

- 全国高等院校商务英语精品教材
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# 新编商务英语

## 视听说

Business English

An English Course of Viewing,  
Listening and Speaking

主 编 帅建林 罗 列



高等教育出版社  
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全国高  
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Xinbian Shangwu Yingyu  
Shitingshuo

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# 前 言

打造这本《新编商务英语视听说》教程是我们多年的心愿。10年前,该书的编写团队曾经编写了一本《经贸英语听力教程》,受到了读者的欢迎。10年以来,我们这个编写团队一直耕耘在商务英语教学和研究前线,不懈思考、摸索、总结、提炼和深化商务英语的教学理论、教学规律和教学实践。《新编商务英语视听说》是编者依托商务英语教学理论,提炼我们自身多年的教学实践而打造的一本集视、听、说、读于一体的立体化教材。该教程调动和刺激学习者多维感官,使学习者在一种真实的国际商务环境中轻松地、愉悦地、自觉或不自觉地感受和模仿所听到、看到和读到的国际商务场景中商务人员所使用的英语语言。因此,该教程很好地将商务英语语言输入和语言输出贯穿于每一个国际商务场景,牢牢地抓住培养学习者商务英语语言输入和语言输出能力这个语言切换的关键点。

在国际商务活动中,信息交流起着成败攸关的重要作用。英语作为信息交流的载体,扮演着公认的作用,从而成为世界各地的通用语言。全球化的商务时代急需新型复合人才,而这种迫切需求对英语教学提出了严峻挑战和苛刻要求。在英语能力的培养方面,人们普遍认为不仅要培养扎实的通用英语语言(English for General Purposes)基本功,还应该注重某一领域专门用途英语能力(English for Specific Purposes)的培养。商务英语就是专门用途英语的一个重要组成部分。一些学习者虽然具备了一定的英语技能和商务专业知识,但是在交际能力方面仍然存在诸多问题。究其原因,商务英语听说能力是其中一个主要障碍。《新编商务英语视听说》旨在系统地、全方位地、综合地训练和培养学生的商务英语听力理解能力和表达能力,提高学习者的商务专业英语听说水平,或在英语语境下的商务实践操作水平以及强化商务英语听说能力,为培养具有国际商务交际能力的人才打下坚实基础。为此,本书在编写过程中突出了以下特点:

1. **操作性强,信息量大,涉及面广。**选材内容既涵盖了相当实用的国际商务活动,富有浓厚的英美经济和商务文化气息,又反映了全球化商务时代的最新发展动态。
2. **语言纯正,发音地道。**录音材料中采用标准的英音、美音,有助于学习者在提高听力水平的同时,又能习得纯正的语音,有助于提高商务英语的听说水平。
3. **结构合理,设计新颖,自成体系。**本书共有12个单元,每个单元着重于一个主题。每个单元分为四个部分:

Part A Warming up为预备性练习,旨在进行听力方面的微观技能训练。

Part B Listening Task为理解性材料,主要培养学生的综合理解能力。

Part C Reading & Speaking为与本单元主题有关的阅读和语言材料。阅读材料又分为Article或Case Study以及Focus两部分,前者是与本单元主题相关的国际商务动态情况,后者是与本单元主题相关的静态知识性支撑材料。从而,融商务操作性与知识性于一体。

Part D Watching and Talking为与本单元主题有关的视听材料。旨在使学生从视觉和听觉上充分感受国际商务人员英语表达的真实场景,进一步体会英语听力训练中获得的成就感。

4. 练习适中,寓教于乐。本书在练习的设计上,注重培养扎实的语言基本功,练习量较大,充分体现以学生为中心的教学理念。练习的形式多样灵活,寓学习于兴趣之中,让学生积极主动地参与到学习中来。

本书的听力材料均以CD-ROM形式安排在随书所附的光盘里,视听脚本和答案也附在书后,特别有利于多媒体教学与自学。要播放这些材料,请在计算机上安装RealPlayer或Windows Media Player等升级版播放软件即可。

本书适用于大专院校商务英语专业学生、国际商务专业学生、MBA学员、成人教育和职业培训班的学员、涉外经贸行业人士及相关从业人员。

我们这个编写团队历时若干年精心打造了《新编商务英语视听说》。我们的团队精神是如此之强以至于大家都已经分不清楚究竟哪个部分是属于自己的工作内容了。因此,我们只能大概地做如下分工表述:

西南财经大学经贸外语学院博士罗列编写Unit 1、Unit 3、Unit 5的Part A、Part B、Part D及其Script & Key,修订书中Part A、Part B、Part D等相关部分内容,并承担大量编务工作;西南财经大学经贸外语学院博士李建梅编写Unit 4、Unit 6的Part A、Part B、Part D及其Script & Key,以及Unit 1至Unit 3的Focus内容;西南财经大学出国留学预备学院博士彭云雁编写Unit 1至Unit 6中Part C的Article及其答案,修订书中部分语音材料;厦门精英培训中心主任帅建东编写Unit 8、Unit 10的Part A、Part B、Part D及其Script & Key,并承担部分编务工作;西南财经大学经贸外语学院副教授石英编写Unit 11、Unit 12的Part A、Part B、Part D及其Script & Key,并承担部分编务工作;厦门精英培训中心

陈朱琛老师编写Unit 7、Unit 8中Part C的Article及其答案;西南财经大学天府学院英语教研中心刘莉老师编写Unit 7、Unit 9的Part A、Part B、Part D及其Script & Key;西南财经大学出国留学预备学院博士帅建林担任该书选题和规划设计,负责全书编写体例,全书板块构成,各单元内容厘定,编写Unit 2的Part A、Part B、Part D及其Script & Key和Unit 9至Unit 12中Part C的Article及其答案,以及Unit 4至Unit 12的Focus内容,总撰全稿并执笔前言。

本书能顺利出版,要感谢高等教育出版社外语和国际汉语出版事业部上海分社周俊华社长,也要感谢本书的责任编辑周继铭老师,谢谢他们对本书的呵护和为本书的顺利出版所付出的辛勤劳动。

由于编写仓促,不足之处在所难免,敬请读者指正赐教。

编 者

2011年7月

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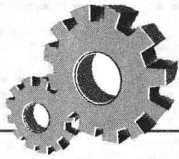
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# Business Trip

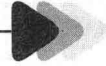
Unit

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## Part A Warming up



### Words and Expressions

platform	accounting department	presentation
substitute	reimburse	Washington
keep track of	pave the way	Hamburg

### Useful Structures and Sentences

1. Could you tell me ...
2. Do you happen to know ...
3. I'll attend the meeting in ...

### Exercise

**Directions:** Listen to the following three dialogues and fill in the missing information in the forms below.



### Travel Information

#### Dialogue 1

Means of transportation	1. _____
Destination	2. _____
Leaving time	3. _____
Arrival time	4. _____

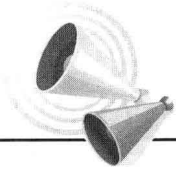


## Dialogue 2

Means of transportation	1. _____
It leaves from	2. _____
Departure place	3. _____ end of the station

## Dialogue 3

Destination	1. _____
The expenses that will be covered by the accounting department	2. _____
The job the woman should do	3. _____



## Part B Listening Task



### Text 1 On the Plane

#### Words and Expressions

customs	stewardess	headset
baggage	aisle	restroom
inspect	switch off	rear
declare	fasten	
foreign exchange	upright	



## Useful Structures and Sentences

1. Would you please show me where my seat is?
2. Excuse me, where can I put my bag / luggage?
3. May I smoke here?
4. Please make certain your seat belt is securely fastened and your seat in the upright position.
5. When can I unfasten my seat belt?

### Exercise 1

**Directions:** Listen to the following dialogue and fill in the missing information in the form below.

Baggage inspected at	1. _____
Boarding at	2. _____
Mr. Smith's seat	3. _____
The price of a headset	4. _____
The location of the restroom	5. _____

### Exercise 2

**Directions:** Listen to the dialogue again and answer the following questions.

1. What should Mr. Smith do before he reached the boarding gate?

---

---

2. Where can passengers put their bags?

---

---

3. What should passengers do before the plane takes off?

---

---

4. Why do Mr. Smith's ears feel a little funny?

---

---

5. When can passengers get up and walk around?

---

---

## Text 2 Going Through Immigration and Customs

### Words and Expressions

immigration

passport

customs declaration form

sightseeing

counter

litchi

confiscate

Hilton Hotel

Los Angeles



### Useful Structures and Sentences

1. How long will you be staying in ...
2. Would you mind telling me ...
3. Have you anything to declare?

### Exercise 1

**Directions:** Listen to the dialogue and choose the best answer to the questions listed below.

1. The passenger has to show the immigration officer all the following **EXCEPT** \_\_\_\_\_.



- A. customs declaration form      B. immigration form  
C. ID card      D. passport
2. What is the passenger's purpose of visiting the United States?  
A. Visiting some friends.      B. Business and sightseeing.  
C. Business.      D. Making a declaration.
3. Which of the following is **NOT** included in the passenger's luggage?  
A. Camera.      B. Green tea.  
C. Litchi.      D. Tobacco.

## Exercise 2

**Directions:** Listen to the dialogue again and answer the following questions.

1. How long does the passenger plan to stay in the U.S.?  
\_\_\_\_\_

2. Where is he going to stay?  
\_\_\_\_\_

3. How many suitcases does he have?  
\_\_\_\_\_

4. Why is litchi confiscated?  
\_\_\_\_\_



## Part C Reading for Speaking



### Article

- ◆ Have you ever been to any foreign countries? What main barriers have you met?
- ◆ Scan the title of the following article, and guess what main information it is about.





## Small Traders from China Follow in Giants' Footsteps

By Alec Russell · From *Financial Times* · September 28, 2007

Tommy Zhang is the very model of a new-age Chinese **businessman** in Africa. Aged 23, he says he was at his home in Fujian province when a friend asked if he wanted to help set up a small **trading business** in Angola. Now, 18 months later, he is the deputy manager of a shop in the central town of Huambo selling Chinese **bric-a-brac**.

"I came for the money," he said with a laugh. Behind him his more taciturn friend was doing a **brisk trade** as scores of Angolans browsed the shelves of clothes, stationery, hi-fi equipment and toys, all of which came by boat from China and then by lorry from the coast to Huambo.

Asked if he might stay in Angola and be in the vanguard of a new **settler** community, Mr Zhang shook his head. He missed China too much and would stay at most another two years.

In the past few years the world focus has fallen on giant Chinese state companies deploying workers into Africa to work on **infrastructure** projects. By and large, that has been a simple business arrangement. In Angola, where tens of thousands of Chinese are at work, most are housed in compounds with tight security. They have minimal contact with the local population except on the roads, railways and other projects where they work by day.



Now, however, there seems to be a secondary trend: the arrival of Chinese small **traders** in the **slipstream** of the state companies. Using the connections already established by politicians and construction companies, they hope to make inroads into the Angolan **consumer market** which, five years after the end of a 27-year war, is just starting to take off.

In Luanda's Saint Paolo market, scores of Chinese businessmen can be seen selling goods **imported** from home. Their arrival has prompted **speculation** that many are planning to put down roots. Rumours in the Angolan press that the