

Unit

1

Reception 接待



Objectives

1. To learn about tea and coffee
2. To practice how to receive visitors in different situations
3. To enable students to know about reception etiquette
4. To learn about body language
5. To learn how to write an introduction letter
6. To learn about Chinese food

Focus

S: Tea and Coffee (P2)

L: At the Airport (P3)

L: At the Office (P4)

S: At Conventions and Exhibitions (P5)

R: Qualities of Receptionists (P6)

R: Body Language (P8)

W: Introduction Letter (P9)



1 Starter—Tea and Coffee

A. Match each Chinese expression with the English translation.

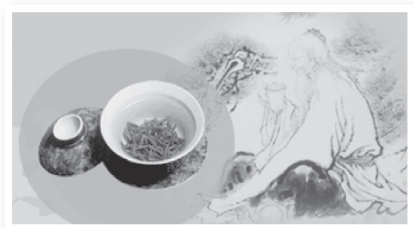
- | | |
|-----------------|---------------------------|
| () 1. 红茶 | a. drink tea |
| () 2. 绿茶 | b. teapot |
| () 3. 功夫茶 | c. oolong tea |
| () 4. 花茶 | d. coffee with two sugars |
| () 5. 龙井茶 | e. black tea |
| () 6. 普洱茶 | f. pu'er tea |
| () 7. 乌龙茶 | g. make tea |
| () 8. 茶壶 | h. kung fu tea |
| () 9. 沏茶 | i. scented tea |
| () 10. 品茶 | j. espresso |
| () 11. 清咖 | k. black coffee |
| () 12. 蒸馏咖啡 | l. longjing tea |
| () 13. 加双份糖的咖啡 | m. green tea |
| () 14. 下午茶 | n. afternoon tea |

B. Match the following coffee glossary with the meaning.

- | | |
|--|--|
| () 1. Blend | |
| () 2. Caffè latte | |
| () 3. Cappuccino | |
| () 4. Commercial coffee | |
| () 5. Green coffee | |
| () 6. Organic coffee/certified organic coffee | |
| a. a serving of espresso combined with about three times as much hot milk topped with froth | |
| b. packaged pre-ground (pre-brewed in the case of instant or soluble) coffee sold by brand name | |
| c. unroasted coffee | |
| d. a serving of espresso topped with hot milk and froth | |
| e. coffee that has been certified by a third-party agency as having been grown and processed without the use of pesticides, herbicides, or similar chemicals | |
| f. a mixture of two or more single-origin coffees | |

C. Look at the pictures and talk about the tea and coffee.

Tea



Coffee



Topic Guide:

- various kinds of tea
- various kinds of coffee
- ways of making tea and coffee
- teahouses and coffee houses
- tea and coffee culture



2 At the Airport

Listen to the conversation and choose the best answer to each question.



Scenario: The secretary Doris Sun meets the client Mr. Green from America at the airport. Doris introduces herself and inquires about Mr. Green's flight.

English

1. What company does Mr. Green work in? ()
 - A. International Trading Company.
 - B. Shanghai Toy Company.
 - C. American Toy Company.
 - D. Shanghai Trading Company.
2. From the conversation, we can see Doris and Mr. Green _____. ()
 - A. have talked to each other face to face before
 - B. didn't know each other before at all
 - C. know each other
 - D. have met each other before
3. How was Mr. Green's flight? ()

A. Horrible.	B. Pleasant.
C. Noisy.	D. Sleepy.
4. How many pieces of luggage does Mr. Green have? ()
 - A. One.
 - B. Two.
 - C. Three.
 - D. More than three.
5. After picking up Mr. Green, where are they heading for? ()

A. The company.	B. The scenic spots.
C. The hotel.	D. The restaurant.



3

At the Office

Listen to the conversation and fill in the blanks.



Scenario: The secretary Cathy Li receives the client Mr. Brown, who wants to see the general manager Mr. Yang, but Mr. Yang is not available now.

- | | |
|------------------------------------|-----------------------------------|
| Mr. Yang: | (1) _____ of Shanghai A&B Company |
| Mike Brown: | (2) from British _____ Company |
| The secretary says the manager is: | (3) _____ at the moment |
| Mr. Yang will be available: | (4) in _____ minutes |
| Mr. Brown would like to drink: | (5) _____ |



4

At Conventions and Exhibitions

A. Warm up

Task One: making introductions

A: Nice to meet you. I'm Susan.

B: Nice to meet you, too. My name is Peter.

Task Two: talking about the local weather

A: How do you like the weather here?

B: The weather is great in Shanghai. I like it very much.

Task Three: talking about the local traffic

A: What do you think of the traffic here?

B: Not too bad. But there is always heavy traffic in rush hour.

Task Four: talking about the local food

A: Do you like Sichuan food?

B: Actually, I don't like it very much. It's a bit spicy.

Task Five: greeting the visitor

A: Good afternoon, sir. Can I help you?

B: Yes. My name is John Brown.

Task Six: asking the visitor to sign in

A: Welcome, Mr. Brown. Could you sign your name here?

B: Yes, certainly.

Task Seven: offering drinks

A: Would you like something to drink, tea or coffee?

B: Yes, please. A cup of coffee would be great.

A: Would you like it with milk and sugar?

B: No, black for me. Thanks.

Task Eight: giving directions

A: Mr. Smith, you may go in now. Go along the corridor until the end and then turn right. The meeting room is the first one on the right.

B: OK, I see. Thanks a lot.

B. Complete the conversation according to the given situation.



Scenario: The general manager Mr. Brown and the secretary Lisa Wu are at the Canton Fair. Lisa is approaching the customers at the exhibition stand.

A: Good morning, sir. (1) _____

B: Good morning.

A: These are samples of our company's products. Please take your time.

B: Thank you. (2) _____

A: Here are samples and brochures of the latest products.

B: Great. I'm interested in your products. (3) _____

A: Certainly. Could you please leave your business card so we can contact you whenever needed?

B: Here you are.

A: You're welcome to browse our company's website. You may contact our staff anytime.

B: I really appreciate it.

A: (4) _____

C. Make up a conversation according to the given situation.



Scenario: The secretary Anne Zhang, in charge of the reception for the annual conference of the company, is helping the guest Mr. Black with the registration.



5

Qualities of Receptionists

Read the following passage and do the exercises.

Customers may not be impressed with your company without a first-rate receptionist greeting walk-in customers, answering phones, and directing traffic. A receptionist is often the first voice a caller hears, and that first impression goes a long way.

If you'd like to be engaged in reception, you may use receptionist jobs as a way to familiarize yourself with office work. There are various important requirements and qualities that a receptionist job description asks to be fulfilled by those that apply for such jobs.

- A polite manner, clear speech, and a high standard of personal appearance are important qualities in a receptionist. A receptionist must be calm and well organized, even when working under pressure.
- The receptionist is usually the first person to receive a customer complaint, so you must have excellent customer service skills and tact, and know when to refer a case to the upper management.
- Receptionist work requires accuracy and attention to detail.
- Receptionists must be familiar with handling cash, checks, credit cards, and foreign currency.
- The ability to speak a foreign and national language can be useful.
- Receptionists should be able to operate standard office equipment, such as computers, photocopiers, and fax machines.
- Other tasks include word processing and general clerical work.
- Personality means: friendliness and professionalism, attention to detail, and efficiency.

These are the traits an employer should look for when interviewing potential receptionists.

The receptionist needs to be able to perform a lot of duties, including keeping an eye on who comes and goes at the same time and on the guest rooms and reception area.

A. Answer the following questions according to the passage.

1. Why does the receptionist make an important impression on visitors?

2. If a receptionist cannot deal with a complaint, what should he/she do?

3. Does a receptionist need to deal with money matters?

4. What personality traits does a receptionist need?

B. Translate the following paragraph from the passage into Chinese.

If you'd like to be engaged in reception, you may use receptionist jobs as a way to familiarize yourself with office work. There are various important requirements and qualities that a receptionist job description asks to be fulfilled by those that apply for such jobs.

6 Body Language

Read the following passage and do the exercises.

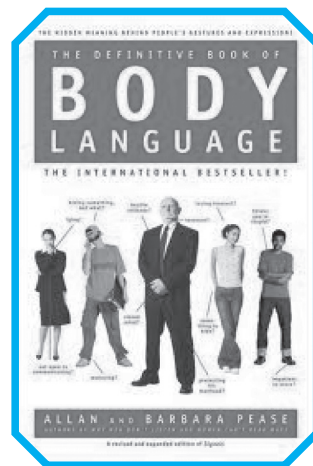
Have you ever been in a situation when you really didn't believe what someone was saying? Did you have a sense that something didn't ring true or a gut feeling that all was not right? Perhaps they were saying "Yes" yet their heads were shaking "No"?

The difference between the words people speak and our understanding of what they are saying comes from non-verbal communication, also known as "body language". By developing your awareness of the signs and signals of body language, you can more easily understand other people, and more effectively communicate with them.

There are sometimes subtle and sometimes not so subtle movements, gestures, facial expressions, and even shifts in our whole bodies that indicate something is going on. The way we talk, walk, sit, and stand all say something about us, and whatever is happening on the inside can be reflected on the outside.

By becoming more aware of this body language and understanding what it might mean, you can learn to read people more easily. This puts you in a better position to communicate effectively with them. What's more, by increasing your understanding of others, you can also become more aware of the messages that you convey to them.

There are times when we send mixed messages; we say one thing, yet our body language reveals something different. This non-verbal language will affect how we act and react to others, and how they react to us.



A. Choose the best answer to each question according to the passage.

- In order to understand correctly what a speaker is saying, we should _____. ()
 - be more aware of the tone of his voice
 - be more aware of his profession
 - be more aware of his status
 - be more aware of his body language
- Body language means _____. ()
 - gestures
 - signs and signals
 - both A and B
 - all non-verbal communication
- Body language can show _____. ()
 - what is going on inside someone's mind
 - what kind of person he/she is
 - what language he/she is not good at
 - how he/she is feeling

B. Match the non-verbal communication expression with the Chinese translation.

- | | |
|----------------------------|------------|
| () 1. eye contact | a. 声调 |
| () 2. facial expression | b. 姿势与手势 |
| () 3. tone of voice | c. 触摸 |
| () 4. posture and gesture | d. 面部表情 |
| () 5. touch | e. 对视；眼神交流 |



7

Introduction Letter

Read the following passage and do the exercises.

A. Writing Guide

Narrowly speaking, an introduction letter is one used to introduce a person or a company. In business circles, an effective introduction is of great importance, and can leave a deep impression on customers or visitors. Here are some tips for introduction writing:

- Give background information;
- Keep conciseness and clarity in your mind. Take out your outline and use it as a guideline for how to put in order the brief information and examples you will use in your introduction. Remember, your introduction is a map for your readers to prepare them for where you will take;
- Keep to the key points. Remember, your reader is only concerned about the core, not every detail.

B. Useful Expressions

- ✓ This is a leading trade company in the line of Chinese silk export.
这是一家从事中国丝绸出口的龙头贸易公司。
- ✓ The company boasts a history of about 150 years with more than 100 branch offices around the world.
该公司已有150年历史，在全球有100多家分公司。
- ✓ As a leading auto-manufacturer, the company has the biggest market share in the global car industry.
作为汽车制造业的老大，该公司占据着全球汽车业最大的市场份额。
- ✓ The company saw net profits rise by 7% to €1.29 bn from €1.21bn in the first half of the year.
今年第一季度，该公司净利润增长7%，从12.1亿欧元增长到12.9亿欧元。
- ✓ The company is a manufacturer of state-of-the-art equipment for global telecommunication.

该公司生产一流的全球通讯设备。

- ✓ In her position as assistant, she was employed in our office from 2007 to 2011.
2007至2011年她在我们办公室担任助理一职。
- ✓ He is a hard-working, sincere, and ambitious young man with an eager desire for knowledge.
他是一位勤奋、真诚、有抱负并且有强烈求知欲的年轻人。
- ✓ She is very positive and cooperative.
她积极乐观、乐意合作。
- ✓ She did an excellent job in this position and was an asset to our company during her tenure with the office.
她在职期间工作优秀，是我公司的骨干。
- ✓ He has worked as manager of the Public Relations department at our company for three years.
在我公司任公关部经理一职已有三年。

C. Writing Specimen

To whom it may concern,

It is my pleasure to recommend Mr. Walter Chang, a hardworking and able young man.

He has worked as Marketing Department Manager at our company for three years. During his tenure, he has successfully developed several creative marketing plans that have resulted in significantly increased revenue. In addition, our company saw a significant increase in profits. As his direct supervisor for three years, I found him easy-going, tackling all assignments with dedication and a smile.

In view of his achievements in his work so far, I believe that he will be a great asset to your company.

If you would like further details, please feel free to call me at (20)6277-1925.

Yours sincerely,
(Signature)

D. Write an introduction letter according to the information given below.

You are a professor in Shanghai Jiao Tong University. One of your colleagues will go to Stanford University for further education. You are asked by him to write a letter of introduction to Professor Laurence, an old friend of yours, who is a world-famous professor in his research field.



8

Translation

A. Correct the following translation.

1. 水煮鳝片 The Water Boils the Shan Slice _____
2. 馒头 Steamed Wheat Head _____
3. 汤圆 Pudding/Dumpling/Ball _____
4. 铁板牛肉 Corrugated Iron Beef _____
5. 宫爆鸡丁 Government Abuse Chicken _____
6. 红烧狮子头 Red Burnt Lion Head _____
7. 生鱼块 Chop the Strange Fish _____
8. 干锅牛蛙 Dry a Bullfrog _____
9. 四喜丸子 Four Glad Meatballs _____
10. 童子鸡 Chicken without Sexual Life _____
11. 麻婆豆腐 Bean Curd Made by Women with Freckles _____
12. 干炒牛河 Cow River _____
13. 上汤云吞 Top Soup Cloud Swallow _____
14. 炸酱面 Fry the Sauce _____
15. 罗宋汤 The Soup of Sung _____
16. 周打鱼汤 The Week Beats the Fish Soup _____
17. 沙律 Fresh Fruit Sand _____
18. 素鸭 Vegetarian Duck _____
19. 夫妻肺片 Lungs of Husband and Wife _____
20. 口水鸡 Watery Chicken _____

B. Translate the following Chinese dishes into English.

1. 杂碎 _____
2. 馄饨 _____
3. 烧卖 _____
4. 锅贴 _____
5. 蒸饺 _____
6. 咕咾肉 _____
7. 粽子 _____
8. 元宵 _____
9. 驴打滚儿 _____
10. 艾窝窝 _____
11. 冰梅凉瓜 _____
12. 干豆角回锅肉 _____

English

- 13. 雪蛤海皇羹 _____
- 14. 小炒黑山羊 _____
- 15. 北京炸酱面 _____
- 16. 蔬菜面 _____
- 17. 鼓汁牛仔骨 _____
- 18. 海鲜乌冬汤面 _____
- 19. 蜜汁叉烧 _____
- 20. 蒜茸蒸虾 _____



9

Supplementary Reading

Read the passage and decide whether the following statements are true (T) or false (F).

- () 1. You need to call the restaurant to book the table when inviting someone for dinner.
- () 2. If your companion insists on paying his/her share, it shows that he/she wants to be respected.
- () 3. In most American restaurants, service charge is added to the bill.
- () 4. In America, you should put the napkin across the lap at the table.
- () 5. Switching your knife and fork to opposite hands while cutting food is against American table manners.



If you invite someone to join you for dinner in a restaurant, phone the restaurant first to find out if you need a reservation in order to avoid a long wait for a table. To make a reservation, just give your name, the number of people in your group, and the time you plan to arrive. When you invite someone to dinner, you should be prepared to pay the bill and reach for it when it arrives. However, if your companion insists on paying his or her share, don't get into an argument, and those feelings should be respected. In most American restaurants, the waiter or waitress's tip

is not added to the bill. If the service is adequate, it's customary to leave a tip equal to about 15% of the bill. In expensive restaurants, leave a bit more.

American table manners are easy to learn by observation. A few characteristics to note: the napkin should not be tucked into the collar or vest but should be placed across the lap; the



silverware placement is quite different from the European style, but you can't go wrong if you use the piece of silverware furthest from the plate first and work your way in toward the plate as the meal progresses. Before cutting food, some Americans switch their knife and fork to opposite hands, but it isn't necessary to do this.



10

Surfing the Internet

Search the Internet for more information about Chinese dishes, and talk about the following dishes which foreigners like very much.



糖醋里脊



宫保鸡丁



麻婆豆腐



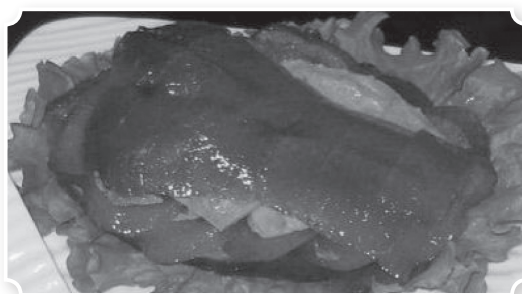
馄饨



春卷



炒面



北京烤鸭



11

Enjoying Yourself

A. Read the dialogue and appreciate the figure of speech—pun.

1. Teacher: Be quiet! Order! Order!
Students: Beer! Beer!
2. Why is every book like tree in summer?
Because every book is full of leaves.
3. Why is a river rich?
Because it has two banks.
4. How do you keep cool at a football game?
Sit next to a fan.
5. Why should a man never tell his secret in a corn field?
Because it has so many ears.
6. Customer: I would like a book, please.
Bookseller: Something light?
Customer: That doesn't matter. I have my car with me.
7. A: Her husband leads a dog's life.
B: That's right. He growls all day and snores all night.
8. A: "Mine is a long and sad tale!" said the mouse, turning to Alice and sighing.
B: "It is a long tail, certainly," said Alice, looking down with wonder at Mouse's tail, "but why do you call it sad?"

B. Read and recite the following famous sayings.

1. Envy never enriched any man.
2. A man should live with his superior as he does with his fire: not too near, lest he be burnt, nor too far, lest frozen.
3. Well begun is half done.
4. Live to learn, not learn to live.
5. A fall into the pit, a gain in your wit.

Vocabulary

New Words

teapot /'ti:pɒt/ <i>n.</i> 茶壶	Yixing is famous for its purple clay teapots.	1.1
scented /'sentɪd/ <i>a.</i> 带香味的	The outlet sells handkerchiefs scented with lavender.	1.1
espresso /e'spresəʊ/ <i>n.</i> 蒸馏咖啡	Two espressos, please.	1.1
froth /frɒθ/ <i>n.</i> 泡沫	I don't like beer with too much froth.	1.1
soluble /'sɒljəbl/ <i>a.</i> 可溶的	Water-soluble vitamins are those that can be dissolved in water.	1.1
pesticide /'pestɪsɪd/ <i>n.</i> 杀虫剂	The pesticide is very effective in killing mosquitoes.	1.1
herbicide /'hɜ:bɪsaɪd/ <i>n.</i> 除草剂	Paraquat is an effective herbicide.	1.1
flight /flaɪt/ <i>n.</i> 航班	Flight BA808 was delayed for 2 hours.	1.2
terrific /tə'rfɪk/ <i>a.</i> 极好的（口语）	He is a terrific tennis player.	1.2
smooth /smu:ð/ <i>a.</i> 顺利的	Everything is smooth just now.	1.2
luggage /'lʌɡɪdʒ/ <i>n.</i> 行李	Customs officers examined all luggage at the airport.	1.2
suitcase /'sju:tkeɪs/ <i>n.</i> 手提箱；小提箱	His carry-on luggage is a suitcase.	1.2
available /ə'veɪləbl/ <i>a.</i> （人）有空的；（物）可以得到的；	You will be informed when the tickets are available.	1.3
stand /stænd/ <i>n.</i> 展台；展位	They booked two standard stands at the upcoming Canton Fair.	1.4
brochure /'brəʊʃə(r)/ <i>n.</i> 资料（或广告）手册	They found there was only one hotel in the 100 pages of the travel brochure.	1.4
browse /braʊz/ <i>v.</i> 浏览；随便看看	Please browse our website for more information.	1.4
registration /,redʒɪ'streɪʃn/ <i>n.</i> 注册；登记	You need to fill in the registration form first.	1.4
first-rate /'fɜ:st,reit/ <i>a.</i> 一流的	First-rate universities refers to first-class teaching staff, not state-of-the-art facilities.	1.5
familiarize /fə'mɪlɪəraɪz/ <i>v.</i> 使熟悉；了解，通晓	You'll need time to familiarize yourself with our office procedures.	1.5
clerical /'klerɪkəl/ <i>a.</i> 办公室工作的	She worked as a clerical assistant after graduation.	1.5
personality /,pɜ:sə'næləti/ <i>n.</i> 个性；气质；特征	The cult of personality was so popular in that time.	1.5
professionalism /prəʊ'feʃənəlɪzəm/ <i>n.</i> 专业水平；专业素质	We were impressed by the professionalism of the company staff.	1.5
trait /treɪt/ <i>n.</i> （个性的）特征；特点	Her personality traits are good for the job.	1.5
potential /pə'tenʃl/ <i>a.</i> 潜在的；可能的	China is a big potential market.	1.5

English

gut /gʌt/ <i>n.</i> 内心; 本能; 直觉	I had a feeling in my gut that something was wrong.	1.6
effectively /ɪ'fektɪvli/ <i>ad.</i> 有效地	The company must reduce costs to compete effectively.	1.6
subtle /'sʌtl/ <i>a.</i> 微妙的; 不易觉察的	Her version of the event contains subtle differences from what actually happened.	1.6
convey /kən'veɪ/ <i>v.</i> 传递; 传达 (思想、感情)	Colors like red convey a sense of energy and strength.	1.6
reveal /rɪ'veɪl/ <i>v.</i> 揭示; 显示; 透露	The report reveals the company made a loss of \$200 million last year.	1.6
react /rɪ'ækt/ <i>v.</i> 反应; 回应	The market reacted by falling a further two points.	1.6
guideline /'gɑ:dlam/ <i>n.</i> 指导方针 (原则); 准则	The GM has drawn up a guideline on how to increase sales.	1.7
core /kɔ:(r)/ <i>n.</i> 核心; 要点; 精髓	The core of the argument is whether to raise the price or not.	1.7
asset /'æset/ <i>n.</i> 资产; 有用的人	I believe he will be an asset to your company.	1.7
tenure /'tenjʊə(r)/ <i>n.</i> 任期; 任职	During his tenure, he has done a good job.	1.7
revenue /'revənju:/ <i>v.</i> 财政收入; 税收收入; 收益	The report reveals the company's revenue was \$200 million last year.	1.7
supervisor /'su:pəvaɪzə(r)/ <i>n.</i> 监督人; 主管人	I'd like to have a meeting with my supervisor.	1.7
tackle /'tækl/ <i>v.</i> 处理; 解决	I have a lot of assignments to tackle.	1.7
dedication /,dedɪ'keɪʃn/ <i>n.</i> 奉献	He does his job with dedication.	1.7

Phrases and Expressions

black tea	红茶	1.1
black coffee	清咖	1.1
in the case of	在……情况下	1.1
brand name	商标名称	1.1
a third-party agency	第三方机构	1.1
be certified by	由……证明	1.1
on the phone	通电话	1.2
have a sound sleep	睡得很香	1.2
scenic spot	景点	1.2
general manager	总经理	1.3
be engaged (in)	忙于……	1.3
heavy traffic	交通拥挤; 交通堵塞	1.4
rush hour	(上下班的) 高峰时间	1.4
sign in	签到; 签名	1.4

main product	主打产品	1.4
for reference	以供参考	1.4
business card	名片	1.4
apply for	求（职）；（正式）申请	1.5
customer service	客服	1.5
credit card	信用卡	1.5
foreign currency	外币	1.5
word processing	文字处理	1.5
have a sense	预感	1.6
non-verbal communication	非语言交际	1.6
facial expressions	面部表情	1.6
be aware of	明白；觉察；意识到	1.6
leave a deep impression on	留下深刻印象	1.7
conciseness and clarity	简洁明了	1.7
be concerned about	关心；关注	1.7
result in	带来；造成	1.7
in view of	鉴于；考虑到	1.7