

<<信息技术高级英语教程>>

图书基本信息

书名：<<信息技术高级英语教程>>

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内容概要

《信息技术高级英语教程》是教育部工程科技人才培养专项——“以专业性和情景化为导向的工程硕士英语课程改革”课题项目的成果之一。

该教程由《信息技术高级英语教程(电子书)》、《信息技术高级英语教程(学生手册)》、《信息技术高级英语教程(教师手册)》及其课程配套网络教学平台组成。

“电子书”是学习者课前和课后学习的主要学习材料；

“学生手册”主要用于课堂教学，提供课堂讨论和活动等教学任务所需的相关教学内容；

“教师手册”是教师组织教学的参考用书，提供教学目标、教学建议、练习答案、音视频脚本和补充阅读等；

“配套网络教学平台”主要包括两大功能，一是为学生在使用电子书时所做的标记、笔记、备注和练习等进行网络存储和同步，二是以课程教学班为单位，建立师生交互的平台。

《信息技术高级英语教程》旨在培养和训练学习者掌握信息技术行业人员交流和合作开发的工作语言，突出口语交流能力和商务、技术文档的读写，而不是传统的词汇、语法与用法的讲解和经典文章与文学的鉴赏。

为此，编者对一些外向型信息技术企业和在学硕士生进行了大量的访谈和调查，充分调研了我国同类硕士英语教学和外向型企业岗前英语培训教学的现状，在此基础上探索硕士英语教学目标新的发展趋势。

本教程是编者结合信息技术类工程硕士英语课程教学特点进行教学设计和编写的全新教程。

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书籍目录

- Unit 1 Job Hunting
- Unit 2 Success on the Job
- Unit 3 Requirements Analysis
- Unit 4 Project Management
- Unit 5 Presentation
- Unit 6 Negotiation
- Unit 7 Assertive Communication
- Unit 8 Customer Service
- Unit 9 Time Management
- Unit 10 Stress Management

章节摘录

the speaker owes it to his or her listeners to plan , write , and deliver the presentation in a professional , convincing manner. An effective way to make the beginning , middle , and end of the presentation work together is to remember this three-pronged rule of clear communication : Tell them what you're going to tell them , tell them , tell them what you've told them. In the beginning of the presentation , preview what is to come. This approach grabs the audience's attention and opens the door to the main body of the presentation : the middle. It is also a good idea to tell them for how long you will speak : “ For the next 15 minutes I will ... ” . This will give the audience an idea of the scale of your presentation to avoid the guess work. In the middle , present most of what you have to say. Simple , declarative lists (“ First , the purpose of the study was ... ”) can organize the middle of the presentation to help the listener move along. In the end , wrap up (“ To summarize ... ”) . Approaching the three parts of the presentation this way is the simplest and easiest way to organize yourself and make your thoughts understandable to all and easy to follow.

Dynamic techniques Many other techniques can be employed to make a presentation work especially well. All recognize one fact : A presentation is prepared for the ear. To be effective , the words and ideas must be retained in the listener's mind. The following techniques can be particularly effective while delivering your presentation : Repetition. Besides helping your audience remember something , repetition builds greater awareness of central points of the main theme. Often , repetition contributes to the flow of the presentation. Do not be afraid to repeat the main point of your presentation. **Quotes.** The best quotations are short and memorable. They not only say something meaningful , but they say it clearly. Good quotes work on several levels , forcing the audience to think. Make sure the quote is clearly attributed and that it was said by someone your audience will probably recognize. Quotations are often particularly effective at the beginning or end of a presentation but can work well almost anywhere. **Startling or surprising moments.** Surprise is used to draw attention to the point you are about to make. Saying something the audience is not expected to hear can reawaken the audience. **Tell a short story.** Everyone likes to hear a story. As we listen , we visualize the action of the story in our minds. This is why and how we remember stories long after we have forgotten a lot of other things. In a presentation , of course , a story has to be short (it cannot come to take the place of the presentation itself) and it has to make a point in the context of the presentation and its theme. Use all of these devices sparingly in your presentations. If overused , the presentation becomes exaggerated and can quickly turn into a farce. Used with care and to move the presentation along , they usually work exceedingly well.

Time challenges If making a presentation as part of a technical session , where more than one speaker speaks , it is very important to adhere to your allocated time limit. The overall session must end at certain time. Exceeding your time will make the audience wander and lose their concentration. It can ruin your presentation. As you write and edit your presentation , the general rule to follow is to allow about 90 seconds for every double-spaced page of copy. Rehearsing your presentation will tell you approximately how long it will be. To stay within the allocated time , it is very important that you write the presentation that you are going to deliver. ...

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