

<<工艺美术英语>>

图书基本信息

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内容概要

专门用途英语系列教材是教育部规划的高等学校（包括高等专科院校和高等职业学校）专业英语阶段的英语教材，也可供电大、各类成人院校及广大专业人员学习专业英语、提高涉外业务交际能力使用。

《工艺美术英语》是该系列教材之一。

本书从专业人员实际工作的需要出发进行设计和编写。

选材新颖、点面结合、内容丰富、语言规范；练习兼具实用性和针对性。

全书由10个单元组成，每单元包括专业文献阅读与翻译、涉外业务应用文模拟套写和专业会话三部分。

书后附有词汇表、练习参考答案和课文参考译文。

本书配有录音带。

书籍目录

Unit 1 Sculpture Reading and Translating Reading A: The Human Figure in History (Excerpt) Reading B: Foreword to an Exhibition Simulated Writing: Commercial Letters Listening and Speaking: Retailing & Shopping

Unit 2 Landscape Art and Gmlroidery Reading and Translating Reading A: Suzhou: Its Gardens and Embroidery Reading B: An Introduction to Embroidery Trade Association Simulated Writing: Fax and E-mail Listening and Speaking: Product Presentation

Unit 3 Advertising Reading and Translating Reading A: Why Advertising? Reading B: Irritating TV Commercials Simulated Writing: Commercial Advertisements Listening and Speaking: Advertising

Unit 4 Package Design Reading and Translating Reading A: Food Packages Reading B: Well-designed Packaging Simulated Writing: Advertisements on the Internet Listening and Speaking: Packaging

Unit 5 Product Design Reading and Translating Reading A: Product Design and Consumers' Choice Reading B: Conditions of Sale for an Auction Simulated Writing: Bidding Order Listening and Speaking: Exhibition & Auction

Unit 6 Fashion Design Reading and Translating Reading A: Todd Oldham -- A Famous Designer Reading B: The Designer Work Sheet Simulated Writing: Sales Contract Listening and Speaking: Inquiry and Offer

Unit 7 Ceramics Reading and Translating Reading A: Masterpieces of Chinese Art (Excerpt) Reading B: Ceramics Studio Precautions Simulated Writing: Commercial Invoice Listening and Speaking: Agency

Unit 8 Jewelry Design Reading and Translating Reading A: Silver Reading B: Jewelry Advertisements Simulated Writing: Insurance Policy Listening and Speaking: Insurance and Claim

Unit 9 Interior Design Reading and Translating Reading A: An Environment That Works Reading B: 20th Annual Interiors Awards Competition Simulated Writing: Bill of Exchange Listening and Speaking: Negotiation & Contract

Unit 10 Furniture Desig Reading and Translating Reading A: Furniture and Accessories Reading B: North American Furniture Standards Simulated Writing: Letter of Credit Listening and Speaking: Joint Venture

Clossary 参考答案
参考译文

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