



2026
外语教学资源
高等职业教育分册



高等教育出版社

高等教育出版社简介

高等教育出版社成立于1954年5月，是新中国最早设立的专业教育出版机构之一。1983年5月，邓小平同志为高等教育出版社题写社名。

经过70余年发展，高等教育出版社已经成为以出版普通高等教育、职业教育、继续教育等教育类和专业学术类出版物为主的大型综合性出版社，业务体系涵盖教育出版、主题出版与学术出版、融合发展、研究与评价，产品覆盖图书、期刊、音像制品、电子出版物、网络出版物、数字化教学平台及服务、教师培训等形态。作为我国教育出版的国家队和主力军，高等教育出版社在出版规模、出版物质量、教学服务体系和市场占有率等方面均处于领先地位，具有广泛知名度和国际影响力。

当前，高等教育出版社正努力打造主业挺拔、产品领先、技术先进、服务多元、管理科学，更加具有引领力、竞争力、创新力、影响力的综合型出版和知识服务标杆企业，加快建设中国特色世界一流教育强社出版强企，为强国建设、民族复兴建设贡献力量。

高等教育出版社外语出版事业部简介

作为高等教育出版社核心出版事业部之一，外语出版事业部汇聚了大批国内外高水平的专家作者和经验丰富的编辑，长期承担国家重点规划教材的出版任务，是我国外语教材和学术出版物的权威出版基地之一。已出版数千种适用于研究生、大学本科、高等职业教育、中等职业教育等各学段的外语类精品教材、学术专著和成人教育用书、考试用书，以及《大学英语教学指南》《大学日语教学指南》《大学俄语教学指南》《大学德语教学指南》《高等职业教育专科英语课程标准》《中等职业学校英语课程标准》等教学指导文件。在首届全国教材建设奖评选中，《英国文学选读》荣获高等教育类二等奖，《新编实用英语》荣获职业教育与继续教育类一等奖，《实用英语》荣获职业教育与继续教育类二等奖。在首批“十四五”职业教育国家规划教材的评选中，高教社外语教材共有37种83本入选，位居各出版单位之首。

外语出版事业部扎实推进习近平新时代中国特色社会主义思想和党的二十大精神进教材。以外语课程思政建设为主要抓手，先后策划出版了“举旗帜、育新人、兴文化”的大学本科公外教材《新时代明德大学英语》、高等职业教育专科公外教材《新导向职业英语》和以“立德树人、德技并修”为特点的中等职业学校公共基础课程教材《英语》等。

在学术出版领域，外语出版事业部打造了语言学期刊《中国外语》和《英华学者文库》等精品学术力作。其中，《中国外语》入选中文社会科学引文索引（CSSCI）来源期刊、中文外国语类核心期刊及中国人文社会科学期刊AMI综合评价核心期刊，2022年至2025年蝉联“中国学术期刊影响力指数及影响因子排行榜（语言文字类）”第一名，先后获得“中国国际影响力优秀学术期刊”“语言学最受欢迎期刊”等荣誉称号。《多模态话语分析理论与外语教学》《语料库批评翻译学概论》等著作获得教育部高等学校科学研究优秀成果奖（人文社会科学）等奖励。

在数字化业务领域，以iSmart外语智能学习平台为核心，扎实推进各项业务。全面升级内容审核、数据安全和用户信息保护系统，上线数字课程出版系统；数字课程、“背单词”小程序、软硬件结合专属课程持续丰富；提供基于iSmart的大规模在线测试服务，支持各类线上赛事活动，为用户提供点对点平台使用培训。





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English Curriculum Standards for Higher Vocational Education (2021 Edition)



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中华人民共和国教育部制定

features

2021年春，《高等职业教育专科英语课程标准（2021年版）》（以下简称“新课标”）正式发布，这是教育部自2000年发布《高职高专教育英语课程教学基本要求（试行）》以来第一次颁布英语学科课程标准，为深化“三教”改革，提升人才培养质量提供了重要抓手。为了更好地助力新课标落地，帮助老师们在实际教学中有所遵循，高等教育出版社在相关培训、理论研究等方面做出了一些努力，主要工作情况如下：

1. 相关培训

为了助力新课标落地，我们精心组织、策划、协办了10期针对新课标的专题培训，其中包括协助教育部职业教育发展中心举办的全国第一期英语课标线上培训；支持安徽、湖南、江苏、浙江、四川等省教科院或相关学会和学术机构开展的6期新课标专题培训以及暑假期间针对华南、西南、华东地区的高职一线教师开展的3期新课标专题培训。

2. 理论研究

依托高教社主办的CSSCI核心期刊《中国外语》杂志，我们邀请新课标研制组组长北京外国语大学文秋芳教授，副组长北京联合大学常红梅教授与核心成员东南大学李霄翔教授等专家在改革论坛版块发布学术论文，对新课标进行系统解读。这些学术研究成果为教学改革提供了研究参考和实践指导，也为教材建设提供了理论支撑和编写依据。

ISBN

高等职业教育专科英语课程标准（2021年版）

978-7-04-055994-1



全国教材建设奖

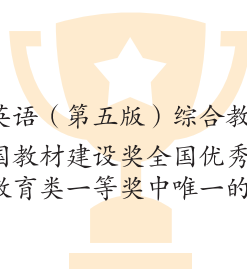


全国教材建设奖由国家教材委员会主办、教育部承办，立足强导向、建机制、促建设，是教材领域的最高奖，是检阅、展示教材建设服务党和国家人才培养成果，增强教材工作者荣誉感、责任感，推动构建中国特色、世界水平教材体系的一项重大制度。该奖项每四年评选一次。

basic info



- 《新编实用英语（第五版）综合教程》1、2
荣获首届全国教材建设奖全国优秀教材一等奖，是职业教育与继续教育类一等奖中唯一的高职公共英语基础课程教材



- 《实用英语（第六版）综合教程》1、2荣获首届全国教材建设奖全国优秀教材二等奖



- 《畅通英语（全新版）》
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新编实用英语 (第六版)

New Practical English



“十四五”职业教育国家规划教材

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赋能职教育英才

首届全国教材建设奖全国优秀教材一等奖

以职业能力为锚点 以实用技能为核心 以文化素养为底色

basic info

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主编 册1: 姜怡 姜欣 册2: 安晓灿 彭新竹 册3: 余渭深 张银成

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components & resources

套系构成

《综合教程》《教师参考书》《实训手册》《语法手册》(品类完善中)

配套资源

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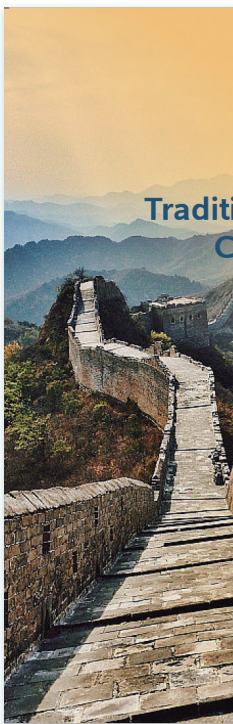
- | 育人元素深度渗透, 扎实落实立德树人根本任务
- | “校园-职场-社会”全链条衔接, 精准适配人才成长规律
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- | “职业能力+升学需求”双重适配, 兼顾教学与备考需求
- | 立体化数字资源赋能, 助力教与学提质增效

ISBNs

预计2026年4至8月陆续推出(请见电子版“征订目录”)

UNIT 05

Traditional Crafts and Cultural Heritage



- Unit Goals**
- Discuss topics related to traditional crafts, customs, and other cultural heritages.
 - Analyze materials to extract information about global cultural heritage.
 - Compose a descriptive essay and a notice.
 - Practice and apply the grammar rules for commonly used modal verbs.
 - Understand and interpret passages about China's cultural heritage and its protection efforts.
 - Recognize the value of Chinese and global cultural and craft heritage, and cultivate a sense of preservation responsibility.
 - Design a service-learning project plan to raise awareness of cultural heritage protection.

UNIT 05

Warming-up

Work in pairs to discuss the following questions. When sharing your ideas, refer to the information in the mind map to make your discussion more focused and well-supported.

- ① Can you name some traditional crafts that require special preservation measures?
- ② Can you list some cultural heritage elements integrated into modern products?

Topics

- Traditional crafts** → porcelain making, silk embroidery, paper cutting, tea processing, jade carving, etc.
- Cultural significance** → historical narratives, regional features, ethnic symbols, philosophical concepts, etc.
- Preservation challenges** → endangered techniques, shortage of inheritors, negative impacts of commercialization, etc.
- Cultural communication** → museum exhibitions, international cultural exchanges, digital dissemination, etc.

Extracurricular Engagement and Community Participation

Understanding a Passage

Listen and Complete

- 4 The following is a monologue with key content points left blank. Listen to it carefully, paying close attention to the context and details, then fill in each blank with the exact words or expressions you hear.

Hello, fellow students! This is the Campus English Radio Station. Today, I'm excited to introduce the upcoming Maple Leaf Cultural Festival. Get ready for a week of fun starting next Monday! Activities 1. _____ maple leaf postcards, traditional tea tasting, and a photo contest 2. _____ near the college lake. The Model United Nations group will also host a debate—it's challenging but great for 3. _____! In fact, it was the feedback from a survey that helped us design these events. Since students wanted more **hands-on** activities, we've added **craft workshops** and 4. _____ on Friday. We can't wait to celebrate this colorful festival 5. _____ when all the maple trees on campus turn red. Whether you love art, debates, or food, there's something for everyone!

Words & Expressions

- ▲ hands-on /'hændz 'oʊ əd/ 实际操作的, 动手的
- craft workshop 手工艺术坊



Self-Introduction and College Adaption

Section 5

APPRECIATING CULTURE

Reflect and Appreciate

- 1 The core theme of this unit is college education, primarily from the perspective of freshmen. Based on what you have learned, reflect further on time-honored traditional Chinese educational concepts. Then share your reflections with your partner in both Chinese and English.

- 2 Appreciate the following paragraph, think about the ideas, and try to identify the original Chinese poem lines corresponding to the italicized parts.

Traditional Chinese education has always focused on moral cultivation (德育). Meanwhile, it stresses principles such as "learning combined with critical thinking" (学思结合) and "teaching students in accordance with their aptitude" (因材施教). It cultivates both keen analytical thinking and the craftsman (工匠) spirit. *"What's learned from books is shallow; one must experience it to truly understand."* This line highlights the importance of balancing academic learning and practical skills.

Appreciate and Edit

- 3 Read the following paragraph aloud and work with your partner to translate it into Chinese. Then each of you can use an AI tool to translate the Chinese version back into English. Compare these different versions to deepen your understanding of the original text, translation techniques, as well as similarities and differences between the two languages and their cultures.

During the mid-to-late 4th century BCE in ancient China, the "Jixia Academy" was founded by Duke Huan Tian (Tian Wu) of Qi. It brought together various schools of thought, thereby promoting intellectual prosperity. Around the same period, Plato established the Academy in Athens in Greece, which focused on philosophy and the sciences. These two institutions went on to become early intellectual and academic centers of the East and West.

Conducting a Project

Form teams of 4 members to carry out the following collaborative project. During the process, assign clear and specific roles to each member to ensure full participation of everyone and smooth progress of the project.

Creating a short video themed "My First Experiences of College Life"

Objectives:

To deepen mutual understanding through peer story-sharing, foster a sense of empathy, and inspire new insights and personal growth for everyone.

Procedures:

Individual preparation: Each member prepares two personal "first experiences" of campus life in English, focusing on specific details to make the stories vivid.

Group collaboration: Share and discuss all the collected experiences, select two of the most interesting and meaningful stories, and collaborate to produce the short video.

Role assignment: One member edits the selected stories into a script; two members are responsible for short video production; one member integrates the script and video for the final presentation.

Class engagement: Fellow students actively respond during group presentations and vote for the best two project work according to the evaluation criteria.

Evaluation criteria:

- > **Positive value orientation:** Convey positive values, inspire empathy, and motivate students toward college life.
- > **Adequate language practice:** Make full and proper use of the language knowledge learned in this unit.
- > **Good overall coordination:** Create a video with appealing audio-visual effects that match the oral presentation well.

Tips

- 1) Use AI as an auxiliary tool rather than the primary producer.
- 2) Obtain permission before using anyone's real name in the stories.

Section 3

TRYING YOUR HAND

General Writing

Read and Perceive

Expository Writing

Expository writing aims to explain the "how" and "why" behind a certain "what" like a concept, a process, or a phenomenon. In addition to giving information, it fosters a deeper understanding of the topic, exposing the mechanisms, reasons associated with the information, emphasizing logical relationships such as cause and effect (因果), purpose and result (目的与结果), problem and solution (问题与对策), definition and example (定义与例证), compare and contrast (比较)

SAMPLE

How to Get Ready for a Job Interview

A job interview is, but more than, a meeting between you and an employer. It could be the first chapter of your future story. Preparing well helps you face it with confidence, not worry. Start by understanding the company and the role, then recall stories from your classes or projects that show your abilities and skills. Prepare thoughtful questions about the work too. This preparation helps you feel ready, speak clearly, and answer questions smoothly. It turns a stressful interview into a meaningful chance to truly show who you are and what you can do, but also who you will be and what you will be able to do in the future!

新编实用英语 (第五版) (修订版)

New Practical English



“十四五”职业教育国家规划教材

首届全国教材建设奖全国优秀教材一等奖



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教材样章



专家视频

征订信息

basic info

总主编 孔庆炎 刘鸿章

主编 册1: 姜怡 姜欣 册2: 安晓灿 彭新竹 册3: 余渭深 张银成

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components & resources

套系构成

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《语法手册》《备考手册》《求职手册》

配套资源

| 二维码音、视频 | 数字课程 | 课程思政教案 | 电子课件PPT | iSmart背单词小程序 | 电子习题

ISBNs

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电子版PDF

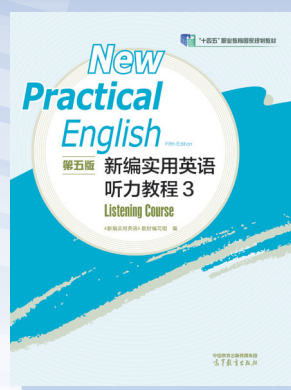


新编实用英语 (第五版)

听力教程 New Practical English Listening Course



“十四五”职业教育国家规划教材



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basic info

总主编 孔庆炎 刘鸿章
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features

- “实用为主，够用为度”，有效提升学生听说水平
- 主题鲜明、模块设计、素材多样、难度渐进
- 创设仿真职场情境，培养学生职场交流技能
- 普通高等教育“十五”“十一五”国家级规划教材和“十二五”“十三五”“十四五”职业教育国家规划教材

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新编实用英语（第五版）听力教程 3
新编实用英语（第五版）听力教程教师用书 1—3

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978-7-04-052783-4
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- 依据新课标词汇表重新编排参考词汇及表达
- 进一步突出职业特色，注重职业英语技能培养
- 遵循语言学习规律，使各模块难度层次更加明晰、形式更加多样
- 完善数字资源，方便师生使用

实用英语 (第七版)

Practical English



“十四五”职业教育国家规划教材

共和国第一套高职高专公共英语教材

首届全国教材建设奖

第七版数智教材全新推出



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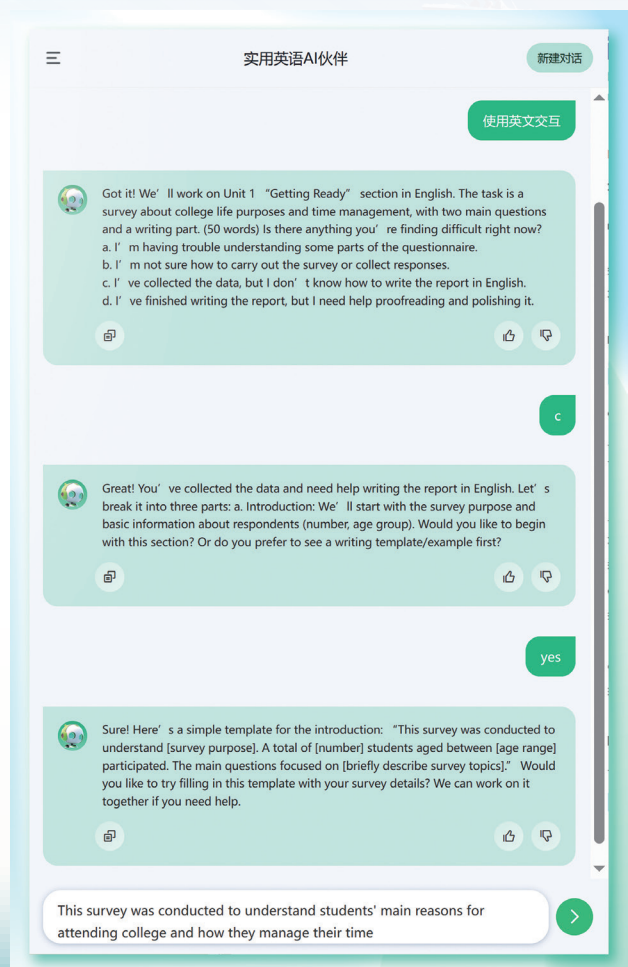
basic info

总主编 陈永捷

适用 高等职业教育专科 | 职业本科

数智赋能 AI引擎 焕新推出

- 配备与教材内容深度融合的智能助手和智慧课程，培养学生的 AI 意识和能力
- 配套资源：电子版教师参考书、AI 智能体、二维码音频、电子课件、智慧课程。



ISBNs

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实用英语（第七版）综合教程 2	978-7-04-066577-2
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NEW in the 7th edition

| 价值融入

更新选文与练习素材，突出职场情境，丰富中国故事，增加世界职业院校技能大赛英语口语比赛角色扮演任务，培养职业使命感与责任感。

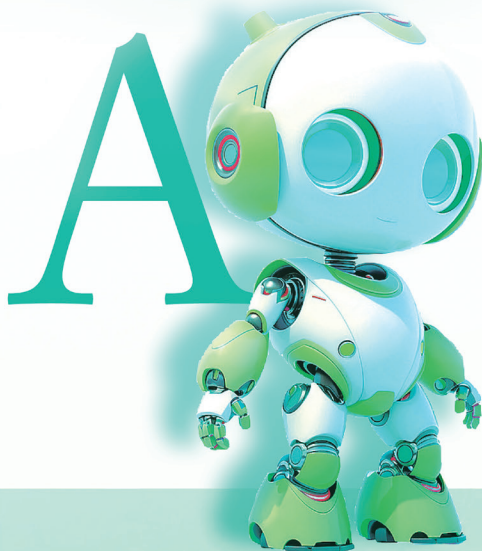
| 优化结构

每册6个单元，新增听说训练，明确学习目标，提升教学效率。

| 焕新设计

增大开本，四色印刷，重点鲜明，激发兴趣。

You may get more findings by using the AI tool.



Getting Ready

Before you start to work on this unit, please complete the questionnaire below.

1. My purpose(s) of going to college is(are) _____.
- | | Yes | No | Why? |
|---------------------------------------|--------------------------|--------------------------|-------|
| a. to know myself | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| b. to get a good job after graduation | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| c. to get more knowledge | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| d. to develop my mind | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| e. to earn a degree | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| f. to realize my dream | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| g. to learn more skills | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| h. others: _____ | | | _____ |

2. To me, college life means _____.
- | | Yes | No | Why? |
|-----------------------------------|--------------------------|--------------------------|-------|
| a. living away from home | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| b. sharing a room with others | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| c. working harder than before | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| d. making new friends | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| e. taking care of myself | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| f. having a fresh start | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| g. having more freedom | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| h. having more fun | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| i. making decisions all by myself | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| j. others: _____ | | | _____ |





畅通英语 (全新版)

Channel your English



“十四五”职业教育国家规划教材

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中高衔接、五年贯通、普职融通

教学做一体化

小体量、多单元



look inside



basic info

总主编 常红梅 王朝晖

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套系构成 《教程》《学生拓展教程》《教师参考书》

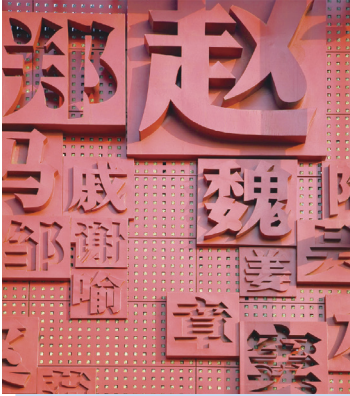
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features

- 以立德树人为根本任务，发展英语学科四项核心素养
- 构建“中高衔接、五年贯通、普职互通”的教材体系
- 设计“教学做一体化”“小体量，多单元”的编写体例
- 图文并茂，营造交际情境，对标国内高职外语权威考试——高等学校英语应用能力考试
- 多平台打造教学资源，服务于“线上+线下”的外语教学生态
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features

UNIT 1 What's your name?



LESSON ONE

Vocabulary Relationships



Listening and reading

A. Listen and read. 1. Lin: Hi, how are you? Scott: I'm fine, thanks. And you? Lin: Very well, thank you. Scott: How about Helen and Wendy are here. Lin: Who are they? Scott: They're my new colleagues. 2. Brian: Excuse me, I'm Brian. I'm your new neighbour. Brian: My name is Brian. Is this Brian? Brian: Really? How do you spell that, with an I? Brian: No, it's B-I-A-N.

LESSON ONE

Vocabulary Appliances and devices

Look and label the pictures with the words in the box. Then listen and check your answers. hair dryer cooler air conditioner camera dishwasher vacuum cleaner microwave



Listening and reading

A. Look at the picture and guess what the people are talking about. B. Listen, read and check your answers. Anna: Marcus, I'm home. Where are your parents? Marcus: Here in the living room. Anna: Haven't you finished your work yet? Marcus: Yes, I finished about an hour ago. Anna: So, what are you doing now? Marcus: Nothing. I'm just trying to watch TV, but there's something wrong with it. Anna: Oh, let me have a look. Is it about? Marcus: There's no sound. I've tried to restart it, but it's still not working. Anna: Let me check it. I'll be back in a minute. Marcus: Thank you. I'll be here. Anna: OK, I'll be back in a minute. Marcus: Thank you. I'll be here.

灵活性·地道性——“小体量、多单元”，语言原汁原味，营造真实情境

育人性·文化性——深度践行立德树人根本任务，有机融入社会主义核心价值观和中华优秀传统文化

LESSON THREE

Speaking

A. Discuss. 1. How often do you travel? 2. Which means of transport do you prefer travelling by? Why? 3. Which means of transport do you use? How often do you use it? B. In pairs, look at the photographs and answer the questions. You can use some of the words and phrases in the boxes. Student A: The two photographs show different means of transport. Compare the photographs and say what the advantages and disadvantages of each means of transport are. What are the advantages and disadvantages of each means of transport? Student B: Answer the following questions. Which of the means of transport would you like to travel by? Why? 1. How often do you travel? 2. Which means of transport do you prefer travelling by? Why? 3. Which means of transport do you use? How often do you use it? C. Discuss. 1. Do you think travelling to other planets might become a reality one day? If you could, would you try it? Why/ why not? 2. Is a robotic workforce better than a human workforce? Why/ why not? 3. Do you think people will become taller in the future? If so, in what way? How would you feel about robots performing surgery?

Writing

A. Discuss. 1. What is virtual reality? 2. Have you ever experienced virtual reality? If yes, how and if not, would you like to? 3. How can virtual reality be used? B. Read the text and the essay. Do you agree with the writer's opinion? You have recently had a discussion in your English class about virtual reality. Write an essay in your English notebook that explains your view on the use of the following essay topic. Write your essay using all the notes you have taken and give reasons for your point of view. virtual reality: change our lives in the future. Do you agree? Write about: 1. learning 2. entertainment 3. your own idea. Virtual reality is already widely used for entertainment purposes, as well as in medicine to train future doctors and assist in operations. Sometimes it's hard to say where reality stops and virtual reality begins. As computers become more advanced, the virtual experience has become even more realistic. It is evident that virtual reality is bringing more fun and more excitement to people's lives. Virtual reality means meeting distant relatives and more fun. For instance, people are able to experience things they could only read about before, like being in a medieval castle, meeting an Egyptian pharaoh, or exploring the ruins of a volcano. Virtual reality is also changing the future of computer games. People will not just play games on their computers, they will play them in the real world. They will be able to play them in the real world. They will be able to play them in the real world. They will be able to play them in the real world. On the whole, virtual reality is transforming our lives and it is my opinion that it will undoubtedly change every aspect of our daily activities. C. Which of these features should be included in an essay responding to this topic? Tick the correct answers. 1. linking words 2. introduction of the subject of the essay 3. description of the main event 4. direct quotations 5. relevant points to support your opinion 6. formal language

Grammar

yet, already, still. A. Look at the picture and read the examples. When do we use yet and when do we use already? What's the difference between yet, already and still? B. Complete the dialogues with yet, already or still. A: Both, is everything ready for tonight? B: Not yet. I've _____ cleaned the house, but I haven't finished. Looking OK? A: Yes. Can't come or not? B: I'm sorry, but I can't. I haven't called my mum yet. A: No, please put the food in the fridge. B: For it? _____, done that. Mum, but I haven't done the washing up. A: There's OK. Have you saved money to vacuum the house? B: Yes, I have. I've _____ it. A: OK, what about Sherry's bike? B: I've _____ it. A: OK, what about Sherry's bike? B: I've _____ it. A: OK, what about Sherry's bike? B: I've _____ it.

Pronunciation

A. Listen and repeat. What do you notice about the pronunciation of did you and have you? a. Did you go out last night? b. Have you ever travelled abroad? B. Now listen and repeat. 1. Have you ever had Chinese food? 2. Could you lend me a CD? 3. Have you tested those tennis yet? 4. Did you enjoy the food last night? 5. Would you like some more coffee? 6. Do you still work at the Great Wall?

Speaking

Work in groups of three. Discuss which devices/appliances you think every person should have. Say why you using the words in the box. useful, convenient, easy to use, wireless, practical, safe, trendy, cool. First, I think... is the device/appliance that every person should have because... Do you agree? I agree, it's... I don't think so. This is more...

ISBNs

- 畅通英语基础教程（全新版） 978-7-04-064465-4
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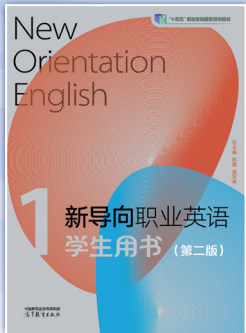
新导向职业英语 (第二版)

New Orientation English



“十四五”职业教育国家规划教材

育人价值引领、核心素养贯穿、纸数融合发力、赛事活动辐射



look inside



basic info

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features

社会主义核心价值观引领价值导向:

教材将社会主义核心价值观与学习内容有机融合,充分发挥课程的育人功能。国家、社会、个人三个层面的核心价值要素与职业精神、专业精神、工匠精神和劳模精神等在教材中有机融合,具有重要的价值引领作用。



Learning Objectives

In this unit, you will

- listen to get job-related information;
 - talk about career types and job preferences;
 - read about qualities and skills required for career development;
 - write about career types;
-
- hold positive attitudes towards job choices.

CAREER FOCUS

CORE VALUE FOCUS



先声英语 (职业本科)

VOICES

匠心打造 重磅推出



look inside



basic info

总主编 常红梅

主编 册1: 栾丽梅 刘学 册2: 江颖 王成霞 册3: 戴日新 册4: 王飞凤 章梁

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| 电子课件 | 课程思政教案 | 微课视频 | CET-4模拟套卷

features

- | 内容建设重视“育人性”
- | 语言素材体现“真实性”
- | 编写过程贯穿“职业性”
- | 教学设计呈现“有机性”
- | 教材编排强调“实践性”
- | 配套资源注重“融合性”

a glance at the content

OPINION

EDITORIAL

How natural is our food?

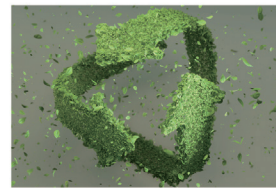
Singapore has become one of the first countries in the world to approve the sale of lab-grown meat. Chicken nuggets entirely produced in a laboratory will soon be available for purchase. While this may seem extraordinary to some people, it is merely the most recent example of a thousand-year history of humans modifying and designing nature to suit their own purposes.

Wheat cultivation is a prime example of human intervention in natural processes. The wheat we



From flip-flops to art

Over 8 million metric tons of plastic enter the oceans every year. By 2050, there could be more plastic than fish in the oceans, according to the World Economic Forum. Julie Church set up a company in Kenya called "Ocean Sole" to address this problem by encouraging local people in Kenya to collect old flip-flops. These are then upcycled into various products, including art that has been exhibited in museums around the world. Julie explains the creative solutions to this problem: "We've taken trash and we've made it into trade. We believe in trade not aid, and by doing so, we're making products that we're able to sell globally." Apart from cleaning the environment, "Ocean Sole"



食品健康

守护舌尖安全，回应民生关切，
共筑人与自然和谐新篇

绿色经济

循环利用资源，保护绿水青山，
厚植社会主义生态文明根基

Forum subject: Can AI produce literature?



litfan1987

I recently read that an artist and coder has used AI to write whole books! He even started an online store with AI-written books. AI can also write pretty good poetry. I bet you won't be able to guess which of the examples below was written by AI.

人工智能

融入前沿科技，紧扣时代脉搏，
塑造智能时代认知新范式

DEPICTING CHINA

Translate the following passage from Chinese into English.

《西游记》是中国四大古典文学名著之一，它是一部以民间传说和神话故事为基础的奇幻小说，由明代小说家吴承恩在16世纪写成。它以“玄奘取经”这一历史事件为蓝本，通过作者的艺术加工，深刻描绘了当时的社会现实。玄奘在取经过程中所表现出的坚定信念和顽强意志，令人敬仰。作者运用丰富奇特的艺术想象、生动曲折故事情节、栩栩如生的人物形象和幽默诙谐的语言，创造了一个充满神秘色彩的西游世界。

TIPS

Journey to the West;
Chinese classical literary
masterpiece; on the basis
of ...; folklore; the Buddhist
Scriptures

文化经典

讲述中国故事，传递华夏之声，
提升中华文化国际传播效能

COMMUNICATION SKILL

Establishing rapport

To establish rapport with new people, you need to show an interest in what they say and you need to keep the conversation going. Use these tips.

- **Active listening:** Listen carefully to the other person. Respond with questions and comments that show you are interested.
- **Keywords:** Identify keywords in what the other person says that you can ask about in follow-up questions (questions that ask for more information).
- **Things in common:** Talk about things you have in common. If you can't think of something, talk about subjects such as friends you share and the food.
- **Safe topics:** Stick to topics that in your opinion are safe. Look for signs that the other person is uncomfortable discussing a topic, such as staying silent or disagreeing. Be prepared to change the subject.



5 Look at the USEFUL LANGUAGE box. Then complete each sentence (1–5) with one word.

USEFUL LANGUAGE Talking about achieving your goals

Strengths	Weaknesses	Achieving goals
One of my main strengths is ...	Deep down, I worry that I will ...	(In order) to achieve ..., I'm going to ...
I'm quite lucky that ...	One thing I still need to work on is ...	To motivate myself, ...
I'm very good at ..., so I can (easily) ...	I need to learn more skills, such as ...	

- 1) To _____ myself, I'm going to start a diary and write down my goals.
- 2) We need to _____ more skills before we can perform our first public concert.
- 3) I hope that I can _____ this goal by the end of the year.
- 4) Deep _____, I worry that I'm never going to be good enough.
- 5) I'm quite _____ that my family always supports me.

6 Use a mind map to brainstorm ideas for your own personal development plan. Then discuss your ideas in pairs.

职场交往

学会求同存异，尊重多元价值，
构建融洽和谐人际生态

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先声英语视听说教程

VOICES



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- # 注重语言实际运用，掌握必备技能
- # 实现价值育人引领，培养良好品格

look inside



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basic info

总主编 武春平
主 编 基础教程：袁洪、潘婷 初级教程：荣宁宁
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features

UNIT 5
Food for thought

UNIT GOALS

- Talk about ongoing events in the past.
- Practice words related to eating at a restaurant.
- Listen for reasons in an interview.
- Learn how to make your reasons clear.
- Get to know something about market research.
- Improve interactive communication skills.

WARM UP

1 Work in pairs. Discuss the questions.

- 1) Look at the photo below. What comes to mind when you see it?
- 2) What food do people usually eat during traditional Chinese festivals?

2 Watch the video. Which foods do Brian and Taisy like? Tick B or T.

	B	T
1) cauliflower		
2) curry		
3) fish soup		
4) French fries		
5) pizza		
6) tofu		

3 Make connections. Discuss the questions.

- 1) Do you like the foods mentioned in Exercise 2?
- 2) What foods do you never get bored of eating? Why?

cauliflower/kauliflaukən n. 花椰菜, 菜花
tofu/ˈtəʊfʊ/ n. 豆腐

softy/ˈsɒfti/ adj. 软的, 柔软的
sweet about sth/ ɪz/ adj. 高兴的

语言素材体现“真实性”“实用性”

教材呈现多种语音、口音的真实交际场景, 视频、音频原汁原味, 以微题材映射中国实力, 以小故事展现文化自信, 助力培养学生的中国情怀和国际视野, 提升其讲好中国故事的能力, 有效促进“全人”发展。

内容设置贯穿“职业性”“有机性”

教材以英语学科核心素养为主线, 将语言技能学习、职业素质培养、价值导向育人有机结合, 助力培养学生面向日常生活、面向未来的技能 (future-ready skills)。

Lesson 2 Skills for life

- LESSON GOALS**
- Talk about life skills
 - Understand sequence while listening
 - Learn when to use the present perfect and the simple past
 - Familiarize life skills from the perspective of all-round development

VOCABULARY

1 Work in pairs. What kinds of skills do you think are important in life? Why?

2 Read the infographic. Match each life skill (1)-6) with an example A)-D) on page 028.

TEACHING SKILLS

A skill is anything you can do well, drive, paint, or speak English. A life skill is a skill that is useful in your everyday life. According to the World Health Organization (WHO), these six life skills are important for people everywhere.

The ability to ...

1) communicate 2) think creatively 3) make decisions
4) understand feelings 5) solve problems 6) stay strong in difficult situations

Explore more!
What other important life skills are there? Search online for more "top life skills."

- perspective/ˈpɜːspɪktɪv/ n. 观点, 视角
- decision/dɪˈsɪʒən/ n. 决定
- creatively/kriːˈeɪtɪvli/ adv. 创造性地
- solve/sɒlv/ v. 解决
- World Health Organization 世界卫生组织

- UNIT 2 Skills and experiences**
- Life doesn't get easier or more forgiving; we get stronger and more resilient.
 - Face-to-face conversation is recommended, rather than a phone call or an email.
 - Going to new places is a great way to get new ideas.
 - The first step in finding a solution to a problem is to understand what's wrong.
 - Some tips for making difficult choices are given quickly.
 - Teams work well together when they think about how other people feel.
- 3 In pairs, discuss the questions below. Then decide which life skill in the infographic on page 028 each question best describes.

Have you ever ...

- 1) found a new or better way to do something?
- 2) given someone clear directions so they know where to go or how to do something?
- 3) tried to understand why another person feels sad or angry?
- 4) continued to do something even though it was hard?
- 5) tried to understand why something didn't work and find a way to make it work?
- 6) made a choice from several options?

- forgiving/ˈfɒrɡɪvɪŋ/ adj. 宽宥的
- resilient/riˈzɪliənt/ adj. 有韧性的
- movement/muːvmənt/ n. 移动, 游行
- solution/səˈluʃən/ n. 解决方法
- direction/dɪˈreɪʃən/ n. 方向
- continue/kənˈtɪnjuː/ v. (使) 继续
- option/ˈɒpʃən/ n. 可选择的对象, 选项

VOCABULARY AND SPEAKING

1 Work in pairs. Underline the correct option to complete the definitions of the personality adjectives. Then listen and check.

- 1) Confident means you enjoy being with others / think positively about yourself.
- 2) Creative means you have interesting ideas and are good at making things / making friends.
- 3) Friendly means you talk a lot / are kind and helpful to people.
- 4) Honest means you tell the truth only in some / in all situations.
- 5) Patient means you get angry / stay calm when you need to wait or deal with a difficult situation.
- 6) Professional means you act in a correct way at work and do your job well / work very fast.
- 7) Serious means you are quiet and careful about things and don't laugh very much / are often smile.

Go to page 111 for the vocabulary reference. Refer to the Activity Handbook for more activities.

2 Choose an adjective from Exercise 10. Describe a person you know to give an example of the adjective, but **don't say the adjective**. Use stress to emphasize opinions. Your partner should try to guess your word. Refer to the Activity Handbook for more activities.

- A: My sister, Li Li, talks to everyone.
B: Is she friendly?



Explore more!
Search online for the idiom about "how to be your best self". Find some suggestions that you think might be useful. Discuss them with your friends.

- positively/ˈpɒzətɪvli/ adv. 积极地, 积极地
- usually/ˈuːʃuəli/ adv. 通常
- emphasize/ˈemfəzaɪz/ v. 强调
- suggestion/səˈdʒestən/ n. 建议
- deal with/ 处理

Lesson 3 Talking to people you don't know

- LESSON GOALS**
- Learn strategies for talking to new people
 - Practice saying words with short /u/ and long /i:/
 - Express agreement and disagreement

SPEAKING

1 Work in groups. Discuss whether you enjoy these situations, and why.

- 1) going to a party where you don't know anybody
- 2) having a conversation with someone you don't know on a train
- 3) going out for coffee with a friend of a friend

MY VOICE

2 Look at the Communication Skill box. Then watch the video about talking to people you don't know. Write communication strategies (1)-4) in the order the speaker mentions them.

COMMUNICATION SKILL
Talking to people you don't know

- 1) Commit on what the other person said and show interest in them.
- 2) Ask the other person questions to learn about their personality.
- 3) Find a connection with the other person, such as something you have in common.
- 4) Introduce yourself to the other person and share personal information.
- 5) Let the other person talk more. Give short answers to questions they ask.

- mention/ˈmenʃən/ v. 提到, 提及
- connect/kəˈnekt/ v. 联结, 联系
- connection/kəˈneɪʃən/ n. 联系
- share/ʃeə/ v. 分享
- have in common/ 有共同之处
- personal information/ 个人信息

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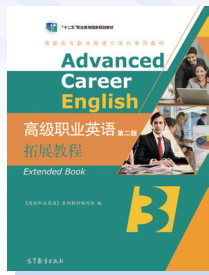
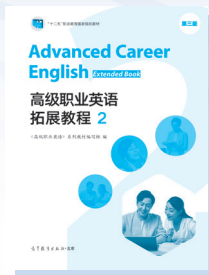
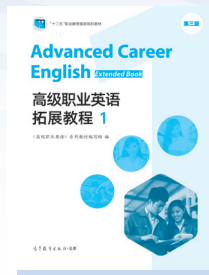
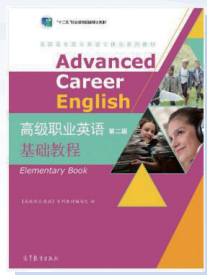
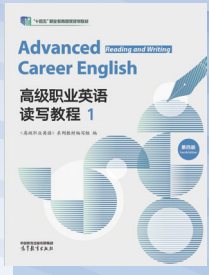
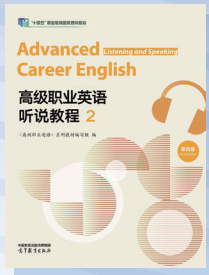
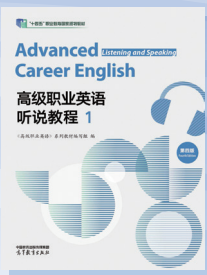
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TASK 5 Challenge yourself: Ask and answer questions. Look at the pictures and ask each other questions about them with your partner by using the reference as clues.



- A**
- annual meeting
 - multi-media facilities
 - keynote speaker / chairperson
 - PowerPoint slideshow
 - coffee / tea break

How many questions did you ask?

1 2 3 4 5

How many questions did you answer?

1 2 3 4 5

- B**
- buried (埋头) in paperwork
 - consider the details of the meeting
 - notify the participants
 - agenda
 - invitation letter
 - online meeting code



ORGANIZING MEETINGS

SECTION 3 After-class Activities
▶ More Things to Do

Listen, read aloud and discuss.



Topic: What do you know about AI?

The World Artificial Intelligence Conference

The World Artificial Intelligence Conference (WAIC) is a significant global event. It serves as a melting pot for the brightest minds in AI. It accelerates technological innovation by providing a platform for the exchange of cutting-edge research and ideas, inspiring breakthroughs. For industry, it boosts the development of the AI ecosystem, connecting enterprises and facilitating the commercialization and application of AI in various sectors such as healthcare, transportation, and manufacturing. In terms of international cooperation, it breaks down geographical barriers, enabling countries to jointly address challenges like ethical and regulatory issues.

China, as the host, actively coordinates resources, promotes in-depth exchanges, and leads the way in formulating AI governance frameworks, which is vital for the sustainable and healthy progress of AI worldwide.

For your reference

- a melting pot 熔炉
- accelerate /ək'seləreɪt/ v. 加快
- cutting-edge /ˌkʌtɪŋ 'edʒ/ *adj.* 最前沿的
- breakthrough /'breɪkθruː/ *n.* 突破, 重大进展
- boost /buːst/ *v.* 使增长
- ecosystem /'iːkəʊsɪstəm/ *n.* 生态系统
- commercialization /kɑːmɜːʃlə'zeɪʃn/ *n.* 商业化
- healthcare /helθkeə(r)/ *n.* 医疗 (服务)
- in-depth /ɪn 'depθ/ *adj.* 彻底的, 深入详尽的
- sustainable /sə'steɪnəbl/ *adj.* 可持续的

MAKING A PRESENTATION

Dialogue 2

Listen and supply the missing words or phrases. Then listen again and repeat.



(A man making a sales presentation and answering questions)

M1: So ladies and gentlemen, let me conclude my presentation today. First, we looked at the sales statistics of the last season; then I analyzed the potential challenges from our competitors and finally I proposed some 1) _____ for that matter. Now, time for questions.



W1: What do you think is the chief reason for the drop in sales in the last two months?

M1: Two main reasons contribute to the sales drop. On one hand, our export dropped dramatically due to various reasons. On the other, we have not yet devised 2) _____ to increase domestic sales.

M2: Do you think the sales strategies you 3) _____ to increase domestic sales will work?

M1: Well, there is a risk in anything we do; but it's better than not doing anything, isn't it?

W2: I feel doubtful if it's absolutely necessary to cut down the prices of our products. I'm afraid we won't be able to 4) _____.

M1: I hear that the government is going to make compensations for household electrical appliances. If we can make the best use of this chance, the amount of sales will make up for the losses. The point is: we have to 5) _____ to increase our sales.

All: (Murmuring) That's perhaps the only thing we can do right now. (I agree with him. ...)

M1: Well, if you have no other questions, let's stop here. Thank you very much for your time and attention. Come on! I'm sure victory belongs to us!

All: Yeah!

UNIT 6

世界人工智能大会

世界人工智能大会 (WAIC) 是一项意义重大的全球性活动。它就像是汇聚了人工智能领域顶尖人才的大熔炉。通过提供交流前沿研究成果与理念的平台, 它加速了技术创新, 激发诸多突破。就产业方面而言, 它推动了人工智能生态系统的发展, 将众多企业连接起来, 促进了人工智能在医疗、交通以及制造业等各个领域的商业化应用。在国际合作方面, 它打破了地域壁垒, 使各国能够共同应对诸如伦理道德和监管等方面的挑战。

中国作为主办方, 积极协调资源, 推动深度交流, 并在制定人工智能治理框架方面发挥引领作用, 这对于全球人工智能可持续且健康的发展至关重要。





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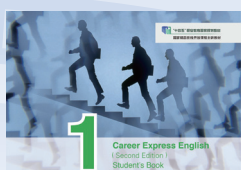


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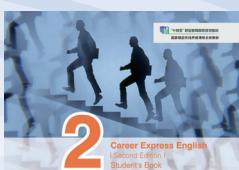
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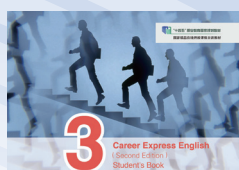
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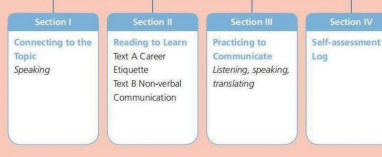
UNIT 5 CAREER ETIQUETTE

Unit Clues

Core Value Focus

Value human qualities in your career.

Career Etiquette



Useful Expressions

- You need to prepare various materials when seeking jobs.
求职过程中你需要准备各种材料。
- Résumés, job application letters and recommendation letters are usually effective job search tools.
简历、求职信和推荐信通常是非常有效的求职工具。
- Can you offer me some advice on how to create a résumé?
你能就如何准备个人简历给我一些建议吗?
- How can I encourage the employer to pay attention to my résumé?
我如何能使雇主注意我的简历?
- You'd better reread your résumé carefully to make sure there are no misspelling or grammatical errors.
你最好仔细检查简历中没有任何拼写和语法错误。
- Why not submit an email letter with an attached résumé and transcript?
为什么不提交一份附有简历和成绩单的电子邮件求职信呢?
- The purpose of a job application letter is to get an interview.
求职信的目的是争取获得面试机会。
- Good word choices can help set your letter apart from hundreds of letters the company is likely to get.
好的措辞可以帮助你脱颖而出。
- Your li with a resume is effective.
求职信有效。
- Why r recom for not
为何不
- The in dation positio ing. I
推荐信中词语的信息应与应聘者申请的职位相关。
- Avoid lying or exaggerating in a recommendation letter.
推荐信应避免说谎或言过其实。
- A thank-you letter can help leave a good impression upon the employer.
感谢信能给雇主留下良好的印象。
- You can send a thank-you letter to anyone who helps you during your job search.
你可以给求职过程中为你提供帮助的人发一封感谢信。
- I suggest you send a follow-up letter right after the interview.
建议你面试后马上写一封跟进信。

66

(continued)

Role A Role B

Situation 4: Manners



Round 1: Ask B why the interviewee should pay attention to his or her manners;
Round 2: Ask B how to attend an interview in a suitable manner.

Round 1: Good manners increase the chance of success.
Round 2: Observe the job interview etiquette.

Situation 5: Language



Round 1: Ask B what the communication etiquette is;
Round 2: Ask B which is more important, the spoken word or the non-verbal communication.

Round 1: Accuracy, reliability and courtesy;
Round 2: Non-verbal communication is also vital for overall performance.

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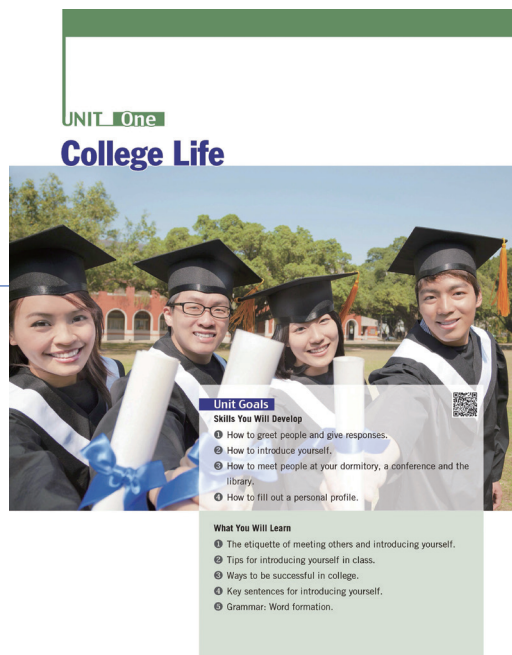
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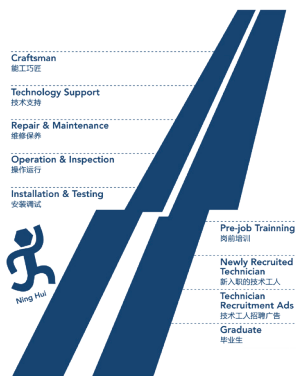
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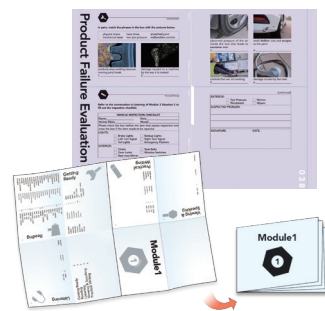
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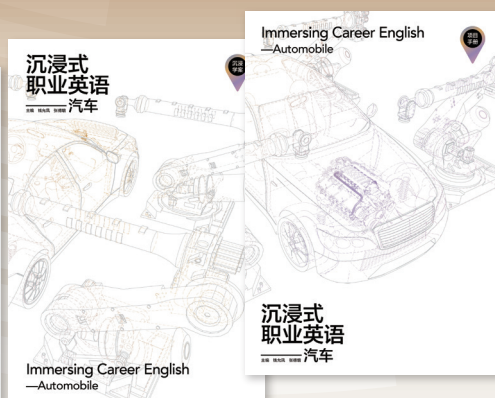
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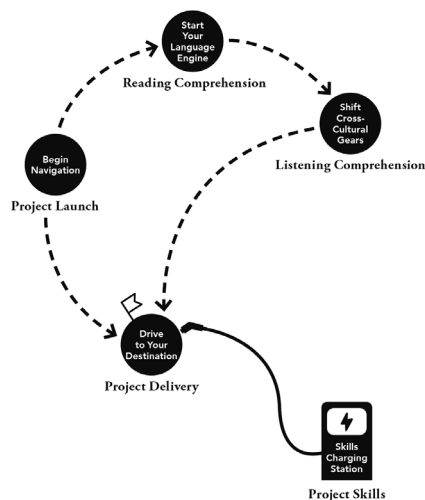
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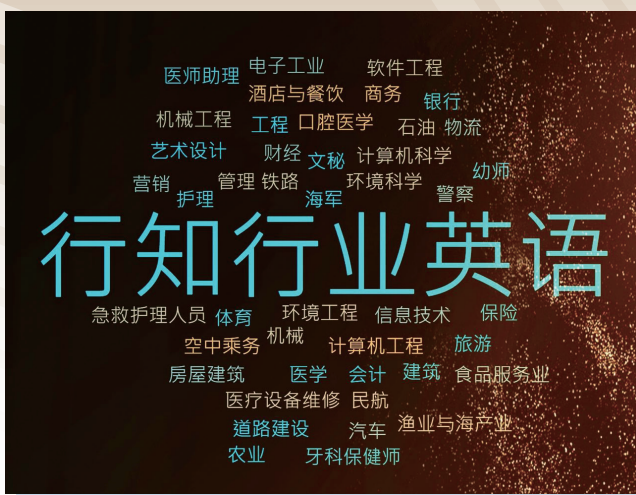
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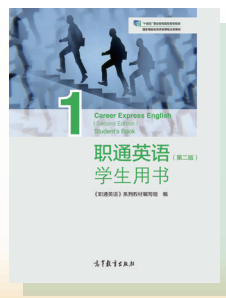
外语课程思政优秀教学案例征集与交流活动的全身是全国高等学校外语课程思政教学比赛，由高等教育出版社与《中国外语》编辑部等共同主办，旨在成为广大外语教师分享、交流、学习外语课程思政教学的平台，促进外语教师从语言和思政两个角度去审视语言素材，进而充分挖掘教材中的思政元素，实现以赛促教、以赛促改。

iSmart外语赛事活动网

网址：<https://icontest.hep.com.cn>

推荐书目

- | 先声英语学生用书（职业本科）
- | 畅通英语教程（全新版）
- | 新导向职业英语学生用书
- | 职通英语（第二版）学生用书
- | 新编实用英语（第五版）综合教程
- | 新境界英语（第三版）综合教程
- | 实用英语（第六版）综合教程
- | 先声英语视听说教程



外语微课优秀作品征集与交流活动



中国外语微课网

网址：weike.hep.com.cn

外语微课优秀作品征集与交流活动的前身是中国外语微课大赛，于2014年由高等教育出版社率先发起，是面向全国高等院校广大外语教师的大型公益型活动，参赛作品涵盖英语、日语、俄语、德语、法语等多个语种，参赛院校层次覆盖了本科、高职、中职。外语微课优秀作品交流活动作为全国外语类活动中一项引领潮流的重要设计，推动了数字技术与外语教学的深度融合。我们将继续与您携手同行，共建共享，不断推动外语教育教学改革和发展。

“高教社杯”大学生“用外语讲好中国故事” 优秀短视频作品征集活动



iSmart外语赛事活动网

网址：<https://icontest.hep.com.cn/>

为深入学习贯彻党的二十大和二十届历次全会精神，全面落实习近平总书记关于教育、文化的重要论述和指示批示精神，紧紧围绕立德树人根本任务，着力培养担当民族复兴大任的时代新人，在中国英汉语比较研究会指导下，南京大学联合高等教育出版社共同举办2026年“高教社杯”大学生“用外语讲好中国故事”优秀短视频作品征集活动。

iSmart外语智能学习平台

Build Connection

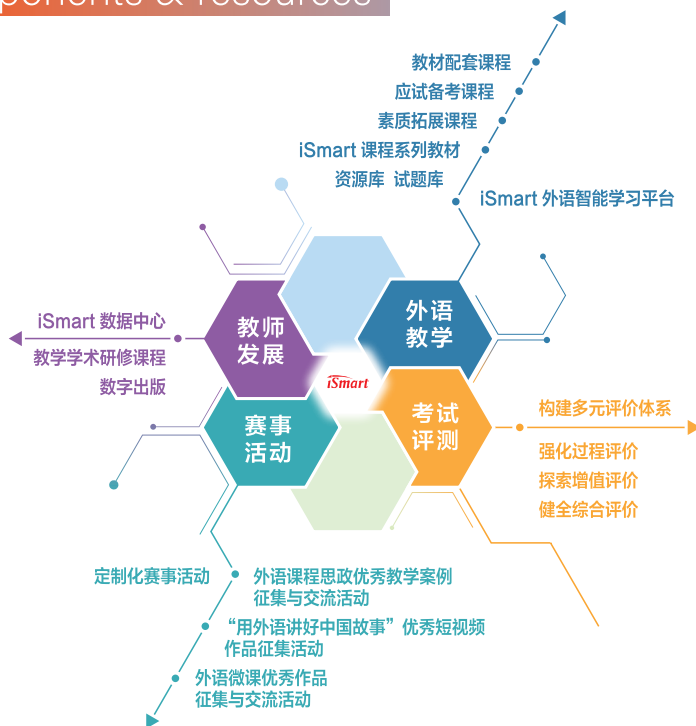
Help Learning Happen

“十三五”国家重点电子出版物出版规划项目

look inside

iSmart数字课程
使用说明

components & resources



basic info

网 址 ismart.hep.com.cn

适 用 外语教学 | 教师发展 | 考试服务 | 赛事活动

features

- 助力外语有效教学，打造线上线下混合式“金课”。通过学习资源的自适应推送和大数据分析技术，师生能够直观看到学习效果、发现并分析存在的问题，从而提升教学有效性
- 集成试题库、精品在线课程等优质教学资源，为不同层次学习者在在线学习提供服务。试题库包含2万余条经专家潜心打磨的各级试题资源；精品在线课程包含高等教育和职业教育领域内各类获奖教材的配套数字课程
- 提供外语专属个性化建课工具，解决教师建课后顾之忧。支持各级各类课程、资源之间模块化、颗粒化拆装组合；支持音视频、PDF、图片等文件一键上传；支持连线、选填、口语跟读等外语专属练习形式
- 内嵌多种智能评测技术，减少教师批改压力。智能语音评测技术可实现口语跟读等高效人机互动，助力口语技能提升；写作评改技术支持智能批改、评分，并提供即时反馈



背单词小程序

海量词表 高效记忆 移动的单词书

爱阅读小程序

图文并茂 原汁原味 题材丰富 体裁多样



快速签到

在线签到 便捷高效

智能分组

按需分组 科学智能

头脑风暴

思想交锋 智慧碰撞



课程考试/测试

包含海量题库 可添加14种题型 口语跟读与作文批改支持自动打分

数字教材

职业教育进入新时代，高教社构建自主可控、安全有效的数字教材生态体系，将教材创作、出版、运营、应用等环节可视化、数字化、智能化，有效提升职业教育教材出版质量与教学应用效果，服务职业教育高质量发展。



知识跃出纸面 学习从此流动

“云创平台”全面升级
高稳定性、高安全性、高兼容性
线性阅读更符合学习习惯

以智助教助学 引领出版变革

智能学习助手上线
“轻课堂”提升教学效率
AI文枢赋能教材智慧编写



已出版教材

《新标准职业本科英语》

河北省“十四五”职业教育规划教材

basic info

主编院校：河北科技工程职业技术大学
主编：职业与个人：孙云霞、李彦民
职业与社会：赵亚玲、卢魁
适用：职业本科公共英语、职业本科应用英语专业



教材试读

features

- 基于职业通用能力需求构建内容体系，结合职业本科教育特点
- 深度融入“产出导向”教育理念，设置真实情境和多样性产出任务
- 呈现中华优秀传统文化，弘扬时代风尚，助力学生全面发展

《商务谈判英语口语》

basic info

主编院校：天津商务职业学院
主编：冯岩岩
适用：高等职业教育相关专业公共英语或行业英语教学、相关专业学习者或行业从业人员



教材试读

features

- 以商务谈判能力为核心，以英语语言运用为主线
- 以情境活动任务为主导，以综合能力培养为宗旨
- 深度产教融合，为学生创造真实的语言学习环境

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智慧职教(www.icve.com.cn)
ICC (icc.hep.com.cn)



高教社外语



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