

<<英语教程>>

图书基本信息

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### 内容概要

本书根据《五年制高等教育实用英语课程基本要求》和《普通高等专科学校英语课程教学基本要求》，在总结了多年的教改个教学经验的基础上编写而成。

本书根据五年一贯制的特点和学生年龄小，可塑性强的优势，合理设计、统筹安排，体现了五年制高职教材的特色。

全书不同于传统英语课程的教学方式，基本思路立足于提高学生的英语交际能力，采用听读领先的教学模式；突出“立足实用，打好基础，强化能力”的高职英语教学原则；强调以话题为中心，以培养学生英语交际能力为重点；注重教材的科学性、趣味性、前瞻性，强调实用性。

## 书籍目录

Unit One How to Use This Book Successfully 1.1 A General Introduction to the Book and a Comparison with the Previous Books 1.2 Samples of the Oral Exercises 1.3 Vocabulary Learning 1.4 Reading for Different Purposes 1.5 Listening Tasks

Unit Two Organizing Your Learning 2.1 What Are the Resources? 2.2 How to Make the Best Use of the Resources 2.3 How to Organize Your Learning 2.4 Homework

Unit Three Pleased to Meet You 3.1 Word Power 3.2 Reading 3.3 Listening 3.4 Speaking 3.5 Homework Self-assessment for Unit Three

Unit Four Jobs and Responsibilities 4.1 Word Power 4.2 Reading 4.3 Listening 4.4 Speaking 4.5 Homework (Presentation)

Unit Five Daily Routines and Feelings About Jobs 5.1 Word Power 5.2 Reading 5.3 Listening 5.4 Speaking 5.5 Homework (Presentation) Self-assessment for Units Four & Five

Unit Six Our Company 6.1 Word Power 6.2 Reading 6.3 Listening 6.4 Speaking 6.5 Homework Self-assessment for Units Six & Seven

Unit Eight I Prefer to Stay in 8.1 Word Power 8.2 Reading 8.3 Listening 8.4 Speaking 8.5 Homework

Unit Nine I Will Fly to 9.1 Word Power 9.2 Reading 9.3 Listening 9.4 Speaking 9.5 Homework Self-assessment for Units Eight & Nine

Unit Ten Enjoying a Business Dinner 10.1 Word Power 10.2 Reading 10.3 Listening 10.4 Speaking 10.5 Homework

Unit Eleven Travel and Sightseeing 11.1 Word Power 11.2 Reading 11.3 Listening 11.4 Speaking 11.5 Homework Self-assessment for Units Ten & Eleven

Unit Twelve Made in China 12.1 Word Power 12.2 Reading 12.3 Listening 12.4 Speaking 12.5 Homework

Unit Thirteen Guangzhou Trade Fair 13.1 Word Power 13.2 Reading 13.3 Listening 13.4 Speaking 13.5 Homework Self-assessment for Units Twelve & Thirteen

Unit Fourteen I'm the Right Person 14.1 Word Power 14.2 Reading 14.3 Listening 14.4 Speaking 14.5 Homework

Glossary

## 章节摘录

franchisor and licensor of convenience stores with more than 6,840 stores in the United States and Canada, and 28,900 units internationally. Of the close to 5,800 stores the company operates and franchises in the United States, some 4,460 are franchised. Internationally, 7-Eleven licensees and affiliates operate more than 28,900 7-Eleven and other convenience stores in countries including Japan, Australia, Mexico, Singapore, the Philippines, Sweden, Denmark, Thailand, Norway, Malaysia and China. 7-Eleven also is one of the nation's largest independent gasoline retailers. 7-Eleven pioneered the convenience store concept during its first years of operation as an ice company when its retail outlets began selling milk, bread and eggs on Sundays and evenings when grocery stores were closed. This new business idea produced satisfied customers and increased sales, and convenience retailing was born!

The name 7-Eleven originated in 1946 when the stores were open from 7 am to 11 pm. Today, offering customers 24-hour convenience, seven days a week is the cornerstone of 7-Eleven's business. Every 7-Eleven store focuses on meeting the needs of convenience-oriented customers by providing a broad selection of fresh, high-quality products and services at everyday fair prices, speedy transactions and a clean, safe and friendly shopping environment. Each store's selection of up to 2,500 different products and services is tailored to meet the needs and preferences of local customers. Stores typically vary in size from 2,400 to 3,000 square feet and are most often located on corners for the greatest visibility and easy access. Nowadays, 7-Eleven offers consumers a number of convenient services designed to meet the unique needs of individual neighbors, including copiers, fax machines, automatic teller machines (ATM), long-distance phone cards and, where available, lottery tickets. 7-Eleven's community relations programs serve the diverse and changing needs of the communities where 7-Eleven stores are operated. In 2000, through charitable contributions of cash and goods, in-store fundraising activities and local involvement, more than \$2.3 million in support was disbursed to programs addressing issues such as literacy and reading, crime and multicultural understanding.

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### 编辑推荐

《英语教程》是教育部职业教育与成人教育司推荐教材，“普通高等教育‘十一五’”国家级规划教材。

本教材是在前一阶段学习中阅读和词汇都达到一定量的基础上，侧重培养学生听说能力上，并进行初步的专业英语学习。

本教材在实用上下功夫，在语言应用上下功夫。

通过不同的工作场景和任务，如日常工作、出差、公关、产品销售等，训练学生流利地、正确地使用英语进行交流与沟通。

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