

<<高级职业英语教师参考书>>

图书基本信息

书名：<<高级职业英语教师参考书>>

13位ISBN编号：9787040282948

10位ISBN编号：7040282941

出版时间：2010-1

出版时间：高等教育出版社

作者：《高级职业英语》系列教材编写组 编

页数：173

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

前言

《高级职业英语》是一套专门针对高职高专学生实际需求而编写的英语系列教材。其编写历经两年之久，经过广泛调查研究，获得了大量客观可靠的数据和访谈笔录，并在此基础上进行了科学的定量和定性分析。

其编写理念是在对用人单位、毕业生、在校生和教师及教学管理部门进行调查的基础上，采取“能力倒推”的方法，即根据调查统计结果筛选出毕业生实际工作岗位所涉及的岗位英语技能点，再根据目标工作岗位群的特征，将这些技能点按照语言教学的客观规律进行科学的编排和语言精加工，整合成具有共性特征的技能模块，从而形成教材的主要架构。

本系列教材依据教育部颁布的《关于全面提高高等职业教育教学质量的若干意见》，遵循“面向社会，针对岗位，强化能力，促进发展”的宗旨，坚持“能力本位、任务驱动、行动导向、教学做一体化”的教学模式和以岗位技能为主线，以职场活动为情景的编写原则，构建“基于工作过程的项目导向”的内容体系，紧扣岗位需求，做到“学中做，做中学”，以“学以致用”、“学以管用”、突出技能训练、全面提高学生完成岗位工作能力为目的。

本系列教材形式新颖，按照听说模块、读写模块和拓展模块分册编写，具有较强的针对性和实用性，为学生通过本教材的学习，掌握职场生存和发展必需的英语基本技能提供了可靠的保障。

本系列教材吸收国内外优秀教材的编写经验，由外籍专家对语言审定把关，是一套专为高职高专院校非英语专业公共英语教学量身打造的综合英语系列教材。

《高级职业英语》系列教材共三级，每级由《听说教程》、《读写教程》、《拓展教程》以及《教师参考书》组成，同时增加了《预备教程》，可供入学水平较低的使用者选用。

本系列教材每单元围绕同一职业岗位技能展开训练，每个教程既相对独立，又相互联系和互为补充，从而形成一个有机的整体。

《高级职业英语教师参考书2》是与《听说教程2》、《读写教程2》和《拓展教程2》相配套使用的辅导用书，内容包括：各教程教法提示、《读写教程2》的练习答案、课文翻译和课文注释、《听说教程2》的录音稿和练习答案、《拓展教程2》的练习答案和课文翻译。

《教师参考书2》仍然保持各个教程的架构，按照《读写教程2》、《听说教程2》和《拓展教程2》的顺序编排。

<<高级职业英语教师参考书>>

内容概要

《高级职业英语教师参考书2》依据教育部颁布的《关于全面提高高等职业教育教学质量的若干意见》，遵循“面向社会，针对岗位，强化能力，促进发展”的宗旨，坚持“能力本位、任务驱动、行动导向、教学做一体化”的教学模式和以岗位技能为主线，以职场活动为情景的编写原则，构建“基于工作过程的项目导向”的内容体系，紧扣岗位需求，做到“学中做，做中学”，以“学以致用”、“学以管用”、突出技能训练、全面提高学生完成岗位工作能力为目的。

书籍目录

Teaching Plan for Advanced Career English 2
 Advanced Career English Teachers Manual 2
 Reading and Writing
 Unit 1 Introducing a Company
 Section 1 Before-class Activities : Getting Things Ready 13
 Section 2 In-class Activities : Things to Do 13
 Section 3 Things to Write 15
 Section 4 After-class Activities : More Things to Do 15
 Unit 2 Establishing Business Relations
 Section 1 Before-class Activities : Getting Things Ready 17
 Section 2 In-class Activities : Things to Do 17
 Section 3 Things to Write 19
 Section 4 After-class Activities : More Things to Do 20
 Unit 3 Promoting Products and Services
 Section 1 Before-class Activities : Getting Things Ready 21
 Section 2 In-class Activities : Things to Do 21
 Section 3 Things to Write 23
 Section 4 After-class Activities : More Things to Do 24
 Unit 4 Attending Fairs and Exhibitions
 Section 1 Before-class Activities : Getting Things Ready 25
 Section 2 In-class Activities : Things to Do 27
 Section 3 Things to Write 27
 Section 4 After-class Activities : More Things to Do 27
 Unit 5 Negotiations
 Section 1 Before-class Activities : Getting Things Ready 29
 Section 2 In-class Activities : Things to Do 29
 Section 3 Things to Write 31
 Section 4 After-class Activities : More Things to Do 31
 Unit 6 Contracts
 Section 1 Before-class Activities : Getting Things Ready 33
 Section 2 In-class Activities : Things to Do 33
 Section 3 Things to Write 35
 Section 4 After-class Activities : More Things to Do 35
 Unit 7 Culture and Etiquette
 Section 1 Before-class Activities : Getting Things Ready 37
 Section 2 In-class Activities : Things to Do 37
 Section 3 Things to Write 38
 Section 4 After-class Activities : More Things to Do 39
 Unit 8 Business Ethics and Integrity
 Section 1 Before-class Activities : Getting Things Ready 41
 Section 2 In-class Activities : Things to Do 41
 Section 3 Things to Write 43
 Section 4 After-class Activities : More Things to Do 43
 Unit 9 Modern Administration
 Section 1 Before-class Activities : Getting Things Ready 45
 Section 2 In-class Activities : Things to Do 45
 Section 3 Things to Write 47
 Section 4 After-class Activities : More Things to Do 48
 Unit 10 Dealing with Work Problems
 Section 1 Before-class Activities : Getting Things Ready 50
 Section 2 In-class Activities : Things to Do 50
 Section 3 Things to Write 55
 Section 4 After-class Activities : More Things to Do 52
 Advanced Career English Teachers Manual 2
 Listening and Speaking
 Unit 1 Introducing a Company
 Section 1 Before-class Activities : Getting Things Ready 57
 Section 2 In-class Activities : Things to Do 59
 Section 3 After-class Activities : Listen for Fun 65
 Unit 2 Establishing Business Relations
 Section 1 Before-class Activities : Getting Things Ready 66
 Section 2 In-class Activities : Things to Do 67
 Section 3 After-class Activities : Listen for Fun 73
 Unit 3 Promoting Products and Services
 Section 1 Before-class Activities : Getting Things Ready 74
 Section 2 In-class Activities : Things to Do 75
 Section 3 After-class Activities : Listen for Fun 81
 Unit 4 Attending Fairs and Exhibitions
 Section 1 Before-class Activities : Getting Things Ready 82
 Section 2 In-class Activities : Things to Do 83
 Section 3 After-class Activities : Listen for Fun 89
 Unit 5 Negotiations
 Section 1 Before-class Activities : Getting Things Ready 91
 Section 2 In-class Activities : Things to Do 91
 Section 3 After-class Activities : Listen for Fun 97
 Unit 6 Contracts
 Section 1 Before-class Activities : Getting Things Ready 98
 Section 2 In-class Activities : Things to Do 99
 Section 3 After-class Activities : Listen for Fun 105
 Unit 7 Culture and Etiquette
 Section 1 Before-class Activities : Getting Things Ready 106
 Section 2 In-class Activities : Things to Do 107
 Section 3 After-class Activities : Listen for Fun 114
 Unit 8 Business Ethics and Integrity
 Section 1 Before-class Activities : Getting Things Ready 115
 Section 2 In-class Activities : Things to Do 116
 Section 3 After-class Activities : Listen for Fun 123
 Unit 9 Modern Administration
 Section 1 Before-class Activities : Getting Things Ready 124
 Section 2 In-class Activities : Things to Do 125

章节摘录

What ?

Based on the considerations and concepts mentioned above , this Extended Book sets two purposes : to offer further reading about the career skills in each unit so as to supply more relevant and meaningful language input —— it is the amount of reading that matters in the long run! —— and to supply systematic training in phonetics (grammar training is offered in Reading & Writing) and reading skills , two aspects that function systematically as gap-suppliers throughout the entire series. In addition , the Career Previewing section offers bilingual reading to develop the students cultural awareness related to their future careers. Consequently , this Extended Book differs totally from the so-called extended books of other series of textbooks and is therefore , an indispensable component of Advanced Career English series. It also functions as a transition to autonomous learning.

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>