

BUSINESS ENGLISH PORTFOLIO

STARTING BUSINESS ENGLISH

商务英语初阶
步入商界
学习辅导

STUDENT BOOK

Christine Johnson
Jack Lonergan

BBC

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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前言

《步入商界——商务英语初阶》包括两本文字教材：主教材和学习辅导。学习辅导旨在通过收看节目，进一步巩固、提高学习者在主教材中所学到的内容。

学习辅导中的练习围绕节目和录音带展开，为你提供大量的语言实践，并在书后配有指导你完成各项练习的 STUDY GUIDE。

学习本课程要注意以下几点：

在收看节目时，不仅要学习语言，还要注意观察人物的行为举止以及如何对事物做出反应；

要有规律地学习，坚持每天学一点儿比集中突击式的学习效果好。在每单元的 STUDY GUIDE 中都列出了所有练习项目，帮助你检查、掌握学习进度；

在做口语和语音练习时，要按要求大声地说，这是练习语音、语调的最好方法；

在学习的过程中可以在书上做笔记，这样有助于你记住一些相关的内容；


如果你是在自学这门课程，也不要忘记找同学或朋友一起进行语言的实践与交流；


本课程中的很多语言现象是反复出现的，如果你遇到一时难以理解的问题，可以继续学习，后面的学习内容应该能帮助你解决这些难题；

要经常复习你所学过的内容。

学习辅导中的练习分成 6 种主要类型：

 1. VIEWING TASKS 这是围绕节目进行的练习，涉及对语言及人们的行为举止的理解。

 2. LISTENING TASKS 这是利用录音带进行的练习。听录音提供重要的语言实践，尤其对自学者更为重要。听力练习也可以和口语以及写作练习相结合。

 3. SPEAKING PRACTICE 这是利用录音带进行的练习。这些练习是为鼓励你开口讲英语而设计的。

 4. PRONUNCIATION PRACTICE 这是利用录音带进行的语音练习。

 5. WRITING EXERCISES 这些练习帮助你提高语言的准确性。

6. LANGUAGE FOCUS 这部分用于归纳一些语法项目。

书后的 ANSWER KEY 提供了练习的答案。

1. VIEWING TASKS

这些练习要求全面理解节目，大部分练习都明确体现了你应该学习掌握的重要语言点。在对话方框内也有对于语言用法的说明，例如：UNIT 1, EXERCISE 1 GREET A COLLEAGUE 中，Clive 说：“Good morning, Jenny.”在方框内同时出现 Greets Jenny，说明这是在问候 Jenny。然后他又接着说：“Good weekend?”方框内同时出现 Makes small talk，说明这是在寒暄。请看示例：

1
01:40

GREET A COLLEAGUE

Complete

Clive:

Greets Jenny:
Good morning, Jenny.

Jenny:

Makes small talk:
Good weekend?

1. _____

Makes small talk:
It is cold this morning.

2. _____

当你做这些练习时,按下下述步骤去做:

- 看一遍练习内容,了解练习的意图;
- 看看你是否理解对话的目的,说明语言用法的内容就在方框内;
- 如果你有 VCD,再看一两遍对话,在必要的地方按暂停键,以便写出答案;
- 做完练习后再看一遍对话或录像脚本,以核对答案。

如果有的练习不适用上述步骤,STUDY GUIDE 中就将就做该项练习的方法提出建议。

在前面的一些单元中有 HELP BOX,这是指框中的右上角带有 **2** 的部分,帮助你找到一些难题的答案。所以,在做练习遇到困难时,先不要急于看 ANSWER KEY,可以试着利用 HELP BOX 找到答案。当然也可以参考录像和录音的脚本。

2. LISTENING TASKS

这是一些利用录音带进行的不同类型的听力练习,通常是先听再做,包括选择、填空等项内容。在下面 UNIT 1, EXERCISE 9 INTRODUCTIONS 的示例中,要求你将表格中的内容补充完整。



9

INTRODUCTIONS

Listen and complete

Name	Bob Jackson	Sally Carter	John Mason	Sue Peters
Company				
Department		_____	finance	
Job Title		_____		
Position	Reports to Derek Jones			

当你做这些练习时,按下下述步骤去做:

- 看一遍练习内容,了解练习的意图;
- 从头至尾听一遍录音;
- 再听一遍录音,在需要写答案或做笔记的地方可以利用暂停键;
- 再听一遍录音核对答案。

3. SPEAKING PRACTICE

这是利用录音带做的口语练习,为你提供谈论自己的工作、同事以及所熟悉的地方或事物的机会。在你说话时,要清晰而响亮。在有些情况下,可能要求你参加一个对话,例如 UNIT 1, EXERCISE 11。你应该一边听录音,一边在停顿处说出你要说的内容。记住:如果你需要更多的时间,可以使用暂停键。

如果你感到做这些练习难度较大,你或许可以先看看 ANSWER KEY,然后再听录音,但不要只是依赖录音脚本找答案。你会逐渐喜欢这样的口语练习的。你可以试着模仿一些人物的语音、语调,使你说出的英语听上去显得更自然。在下面这个练习中,你要介绍公司中的几个人物。

10

INTRODUCE KATE, DON AND EDWARD

Listen and speak

Name	Kate McKenna	Don Bradley	Edward Green
Company	Bibury Systems	Bibury Systems	Bibury Systems
Job Title	Head of Sales	Director	Marketing Executive
Department	Sales	Sales/Marketing	Marketing
Position	Reports to Don	On the Board	Reports to Don

你也可以在空白录音带上录下你自己的声音,用来与节目中的人物的语音进行对比。一般的录音机都有可以录音的麦克风。

4. PRONUNCIATION PRACTICE

语音练习是很重要的,可以训练你仔细分辨英语中容易混淆的音素。在每个单元中都有两个只是练习听力的部分,分别称为“SAME (S) OR DIFFERENT (D)”和“ODD MAN OUT?”。

在“SAME (S) OR DIFFERENT (D)”中,你将听到两个音素或单词:两者或相同,或听上去相似而实际上不同,你的任务是判断它们是相同的还是不同的。相同的选 S,不同的选 D。在“ODD MAN OUT?”中,你将听到 3 个音素或单词,其中的两个是相同的,一个是不同的。你必须辨别出不同的那个是 a, b, 还是 c。请见示例:



Listen and choose

Same (S) or Different (D)

- | | | |
|---|---|---|
| 1 | S | D |
| 2 | S | D |
| 3 | S | D |
| 4 | S | D |
| 5 | S | D |
| 6 | S | D |
| 7 | S | D |
| 8 | S | D |

Odd man out?

- | | | | |
|---|---|---|---|
| 1 | a | b | c |
| 2 | a | b | c |
| 3 | a | b | c |
| 4 | a | b | c |
| 5 | a | b | c |
| 6 | a | b | c |
| 7 | a | b | c |
| 8 | a | b | c |

Listen and repeat

- | | |
|---|--|
| 1 | Edward <u>Green</u> . |
| 2 | Good <u>morning</u> . |
| 3 | I'm afraid <u>Mr</u> Smith's out. |
| 4 | Put <u>me</u> back to the switchboard. |
| 5 | I represent <u>Bibury</u> Systems. |
| 6 | It's a voice-activated <u>toy</u> . |

这些练习可以帮助你辨音,是重要的练习形式。你可能感到有些练习很容易,而另一些练习却比你想象的要难。对于那些不容易辨别的(例如 ship / sheep, right / ride, sat / that),要反复地听,直到每次至少能做对 75%。然后,你可以再听一遍,并准确跟读这些音素或单词。

前言

语音练习还包括一项内容,称为“LISTEN AND REPEAT”。做这项练习时必须大声跟读,所练习的内容都是普遍容易说错的地方。

在后面的单元中,还有一项练习称为“LISTEN, REPEAT AND MARK”,要求你听录音、跟读并标出所练习的音素或单词及句子的重音。书后的 STUDY GUIDE 将说明需要重点听的内容。

Listen, repeat and mark

- 1 re-li-a-ble
- 2 com-po-nent
- 3 con-sul-tan-cy
- 4 tech-no-lo-gy

当你做这些练习时,按下述步骤去做:

- 将录音从头至尾听一遍,熟悉练习的内容;
- 再听一遍录音并按要求做练习,如:Listen and choose, Listen and complete, Listen and repeat;
- 再听一遍录音核对答案。

5. WRITING EXERCISES

写作练习帮助你了解自己使用英语的准确性。按照所给的示例,你应该能够写出正确的句子。有时会有不同的正确答案。请看 UNIT 1 中的这个写作练习:



7

SAY WHAT THEY HAVE

Match and write sentences

Example:
Big Boss has a microphone.

Big Boss	glasses	
Edward	a range of products	_____
Derek	a microphone	_____
Clive	no office	_____
Bob and Pete	an office on the first floor	_____
Bibury Systems	no experience	_____

6. LANGUAGE FOCUS

在每个单元的最后是 LANGUAGE FOCUS,这是语法的说明部分,主要结合该单元所出现的语法现象,并非系统的语法讲授。为了使讲解简单明了,避免语法术语,语法项目都是以表格形式呈现的。通过学习示例,你可以轻松地用不同的词语组成类似的句子结构。以下示例可以帮助你了解这部分内容。

前言

2 DESCRIBING PEOPLE AND THINGS: OTHER VERBS SIMPLE PRESENT: ALL VERBS

<i>people</i>	<u>I like</u> this one.	I	like	
<i>and</i>	<u>You report</u> to Don.	we	call	
<i>things</i>	<u>We have</u> a range of products.	you	report	[NO ENDING]
	<u>We call</u> him Clive.	they	have	
			think	
	<u>He looks</u> angry.	he	likes	
	<u>Kate reports</u> to Don.	she	calls	
	<u>Derek has</u> a team of six.	it	reports	[ADD-S]
			thinks	
			has	
			△ have + s = has	

在必要之处还配有一些语法注释。

ANSWER KEY

这是部分练习的答案,这些答案不是可以在录像或录音脚本中明显找到的。记住这些答案是供你做完练习后核对答案用的,不要依赖书中提供的答案。自己独立完成各项练习才能有更多收获。

STUDY GUIDE

书中的这部分内容帮助、指导你完成每一项练习,说明每项练习的具体要求及做题的方法。

TEACHER'S GUIDE

这部分内容为教师如何利用这套教材上面授课提出了详尽的教学建议。

希望你喜欢学习《步入商界——商务英语初阶》,并祝你成功!

编者

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Watch the video tape



Listen to the audio tape



Write



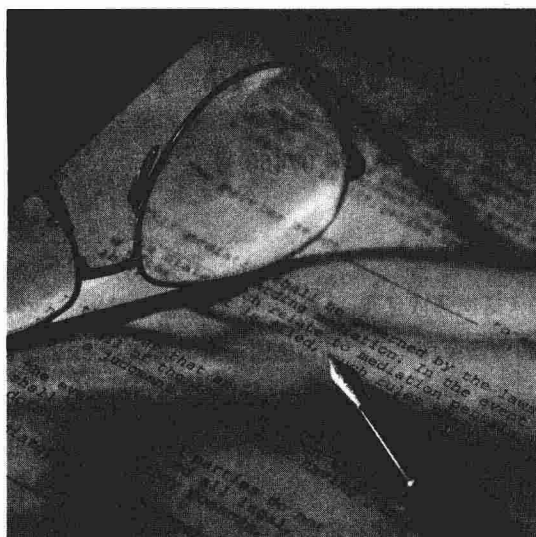
Help

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步入商界



STUDENT BOOK

学习辅导

Christine Johnson
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外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

北京 BEIJING

Unit 1 Introducing Yourself



1

01 : 40

GREET A COLLEAGUE

Complete

Clive:

Jenny:

Greets Jenny:
Good morning, Jenny.

Makes small talk:
Good weekend?

Makes small talk:
It is cold this morning.

1 _____

2 _____

Jenny:

Kate:

Greets Kate:
Good morning, Kate.

Gress Jenny:
3 _____, Jenny.

Responds:
5 _____

Asks a polite question:
4 _____?



2

02 : 32

INTRODUCE YOURSELF

Complete

Edward:

Geraldine:

Greets Geraldine and introduces himself:
Good Morning.
1 _____ Edward Green.

Gives Don's Name:
2 _____ to see Don Bradley.

Asks him to wait:
Ah yes. One moment, please.

03 : 00

Complete**Jenny:****Edward:***Checks:*

Are you Edward Green?

Responds:

Yes.

Introduces herself:

3 _____ Jenny Ross.

Asks polite question:

4 _____ ?

Responds:

Hello. 5 _____

Welcomes Edward:

6 _____ Bibury Systems.

Responds:

Thank you.

*Gives job title:*7 _____
_____ in the marketing department.**INTRODUCE A NEW COLLEAGUE****Complete****Jenny:****Kate:***Jenny gives Edward's name:*

1 Kate, _____

Edward Green.

Greets Edward:

Ah yes. Edward. Hello.

Gives Edward's job title:

2 _____ our new

Welcomes Edward:

3 _____

Bibury Systems marketing department.

3

04 : 44



4

DO THEY SHAKE HANDS?

Complete**Clive****Edward**

Jenny

Geraldine

Derek

Kate



5

THE MARKETING DEPARTMENT

Complete**First Jenny says:**

1 This is _____

Then she says:

2 This is _____

3 That's _____

4 This is _____

5 Over here is _____

6 Here is _____

7 And here is _____

8 And this is _____

PRONUNCIATION PRACTICE

Listen and choose**Same (S) or Different (D)**

1 S D

2 S D

3 S D

4 S D

5 S D

6 S D

7 S D

8 S D

Odd man out?

1 a b c

2 a b c

3 a b c

4 a b c

5 a b c

6 a b c

7 a b c

8 a b c

Listen and repeat1 Thank you.2 Can I help you?3 Kate's job4 Let's go.5 That's Pete.6 It's not good.

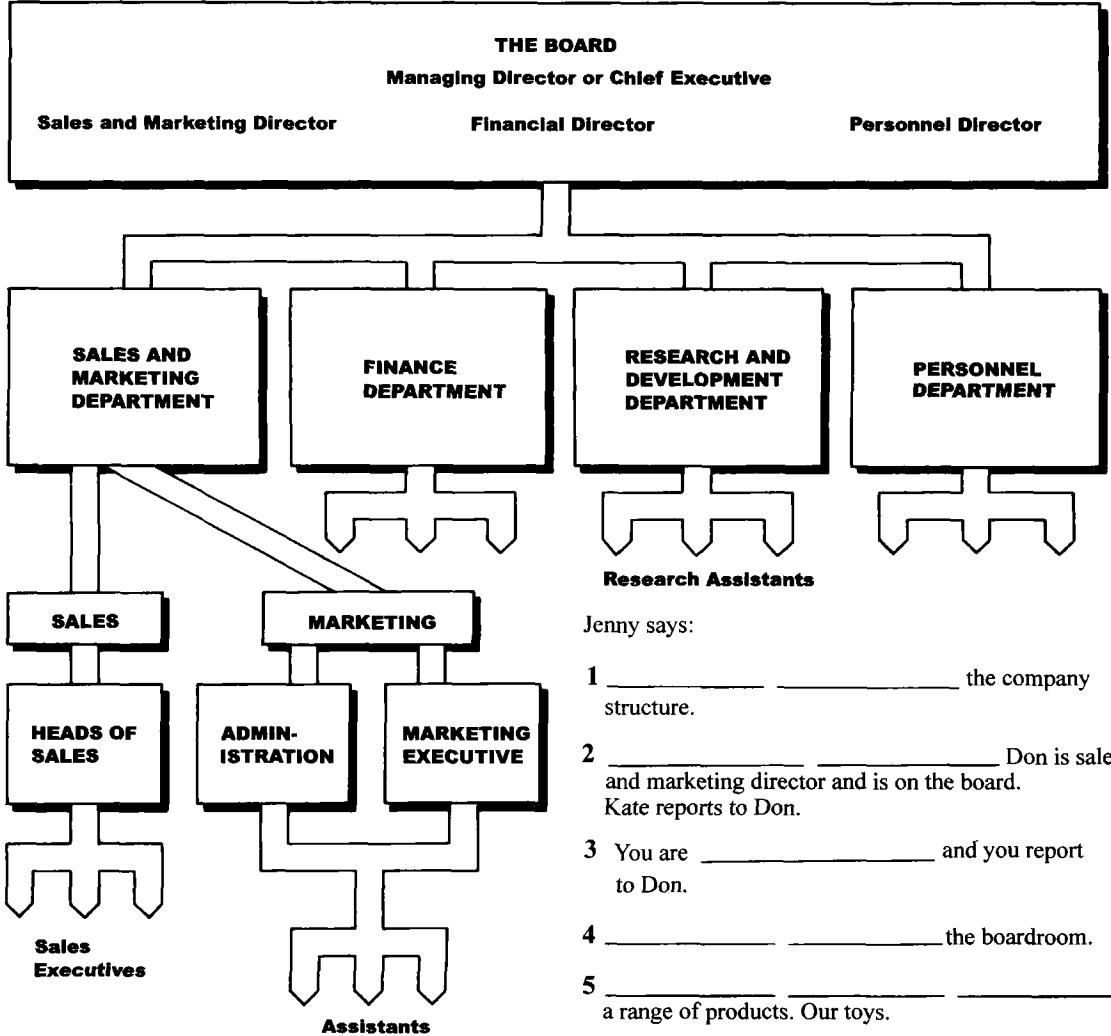
When you have completed the *Listen and choose* exercise successfully, play the items again and repeat the words.



6

SHOW THE COMPANY STRUCTURE

Complete



7

SAY WHAT THEY HAVE

Match and write sentences

Big Boss	glasses	
Edward	a range of products	
Derek	a microphone	
Clive	no office	
Bob and Pete	an office on the first floor	
Bibury Systems	no experience	

Example:
Big Boss has a microphone.



8

ASK QUESTIONS

Write the questions and complete the answers

Example:

You / Edward Green? *Are you Edward Green??* No, _____ Don Bradley. *No, I'm Don Bradley.*

1 Edward / head of sales? _____ No, he's the new _____

2 Bob and Pete / sales assistants? _____ No, they're _____

3 Jenny / a receptionist? _____ No, _____

4 You / sales and marketing director? _____ No, _____ the development manager.



9

INTRODUCTIONS

Listen and complete

Name	Bob Jackson	Sally Carter	John Mason	Sue Peters
Company				
Department		_____	finance	
Job Title		_____		
Position	Reports to Derek Jones			



10

INTRODUCE KATE, DON AND EDWARD

Listen and speak

Name	Kate McKenna	Don Bradley	Edward Green
Company	Bibury Systems	Bibury Systems	Bibury Systems
Job Title	Head of Sales	Director	Marketing Executive
Department	Sales	Sales / Marketing	Marketing
Position	Reports to Don	On the Board	Reports to Don

Example:

This is Kate McKenna. She works for Bibury Systems in the sales department. She reports to Don Bradley.

MEET JENNY ROSS

Listen and respond

You are Edward Green.

You meet Jenny Ross in reception.

Example: Jenny: Are you Edward Green?

You: Yes.

EXERCISE 5

Don's office	the coffee machine
my desk	the fax machine
the stationery cupboard	your desk
the photocopier	the marketing department

LANGUAGE FOCUS

1 DESCRIBING PEOPLE AND THINGS: TO BE

SIMPLE PRESENT: TO BE

people I'm Jenny Ross,
I'm the Head of Administration.
 Sorry, Derek. You're busy!
Bob and Pete are research assistants.
Kate is Head of Sales.
She's good.
Edward Green is in reception.
He's young. He's intelligent.

I	I'm	I am	
we	we're	we	are
you	you're	you	
they	they're	they	
he	he's	he	is
she	she's	she	
it	it's	it	

things It's a toy.
This is a prototype.

2 DESCRIBING PEOPLE AND THINGS: OTHER VERBS

SIMPLE PRESENT: ALL VERBS

people I like this one.
and You report to Don.
things We have a range of products
We call him Clive.

I	like	
we	call	
you	report	[NO ENDING]
they	have	
	think	

He looks angry.
Kate reports to Don.
Derek has a team of six.

he	likes	
she	calls	
it	reports	[ADD-S]
	thinks	
	has	
	△ have + s = has	

3 QUESTIONS

BE		Is he good?
		Are you Edward Green?
	WHAT	What is it?
		What is Kate's job?
	HOW	How are you?
DO / DOES + VERB		Do you like it?
	WHAT	What do you think?
	WHERE	Where does she fit into the company structure?
	HOW	How do you do?

Unit 2 Using the Telephone

EDWARD AND MR SMITH'S SECRETARY

Complete

Edward:

Mr Smith's secretary:

Introduces himself:

Hello, my name is Edward Green.

Asks for Mr Smith:

1 _____ to speak to
Mr Smith, please.

Answers 'no':

I'm sorry but Mr Smith isn't available.

Responds:

Okay. 2 I'll _____

Edward:

Mr Smith's secretary:

Introduces himself:

3 _____ , _____

_____ from Bibury Systems.

I rang earlier.

Asks for Mr Smith:

4 _____

_____ Mr Smith, please.

Answers 'no':

I'm afraid Mr Smith is not
in the office at the moment.

Asks a question:

Can I ask what it is about?

Responds:

It is very important.

5 I _____ Bibury Systems.

6 _____
and I want Mr Smith to see it.

Blocks:

Please send the product specifications
by mail, Mr Green.