

<<职场英语>>

图书基本信息

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前言

我国的大学英语教学起步于20世纪80年代,经过20多年的发展,大学英语在教学水平、课程设置、教学方法、教学环境、师资队伍等各个方面都有了长足的进步和发展。

但随着我国加入WTO和国民经济的快速发展,大学英语教学暴露出与时代要求不相称的一面。

为适应现代社会对人才培养的实际需求,推动和指导大学英语教学改革,教育部于2003年颁布了《大学英语课程教学要求(试行)》(以下简称《要求》),并于2007年结合对人才能力培养的新要求再次做了修订和调整,作为全国各高校组织非英语专业本科生英语教学的主要依据。

《要求》将大学阶段的英语教学分为一般要求、较高要求和更高要求三个层次,强调要贯彻分类指导、因材施教的原则,使英语教学朝着个性化的方向发展,要“将综合英语类、语言技能类、语言应用类、语言文化类和专业英语类等必修课程和选修课程有机结合,形成一个完整的大学英语课程体系,以确保不同层次的学生在英语应用能力方面得到充分的训练和提高。

”这样,大力发展大学英语选修课就成了大学英语教学改革的重要课题。

大学英语选修课的开设不仅是《大学英语课程教学要求(试行)》精神的体现,也是《教育部财政部关于实施高等学校本科教学质量与教学改革工程的意见》(以下简称《意见》)的内在要求,《意见》将“学生的实践能力和创新精神显著增强”作为教学改革的重要目标之一,而大学英语教学要在这方面有所作为的话,必须注重培养学生的跨文化交际能力、文化素养和在全球化、信息化的背景下获取知识的能力,这显然是传统的大学英语教学和课程设置所不能胜任的。

近年来,全国许多高校纷纷进行了开设大学英语选修课的尝试,并取得了可喜的成绩。

但是由于指导思想不明晰、教师知识结构单一和配套改革滞后等原因,在大学英语选修课的开设中出现了“因人设庙”,开课随意性强,开课种类单一,各门课程难易不均,课程测试不规范,学生对各门课程的兴趣差异过大等问题。

大学英语选修课的开设迫切需要某种程度的规范与引导,需要更为科学地设置选修课程,确实达到《要求》和《意见》中提出的目标。

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内容概要

《职场英语》以交际法为原则，旨在通过课程设计的系列活动，为学生提供在交际中创造性地使用知识的机会。

全书共12单元，分为4个模块（Module），从初入职场到职场中的社交、沟通，再到具体工作中的市场营销方面，以语言学习为目的，任务教学为手段，融汇话题、交际功能和语言结构，形成了循序渐进的生活化的学习模板。

本书练习设计多样，并提供了丰富的文字、音频等实例，便于教师课堂实际操作。

该书适合给已经通过大学英语四、六级考试或水平相当的学生开设选修课，也可供所有即将走向职业场所的学生自学。

书籍目录

Module 1 Job Hunting Unit 1 Recruitment and Job Advertisement Unit 2 Job Application Unit 3 Job Interviewing and R é sum é s
Module 2 Effective Socializing Unit 4 Decent Diplomacy Unit 5 Meals Unit 6 Entertaining
Module 3 Business Communication Unit 7 Telephoning Unit 8 “ Small Talks ” and Meetings Unit 9 Dealing with Office Affairs
Module 4 Sales and Marketing Unit 10 Marketing Unit 11 Presentations and Report Unit 12 Negotiating
Glossary of Terms

章节摘录

George Orwell (1903—1950) , a famous British writer , was born in India. He grew up in Britain where prejudice and class distinction often haunted him. This childhood trauma nurtured his antipathy towards hierarchy and authoritarianism , which would become a major political subject in his writings later. In London Orwell lived together with the poor , sympathized with them , and wrote about them in some of his books : When serving with the Indian Imperial Police in Burma , he witnessed the imperialists' viciousness and the natives' misery , which became themes of some other books of his. In 1936 , he was involved in the Spanish Civil War , fighting as a socialist against Fascism and totalitarianism. This experience was the major one in shaping his political writings : "Every line of serious work that I have written since 1936 has been written , directly or indirectly , against totalitarianism and for democratic socialism. " World War II intensified his concerns over humanity : he found that human liberty was being threatened and feared that the concept of actuality and objectivity was fading from the world. Throughout his life , Orwell assumed it his responsibility to voice his sympathy for humanity and his hate against all forms of social evils. He wrote several novels and many essays and short stories. He was one of the three foremost 20th century political satirists , together with Aldous Huxley and Eugene Zamyatin. Trying to salvage the English language from corruption , he was also known for his simple but vigorous style. His masterpieces are *Animal Farm* (1945) and *1984* (1948) . *1984* satirizes totalitarianism by setting the story in London which is ruled by "Big Brother" , and *Animal Farm* is political literature in the disguise of a beast fable.

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