The various activities of the marketing process are referred to as the marketing mix. The most important is the 4Ps: product, price, promotion and place. The 4Ps are essential for a business to succeed. The 4Ps are essential for a business to succeed. The 4Ps are essential for a business to succeed.

Unit 6

Learn business
Reading: The bottom line
BIZ knowledge: The bottom line
Listening & Speaking: 1. The bottom line
2. The bottom line

Do business
Career skills: Accounting
Culture at work: Accounting
Dilemma & Decision: Accounting

Finance

The bottom line

Keynotes
The bottom line is the line on a profit and loss account that shows the profit or loss for a period. It is the most important line on the account. The bottom line is the line on a profit and loss account that shows the profit or loss for a period. It is the most important line on the account.

Unit 7

Learn business
Reading: Advertising
BIZ knowledge: Advertising
Listening & Speaking: 1. Advertising
2. Advertising

Do business
Career skills: Advertising
Culture at work: Advertising
Dilemma & Decision: Advertising

Advertising

The power of persuasion

Keynotes
Advertising is a means of communicating a message to a target audience using space in the mass media (TV, radio, magazines, newspapers, websites, billboards etc.). Businesses generally use the services of advertising agencies that use combinations of creative ideas, graphics, print, video or internet pop-ups and banners in order to persuade their products or services and persuade consumers to buy their products or services. Advertising is a means of communicating a message to a target audience using space in the mass media (TV, radio, magazines, newspapers, websites, billboards etc.).

Unit 8

Learn business
Reading: Emailing with virtual
BIZ knowledge: Principles of business writing
Listening & Writing: 1. Writing smart effectively
2. Smart mail

Do business
Career skills: Communicating
Culture at work: Messages by messages
Dilemma & Decision: Spinning the truth

Communication

Messaging meltdown

Keynotes
Effective communication policies ensure that vital information flows through the company to all the various members of the staff. Developments in IT and telecommunications have changed the way people communicate, making it possible to contact people at any time through email, voice mail and mobile phones. This has sometimes led to an information overload, where businesspeople spend more time reading and listening to messages than acting upon them.

Unit 9

Learn business
Reading: Team: better and never
BIZ knowledge: Team roles
Listening & Speaking: 1. Team-building tips
2. A team meeting

Do business
Career skills: Team building
Culture at work: Teamworking in different cultures
Dilemma & Decision: Leading the team

Teamworking

The stuff teams are made of

Keynotes
Teamwork, or the ability of a group of people to work well together to accomplish a common goal, is one of the fundamentals of the world of work. Professionalism and efficiency are often measured in terms of how good one is as a team player or how much one contributes to team spirit. Successful teams accomplish their objectives because they are committed, respect the various roles within the team and meet their deadlines. Teams spend a large part of their working lives in meetings. It is therefore important to make sure that every meeting is positive and informative. The chairperson or facilitator plays a key role in co-ordinating the team's work and keeping everyone focused in meetings.

Unit 10

Learn business
Reading: Future is planned
BIZ knowledge: Preparing for business innovation
Listening & Speaking: 1. You need a more creative ideas
2. Great innovators

Do business
Career skills: Encouraging innovation
Culture at work: Going green
Dilemma & Decision: The winning project

Innovation

Pushing the limits

Keynotes
Innovation has become a critical factor for commercial success. Businesses can innovate in a number of different ways — by launching products with new features, by improving existing products, by introducing more effective business practices and by finding new markets and sources of supply. Launching an innovation involves a degree of risk but, if successful, an entrepreneur can produce better returns as margins will be high, especially when competitors' products become obsolete as a result.

1. Learn Business

单元内容

Learn business

Reading

Preview

Which of the following types of working do you prefer? What do you think are the advantages of working for...

- a large multinational corporation
- a small or medium-sized family business
- a trendy new high-tech company

	Advantages	Disadvantages
a large multinational corporation		
a small or medium-sized family business		
a trendy new high-tech company		

That reliable workhorse of capitalism — the joint-stock company — looks surprisingly decrepit, but progress is its lifeblood.

There were hierarchical and bureaucratic organisations making long runs of standardised products. They introduced "new and improved" varieties with predictable negativity: they provided their workers with lifetime employment and they enjoyed fairly good industrial relations with the giant trade unions.

That world is now dead. The US's giant corporations have either disappeared or been transformed by global competition. Most have shifted their production systems from high-volume to high-value, from standardised to customised. And they have flattened their management hierarchies. Few people these days expect to spend their lives moving up the ladder of a single organisation. Strategic changes are taking place. But where exactly are they taking us? Where is the modern company heading?

There are three standard answers to this question. The first is that a handful of giant companies are engaged in a "global takeover" of the world. The past couple of decades have seen a record number of mergers. The survivors, it is maintained, are far more powerful than nation states. The second school of thought argues almost the opposite: it says that big

✓ Reading

Listening & Speaking

Listening 1 Politeness in the workplace

1 Janet Stubbs, a professor of communication, talks about politeness in the workplace. Listen to Part 1 of her talk and complete what she says.

Politeness is about showing _____ for others. It means thinking about other people's _____.

2 Listen to Part 2 and complete the following statements.

Listening 2 Business etiquette in other cultures

1 Listen to three people describing business etiquette in their cities — Sydney, London and New York — and answer the questions.

In which city...

- are people more going and relaxed about noise?
- are people very competent?
- are people less formal nowadays?

2 Listen again, make notes and complete the table.

	Sydney	London	New York
Breakfast meetings	Common — 8 am		
Punctuality		important	

✓ Listening & Speaking

BIZ knowledge

Major types of job interviews

There are different types of job interviews that you may participate in during the job-seeking process. Knowing what to come in each type of interview can help you to better prepare for it. The following are three most common types of job interviews.

Traditional one-on-one interview

For a traditional interview, it has been established that the candidate should be prepared to answer a list of questions that the interviewer will provide. The candidate's skills and qualifications will benefit the company.

So what you have here is usually a list of questions about qualifications, work experience, knowledge and expectations like "What duties did you have in your previous job?" or "Where do you see yourself in five years?" Your goal in a one-on-one interview is to leave a good impression on the interviewer and convince them how reliable and qualified you are.

Case interview

Case interview is particularly challenging. What happens here is that the interviewer presents a problem and then follows this with a series of questions to find out how the candidate would approach the problem. To give you an idea, it might go something like this: "Company X wants to increase the number of university graduates that it hires every year by 50 per cent without exceeding its current budget, which is \$2m. What would you advise them to do?" Now this puts the candidate in a pretty uncomfortable position because they're really being asked to do several things. The interviewer wants them to increase the number of graduates, to do so without exceeding the budget, and to provide a solution.

Behavioural interview

It's designed to find out how the candidate actually behave in certain situations, especially in tricky ones. The questions are usually based on experiences from the candidate's own past. A typical question might be "Can you give me an example of a situation where you had to follow orders that you didn't agree with?" This puts pressure on the candidate because they have to find a good example and they have to do the talking, so it opens up a lot of information and the interviewer gets to see more of the person who's sitting opposite.

Work in pairs and discuss the following questions.

- 1 What other types of interviews do you know?
- 2 How would you prepare for an interview?

✓ BIZ Knowledge

Writing guide

Sample letter 1

23 North Street
Fulwell
London
TW9 2JZ

4 Mrs. Nancy Delaney
25 North Street
Fulwell House
Phoenicia Road
Newnham NP1 4AB

4 13th January 2015

4 Dear Mrs Delaney,

4 **Graduate recruitment and trainee scheme**

4 I obtained your name from our University Careers Service. I am looking for employment opportunities in market research and I understand that your firm has a policy of recruiting and training new graduates.

4 I graduated from Fuzhou University with a bachelor's degree in Business Studies in June 2013. I am particularly interested in statistical analysis, and this is the subject of a special project I have worked on as part of my degree course. I attach my curriculum vitae, which includes information about my project work, and previous work experience. I would very much appreciate it if you could consider me for your scheme.

4 Yours sincerely,
4 Kirsty Watermeyer
4 Kirsty Watermeyer

4 Enc: Curriculum Vitae

✓ Writing

2. Do Business

✓ Culture at Work

单元内容

✓ Career skills

Do business

Career skills Explaining what to do

When you start a new job, your new colleagues may have to explain a lot of things to you in the first few weeks. When you have more experience, you may need to give explanations to other new staff. The following phrases are useful for explaining what to do.

Make sure that... It's important / essential that... Remember to...	Don't forget to... It may be better / best to... It's a good idea to...
---	---

Which ones express important instructions and which are just suggestions?

- Listen to Barry Hampton, a careers adviser, explaining how to prepare a CV for a UK job. Tick (✓) the points that correspond to what he advises, and change the points that don't.
 - 1 Write more than two pages.
 - 2 Start with details of previous jobs.
 - 3 Leave out your date of birth.
 - 4 Don't say anything about hobbies and interests.
 - 5 Give the contact details of two referees at the end.
- Listen again and underline the phrases in Career skills box that the speaker uses to introduce the points.
- Practise giving advice for preparing a CV for a UK job. Use the list in exercise 1, including your corrections, and choose phrases from Career skills box to introduce each point.
- Work with a partner. Practise explaining one of the following topics to each other.
 - What to wear for an interview.
 - How to prepare a CV for a job in your country.
 - Where to look for a job in your country.

Culture at work being direct

When you make requests in your country, do you use a lot of polite phrases, or do you just say directly what you want? In some cultures, people prefer to be direct. For example, they may ask a camera operator and say, "I need to see that scene first," or other cultures, people think it is impolite to be direct. They might say, "Do you think we could possibly have a look at the scene first, please?"

Direct	Indirect
Use direct words.	Use more words.
Do not always use phrases to make you.	Usually use phrases to make you.
Use commoner more than questions for requests. Don't use the request.	Often use questions for requests. Usually have the request. Check you open the direct phrase?

Which of the following is closer to the way that you ask for things in your culture, especially in the business context?

Read on the document the afternoon.
Could you please send me the document this afternoon?



✓ Dilemma & Decision

Dilemma & Decision

Dilemma: A workplace bully

Brief
Elizabeth works for a computer company. At first, she liked the job and believed that she could do it well. But now she has a problem: Her team leader, Valma, is a bully. Valma seems to dislike Elizabeth. She always finds problems with her work. If Elizabeth makes a small mistake, she shouts at her in front of her colleagues: "What's wrong with you? Are you stupid?" She doesn't talk to the other team members in this way. She gives Elizabeth all the most boring and difficult tasks to do. Elizabeth wants to go on a training course. She wants to specialise and be able to do more interesting work. But Valma always finds a reason to stop her. She tells Elizabeth she has no ability. Elizabeth feels tired and stressed. She is starting to believe that she really is stupid. What should Elizabeth do?

She has four options:

- talk to her colleagues about it.
- talk to Valma herself about it.
- leave the company and find another job.
- ignore the bullying and carry on with her job.

Task 1
To find a good solution, it is helpful to understand why someone is a bully. There are three main types of bullies. Read about one of these types. Work in three groups. Group A turn to page 111. Group B turn to page 113. Group C turn to page 115.

Task 2
Form new groups of three, with one person from Groups A, B and C, respectively. Take turns to describe one type of bully to your partners. Which decision do you think best matches Valma? Using the information about this type of bully, decide on the best option for Elizabeth. Of course, she can try more than one option. But which one is not such a good solution? Why?

Write it up
Write a friendly email to Elizabeth. Explain why you think Valma is bullying her. Tell her what she should do.



✓ Writing Guide

配套材料

Writing guide

Sample letter 1

23 North Street
Fulwell

Mrs Rebecca Delaney
Hanworth Market Research Consultants
Hanworth House
Plumstead Road
Norwich NR1 4AB

15th January 2015

Dear Mrs Delaney,
Graduate recruitment and trainee scheme

I obtained your name from our University Careers & particularly interested in statistical analysis, and I on as part of my degree course. I enclose my curriculum vitae for your scheme.

Yours sincerely,
Kirsty Wainwright
Kirsty Wainwright

Enc: Curriculum Vitae

Business in practice

This story is about co-operation between two companies, Paridon and Bluenet. These two companies are very different in structure and corporate culture. The success of their project will depend on their ability to work together.

Paridon

Paridon is a small company which was started by entrepreneurs Jamie Flacks and Philippe Henetier, who design computer games. They are the Creative Directors of the company. The third member of the management team is Hilary Morrison, the Managing Director. She is a graduate of the London Business School and handles the day-to-day running of the business. Over the last six years, Paridon has grown quickly from two people and two bedrooms to 40 people and two offices, one in central London and the other in Paris. Their most famous products are the computer games Grave Digger and Cyberbug III, which have won several awards. Jamie and Philippe want the company to develop beyond the production of computer games software, so they have recently turned their attention to the design of hardware. They have invented a music player which incorporates a games machine and a mobile phone with internet access.

Paridon doesn't have the staff or the experience to market this new device effectively, so they have sought the help of Bluenet, a major marketing company. Timing is crucial as they are aware that a rival company is developing something similar. A large trade fair in Chicago will be the ideal place to launch their product, but they will have to move fast to be ready in time.



Bluenet Global Corporation

Bluenet is a large and very well-respected company with its headquarters in New York and branch offices in 26 major cities around the world. It is a leading marketing company, with clients ranging from car manufacturers to holiday companies. Bluenet has a well-established reputation in the worldwide marketing of music- and video-related state-of-the-art designer hardware, which made it the obvious choice for Paridon.

Paridon has been discussing the project with Penelope Bates, President of Bluenet's UK division. Penelope and her Chief Marketing Executive Jet Patel realise that there is great potential in Paridon's new device. They can see that Jamie and Philippe are very talented designers and that Paridon has a great future even though it is quite a small company at present.

✓ Business in Practice

✓ BEC Practice Test

BEC Vantage practice test

Listening test (40 minutes including 10 minutes to transfer answers to a separate sheet)

Part	Type of listening	Task	Number of questions	Units
1	Three telephone conversations or messages	Gap filling	12	Units 1 and 8
2	Identifying topic, purpose etc of short monologues	Multiple matching	10	Unit 2
3	Answering questions based on a longer conversation	Multiple choice comprehension questions	8	Units 4 and 10

Speaking test (14 minutes)

Part	Task	Time	Units
1	Giving information about yourself (work, hobbies etc)	About 3 minutes	Unit 3
2	Giving a "mini-presentation" about a business topic	About 6 minutes	Units 1, 3, 4, 5, 6, 9 and 10
3	Discussion with another candidate on a given topic	About 5 minutes	Units 1-10

READING TEST

PART ONE

Questions 1-7

- Look at the statements and the extracts from an article about financial irregularities.
- Which section (A, B, C or D) does each statement refer to?
- For each statement 1-7, mark one letter (A, B, C or D).
- You will need to use some of these letters more than once.

Example
One auditing firm has announced that it has increased its turnover by about 30%. C

电子版教师用书

教学资源

教学课件及网络资源

教学建议、参考答案

补充活动、测试题

教材适用范围

非英语专业大学英语课程

英语专业大学生选修课

高职、高专商务英语方向

有意提高商务英语水平
职场人士



黑龙江大学
HEILONGJIANG UNIVERSITY

谢谢!



2017年03月20日