

高职高专“十一五”规划教材



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Contemporary  
Business English Listening and Speaking Course

# 当代商务英语

## 听说教程 3

教师用书



华东师范大学出版社

当代商务英语综合教程 1-4  
当代商务英语综合教程 练习与测试 1-4  
当代商务英语综合教程 教师用书 1-4  
当代商务英语听说教程 1-4  
当代商务英语听说教程 教师用书 1-4  
当代商务英语阅读教程 1-2

本教材是专门为高职高专商务英语专业学生精心编写的。由著名英语专家主编，高职商务英语教学一线骨干教师、本科商务英语教学专家、英语语言教育专家和企业商务英语培训教师联袂编写，并由外籍商务英语专家审定把关。本教材有以下特点：

- 起点、难度适当，符合高职学生特点
- 注重语言基本功，突出听说结合训练
- 富有时代特色，商务与语言有机衔接
- 重在培养职业能力，适应商务职场需要
- 配有光盘、多媒体课件及网站，方便课余巩固

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# 教师使用建议

本书为《当代商务英语》(Contemporary Business English)听说教程第三册的教师用书。我们编写此书的目的是为了给采用本书的兄弟院校教师提供参考,但不希望因此限制使用者创造性的教学实践。本书也可以为自学者提供某些方便。我们同样希望他们不要对此书产生依赖。

需要特别说明的是:本册所选商务话题和每单元中出现的表达,都是商务职场应该掌握的内容,对学习者的实际商务工作有非常重要的帮助。这些内容是经慎重挑选并反复试教后确定的。

关于本套听说教材的编写原则,在学生用书中已有详细说明。这里仅就第三册的使用作一些具体补充。

## 教学目的

使用听说教程第三册的学生在商务英语听说方面已经有了一些基础,但需要进一步巩固。因此本册的定位是商务英语听说流畅表达。

关于听说教材第三册的教学目的,我们强调:

1. 一方面要努力丰富学生的语言知识,积极介绍新的语言现象,另一方面又要把重点放在提供较多的活用语言的“语境”,以帮助学生熟练掌握所学语言并提高在商务交际过程中正确运用语言的能力。
2. 一方面要继续提高学生的听力理解能力,另一方面又要进一步加强说的训练,以保证学生听、说技能均衡地发展。
3. 一方面要着重语言技能的训练,另一方面又要让学生接触(职场)商务知识,帮助他们熟悉商务语境的语言表达和沟通技能。培养学生的跨文化交际能力的思路在书中亦得到充分体现。

## 基本框架

本书共 16 课,每周一课,供一学期使用。每课由四个部分组成:实用听说、商务口语、听力训练和趣味听力。为保证本套教材达到预期的效果,我们对每课的选编和各项练习的设计都作了认真考虑。因此希望使用者按照每课各项内容出现的先后顺序完成各课任务,尽量不要删减或跳跃。

### Part 1 Practical Listening and Speaking (实用听说)

#### 1. Word study

本部分的词汇和句子都配有录音,主要操练重点词汇的听写。教师可以根据学生的基础,采取灵活的教学方法。以下建议,仅供参考:

- ☆ 对于基础较好的学生而言,教师可以简单解释部分较难的词汇,然后让学生在规

定的时间内,在课堂上搭档完成所有填空练习。学生完成后,教师放录音以便学生核对和纠正答案。接下去,教师可以带读所有词汇,然后由学生独立朗读词汇和句子,注意其发音。

✧ 对于基础一般的学生而言,教师可以用中文或英文解释所有单词,然后让学生在规定的时间内于课堂上搭档完成所有填空练习。学生完成后,教师放录音以便学生核对和纠正答案。接下去,教师带读所有词汇,然后由学生朗读词汇和句子,注意学生单词发音。

✧ 对于基础较差的学生而言,教师可以提前布置家庭作业,让学生在家查字典把这部分的练习做完。在课堂上,教师可以逐个叫学生朗读句子并纠正学生的填空错误和发音错误。然后,教师放录音,让学生尽可能不看书听懂所有句子和词汇。

✧ 当然,对于基础较好和一般的学生而言,同样也可以采取家庭作业的形式让学生预习,以便缩短这部分的教学时间,提高上课效率。

## 2. Functional listening

本部分的听力练习采取了填空题形式。学生在操练时,会觉得轻松一些,从而提高学习兴趣,增强信心。教师可以根据学生的基础,采取灵活的教学方法。以下建议,仅供参考:

✧ 教师可以简单介绍一下听力材料的背景和内容,然后开始放录音。第一遍录音放完后,要求学生记下所需填空的关键词或关键部分。第二遍录音放完后,要求学生尽可能将空白内容填写完整。放第三遍录音时,要求学生在不看书的情况下尽可能听懂每句话和每个单词。

✧ 这部分的听力材料也可以用作口语材料,教师和学生之间以及学生与学生之间可以就这部分内容进行充分的交流。如果时间允许的话,教师可以让学生利用该听力材料做角色表演练习。

✧ 对于听力材料的背景和内容,教师就单元话题和功能对话进行简单说明即可,因为该书所涉及的内容都是最常见和实用的商务话题,大多属于商务常识。

## 3. Language check

本部分听力训练重点在于功能句型及关键词汇的听写,为口语打基础。教师可以灵活使用该部分材料。以下建议,仅供参考:

✧ 如果因为时间关系这部分材料只能用作听力材料的话,教师可以在课堂上让学生将这部分内容中的核心句子听写出来,然后叫学生在课外朗读并背诵这部分内容。教师可以在下堂课花几分钟的时间采取汉译英的练习形式抽查学生的背诵情况。

✧ 这部分内容具有很强的实用性与交际性,故更适合做口语练习材料,事实上,该部分一些内容为第二部分听力(Functional listening)内容的细分,按照实际商务沟通过程,分解成紧密相连的各个小话题,以便学生逐个击破,分项掌握,从而让学生更好地记住功能表达、应用功能表达。这种听说练习形式是专门针对中国学习者语言学习特点的一种创新。

✧ 如果时间允许的话,教师可以利用这部分内容让学生进行角色表演。教师先给学生足够时间操练,然后挑选部分学生上讲台表演。这种学生自演自练的形式深受



试用教材学生的喜欢,相信也一定受到同学们的欢迎。学生表演所带来的笑声会有利于消除听力所带来的疲劳。

#### 4. Presenting practice

这部分将听力和口语练习进行了完美结合。以下教学建议,仅供参考:

- ◇ 第一遍录音放完后,要求学生记下问题答案的主要部分。第二遍录音放完后,要求学生核对并回答问题。放第三遍和第四遍录音时,让学生做笔记。
- ◇ 该部分材料更适合做口语材料。学生可以参照提示和自己的笔记进行小组演讲练习。教师也可以挑选几名活跃的学生上台演讲,调动课堂气氛,达到很好的教学效果。

#### 5. Communication skills

这部分内容第一二册是 Business culture,是从众多实际商务沟通过程中总结、精选而来,实用而且具启发意义的文化差异知识。第三四册是 Communication skills,即商务活动中实用的沟通技巧归纳。本部分采用填空题形式,引导学生掌握常用词汇和商务词汇。

- ◇ 放录音之前,教师可以引出话题并启发学生根据自己的理解回答书中所提供的问题,通过问答形式让学生了解相关背景知识,做好听力练习的准备。
- ◇ 第一遍录音放完后,要求学生记下所需填写的大部分或部分词汇,可以提示学生记下单词的关键部分。第二遍录音放完后,要求学生尽可能将空白内容填写完整。放第三遍录音时,让学生核对答案。
- ◇ 做完听力练习后,如果时间允许的话可以鼓励学生就听力内容做小组讨论练习,展开口语训练。
- ◇ 本部分不仅仅是单纯的听力材料,更重要的是要让学生掌握其中的沟通技巧。教师可以在学生做完这部分的听说练习后总结一下相关沟通技巧,以便学生更好地掌握这部分内容。

### Part 2 Business Speaking (商务口语)

这部分围绕单元商务话题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由交际的目的。练习形式有对话、问答、角色表演等。所有材料紧扣真实商务题材,让学生能尽可能模拟真实的商务场景,最终达到商务沟通无障碍的目标。具体教学建议如下:

#### 1. Pair work

- ◇ 这部分的选材围绕单元话题,突出功能表达,内容充实、针对性强。教师可以根据练习提示操作,以鼓励和启发的方式,让学生做搭档操练和角色表演练习,进一步巩固并检验所学内容。
- ◇ 这部分多为控制型或半开放型的训练材料,教师要给予学生一定的压力,监督他们完成练习,并检查学习效果。同时还要鼓励学生多参与操练,充分模拟实战。教师应尽可能调动学生的主动性,活跃课堂气氛。
- ◇ 教师可以把这部分内容中的一些重点句子翻成中文,然后叫学生将这些中文句子口译成英文,以检查学生对重点句子的掌握情况。

## 2. Group work

- ◇ 该部分采取角色表演和小组讨论的形式。提供的材料多为实用的沟通技巧、商务常识以及情景练习等,内容直观易懂、图文并茂。通过学习该部分内容,学生不仅能提高英语沟通技能还可以丰富商务知识,具有很强的实用性。
- ◇ 该部分操练形式为开放性的训练和自由交际,互动性和交际性很强。中国学生有些害羞,一般不大愿意上台表演或演讲。教师应当在学生自行操练或讨论后,鼓励他们上台表演或演讲,并在活动结束后做一些简单多为正面的评价和鼓励。一旦教师和学生都很放松并积极参与,这部分内容会让教师教得轻松,学生学得愉快,学习效果极佳。

## Part 3 Listening Practice (听力训练)

与第一部分实用听说的听力训练任务所不同的是,本部分为听力微技能训练,更侧重学生听力技能的提高。英语听力是英语能力的一部分。良好的听力技能是学习英语的基础和动力源泉,是表达功能的前提。因此,本部分主要有针对性地提高学习者的听力基本功,包括词汇、语法、文化背景知识,及对于各种语篇、文体、变体(如美国英语、英国英语、澳大利亚英语等)的认识等。

### 1. Listening focus

本部分培养学生听懂基本语言单位(如语音、数字、单词、句型)的能力,集中练习影响听力理解的重点和难点。

### 2. Dictation

在培养学生听懂基本语言单位的基础上,提高听力微技能。在整个教学的过程中,教师可以引导学生辨听易混淆的音素、单词、结构,培养学生的释意复述、短时记忆、听写技能等能力。

### 3. Conversations

本部分培养学生获取对话中具体信息的能力;要求学生能对对话发生的背景、地点、说话者的身份以及对话者之间的关系进行推断;理解交谈的要点、说话者意图、观点或态度。教师可引导学生集中精力获取有用的信息,培养学生分析对话发生的背景、地点及辨别说话者的身份和交谈者之间的关系的能力。对于基础较好的学生,还可以要求他们熟悉对话中的商务场景、生活常识和英美文化背景知识。

### 4. Passage

本部分为语篇整体技能训练。短文的听后练习可以说是听力理解的深化阶段,教师在教学中可侧重整体理解,不宜过多要求学生准确地回忆语句的细节,避免使听力理解训练成为听力形式的词汇测试或记忆力测试。也要避免把听力练习变成了智力测验或是阅读甚至书写训练。除了教材中提供的多项选择等练习形式外,教师还可采用(任务为中心的)多种形式进行训练,如让学生对听到的内容加以复述、扩展、概述或做出比较、分析、评价、进行小组讨论等。总之,教无定法,教师可以灵活掌握。

上述4个部分所选材料大多围绕商务话题展开,练习形式丰富多样。不仅便于学生快速提高听力水平,同时为学生参加各种商务英语考试(如BEC、BULATS、TOEIC等)做好充分准备。



## Part 4 Fun Listening (趣味听力)

本部分为轻松一刻,选材以歌曲、电影录音片断为主,辅以绕口令、笑话、幽默故事等内容。英语歌曲和诗歌等素材,深受学生的喜爱和教师的青睐,是英语教学中提高学生学习兴趣、活跃课堂气氛、丰富学生课余生活和提高学生英语语言素质的寓教于乐的有效手段。教师可以采用备唱、教唱、带唱、演唱(如学生齐唱、小组唱、个体唱等)、填词、改编歌词、即兴表演等形式教学。

### 课时安排

我们建议每单元大致用 4 课时,具体可作如下安排:

实用听说 1—1.5 课时

商务口语 1 课时

听力训练与趣味听力 1.5 课时

每课的测验 0.5 课时

教师可根据学生的水平,对以上安排作适当的调整。

### 考核方式

考核可根据学生的课堂参与和表现、课后作业、单元测验、期中考试和期末考试进行。期末考试可分为口语考试和听力考试。口语考试以教材内容的掌握为原则,考查口语表达能力;听力考试可以考查各单元的语言项目和对未听过的、与教材难易程度相仿的听力材料的理解能力。口语和听力考试成绩总体上可以按如下比例:

课堂参与和表现 20%

课后作业和单元测验 20%

期中考试 20%

期末考试 40%

本册教师用书何光明老师编写每单元第一、二部分,Geoffrey Said 参与其中 4 个单元第一部分编写,姜荷梅老师负责第三、四部分的编写。本册承外籍专家 John Parker 审定,在此表示衷心感谢。错漏之处难免,请教师在使用中指正。

编 者

2008 年 6 月

# The Map of the Book

Units	Contents	Functional listening	Communication skills	Listening strategies
Unit 1	First Face-to-Face Communication	First meeting in the workplace Introducing someone in the workplace	Learning five tips for making a good first impression	Understanding number calculation
Unit 2	Further Communication	Building a relationship Attending a party	Learning five key ways to build customer relationships	Identifying the places and the speakers
Unit 3	Business Phone Calls	First contact on the phone Further contact on the phone	Learning tips for leaving a successful answering machine message	Understanding short statements
Unit 4	Informative Business Presentations	Making an orientation presentation Making a briefing presentation Opening a presentation and delivering the body of a presentation	Learning tips for understanding the structure of a presentation	Understanding sentences with request, offer and suggestion
Unit 5	Persuasive Business Presentations	Opening and ending a formal presentation Presenting a new product Delivering the body of a presentation and answering questions	Learning tips for improving your body language at a presentation	Making conclusions and assumptions
Unit 6	Briefing Meetings	Opening and closing a meeting Attending a briefing meeting Controlling a meeting	Opening a meeting in a light-hearted way	Understanding sentences with negation
Unit 7	Problem-Solving and Planning Meetings	Attending a problem-solving meeting Attending a planning meeting Participating in meeting discussions	Learning tips for holding a successful brainstorming session	Understanding sentences with comparison
Unit 8	Business Negotiations — Part One	Seven steps for preparing for a negotiation Setting the agenda Establishing and clarifying positions	Understanding negotiations	Understanding sentences with cause and result
Unit 9	Business Negotiations — Part Two	Tactics for managing conflict and bargaining Conclusion and agreement	Learning tips for improving your negotiation skills	Understanding sentences with time sequence



Units	Contents	Functional listening	Communication skills	Listening strategies
Unit 10	International Trade Negotiations	Negotiating the use of a letter of credit Negotiating shipments	Understanding intercultural negotiations	Understanding sentences with subjunctive mood
Unit 11	Event Management	Event planning and development Attending a trade show	Understanding trade fairs	Understanding sentences with condition
Unit 12	Marketing Communication	Understanding marketing research and the marketing plan Understanding the four P's	Learning eight marketing tips	Understanding sentences with concession
Unit 13	Cross-cultural Communication	Understanding cultural differences Understanding body language differences	Understanding Sino-US cultural differences in business communication	Understanding sentences with logic
Unit 14	Career Guidance	Understanding yourself Understanding the steps for career decisions	Understanding what brings joy to you at work	Understanding sentences with transition
Unit 15	Job Interviews — Answering Difficult Questions	Answering difficult interview questions — Part One Answering difficult interview questions — Part Two	Learning tips for answering difficult interview questions	Identifying topics
Unit 16	Job Interviews — Answering Tricky Questions	Answering tricky interview questions — Part One Answering tricky interview questions — Part Two	Learning tips for answering tricky interview questions	Identifying the speaker's opinion and implied meaning

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# Unit 1

## First Face-to-Face Communication



### Unit Goals

- ◇ First meeting in the workplace
- ◇ Introducing someone in the workplace
- ◇ Learning five tips for making a good first impression
- ◇ Understanding number calculation

## Part 1



## Practical Listening & Speaking

### A Word study

Work with your partner to fill in the blanks using the words on the left. Listen and check your answers, and then follow the recording.

Turbulence  
electronic  
trial order

lunchtime  
Package

launch

putting together

promotional  
literature  
pamphlet  
cover

Whereabouts

- (1) Whereabouts do you come from in Japan?
- (2) The launch of their new product was very successful.
- (3) Turbulence means irregular and violent movements of air or water that are caused by the wind.
- (4) You should wear formal clothing on business occasions.
- (5) You will never have a second chance to make a good first impression.
- (6) We need to develop a marketing strategy for this model.
- (7) The pamphlet contains all the information of our company and products.
- (8) The firm is Britain's main producer of electronic products.
- (9) I've had nothing to eat since lunchtime.
- (10) Mary spent two weeks putting together all the sales materials.
- (11) I will cover three points in my talk.



on business  
occasions

make a good first  
impression

marketing strategy

follow ... up

professional

- (12) When you follow something up, you find out more information about it and take action if necessary.
- (13) Package means a set of ideas or services that are suggested or offered all together as a group, e. g. financial or pay package.
- (14) If you can give us a discount, we would place a trial order.
- (15) A good handshake makes you look like a real professional.
- (16) Could you provide us with some promotional literature?

## B Functional listening

**Task One (First meeting in the workplace):** Listen to the conversation and complete the following notes using a few words from the recording.

- (1) Mr. Jones prefers to drink a cup of black coffee.
- (2) Mr. Jones' flight was not bad. It was a bit of turbulence, but it was not too bad.
- (3) Mr. Jones did not have any trouble finding the company, because he received a good electronic map.
- (4) GMT is the latest model, which is very popular in Asian market.
- (5) Mr. Jones will place a trial order for GMT.



**Script (F (Female)=Ms. Cathy Lin M (Male)=Mr. Mike Jones)**

F: Good morning, are you Mr. Jones from J&C Corporation?

M: Yes, I am. Good morning, I have got an appointment with Cathy Lin.

F: Hello, Mr. Jones. I'm Cathy Lin. Pleased to meet you.

M: Pleased to meet you too, Ms. Lin.

F: Please call me Cathy.

M: And please call me Mike.

F: Welcome to MAT, Mike. Oh, would you like to sit down?

M: Oh, yeah, thank you.

F: Would you like something to drink, coffee or tea?

M: Oh, yes, coffee would be nice.

F: Would you like it with milk and sugar?

M: No, thanks, black please, without sugar.

F: Here's your coffee. So how was your flight?

M: Thanks. Not too bad. The flight was a bit of turbulence, but we arrived on time in Shanghai.

F: Good. Did you have any trouble finding us?

M: No. I was sent a good electronic map. I got here quite easily. Thanks for the map.

F: You're welcome. So shall we get down to business?

M: OK.

F: First, let's have a look at our catalogue. GMT is our latest model. It's very popular in Asian market.

M: That sounds interesting. OK. I will place a trial order for that. Could you show me the sample?

F: Yes, of course. We will see it in our showroom later. Can we take a look at ...?

(... Pause for a few seconds ...)

M: Well, that's very helpful. I think that's all for the moment. Thank you very much for your help.

F: My pleasure. And thank you for coming. It's almost lunchtime. Would you like to join me for lunch?

M: No, thanks. I have got another appointment.

F: Then, I'm looking forward to our next meeting.

M: Me, too.

F: Goodbye.

M: Bye.

**Task Two (Introducing someone in the workplace):** Listen to the conversation and complete the following notes using a few words from the recording.

- (1) Allen and Peter work in the Sales Department. Peter works as a supervisor.
- (2) Mary will stay with them for a couple of months. She is here to help with the HJK project.
- (3) Mary's flight was delayed for one hour at JNL.
- (4) Allen and Peter were discussing the DNC package before Mary came.
- (5) Mary was helping to put together the promotional literature before she came.



**Script (M1=Allen M2=Peter F=Mary)**

M1: Hello, you must be Mary. I'm Allen Cotton. Welcome to MJC Corporation.

F: Thank you. It's good to be here.

M1: Let me introduce you to Peter Anderson. He is one of the supervisors in our sales team.

M2: Nice to meet you, Mary.

F: Nice to meet you too.

M1: I'm sure you know that Mary is going to be with us for a couple of months to help with the HJK project. She is from our Australian subsidiary.

M2: Yes. We should be seeing quite a lot of each other. If you'll excuse me, I should get back to my work. See you later, Mary.

F: See you later.

M1: Please have a seat. Would you like something to drink, coffee or tea?

F: Coffee, please, black for me.

M1: How was your flight?

F: Well, apart from one hour's delay at JNL, not too bad.

M1: Peter and I were discussing the DNC package. Isn't the Australian office planning their launch soon?

F: That's right. I was helping to put together the promotional literature.

M1: Ah, that could be very useful.

## © Language check

Listen to the recording and complete the following conversations. Then work with your partner to practice them.

### Task One: Opening the talk

#### Greetings

F: Nice to meet you. (Pleased to meet you.)

M: Nice to meet you too. (Pleased to meet you too.)

#### Introductions

F: I'd like to introduce myself. My name is Sandy Lee. I work as (1) a sales assistant for DNT. (Let me introduce myself. My name is Sandy Lee.)

M: I'm Tom Blake. I work as a sourcing engineer.

#### Exchanging business cards

F: Let me give you my business card.

M: Thanks. I'd like to (2) give you my business card too. Here you are.

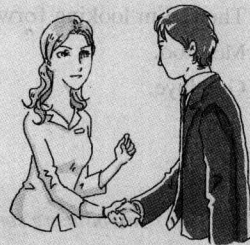
#### Offering drinks

F: Thanks. Please take a seat. Would you like something to drink, tea or coffee?

M: Yes, please. A cup of coffee would be great.

F: Would you like it with milk and sugar?

M: No, black for me, please.



### Task Two: Small talk

#### Small talk one — journey

F: Did you have a good journey? (How was your flight?)

M: It was fine (easy/very smooth/bad/not too bad/terrible).

F: Did you have (1) any trouble finding us?

M: No, it was quite easy. I took a taxi.

#### Small talk two — hotel

F: Have you found somewhere to stay?

M: Yes, I'm (2) staying at the Radisson Hotel.

F: How's the hotel?

M: It's very comfortable (convenient/excellent/noisy/a bit dirty).

F: Have you got a room (3) with a view?

M: Unfortunately not. All I can see is a big factory.





*Small talk three — weather*

F: Well, that's too bad. How do you find (like) the weather here? (What do you think of the weather here?)

M: It's lovely (bakingly hot/a bit chilly/damp/freezing/pretty wet).

F: How was the weather (4) back home?

M: It was biting cold.

*Small talk four — hometown*

F: Oh, really. Whereabouts do you come from in the UK?

M: I live in London, but I was brought up in Manchester.

**Task Three : Business talk***Getting down to business*

F: OK. Let's get down to business. (Shall we get down to business?)

M: Yes, I'm looking forward to it. (Yes, please.)

*Pre-closing the business talk*

F: (1) Your proposal sounds very interesting, but we have to think about it before we give you (2) a firm reply. So I think we have covered every point. (I think that covers everything.)

M: I think so. (Yes, I agree.)

F: OK. Shall we (3) go over what we've discussed today?

M: Yes, please.

**Task Four : Closing the talk***Thanking the visitor*

F: Thank you for taking the time to visit us. I really (1) appreciate your help.

M: It's my pleasure. Actually, I enjoy visiting your company.

*Looking forward*

F: So it was (2) a pleasure to meet you. I look forward to seeing you again.

M: Likewise (Me, too).

F: Have a nice day/weekend/journey/holiday.

M: Thanks. You, too.

*Saying goodbye*

F: Goodbye (Take care/Cheers/See you soon).

M: Goodbye (Speak to you soon).

