



# 世赛美发项目 情景英语

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## 本书简介

目前，国际化大都市对于高素质服务性人才迫切需要，现有的美容美发服务人员的英语应用能力无法满足日常国际化客户的服务需求。美容美发与形象设计专业学生作为这一工作群体的主要成员其英语听说读写能力普遍较低，因此有必要编写一本以工作场景为任务的专业英语教材。

本书是以就业为导向，以学生为主体，着眼于学生职业生涯发展，注重职业素养的养成，有利于课程教学改革的指导思想来编写的。

本教材分为公共模块和专业模块两个内容模块。公共模块包涵问候与接待、工作面试、产品销售三个单元，每个单元包含 2-3 个工作任务。专业模块包含美容、美发、美甲、化妆四个工作领域和工作岗位。

本教材作为美形专业群的基础教材被两个专业所共同使用，美容专业学习公共模块 + 美容专业模块；美发与形象设计专业学习公共模块 + 美发专业模块。

本教材作为各中职学校美发与形象设计专业和美容美体专业的教学用书，也可作为专业英语的培训教材，还可以供专业爱好者学习使用。

编者

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# Part I



## Foundation Module

### Unit 1

## Salon Greeting and Reception

### Lesson 1 Greeting Visitors

#### 1. 学习目标 Learning Objectives

- 掌握美发沙龙基础问候句型
- 了解美发店礼貌称呼
- 熟悉问候高频词
- 能清晰说出问候语，语调不生硬
- 能听懂客户简单回应，并能用简单话衔接
- 能配合微笑、手势引导说问候语，让客户感受亲切
- 培养主动问候并引导客户的意识，知道“热情问候是美发服务的好开始”

## 2. 情景任务 Scenario Task

一客户走进美发沙龙，可能有预约、无预约或首次到店，作为前台接待。你应该怎么做？模拟前台接待和客户之间对话，对客户的问题都给予适当的回应。

## 3. 准备活动 Warm-up

Write correct expressions and words below pictures.

hair salon

locker

appointment

hair treatment

perm

key



## 4. Situational Dialogue

(R: Receptionist 前台接待 C: Customer 顾客)

### Dialogue 1

R: Good morning! Welcome to our hair salon. How are you today?

C: Good morning! I'm well, thanks.

R: What can I do for you? Do you have an appointment?

C: Yes, I've booked a 2 pm curly perm.

R: Got it — 2 pm curly perm. No problem. This way, please.

C: Thanks so much!

## Dialogue 2

R: Good afternoon, madam. Welcome to our salon. Is this your first time here?

C: Good afternoon. Yes. I don't have an appointment.

R: Please come right over and have a seat here! You can store your belongings in this locker if you'd like.

C: OK, thanks.

R: Here's your locker key—please keep it safe.

C: Will do, thank you.

## 5. In-class Practice

Complete the following conversation between receptionist and visitor and then role-play it with your partner.

R: \_\_\_\_\_, madam. Welcome \_\_\_\_\_. \_\_\_\_\_ are you today?

C: Good morning. I'm fine, thanks.

R: What can I \_\_\_\_\_? Do you an \_\_\_\_\_?

C: No, this is my first time. I'd like to have \_\_\_\_\_ (a haircut/ a blow-dry / a hair treatment /my hair colored /a perm)

R: Would you please come with me. \_\_\_\_\_, please.

Here is \_\_\_\_\_. You may \_\_\_\_\_ here.

C: Thanks. That's very kind of you.

R: Here is your \_\_\_\_\_, \_\_\_\_\_ it, please.

C: Thanks a lot.

R: You're welcome.

## 6. Vocabulary List

**hair salon** 美发沙龙, 美发院

**beauty salon** 美容院

**hair treatment** 头发护理

**cloak room** 行李寄放处; 寄存室; 衣帽间

**haircut** /'heəkʌt/ *n.* 理发; 发型

**wash** /wɒʃ/ *n.* 洗涤; 洗的衣服; 化妆水; 冲积物 *vt.* 洗涤; 洗刷; 冲走; 拍打 *vi.* 洗澡; 被冲蚀

**blow-dry** *vt.* 用吹风机吹干 *vi.* 用电吹风器将头发吹干 *n.* 吹干头发

**perm** /pɜ:m/ *n.* 电烫发 *vt.* 烫(发)

**receptionist** /rɪ'sepʃ(ə)nɪst/ *n.* 接待员; 传达员

**visitor** /'vɪzɪtə/ *n.* 访问者, 参观者; 视察者

**belongings** /bə'lɒŋɪŋz/ *n.* [经] 财产, 所有物;

**customer** /'kʌstəmə/ *n.* 顾客

**female** /'fi:meɪl/ *adj.* 女性的; 雌性的 *n.* 女人; [动] 雌性动物

**dye** /daɪ/ *n.* 染料; 染色 *vt.* 染; 把...染上颜色 *vi.* 被染色

**competition** /,kɒmpə'tɪʃn/ (英); /,kɑ:mpe'tɪʃn/ (美) *n.* 比赛, 竞赛

**professional** /prə'feʃənl/ *adj.* 专业的; *n.* 专业人员

**vocational** /vəʊ'keɪʃənəl/ (英) ; /voʊ'keɪʃənəl/ (美) *adj.* 职业的

**talent** /'tælənt/ *n.* 人才; 天赋

**initiate** /ɪ'nɪʃieɪt/ *v.* 发起, 创办

**participant** /pɑ:'tɪsɪpənt/ (英) ; /pɑ:r'tɪsɪpənt/ (美) *n.* 参与者, 参赛者

**field** /fi:ld/ *n.* 领域; 场地

**manufacturing** /,mænju'fæktʃərɪŋ/ (英) ; /,mænju'fæktʃərɪŋ/ (美) *n.* 制造 (业)

**Manufacturing and Engineering Technology** 制造与工程技术

**logistics** /lə'dʒɪstɪks/ *n.* 物流专业名词,

**Transportation and Logistics** 运输与物流

**Practical** /'præktɪkl/ *adj.* 实际的; 实操的

**practical skills**“实操技能

**innovation** /,ɪnə'veɪʃn/ *n.* 创新

**innovate** *v.* 创新

**innovation ability** *n.* 创新能力

**delegation** /,delɪ'geɪʃn/ *n.* 代表团

**Chinese delegation** 中国代表团

**standard** /'stændəd/ *n.* 标准; *adj.* 标准的

**vocational standards** 职业标准

**significance** /sɪg'nɪfɪkəns/ *n.* 重要性, 意义

**be of great significance** 具有重要意义

**technology** /tek'nɒlədʒi/ (英) ; /tek'na:lədʒi/ (美) *n.* 技术; 科技

**Engineering Technology** 工程技术

**creative** /kri'eɪtɪv/ *adj.* 有创造力的; 创意的

**Creative Arts and Fashion** 创意艺术与时尚

**create** v. 创造

**service** /'sɜ:vɪs/ (英) ; /'sɜ:rvi:s/ (美) n. 服务; v. 服务

**Social and Personal Services** 社会与个人服务

**construction** /kən'strʌkʃn/ n. 建造; 建筑 (业)

**Construction and Building Technology** 建筑与建造技术

**construct** v. 建造

**exhibition** /,eksɪ'biʃn/ n. 展示; 展览

**platform to communicate and show themselves** 交流展示平台

**quality** /'kwɒləti/ (英) ; /'kwa:ləti/ (美) n. 质量; 素养; adj. 优质的

**professional quality** 职业素养

**improve** /ɪm'pru:v/ v. 改进; 提高

**improve skills training systems** 完善技能培训体系

**industrial** /ɪn'dʌstriəl/ adj. 工业的; 产业的

**industrial upgrading** 产业升级

**industry** n. 产业

**achieve** /ə'tʃi:v/ v. 取得; 实现

**achieve good results** 取得好成绩

**communicate** /kə'mju:nikeɪt/ v. 交流; 沟通

**platform to communicate** 交流平台

**Communication** n. 交流

**organize** /'ɔ:gənaɪz/ (英) ; /'ɔ:rgənaɪz/ (美) v. 组织; 筹备

**organized by WorldSkills International** 由世界技能组织主办

**organization** n. 组织

**global** /'gləʊbl/ (英) ; /'glɒubl/ (美) adj. 全球的; 全世界

**global vocational education** 全球职业教育

**global skills** 全球技能水平

**develop** /di'veləp/ v. 发展; 培养

**promote global vocational education development** 推动全球职业教育发展

**original** /ə'ri:dʒənəl/ adj. 最初的; 原始的

**original idea** 初衷

**origin** n. 起源

**cover** /'kʌvə(r)/ v. 涵盖; 覆盖; n. 封面

**covering the whole world** 覆盖全球

**include** /m'klu:d/ v. 包含; 包括

**The competition includes 6 major fields** 大赛涵盖 6 大领域

**latest** /'leɪtɪst/ adj. 最新的; 最近的

**the latest industry standards** 行业前沿标准

**check** /tʃek/ v. 检查; 考核; n. 检查

**check competitors' practical skills** 考核选手实操技能

**join** /dʒɔɪn/ v. 参加; 加入

**China first joined the competition in 2010** 中国 2010 年首次参赛

**system** /'sɪstəm/ n. 体系; 系统

**improve skills training systems** 完善技能培训体系

## 7. Useful Expression

Good morning/afternoon, madam. 早上好/下午好, 女士

Welcome to our beauty salon/ hair salon/ Christina Salon.

欢迎来我们美容院 /美发厅 / Christina美容院

What can I do for you? 能为你做些什么吗?

How can I help you? 我能为你做些什么?

Is there anything I can do for you? 有什么我能为你做的吗?

No problem/ Certainly. 没问题/ 当然

This way, please. 请这边走。

Walk this way, please. 请走这边。

Come with me, please 请跟我来。

Watch your steps. 请小心台阶。

Please come to the cloak-room and deposit your coat and belongings.

请到衣帽间，寄存你的衣服和物品。

Here is the cloak-room. 这儿是衣帽间。

You can leave your belongings here. 你可以把你的物品寄留在这儿。

This is your key. 这是你的钥匙。

Here is the key to your box. 这是你箱子的钥匙。

Please take care of your key. 请保管好你的钥匙。

## 8. Extended Learning

### Brief Introduction to the WorldSkills Competition

The WorldSkills Competition is the world's top professional skills event organized by WorldSkills International. It is known as the "Skills Olympics" and is held every two years. Its goal is to promote global vocational education development and skilled talent training through skills competitions.



The competition started in 1946. At first, it was initiated by European countries like Spain. The original idea was to help young people learn skills and find jobs after

World War II. Now, it has become an important event covering the whole world. By recent years, more than 80 countries and regions have taken part in it.

The competition includes 6 major fields: Manufacturing and Engineering Technology, Information Technology, Creative Arts and Fashion, Social and Personal Services, Transportation and Logistics, and Construction and Building Technology. There are dozens of competition events, such as hairdressing, CNC milling, 3D digital game art and nursing. Each event sets test content based on the latest industry standards. It not only checks competitors' practical skills, but also pays attention to their professional quality and innovation ability.

China first joined the competition in 2010. Since then, it has gradually become an important participant. China has sent large delegations many times and won good results in events like CNC, welding, hairdressing and beauty. This shows the achievements of China's vocational skills education.

## Exercises:

1. Who organizes the WorldSkills Competition?
  - A. The United Nations
  - B. WorldSkills International
  - C. European countries like Spain
  - D. The Chinese government
2. How often is the WorldSkills Competition held?
  - A. Every year
  - B. Every two years
  - C. Every three years
  - D. Every four years
3. What was the original purpose of the WorldSkills Competition when it started?
  - A. To promote global industrial upgrading
  - B. To help young people learn skills and find jobs after World War II
  - C. To show the achievements of vocational education
  - D. To connect vocational standards around the world

4. Which of the following is NOT one of the 6 major fields of the competition?
- A. Manufacturing and Engineering Technology
  - B. Information Technology
  - C. Agricultural Production
  - D. Social and Personal Services
5. When did China first take part in the WorldSkills Competition?
- A. In 1946                      B. In 2000                      C. In 2010                      D. In recent years
6. The WorldSkills Competition is also known as the "\_\_\_\_\_".
7. The WorldSkills Competition started in \_\_\_\_\_ (year).
8. More than \_\_\_\_\_ countries and regions have taken part in the competition by recent years.
9. Each competition event sets test content based on the latest \_\_\_\_\_ standards.
10. The WorldSkills Competition provides a \_\_\_\_\_ for skilled talents from all countries to communicate and show themselves.