

商务英语系列教材

全国商务英语研究会推荐教材

商务 英语

听力

3

(教师用书)

Successful Listening

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高等教育出版社

(教师用书)

商务英语

听力 3

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前 言

听力是一种综合性的语言能力。要提高听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识等。提高听力同时又是一种技能训练,绝无捷径可走,最根本的方法是多听多练,只有多听多练才能变“听不懂”为“听得懂”,变“被动”为“主动”。“听”不仅是语言交际的重要方面,而且是获取知识和信息的重要途径。因此,在学习英语的初级阶段,多进行听力训练是非常必要的。

《商务英语听力》是“商务英语系列教材”之一,旨在通过由浅入深、由易至难渐进式的听力技能训练,逐步提高学生的“听”的能力。本教材虽然是为学习商务英语的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第1、2册以训练学生的基本听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第3、4册注重提高学生商务英语的实际应用能力。

本书为《商务英语听力(教师用书)》第3册,共15个单元。每单元由4个部分组成。前3个部分内容涉及会展、物流、金融、投资、贸易等各类商务活动,其中第1、2部分拟用于课堂教学,第3部分可用作课外练习,教师和学生可根据教学实际灵活使用。第4部分为幽默短文,旨在活跃教学气氛,帮助学生提高听力,增强语感。

尽管我们在教材编写和编辑加工上尽了很大努力,但由于时间仓促,水平有限,不尽人意之处在所难免,恳望批评指正。

本书配有磁带及学生用书。

编 者
于华东师范大学

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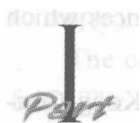
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Hong Kong Electronics Fair

Make the right choice according to the information you get from the tape.

Tapescript

Good morning, ladies and gentlemen:

While preparing for the Hong Kong Electronics Fair 2000 are well under way, it gives me great pleasure to tell you that it will surpass the 1999 fair, which was itself a record-breaking event in every way. This press conference offers the opportunity to say how much I look forward to welcoming you among our visitors in October.

The success of the fair, now in its 20th year, is evident of the key role Hong Kong plays in the international electronics industry. As Hong Kong's largest merchandise export earner, the electronics industry is an OEM supplier to the world's most renowned brand names and has an enviable reputation for creativity, reliability and competitive pricing.

In 1999, our top four export markets — China, USA, Japan and Singapore were all showing growth and the figures for 2000 are even more encouraging. January to March, figures show a 30% increase year on year and strong growth in almost every individual market. Economic prospects in emerging markets such as South America and Eastern Europe, though still fragile, have improved.

With the Asian financial crisis behind us, Asian economic recovery is now well established and our manufacturers can look back on the crisis period as a



time of renewal and innovation which has brought us a number of long-term benefits. Some of the most exciting new developments are in the field of e-commerce. It is forecast that all consumers, electronics manufacturers will be on the Web within five years and most Hong Kong manufacturers already are. This Internet boom is giving rise to a new generation of information appliances which allow users to access the Net through devices other than computers.

When you visit the Hong Kong Electronics Fair 2000 at Hong Kong Convention and Exhibition Center, you will find a wealth of products and ideas, not just from Hong Kong but from all over the world, designed to lift your business to new heights. It will be well worth your attendance.

Key

1. C 2. A 3. B 4. B 5. B 6. C



First China Private Enterprises Fair

Make the right choice according to the information you get from the tape.

Tapescript

At the end of 2000, the First China Private Enterprises Fair was held in Kunming World Trade Center. Between December 8 and 12, a total of 160,000 visitors stream to the fair, which attracted 18,500 Chinese and foreign business people.

In order to increase the appeal of the fair, the sponsors reduce application fees and cut exhibition expenditures by 50% beforehand. The fair's opening ceremony skipped all unnecessary procedures, including ribbon-cutting.

Officials from the six sponsors — the State Economic and Trade Commission, China Industrial and Commercial Association, the Ministry of Education, Ministry of Science and Technology, Ministry of Foreign Trade and Economic Cooperation and the People's Government of Yunnan Province — attended the fair.

It was an event integrating exhibition, business talks, trade, development forums, the launch of cooperative projects, the transfer of scientific and tech-

nological achievements, as well as economic and trade inspection. The fair indicated that China's private enterprises have achieved remarkable progress and are developing steadily.

Private enterprises from across the country have turned the fair into a stage to display their economic and technological strengths.

The center of the attention was a red helicopter placed in the middle of the fair. The Voyager-500 helicopter, which was manufactured by an enterprise in Wuxi, Jiangsu Province, China. The helicopter was produced using the technology introduced from the United States. The two-seat helicopter, which is designed for use in agriculture, communications, photography and tourism, can fly for two to three hours when fully fueled. It has a maximum speed of 200 km per hour and maximum flight altitude of 3,000 meters. With less than a year since the first one of the series was manufactured, Voyager-500 helicopters have entered the overseas market.

Sitting beside the helicopter at the fair was a Beijing enterprise's self-made AD200 Blue Eagle light aircraft. Many people are interested in this aircraft because of its relatively low price, 250,000 yuan. The AD200 Blue Eagle aircraft, which is totally designed and manufactured by the Chinese, can be used in aerial sports, pilot training, for sightseeing, and agricultural and forestry production. In September, the aircraft on display broke a Guinness record at China's Taihu Lake International Aviation Grand Prix.

The fair was also closely watched by international business circles. At the fair, the American IVAN Inc., one of the *Fortune* magazine's World Top 500 companies, signed a contract worth US\$ 72 million with Yunnan-based Hande Bio-Tech Co. to buy semi-finished bio-products. Products by Hande, which has successfully extracted an anti-cancer medicine from the Chinese yew tree and set up a world-class production line, have been approved by the US Food and Drug Administration.

The result of the fair was encouraging. Cooperative agreements signed during the fair reached 1,180, which were valued at 2,919 billion yuan.

Key

1. C 2. B 3. C 4. B 5. B 6. A 7. A 8. B



II Part



Fortune Global Forum (1)

Fill in the following table according to the information you get from the tape.

Tapescript

Asia will once again catch the attention of the business world this week as the Fortune Global Forum starts its annual brainstorming session today in Hong Kong with the theme "Next Generation Asia".

Nearly 700 business tycoons and government officials have registered to participate, more than double the previously estimated 300. This record number has forced the Hong Kong SAR government to increase its budgeted sponsorship from the original HK \$ 6 million to HK \$ 9.7 million.

Fortune Multi-Media President John Needham, who oversees the forum each year, said there were a number of reasons why Hong Kong had been chosen as the location of this year's event.

"The main reason is that we felt it is a good time to turn to Asia as the region recovered from the financial crisis which weakened the region's economy," he said, "There is a great deal of interest in Asia's prospects."

With the region's enhanced ability to cope with downturns in the international economy, the Asian Development Bank has predicted that East Asian economies will regain the ground they lost within two to three years.

Apart from chief executives of such big names as Yahoo!, Nokia and Microsoft, the forum will be attended by CEOs of some mainland companies. Chinese President Jiang Zemin is expected to give an address to the conference. Ministers, governors and mayors from the Chinese mainland will explore new business cooperation opportunities at the forum, against the backdrop of China's impending entry into WTO and the nation's ambitious plans to develop

its vast western regions.

As was the case two years ago, the IT industry will be a hot topic as CEOs gather this week in Hong Kong. Discussion sessions are scheduled to touch upon such subtopics as e-retail, e-portals and e-companies.

Fortune organized a round table discussion focusing on the development of the IT industry in Shanghai. At a time when NASDAQ was rocketing steadily upwards, participants in the round table session, including CEOs of dotcoms and government policy makers, unanimously painted a rosy picture of the development of the IT industry. A similar round table discussion entitled "Technology of Post-WTO China" will be held this afternoon in Hong Kong, several hours prior to the opening of the forum.

Key

Theme of the forum	Next Generation Asia
Number of registered participants	Nearly 700 business tycoons and government officials
Original budget	HK \$ 6 million
Main reason why Hong Kong had been chosen as the location of the forum	Asia has recovered from the financial crisis and it has prospects
Magnates in IT who will attend the forum	Yahoo!, Nokia and Microsoft
The hot topic of the forum	IT industry
Subtopics of discussion sessions	E-retail, e-portals and e-companies
Focus of the round table discussion	The development of the IT industry in Shanghai
Topic of a roundtable discussion before the opening of the forum	Technology of Post-WTO China



Fortune Global Forum (2)

Fill in the blanks according to the information you get from the tape.

Tapescript

It was a fruitful week for Chinese economic issues.

Highlights were the Fortune Global Forum 2001 in Hong Kong and the Fourth Beijing International High-Tech Industries Week from May 8 to May 15.

At the first event, hundreds of global business leaders and government officials gathered in Hong Kong to discuss issues that the world economy faces. With the theme "Next Generation Asia", they explored the new business prospect across the region.

This was the second time in three years the forum was held on Chinese soil — the last time was in Shanghai in 1999. The fact indicates the rising importance of the Chinese economy in the world.

China has estimated a 7 percent GDP growth rate this year, but international economic organizations predicted even faster growth. The country now offers one of the few big markets and investment opportunities for multinational companies.

Chinese President Jiang Zemin's reiterated the country's determination to implement its opening-up policy, which means China will open wider to the outside world after its expected accession to the World Trade Organization.

Jiang expounded that expected sound economic growth will help China's GDP reach 12.5 trillion yuan by the end of 2005, and the country is expected to import US\$ 1.4 trillion worth of technological equipment and products during the 2001~2005 period.

Indeed, global business magnates can hardly overlook or miss such an expanding market with a population of 1.3 billion and a per capital GDP of US\$ 800, especially its most vigorous high-tech sectors.

Undoubtedly, world IT giants attending the Fortune Global Forum were heartened by China's Minister of Information Industry Wu Jichuan's prediction that China's information sector would enjoy a 20-percent annual growth rate in

the next five years.

Key

1. The highlights of the fruitful week were the Fortune Global Forum 2001 in Hong Kong and the Fourth Beijing International High-Tech Industries Week.
2. Last time the Fortune Global Forum was held in Shanghai in 1999.
3. The fact that the forum was held twice in 3 years in Chinese territory shows the rising importance of the Chinese economy in the world.
4. China now is one of the few big markets and investment opportunities for multinational companies.
5. Jiang Zemin reiterated that the country determines to implement its opening-up policy, which means China will open wider to the outside world after its expected accession to the World Trade Organization.
6. During the period of the 10th 5-year-plan, China is expected to import US \$ 1.4 trillion worth of technological equipment and products during the 2001~2005 period.
7. Obviously, global business giants can hardly overlook or miss such an expanding market with a population of 1.3 billion and a per capital GDP of US \$ 800, especially its most vigorous high-tech sectors.
8. World IT giants attending the forum felt encouraged by China's Minister of Information Industry Wu Jichuan's prediction that China's information sector would enjoy a 20-percent annual growth rate in the next five years.



“Shanghai Five”

Fill in the blanks according to the information you get from the tape.