

揭阳职业技术学院



教案

课程： 职业与企业公共能力（文秘英语） 任课教师： 林畅

专业： 小学英语教育 班级： 231、三加证书 231

学期授课计划时数： 36 课时

Chapter	Secretary etiquette
Teaching Objective	<ul style="list-style-type: none"> • what secretary etiquette is; • how to wear make-up, wear a tie, walk properly and gracefully; • how to create an image of a professional secretary; • how to shake hands, make greetings and introductions politely; • why business etiquette and a professional image are important. <p>Ideological and political goals: Cloths and manners cannot make a man, but cloths and manners will greatly improve his appearance. Therefore, we should pay attention to our appearance.</p>
Teaching Focus	Some useful expressions Understand the importance of business etiquette and professional image.
Teaching Difficulty	Some useful expressions how to create an image of a professional secretary
Teaching Duration	6 periods
Teaching Method	Teaching and practicing, discussion
Assignment	Ask students to recite some useful expressions and patterns of this unit. Consider how to shape the professional secretary image

Teaching Procedures:

Part one: Lead-in

Task 1: Words and Expressions about cosmetics

lipstick 口红 pressed powder 粉饼 eyebrow pencil 眼线笔 mascara 睫毛膏
loose powder 散粉 eye shadow 眼影 cake eyeliner 眼线膏 blush 腮红

Task2: Introduction of secretary etiquette

“The word ‘etiquette’ means ‘the forms of conduct prescribed in polite society’. Essentially, etiquette means ‘good manners’. When you are in the business world, you should know the fundamentals of business etiquette. The importance of etiquette cannot be overstated because how you present yourself will have a huge impact on the level of success you will achieve. Working as a secretary, you are representing the image and ‘face’ of your company. And companies tend to promote those who can represent a positive image to their various stakeholders, as well the media.

Therefore, you should know some fundamental rules of secretary etiquette, which mainly includes rules about how to create a professional image. To do so, you have to know how to choose adequate dress, apply appropriate make-up and act in a professional and graceful manner.”

Part two: Profession zoom in

Reading : How to Apply Natural Make-up

Make-up can not only enhance a professional lady’s skin tone, but also help her to present a more pleasant appearance. However, the key lies in how to achieve a natural look. The following are the basic steps to apply natural look.

Step 1

Understand that a natural look is one which uses colors that are right for your skin tone. Choose foundation which matches your skin tone exactly. The right foundation will seem to disappear on your face. Take an adequate amount of and apply it in small dots over the central part of your face. Then blend it out with a make-up sponge or your fingertips until it covers your entire face.

Step 2

Use loose or pressed powder to keep the foundation and concealer on longer.

Step 3

Use powdered eyebrow shadow to enhance your eyebrows.

Step 4

Apply natural-looking eye shadow in earth tones such as beige, brown, or plum. Choose three colors of eye shadow: light, medium and dark. Use the dark only to line your upper eyelid in a fairly thin line along the upper lashes. Use the medium shade for the crease and the lightest shade for the area under the eyebrow.

Step 5

Use a cake eyeliner or an eyeliner pencil to apply eyeliner. Line all the way across the upper lid (just above the lash line and as close to the lashes as possible).

Step 6

Apply black or brown mascara to your upper and lower lashes in two thin coats.

Step 7

Choose a blush color that is close to the color of your cheeks. Smile to find the apples of your cheeks, and apply blush to the apples or below.

Step 8

Choose a lipstick color that’s suitable for your skin tone and perfect for your day look.

How to Wear a Tie

Step 1

Determine the length of where you want your tie to lie. The general rule is that the lower tip of the tie should be around your belt buckle. First, hang your tie about four inches lower than that because wrapping the material into a knot will bring it up to the belt level.

Step 2

Put the tie over your neck and hang it at the estimated starting level (about 4 inches below your belt). Let your index finger rest on the shorter side.

Step 3

Once it’s around your neck, fold the larger side over the skinny side and then wrap it around.

Then feed the larger side through the nice loop you have created.

Step 4

Pull it tight. Now you have made your tie knot.

How to Walk Properly and Gracefully

A secretary's awkward gait may spoil an otherwise excellent image. Here's how we can learn to walk properly and gracefully.

Step 1

Squeeze in your abdominal muscles and pull your shoulders gently down and back. When you walk, look straight ahead and keep your chin parallel to the floor.

Step 2

Before you begin to walk, fix your gaze on your destination and determine your course. Mind any obstacles in your way.

Step 3

Lift your foot and point your toe straight ahead. Place your heel gently on the floor, aiming for the mid-line of your body position. Keep your legs close together, pointing toes forward and placing the foot straight, trying to create a straight line when walking.

Step 4

When you begin to walk, never take steps that are too large or too small. The length of your stride is actually determined by how tall you are and how long your legs are. Don't walk very quickly or very slowly; you should step at a medium pace.

Step 5

Ladies may allow your hips to sway from side to side. This is the natural result of being tipped up on your toes. This natural rhythm is also part of the allure of wearing high heels.

如何化自然的妆容

化妆不但可以提亮职业女性的肤色，还能有助于呈现更令人愉悦的外貌。然而，其中的关键在于如何完成一个自然的妆容。

步骤一：

要清楚一个自然的妆容是正确使用适合自己肤色的颜色。首先正确地选择符合自己肤色的粉底。合适的粉底会让你看起来不施脂粉。取适量的粉底，以小点涂抹在面部的中心位置。然后用化妆棉或你的指尖将其擦匀，直至覆盖整个面部。

步骤二：

使用散粉或粉饼定妆，并使遮瑕膏更持久。

步骤三：

使用眉粉描画眉毛。

步骤四：

用大地色调，如米黄色，棕色，或李子色，涂抹自然的眼影。选择三色的眼影：浅，中，深。使用深色的眼影沿上眼睑紧贴上睫毛的位置细细的描画。将中间色擦在双眼皮褶皱处，使用最浅的颜色涂抹在眉毛下方的区域。

步骤五：

使用眼线膏或者眼线笔描画眼线。要沿着整个上眼睑描画（在睫毛根部之上，尽可能靠近睫毛）。

步骤六：

将黑色或棕色的睫毛膏薄薄地涂在上下睫毛上。

步骤七:

选择一种接近面颊肤色的腮红颜色。微笑,找到脸上的苹果肌,在苹果肌或稍下位置涂上腮红。

步骤八:

选择一种适合你肤色的口红颜色,使你的妆容完美。

如何打领带

步骤一:

确定领带垂下的长度。通常原则为领带的末端大概垂到皮带扣位置。首先让领带比定好的位置稍长四英寸,因为打结后长度就会刚好到皮带扣位置。

步骤二:

将领带绕过脖子,放在你相要的位置上。把食指放在较短的一端上。

步骤三:

将领带绕好后,把较粗的一端绕过较细的一端。然后将较粗一端穿过绕好的领带圈。

步骤四:

将结收紧。现在领带结就打好了。

如何优雅恰当地行走

一名秘书笨拙的步态可能会损害她本来很出色的形象。下面我们将学习怎样优雅恰当地行走。

步骤一:

往里收紧腹部肌肉,将肩膀轻轻地往下往后伸展。在走路时,眼睛要直视前方,使下巴与地面平行。

步骤二:

在开始行走之前,首先应凝视你的目标并确定你的路线。注意路途中的障碍物。

步骤三:

抬起你的脚并使足尖朝前。以你身体的位置为中线,脚后跟轻轻地落在地面上。在行走时保持双腿合拢,足尖和脚掌朝前,努力走直线。

步骤四:

当你开始行走时,步伐永远不要太大或太小。步伐的长度取决于你的身高和腿长。也不要走的太快或太慢,你应该保持适中的速度。

步骤五:

女士们在行走时可以左右摆动你的臀部。这是踮着脚走路的结果。这个自然的节奏也是穿高跟鞋的吸引力之一。

【词汇语法讲解】

1. enhance [in'hɑ:ns] vt. 提高, 加强

例句: Those clothes do nothing to enhance her appearance. 她穿那些衣服也并没显得更漂亮。

2. lie in 在于

例句: All their hopes lie in him. 他们所有的希望都寄托在他身上。

3. achieve [ə'tʃi:v] v. 完成, 达到, 实现

例句: It takes hard work to achieve success. 成功需要努力工作。

4. determine [di'tə:min] v. 决定, 确定,

例句: We determined to go to the railway station at once. 我们决定立刻去火车站。

5. Keep your legs close together, pointing toes forward and placing the foot straight, trying to create a straight line when walking.

译为：在行走时保持双腿合拢，足尖和脚掌朝前，努力走直线。

该句是一个复合句，keep your legs close together 为主句，pointing toes forward and placing the foot straight 和 trying to create a straight line when walking 为现在分词短语做状语，修饰主句。

6. obstacle ['ɒbstəkl; 'ɒbstəkəl] n. 障碍，绊脚石

例句：They tried to put obstacles in the way of our marriage. 他们设法阻止我们的婚姻。

7. pace [peɪs] n. 速度，步伐

例句：She works so fast that I can't keep pace with her. 她工作得很快，我跟不上她的速度。

8. sway [sweɪ] v. 摇动，摇摆，

例句：The branches of the trees were swaying in the wind. 树枝在风中摇晃。

9. rhythm ['rɪðəm] n. 节奏，节律

例句：Stress and rhythm are important in speaking English. 说英语时，重音和节奏是很重要的。

Useful expressions :

I'd like to talk to you about...

Do you know something about...?

It's a custom for businessmen to shake hands when meeting.

Keep your hand open. Your thumb and palm ought to be tightly interlocked with the others.

Personal habits can reveal much about a person to others.

The way you look — cleanliness, neatness, style of dress, hairstyle and so on, makes an immediate impression on others.

There are rules for proper behaviors in business just as there are rules of etiquette at home or at social events.

Task 3: Career zoom in

Reading: Business Attire

In the business world, first impressions count almost as much as experience and ability. What you wear conveys important information even before you say anything.

Experts say that being appropriately dressed ① is essential for making good impressions, so attach great importance to your attire while you are in the office. The following are some guidelines.

Women's Attire

Keep what you wear conservative and professional rather than fashionable. You want people to notice your work instead of your figure. The best choice is a well-tailored pants suit or skirt suit in a high-quality navy, dark gray, or black fabric. Be sure your business clothes are pressed and as wrinkle-free as possible. The hem of the pants should cover your ankles but not drape to the floor. Avoid wearing pants that are too tight. The skirt should end 3cm above the knees. When choosing a blouse, cotton or silk in a neutral color with a simple collar is the best. Avoid a sleeveless blouse in case you have to take off your jacket. Your blouse should fit well and not gap. The last point is that your underwear shouldn't show through your clothing.

Women's Shoes and Accessories

Close-toed leather shoes with low heels or flats rather than high heels are preferred. The shoe

color should complement your suit and handbag — black, brown, or navy. Remember to wear shoes that fit well, so you can walk comfortably. Moreover, be sure to have your shoes polished. The most appropriate color for stockings is flesh-colored rather than dark or light. Wear minimal jewelry such as one subtle ring on each hand at most, and one stud or small earring per ear, in gold, silver, or pearl. Do not wear more than one watch or bracelet.

Women's Hair and Make-up

Keep your hair well-styled and, if needed, controlled with simple hair accessories. Avoid heavy perfume. Your make-up should be simple and natural. Remember to regularly trim your fingernails short so you can type with your fingers rather than your nails. If you prefer, you can color your fingernails with clear polish.

Bags

You might use a stylish, feminine-looking briefcase or handbag that is big enough to hold all your business tools but light enough to carry conveniently. Do not overfill it.

Men's Attire

A professional look starts with a suit using good-quality materials with a conservative and classic cut. The pinstripe pattern is generally considered to be conservative and distinguished. The recognized business colors are black and gray (dark or light), or blue. The jacket sleeve must end at your wrist bone. The sleeves and collar of the shirt should be 1 cm to 1.5 cm longer than your suit sleeve and wider than the suit collar. White, off-white, and pale blue shirts are preferred. You can't go wrong with a quality cotton shirt.

Ties

To play it safe, choose a traditional silk tie with no loud colors and patterns. What is important is that your tie should coordinate with your attire. Avoid ties with loud images and designer logos.

Men's Shoes and Accessories

Wear lace-up leather shoes in black or dark brown with dark, calf-length socks. Be sure your shoes are well-polished. Your belt should match your shoes and have a small, conservative buckle. Keep jewelry with only a minimum and a wedding or engagement ring.

Men's Grooming

Your hair must be short and styled conservatively. If you must wear facial hair, keep it well-trimmed and groomed. Otherwise, always shave. Avoid wearing a lot of cologne. Less is better.

职业装

在商业的领域中，第一印象和能力、经验的重要性几乎不分轩輊。所以，你的穿着在你开口说话前就传达了非常重要的信息。

专家认为，要给他人留下一个好印象，适当的穿着是非常重要的。所以，在办公室里一定要非常重视你的穿着。以下是几项指引。

女士的职业装

确保你的装束是保守的，专业的，而不仅仅只是时尚的。你希望别人注意到的是你的工作而不是你的身材。最好的选择是剪裁得体的深蓝色，暗灰色或黑色高品质面料长裤套装或套裙。请确保你的套装是熨过的，使之平整没有褶皱。长裤的折缝是需要盖住脚踝的，却不能长得快触碰到地板。避免穿过紧的裤子，裙子的长度则需要膝盖上三公分处。选择衬衫的时候，衣领式样简单、色彩不鲜艳的纯棉或丝质的衬衣是最好的。避免穿无袖的衬衣，因为有可能你需要脱掉外套。你的衬衫必须是合身的，不会绷开。最后要注意，你的内衣颜色不能透过

衬衣。

女士的鞋子和配饰

不露趾的低跟或平跟皮鞋是比高跟鞋更好的选择。鞋子应该为你的西装或者是为你的公文包增色，你可以选择深蓝色，暗灰色，棕色的鞋子。记得选择合脚的鞋子，行走才能舒适。而且要记得擦亮你的皮鞋。选择肉色而非深色或浅色的长袜是最稳妥的。尽量少戴饰品，比如最多每只手上戴一个不显眼的戒指，或每只耳朵带一个金、银或是珍珠的耳钉或耳环。戴一只手表或手镯即可。

女性的发型和妆容

保持发型的整齐，如果需要的话，可以用一个简单的发饰加以修饰。避免浓重的香水味。你的妆容因该是自然简单而大方的。记住定期将你的指甲剪短，这样你打字用的是手指而不是指甲。最后，如果你愿意的话，可以涂上透明的指甲油。

包包

你应该拿一个时尚，有女人味的公文包或者是手提包，它要足够大，能装下你所有的商业用具ⁱ，但却轻便易于携带。切忌装太多东西。

男士职业装

男士职业装扮首先取决于西装是否选用高品质的面料和保守经典的剪裁。细条纹图案通常被认为比较正式。公认的职业装颜色为黑色，深灰，浅灰，或蓝色。上衣袖子的长度一定不能超过手腕。衬衣的袖子要比你的西装袖子长 1 到 1.5 厘米，衣领也应如此。白色，米白色和淡蓝色衬衫是最好的选择。穿优质棉衬衫一定错不了。

领带

稳妥起见，要选择传统的丝质领带，颜色和图案不要太惹眼。最重要的是，你的领带要与你的装束相协调。避免选择有夸张图案或者品牌标志的领带。

男士的鞋子和饰品

应该穿着系带的黑色或深棕色皮鞋，搭配深色，到小腿长度的袜子。确保你的鞋子是擦干净的。你的皮带最好有一个小的传统带扣和你的鞋子相搭配。尽量少戴饰品，可以戴表和结婚戒指或订婚戒指。

男士的修饰

你的发型必须短而传统。如果蓄须，要修剪整齐。否则就要经常刮胡子。避免喷太多古龙水，淡淡的香味更好。

【词汇语法讲解】

1. convey [kən'vei] vt. 表达，传达

例句：He tried to convey how he felt. 他试图表达他的感受。

2. essential: 必要的，重要的

例句：Food is essential to life. 食物对生命是必不可少的。

1. Experts say that being appropriately dressed is essential in making good impressions, so attach great importance to your attire while you are in the office.

译为：专家认为，要给他人留下一个好印象，适当的穿着是非常重要的。所以，在办公室里一定要非常重视你的穿着。

该句是一个复合句，experts say that being appropriately dressed is essential in making good impressions 为主句，so 引导原因状语从句。

主句中 that 引导宾语从句，做 say 的宾语。

而 being appropriately dressed 为宾语从句的主语。

essential in making good impressions 为表语。

attach importance to :重视

例句: We must attach importance to the safety of the school children. 我们必须重视学童们的安全。

2. in case 万一

例句: Take your coat in case it rains. 带着雨衣吧, 以防(万一)下雨。

3. gap [gæp] n. 缺口, 裂缝, 差距, 空白

v. (使) 豁开

例句: How can we bridge the gap between rich and poor? 怎样才能缩小贫富之间的差距?

4. trim [trim] v. 修剪

例句: I'll have my hair trimmed tomorrow. 明天我要修剪头发。

7. rather than 宁可 ... 也不愿, 而不是

例句: It is better to express your anger, rather than bottle it up. 生气宁可发泄出来而不要闷在肚内。

8. To play it safe, choose a traditional silk tie with no loud colors or patterns.

译为: 稳妥起见, 要选择传统的丝质领带, 颜色和图案不要太惹眼。

to play it safe 为“稳妥起见”的意思。

注意这里 **loud** 与 color 或 pattern 的搭配方式, 意思为惹眼的颜色和图案。

9. What is important is that your tie should coordinate with your attire.

译为: 最重要的是, 你的领带要与你的装束相协调。

该句中 **What** 引导一个主语从句, **is** 为句子的谓语, **that** 引导一个宾语从句。

coordinate [kəu'ɔ:dəneit] v. (使) 协调, (使) 一致

例句: She's an excellent dancer: all her movements are perfectly coordinated. 她是位出色的舞蹈家, 她所有的动作都很协调。

Discussion:

Through article learning, let students discuss the importance of the clothing workplace and draw conclusions.

Cloths and manners cannot make a man, but cloths and manners will greatly improve his appearance. Therefore, we should pay attention to our appearance.

Homework:

Ask students to apply some useful expressions and patterns of this unit.

Consider how to shape the professional secretary image

Chapter	Business Emails
Teaching Objective	To enable students to know: the main parts of a business email; the skills for writing business emails; how to evaluate a business email; how to write different business emails for different situations; Ideological and political goals: Putting yourself in the other person's place may be useful during relation or communication difficulties, in situations of negotiation or conflict.
Teaching Focus	Some useful expressions Understand the main parts of a business email;
Teaching Difficulty	The expressions of Business Emails
Teaching Duration	6 periods
Teaching Method	Teaching and practicing, discussion
Assignment	Ask students to apply some useful expressions and patterns of this unit.

Teaching Procedures:

Explain the format of email :

E-mail is abbreviation of electronic mail .It includes three parts: e-mail header, message content, signature.

Email header:

From:

To:

Cc: (carbon copy 抄送)

Bcc: (blind carbon copy 暗送)

Subject (主题)

Attachment (附件)

Date:

message content---body of the letter

Signature---sign your name and position

Task 1: Asking students to recite some useful expressions of writing an email.

copy 复制 paste 粘贴 undo 撤销键入 resume typing 恢复键入 priority 优先
form 表格 attachment 附件 spelling 拼写与语法 accept 接收

Task 2

Reading : How to Write External Business Emails

More and more companies are using emails now. With the touch of a few keys, the message can be sent to the receivers' email boxes. Emails are less formal than normal correspondence. When you are writing an email, you should always remember the importance of "The Three Cs": Clarity, Courtesy, and Conciseness. In addition, you should also remember the letter is written for the receiver. You should put yourself in his position to consider his possible reactions^① and show that his opinions and requirements are being taken into consideration.

External business emails refer to the emails which are sent to customers or clients. They may include letters of inquiry, reply to letters of inquiry, collection letters, complaint letters, etc.

In an inquiry letter, the company wants to obtain goods from overseas and must find out which company can best supply what it wants, how competitive their prices are, what terms they offer, and how soon they can deliver the order. It is always written to include: the source of information about the company he is writing to, a short introduction of the writer's company, reasons for inquiry, requested prices, catalogues, and other services they can provide, and a salutation looking forward to further business.

When you receive an inquiry email and you find you can agree to the request, you write a reply: to acknowledge the receipt of the inquiry, negotiate the price, state other benefits able to be provided, establish goodwill and suggest further contact.

Sending a shipment notification email is a very important step in fulfilling an order. In a letter of shipment notification, information must be included about the forwarder, packing, labeling, documentation, and insurance. Remember that the quality of service matters much more than the language of the email. After all, every customer wants to be up-to-date on the process of the order rather than reading a sweet email.

When clients do not settle their accounts in good time ^①, the company has to write letters requesting payment. Such letters are called collection letters. In such a letter, you should take a firm stand. Moreover, you may consider offering a discount to encourage your customer to pay the money owed, or offering other assistance if he/she is in genuine need, for example, making monthly payments. If he/she still doesn't respond, let him/her know exactly how he/she will be punished.

A complaint letter may be about poor product quality, poor service, or unjustified treatment. If someone feels unsatisfied about something and wishes to let the company know about it, he/she makes a complaint. In a complaint letter, you should first introduce the problem, and then state the inconvenience caused and what they should do to settle the matter. When explaining the problem, it is better to devote one paragraph to each major complaint. It is essential that no matter how angry you are when making a complaint, the tone of your email should remain friendly and polite.

如何写对外的商务电子邮件

现在,越来越多的公司正在使用电子邮件。只要按一按电脑键盘,信息就能发到收信人的电子邮箱。电子邮件不需要像一般信函那样正式。写邮件时,你应该记住三个方面:清晰、礼貌和简洁。另外,你必须记住阅读这封信的是收信人。你应该设身处地的考虑他可能出现的反应,并表明你是有考虑他的想法和要求的。

对外的商务电子邮件指的是发给顾客或客户的邮件。它们包括询问信、询问信的回复、催款信和投诉信等。在询问信里，公司想从国外购买货物，他们必须知道哪家公司能提供最好的东西，商品价格是否合理，对方能提供什么付款方式，下单后货物要多久才能发出。询问信一般包括：获知对方公司信息的来源、我方公司的简介、写信原由、对价格的期望、索取产品目录，询问他们能提供的服务，表明进一步合作的希望。

收到询问信后，你如果同意对方的要求，你可以回复以下内容：确认收到信函，商议价格，告知可以提供的其它的好处，建立友善的关系并建议进一步的联系。

发货通知邮件的发出是订单完成的重要一步。

发货通知可以包括运货人、包装情况、标签、证明证件和保险信息。请记住你的服务质量比邮件的语言描写更重要。毕竟，每个顾客想知道订单的最新进展情况，而不是想读一封言语甜蜜的信件。

当顾客没有及时付款的时候，公司必须写信催款。这样的信件我们称为催款信。写这样的信时，你必须立场坚定。而且，你可以考虑提供一定的折扣来鼓励你的顾客还清债务，或者如果他真的需要的话可以提供其它的帮助，例如分期付款。如果他/她还是无动于衷，确切告诉他/她将如何惩罚他/她。

投诉信可以涉及产品质量低劣、服务态度差或者受到不公正的待遇。如果有人对某事感到不满意，并且想让公司知道，他/她便进行投诉。在投诉信里，你应该先介绍问题是怎么一回事，然后说明因此带来的不便，建议他们如何解决这个问题。在介绍问题时，最好一个问题用一段话来说明。最基本的问题是，无论你在写投诉信时有多么生气，你都应该保持友好和礼貌的语气。

【词汇语法讲解】

1.courtesy 和 conciseness 都是名词，分别由 courteous 和 concise 两个形容词变过来的。

2.in addition : 另外，相当于 additionally。

3.take sth into consideration: 考虑到……。

例句：Your teacher will take your recent illness into consideration when judging your examination results. 老师评考分时肯定会考虑你最近生病的情况的。

4.obtain [əb'tein] vt. 获得，得到；买到

例句：Where can I obtain the book? 我在哪里能买到这本书？

5. “a salutation looking forward to further business” means “a hope for further business”

6.acknowledge [ək'nɒlɪdʒ] vt 承认，供认；告知已收到

例句：He acknowledged having made a mistake. 他承认他做错了。

7. goodwill [ˈɡʊdˈwɪl] n. 友好, 亲善, 善意

例句：There is goodwill between the former enemies. 过去的敌对者之间现在有了亲善之意。

8. fulfill [fʊlˈfɪl] vt. 满足, 使达成; 应验, 实现

例句：You must fulfill your promise. 你必须履行诺言。

9. Sending a shipment notification email is a very important step in fulfilling an order.
“sending”在这里是现在分词, 后面加上 “a shipment notification”, 一起构成了句子的主语。

10. moreover [məˈrəʊvə] adv. 再者, 此外, 而且

例句：Moreover, riding fast is exciting. 另外, 骑快车也是令人兴奋的。

11. Moreover, you may consider offering a discount,...

在这里, “Consider” 后面加动词的 ing 形式, 构成了 “consider doing sth” 的结构。

12. owe [əʊ] vt. 欠...债; 应当给予

例句：I owe him nothing. 我不欠他什么。

13. In a complaints letter, people may first introduce the problem, and then state the inconvenience caused and what they should do to settle the matter.

在这里, “caused” 后省略了 “by the problem”, 是现在分词作定语, 修饰 “inconvenience”

Discussion:

Through article learning, let students discuss the importance of the clothing workplace and draw conclusions.

Putting yourself in the other person's place may be useful during relation or communication difficulties, in situations of negotiation or conflict.

Speaking - Useful expressions :

Have you received my email about ...?

How often do you check your email?
I just wanted to make sure you are fine with ...
I'll send you ... by email.
My email address has been changed.
Sorry, I got it wrong.
Can you forward this email to ...?
I'll forward it to ...
What's wrong with my e-mail?
Always cc me when you send an email to ...
You should find a way to avoid receiving spam emails.
Please make sure that you send the email to ... by tomorrow.
Check your inbox right away.

Part three: career zoom in

Reading: How to Write Internal Emails

Internal emails are those sent between staff or departments in an organization. It is a way to communicate with colleagues or supervisors in your own department, in another department, or even in another company office. Usually, an internal email is less formal than those sent to external clients or customers. Users may throw their emails around without much thought^① because it is quite convenient and fast to send an email to someone within your organization. However, there are still some rules to learn for writing an internal email.

Firstly, keep your emails as short as possible and to the point, because some people get a large number of emails each day. Put an appropriate subject title to each email so that your colleagues will know whether they need to look at it right away or can leave it until later. The language should be clear and courteous. Proofread before sending to prevent any misunderstanding or offence.

Since emails can be delivered instantly, people often expect an instant response. However, colleagues may be out of the office or busy when you send them an email, so don't get annoyed when they don't reply right away. Whenever possible, reply promptly. If you don't have time, send them a brief message telling them you're a bit busy but will get back to them with more details later.

Set up topic folders in your inbox to file your emails, e.g. mails to reply to later, mails for the boss, etc., so that you can refer to them quickly. Delete outdated emails regularly to make sure your inbox has enough space for new arrivals.^②

Don't gossip about or criticize your colleagues in an email. If the person you talked about sees the mail and discovers it was you who wrote it, it may result in disciplinary action against you, which may damage both your reputation and career. Furthermore, avoid sending joke emails. Take all workplace emails seriously and stick to business.

When you need to send a genuinely important email, you should label it "urgent" since your colleagues can't see the gestures, facial expressions or hear your voice through the Internet. However, only when you are sure your message is really important should you use this function. Otherwise, people may start ignoring your urgent mails in the future.

如何写内部邮件

内部邮件是指员工之间或同一个单位的不同部门之间发送的邮件。它是你和你所在部门，或其它部门，甚至另一间分公司办公室的同事或领导沟通的方式。一般而言，内部邮件没有发送给客户的邮件那么正式。写信的人可以不假思索的随意发几封信，因为在单位里发邮件是很方便和快速的。但是，对于写内部邮件来说，还是有一些规则要学习的。

首先，使你的邮件尽量短和抓住重点，因为有些人每天会收到大量的电子邮件。给每一封邮件写一个主题，这样，你的同事就能知道他们是需要立刻阅读邮件还是迟些阅读。语言应该清楚和礼貌。校对邮件后再发送，从而避免误解或冒犯。

由于邮件能即刻发送，人们常常希望立即得到回复。然而，当你发邮件给同事时，他们可能不在办公室或正在忙碌中。所以，当他们没有立刻回复的时候也不要生气。不管什么时候，请尽量快速的回复。如果你在忙，给他们发一个简短的信息，告诉他们你现在有点忙，迟些会回复他们，并告诉他们更详细的信息。

在你的收件箱里建立主题文件夹，对你的邮件进行分类，例如，迟些回复的邮件，发给老板的邮件等等，这样你就能快速找到它们了。定期删除过期的邮件，保证你的收件箱有足够的空间接收新邮件。

不要在邮件里对你的同事说长道短或批评你的同事。如果你谈论的那个人看到了邮件，并发现是你写的邮件，你可能会受到惩罚，这可能使你的名声和事业都受到损害。另外，不要发开玩笑的邮件。认真对待所有工作场合的邮件，多谈工作。

当你需要发一封真正重要的邮件时，你应该把它标记为“紧急”，因为你的同事在网上看不到你的姿势、表情，也听不到你的声音。然而，只有当你确信你的信息确实重要的时候你才应该使用这个功能。否则，人们以后可能就会对你的紧急邮件置之不理了。

【词汇语法讲解】

1. Usually, an internal email is less formal than those sent to external clients or customers.

在这里，“sent to external clients or customers”是过去分词作定语，修饰“those”。

2. to the point 中肯,扼要

例句: Please keep to the point. 请不要离开本题。

3. instant ['ɪnstənt] adj. 立即的; 即食的, 立即可冲食的

instant coffee 速溶咖啡

instant noodles 方便面

4. promptly ['prɒmptli] adv. 敏捷地; 迅速地; 立即地

例句: Sunflowers grow promptly. 向日葵生长迅速。

5. a brief message telling them you're a bit busy but will get back to them with more details later.

在这里，“telling”是现在分词作定语，修饰“message”。

6. refer to 查阅; 参考

refer to a dictionary 查一本字典

7. If the person you comment on sees the mail and finds out it is you who did it, it may result in

disciplinary action against you, which may damage both your reputation and career.

在这里，“it is you who did it”是一个强调句。

8. reputation [,repju'teɪʃən] n. 名气, 名声, 名誉

attain international reputation 赢得国际声誉

good reputation 好名声

bad reputation 坏名声

9. ignore [ig'nɔ:] vt.不顾, 不理, 忽视

例句: Don't ignore him; help him. 别不理他, 要帮助他。

Homework:

Ask students to apply some useful expressions and patterns of this unit.

Chapter	Unit 4 Reception
Teaching Objective	To enable students to know: What are the basic procedures of receiving customers; How to receive customers with or without an appointment; How to deliver a well-mannered business reception; How to organize an effective agenda. Ideological and political goals: It is very important that the secretary greets people politely and friendly, makes them feel comfortable and deals with them professionally.
Teaching Focus	How to organize an effective agenda.
Teaching Difficulty	Some useful expressions How to host a polite business reception
Teaching Duration	6 periods
Teaching Method	Teaching and practicing, discussion
Assignment	Ask students to apply some useful expressions and patterns of this unit. Thinking about how to host a polite business reception

Task 1: Ask students to remember the following expressions about receiving foreign visitors.

- a. reception area 接待区
- b. host customers 款待客人
- c. avoid misunderstanding 避免误会
- d. promote mutual understanding 增进相互了解
- e. keep appointments 守约
- f. meet guests at the airport 机场迎接宾客
- g. make an agenda 制定日程表
- h. arrange accommodations 安排住宿
- i. build good relations 建立良好关系
- j. be friendly and welcoming 热情友好

Task2:

Reading : How to Receive Your Customers

To be a successful secretary, you must always bear in mind that you serve as a liaison between your boss and other colleagues, as well as between your own company, the business community, and society. Usually, a secretary also serves as a receptionist. As a receptionist, you can greatly influence your customers' first impressions of the company, which is of paramount importance in creating a professional image. Therefore, it is necessary for every secretary to learn how to become a successful receptionist. To ensure a successful reception and make a favorable first impression, you should learn to break the ice and employ the following tips to help promote a successful relationship.

1. Always wear a smile.①

A favorable first impression always burgeons with a heartfelt smile. As a secretary, you should always wear a warm smile when talking to people. It can relax people and draw them to your professionalism.

2. Extend your hand first (depending upon the person and the culture) and give a firm handshake.

A good handshake is firm but not overpowering. You can use a little strength, but do not grip too tightly. A firm handshake shows your self-confidence, but too much strength makes the other person feel uncomfortable.

3. Greet all customers warmly and clearly.

The receptionist's voice is particularly important; it should be pleasant and clear. Saying "Good morning" or "Good afternoon" in a steady, audible tone imparts an air of capability, which is sure to be appreciated by all visitors.

4. Project professionalism.

Remember that you are one of the company's most important assets. As a receptionist, you are charged with giving customers their first taste of the office culture. By projecting a professional image, you imply that customers' experience with the business as a whole will follow suit.

5. Remember to make eye contact during the conversation.

Avoiding eye contact can show your customer a lack of confidence. When standing behind the customer, do not look over his shoulders because it may be felt as an invasion of privacy.

6. Speak in a tender and polite way.①

Don't be too humble or pushy, but you are required to show respect for the visitors' culture. You should always use "please" and "thank you" to be appropriate in conversations. When you show the customer the way to your boss's office, say something like, "Mr. John is expecting you. Please come with me." Avoid abrupt commands such as "Follow me" or "Walk this way".

7. Develop your conversational strategy.

You can start the conversation with some casual topics which might also interest your customer. This requires you to have a good grasp of your customer in advance. There are certain areas of conversation that a secretary should avoid. It is usually considered offensive to call a young lady "Madam", or to ask a female about her age, salary, and other private matters. Do not ask personal or private questions such as "How old are you?" "Are you married?" or "How much do you earn every month?" You can show your concern to the customer by asking whether he is having a nice trip or by saying, "Welcome to our company — please make yourself at home."

8. Pay attention to your appearance.

It is customary to dress in smart, neat, and pressed clothing, which is appropriate to the

environment. Clean shoes are a must. On a formal occasion, it is best to dress in black or blue. You should also be lightly made-up so as to project a professional image.

All in all, a successful receptionist should be well aware of the importance of breaking the ice through social barriers. It can not only help customers become acquainted with the company, but also contribute more effectively towards a successful business relationship.

1 秘书是公司形象的忠实代表。当你在接待客户时，如果你能成功地给客户留下一个和蔼、友善、礼貌的印象，那么，那些潜在的客户可能愿意与你们公司建立商业关系。接待客户给我们提供了一个很好的机会来建立公司之间的互信的、稳固的商业联系。

2 接待有预约和没预约的客户有不同的程序。作为秘书，你要先从上司那里获悉一天中的所有约见安排，这项工作应当在约见日之前或约见日的一开始就完成。如果你掌握了这些信息，当客户拜访时，你就能毫不犹豫地接待客户并与客户交流，而且不会出现混乱或效率低的情况。

3 如果客人来访，首先要礼貌地询问客人是否和老板有预约。如果有，通常较好的方法就是直接称呼他/她的名字，这是一种友好的表现，会让客户觉得备受尊重和欢迎。接着领客人到接待室并送上饮品，然后通知上司客人来访并且安排他们见面。

4 如果前来的客人没有预约，仍然要礼貌对待，因为他/她将有可能成为公司的客户。首先，请他坐下并答应联系他想要见的人或者其他可以帮他忙的人。你可能会接到一张含有客人姓名、头衔和公司的名片。如果客人没有出示名片，你要登记好客人的姓名、来访日期与时间、客人所代表的公司（若有的话）、他希望见的人以及他访见过的人。接下来你要试着弄清楚客人来访的目的并请示上司是否有时间接见。如果接见要延迟，你要为客人提供一些阅读资料。如果你的上司不能接见他，要礼貌地向客人解释并且和客人商定另一个约见时间。

5 假如你所期待的客户是来自另外一个城市，你应该了解客户的偏好以便得体地安排这次访问。例如，他/她喜欢的食物？他/她对什么过敏？他/她喜欢去哪里参观？解决这些问题有助于进一步建立商业联系。此外，你有必要起草一份包括以下内容的接待方案：

- 去机场或车站接客户；
- 制定包括面谈、会议和实地考察等事项的日程表；
- 安排好接待、晚宴、欢迎仪式以及娱乐活动；
- 提前预定酒店，安排交通出行方式以及其他细节事项。

6 你要根据客户的品味来安排所有的事情，因为当每件事情都符合客户的品味时，客户会觉得更加满意。

7 总之，要尽力做你能够做的事情来显示你在商业联系中的友善和专业。

【词汇语法讲解】

1、represent [ˌreprɪˈzent] v. 代表，表现

例句：Flowers represent love, happiness, joy and all the positive affections .

花象征着爱，幸福，欢乐以及所有积极的情感。

2、image ['ɪmɪdʒ] n. 形象，图像

例句：As a scourge of the modern world , obesity has an image problem .

作为现代社会的一种祸害，肥胖症有一个形象问题。

3、notify ['nəʊtɪfaɪ] vt. 通知

例句: I shall notify you of the arrival of the goods .

我将把货物抵达的消息通知你

4、As a secretary, you should be notified by the boss of all the appointments that have been made each day.

译为: 作为秘书, 你要先从上司那里获悉一天中的所有约见安排。

5、hesitancy [ˈhezitənsi] n. 迟疑, 犹豫

例句: He talked willingly now , with a kind of satisfaction and no trace of hesitancy or shame .

此刻他心甘情愿地讲着, 还有点洋洋自得。没有丝毫的犹豫和羞愧。

6、inefficiency [ˌɪnɪˈfɪʃənsi] n. 低效率

例句: The manager was discharged for inefficiency. 经理因无能而被解雇。

7、If you have this information, you can receive and talk to customers without any hesitancy when they arrive, and there will be no appearance of inefficiency.

译为: 如果你掌握了这些信息, 当客户拜访时, 你就能毫不犹豫地接待客户并与客户交流, 而且不会出现混乱或效率低的情况。

8、figure out 了解, 领会

例句: I didn't figure out how to do it. 我不知道该怎么办。

9、allergic [əˈlɜːdʒɪk] adj. 过敏的

例句: Alice is allergic to the fur of cats. 艾丽斯对猫的皮毛过敏。

10、confirm [kənˈfɜːm] vt. 确定, 确认

例句: Other data , he says , confirm that linkages between Asia and the US strengthened .

他表示, 其它数据证实, 亚洲和美国市场的关联度有所加强。

11. miscellaneous [ˌmɪsəˈleɪni:əs] adj. 混杂的, 多样的

例句: The report was buried under miscellaneous papers. 那份报告被各种各样的文件所覆盖。

Discussion :

Through article learning, let students discuss the importance of the clothing workplace and draw conclusions.

It is very important that the secretary greets people politely and friendly, makes them feel comfortable and deals with them professionally.

Speaking - Useful expressions :

May I help you?

May I have your name, please?

Do you have an appointment?

Can I ask what you wish to see him about?

I'll tell ... that you're here.

Would you give me your business card?

Let me see if he is available.

I'm sorry, but ... is occupied at the moment.

Would you please have a seat and wait for a moment?

... is expecting you now.

Would you come this way, please?

Would you please leave your card?

Task three: Reading: How to Become a Successful Receptionist

To be a successful secretary, you must always bear in mind that you serve as a liaison between your boss and other colleagues, as well as between your own company, the business community, and society. Usually, a secretary also serves as a receptionist. As a receptionist, you can greatly influence your customers' first impressions of the company, which is of paramount importance in creating a professional image. Therefore, it is necessary for every secretary to learn how to become a successful receptionist. To ensure a successful reception and make a favorable first impression, you should learn to break the ice and employ the following tips to help promote a successful relationship.

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8. Pay attention to your appearance.

It is customary to dress in smart, neat, and pressed clothing, which is appropriate to the environment. Clean shoes are a must. On a formal occasion, it is best to dress in black or blue. You should also be lightly made-up so as to project a professional image.

All in all, a successful receptionist should be well aware of the importance of breaking the ice through social barriers. It can not only help customers become acquainted with the company, but also contribute more effectively towards a successful business relationship.

如何成为一个成功的接待员

要成为一个成功的秘书，你必须经常记住你不仅充当着你的上司和其他同事之间的联络员，而且充当着你的公司、商业界和社会之间的联系人。通常，一个秘书也充当着接待员的角色。作为一名接待员，你会在很大程度上影响着顾客对你公司的第一印象，这对你建立起一种专业形象是极为重要的。因此，学会如何成为一个成功的接待员对每个秘书来说都是很必要的。为了确保接待成功并给对方留下一个良好的第一印象，你应该学会打破僵局并且通过运用以下的技巧来促进成功的商业关系的形成。

1、经常面带笑容

一个真诚的笑容通常能够迅速带给对方一个良好的第一印象。作为一个秘书，在与入交谈的时候应该总是面带热情的笑容，这能够使对方放松并且被你友善的专业特质所吸引。

2、首先伸出你的手（根据接待对象及文化而定），给对方一个坚定有力的握手。

得体的握手方式是坚定有力但不会用力过度。你可以用点力，但不要握得太紧。坚定的握手能够展示你的自信，但握手时用力过度会让对方感到不舒服。

3、热情而清晰地问候每位到来的顾客

接待者的声音是非常重要的。它应该是亲切且清晰的。在说“早上好”或者“下午好”时要用沉着的，确保对方能够听见的音调，这能够给所有的来宾传达一种能力的自信感并得到他们的赏识。

4、要职业化

你要记住你是公司最重要的资产之一。作为一位接待员，你承担着让顾客对公司文化留下良好的第一印象的责任。通过你自己职业化的形象，你将会让顾客觉得你的公司在整体上也一样是职业化的。

5、与人交谈时记得要有眼神的交流

交谈时跟顾客没有眼神的接触会让顾客觉得你缺乏自信。当你站在顾客的后面时，不要从他的肩膀后看过去，因为这会让他觉得你侵犯了他的隐私。

6、用亲切而礼貌的方式讲话

讲话时不要低声下气或者粗鲁，但是你必须尊重来访者的文化。你应该在交谈中经常使用“请”和“谢谢”的用语以使你们的交谈愉快。当你引领客人去你上司的办公室时，可以这么说，“约翰先生正期盼着您。请跟我往这边走”。要避免使用像“跟我来”或者“往这走”这样的鲁莽的命令式用语。

7、提高你的交谈策略

你可以从一些可能使你的客人感兴趣的日常话题开始交谈。这就要求你在事前对对方

有个很好的了解。有一些方面是秘书在谈话时应该避免的。把年轻的女士称呼成“夫人”或者询问女士的年龄、薪水和其他隐私问题会让人觉得是一种冒犯。不要问一些个人的或隐私性的问题，比如“你今年几岁了？”“你结婚了吗？”或者“你每个月的薪水是多少？”。你可以问客人是否旅程愉快或者说“欢迎光临我们的公司，请自便。”这样的话来展现你的关心。

8、注意你的外表

习惯上，要穿与环境相应的漂亮的、整洁的、熨过的衣服。干净的鞋子是必须的。在正式场合，最好是穿黑色或者蓝色的衣服。你应该化淡妆以给人一种专业的形象。

总而言之，一个成功的接待员应该充分意识到穿越交际障碍打破僵局的重要性。这不仅能够使客户更好地了解你的公司，而且能使他们更有效地为建立成功的商业关系出力。

【词汇语法讲解】

1. bear in mind 记住

例句：He'll bear the beautiful girl in mind forever. 他将永远记住那位美丽的姑娘。

2. paramount ['pærə,maʊnt] adj.极为重要的

例句：Loyalty is a duty paramount to all others. 忠诚比别的义务都重要。

3. As a receptionist, you can greatly influence your customers' first impressions of the company, which is of paramount importance in creating a professional image.

译为：作为一名接待员，你会在很大程度上影响着顾客对你公司的第一印象，这对你建立起一种专业形象是极为重要的。

4. heartfelt ['hɑ:tfelt] adj.衷心的;真心真意的

例句：Heartfelt smile is the powerful weapon that breaks the ice. 真诚的微笑是打破僵局最有力的武器。

5. break the ice 打破僵局

例句：His remark not only broke the ice, but aroused everyone's interest.

他的发言不仅打破了冷场，而且引起了大家的兴趣。

6. overpowering [ˌəʊvə'paʊərɪŋ] adj.力气过大的，专横的

例句：Mrs Winter was large and somewhat overpowering. 温特夫人块头很大，个性也较强悍。

7. Saying “Good morning” or “Good afternoon” in a steady, audible tone imparts an air of capability sure to be appreciated by all customers.

译为：在说“早上好”或者“下午好”时要用沉着的，确保对方能够听见的音调，这能够给所有的来宾传达一种能力的自信感并得到他们的赏识。

8. professionalism [prə'feʃənəlɪzəm] n.职业化，职业作风

例句：Don't allow your personal problems to interfere with your professionalism. 不要让你的私人问题影响到职业精神。

9. follow suit 学样，照着做

例句：Father bowed his head; she followed suit. 父亲点头，她也跟着点头。

10. By projecting a professional image, you imply that customers' experience with the business as a whole will follow suit.

译为：通过你自己职业化的形象，你将会让顾客觉得公司在整体上也一样是职业化的。

11. look over one's shoulders 从背后偷看

例句: It's bad manners to look over one's shoulder while listening.

当听的时候, 越过别人的肩膀看是不礼貌的。

12. abrupt [ə'brʌpt] **adj.** 突然地, 鲁莽的

例句: I don't know the cause of his abrupt leave. 我不知道他突然离去的原因。

13. eye contact 目光接触; 眼神交会

例句: You should have eye contact with the person who you talk about.

你应该与跟交谈的人进行眼神交会。

14. have a good grasp of 在掌握中, 深刻了解

例句: He has a good grasp of these concepts, so he can use them well.

他掌握了这些概念, 所以他能很好的运用它们

15. make up 化妆, 打扮

例句: When she goes out to visit friends, she is very much made up.

她出去访友时, 总是浓妆艳抹地打扮一番。

16. It can not only get customers acquainted but also contribute more effectively towards a successful business relationship.

这不仅能够使客户更好地了解你的公司, 而且能使他们更有效地为建立成功的商业关系出力。

Homework:

Ask students to apply some useful expressions and patterns of this unit.

Thinking about how to host a polite business reception

Chapter	How to write invitation letters and corresponding replies
Teaching Objective	To enable students to know invitation letters; To enable students to know response letters; How to write invitation letters and corresponding replies. Ideological and political goals: Teach students how to politely invite and respond to letters.
Teaching Focus	Some useful expressions To know invitation letters and response letters;
Teaching Difficulty	How to write invitation letters and corresponding replies.
Teaching Duration	6 periods
Teaching Method	Teaching and practicing, discussion
Assignment	Ask students to apply some useful expressions and patterns of this unit.

Teaching Procedures:

Task1: introduce invitation letters

Secretaries must master the skills of writing business letters for their bosses, especially invitation letters and replies.

An invitation letter is a type of business marketing letter typically used to invite customers to special events. When drafting a letter of invitation, be sure it includes:

Reason for inviting.

Name of the person sponsoring the event. Mention your name if you are the host or the host's name if you are writing on behalf of someone else.

Who is invited.

What type of social event is going to be held.

The address, date, and time of the event.

Directions or a simple map if the location might be difficult to find.

The phone number and the deadline to reply; precede these facts with "RSVP"(French abbreviation for "please reply").

Your gratitude for the receiver of the letter, anticipating their acceptance.

Tips & Warnings:

Send the letter of invitation well in advance, at least a week prior to the event so they can plan accordingly.

Keep it brief, because people are busy; even if they already know you, they would prefer a short invitation and they could answer the following questions in a few seconds: What? When? Where?

Proofread your invitation letters for factual, spelling, or grammatical mistakes. Even a small error can cause great harm. Use some professional grammar software that automatically proofreads your writing.

The letter should use fonts that are professional and easy to read.

If your superior decides to accept an invitation, you must:

Acknowledge the invitation promptly by writing an acceptance letter to show your interest.

At the end of the letter, tell the sender how your superior is looking forward to the event and meeting him/her.

If your superior has decided to decline an invitation, you should:

Thank the inviter for the invitation on behalf of your superior.

State clearly that your superior is unable to accept.

Briefly state the reason why your superior is unable to accept.

In closing, restate your superior's appreciation for the inviter's consideration.

【词汇语法讲解】

draft vt. 起草; 拟稿

sponsor vt. 赞助

gratitude n. 谢意; 感激

anticipate v. 预见; 预料

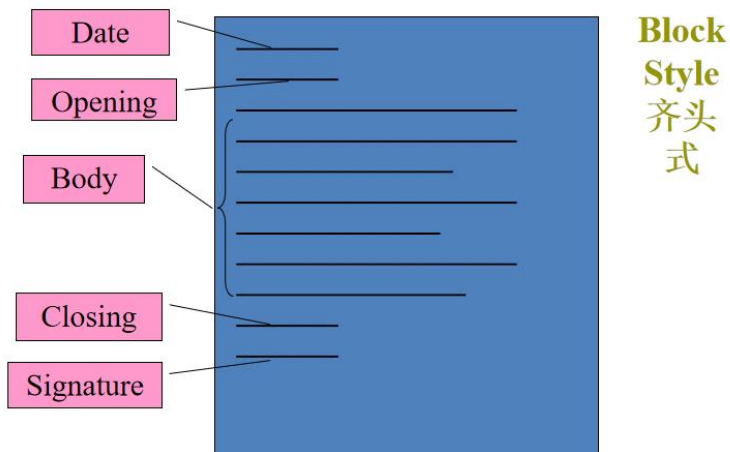
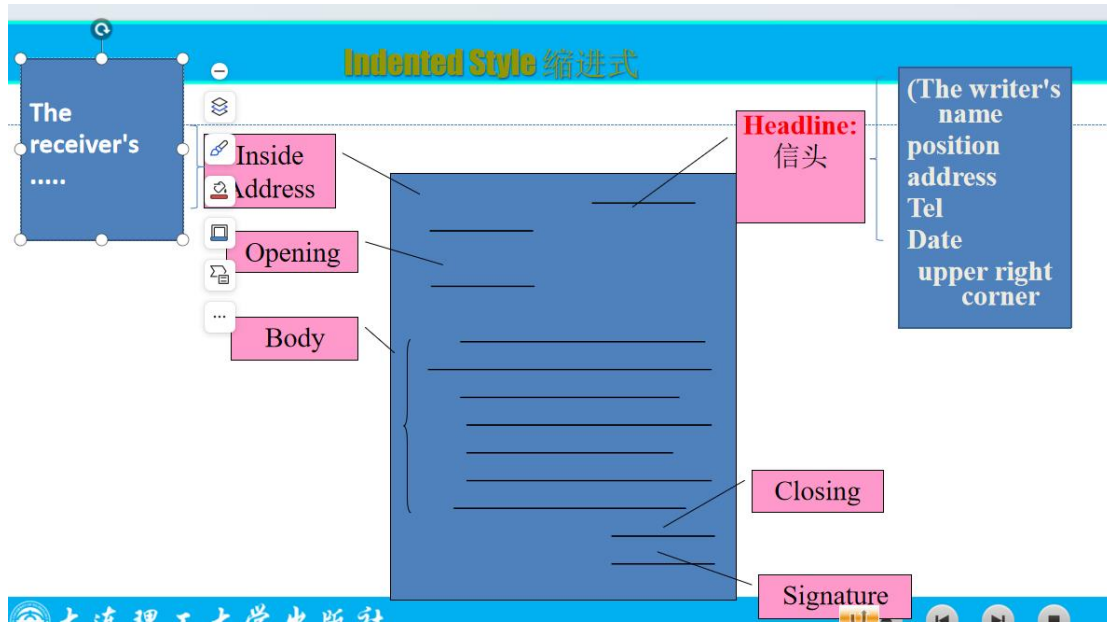
prior adj. 优先的

proofread v. 校对; 校正; 校勘

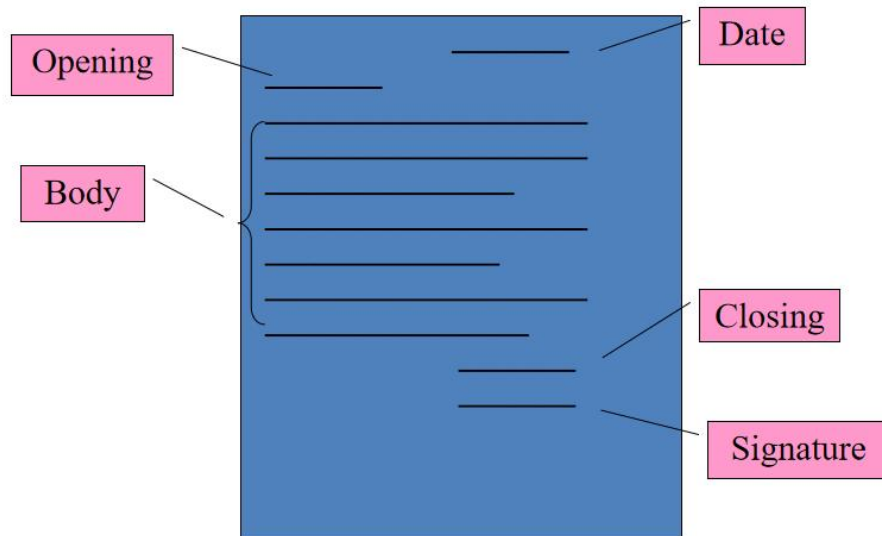
superior n. 上级; 较好的人[事物]

acknowledge vt. 鸣谢; 对.....打招呼;告知已收到

Task2 The format of the invitation letter



Modified Block Style 修正式



邀请信在各种社交活动中应用广泛。一般分为两种：一种为正式请柬（invitation card），一种是书信形式的邀请信。

请柬通常有一定的格式：

首先是主人的姓名（要用全称）或头衔；

第二部分是 request(s) the pleasure/honor of, 相当于汉语中的“恭请”；

第三部分是客人的姓名（要用全称）（加 's）或用 Your（泛指）；

第四部分是 company/presence at..., 相当于汉语中的“光临……”；

Mr. _____ 主人的姓名
Requests the pleasure of the company of 恭请
 _____ 客人的姓名
company at _____ 光临……
at ___ on ___, _____ 时间
at _____ 地点
(R.S.V.P. or rsvp)
Tel. _____
Dress: _____

Task 3 useful expressions

I'm writing on behalf of

On behalf of... .., I have the honor to invite you to我谨代表.....以.....的名义，邀请您.....

We request the honor of your presence at... ..which will be held at 地点 on 日期 from...to...(时间)

点)

我们荣幸地邀请您光临... 会议将... 从...到... 在.....举行。

We would appreciate it if you could confirm your participation at your earliest convenience!

Please contact me at (Tel...)

如果您能尽快确认参加，我们将不胜感激! 请通过(电话...)与我联系。

We are looking forward to seeing you at the meeting and listening to your valuable opinion.

We should be very pleased if you could honor us with your company.贵公司如能赏光，我们将不胜荣幸。

A Letter Accepting an Invitation

Thank you for your kind invitation to ..., which will be held at (...place) on (...day)from... to ...

I'm writing on behalf of Mr. Black who is delighted to accept your invitation for the presentation of your new audio –visual system at the Business Exhibition Center on Tuesday, May 15.

As you suggested, I will be there at ..., and look forward to seeing everyone with pleasure.

A Letter Declining an Invitation

Thank you for your letter inviting me to attend which will be held at ... on ... at.../Thank you for your kind invitation to..., which will be held at ... on ..., from.... to

Unfortunately, I will be in Shanghai on that day attending a company conference, and will be unable to attend./Unfortunately, I'll travel to Beijing for business that day. I'll submit my report via email before the conference and hope the conference will be a great success!

/I sincerely hope the event will be a great success.

Task4 A Letter Accepting an Invitation &A Letter Declining an Invitation Let's students how to politely invite and respond to letters.

Cindy Walker

Purchasing Department
Femme Fashions
40 Tianhe Road
Guangzhou, Guangdong
020-38650908
April 10th, 2017

Lily White
Popularizing Department
Emily Clothing Co. Ltd
20 Baiyun Road
Guangzhou, Guangdong
020-36671452

Cindy Walker
Purchasing Department
Femme Fashions

40 Tianhe Road
Guangzhou, Guangdong
020-38650908
April 10th, 2017

Lily White
Popularizing Department
Emily Clothing Co. Ltd
20 Baiyun Road
Guangzhou, Guangdong
020-36671452

Dear Ms. White,

Thank you for your kind invitation to a preview showcasing your Summer Fashion Collection 2017, which will be held at Baiyun Stadium on Tuesday evening, April 26th, 2017 from 3.00 p.m. to 5.30 p.m.

As you suggested, I will be there at 3.00 p.m., and look forward to seeing everyone with pleasure.

Yours sincerely,
Cindy Walker

Cindy Walker
Purchasing Department
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I sincerely hope the event will be a great success.

Yours kindly,
Cindy Walker

HW :Ask students to apply some useful expressions and patterns of this unit.

Chapter	Telephone Communication
Teaching Objective	To enable students to know: how to answer a telephone call politely; how to make an effective telephone call; what is the telephone etiquette; how to handle unpleasant or unexpected telephone calls; how to take a telephone memo. Ideological and political goals: A friendly and helpful tone enhances your personal relationship with other people, which contributes to a harmony society.
Teaching Focus	Some useful expressions how to handle unpleasant or unexpected telephone calls
Teaching Difficulty	Some useful expressions how to take a telephone memo
Teaching Duration	6 periods
Teaching Method	Teaching and practicing, discussion
Assignment	Ask students to apply some useful expressions and patterns of this unit.

Teaching Procedures:

Task1: new words

touch-tone pads 按键 cordless telephone 无绳电话 earphone 听筒 mobile phone
telephone cord 电话线 foot stand 座机 handset 电话听筒 LED screen

Task 2

Reading : Telephone Communication

Effective telephone communication is an essential skill to master for a secretary. From the time a call is initiated until it ends, you and your company are being evaluated by the other party. Taking the time to learn techniques for successful telephone communication makes every call a powerful public relations campaign for your company. The following are techniques to help you communicate successfully.

Initiating the Call

Begin each call with a proper greeting. The quality of this greeting establishes the tone for the rest of the conversation. Identify yourself, your company and, if initiating the call, state your reason for calling. If receiving a call, ask the caller how you can help him or her. Always keep your tone friendly and helpful① no matter how the other party responds.

Getting to the Heart of the Call

Establish the reason for the call. Telephone communication is critical to successful business relationships because it allows both customers and employees to gather information or solve problems quickly. Therefore, as soon as you have identified yourself and the other party, state the reason for the call. As always, be friendly and helpful. Take notes of important information and repeat it back to the other party for clarification.

Arriving at a Resolution

Ensure that the call has successfully achieved its purpose and that problems have been resolved before hanging up. You or the other party make the call for a reason: to gather information, solve a problem or make contact with someone. If you called for information, recap what you learned with the other party to make sure the information is correct and sufficient.^① If the other party initiated the call to solve a problem, restate the problem and the solution you have offered to ascertain whether the call has reached a satisfactory resolution.

Ending the Call

Thank the person on the other end of the phone for his or her time. It may seem anti-climactic, but the ending of a business call is just as important as the greeting. If you initiated the call, you want to make sure you have accomplished your goals before ending the call. If the other party initiated the call, it is important to determine whether or not the caller has had a satisfactory experience with you and your company before hanging up. Ask whether there is anything else the other party needs from you, or if there is any additional information he or she would like to give you. If follow-up action is needed, exchange contact information before hanging up. It is important to leave the other party on a pleasant note.

Other Strategies for Effective Phone Communication

Return calls in a timely fashion; failure to do so reflects poor customer service. Voicemail can be both a friend and a foe. As a caller, be sure to leave voicemails that are succinct and informative. Leave your name, business, the reason for calling, and contact information.

Put the customer on hold only when necessary. No one likes to be left on hold indefinitely. If you must put a customer on hold, estimate the time of the wait and ask whether he or she would mind holding. If you do have callers on hold, check in with them every 45 to 60 seconds to reassure them that they have not been forgotten. A minute feels like a lifetime when you are on hold.

Never let a phone ring more than four times. Doing so tells callers that their call is not important to you, or that you are disorganized and inefficient.

有效的电话沟通是秘书必须要掌握的一项技能。从电话响起那一刻到电话结束，对方都将对你和你的公司作出评价。花一些时间去学习怎样进行成功的电话沟通会让每一次的通话都成为你公司强有力的公关活动。以下是帮助你成功沟通的技巧：

开始通话

每次开始打电话都要致以诚恳的问候。问候的质量将为接下来的对话奠定基调。在电话开始时，表明你的身份和公司名称并告诉对方这次通话的原因。如果是接电话，询问对方你可以为他或她提供什么帮助。无论对方是如何回应的，请时刻保持你的声音友善和乐于提供

帮助的。

用心聆听

确定通话的原因。电话沟通对建立成功的商务关系是非常重要的，它让顾客和员工双方都能迅速获得信息和解决问题。因此，当你已经表明自己的身份和确定对方的身份时，说明打电话的理由。记录好重要的信息并重述一遍以便让对方确认。

达成协议

在挂断电话前，确认此次通话的目的已经成功达到并已解决问题。你或对方打电话是有原因的：为了收集信息，解决问题或者与某人取得联系。如果你打电话是为了获取信息，重述你获得的信息以确保其正确和完整。如果对方打电话是为了解决问题，向对方重述问题和提供的解决方案以确认对方得到满意的答复。

结束通话

感谢对方接听了你的电话。这可能会显得平淡无奇，但是对于一个商务电话来说，结束通话和电话开始的问候一样重要。如果是你打出的电话，你应该在电话结束前确保已经达到目的。如果是对方发起的通话，在挂断电话之前确认对方是否与你愉快的通话及对你公司是否满意是很重要的。询问对方是否还有其他需要你帮助的地方，或者是否还有额外的信息提供给你。如果跟进工作是必须的，在挂断电话前互留双方的联系方式。让对方感受到愉快的气氛是非常重要的。

其他进行有效电话沟通的策略

及时回复电话；如不及时回复电话则反映出薄弱的顾客服务意识。语音信箱是一把双刃剑。打电话时，确使你留下的语音信息是简洁明了的。留下你的姓名、业务范围、致电原因和联系方式。

除非迫不得已才可以让客户等候。没有人会喜欢拿着电话等待身份被确认。如果你必须要客户等候，估计等候时间并询问他/她是否介意。如果你让客户等候，保持每隔 45 到 60 秒就与他们联系一次确保他们觉得没有被遗忘。当你拿着电话等候对方时每一分钟就好像一辈子那么长。

永远不要让电话铃响超过 4 次。否则这样的做法是告诉对方他们的电话对你来说是不重要的或者你做事杂乱无章没有效率。

【词汇语法讲解】

1.requirement [ri'kwaiəmənt] n. 要求, 必要性[条件]

例句: Your requirement that she wait till next week is reasonable.

你要求她等到下周是有道理的。

2.initiate [i'niʃieit] vt. 开始, 创始; 发动

例句: We are going to initiate a new course of studies

我们将开设一门新课程

3.terminate ['tə:mineit] vt. 使结束,使停止,使终止

例句: The conference terminated yesterday.

会议昨天结束了。

4.evaluate D.J.[i'vælju:ei] K.K.[i'vælju:,et] vt 评价, 估计, 估价

例句: The school has only been open for six months, so it's hard to evaluate its success. 该学校仅开办了六个月, 现在还很难估计它的成就。

5.establish [is'tæbliʃ] vt.

成立,建立,设立; 创立; 开设

例句: We have established diplomatic relations with many countries.我们已和许多国家建立了外交关系。

6.identify [ai'dentifai] vt. 认出; 识别; 鉴别; 验明

例句: Would you be able to identify the man who robbed you?

你能够认出那个抢你东西的人吗?

7.clarity ['klærɪti] n. 清澈(度); 透明(度); 明了(性)

例句: His writing has great clarity of style.

他的写作风格清晰易懂。

8.resolution [ˌrezə'lju:ʃən] n. 决定, 决议(案)

例句: The committee have passed a resolution that conditions (should) be improved.

委员会通过了改善环境的决议。

9.hang up 猛地挂断, 中止(与某人的)电话交谈

例句: While I was talking with a friend on the phone, he suddenly hung it up.

我正同一位朋友通电话时, 对方突然把电话挂了。

10.recap [ri:'kæp] vt. & vi. 扼要重述;概括

例句: Recapped the headlines at the end of the news broadcast.

在新闻的最后把主要内容概述一下。

11.restate ['ri:'steɪt] vt. 重申; 再声明; 重新陈述, 换一个方式叙述

例句: The government took the opportunity to restate its basic policies.

政府趁机重申其基本政策。

12.ascertain [ˌæsə'teɪn] vt 调查, 查明, 断定

例句: I ascertained that she was dead.

我断定她已经死了。

13.climactic [klaɪ'mæktɪk] adj. 事情或某时刻, 非常激动人心的; 高潮的

例句: We whopped our arch rival in the season's climactic football game.

我们在该季最精彩足球赛中打败了我们主要的对手。

14.satisfactory [ˌsætɪs'fæktəri] adj. 令人满意的(to), 圆满的, 良好的; 符合要求的

例句: I hope this arrangement will be satisfactory to you.

我希望这种安排会使你满意。

15.reflect [ri'flekt] vi. 反映, 反射, 映出

例句: Does this letter reflect how you really think?

这封信反映你的真实想法吗?

16. voicemail 留言系统; 语音信箱

例句: Do you know how to use voicemail?

你知道怎样使用语音信箱吗?

17. foe [fəʊ] n. 敌人, 仇敌

例句: They steadily pushed their foes before them.

他们不停地追击敌人。

18. succinct [sək'sɪŋkt] adj. 简洁[明]的

例句: I need your succinct reply. 我需要你简明扼要的回答。

19. estimate ['estimeɪt] vt. 估计, 预算, 估价, 评价, 判断

例句: We estimated his character highly.

我们对他的人品评价很高。

Task3:

Reading: Tips for Becoming a Proficient Secretary

For a secretary, strong, harmonious relationships are essential for success. Phone communication plays a vital role in building effective relationships. Most people create a mental picture of the person with whom they are talking over the phone. Usually, people judge a person by the mental picture they have created. To enhance your effectiveness and communication as a secretary, it is necessary for you to create a professional impression^① over the phone. The following are some tips to improve communication skills and relationship building.

Answering Calls

1. Speak clearly. The caller on the other end of the phone can only hear you; they cannot see your face or body language. Your words and tone of voice are the most important factors in telephone communication.

2. Speak in a normal voice when answering a call. If you have a tendency to speak loudly or shout, avoid doing so on the telephone.

3. Do not eat or drink while you are on telephone duty. Only eat or drink during your coffee or lunch break. Eating and drinking during phone conversations is very impolite (of course you can drink if necessary to clear your throat).

4. Speak formally, and do not use slang or sloppy language. Pay close attention to the speaker, and respond clearly to questions or remarks. Never use rude or swear words.

5. Listen carefully with close attention to detail. The ability to listen attentively enhances communication because it shows respect and diligence. It is a good habit for you to repeat the information back to the caller when you are taking a message. Verify that you have heard and transcribed the message accurately.

6. Address the caller by his or her title (i.e., “Good morning, Mr. Green”, or “Good afternoon, Ms. Huang”). Never address an unfamiliar caller by his or her first name.

7. Be patient and helpful. If a caller is irate or upset, listen to what he/she has to say, try to calm him/her down and then refer him/her to the appropriate resource. Never act rudely to the caller.

8. Always ask politely if you can put the caller on hold if you have to answer multiple calls at

the same time. The caller may have already waited several minutes before getting connected to you and putting him/her back on hold could make him/her feel neglected and upset. Never leave the person on hold for more than a few seconds. If callers have to wait on hold too long, they may become angry and hang up.

9. Always focus on each phone call and give the caller the utmost respect. Don't get distracted by people around you. If someone tries to interrupt you, politely remind them you are on an important call and will speak to them as soon as possible.

Making Calls

1. When you make calls to clients, whether in person or when leaving a message, always identify yourself properly, stating clearly your name, company name and contact telephone number. For example, "Good afternoon, Mr. Huang. This is Ms. Li from Emily Clothing Company. My telephone number is 020- 8779- 1212." Always be aware of confidential information^① when leaving messages, and the people around you while talking on the phone. Be discreet! Someone next to you might overhear confidential information that could negatively affect your business.

2. Avoid leaving long-winded messages. Remember that someone has to listen to it, write it down and act upon it, and your message is likely just one of many he or she receives. It may help to write down and prepare your message in advance to keep it brief and to the point.

成为精英秘书的技巧

对于秘书而言，牢固和谐的人际关系是成功的根本。电话交流在建立合作关系中发挥着至关重要的作用。大多数人会对通话的对方形成大概的印象。人们通常以这样的印象判断对方是怎样的人。为了提高你的工作效率并提高作为秘书的职业化沟通，在电话中塑造专业形象也很有必要的。以下是一些提高沟通技巧和建立合作关系的技巧。

接听电话

- 1、表达清楚。来电者在电话的另一端只可以听到你的声音；他们看不到你的脸和身体语言。你的话语和语调在电话沟通中是最重要。
- 2、接听电话时，使用平常的语音。如果你有大声说话或者喊叫的习惯，应该在电话中避免这样的做法。
- 3、电话过程中不可饮食。只有在你午餐休息时间可以进食。打电话过程中进食或喝饮料是不礼貌的行为（当然如果需要清嗓子是可以喝饮料的）。
- 4、使用规范语言，不使用俚语或草率的语言。密切关注说话者，并清楚回应问题和言论。切勿使用粗话或脏话。
- 5、仔细聆听，注重细节。倾听可以促进沟通，倾听展现的是对别人的尊重和自己的用功。当你书写留言时，复述信息给对方确认是一个很好的习惯。
- 6、使用他/她的头衔称呼对方(例如：“早上好”。格雷先生”，或者“下午好，黄小姐”)。切勿对不熟悉来电者直呼其名。确认你听到并记录的留言信息是准确的。
- 7、富有耐心和乐于助人。如果来电者是怒气冲冲或者心烦意乱，倾听他们的言语，尝试让他们冷静下来，并指引他们获得合适的资源信息。切勿粗鲁对待来电者。
- 8、如果你需要进行多方对话，礼貌地问对方是否可以等候。要记住对方可以已经在接通你的电话前已经等待了好几分钟，他们可能很不乐意在通话中等待。千万不要让等待通话的人等待时间太久，不然他们会变得沮丧而挂电话。
- 9、始终注重每个电话，并给予对方至高的尊重。避免周围的人打扰。如果有人试图打断你，礼貌提醒他们你有一个需要尽快处理的重要电话。

拨打电话

- 1、当你给顾客打电话时，不管是顾客本人接电话还是给对方留言，永远都要表明自己的身份，说清楚你的姓名、公司名称和联系电话。例如，“下午好，黄先生，我是来自爱美丽服装公司的李小姐，我的电话号码是 020-8779-1212”。在留言的过程中要意识到机密信息不能泄露。隔墙有耳，你周围的人可能会听到这些机密信息，这会对你的业务产生负面影响。
- 2、留言切忌长篇大论及杂乱无章。要知道留言是要给别人听的，写下来，练习一下，让你的留言和他或者她平常收到的是一样的。提前准备好留言并写下来有助于让你的留言简洁扼要。

【词汇语法讲解】

1.vital ['vaɪtl] adj 极其重要的

例句：It is vital that we should be kept informed of all developments.

重要的是我们必须熟悉所有的发展情况

2.tendency ['tendənsi] n. 倾向, 趋势

例句：Prices continue to show an upward tendency.

物价呈继续上升的趋势。

3.avoid [ə'vɔɪd] vt. 避免

例句：He avoided answering my questions.

他避而不答我的问题。

3.break [breɪk] n 间歇, 中间休息

例句：Let's have a break for lunch.

咱们稍微休息一会儿吃午饭吧。

4.slang [slæŋ] n. 俚语

例句：We settled down to a quiet discussion of English slang.

我们安下心来讨论英语俚语的用法。

5.swear [swɛə] n. 誓言; 诅咒

例句：Say that again, but this time leave out the swear-words.

再说一遍，但这次省去那些诅咒语。

6.address [ə'dres] vt. 称呼

例句：How shall we address a prince?

我们如何称呼一个王子？

7.verify ['verɪfaɪ] vt. 证实

例句：All those facts verified his innocence.

这一切事实都证明他是无辜的。

8.transcribe [træns'kraɪb] vt. 写下, 记录

例句：

we are having a conference and would like to transcribe the proceedings.

我们将有一个会议，而且会议过程要记录下来。

9. irate [ai'reit] adj. 发怒的

例句：We have received some irate phone calls from customers.

我们接到顾客打来的一些愤怒的电话。

10. multiple ['mʌltipl] adj. 复合的

例句：

The driver of the crashed car received multiple injuries.

出事汽车的司机多处受伤。

11. distract.[dis'trækt] vt. 使(人)分心, 分散(注意力)

例句：Noise outside distracted her mind from her studies.

门外的噪音使她心神不宁，无法集中注意力学习。

12. confidential [kənfi'denʃəl] adj. 秘 [机] 密的

例句：The results of conference are still confidential.

会议决议仍保密。

13. discreet [dis'kri:t] adj. 言行慎重的

例句：He is very discreet in giving his opinions.

发表意见他十分慎重。

14. to the point 相关的，贴切的

例句：The article comes straight to the point.

这篇文章开宗明义。

Discussion:

Through article learning, let students discuss the importance of the clothing workplace and draw conclusions.

A friendly and helpful tone enhances your personal relationship with other people, which contributes to a harmony society.

How to Write Memos

An essential skill that a secretary must develop is the ability to write effective memos. A well-drafted memo can help you a lot in work.

What are the features that a well-crafted memo must have?

Plan your memo before actually writing it.

Think about what you want to say.

Figure out the purpose of your memo.

Are you conveying some information, asking for a decision or putting up a proposal?

Make a note of the points that you want to cover before you begin writing.

Stick to a framework when you write.

The memo should conclude an introduction, a main body, and a conclusion.

The first part of your memo should clearly state what it is about and why it is important. Be careful not to ramble or you will lose the reader's interest at this stage itself.

Now write down the information you want to convey. Try to use bullet points and format carefully the contents in a consistent manner. If you are presenting any information, clarify where you have got it from. Provide a link if it is appropriate.

Each point that you write should be complete in itself and lead on to the next in a logical manner.

In memos in which you are asking for an approval, the conclusion is probably the most important part. Clearly state what you want. Make your conclusion as unambiguous as possible.

Importance of Editing and Formatting

Don't underestimate the importance of giving your memo an orderly and business-like look. The paragraphs should be evenly spaced and aligned.

Poor formatting or an error in using the correct font size could make the reader doubt the accuracy of your data or the diligence with which you have done your work. A little time spent in looking over what you have written and making corrections makes you avoid making an embarrassing mistake.

Addressing the Memo

Select your audience carefully. Forward the memo only to the people who are concerned with the issue that you are writing about. Sending copies to all and sundry is not a good idea. Re-check the final list to ascertain that all the intended recipients are included.

Confidential Information

Does your memo contain any details that should not be disseminated widely? If it does, mention that to the persons to whom you are sending the communication. But remember that a written document creates a permanent record and it could be copied or forwarded to others.

Make Time for a Final Review

When you are writing a memo, a good principle to follow is to put yourself in the shoes of the reader. Try and anticipate the questions that may arise and incorporate the answers in your memo. Once you finish, read it to see if it comprehensively delivers the message that you are seeking to convey.

Homework:

Ask students to apply some useful expressions and patterns of this unit.

Consider how to take a telephone memo

Chapter	Meeting Organization
Teaching Objective	To enable students to know: what the meeting etiquette is; what the basic aspects of meeting organization are; how to plan an effective meeting using action-oriented agendas; how to chair a business meeting; how to write meeting minutes. Ideological and political goals: Time is something that people must cherish. Reasonable arrangement of time is to save time.

Teaching Focus	How to chair a business meeting
Teaching Difficulty	How to chair a business meeting;
Teaching Duration	6 periods
Teaching Method	Teaching and practicing, discussion
Assignment	Ask students to apply some useful expressions and patterns of this unit.

Teaching Procedures:

Task1:learn the following meanings of the symbols.

Symbol	√	↘	=	≠	↖
	∴	⊙	≈	&	∴
	→	∧	←	☆	//

1. Equal/is _____
2. Is not/ does not equal _____
3. About _____
4. The result of/due to _____
5. Leads to/ results in _____
6. Therefore _____
7. Because of _____
8. Drops/falls _____
9. Increases/ rises _____
10. Appears/ sounds good _____
11. Important _____
12. And/together with _____
13. End/stop _____
14. Meeting _____
15. But _____

Task 2

Reading : How to Hold a Successful Meeting

Much of business people's time is spent on meetings, including formal meetings such as committee meetings, and informal meetings that do not take place in an office or meeting room. It

is important to know how to hold a successful meeting because running meetings well is really an art. How can we make meetings more efficient and productive? Here are some key considerations and practical tips to guide you through the meeting organization process.

First, meetings must not be held for their own sake, without a clear purpose. They are held to share important information or solve specific problems. In a meeting, new and additional information becomes available. Participants can discuss and reach mutual decisions. People will be encouraged to generate unique and creative proposals.^① Meetings can lead to more imaginative and productive decisions. Without a clear purpose, meetings will waste valuable time.^②

Second, the organizers have the important task to select the right people for participation and take great care to make sure they are properly informed of the agenda. They should also fix an appropriate time and place for the meeting, and prepare necessary materials and equipment.

Third, the chairperson has a difficult job and is critical to the success of a meeting. A chairperson must be well trained and experienced, for chairing is a great skill. A good chairperson should possess the qualities of authority, flexibility, impartiality, and maturity because he or she is required to keep the meeting on track, maintaining a constructive and positive atmosphere. For example, if the discussion becomes heated or if speakers digress from the subject, he or she must interrupt and ask people to return to the topic under discussion and remain calm. Sometimes, he or she should ask the attendees to take a vote when opinions differ, but he or she usually doesn't vote.

How does the chairperson work during a meeting? The chairperson will always open the meeting with an introduction. He or she greets the attendees and introduces the purpose of the meeting clearly. Then he or she will guide others to review past business. Next begins the first item on the agenda. Items discussion is most important because participants work together to contribute ideas to help solve problems. Finally, the chair must conclude the meeting. He or she should summarize the different positions, and where possible propose a way forward.

Fourth, the agenda is one of the most important documents for planning a meeting. It is a list of important issues for members to discuss. For a formal meeting, it is usually circulated among participants before a meeting is held. The purpose of an agenda is to structure the discussion and help to run the meeting efficiently. It is a necessary tool for keeping the meeting focused and productive. Items must be put in logical order on the agenda. It can not only designate the topics for discussion, but speakers for each topic and their time allotment. Effective meetings begin with effective agendas.

Fifth, meetings need to be recorded, so taking minutes is necessary. Minutes usually record the date, time, location, names of participants, and important points made during a meeting. Taking minutes is skilled work, and the person reading the minutes decides whether they will be detailed or brief. The minutes-taker must be objective and should organize the minutes in a clear and concise manner.

The points mentioned above are the key factors to be considered when having a successful meeting. As for some small, informal meetings that may occur in the corridor, around the coffee machine, or during a meal, they are generally more relaxed, but different from casual talks. They are usually smaller and briefer than formal meetings but still must have some planning and organization.

In addition, more and more businesses are also relying on the ability to conference or meet

over extended distances. As a result, online meeting is becoming a trend that you never miss out on to run your business more efficiently. No matter what kind of meetings, we have to prepare them well^① and follow proper procedures. In this way, we can make meetings worthwhile and productive. Otherwise, they may be a waste of time.

如何成功举办会议

商务人士花费大量的时间在会议上,其中包括诸如全体委员会这样的正式会议和那些不在办公室或会议室举行的非正式会议。知道如何召开一场成功的会议是至关重要的,因为成功举办会议是一门艺术。如何让会议卓有成效呢?这里有一些较实用的方法和注意事项能够指引你进行会议组织工作。

第一,会议必须目的明确,而非为了开会而开会。会议的召开是为了相互分享重要的信息或者去解决某些特定的问题。在会议中,与会者可获得新的附加信息;可以讨论问题并达成一致意见;可以提出独特新颖的见解。因此,会议能够产生更具想象力和更有成效的决定。没有明确目标的会议只会浪费宝贵的时间。

第二,会议组织者有一项重要的工作:选择合适的人参加会议以及确认他们知晓议程表。他们也需要拟定合适的会议时间和地点,还要准备好必要的材料和设备。

第三,主持人的工作艰巨,他(她)也是会议成败的关键。主持人必须是训练有素而且富有经验的,因为主持需要把握重要的技巧。好的主持人应该拥有权威、灵活、公正、和成熟的特性,这样才能让会议不离题,始终都处于积极的氛围中。例如,如果讨论过于激烈,或者偏离主题了,他(她)必须打断讨论、指引人们回到议论的主题上并让他们保持冷静。有时,与会者意见不合时需要组织他们进行投票,而主持人自己往往不参与投票的。

会议期间,主持人是怎么进行工作的?他(她)通常会以一个导入介绍来开始会议,接着问候与会者并清楚地阐述该会议的目的。然后,他(她)会引导与会者回顾上次会议讨论事务的情况。

接下来就开始会议议程的第一个议题。议题的讨论是非常重要的,因为与会者一起为问题的解决出谋划策。最后,主持人必须对会议进行总结。他(她)应该从众多不同观点中进行总结,并提出可行的方案。

第四,议程是会议策划中非常重要的一个文件,是一份列有重要议题给与会者进行讨论的清单。对于正式的会议来说,议程往往在会议前就分发给与会者。议程的目的就是为了规划讨论的进程,帮助会议有效率、有组织地进行。议程是一种不可或缺的工具,它能保持会议能够有目的、有效果地召开而议程上的议题应罗列清晰、安排有序。议程不仅仅是议题的安排,而且要包括每个议题的发言者和时间分配。有效的会议源于设计得当的议程。

第五,会议需要记录,所以会议记录也是非常重要的。其通常记录了会议的日期、时间、地点、参加者,还有一些会中提出的重要观点。会议记录是一个技巧活,会议记录阅读者决定了会议记录的详细或者简短。会议记录者应该是客观的,而且要清晰和准确地进行会议记录。

非正式会议是怎样的呢?小型的非正式会议也许发生在走廊上,咖啡机旁或者是餐桌上。通常都是比较轻松的,但又不同于平时的交流。通常,非正式会议比正式会议简短,但仍然需要一些计划和组织。

无论是什么种类的会议,我们都需要做好准备和依照程序进行。这样,我们才能让会议更有价值、更有成效性。否则,我们就是浪费时间。

【词汇语法讲解】

1. productive [prə'dʌktɪv] **adj.**多产的, 富有成效的; 有益的

例句: I spent a very productive hour in the library. 我在图书馆里的这一小时收获很大。

1. available **adj.**可用的或可得到的

例句: Is there water available around here? 附近弄得到水吗?

The principal is available now. 现在校长可以接见你。

3.on track 步入轨道, 未离题

例句: keeping the meeting on track. 保持会议不离题

4.digress from 岔开话题

例句: His essay digresses from the main subject. 他的文章离开主题。

I'll tell you a funny story, if I may digress from my subject for a moment.

如果允许我离题一会儿, 我就给你们讲个有趣的故事。

注: digress [dai'gres] v.离题, 偏离

5. take a vote 投票

例句: Shall we take a vote on this? 大家投票表决吧。

6.allotment [ə'lɒtmənt] **n.**分配

例句: The allotment was made on Sunday. 星期日已经分配了。

7.minutes **n./v.**会议记录(复数形式)

例句: I want my disagreement to be minuted.

我要求把我的不同意见记录下来。

Finish the excises on page 71-73 and check the answers.

Part three: Career zoom in

Reading: The Role of Secretary in a Meeting

The secretary is crucial to a successful meeting. After the chairperson, the secretary is the most important person at a meeting. An effective secretary can assist the chair in planning, conducting, and concluding a meeting.① So, there are a lot of requirements for a secretary, although they will inevitably vary between companies.

As an effective secretary, he or she should carry out the following activities:

Before the Meeting

Consult with the chairperson on the business of the meeting and create an agenda with a clear purpose.

Help the chair to make a list of members to be invited and send invitations. Make sure there will be adequate attendance to conduct a productive meeting.

There must be suitable prior notice before the meeting. For guests coming from other places, make room reservations and confirm with them.

Prepare any materials and information needed from the previous meeting and explain why you cannot get them ready.

Prepare all meeting handouts, copies of agendas, copies of the minutes of previous meetings, etc. for circulation to all attendees before a meeting.

Get stationery such as paper and pencils ready and put them on the table in front of each attendee's seat.

Keep the attendance register, minutes book, etc. available for the meeting.

At the Meeting

Secretaries should arrive before the meeting starts and prepare everything, including the minutes, all relevant correspondence, handouts, equipment, etc.

Record the names of all participants and ask them to register. Note any apology for the absence.

Read the minutes of the last meeting and present the actions taken on each item. Everyone present should agree on the previous meeting's minutes before moving on to newer items. Approving the minutes needs the signature of the chairperson.

If the meeting does not have a minutes-taker, recording the minutes is the most important responsibility of the secretary during the meeting. When taking minutes, it is important to identify and record details of the main points. Of course, not every word can be recorded, and that is not necessary. So the secretary should listen carefully and actively, making sure that all important decisions and proposals are registered, as well as the name of the person or group which is responsible for implementing them. Make sure that the actions needed to be taken are clear. In addition, recording the proceedings with a voice recorder can be immensely helpful for long, detailed, important meetings.

Ensure the provision of refreshments and stationery during the meeting.

Make sure that all items on the agenda are dealt with by the chairperson. If the chairperson overlooks any item, remind him or her immediately.

After the Meeting

Write a draft of the minutes immediately after the meeting since the information is still fresh in your mind. Consult the chairperson and the chief officer for approval.

Promptly send all necessary correspondence to persons who're responsible for carrying out plans and actions discussed in the meeting. Send them notice as a reminder if necessary.

Collect all stationery and other materials from the conference room, keeping everything clean and organized.

Help the chair send required thank-you notes to important participants and pay for their expenses when appropriate.

Thus, the preparatory, administrative, clerical, and follow-up work falls under the jurisdiction of the secretary. He or she is the facilitator of a successful meeting with a large number of vitally important responsibilities.

秘书在会议中的作用

秘书在一个成功的会议中起着重要的作用。除了主席之外，秘书是会议中最重要的。一个有效率的秘书能够协助上司对会议进行筹划，实施和总结。因此，公司会对秘书提出很多要求，尽管这些要求在不同的公司之间必定会有差异。

要成为一个工作效率高的秘书，他（她）应该要能够做好以下的工作：

会议之前

- 1、就会议事项询问主席，做出一份目标明确的议程。
- 2、帮助主席列出会议出席者名单并发送邀请函。确保有足够的出席人数来进行一个富有成效的会议。
- 3、事先准备好合适的会议通知。为应邀参加会议者预定和确认房间。
- 4、准备好上次会议涉及的全部材料和资料。如果不能准备要解释原因。

5、准备好会议所有要分发的资料，议程的复印件，先前会议的记录复印件等等，以分发给与会者。

6、准备一些像纸张和铅笔之类的文具，并把它们放到每个与会者的座位前。

7、准备好签到簿、会议记录等以备使用。

会议过程中

1、秘书应该在会议开始之前到达会场做好一切准备，包括会议记录、相关函件、分发的资料和仪器设备等等。

2、记录所有与会者的名字，并让他们签到。记录好因故缺席者。

3、宣读上一次会议的记录并阐述每一个议题的具体决定。在转入新议题前，所有与会者都要对先前会议的议题达成一致意见。会议记录需要主席签名确认。

4、如果会议中没有专门的会议记录者，那么在会议中做记录就是秘书的一个重要任务。在进行会议记录时，确定并记录重点的细节是很重要的。当然，并不是每一个字都要记录，那是不必要的。因此秘书一定要积极、仔细地聆听，确保所有的重要决定和提案都被记录下来，也要记录好这些方案的落实部门和人员。确保所有决定都明确记录好。此外，使用录音机对一些开会时间长的、细致的和重要的会议来说有极大的帮助。

5、确保会议过程中的茶点和文具的供应。

6、确保会议主席对会议的全部议题进行了讨论。如果主席忽略了任何议题，一定要马上提醒他（她）。

会议之后

1、在会议后应立即写一份会议记录的草稿，因为你依然清晰地记得这些资料。咨询主席和主管以确认意见。

2、迅速将相关材料发送给在会议中指定实施计划和采取行动的人员。必要的话可以给他们发送通知以作提醒。

3、收集好在会议室中的文具和其他物件，保持会议室的干净和整洁。

4、协助主席发送必要的感谢信给重要与会者，并在适当的时候支付他们的费用。

因此，会议的准备、行政事务、文案工作还有会后的跟踪事务都是秘书的职责范围。秘书是一个会议成功举行的促进者，他（她）承担诸多重要的责任。

【词汇语法讲解】

1. Carry out 实行

例句：She had finally carried out her promise to quit smoking. 她最终实现了戒烟的诺言。

2. consult [kən'sʌlt] v. 商议, 商量

例句：I have to consult the manager about the matter.

关于这件事我得向经理请示一下。

3. conduct [kən'dʌkt] v. 引导, 控制, 管理

He should learn how to conduct a meeting.

例句：他应当学习如何主持会议。

4. Make certain there will be adequate attendance to conduct a productive meeting.

译为：确保有足够的出席人数来进行一个富有成效的会议。

5. circulation [ˌsə:kjuːleɪʃən] n. 传播, 传阅

例句：The ideas have been in circulation for some time. 这些想法已经流行了一段时间。

This magazine has a large circulation. 这本杂志发行量很大。

6. correspondence [ˌkɒrɪsˈpɒndəns] n. 信件, 函件

letter, note, correspondence, message 这些名词均有“信”之意。

letter 最普通用词，泛指一切形式的书信，尤指邮寄的信。

note 指内容直截了当的短信或便条，正式或非正式均可。

correspondence 集合名词，指全部来往信件。

message 指书信、口信、电报等。

7. approve 赞成

例句：Father approved our plan to visit New York.

父亲同意了我们访问纽约的计划。

8. in addition 此外

例句：In addition, fund managers can lack bargaining power.

此外，基金管理者缺乏议价能力。

9. provision [prə'viziən] n. 供应, 准备

例句：He made no provision against the unforeseen expenses. 他没有准备意外费用。

10. refreshment n. 茶点; 点心

例句：The spectators dropped off to get refreshment. 旁观者纷纷离座去吃点心。

11 draft [dra:ft] n. 草稿, 草案, 草图; vt.

例句：He drafted his plans for the park. 他给公园绘制了平面图。

He drafted his speech. 他起草了讲演稿。

12 promptly 敏捷地, 快地

例句：He promptly forgot all about it. 他马上把这事忘得一干二净了。

She promptly seized the opportunity his absence gave her.

她立即抓住了因他不在场给她创造的机会。

13 Thus, the preparatory, administrative, clerical and follow up work falls under the jurisdiction of the secretary.

译为：因此，会议的准备、行政事务、文案工作还有会后的跟踪事务都是秘书的职责范围。

14 facilitator n. 促进者, 帮助者

facilitate [fə'siliteit] vt.

例句：Modern inventions facilitate housework. 现代的许多发明使家务简单多了。

Discussion:

Through article learning, let students discuss the importance of the clothing workplace and draw conclusions.

Time is something that people must cherish. Reasonable arrangement of time is to save time.

Homework:

Ask students to apply some useful expressions and patterns of this unit.