

<<新编商务英语精读4>>

图书基本信息

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前言

商务英语教学强调商业语境中特殊言语交际方式和特殊商务语言形式的运用。在编写商务英语教材的时候，要考虑到将语言知识、交际能力以及商务知识融于一体，使学生在学语言的同时，掌握必要的商务知识及商务技能。

“新编商务英语精读”系列教材在这方面作了大胆的尝试。

该教材试图通过循序渐进的方式，使学生逐步掌握系统的英语语言基础知识，注重培养学生的实际商务英语交际能力。

该套教材精心设计了許多小组活动，为学生营造各种话语环境，使他们能够把所学的知识运用于各种日常交际活动和商务活动之中。

《新编商务英语精读》出版后，受到广大大专院校师生的欢迎。

但美中不足的是，各册的配套参考书不齐全，特别是《新编商务英语精读4》，相对前三册来说具有一定的难度，如果缺乏配套的参考书，就会在教材的使用过程中给师生造成一定的教学与学习困难。为了满足广大师生的要求，特编写这本《新编商务英语精读4教学参考书》。

《新编商务英语精读4（学生用书）》分10个单元，每单元由三大部分组成：阅读I（ReadingI）、阅读（Reading）以及扩展性练习（ExtendedActivities）。

为此，我们在编写教学参考书的时候，结合学生用书的特点，进一步拓展教学的相关背景知识，为教学提供更详尽的语言知识，对课文的篇章结构知识和难句加以分析和阐释，并对教材中的扩展性练习提供相关文化背景知识或详细的参考资料和讲解。

另外，在每单元之后还附了一套自测题供学生自主检测学习情况。

《新编商务英语精读4教学参考书》每个单元设置为课前预习（PartI Pre-learning）、课文学习（Learn-
ing Procedure）和课后自主测验（Self-study Test）三大板块。

课前预习包括本单元教学目的（Aims for This Unit）和相关文化背景知识（Cultural Background）。课文学习板块包括阅读I和阅读的词句部分、篇章结构分析和扩展练习参考三部分。

阅读I和阅读的词句部分包括语言要点（Key Language Points）或注释（Notes）以及难句分析和翻译（Difficult Sentences）。

阅读的注释部分编写方式与阅读I的语言要点稍有不同，它包括词汇和短语的用法、例句及其相关背景知识。

篇章结构分析（Structure of Reading I）对课文进行分段分析，以便加深对课文的理解。

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内容概要

《新编商务英语精读4：教学参考书》结合学生用书的特点，进一步拓展教学的相关背景知识，为教学提供更详尽的语言知识，对课文的篇章结构知识和难句加以分析和阐释，并对教材中的扩展性练习提供相关文化背景知识或详细的参考资料和讲解。另外，在每单元之后还附了一套自测题供学生自主检测学习情况。

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书籍目录

Unit 1 AdvertisementUnit 2 Business CommunicationUnit 3 Organizational CultureUnit 4 FamilyUnit 5
SightseeingUnit 6 Public RelationsUnit 7 Modern OfficeUnit 8 ProductionUnit 9 AutomobilesUnit 10
Insurance

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章节摘录

Virginia Valentine, director of advertising's foremost cultural analysis company, Semiotic Solutions, argues that brands can no longer expect consumers to take sales messages at face value. Consumers challenge everything they are told, she believes, and will prefer brands that give them something back, rather than the old-style "Here's our product. Aint it great !

" philosophy which has dominated advertising since its inception. Thus ads can deal with social issues and refer to the news agenda these days. Inevitably, though, it can go horribly wrong. "The risk is, and I think this is true in the case of Volkswagen, that if you use images of faith and prostitute them, people will take offence. It's all very well if you give them something back, but it is clear that Jesus could not have benefited from that poster campaign."

The ad agency, however, may well have done. The VW campaign might look like a marketing disaster, but increasingly ad agencies are selling to clients not simply their ability to write ads but their ability to write ads that generate PR. Some clients ask all agencies pitching for their business to demonstrate their ability to garner extra publicity. A deliberately shocking ad is the simplest way to get additional media coverage, and even if the media coverage is negative, it can still help to sell the product as advertisers like Benetton have already proved. One supporter of Benetton's work is Leon Jaume, Deputy Creative Director of ad agency Ogilvy & Mather, who believes its success lies in knowing its target. "In marketing terms the only real taboo is upsetting the people you want to buy your product," he says. "As long as it's legal and the client is OK with it, you can offend anyone else and in many ways you should. I'd normally see outrageous advertising as a youth proposition though, and I think VW's mistake may have been in selling a product that isn't a youth product with this kind of style. Young people are receptive to taboo-breaking as they are more open-minded than older people. I think they positively welcome advertising that annoys their parents."

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