

# 揭阳职业技术学院



## 教案

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专业： 商务英语 班级： 251、251（自主招生）、251（3  
+证书）、251（学徒制）

Chapter	Unit 1 Diverse Cultures
<b>Teaching Objective</b>	<p>Understand the importance of learning about diverse cultures.</p> <p>Learn about six common types of context clues.</p> <p>Practice using inference/general knowledge clues and contrast/antonym clues to determine the meaning of unknown words.</p> <p>ideology and politics learning: understand the meaning of cultural diversity and respect cultural differences and to be cultural confidence</p>
<b>Teaching Focus</b>	<p>Reading skill: inference/general knowledge clues and contrast/antonym clues.</p> <p>Understanding the passage.</p> <p>The vocabulary related to diverse cultures.</p>
<b>Teaching Difficulty</b>	Reading skill: inference/general knowledge clues and contrast/antonym clues.
<b>Teaching Duration</b>	6
<b>Teaching Method</b>	task-based method, discussion
<b>Assignment</b>	<p>1. Review the words and vocabulary in this unit.</p> <p>2. Review the context clues and the suffixes in word formation exercises.</p> <p>Project1: Read business news</p>

Part 1 Topic Introduction	<p><b>Introduce the topic of the unit</b></p> <p><b>Task 1</b></p> <p>Check the words &amp; expressions in the list and see whether you know their meanings. Use a dictionary to help you if necessary</p> <p><b>Leading-in</b></p> <p>Ask the students the following questions at the beginning of the class:</p> <ol style="list-style-type: none"> <li>1. Do you think certain number of unknown words will affect your understanding a passage?</li> <li>2. How do you deal with unknown words while you are reading an English article?</li> </ol>
Part 2 Reading skills practice	<p><b>Reading skill focus</b></p> <ol style="list-style-type: none"> <li>1. Explain what context clues are.</li> <li>2. List the six common types of context clues.</li> </ol>

**Part 3 Comprehensive Reading (II)**

3. Explain inference/general knowledge clues and contrast/antonym clues.

4. Do the exercises in Guided Examples and explain them

5. Do the exercises in Let's Try and ask the students to discuss their answers with their partners.

6. Check the answers.

**Read the text**

Read the text and try to understand the passage fully. When encounter unknown words, try to guess the meaning from context without looking them up in the dictionary. **Language points**

1. **brief** *adj.*

e that is equivalent to giving him the sack.

那样调换他的工作等于是解雇了他。

☆ To keep silent is equivalent to saying no.

保持沉默等于拒绝。

2) n. something that has the same value, purpose, job etc as something else 等价物

☆ The word has no equivalent in English.

这个词在英语中没有对应的词。

☆ Equivalent is a basic concept in economics.

等价物是经济学中的基本概念。

**6. The process and result of how they strived have become the real life text book for parents to educate their children.**

本句主干是: The process and result... have become ...the... text book; 宾语从句 how they strived 做介词 of 的宾语。

**7. Many people living in the states, no matter whether they are natives or immigrants from overseas, have the same dreams of changing their social classes and make their lifetime dreams come true through their own efforts.**

现在分词短语 living in the states 做后置定语, 修饰主语 Many people; no matter...是插入语, 起到解释说明的作用; have... and make 是并列谓语。

**overseas**

1) adv. to or in a foreign country that is across the sea 在海外

☆ It wasn't easy for the company to establish its brand image overseas.

这家公司在海外建立自己的品牌形象非常不容易。

☆ He has come back from overseas to start his family and career.

他从国外回来安家立业。

2) adj. [only before noun] coming from, existing in, or happening in a foreign country that is across the sea 海外的

☆ The firm is working on a new product in combination with

	<p>several overseas partners.          公司正在联合几家海外合伙人制造新产品。          ☆ The overseas trade has become the main project.          海外贸易成为主要的项目。          ☆ The company had succeed best on the overseas market.          该公司在海外市场获得巨大成功。          ☆ The parcel will be sent by airmail for overseas delivery with no additional fees.          寄往海外的包裹将用航空邮递但不收取额外费用。</p> <p><b>Comprehensive exercise</b>          Finish the tasks and check the answers.</p> <p><b>Assignments</b></p>
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Chapter	Unit 2 Making Introductions
<b>Teaching Objective</b>	<p>Practice using Restatement/Synonym Clues and Example Clues to determine the meaning of unknown words.            Learn about the basic guidelines about making introductions.            ideology and politics learning:learn the basics of business etiquette and to be self-discipline</p>
<b>Teaching Focus</b>	<p>Reading skill: Restatement/Synonym Clues Example Clues.            The terms related to introductions, greetings and titles in business.</p>
<b>Teaching Difficulty</b>	Reading skill: Restatement/Synonym Clues Example Clues
<b>Teaching Duration</b>	6
<b>Teaching Method</b>	task-based method, discussion
<b>Assignment</b>	<p>1. Review the words and vocabulary in this unit.            3. Review the guidelines of making proper introductions in business context.            4. Design a business card for yourself.            Project2 Read business news</p>
Part 1 Topic Introduction	<b>Introduce the topic of the unit</b> <b>Task 1</b>

<p>Part 1 Reading skills practice</p>	<p>Check the words &amp; expressions in the list and see whether you know their meanings. Use a dictionary to help you if necessary</p> <p><b>Leading-in</b></p> <ol style="list-style-type: none"> <li>1. What are the 6 common types of context clues?</li> <li>2. What do you think are synonym clues and example clues?</li> </ol> <p><b>Reading skill focus</b></p> <ol style="list-style-type: none"> <li>1. Explain Restatement/Synonym Clues and Example Clues.</li> <li>2. Do the exercises in Guided Practice and explain them</li> <li>3. Do the exercises in Let's Try and ask the students to discuss their answers with their partners.</li> <li>4. Check the answers.</li> </ol>
<p>Part 3 Comprehensive Reading (II)</p>	<p><b>Read the text</b></p> <p>Read the text and try to understand the passage fully. When encounter unknown words, try to guess the meaning from context without looking them up in the dictionary.</p> <p><b>Language points</b></p> <p><b>1. advisable</b></p> <p><i>adj.</i> if something is advisable, it will avoid problems if you do it 明智的, 可取的</p> <p>☆ It is advisable to take an open- minded approach to new idea.</p> <p>对新思想采取不存先入之见的态度是明智的。</p> <p>☆ It is advisable for us to report this matter rank by rank. 我们还是逐级汇报此事比较稳妥。</p> <p><b>2. Variations include where to keep your cards, which languages the card should be in, and what to do with the business card once you have received it.</b></p> <p>此句中三个连词: where, which, 及 what 所引导的从句都是谓语 include 的宾语。</p> <p>译文: 区别在于名片放在哪, 名片上应用哪些语言, 你收到名片时应如何处理。</p> <p><b>variation</b></p> <p><i>n.</i> a difference between similar things, or a change from the usual amount or form of something 变化, 变动; 差别</p> <p>☆ Prices have not shown much variation this year. 今年物价没显出多大变化。</p> <p>☆ The study concluded that the variation between the CD players was very small. 研究表明, 各种 CD 播放器之间的差别是非常小的。</p>

**3. To explore the nuances of a business card exchange, we will examine the exchange as carried out by an American in Japan.**

句中 To explore...是目的状语；主句是 we will examine the exchange; as 做连词,意思是“in the way that someone says or that something happens, or in the condition something is in”, 例如: The money was repaid, as promised. 如承诺的那样, 钱如数还清了。

译文: 要想了解交换商务名片的细微差别, 那就看一下一个美国人在日本的经历吧。

**carry out**

to do something that needs to be organized and planned 执行, 贯彻

☆ No matter what difficulty you will meet with, carry out your plan.

不管你遇到什么困难, 都要执行计划。

☆ This delegation is coming to our school to carry out some investigations.

这个代表团是来我校调研的。

**4. presentation n.**

1) the activity of formally presenting something (as a prize or reward) 赠送; 授予; 递交

☆ The presentation of prizes and certificates will take place in the main hall.

颁奖典礼在主厅举行。

2) an event at which you describe or explain a new product or idea 陈述, 介绍

☆ We will begin a series of presentations to help the public fully understand our system.

我们会进行一系列的介绍来使公众完全了解我们的系统。

**5. Since meetings usually involve more than one person, each card received should be placed on the table, like an open deck of cards ...**

此句中 since 引导原因状语从句; 主句主语是 each card; received 不是谓语动词, 而是分词短语做定语修饰先行词 card。

**involve**

*vt.* to include someone or something in something, or to make them take part in or feel part of it 包含; 牵涉; 参与

☆ These changes will involve everyone on the staff.  
这些改变将会影响所有员工。

☆ What will the job involve?  
这项工作都包括什么内容?

☆ The differences between the two sides involve major matters of principle.  
双方的分歧涉及一些重大原则性问题。

### **6. The recipient should avoid placing them in one's wallet or writing on them in the presence of the giver.**

句中的两个现在分词引导的短语 placing... 和 writing... 并列做动词 avoid 的宾语。

#### **presence**

1) *n.* when someone or something is present in a particular place [≠ absence]

☆ We request the honour of your presence.  
恭请光临。

☆ We shall be greatly honoured by your gracious presence.  
如蒙光临，不胜荣幸。

☆ The tension between them has intensified and it seems they cannot live with each other's presence.  
他们之间的关系尖锐化了，两人变得水火不相容。

2) **in the presence of** (*also* in somebody's presence) [*formal*]  
with someone or in the same place as them

☆ He was determined not to complain in the presence of the boss.

他决定不在老板面前抱怨。

☆ I asked you not to smoke in my presence.  
我跟你说过不要在我面前吸烟。

### **7. appropriate**

*adj.* correct or suitable for a particular time, situation, or purpose [≠ inappropriate]

☆ Write your birthplace in the appropriate box.  
把你的出生地写在相应的格里。

☆ I didn't feel that this was an appropriate time to mention the subject of money. 我觉得现在提钱并不合适。

### **Comprehensive exercise**

Finish the tasks and check the answers.

### **Summary and assignments**

<b>Chapter</b>	<b>Unit 3 Telephone Etiquette</b>
<b>Teaching Objective</b>	Practice using cause and effect relationship clues to determine the meaning of unknown words. <b>Ideology and politics learning:</b> Know the importance of etiquette and apply the knowledge to show our great Chinese spirit.
<b>Teaching Focus</b>	Reading skill: inference/general knowledge clues and contrast/antonym clues. The terms related to telephone etiquette and netiquette.
<b>Teaching Difficulty</b>	Reading skill: inference/general knowledge clues and contrast/antonym clues.
<b>Teaching Duration</b>	6
<b>Teaching Method</b>	task-based method, discussion
<b>Assignment</b>	1. Review the words and vocabulary in this unit. 2. Review the context clues and the suffixes in word formation exercises. 3. Group discussion: What are the differences between Chinese and American people when making a phone call? Project 3 Read business news
Part 1 Topic Introduction	<b>Introduce the topic of the unit</b> <b>Task 1</b> Check the words & expressions in the list and see whether you know their meanings. Use a dictionary to help you if necessary  <b>Leading-in</b> Ask the students to brainstorm words that indicate cause and effect relationship and try to make sentences with them.
Part 2 Reading skills practice	<b>Reading skill focus</b> 1. Explain Cause and Effect Relationship Clues. 2. Do the exercises in Guided Practice and explain them 3. Do the exercises in Let's Try and ask the students to discuss their answers with their partners. 4. Check the answers.  <b>Read the text</b> Read the text and try to understand the passage fully. When encounter unknown words, try to guess the meaning from context without looking them up in the dictionary.

**Part 3  
Comprehensive  
Reading (II)**

**Language points**

**1. Learning how to communicate well on the telephone is one of the top priorities for many students who need to use English at work.**

现在分词短语 Learning...做主语; who 引导定语从句修饰 students。

**priority** *n.*

1) [U, C] the thing that you think is most important and that needs attention before anything else

☆ For him, career is always of top priority.

对他而言, 事业才是最重要的。

☆ As a new product starts to enter the market, the priority is to establish the brand.

在新产品上市的初始, 一定要把创牌子作为首要任务。

2) [U] the right to be given attention first and before other people or things

☆ These jobs should be arranged in order of priority and not done all at once.

这些工作要分轻重缓急, 不要齐头并进。

☆ The government should give priority to the development of the basic industries

政府应优先发展基础工业

**2. Telephoning requires special skills as there are a number of obstacles that arise when telephoning that are specific to telephoning.**

现在分词 Telephoning 做主语; as 引导原因状语从句; that arise...that are specific... 是并列的定语从句, 修饰 obstacles; when telephoning 做状语。

**special** *adj.*

1) not ordinary or usual 特别的

☆ He is just an ordinary fellow with no special talents whatsoever.

他也不过是个泛泛之辈, 没什么特殊才能。

☆ Each village has its own special charm.

每个村落都有其特别的吸引力。

☆ Passengers should tell the airline in advance if they have any special dietary needs. 航空旅客如有特别的饮食要求, 请事先告知。

2) having a particular purpose 专门的

☆ They will design a special hall for exhibiting new models.

他们将专门设计展厅用来展示新产品。

☆ She works as a special adviser to the President. 她是总

统的特别顾问。

**specific**

*adj.* relating to one thing and not others; particular 特殊的, 明确的

☆ Local design teams are able to offer personal service and tailor it to your specific requirements.

当地的设计团队会为您提供私人服务, 并根据您的特殊要求进行修改。

☆ Everybody, please notify the specific time for this conference.

这次会议的具体时间请各位知照。

**3. This lack of visual communication often makes students, who can communicate quite successfully in other situations, nervous and thereby hinders their communicative abilities.**

本句主干是: This lack ... makes students... nervous and ... hinders ... abilities, 其中 makes 和 hinders 并列做谓语; 非限制性定语从句 who can...修饰 students。

**lack**

1) *n.* when there is not enough of something, or none of it [= shortage] 缺少, 缺乏

**lack of**

☆ Lack of food is a problem affecting a lot of African countries.

缺少食物是困扰许多非洲国家的大问题。

☆ Owing to lack of experience we took a roundabout course in our work.

由于缺少经验, 我们工作走了弯路。

2) *vt.* to not have something that you need, or not have enough of it 缺少, 缺乏

☆ Many businesses with growth potential fail to raise enough funds because they lack investment readiness.

很多具有发展潜力的企业由于投资准备没有做到位, 就未能筹集到足够的资金。

☆ This kind of accident is not accidental at all. It is all because that working staff lack safety awareness in their daily work.

发生这样的事故绝非偶然, 都是工作人员平时太缺乏安全意识了!

**[Note]**

lack 不是形容词, 因此没有 be lack of 的用法。

**lacking *adj.***

☆ He was lacking in confidence. 他缺乏自信。

**thereby**

*adv.* [formal] as a result of this action 因此，从而

☆ Diets that are high in saturated fat and cholesterol tend to clog up our arteries, thereby reducing the blood flow to our hearts and brains.

饱和脂肪和胆固醇含量高的饮食会阻塞动脉，从而减少流向心脏和大脑的血液。

☆ He wished to travel and thereby study the customs of other countries.

他希望去旅游，从而研究其他国家的民俗风情。

**4. Add to this the typical hectic pace of business communication, and you have a particularly difficult situation.**

this 指代前一句话提到的状况；the typical hectic pace of business communication 是 add 的宾语，由于太长，所以后置；句中 and 表示条件和结果，在祈使句后，常用 and 连接一个简单句，表示条件与结果的关系，它们在语法上是并列关系，但在意义上却是主从关系，也可译为“如果……就……”。如：

Work hard and you will live happily. = If you work hard, you will live happily.

如果你努力工作，你就会活得愉快。

Come early and you will see him. = If you come early, you will see him.

如果你早来的话，你就会见到他。

**typical**

*adj.* having the usual features or qualities of a particular group or thing 典型的，特有的

☆ There are some typical foods you won't find anywhere else.


这儿有些特色食品，是你在其他任何地方都找不到的。

☆ This advertisement is a typical example of their marketing strategy.

这个广告是他们的营销策略的典型代表。

**5. make sure**

to take action so that you are certain that something happens, is true, etc 确保，确定

☆ Make sure you read all the small print before signing. 

一定要先看清小号字体印刷部分再签字。

☆ Please Sir, make sure not to leave any article of value in the bag, thanks.

	<p>先生，请勿将贵重物品留在包内，谢谢。</p> <p>☆ <b>Make sure that you follow the instructions carefully.</b> 你一定要仔细按照说明书做。</p> <p><b>6. remind</b> vt. to help sb remember sth, especially sth important that they must do 提醒；使想起</p> <p>☆ <b>May I remind you that time will soon be up?</b> 我可以提醒你时间快到了吗？</p> <p>☆ Please remind him that we are leaving at six tomorrow morning. 请提醒他我们明晨 6 时出发。</p> <p><b>remind sb (about/of sth)</b></p> <p>☆ You just reminded me of all the great things we did together. 你让我想起了我们一起做的很棒事。</p> <p><b>Summary and assignments</b></p>
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Chapter	Unit 4 Business Entertainment
<b>Teaching Objective</b>	Practice using Definition Clues to determine the meaning of unknown words. Understand the passage. Ideology and politics learning; To spread our traditional cultural .
<b>Teaching Focus</b>	Reading skill: Definition Clues. The terms related to entertainment and gift giving in business.
<b>Teaching Difficulty</b>	Reading skill: Definition Clues.
<b>Teaching Duration</b>	6
<b>Teaching Method</b>	task-based method, discussion
<b>Assignment</b>	1. Review the words and vocabulary in this unit. 2. Group Project: Plan a business reception. Your plan needs to include the purpose, guests, venue, and activities Project 4 Read business news

<p>Part 1 Topic Introduction</p>	<p><b>introduce the topic of the unit</b></p> <p><b>Task 1</b> Check the words &amp; expressions in the list and see whether you know their meanings. Use a dictionary to help you if necessary</p> <p><b>Leading-in</b> 1. What do you think are definition clues? 2. Give a definition of something and ask your partner to guess what it is.</p>
<p>Part 2 Reading skills practice</p>	<p><b>Reading skill focus</b> 1. Explain Definition Clues. 2. Do the exercises in Guided Practice and explain them 3. Do the exercises in Let's Try and ask the students to discuss their answers with their partners. 4. Check the answers.</p>
<p>Part 3 Comprehensive Reading (II)</p>	<p><b>Read the text</b> Read the text and try to understand the passage fully. When encounter unknown words, try to guess the meaning from context without looking them up in the dictionary.</p> <p><b>Language points</b> <b>1. When choosing a venue for a business reception, cocktail party, or launch event, you not only need somewhere attractive, but somewhere that's in the right location, that is easy to get to and, especially in the evening, easy to go home from, somewhere that has a track record of successful hosting, and you want to be confident that the food and service will not let your organisation down.</b> 现在分词短语 When choosing...做状语; 主句是 you not only need somewhere..., but somewhere..., somewhere..., 即三个 somewhere 并列做宾语; and you want to be confident that the food and service will not let your organisation down 是由 and 连接的并列句, 与主句并列。</p> <p><b>reception</b> 1) [C] a large formal party to celebrate an event or to welcome someone 宴会 ☆ Distinguished guests attended the grand reception that night. 贵宾们出席了当晚的盛筵。 ☆ A reception was held in honor of the new director. 举行酒会来欢迎新主任。 ☆ Our school gave a reception to our new principal. 我们学校为新校长举行了欢迎会。</p> <p>2) [C usually singular] a particular type of welcome for someone,</p>

	<p>or a particular type of reaction to their ideas, work etc 接待</p> <p><b>a warm/grand/enthusiastic reception</b></p> <p>☆ The important client was accorded a grand reception. 这位重要客户受到了隆重的接待。</p> <p>3) [C] the desk or office where visitors arriving in a hotel or large organization go first 前台, 接待处</p> <p>☆ I asked the reception lady to guard my bag until I got back to the hotel. 我让前台小姐在我回宾馆前帮我保管一下包。</p> <p>☆ Please leave your key at the reception desk. 请把钥匙留在前台。</p> <p><b>launch</b></p> <p>1) <i>n.</i> an event to celebrate or introduce something new 新品发布会, 新品上市</p> <p>☆ How much champagne will we need for the launch? 我们的新品发布会需要多少香槟?</p> <p>☆ Clients are starting to get interested only one month after the launch of our new service. 我们推出这项新服务仅仅一个月, 客户就开始显示出了兴趣。</p> <p>2) <i>vt.</i> to begin something such as a plan or introduce something new such as a product 投放市场; 开办, 发起</p> <p>☆ This is a new car. They just launch it to the market. 这是一款新车, 刚刚投放市场不久。</p> <p>☆ Some institutions are going to launch a new scheme to encourage more youngsters from poorer backgrounds to go on to college. 一些机构准备计划一个新项目, 以此鼓励更多来自贫困家庭的年轻人进大学深造。</p> <p><b>attractive</b></p> <p><i>a.</i> very pleasing in appearance or sound, or causing interest or pleasure</p> <p>☆ Online Classrooms are quickly becoming an attractive and popular alternative to traditional classroom settings. 网络课堂很快成为当下非常时髦的学习方式, 是传统课堂以外的又一选择。</p> <p>☆ The piece of attractive cloth is made of synthetic silk. 这块好看的花布是用人造丝织成的。</p> <p><b>track record</b></p> <p>all of a person's or organization's past achievements, successes, or failures, which show how well they have done something in the past and how well they are likely to do in the future</p> <p>☆ He has a good track record as a scientist and has made a</p>
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number of discoveries.

作为科学家，他的工作业绩极佳，他已经有了多种科学发现。

☆ Here's a job applicant with an excellent track record.

这里有个表现记录优良的申请者。

**track record in**

☆ We're looking for someone with a proven track record in selling advertising.

我们想找一个在销售广告方面有着良好业绩的人。

**track record of**

☆ The fund has a good track record of investing in the equity market.

这支基金有良好的正确市场投资记录。

**2. The ground floor is dominated by a large arched bridge and a colourful narrowboat, with lots of other exhibitions all around you.**

**dominate**

1) vt. to be larger and more noticeable than anything else in a place 占重要位置，高耸于

☆ Mountains dominate the city's landmark.

重峦叠嶂构成这个城市的风景点。

☆ The two new buildings dominate the whole town.

这两座新建筑俯瞰整个城市。

2) vi. & vt. to control someone or something or to have more importance than other people or things 统治，支配

☆ She dominated the meeting by sheer force of character.

她单凭个人气势就镇住了会场。

☆ He has authority, but he doesn't try to dominate others.

他有权威，但并不想控制别人。

☆ We should not allow our prejudices to dominate the way we view others.

不要总用定势去看待每一个人。

**3. network**

1) n. a group of people, organizations etc that are connected or that work together (职场)人际关系，关系网

☆ The fabrics are merchandised through a network of dealers.

这些纺织品是通过经销网点销售的。

☆ The company has a network of shops all over the country.

这家公司有着遍布全国的商店网。

☆ He built up a wide network of relationships.

他建立了广泛的人际网络。

☆ They have developed marketing networks.

他们已经形成了一个销售网络。

2) *vi.* to meet and talk with people who have similar jobs to yours, especially because they may be useful for your work 联络

☆ You have to network if you want to get a good job.

你要想找到好工作，就得找找关系。

→ **networking** *n.*

the practice of meeting other people involved in the same kind of work, to share information, support each other etc 建立人际关系，联络

☆ I don't really enjoy these conferences, but they're a good opportunity to do some networking.

我实际上不喜欢参加这些会议，但是它们是建立人际关系的好机会。

**4. It often happens and we think the atmosphere of the museum is conducive to networking and conversation.**

词句是有 and 连接的并列句，and 表示因果关系。

**conducive**

a. [*formal*] if a situation is conducive to something such as work, rest etc, it provides conditions that make it easy for you to work etc 有助的，有益的，促成的

**be conducive to something**

☆ Exercise is conducive to good health. 运动有助于健康。

☆ The combination of production sectors, schools, and research sectors is conducive to the overall development of our society.

产学研相结合有助于我国社会的全面发展。

**5. specialist**

*n.* someone who knows a lot about a particular subject, or is very skilled at it [= expert]

☆ She is a software specialist. 她是一位软件专家。

☆ The provision of specialist teachers is being increased.

配备专业教员的人数有所增加。

**Comprehensive exercise**

Finish the tasks and check the answers.

**Summary and assignments**