

<<空乘英语>>

图书基本信息

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前言

随着中国航空市场的蓬勃发展,国际航线的日渐增加,越来越多的航空公司开通了中国至世界各地的航班,如何提高机上服务水平成为各航空公司一项迫在眉睫的工作,要提高机上服务水平关键在于要有一支高素质的空中乘务人员队伍,提高空中乘务人员的英语实际应用能力则是提高服务质量的前提。

《空乘英语》正是在这种情况下应运而生的。

本教材针对高职高专院校空中乘务专业的英语课程,是以培养和提高学生的英语交际能力和机上的应变能力为目标的实用教材。

本教材从培养高级应用型人才的总体目标出发,结合学生毕业后的工作实际,力求向学生提供其未来工作岗位所需要的专业英语知识技能,培养学生使用涉外业务英语的交际能力。

本教材本着“以应用为目的,实用为主,够用为度”的原则,着重强调实用性、常识性和灵活性,把空中乘务工作中可能用到的英语词汇、句型、语法和相关知识作为重点内容,尽量避免过于生涩、专业的词汇,使学生能够真正学以致用,为高职高专培养实用型人才尽绵薄之力。

《空乘英语》基本以实际客舱服务的程序为顺序,共分20个单元。

每个单元包含四个部分(Dialogues, Announcements, Phonetics, Reading),并且每一部分都配有针对性的练习,以提高学生的机上英语口语交际能力、广播能力,扩大其专业知识面。

本教材旨在全面加强学生机上服务英语基本技能训练,培养学生实际运用英语的能力,使之在英语会话方面具备空中乘务工作所需要的基本能力。

因此本教材在编写中力求体现以下几个特点。

(1) 以航空服务业为背景,以客舱服务工作程序为主线,培养学生正确的学习方法和独立工作能力。

(2) 根据机上服务工作的实际需求,有针对性地培养学生的英语口语表达能力,帮助学生掌握语言的交际功能。

(3) 在培养英语语言能力过程中,丰富学生在民航领域,尤其是航空商务英语方面的专业词汇和实用知识,为学生将来步入社会从事航空服务行业工作,进一步提高英语的交际能力打下基础。

本书由王远梅任主编,吴啸骅、唐菁、韩海云任副主编,姜兰、黄华、吕娜、徐晔参编。全书由王远梅统稿。

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内容概要

本书根据《高职高专教育英语课程教学基本要求》和空中乘务员实际工作需求而设计和编写，旨在通过真实的行业背景、身临其境的职业场景、原汁原味的客舱用语、实用丰富的民航知识和有针对性的练习来提高学生英语交际能力和客舱服务水平，实用性强。

全书共20个单元，每单元由四部分组成。

其中，每单元的Part One（对话）和Part Two（广播词）为本书的重点，应在课堂上重点讲解并让学生充分练习，以达到学以致用为目的；Part Three（语音）应在教师的指导下在课堂上完成；Part Four（阅读）的内容可以作为泛读材料，要求学生在课前预习，上课时教师进行检查，并根据学生掌握的情况进行适当的讲解。

本书可作为职业院校空中乘务、航空服务等专业的教材，也可作为航空公司新引进空中乘务员的英语培训教材，或空中乘务员复训时英语书面及口语测试的参考材料。

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章节摘录

Flight crew is a group of people employed by an airline who have duties on board the aircraft. It consists of two kinds of people: those who are responsible for the safety , efficient operation of an aircraft and those who are responsible for the safety and wellbe- ing of passengers on a flight. The first kind is called pilots and the other, cabin crew. Pilots exercise command over the crew, including the co-pilots (first officers) and cabin crew. Aircraft are usually operated by two, three or four pilots, depending on the type of aircraft and length of journey. The pilot who is called the captain is the more senior one. He has full responsibility for the safety of the aircraft and its occupants. Pilots are needed in four areas: passenger scheduled services; passenger charter services; freight services; and business aviation (general aviation) . The business avia- tion is the biggest sector worldwide and includes private aircraft, flying schools, and companies transporting oil and gas workers to offshore rigs. Many consider flying to be a dream job but perhaps have an unrealistic idea about what it is really like. In fact, the job demands a great deal of personal commitment and self-sacrifice. A pilot has to pass stringent training courses, and then be tested in recur- rent training twice yearly in order to maintain the relevant license. Cabin crew is the people who are working with the passengers in the cabin. They attend to passengers needs throughout the flight, serving refreshments and selling du- ty-free goods, so customer service is vital. They are expected to be friendly, enthusias- tic and courteous at all times. Cabin crew can also be divided into two groups: the senior member is called flight director or purser and those who work under the senior member are called cabin attendants. A qualified cabin crew must be with lofty goals and passion. But thats not enough. High level of professionalism and hard working attitude are a must. Language is also important, and an excellent cabin crew must be able to communicate with passengers in English fluently who are not sharing the same language. Cabin attendant should carry out a range of duties: attending a pre-flight briefing, and crew members are assigned their tasks for the coming flight.

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编辑推荐

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