

实用英语交际职业技能等级标准解读

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01

**实用英语交际
职业技能等级标准**

▶▶ 1.1 + X证书简介 (英语)

1 英语语言能力

+

X 英语交际职业技能

- 语言知识 词汇、语法、语篇
- 语言技能 听、说、读、写、译
- 任务场景 事务安排、客户服务、业务推广……
- 语言目标 信息获取、信息处理、信息交流……

▶▶ 1.1 + X证书简介 (英语)

1 英语语言能力

+

X 英语交际职业技能

能理解一般社交场合中的简单语言材料，获取特定或关键信息。

能在日常生活中用简单的语言与他人交流表达连贯、顺畅。

能就一般性话题进行准确、有效地描述、说明或阐述。

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能获取英文贸易函电中有关交易条件的关键信息。

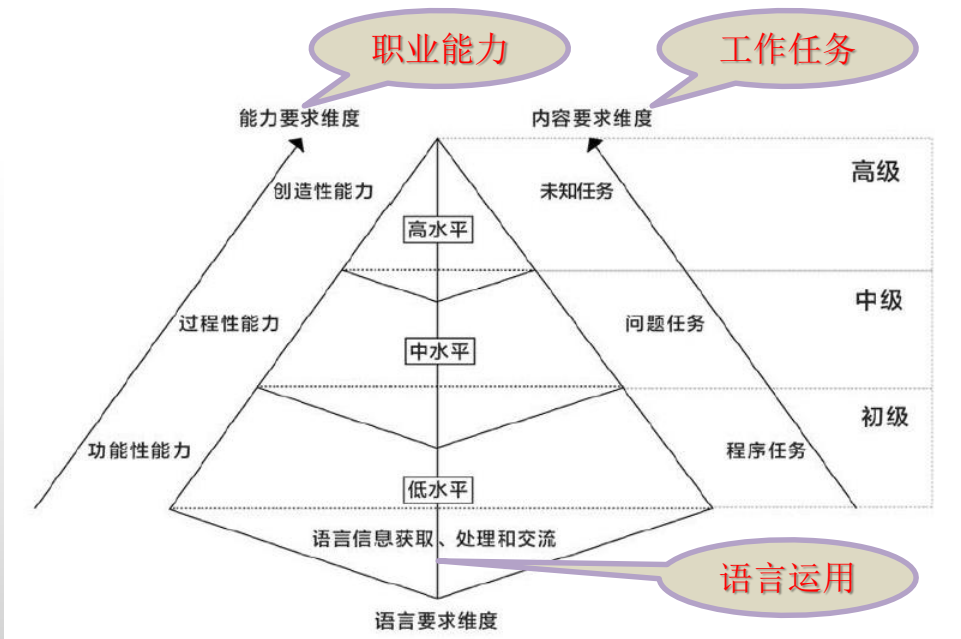
能使用英语口语或书面发布简单的活动通知。

能使用英语填写产品工作记录单。

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2. 实用英语交际职业技能模型

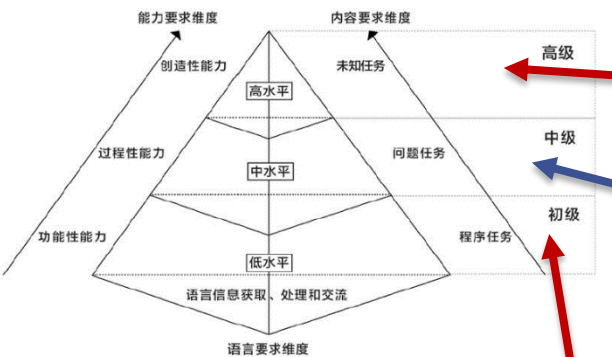


- “能力要求维度”反映个体逐级递增的职业能力水平。
- “内容要求维度”反映个体在不同级别水平可处理的典型工作任务。
- “语言要求维度”反映个体在使用英语完成各级任务时所需要的综合语言运用能力。

实用英语交际职业技能模型



3. 实用英语交际职业技能等级标准



解决基础性、程序性问题

初级

- 大致对应中国英语能力等级量表 (CSE) 的**三级水平**和欧洲语言共同参考框架 (CEFR) 的**A2水平**。

解决选择性、判断性问题

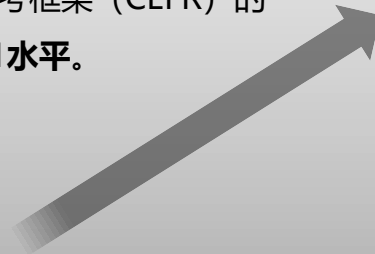
中级

- 大致对应中国英语能力等级量表 (CSE) 的**四级水平**和欧洲语言共同参考框架 (CEFR) 的**B1水平**。

解决指导性、创造性、突发性问题

高级

- 大致对应中国英语能力等级量表 (CSE) 的**五级水平**和欧洲语言共同参考框架 (CEFR) 的**B2水平**。





3. 实用英语交际职业技能等级标准

级别	工作领域一： 事务安排	工作领域二： 产品操作与研发	工作领域三： 客户服务	工作领域四： 业务推广	工作领域五： 商品交易
初级	<ol style="list-style-type: none">1. 文件处理2. 活动执行3. 后勤保障 <p>例：能使用英语口头或书面发布简单的活动通知。</p>	<ol style="list-style-type: none">1. 操作说明2. 技术服务3. 研发支持 <p>例：能使用英语填写产品工作记录单。</p>	<ol style="list-style-type: none">1. 客户资源管理2. 客户参访接待3. 客户反馈处理 <p>例：能通过英文邮件向客户发送参访邀请。</p>	<ol style="list-style-type: none">1. 市场调研2. 产品推介3. 广告宣传 <p>例：能使用英语对问卷调查和访谈收集的信息进行录入和整理。</p>	<ol style="list-style-type: none">1. 交易磋商2. 合同签订3. 订单管理4. 交易善后 <p>例：能获取英文贸易函电中有关交易条件的关键信息。</p>
中级	<ol style="list-style-type: none">1. 文件处理2. 活动组织3. 后勤保障 <p>例：能使用英语口头或书面回应活动成员对活动通知、日程等的疑问。</p>	<ol style="list-style-type: none">1. 操作说明2. 技术服务3. 产品研发 <p>例：能使用英语分析需求，选择合适的操作方案。</p>	<ol style="list-style-type: none">1. 客户资源管理2. 客户参访接待3. 客户反馈处理 <p>例：能使用英语分析客户信息和特性，制定客户服务内容。</p>	<ol style="list-style-type: none">1. 市场调研2. 产品推介3. 广告宣传 <p>例：能分析英文的市场相关数据，并撰写英文的数据分析报告。</p>	<ol style="list-style-type: none">1. 交易磋商2. 合同签订3. 订单管理4. 交易善后 <p>例：能根据对方的发盘，综合分析各项交易条件，撰写英文的还盘函、接收函等。</p>
高级	<ol style="list-style-type: none">1. 文件处理2. 活动策划与指导3. 后勤保障 <p>例：能使用英语对后勤事务的突发状况提供解决方案。</p>	<ol style="list-style-type: none">1. 操作说明2. 技术服务3. 产品研发 <p>例：能为客户提供整体的技术解决方案，并使用英语为客户进行讲解。</p>	<ol style="list-style-type: none">1. 客户资源管理2. 客户参访接待3. 客户反馈处理 <p>例：能根据英文的客户信息，撰写客户服务项目方案。</p>	<ol style="list-style-type: none">1. 市场调研2. 产品推介3. 广告宣传4. 营销策划 <p>例：能使用英语在国际电商平台上进行直播营销。</p>	<ol style="list-style-type: none">1. 交易磋商2. 合同签订3. 订单管理4. 交易善后 <p>例：能使用英语进行口头谈判。</p>

02

**实用英语交际
职业技能等级考试
(VETS)**

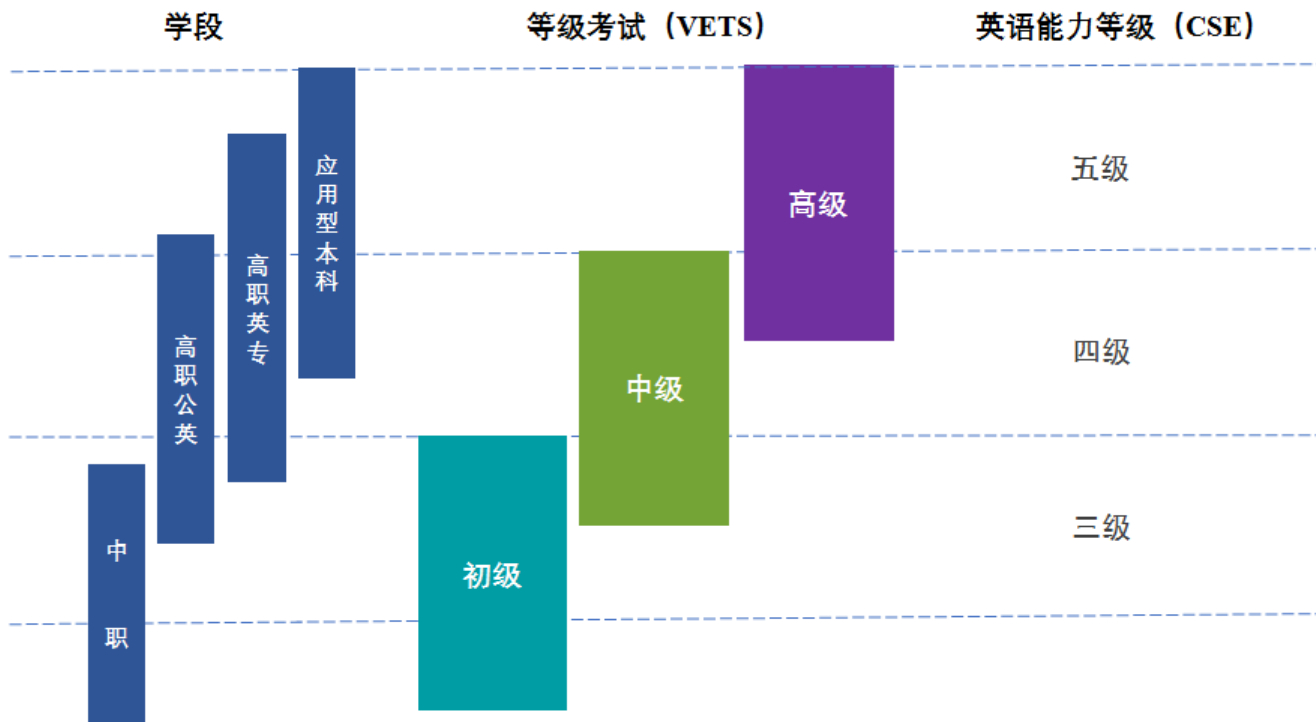


1. 考试概览

- **考试级别：**初级，中级，高级
- **工作领域：**事务安排，产品操作与研发，客户服务，业务推广，商品交易
- **考试任务：**各级别6-7个典型工作场景，完整的工作任务
- **考试形式：**机考



2. 适用学段





3. 任务设计 (初级)

任务		材料	要求	题型	考查能力	题量	分值	用时
任务一	交易磋商	3篇对话	理解对话	单项选择	考查考生理解主旨大意, 听取关键信息的能力。	5	10	8
任务二	客户接待	10个问题	听后回答问题	单项选择	考查考生听取关键信息, 并进行得体回应的能力。	10	10	7
任务三	产品咨询	1篇产品简介	阅读产品简介听问题并回答	口头简答	考查考生读取文章关键信息, 并口头回答问题的能力。	6	12	5
任务四	活动通知	1份活动海报	阅读海报	填空	考查考生读取关键信息的能力。	5	20	10
			发布通知	口头表达	考查考生整合信息, 并进行口头说明的能力。	1		
任务五	参访接待	1篇说明文	理解短文	判断正误	考查考生理解文章主旨大意, 并判断跨文化沟通行为得体性的能力。	5	10	15
任务六	操作说明	1份说明书	制作说明书	选择匹配	考查考生理解图片或说明性文字的能力。	4	8	10
任务七	日程安排	1份日程表	撰写邮件	书面表达	考查考生读取关键信息, 并进行书面表达的能力。	5	30	30
		1封邮件	编制日程	填空	考查考生读取和处理关键信息的能力。	5		
总计						46	100	85

初级示例

工作领域：事务安排

工作任务：发布活动通知

任务说明：

1. 阅读一份活动海报，从中获取事实性信息，并完成填空。
2. 基于海报信息，在60秒内口头发布活动通知。

语言技能：读+写+说

Task 4.2

Give a short announcement about the tour to the staff. You should include the following points:

- Inform them of the tour
- Provide detailed tour information
- Ask them to book the tour with you by email

You will have 90 seconds to prepare and 60 seconds to speak.

Task 4

You are an HR assistant at ABC Co. Ltd. Your company is organizing a team-building tour to the United Kingdom. You are asked to inform the staff of the tour.

Task 4.1

Read the poster below about the tour. Fill in the blanks with the EXACT words, phrases, or numbers from the poster. You will have 5 minutes to complete the task.

United Kingdom

WHAT'S INCLUDED

- 4-star hotel
- Round-trip flight tickets
- Tour guide services
- Travel insurance



DESTINATIONS

- Days 1-4: London
- Days 5-7: York
- Days 8-10: Bath

Departure Date

2nd October, 2021

Price

RMB 2,000 for staff

RMB 6,000 for each family member



4. 任务设计 (中级)

任务		材料	要求	题型	考查能力	题量	分值	用时
任务一	参访陪同	1篇独白	理解独白	单项选择	考查考生听取主旨大意, 理解文化禁忌或国情信息的能力。	5	10	10
任务二	业务介绍	1篇公司简介	阅读短文	填空	考查考生读取关键信息的能力。	5	15	10
			介绍简况	口头表达	考查考生归纳信息, 并进行口头说明的能力。	1		
任务三	产品推介	3篇产品简介 5篇独白	阅读短文	填空	考查考生读取关键信息的能力。	7	25	20
			听取独白	选择匹配	考查考生听取关键信息, 并进行分析、对比以及选择的能力。	5		
			答复咨询	口头表达	考查考生归纳关键信息, 并进行口头说明的能力。	1		
任务四	书面磋商	2封邮件	阅读邮件	单项选择	考查考生读取文中具体信息理解主旨大意, 推断作者意图、观点或态度等方面的能力。	5	10	20
			回复邮件	句子回填	考查考生理解文章结构与组织, 并综合评判双方观点或态度的能力。	5		
任务五	市场调研	1篇报告 1份图表	阅读资料	单项选择	考查考生读取和处理文字、数据信息的能力。	5	10	15
任务六	活动组织	1篇调研报告 3篇活动海报	听取报告	填空	考查考生听取关键信息的能力。	5	30	30
			阅读海报	选择匹配	考查考生读取和处理关键信息的能力。	5		
			汇报观点	书面表达	考查考生合理选择并进行书面沟通的能力。	1		
总计						50	100	105



中级示例

工作领域：事务安排

工作任务：活动组织

任务说明：

1. 听调研汇报，完成便签。
2. 读场地介绍，完成匹配。
3. 进行合理选择，并书面汇报。

语言技能：听+读+写

Task 5

You are Tim Li, an HR director at Double Tech Company. Your company is holding a New Year's Gala next month and you are asked to choose a venue for it.

Task 5.1

Listen to part of your assistant's survey report on when and where the staff members expect the party to be held. Complete the notes using the EXACT words, phrases, or numbers from the recording. Use NO MORE THAN THREE words for each blank. The recording will be played TWICE.



Notes

Number of people willing to attend the Gala:

1. _____

Venue preferred:

Bar

Expectations of the bar:

• A good selection of 2. _____

• Some 3. _____

Time preferred:

4. _____ in the evening

Location preferred:

5. _____ area



中级示例

工作领域：事务安排

工作任务：活动组织

任务说明：

1. 听调研汇报，完成便签。
2. 读场地介绍，完成匹配。
3. 进行合理选择，并书面汇报。

语言技能：听+读+写

Leap Brewing Original



This bar open

It has a good :
for each glass

While it does
restaurants. It
etc.

At Leap Brew
courtyard. It's
pressures.

The bar is in l
Reminder: it c

Whisky & Words



If you are looking for a qu

Its opening hours are 5 p.m.
the world, including some

The staff are awesome and
have special talents, such :

The decorations inside the
experience more unforgett

The place is a little small l

Sugar



Open from 3 p.m. till midnight, Sugar is a rooftop bar at a five-star hotel.

With amazing cocktails, a good wine list and delicious food, there's no better place in Beijing to watch the sunset and see the city light up after dark.

Also, along with pleasant music through the evening, you can relax or dance if you prefer. Its vast outdoor area with some of Beijing's best views attracts many people looking for a great space to relax after work.

So, don't forget to book online beforehand, especially on weekends, and you'll get a 5-hour parking PASS for the hotel's parking lot.

▶ 中级示例

工作领域：事务安排

工作任务：活动组织

任务说明：

1. 听调研汇报，完成便签。
2. 读场地介绍，完成匹配。
3. 进行合理选择，并书面汇报。

语言技能：听+读+写

Which bar:

1. has a parking lot for customers? _____
2. is suitable for one on one dates? _____
3. advises customers to go by bike or on foot? _____
4. plays good music to dance to? _____
5. is not open until 9 p.m.? _____

A. Leap Brewing Original

B. Whisky & Words

C. Sugar



中级示例

工作领域：事务安排

工作任务：活动组织

任务说明：

1. 听调研汇报，完成便签。
2. 读场地介绍，完成匹配。
3. 进行合理选择，并书面汇报。

语言技能：听+读+写

Task 6.3

Write an email to your manager Jack Brown about your ideas for the venue in about **120** words. You should state which bar you have chosen and give your reasons.

► 5. 任务设计 (高级)

任务		材料	要求	题型	考查能力	题量	分值	用时
任务一	产品营销	2篇对话 1篇独白	理解对话 理解独白	单项选择	考查考生理解主旨大意、听取关键信息, 并进行合理推断的能力。	10	10	15
任务二	客服培训	1篇培训资料	阅读资料 口头总结	口头表达	考查考生读取关键信息, 进行整理、归纳, 并进行口头陈述的能力。	1	10	5
任务三	接待策划	1份背景资料 1篇对话	阅读资料	判断正误	考查考生读取关键信息的能力。	5	25	15
			理解对话	单项选择	考查考生听取关键信息的能力。	5		
			汇报方案	口头表达	考查考生归纳关键信息、分析不同方案的优劣、进行策划并进行口头说明的能力。	1		
任务四	违约处理	1篇背景资料 5个短案例	阅读资料	填空	考查考生读取文章细节信息的能力。	5	10	15
			阅读案例	选择匹配	考查考生理解文章主旨大意, 处理交易后违约事件的能力。	5		
任务五	活动策划	1篇公司简介	阅读简介	判断正误	考查考生获取关键信息的能力。	5	20	30
			撰写方案	书面表达	考查考生分析和统筹信息, 合理策划活动, 并进行书面表达的能力。	1		
任务六	产品升级	1篇产品资料 1份调研报告	阅读资料	选择匹配	考查考生理解和提炼信息的能力。	5	25	50
			阅读报告	单项选择	考查考生提取、理解和归纳关键数据的能力。	5		
			撰写方案	书面表达	考查考生统筹数据信息、解决问题并进行书面表达的能力。	1		
总计						49	100	130

高级示例

工作领域：事务安排

工作任务：活动策划

任务说明：

1. 读客户背景信息，判断正误。
2. 基于模板，完成活动策划方案。

语言技能：读+写

Task 5

You are Jason Chen, a programme manager at an event planning company. You are planning the 5th Anniversary Celebration for the International Charity Academy.

Task 5.1

Read part of the Academy's profile. Answer Questions 1-5 by deciding if the statements are TRUE (T) or FALSE (F).

The International Charity Academy (ICA) was established in 2016 by five famous Chinese and American businesspeople. They set its mission as promoting the welfare of the whole society. ICA has two aims: to develop charity talents in China through offering first-class training programmes; to enhance cooperation in charity between China and other countries.

The Academy provides different training programmes to those who are interested in carrying out charity projects. These programmes include EMP, GPL and GOL. Taking the EMP Programme as an example. It gathers more than 20 famous professors from well-known universities, including Harvard University, Indiana University, Peking University and Beijing Normal University. The adult students will learn about how to establish a non-profit organization, how to raise money for a project, how to solve a social problem, etc. And they will be given a certificate after finishing the two-year programme and carrying out their own projects.

For the past 5 years, more than 3,000 students have graduated from ICA. They come from different industries, such as finance, manufacturing and media. Some of them are even public figures, like actors and famous athletes. With the guidance and help of the Academy, they have carried out over 120 charity projects in China, including establishing libraries in rural areas, protecting wild animals, and caring for left-behind children. Some projects have attracted great attention and good comments from the public.

Meanwhile, ICA is also actively promoting cooperation between China and the rest of the world to enhance innovation in charity. It acts as a bridge and link in international exchanges. In the past years, it has had regular contacts with many charity organisations from the United States, Italy, France, the United Kingdom and Japan.

On March 23rd, 2020, the Academy, the China Development Research Foundation and the TO China Hub of the University of Torino formally initiated the China-Italy Charity Forum. The Forum has become the most active charity exchange activity in the history of the two countries.



ICA



高级示例

工作领域：事务安排

工作任务：活动策划

任务说明：

1. 读客户背景信息，判断正误。
2. 基于模板，完成活动策划方案。

语言技能：读+写

Task 5

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Meanwhile, ICA is also actively promoting cooperation between China and the rest of the world to enhance innovation in charity. It acts as a bridge

1. One of ICA's aims is to develop charity talents all over the world. _____
2. To get a certificate, students in the EMP Programme need to carry out their own projects. _____
3. Students graduating from ICA come from the same industry. _____
4. In the past years, ICA has kept in contact with many charity organisations. _____
5. The China-Italy Charity Forum was initiated by three organisations in 2020. _____



高级示例

工作领域：事务安排

工作任务：活动策划

任务说明：

1. 读客户背景信息，判断正误。
2. 基于模板，完成活动策划方案。

语言技能：读+写

Task 5.2

Now complete the event proposal below for the Anniversary Celebration to the Academy's Vice Dean. Design an evening party activity and provide detailed information for it in the Event Schedule section in about 70 words. A sample activity has been provided for your reference.

Event Proposal

Title	5th Anniversary Celebration for the International Charity Academy
Proposed By	Jason Chen
Date	15th August, 2021
Venue	Hilton Hotel

Goals:

1. To increase the popularity of ICA among the public
2. To express gratitude to ICA's staff
3. To strengthen the bond among the alumni

Event Schedule

Time	Activities	Participants	Detailed description
...
2:30 p.m.— 5:00 p.m.	Forum	Dean of ICA Vice Deans of ICA Professors of ICA Business representatives All ICA members	The theme of the forum is "How You Could Help". This forum will be divided into several sub-forums with different focuses such as NGOs, education, and technological innovation. In each sub-forum, experts in the field will be invited to talk about their experiences and opinions. ICA students and alumni can freely take part in the sub-forums they are interested in and share their views.
...



6. 考试特色

- 标准为依据
- 能力为导向
- 场景为依托
- 任务为驱动

祝本次说明会圆满成功！

**祝实用英语交际职业技能等级证书顺利实施，
喜结硕果！**

曾用强

广东省外语艺术职业学院院长