

專業華語是成熟市場的象徵

CSP, the Symbol of a Mature Market
as Seen in Language Learning Publications

新學林出版公司 主編 / 李芃

New Sharing Publishing Co. Ltd. / Peng Li



Brief CV

- **Ivy Publishing Co.**, Taipei, Taiwan, *Editor-in-Chief*
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- **Cheng & Tsui Company**, Boston, MA, USA, *Bilingual Marketing Specialist*
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- **Chen Li Educational Group**, Taipei, Taiwan, *English Editor*

ESP (English for specific purposes)


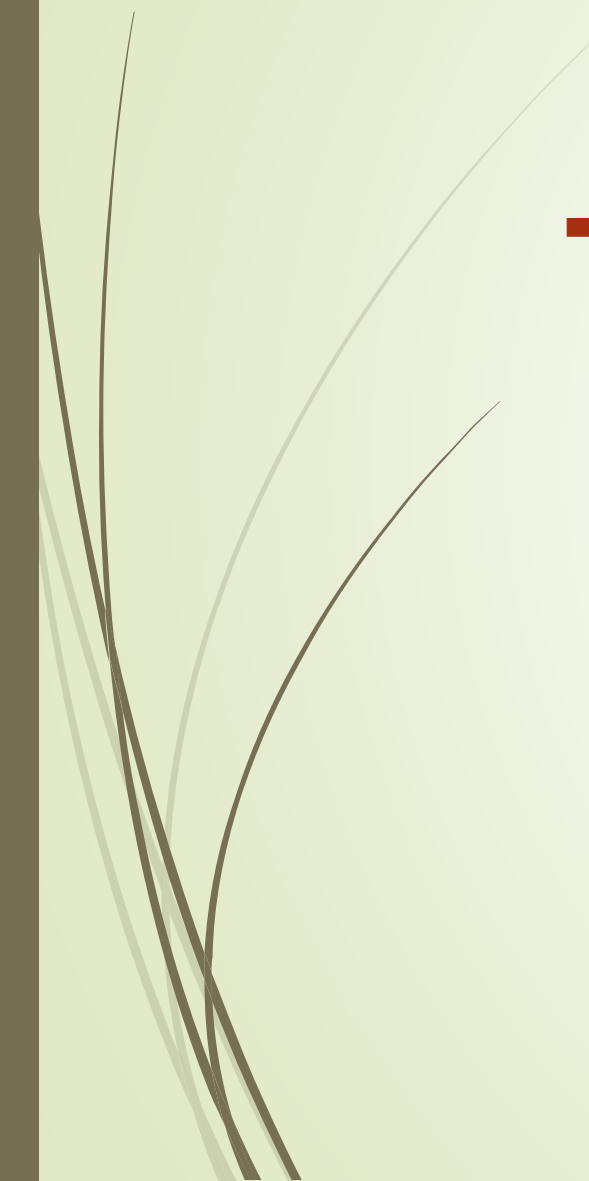
- **English for specific purposes (ESP)** is a subset of [English as a second or foreign language](#). It usually refers to teaching the [English language](#) to university students or people already in employment, with reference to the particular vocabulary and skills they need. As with any [language taught for specific purposes](#), a given course of ESP will focus on one occupation or profession, such as Technical English, Scientific English, English for medical professionals, English for waiters, English for tourism, etc.^[1] Despite the seemingly limited focus, a course of ESP can have a wide-ranging impact, as is the case with Environmental English.^[2]


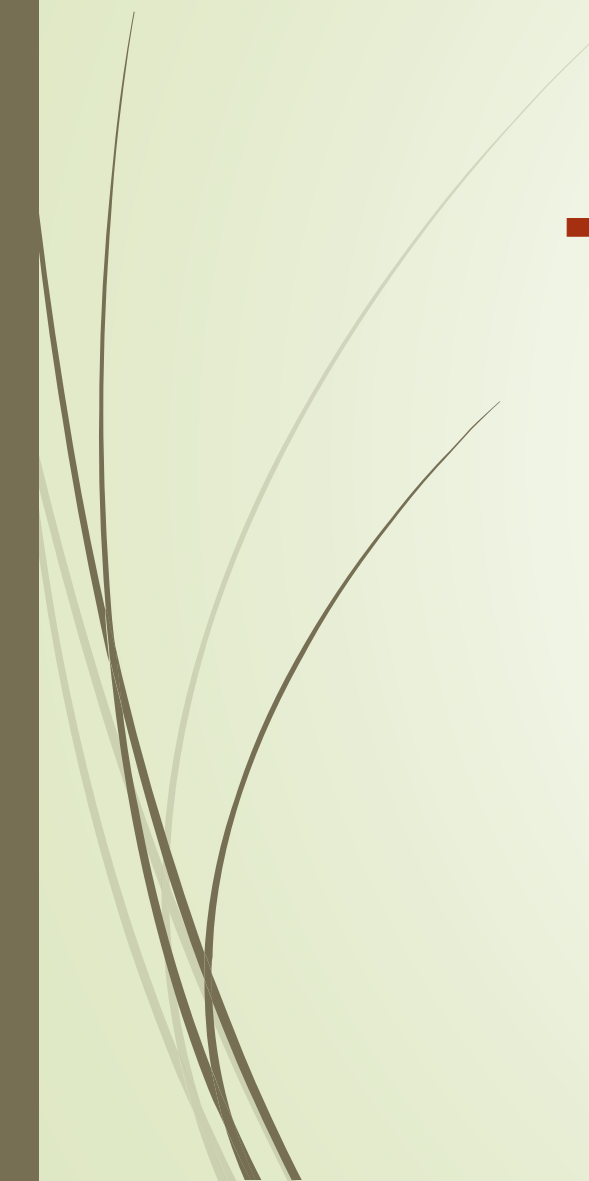
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ESP

- ▶ English for academic purposes, taught to students before or during their degrees, is one sort of ESP, as is Business English. Aviation English is taught to pilots, air traffic controllers and civil aviation cadets to enable clear radio communications.


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- ESP is different from standard English teaching in the fact that the one doing the teaching not only has to be proficient in **standard English**, but they also must be knowledgeable in a **technical field**. When doctors of foreign countries learn English, they need to learn the names of their tools, naming conventions, and methodologies of their profession before one can ethically perform surgery.

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- ▶ ESP courses for medicine would be relevant for any medical profession, just as how learning electrical engineering would be beneficial to a foreign engineer. Some ESP scholars recommend a "two layer" ESP course: the first covering all generic knowledge in the specific field of study, and then a second layer that would focus on the specifics of the specialization of the individual.

Chinese for Specific Purposes publication

- ▶ **Chinese for Specific Purposes**
- ▶ **Postgraduate Series of Teaching Chinese as a Second Language / International Chinese Education**
- ▶ **Author** Zhang Li, Zhang Ye, Gao Yixuan
- ▶ **ISBN** 9787561943571
- ▶ **Pub Date** 2016-1





文獻期刊

- ▶ Practice and Research on Chinese for Specific Purposes Daoxiong Guan
University of California, Santa Barbara, USA Ying Peng University of Leeds, UK
Clare Wright* University of Leeds, UK
- ▶ International Journal of Chinese Language Teaching (2022) Vol. 3 (1) 1-3
- ▶ <https://doi.org/10.46451/ijclt.2022.01.01>



文獻期刊

- ▶ Needs Analysis in Teaching Chinese for Special Purposes: From Theory to Practice Zhongqi Shi Columbia University
- ▶ Chinese Language Teaching Methodology and Technology
- ▶ Volume 3 Issue 2

Aviation English

A: A l p h a



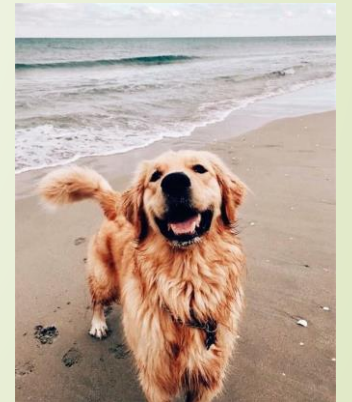
B: B r a v o



C: C h a r l i e



D: D e l t a

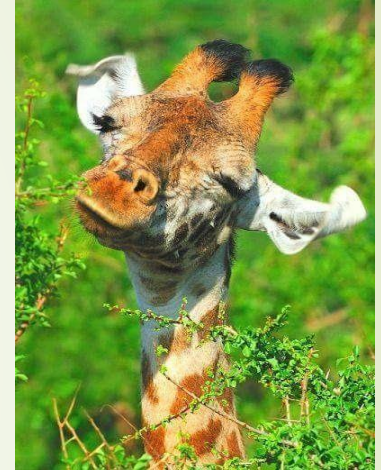


Aviation English

E: Echo



G: Golf



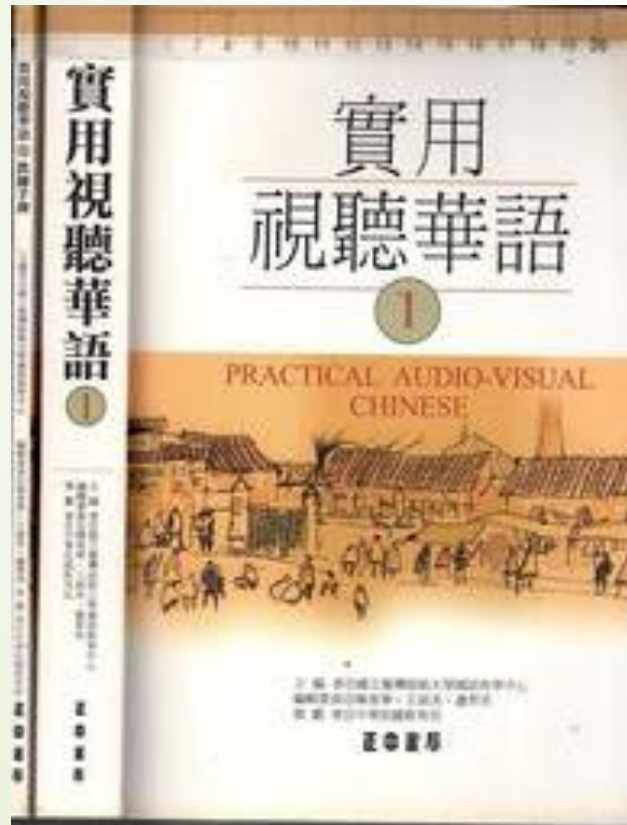
F: Foxtrot



H: Hotel

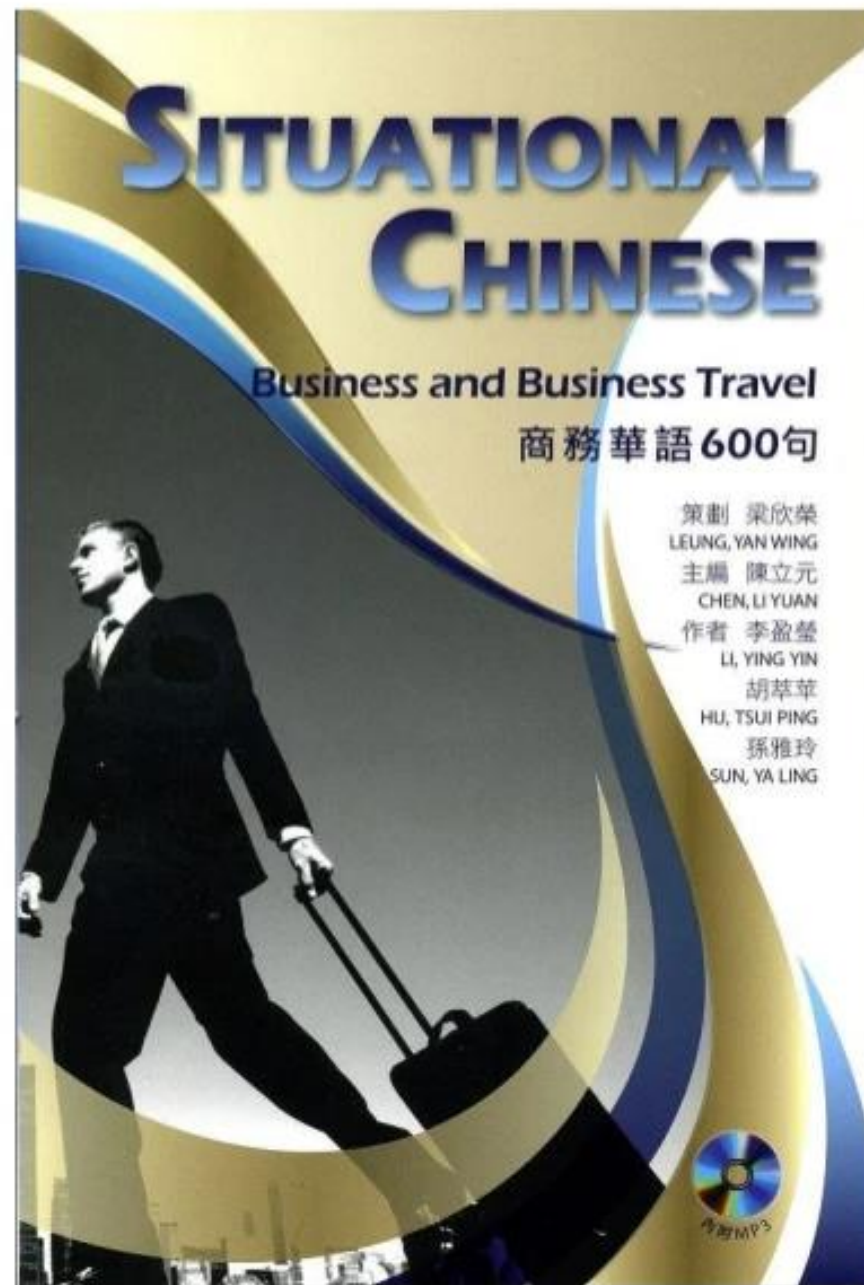


早期華語教材



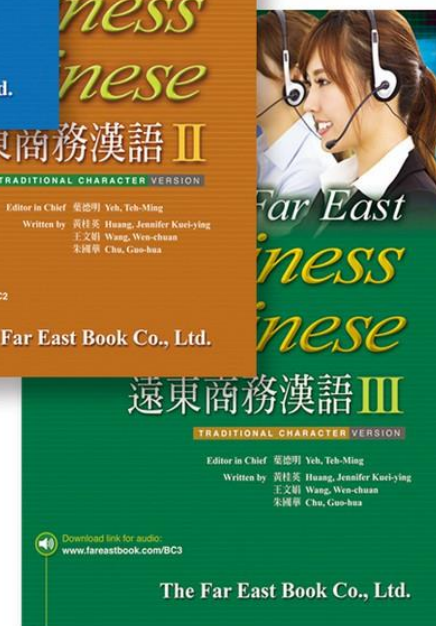
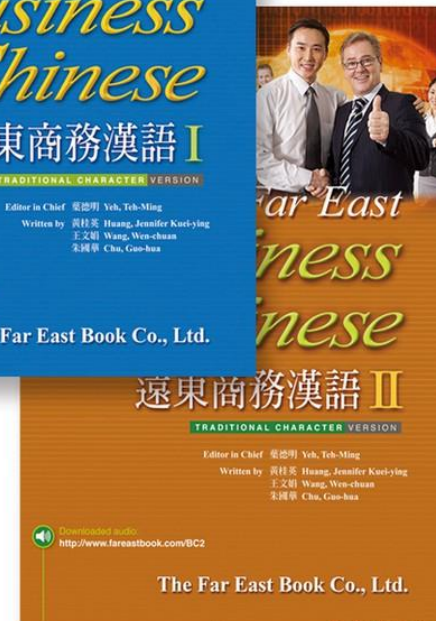
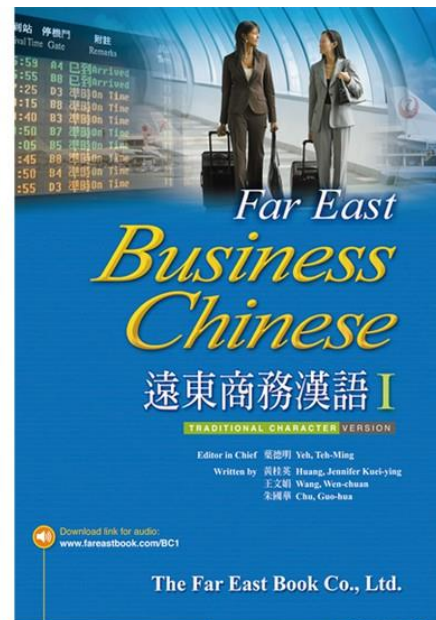
商務華語600句 Situational Chinese : Business and Business Travel

- 作者：[李盈瑩](#)，[胡萃萃](#)，[孫雅玲](#)，[陳立元](#)
- 出版社：[書林出版有限公司](#)
- 出版日期：2010/12/13



商務華語

- 作者：葉德明
- 出版社：遠東圖書股份有限公司
- 出版日期：2011/05/01



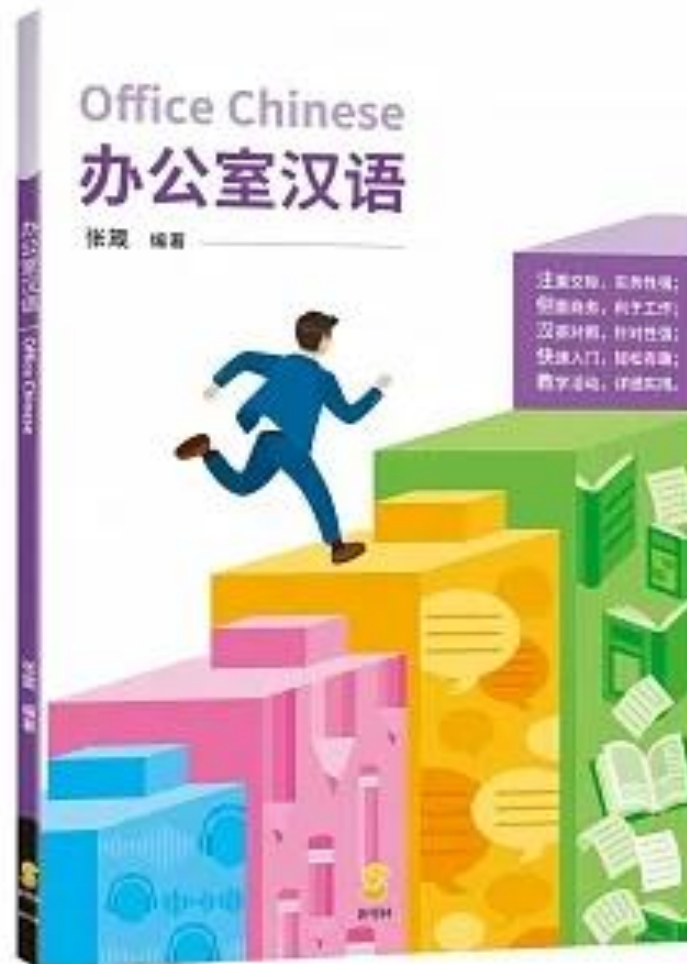
各行各業說中文課本 (附作業本)

- ▶ 作者：國立臺灣師範大學國語教學中心/主編策劃
- ▶ 出版社：聯經出版事業股份有限公司
- ▶ 出版日期：2019/01/30



办公室汉语（簡體字版）

- 作者：[张箴](#)
- 出版社：[新學林](#)
- 出版日期：2019/09/30



商用華語：一本設身處地式的商務華語教材

- 作者：國立清華大學華語中心 / 編；信世昌 / 主編
- 出版社：五南圖書出版股份有限公司
- 出版日期：2020/06/25



商用華語 | Situated-based Business Chinese

一本設身處地式的商務華語教材

國立清華大學華語中心 / 編

- ◎這是一本結合情境式教學設計及商務主題內容的創新型教材。
- ◎設定程度為華語中級，適合已學過一年華語密集課程的外國學生。
- ◎適合對華人進行商務合作或是身處華人公司中的外國人士所需要熟悉的華語內容。
- ◎每課的練習與活動設計概念是採用「設身處地式的情境學習」(Situated Learning)。

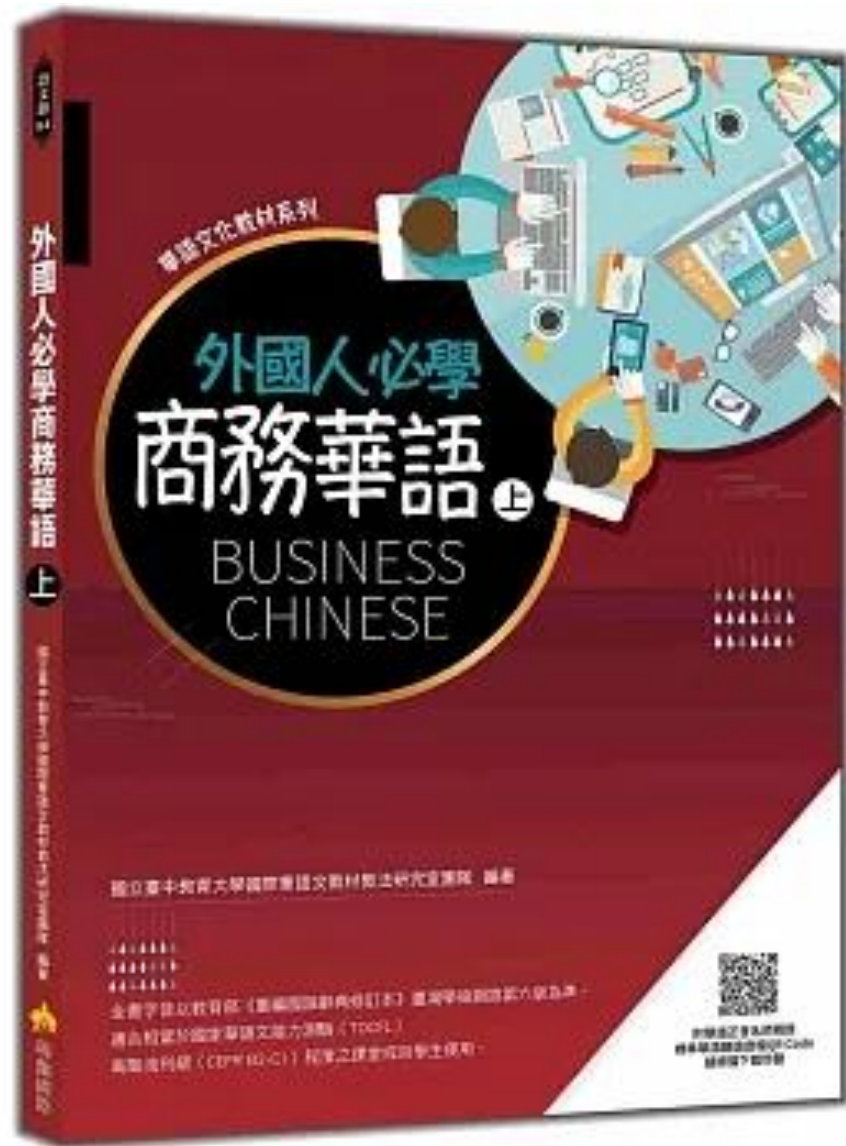


掃描QR Code

五南出版

外國人必學商務華語 (附QR Code)

- 作者：國立臺中教育大學國際華語文教材教法研究室團隊
- 出版社：瑞蘭國際有限公司
- 出版日期：2023/02/20



空服汉语 (簡體字版) Chinese for Cabin Crews (simplified Chinese edition)

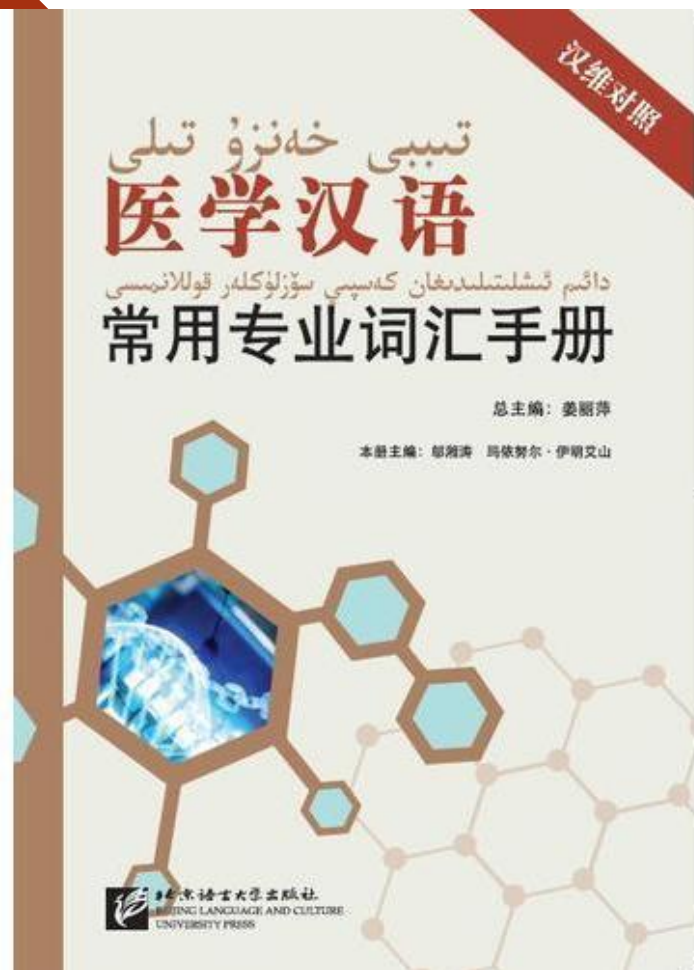
- 作者：[李育修](#), [曾金金](#)
- 出版社：[新學林](#)
- 出版日期：2019/02/19





實用醫學漢語·臨床篇 (附贈MP3)

- 作者：[陳麗萍 張哲 祝威 主編](#)
- 出版社：[外語教學與研究出版社](#)
- 出版日期：2010/02/01



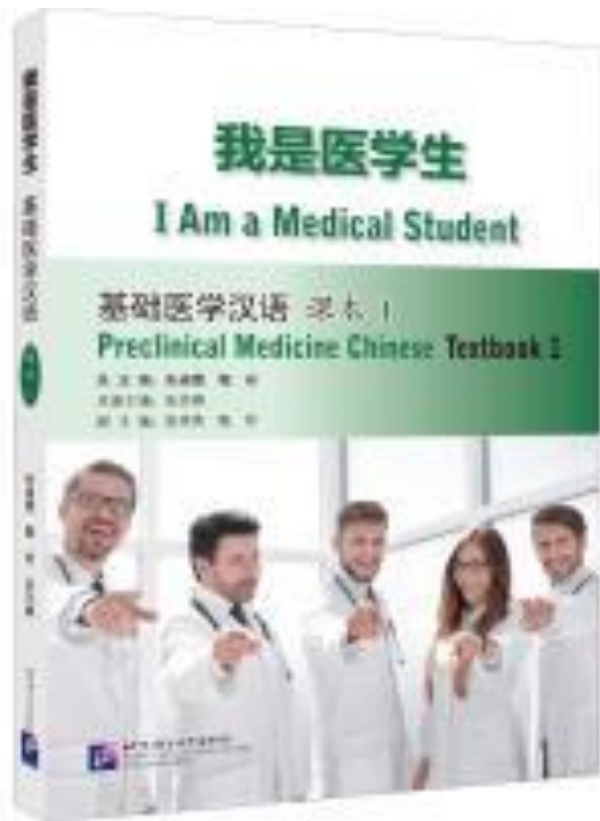
医学汉语 常用专业词汇手册（汉维对照）

- 作者：[姜丽萍](#)
- 出版社：北京语言大学出版社
- 出版日期：**2016-11-01**




醫學漢語：實習篇1(第2版) (簡體書)

- 出版社：[北京大學出版社](#)
- 作者：[莫秀英](#);[鄧淑蘭](#)
- 出版日：2020/11/10



我是医学生：基础医学汉语 课本1

- ▶ 作者：朱瑞蕾，甄珍 总主编
- ▶ 出版社：北京语言大学出版社
- ▶ 出版时间：2022-08



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