

前言

《高职英语》(*Higher Vocational English*) 是一套专门针对当前高职高专学生英语学习需求而编写的英语系列教材。根据《高职高专教育英语课程教学基本要求》《全国高职高专英语应用能力考试 (A/B 级考试) 大纲》和教育部颁布的《关于全面提高高等职业教育教学质量的若干意见》，本系列教材的编写在遵循语言教学科学规律的同时，也充分考虑新形势下高职高专英语教学的实际需求。

本系列教材的编写分为听说、读写和拓展三大模块，特点是突出实用性、职业性，兼顾知识性、趣味性。整套教材的编写理念是以“面向社会，针对岗位，强化能力，促进发展”为宗旨，以工作需求和岗位技能为主线，以职场活动为学习情境，用任务驱动学习，促进听说读写技能的全面训练，最终实现岗位工作能力的培养和提高。此外，在技能训练的同时，本系列教材也兼顾了人文素养的培养和道德情操的渗透。

《高职英语》系列教材共一、二两册，每册分别包括《高职英语听说教程》《高职英语读写教程》《高职英语拓展教程》和《教师用书》以及配套的多媒体学习课件、电子教案、网络课程组成。整套教材分为职场环境、日常业务、商务活动和未来发展四大板块，共十六个单元。每个单元围绕同一个职业工作技能展开训练，每个教程各有侧重，既相对独立，又相辅相成。

《高职英语读写教程》每单元由六大部分组成：

Section 1 Get Ready before Reading (阅读前准备)：供学生课前预习，培养学生自主学习能力。包括两个学习活动，目的是让学生预习阅读

的必要词汇和查找本单元工作岗位的必要知识，为理解阅读内容做准备。

Section 2 Let's Read (读一读)：包括 2 个阅读任务和 4 个学习活动。此部分旨在培养学生的实际阅读能力和通过阅读获取工作岗位知识的能力。

Section 3 Practice after Reading (阅读后训练)：包括 1 个独立阅读任务和 1 个词汇学习任务，供学生课后检阅自己的应用阅读技能和总结本单元工作岗位词汇知识。

Section 4 Focus on Grammar (关注语法)：包括 3 个学习任务，涵盖《基本要求》规定的语法知识，为工作岗位技能培养奠定语言基础知识。

Section 5 Let's Write (写一写)：包括 1 个学习任务和 2 个写作任务，内容为《基本要求》规定的常用应用文写作，旨在培养职业工作岗位所必需的写作技能。

Section 6 Interesting English (趣味英语)：帮助学生开阔眼界，拓展英语文化知识，提高人文素养，增加英语学习的动力。

《高职英语读写教程》由鄂州职业大学公共外语课部教师编写，是高职高专公共英语教学理念方面的新的探索和创新，缺点和疏漏之处在所难免，欢迎广大使用者批评指正。

编 者

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UNIT 1

BUSINESS MEETING

Energy and persistence conquer all things.

能量加毅力可以征服一切。



Section 1

Get Ready before Reading

Activity 1 Listen and read aloud

➡ You may need to understand the following words and phrases for reading. Try to remember them before class.

Ⓐ **transport** /træns'pɔ:t/

1. *n.* [U] the activity of taking goods or people from one place to another in a vehicle 运输
2. *vt.* take people or goods from one place to another in a vehicle 运送

★ **logistic** /ləʊ'dʒɪstɪk/ *adj.*

of or relating to logistics 后勤的；物流的

even /'i:vən/

1. *adj.* can be divided exactly by two 偶数的
2. *adv.* used to emphasize something that is unexpected or surprising in what you are saying 即使；甚至

odd /ɒd/ *adj.*

1. a number that cannot be divided exactly by two 奇数的
2. strange or unusual 古怪的；不寻常的

★ **freight** /freɪt/ *n.*

[U] goods that are carried by ship, train, or aircraft, and the system of moving these goods 货运

exhibition /eksɪ'bjʃ(ə)n/ *n.*

[C] a show of paintings, photographs, or other objects that people can go to see 展览

★ **digitization** /dɪdʒɪtaɪ'zeɪʃ(ə)n/ *n.*

[U] conversion of analog information into digital information 数字化, 数码化

sector /'sektə/ *n.*

[C] a part of an area of activity, especially of business, trade, etc. 领域; 部门

introduce /ɪntrə'dju:s/ *vt.*

to show someone something or tell them about it for the first time 介绍, 引见

framework /'freɪmwɜ:k/ *n.*

[C] a set of ideas, rules, or beliefs from which something is developed, or on which decisions are based 体系; 构架

★ **thematic** /θi:'mætik/ *adj.*

relating to a particular theme, or organized according to a theme 主题的; 专题的

④ **assist** /ə'sɪst/ *vt.*

to help someone to do something 帮助; 协助

★ **automated** /'ɔ:təmeɪtɪd/ *adj.*

using computers and machines to do a job, rather than people 自动化的; 机械化的

④ **alternative** /ɔ:l'tɜ:nətv/ *adj.*

allowing a choice 供选择的; 选择性的

★ **powertrain** /'paʊətreɪn/ *n.*

dynamic system 动力系统

④ **various** /'veəriəs/ *adj.*

several different types of 各种各样的; 多方面的

matching /'mætʃɪŋ/ *adj.*

having the same color, style, or pattern as something else 相配的; 一致的; 相称的

congress /'kɒŋɡres/ *n.*

- [C] a formal meeting of representatives of different groups, countries, etc., to discuss ideas, make decisions, etc. 大会
- [C] the group of people chosen or elected to make the laws in some

countries 国会

★ **forum** /'fɔ:rəm/ *n.*

[C] an organization, meeting, TV programme, etc. where people have a chance to publicly discuss an important subject 论坛

★ **pitch** /pɪtʃ/ *vt.*

describe something in a particular way, in order to sell it 推荐; 推介

highlight /'haɪlaɪt/

1. *n.* [C] the most important, interesting part of something 最精彩的部分; 重要的事情

2. *vt.* to make a problem or subject easy to notice 突出; 强调; 使显著

★ **enterprise** /'entəpraɪz/ *n.*

[C] a company, organization, or business 公司; 企业

Ⓐ **present** /prɪ'zent/ *vt.*

to give something or someone a particular appearance 呈现; 展示

Ⓐ **solution** /sə'lu:ʃ(ə)n/ *n.*

[C] a way of solving a problem or dealing with a difficult situation 解决办法

Ⓐ **establish** /ɪ'stæblɪʃ/ *vt.*

to start a company, organization, system, etc. 建立; 创办

application /æplɪ'keɪʃ(ə)n/ *n.*

1. [C][U] practical purpose for which a machine, idea, etc. can be used 应用

2. [C] a formal (often written) request for something, such as a job, a place at a university, or permission to do something 申请

Ⓐ **live** /laɪv/ *adj.*

a live performance is one in which the entertainer performs for people who are watching 现场的

trial /'traɪəl/ *n.*

[C][U] a short period during which you use or do something or employ someone to find out whether they are satisfactory for a particular purpose or job 试用(期)

① **appropriately** /ə'prəʊpriətli/ *adv.*

used to emphasize that something is very appropriate 适当地

stand /stænd/ *n.*

[C] a table or small structure used for selling or showing things 展台；摊位

Useful Expressions

be divided into

被分成；被分为

take place

举行；发生

map out

规划；详细提出某事

aim to

目的在于

participate in

参与，参加

Proper Names

International Automobile

Ausstellung (IAA)

德国国际汽车及配件展

Hanover

汉诺威（德国下萨克森州的首府，水陆交通枢纽城市）

Frankfurt

法兰克福（德国第五大城市）

VDA

德国汽车工业协会（Verband der Automobilindustrie）

Activity 2 Search by yourself

⇒ *Make preparations for the following questions before class.*

1. Do you know any exhibitions relating to your major? Search for some information about it, find as much information about it as possible and introduce what you find to your classmates.
2. What is the function of an exhibition?

Section 2**Let's Read****Activity 1 Listen and write**

⇒ *Are you ready to read? Let's check your vocabulary preparations.*

1 _____	2 _____
3 _____	4 _____
5 _____	6 _____
7 _____	8 _____
9 _____	10 _____

Activity 2 Discuss or debate

⇒ *Discuss the following questions with your partner. Try to express your opinions clearly.*

1. Why do a large number of exhibitors think it is worthwhile for them to spend so much money on attending an exhibition? What benefits do you think they can get?
2. What kind of exhibition would you like to attend? If you come to an exhibition, what will you focus on?

Task 1 Read for Useful Information

⇒ *Suppose you are working for an automobile enterprise in China. IAA is famous in automobile industry. Should your enterprise be involved in such fair? Read through the following passage and report your option to your boss.*

Passage 1

New Focus at the IAA Commercial Vehicles 2016 in Hanover

Para 1 The **International Automobile Ausstellung (IAA)** is the world's most important trade fair for mobility, **transport** and **logistics**. Since 1991, the fair **is divided into** the IAA Commercial Vehicles, which always **takes place** in **even** years in **Hanover** and the IAA Cars, which takes place in **odd** years in **Frankfurt**. The IAA **Commercial Vehicles** shows vehicles, equipment and systems of **freight** and passenger transport and is open to both trade visitors and the general public. **5**

Para 2 The 66th IAA Commercial Vehicles will last 8 days from Thursday, September 22 to Thursday, September 29, 2016 in Hanover, at **10** which “the New Mobility World Logistics” will be held for the first time. The original goal of the **exhibition** is to clearly **map out digitization**, new logistic concepts, as well as the offers and services of the exhibitors in the commercial vehicles **sector**, and to **introduce** new companies to visitor groups. **15**

Para 3 ““The New Mobility World Logistics’ **aims to** create a content **framework** that arouses discussion and new contacts,” said Matthias Wissmann, President of the VDA, talking about the further development of the IAA in Hanover.



Para 4 Such framework has five **thematic** areas: Connected Vehicle, **20**
Assisted & Automated Driving, **Alternative Powertrain**, Urban
Logistics and Transport Services. Within this framework there will
be **various** programmes, which present these thematic fields and
the **matching** products of the IAA exhibitors. In particular, there is
a separate **congress** programme with discussion **forums**, such as **25**
the Car IT Congress, and events focusing on “Last Mile” topics or
networked and automated driving.

Para 5 The “**Pitching** Day” is another **highlight** of the fair, where young,
start-up **enterprises** will for the first time be given an opportunity
to **present** their ideas and **solutions** at the IAA, and therefore **30**
establish contacts with the commercial vehicle industry.

Para 6 In the “New Mobility World LIVE” demonstration area, exhibitors
will be presenting products, services and **applications** in **live**
demonstrations. **Trial** drives with electric commercial vehicles will
also be possible. **35**

Para 7 In addition, exhibitors can also **participate in** guided tours,
where their innovations, services and products can be presented
appropriately. Interested visitors from the specific target group
thus can be taken to the exhibitors’ **stands** on such tours.

Para 8 All the information about exhibitors’ innovations will be provided **40**
for visitors, so as to organize their own tour.

Activity 3 Check your understanding

➡ *Have you collected enough information about the IAA? Let’s check it.*

I. Tell whether the following statements are true (T) or false (F).

1. The IAA Cars takes place in even years in Frankfurt. ()

2. The IAA Commercial Vehicles is not open to the general public. ()
3. “The New Mobility World Logistics” will be held for the first time at the 66th IAA Commercial Vehicles. ()
4. Young start-up enterprises are not permitted to show their ideas at the IAA. ()
5. Exhibitors cannot take part in guided tours except decorating their stands. ()

II. Answer the following questions according to the passage you have just read.

1. What kinds of exhibits are shown at the IAA Commercial Vehicles?
2. How long will the 66th IAA Commercial Vehicles last in Hanover?
3. What is the aim of “The New Mobility World Logistics”?
4. What is the highlight of the fair?
5. What will the exhibitors do in demonstration area?

Activity 4 Consolidate your learning

⇒ *Some words and phrases in the passage you just read are essential for understanding. Practice their usage by completing the following exercises.*

I. Complete the following sentences by filling in each blank with the proper form of the word given in brackets.

1. I was asked to give a short _____ (**present**) on the aims of the plan.
2. He is an outgoing and _____ (**live**) person.
3. We have _____ (**establish**) diplomatic relations with many countries.
4. We have the _____ (**alternative**) plans of having a picnic or taking a boat trip.
5. Those passengers _____ (**transport**) by a Boeing 747 yesterday.
6. All these problems should be dealt with _____ (**appropriate**).
7. The flood victims have received both sympathy and _____ (**assist**) from the international community during the flood season.
8. The _____ (**various**) of nationalities means different backgrounds of culture.
9. He finally _____ (**solution**) the difficulty of transportation.
10. Great changes _____ (**take place**) in our hometown in the past twenty years.

II. Translate the following phrases into Chinese or English.

- | | |
|--|----------|
| 1. map out digitization concept | _____ |
| 2. _____ | 提出新意见 |
| 3. introduce new companies to visitor groups | _____ |
| 4. _____ | 向听众介绍演讲者 |
| 5. aim to create a content framework | _____ |
| 6. _____ | 旨在提高生产率 |
| 7. matching products | _____ |
| 8. _____ | 配套的颜色 |
| 9. participate in guided tours | _____ |
| 10. _____ | 参加公司年会 |

Task 2 Read Alone

➡ *Suppose you are working for a local company in Guangdong. Your company received a notice from the Department of Commerce of Guangdong Province. Read through the notice below and report to your boss.*

Passage 2**NOTICE**

The Seminar on “Thailand-China Guangdong Investment Opportunities” will be held on September 18th, 2017 in Guangzhou, Guangdong Province. The seminar will intensively focus on Automobile parts, Die (模具) parts and metal processing, Mould (模型) manufacturing, Machinery manufacturing, Electric manufacturing and ICT industries. It will attract people from the world’s top 500 companies, famous industrial leading multinational (跨国的) enterprises, international business associations stationed in Guangdong, well-known experts and scholars, as well as personnel from enterprises of China and Thailand to participate.

If you wish to participate in the event, please email the Application Form and your ID photo to the Department of Commerce of Guangdong Province by

September 10.

Major Schedule:

Monday, 18th September, 2017: Guangzhou

07:00-08:00 Breakfast

09:00-12:00 Seminar on “Thailand-China Guangdong Investment Opportunities” at Magnolia auditorium (3rd floor), Guangzhou Garden Hotel

For Chinese entrepreneurs, Magnolia auditorium (会议厅) (3rd floor)

09:15 Sign in

09:30 Seminar briefing by Host

09:35 Welcome remarks given by leader of Guangdong Provincial Enterprises Confederation

09:45 Opening address by Consul General of Royal Thai Consulate General in Guangzhou

10:00 Speech on “Investment Opportunities in Thailand” by Mr. Chitaworn Worasak, Deputy Secretary General of BOI

10:30 Share experience from Chinese Investor in Thailand by Mr. Feng Li (Assistant of CEO) Minth-Aapico (Thailand) Co., Ltd.

10:40 Q&A



For Thai entrepreneurs, Dahlia auditorium (3rd floor)

- 09:30 Introduction of Guangdong Board of Investment Promotion by Representative of Guangdong Board of Investment Promotion
- 09:40 Introduction of Guangdong economic and international trade by Representative of Guangdong Board of Investment Promotion
- 10:10 Introduction of Guangdong investment policy and related rules and regulations by Representative of Guangdong Board of Investment Promotion
- 10:40 Q&A

Chinese and Thai entrepreneurs at Magnolia auditorium (3rd floor)

- 11:00 Individual business matching
- 12:00-13:00 Lunch

Notice

Event: Thailand-China Guangdong _____ (1) _____.

Time: Monday, 18th September, 2017

Major Schedule:

For Chinese entrepreneurs:

1. _____ (2) _____ given by leader of Guangdong Provincial Enterprises Confederation;
2. Opening address by Consul General of Royal Thai Consulate General;
3. _____ (3) _____ from Chinese Investor in Thailand by Mr. Feng Li.

For Thai entrepreneurs:

1. Introduction of Guangdong Board of Investment Promotion;
2. Introduction of Guangdong _____ (4) _____ and international trade;
3. Introduction of Guangdong investment policy and related _____ (5) _____.