

高等职业教育新标准教材

新思 高职英语

拓展模块 职业篇



出版人：郑豪杰
责任编辑：尹甜甜
封面设计：张瑞阳

定价：29.80元
ISBN 978-7-5191-4964-2

9 787519 149642

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主编
尹瑞雪
杨慧

教育科学出版社
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ENGLISH FOR
CAREERS

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Educational Science Publishing House

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副主编 • 赵 赫 陈锦英



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· 北京 ·

出版人 郑豪杰
责任编辑 尹甜甜
责任校对 贾静芳
责任印制 叶小峰

图书在版编目 (CIP) 数据

新思高职英语：拓展模块·职业篇 / 尹瑞雪，杨慧主编；凌双英总主编。-- 北京：教育科学出版社，2026.1。-- (高等职业教育新标准教材)。-- ISBN 978-7-5191-4964-2

I . H319. 39

中国国家版本馆 CIP 数据核字第 2026T8169N 号

新思高职英语 拓展模块 职业篇
XINSI GAOZHI YINGYU TUOZHAN MOKUAI ZHIYEPIAN

出版发行 教育科学出版社
社址 北京·朝阳区安慧北里安园甲 9 号 邮编 100101
总编室电话 010-64981290 编辑部电话 010-64989631
出版部电话 010-64989487 市场部电话 010-64989009
传真 010-64891796 网址 <http://www.esph.com.cn>

经 销 各地新华书店
印 刷 河北龙大印务有限公司
制 作 华腾教育排版中心
开 本 850 毫米×1 168 毫米 1/16 版 次 2026 年 1 月第 1 版
印 张 8 印 次 2026 年 1 月第 1 次印刷
字 数 204 千 定 价 29.80 元

图书出现印装质量问题，本社负责调换。



随着经济全球化的发展和我国产业结构的调整，各行各业对高素质技术技能人才的需求逐年攀升。高等职业教育作为培养高素质技术技能人才的重要途径，在推进教育强国与人力资源强国的伟大建设中起着重要作用。

党中央、国务院高度重视发展现代职业教育工作。党的二十大报告指出：“教育、科技、人才是全面建设社会主义现代化国家的基础性、战略性支撑。”“坚持以人民为中心发展教育，加快建设高质量教育体系，发展素质教育，促进教育公平。”“统筹职业教育、高等教育、继续教育协同创新，推进职普融通、产教融合、科教融汇，优化职业教育类型定位。”

在这种背景下，我们特组织职业教育英语教学领域的知名专家、学科带头人、骨干教师等，根据高等职业教育的人才培养目标，参考高等职业教育各专业人才培养方案，基于社会对人才的需求，精心研发了《新思高职英语》系列教材。本系列教材依据教育部颁布的《高等职业教育专科英语课程标准（2021年版）》（简称“新课标”）编写，以语言为基础，以育人为目标，真正体现高等职业教育英语教学的人文性、职业性与实践性，全方位助力高等职业教育专科英语教学。

教材特色

一、依据新课标编写，服务新时代

本系列教材严格遵照新课标的要求进行编写，对接新课标中规定的课程目标、课程内容、主题范围、学时安排等，注重思想性和应用性，落实立德树人根本任务，重视培养学生英语学科核心素养。

二、体现1+X课证融通与专业人才培养内涵，面向新未来

本系列教材根据人才培养目标，将英语职业技能等级考试（Vocational English Test System, VETS）及高等学校英语应用能力考试的题型融入教材听力、阅读、语言技能训练等板块，立足提高学生就业能力及职业发展能力，融通学生英语语言能力与职业技能。

三、遵循课程思政建设要求，讲好中国故事

本系列教材融入课程思政元素，将知识性、职业性与思政元素有机结合，立足中国现实，讲好中国故事，融入中华优秀传统文化，帮助学生树立文化自信，培养学生的人文素养和道德修养。

四、以现代技术为载体，实现科教融汇

本系列教材配有完备的立体化教学支持系统，充分利用各种信息技术手段，以期能提升学生的学习效率和教师的教学效果。此外，教材还配有网络自主学习平台、新思课堂、教学资源库、多媒体学习软件等，实现服务立体化，方便师生利用现代信息技术手段进行辅助教学和学习。

编写理念

本系列教材以立德树人为原则，突出职业特性和语言技能培养目标，提出了CAREER编写理念。

C: Cultivate (培育) 本系列教材聚焦英语学科核心素养，注重育人，塑造正确价值观，涵养高尚品格，提升人文素养。

A: Adapt (适应) 本系列教材适应高职专科学生英语学习需求，控制难易度，精心设计内容与练习，提高实用性。

R: Raise (提升) 本系列教材在题型设计、知识讲解和阅读深度等方面体现螺旋上升，促进可持续发展。

E: Engage (吸引) 本系列教材选材富有趣味性、人文性，配套交互平台，吸引学生参与学习，激发学生自主学习动力。

E: Evaluate (评估) 本系列教材提供学习效果评估练习，通过学习诊断，帮助学生总结反思，促进学业提升。

R: Relate (关联) 本系列教材重视语言输入与输出、主题与内容、知识与技能、理论与实践的关联性。

教材体系

一、内容组织

本系列教材以反映时代性、文化性、实用性和思想性的话题和语篇来组织内容，既有利于提高学生的语言能力，又有利于培养学生的道德素养、学科素养和职场应用能力，使学生在学习英语语言知识的同时形成良好的思想品格，提升职业技能。

二、教材结构

本系列教材按照新课标的“课程结构”设计，包括基础模块和拓展模块，共5册。其中，基础模块包括《新思高职英语 基础模块（第1册）》和《新思高职英语 基础模块（第2册）》；拓展模块包括《新思高职英语 拓展模块（职业篇）》《新思高职英语 拓展模块（学业篇）》和《新思高职英语 拓展模块（素养篇）》。

《新思高职英语 拓展模块（职业篇）》《新思高职英语 拓展模块（学业篇）》《新思高职英语 拓展模块（素养篇）》系列教材在内容上配合《新课标》的要求。各院校及各专业可根据需要和现实条件，自主决定拓展模块的开设及其内容。拓展模块通常在第3~5学期开设，学生可根据自身需求修习2学分以上的内容。

本册为《新思高职英语 拓展模块（职业篇）》，共8个单元，每个单元围绕一个职场话题，内容涉及商务礼仪、职场安全、产品描述、活动策划、营销策略、商务谈判、售后服务、职业晋升。具体结构如下。

Warming Up (热身)：以科学新颖的热身活动引导学生熟悉单元主题，包括词汇匹配、职场案例分析、情景实操练习等活动，旨在激发学生的学习兴趣。

Audio Zone (听力)：结合单元主题，选择学生在职场中比较熟悉的话题，通过丰富多样的

听力素材和任务，强化学生获取信息和分析信息的能力。

Oral Practice（口语）：提供与主题相关的常见的统计图表描述练习，配以常用词汇、表达和句型，增强学生的口语表达能力和语言交互能力。

Reading Field（阅读）：围绕单元主题设计两个语篇，融入职场实际情况、职场策略、中国的经济发展成就等，培养学生的英语学科核心素养和职业素养，提高学生理解语篇和选择恰当语篇表达意义的能力。

Workplace Writing（职场写作）：基于单元职场情景设置应用文写作，如感谢信、邀请信、会议通知、产品推介、备忘录等。通过样例学习、步骤分析到完整的情景写作，提高学生的职场写作能力。

Workplace Culture（职场文化）：聚焦全球化职场场景，以文化差异为核心，搭配具体场景示例与思考讨论题，注重知识的实用性与互动性。提升学生跨文化适应与应对能力，减少职场文化冲突。培养学生的文化敏感度与全局思维，为未来参与国际商务合作、融入多元职场环境奠定基础。

本系列教材由凌双英（安徽国际商务职业学院）担任总主编，由王勃然（东北大学）担任主审。本册教材由尹瑞雪（抚顺职业技术学院）、杨慧（抚顺职业技术学院）担任主编，赵赫（抚顺职业技术学院）、陈锦英（广东工贸职业技术学院）担任副主编。整个编写团队深究细研，精雕细琢，力求呈现优秀的教学理念和科研成果。

希望使用本系列教材的师生能够不断提供反馈意见和建议，帮助我们逐步完善教材，为我国的高职高专英语教育做出贡献。

《新思高职英语》编委会

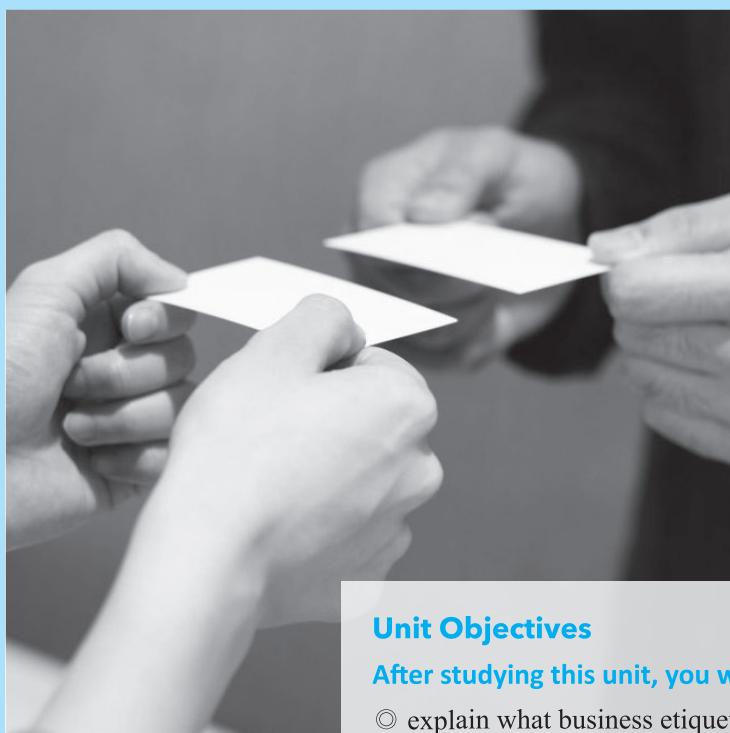


Unit	Warming Up	Audio Zone	Oral Practice
1 Business Etiquette	The Basics of Business Etiquette	Dos and Don'ts in Writing Business E-mails	Describe the Chart About Coworkers' Manners
2 Workplace Safety	Words and Phrases Related to Workplace Safety	Safety Training	Primary Causes of Major Forklift Accidents
3 Product Description	Basic Elements of Product Description	Discussion and Recommendation of Smart Phone Performance	Factors When Purchasing a New Phone
4 Event Planning	Words Related to Event Planning Steps of Event Planning	Progress and Details of Company Retreat Planning	Qualities Every Great Event Planner Should Possess
5 Marketing Strategy	Some Common Marketing Strategies Discussion and Practice	Strategies and Benefits of Marketing	Why People Block Online Ads
6 Business Negotiations	Common Courtesies of Negotiation Rules About Negotiation Etiquette	Principles of Business Negotiation	Figures About Negotiation in Businesses
7 After-sales Service	Example of After-sales Service Open Questions	Initiate After-sales Conversations The Best Way to Follow up with Customers After a Sale	Most Important Attribute of the Customer Experience
8 Gain Promotion	Terms Related to Professionalism in the Workplace Job Descriptions	Evaluate Job Performance New Goals for the Upcoming Quarter	The Workplace Factors that Matter Most to Employee Satisfaction by Gender

Reading Field	Workplace Writing	Workplace Cultural
Text A Punctuality Is Important for Business Text B Meeting Etiquette for Professionals	Thank-you Letter	Cultural Influences on Business Etiquette
Text A What is Workplace Safety? Text B Workplace safety tips	Notice	Cultural Norms in Workplace Safety
Text A How to Write a Product Description Text B A Good Product Description on Amazon	Product Description	Global Product Writing
Text A 5 Tips for Planning A Successful Event Text B Party Planning Checklist	Invitation Letter	Tips for International Event Planning
Text A How to Create a Marketing Strategy Text B Examples of Two Brands' Marketing Strategies	Social Media Post	Adjusting Marketing Language Based on Target Market Culture
Text A How to Negotiate a Business Deal Text B Preparation For a Negotiation	Memo	Negotiation Styles Across Cultures
Text A Types of After-Sales Service to Keep Your Customer Satisfied Text B The Purposes and Benefits of After-Sales Service	Reply to a Complaint Letter	Providing After-sales Support for Global Customers
Text A Climbing the Career Ladder: Tips for Professional Advancement Text B Elements of Good Workplace Relationships	Career Plan	Career Lattice

Unit 1

Business Etiquette



Unit Objectives

After studying this unit, you will be able to:

- explain what business etiquette is;
- note down the tips of business etiquette;
- talk about how to improve business etiquette;
- write a thank-you letter.

Warming Up

A Good business etiquette can have a positive impact on your career. Here are some business etiquette tips for your professional image.

The Basics of Business Etiquette



Be on Time



Recognize Your Team



Respect Shared Spaces



Dress Appropriately



Build Emotional Intelligence

B Match proper business etiquette with examples, and tell how will you do in these situations?

1. Greeting

A. I'm afraid I'm not available then. I can join at the same time the following week, or I'd be happy to join if the meeting is shifted to after 14:00.

2. Communication

B. We require professional clothes for meetings and presentations.
C. Good morning/afternoon/evening.

3. Punctuality

D. We should make sure our business cards are professional and up-to-date.

4. Business Cards

E. The manager always arrives a few minutes early for meetings.

5. Dress Code

Audio Zone

Situation 1

Enzo is asking Mrs Li the dos and don'ts in writing business e-mails. Listen to the dialogue and finish the following tasks.

- A** Choose the best words or phrases to complete each of the following statements according to the information you hear.

short

mistakes

the right name

polite

attachment

1. Check you've got _____ in the "To" box.
2. Don't forget the _____ before you start writing.
3. Keep e-mails _____.
4. Remember to be _____ and friendly.
5. Check and correct the _____ before you hit "Send".

Think and Discuss

Read the replies Ivan has received. What did he forget when he sent the e-mails?

- From:** Yoko (yoko.nakahata@aecel.biz)
- To:** Ivan (ivan.dunski@aecel.biz)
- Subject:** RE: Ivan's new proposal
-
-
-
-

Hello Ivan,
 Thanks for your e-mail asking for my thoughts about your proposal. Unfortunately, I can't comment, as you haven't sent the proposal with your e-mail.

Regards,
 Yoko

- From:** Jackie (jackie@aecel.biz)
- To:** Ivan (ivan.dunski@aecel.biz)
- Subject:** RE: IT request
-
-
-
-

Hello Ivan,
 You sent me an IT request. However, I don't work in IT. I think you meant to write to Jack, not me. We both have similar names!

Best wishes,
 Jackie

- B** Listen to the dialogue again and answer the following questions.

1. What kind of suggestions does Mrs Li give?

2. Why can't we write "CAN YOU LET ME KNOW THIS WEEK"?

3. If you make mistakes in your e-mails, what will other people think?

Situation 2

Enzo is going to receive an important client and will invite him to dinner. He is a little nervous and wants to consult Alice. Listen to the dialogue and finish the following tasks.

- A** Fill in the table according the dialogue.

Invite a Client to Dinner	
Reserving a Table	<ul style="list-style-type: none"> Ask for a 1. _____ table, so one can accomplish the mission set out to accomplish. Look professional.
Make Good Introductions	Know the client's name, position and 2. _____.
Dress Code	Wear the same things one wears to the office. It's not advisable to dress better than the boss because he might 3. _____.
Turn off the Cell Phone	It's a sign of 4. _____. If you just check your texts or answer your phone, the other person will think they're not important enough for your undivided 5. _____.

- B** Work in pairs. Please make a dialogue with your partner based on the following situation, and you may pay attention to the points mentioned in the above dialogue.

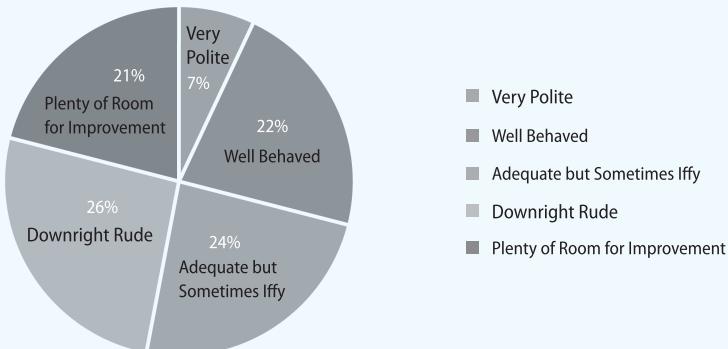
Situation: Suppose you are the sales manager of ABC Company. You are going to receive Mr. Brian, who is the deputy head of a cooperating company. You will pick him up at the airport and then invite him to a restaurant for dinner. How will you properly receive Mr. Brian?



Oral Practice

Task: You are required to describe the following chart, and present your analysis of the survey results.

Rate Your Coworkers' Manners



Expressions for Reference

1. as can be seen from the chart, ... 从图中可以看出，
2. Compared with... 与……相比较
3. while 然而
4. account for the largest proportion 占最大比例
5. According to the information gathered above, we may reach the conclusion that... 根据以上信息，我们可以得出结论.....

Reading Field

Text A

Punctuality Is Important for Business

The importance of being on time is taught to us from a very young age. Being on time helps you establish a good reputation and allows others to trust you. When you are punctual, your professional image appears polished and organized.

If the person you are negotiating with walks into a meeting ten minutes late, would you trust them to stay organized throughout your relationship? The answer is likely no. In this case, something as harmless as a bad habit can ruin a business relationship before it even begins.

When you consistently complete documents, finish projects,



or produce any other kind of output on time, it positively reflects your work ethic and the quality of your work. Not only will colleagues notice your personal standards, but they will also acknowledge your commitment to your company and its success.

Punctuality in the workplace and in business reflects professionalism. Your reputation is an important asset for getting ahead. When team leaders regard you as punctual, and someone they can rely on, they are more likely to include you in new and important projects. Every employee is a reflection of the organisation. If someone is constantly late, it will affect the firm or the business, which can cause customers to lose confidence.

Being on time shows respect for other people's time and commitments. When you arrive promptly for meetings, appointments, or social gatherings, you demonstrate consideration for others and their schedules. In the age of smartphone, no matter why you are late (unless there is a real emergency), you can always send a quick e-mail or message explaining what happened, the estimated time for arrival and, most importantly, an apology for the delay.

Of course, there can be circumstances where being late is unavoidable due to unexpected events or circumstances beyond your control. However, in general, striving to be punctual is beneficial for both personal and professional relationships. There is much truth to the saying, "the early bird catches the worm!"

Word List

punctuality [pʌŋktʃu'æləti] *n.* 按时；准时

** reputation [repju'teɪʃn] *n.* 名誉；名声

punctual [pʌŋktʃuəl] *adj.* 按时的；准时的

** polished ['poliʃt] *adj.* 优雅的；娴熟的；磨光的；擦亮的

** negotiate [ni'gəʊʃieɪt] *v.* 谈判；协商

** acknowledge [ək'nɔlɪdʒ] *v.* 承认；公认；注意到

** professionalism [prə'feʃənlɪzəm] *n.* 专业水平；专业素质

promptly ['prɒmptlɪ] *adv.* 准时地；迅速地

** demonstrate ['demənstreɪt] *v.* 证明；证实；示范

Phrases and Expressions

professional image 职业形象

get ahead 在事业、学业或生活中取得进步或成功

rely on 依赖

beyond one's control 无法控制的

the early bird catches the worm 早起的鸟儿有虫吃

基础模块词汇和课标中要求应掌握的词汇未列在 Word List 里面；** 为拓展模块词汇；未标注为超纲词汇。

Notes

1. When you are punctual, your professional image appears polished and organized.

译文 当你守时的时候，你的职业形象就会显得优雅而有条理。

分析 在这句话中，“polished” 和 “organized” 都是 v.-ed (动词的过去分词) 形式，是非谓语动词，作表语，用来说明主语的特点或者所处的状态，此时相当于一个形容词。要注意用作表语的过去分词与被动语态的区别：被动语态表示动作，句子主语为动作的承受者，后面常跟介词 by。例如：

The coffee cup was broken by Mary. 咖啡杯被玛丽打破了。

(was 为助动词，broken 为被动语态)

The meeting room was crowded with people. 会议室里挤满了人。

(was 为系动词，crowded 为过去分词)

2. In the age of smartphone, no matter why you are late (unless a real emergency), you can always send a quick e-mail or message explaining what happened, the estimated time for arrival and, most importantly, an apology for the delay.

译文 在智能手机普及的时代，无论你因何迟到（除非真的有紧急情况），都应及时发送电子邮件或信息，解释迟到原因、预计到达时间，且最重要的是，你应为此次迟到道歉。

分析 no matter 在本句中意为“无论”“不管”，引导表示让步的状语从句。no matter + who/what/where/when/how/why + 主语 + 谓语，例如：

No matter who you are, you can achieve your dreams. 无论你是谁，你都可以实现自己的梦想。

A Read and choose the information mentioned in the passage.

- 1. Something as harmless as a bad habit can ruin a business relationship.
- 2. Punctuality demonstrates that you're reliable.
- 3. Being punctual builds your self-confidence.
- 4. Being punctual shows your respect for others.
- 5. If you wouldn't think of taking ten dollars from another man's wallet, you shouldn't think of stealing ten minutes from him either.
- 6. When you're late in meeting other people, you'd better send a message explaining why.
- 7. Being late hurts your professional career.

B Complete each of the following sentences with the proper form of the words in the box.

prompt punctuality negotiate output reflect

1. Being _____ is one of the most important rules of business etiquette.
2. It took a few months, but I successfully _____ a higher salary with my new employer.
3. Sara arrived _____ at 10:00 am as we had agreed.
4. The _____ of this product is not large, but the quality is very good.
5. A city is the product of the human mind, _____ man's intelligence and creativity.

C Complete each of the following sentences with the phrases in the box. Change the form if necessary.

be beneficial for professional image get ahead rely on beyond one's control

1. I'm sorry, the hiring of staff is _____ because I am just the gatekeeper of the company.
2. If you are willing to work hard, you will _____ in this organisation.
3. _____ does not stop with dress. It also includes how you carry yourself and engage with colleagues and clients.
4. Exercise _____ human health, so we'd better have some time for exercise every day.
5. In spite of this, she trusted me and _____ me for everything.

D Translate the following sentences into English with the given words or phrases.

1. 他总是能达到工作要求。(consistently, requirement)
-

2. 你们要努力成为新时代伟大的年轻一代。(strive to)
-

3. 提高你的沟通技巧，在新的工作场所建立良好的声誉。(establish a good reputation)
-

4. 我们展现了中国作为负责任大国的责任感。(demonstrate, sense of duty)
-

5. 我们必须坚持我们的道路，不动摇我们的承诺。(sway, commitment)
-

E Work in pairs and discuss the following questions.

1. Do you think it is important for a person to be punctual?
2. How do you feel when others are late?
3. How do you remind yourself to be on time?
4. Do you feel guilty when you are late?

F Talk about your opinion about the following situation.

Company A and Company B are about to have a crucial business cooperation negotiation, and Company A's negotiation team is led by sales manager Zhang Hua. The agreed negotiation time is 9:00 am, held in the conference room of Company B. Zhang Hua and his team members carefully planned their itinerary the day before and reserved sufficient time for possible traffic congestion. They arrived at Company B smoothly at 8:45 the next day. Zhang Hua led his team members to take a break at a coffee shop near Company B, sorted out relevant materials and ideas, and arrived at the meeting room of Company B early at 8:55.

Text B

Meeting Etiquette for Professionals

What is meeting etiquette?

Meeting etiquette is a standard of behaviour that is expected while you are in the office or during meetings. Good meeting etiquette includes being on time, being off your phone for the entirety of the meeting, providing a detailed meeting agenda, staying attentive, and avoiding interruptions.

Why is meeting etiquette important in business?

We may spend a lot of money and devote a lot of time to meetings—which means we need to make the most of that time. Meetings are essential in any workplace, but they become valuable when meeting etiquette is followed. Meeting etiquette is important because it creates a positive and professional work environment. Effective meeting etiquette can improve communication, increase productivity, and strengthen relationships among employees. Besides, no one enjoys spending hours preparing a presentation only to feel like no one paid attention to it.

Meeting Etiquette to Remember

Be Punctual

Arrive at the meeting on time to show respect for other people's time.

Come Prepared

Make sure that your meeting agenda is sent well in advance, so attendees can add to the agenda and prepare ahead of time.

Speak Clearly

Speak loudly and clearly enough so that everyone can understand.

Actively Listen and Participate

Find a good balance between listening and participating in discussions. A good rule of thumb is to listen at least twice as much as you speak.

Give Others the Opportunity to Speak

Be patient and wait for your turn to speak and look for the right cues to contribute to the conversation.

Follow the Agenda

Stay on topic to make your discussion more productive and ultimately save time!

Ask Clarifying Questions

Ask questions at the appropriate time when the question is relevant to what is being discussed.

Pay Attention to Your Body Language

Try to avoid actions such as clicking your pen, rustling paper or checking your phone, as these can seem rude or disrespectful.

A Match Column A with Column B.**Column A**

1. 注意肢体语言
2. 有备而来
3. 遵循议程
4. 守时
5. 讲话清晰
6. 问题澄清
7. 积极倾听和参与
8. 给别人发言的机会

Column B

- A. be punctual
- B. come prepared
- C. speak clearly
- D. actively listen and participate
- E. give others the opportunity to speak
- F. follow the agenda
- G. ask clarifying questions
- H. pay attention to the body language

B Read the text and answer the following questions.

1. What is meeting etiquette?

2. Why is meeting etiquette important in business?

3. When is the best time to ask a question during a meeting?

4. What's the best way to split your listening and talking time during a meeting?

5. What are the body movements to pay attention to during a meeting?

Workplace Writing

Thank-you Letter

A thank-you letter is a correspondence that expresses sincere gratitude to others. It should clearly state the reason for thanks. In scenarios like workplace collaboration or business cooperation, it can strengthen relationships between the two parties.

Structure:

1. Opening (Greeting + Gratitude): Address the recipient politely and clearly state the purpose of thanks.

Expressions: I'm writing to sincerely thank you for...

I want to express my gratitude for...

2. Body (Specific Details): Explain the recipient's helpful actions, your situation, and the value brought by their assistance.

Expressions: You took on my workload means a lot to me.

You ... even though...

Your help made it possible for me to...

Thanks to your support, I...

3. Closing (Reaffirmation of Gratitude + Outlook): Reiterate your thanks and express your willingness to reciprocate or continue cooperation in the future.

Expressions: I truly appreciate your generosity/ dedication.

Thank you again for your invaluable help.

I look forward to returning the favor someday.

Wish us continued cooperation.

4. Signature: Conclude politely, and include your name and title.

Sample:



Hey Kevin,

I just got back from spending some much-needed time away with my family. I want to thank you for stepping up and taking over my duties when I was gone. I know you already have a lot on your plate and the fact that you took on my workload as well means a lot to me. I just want you to know I really appreciate what you did.

Thank you!

Best,

A Please complete the following letter according to the Chinese given.

Dear Lisa,

I'm writing to sincerely thank you for 1) _____ (你所做的) when I was down with the flu last week.

You took over the client proposal even though 2) _____ (你有自己的项目要在截止日期前完成), and your careful revision made the proposal 3) _____ (赢得客户的高度评价). Without your help, I would have 4) _____ (错过了提交截止日期, 让客户失望了).

I truly appreciate your kindness and reliability. Thank you again for your invaluable support. I look forward to 5) _____ (帮你准备即将到来的报告).

B Replace the following expressions with more appropriate workplace jargon while maintaining the original meaning.

1. Thanks for your help. → _____
2. You did a good job. → _____
3. I'll help you later. → _____

C Write a thank-you letter based on the given situation and reference expressions.

Situation: Write a thank-you letter to your business partner for his hospitality during your trip to his country. Thank him for the thoughtful arrangements during your visit. Explain how his reception has promoted the cooperation between the two sides. Express the willingness to further cooperation in the future.

For your reference:

热情款待 hospitality

安排会议 arrange meetings

促进合作 facilitate cooperation

期待未来合作 look forward to future collaboration

Workplace Culture

Cultural Influences on Business Etiquette

In today's globalized business world, understanding and practicing proper business etiquette is essential for building successful professional relationships. Just as cultural differences influence time management, as we've seen in different countries, they also play a significant role in business etiquette.

Dress Code

The way you dress in a business setting can convey a lot about your professionalism and respect for the occasion. In many Western countries, business formal attire typically includes a suit and tie for men and a pantsuit or skirt suit for women. However, in more casual workplaces, business casual may be acceptable. In some Asian countries, business attire is usually very formal. Men often wear dark-coloured suits, and women opt for conservative and elegant outfits. The emphasis is on neatness and modesty, reflecting the cultural values of respect and order.

Communication Styles

Effective communication is at the heart of good business etiquette. In the United States, direct communication is often valued. People tend to be straightforward about their opinions and expectations. For example, in a business meeting, an American might clearly state their point of view and suggest a course of action without much preamble. In contrast, in countries like India, communication can be more indirect. Building rapport and showing respect through polite language and non-verbal cues is important before getting down to business.

Gift-Giving

Gift-giving in a business context varies greatly across cultures. In China, giving and receiving gifts is a common practice to build and strengthen business relationships. However, there are certain rules to follow. Gifts should be of moderate value, and they are usually presented and received with both hands as a sign of respect. In Australia, gift-giving is less common in business settings. If you do give a gift, it should be a small token of appreciation, such as a souvenir from your home country. Overly expensive gifts may be seen as inappropriate and could raise ethical concerns.

Think and Discuss: In your opinion, what are the potential advantages and disadvantages of both direct and indirect communication styles in international business negotiations?

Checking Progress

Words

Words I've learned in this unit are:

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> punctuality | <input type="checkbox"/> reputation |
| <input type="checkbox"/> consistently | <input type="checkbox"/> professionalism |
| <input type="checkbox"/> output | <input type="checkbox"/> reflect |
| <input type="checkbox"/> etiquette | <input type="checkbox"/> entirety |
| <input type="checkbox"/> clarifying | |

Other words I've learned in this unit are:

Expressions

Expressions I've learned in this unit are:

- | | |
|--|---|
| <input type="checkbox"/> professional image | <input type="checkbox"/> get ahead |
| <input type="checkbox"/> rely on | <input type="checkbox"/> beyond one's control |
| <input type="checkbox"/> the early bird catches the worm | |

Other expressions I've learned in this unit are:

I am able to

- talk about how to develop good business etiquette;
- develop the skills to receive and entertain clients;
- describe a chart of a survey's results;
- know the importance of being on time and meeting etiquette;
- write a thank-you letter.