

商务英语演讲 实训教程

／ 谭增权 郑茹 主编 ／

Business Speech in English

English



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商务英语演讲实训教程

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主 编 谭增权 邢 如

副主编 陈 菲 徐莹晖

参 编 戴冬苗 陈思慧

李咏珊 陈 翊

苏文雅

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谭增权 郑茹 主编

责任编辑: 胡小平

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北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

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前 言

商务英语演讲，其开设目的首先是通过该课程学习和实操演练来提高学生的英语专业水平，特别是提升商务英语、应用英语等专业学生的英语沟通能力、英语语言组织能力、英语口语能力和英语演讲能力，其次是提升学生使用商务英语进行演讲的综合英语实践能力。对商务英语、应用英语等专业的学生来说，这门课程是一门实践性、指导性、入门性很强的实训类课程。

一、教学内容

在教材和教师的指引下，通过掌握商务英语演讲知识和技巧，学生使用英语进行下列话题的英语演讲：商务、管理、职业规划、综合议题等方面的 27 个具体话题。

二、教学重点与难点

本课程的教学重点在于引导学生熟练掌握基本的商务英语演讲技巧和知识，能够在英语演讲中表达完整的观点。教学难点是让学生使用英语自由地进行下列话题的演讲：商务、管理、职业规划、综合议题等方面的 27 个具体话题。

三、教学方法

本课程的教学方法，主要是课堂技巧讲解、演讲范文模仿、课堂英语演讲实操、英语演讲竞赛和其他英语口语比赛等。

本课程教材的编写框架由广州涉外经济职业技术学院谭增权老师负责。参与具体章节编写工作的老师有：广州涉外经济职业技术学院谭增权、郑茹、陈菲、徐莹晖、戴冬苗、陈思慧、李咏珊、陈翊和苏文雅。对本书提供直接协助的学生有：广州涉外经济职业技术学院余宇珊、姚诗敏、沈幼心、邱泽铭、徐漫佳、钟丹英、马晓雯和林萍娜。

由于编者水平有限，纰漏在所难免，欢迎读者多多批评指正。

编 者

2015 年 5 月 广州

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Unit 1

Business

商 务

Adapting to New Environments

(适应新环境)

1

Lesson

导读

工作环境，分人文环境和物质环境。人文环境涉及：一个国家或地区的风俗、文化、礼仪、交通、通信等；一个公司的办公条件、单位风气、领导作风以及和谐程度、工资、奖金、福利，还应包括荣誉奖励、激励晋升等。物质环境是指仪器或产品正常工作时周围的环境，主要包括：环境温度和环境湿度等。

演讲建议：

适应新工作环境的方法、适应新环境的对策等。

Part 1 Outlines

How to Adapt to the New Culture

Culture shock

1. Maximize exposure to the host culture before departure.
2. Upon arrival, develop a daily routine as quickly as possible.
3. Maintain relationship with family and friends at home through video chat, letters and

email.

4. Strive to maintain a flexible and positive attitude.

Part 2 Text

How to Adapt to the New Culture

Good morning. Ladies and Gentlemen,

It's my honor to give you this speech here.

Today I would like to talk something about how to adapt to new environments in the new cultures or foreign countries. Nowadays, more and more students choose to accept education abroad and a lot of people always travel in different countries for a long time. While people step into a new culture or environment, they may feel inconvenient and uncomfortable due to the culture difference or culture shock.

Culture shock can plague expatriates, tourists and students traveling abroad. But feelings of frustration and loneliness may develop when adjusting to a new environment; cross-cultural communication skills are often transferable and provide a valuable tool. It's essential to maximize preparedness before departure by developing a strong knowledge of the host country's culture, language and traditions. It's also wise to formulate a plan in case severe culture shock arises, and to maintain communications and relationship back home. The following suggestions could be helpful.

1. Maximize exposure to the host culture before departure. Read about everyday life in the destination. Visit appropriate hometown ethnic restaurants and grocery stores to gain exposure to the new culture's food and develop familiarity with the flavors. In addition to gaining as much linguistic proficiency as possible, develop familiarity with popular music and entertainment in the host country. Watch films and stream radio broadcasts or music videos for exposure.

2. Upon arrival, develop a daily routine as quickly as possible. Establish a sleep schedule, eat healthfully and exercise at regular times. Make a point to establish familiarity by finding favorite local coffee shops and parks to avoid culture shock that can arise due to feelings of

complete loss of control over life. Some choices may be limited due to language barriers or having to adjust to being the guest of a host family. But maximize available choices through reading materials and ways to spend free time.

3. Maintain relationship with family and friends at home through video chat, letters and email. Create a website or share photographs electronically to engage longtime friends in your experience. Building new friendships in the host culture can also be critical to happiness. Be friendly and invite schoolmates, workmates or neighbors to go walking or out for coffee.

4. Strive to maintain a flexible, positive attitude. Living in a foreign country is an invaluable opportunity full of excitement and challenges. Though it may seem extremely difficult, remember to be a student of the host country's way of life. Laugh at your social or linguistic mistakes. Experience new foods and traditions with an open mind. Flexibility is a critical component of successful adjustment.

Adapting to a new culture needs a lot of preparations. I hope the above discussion could give you the clue about how to adapt to the new environment and culture.

Thank you.

Part 3 Translation

如何适应新的文化

女士们，先生们，早上好：

能在这里演讲是我的荣幸。

今天，我想谈一谈关于如何在新的文化或国外适应新的环境。如今，越来越多的学生选择到国外接受教育，并且很多人总是花费很长的时间游行于不同的国家。然而，当人们步入一个新的文化或环境时，由于文化差异和文化冲击，他们可能会感到不方便、不舒服。

文化冲击可能困扰外籍人士、游客和出国旅行的学生。然而，在适应新环境的过程中，跨文化的沟通能力往往转移，并提供一个有价值的工具，沮丧和孤独的感觉可能会加强。因此，在出发前，有必要通过熟悉东道国的文化、语言及传统而做好充分准备。制定一个计划来防止文化冲击的出现是明智的，并且保持沟通和关系日常化。下面的建

议可能会有所帮助。

1. 出发前尽可能多地接触东道国文化。研究有关目的地的日常生活。探访合适的民族特色餐馆和杂货店,以获得新的文化食品,并逐渐熟悉这种味道。除了尽可能多地熟练语言外,还要逐渐知晓东道国的流行音乐和娱乐。看电影、收听广播或音乐视频中所表现的。

2. 抵达后,尽快开展日常作息活动。制定睡眠时间表,健康饮食和定期锻炼。通过寻找当地喜欢的咖啡厅和公园来形成熟悉的观念,以避免由于完全丧失对生活控制的感觉而可能出现的文化碰撞。有些选择可能会因语言障碍或必须适应作为一个寄宿家庭的客人而受到限制。但通过阅读材料和消磨闲暇时间的方式来增加可行的选择。

3. 通过视频聊天、信件和电子邮件来保持与故乡家人和朋友的联系。通过创建网站或共享电子照片在你的经历中与好友们密切联系。在东道国文化环境中建立新的友谊也对幸福感至关重要。友好地邀请同学、同事或邻居去散步或者出去喝咖啡。

4. 力求保持灵活,积极的态度。在国外生活是一个充满刺激和挑战的宝贵机会。记得要成为具备东道国生活方式的学生,虽然看起来可能非常困难。嘲笑你的社交和语言错误。以放开的心态去体验新的食物和传统。灵活性是成功调整的一个至关重要的部分。

适应新的文化需要大量的准备工作。希望以上的讨论可以给大家一些关于如何适应新的环境和文化的启示。

谢谢。

Part 4 Vocabulary

shock	<i>n.</i> 休克; 震惊; 震动; 打击; <i>vt.</i> 使休克; 使震惊; <i>vi.</i> 感到震惊
plague	<i>n.</i> 瘟疫; 灾害, 折磨; <i>vt.</i> 使染瘟疫; 使痛苦, 造成麻烦
cross-cultural	<i>adj.</i> 超越一种文化的, 比较各种文化的
maximize	<i>vt.</i> 最大化, 极为重视; <i>vi.</i> 尽可能广义地解释; 达到最大值
departure	<i>n.</i> 背离; 离开, 离去; 起程; 东西距离
exposure	<i>n.</i> 暴露; 揭发; 公开; 展出(商品等的)
linguistic	<i>adj.</i> 语言的; 语言学的
establish	<i>vt.</i> 建立, 创建; 确立或使安全; 使被安排好; 使成为
engage	<i>vt.</i> 聘用; 吸引住; 与……交战; <i>vi.</i> 从事; 与……建立密切关系; 衔接; 紧密结合
critical	<i>adj.</i> 关键的; 批评的, 爱挑剔的; 严重的; 极重要的

strive vi. 努力奋斗, 力求; 斗争, 力争

Part 5 Speech Tips

1. About Speech

Public Speaking, Public Speech, Oratory or Oration

演 讲

演讲又叫讲演或演说,是指在公众场所,以有声语言为主要手段,以体态语言为辅助手段,针对某个具体问题,鲜明、完整地发表自己的见解和主张,阐明事理或抒发情感,进行宣传鼓动的一种语言交际活动。商务演讲也如此。

主要形式大体有如下四种:照读式演讲、背诵式演讲、提纲式演讲和即兴式演讲。

照读式演讲,亦称读稿式演讲。一般场合采用这种演讲方式也不受听众欢迎。

背诵式演讲,亦称脱稿演讲。其缺点是不便于演讲者临场发挥,一旦忘词,就难以继续,往往要当场出丑。

提纲式演讲,亦称提示式演讲。是初学演讲者进一步提高演讲水平的行之有效的一种演讲方式。

即兴式演讲,演讲者预先没有充分准备而临场生情动意所发表的演讲。它是一种难度最大、要求最高、效果最佳的演讲方式。

2. Useful Expressions

Sample Opening Remarks

Thank you very much, Prof. Smith, for your very kind introduction. Mr. Chairman, Ladies and gentleman, Good morning! I consider it a great honor to be asked to speak about ...on this session of our symposium.

Ladies and gentlemen. It's an honor to have the opportunity to address such a distinguished audience.

Good morning. Let me start by saying just a few words about my own background.

Mr. Chairman, thank you very much for your kind introduction. President, distinguished colleagues, ladies and gentleman, good morning! Is my voice loud enough?

Good morning, everyone. I appreciate the opportunity to be with you today. I am here to talk to you about...

Good morning, everyone. I am very happy to have this chance to give my presentation. Before I start my speech, let me ask you a question. By a show of hands, how many of you have a smart phone?

Part 6 Practice

1. Write an outline according to the following given topic: How to adapt to a new company.
2. Write and make a speech according to the above given topic between 3 and 5 minutes.

Introducing a company (介绍公司)

2

Lesson

导读

一般的公司介绍包括：公司名称，成立时间，注册资金，组织结构，业务范围，公司实力或优势产品，员工人数，工作地址，联系方式等。

演讲建议：

公司简介、公司未来开发的新项目或新产品等。

Part 1 Outlines

Introduction to the ABC Company

1. The ABC Company is a leading telecom solutions provider.
2. Its core activities are building telecommunications networks, providing operational and consulting services and equipment to enterprises, and manufacturing communications devices for the consumer market.
3. Today, it has enjoyed the good reputation in China, even all over the world.

Part 2 Text

Introduction to the ABC Company

Ladies and Gentlemen,

The ABC Company is a leading telecom solutions provider, which is a Chinese multinational networking and telecommunications equipment and services company headquartered in Guangzhou, Guangdong, China. The ABC Company was established in 1985 and it is a private company owned by its employees. Due to its motivation and innovation, it insists that innovation is a motive power. It is the largest China-based networking and telecommunications equipment supplier and the second-largest supplier of mobile telecommunications infrastructure equipment in the world.

Its core activities are building telecommunications networks, providing operational and consulting services and equipment to enterprises, and manufacturing communications devices for the consumer market. The ABC Company has over 220,000 employees, around 60% of whom are engaged in research and development (R&D). It has 30 R&D institutes in countries including China, Germany, India, Russia, Sweden and the United States. In 2014 it invested CNY 20,556 million in R&D.

In recent years, it has developed such new products as honor series including W1, W3, W5 and W7. Obviously, its product is competitive. These products all feature high configuration and special design.

As time goes by, the sales volume is higher and higher. In 2014, it recorded revenues of US\$30 billion. Its products and services have been deployed in more than 160 countries and it currently serves 50 of the world's 100 largest telecoms operators.

Today, it has enjoyed the good reputation in China, even all over the world.

Thank you.

Part 3 Translation

ABC 公司介绍

女士们、先生们：

ABC 公司是通信的领导者，是为世界各地通信运营商及专业网络拥有者提供通信设备、服务和解决方案的公司。它的总部在中国广东广州。ABC 公司于 1985 年正式成立，并且它是由员工持有股份的私营企业。由于它的激发力和创造力，它一直坚持认为创新是它的动力。ABC 公司是全球最大的电信网络解决方案提供商，全球第二大通信供应商以及全球第二大电信基站设备供应商。

它的核心业务活动是为企业架设电信网络，提供操作和咨询服务以及提供设备，为消费者市场生产通信设备。ABC 公司现有员工超过 22 万人，大约 60% 的员工专注于研发产品。它有 30 个研发机构，分布在以下国家：中国、德国、印度、俄罗斯、瑞典和美国。在 2014 年，公司投资了 205 亿 5 600 万元在研发部门。

近年来，它推出一些新产品，比如 W1、W3、W5 和 W7 等。很明显的是，它的产品相比其他商家来说是十分有竞争力的。这些产品的所有特征为高配置和特别设计。

随着时间推移，它的销售量越来越高。2014 年 ABC 公司的营业收入为 300 亿美元。它的产品和服务已经在 160 多个国家进行销售，当前它为全球 100 强的最大电子通信的供应商中的 50 个供应商提供服务。

今天，它在中国乃至全球享有盛誉。

谢谢。

Part 4 Vocabulary

introduction	n. 概述，简介
telecom solutions	电信方案（供应商）
headquarter	n. 总部
innovation	n. 创新