



新时代商务英语专业系列教材

New Era Business English Series

总主编 / 翁凤翔 郭桂杭

A Listening Course in Business English

商务英语听力 1

主 编 / 王文捷 莫晨莉



重庆大学出版社
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副主编 / 安文婧 梁 双



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内 容 提 要

《商务英语听力1》为商务英语听力系列教程的入门篇,共15单元。本册以商务活动的基本场景为单元主题,包括 Saying Hello, Making Business Phone Calls, Meeting Clients, Entertaining Business Partners, Planning a Meeting, Communicating with Customers, Getting Familiar with Brands, Learning to Do Marketing Research, Enjoy a Working Day, Taking Business Trips, Visiting a Working Place, Establishing Business Relations, Participating in Trade Fairs, Saying Goodbye,最后一个单元为总复习单元。每个单元设计有热身活动、听辨训练、主题听力训练、语言点复习和交际活动共五个板块。本教材配备录音、练习答案及录音文本,使用者可根据需要进行使用。

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总 序

商务英语作为本科专业获得教育部批准进入我国大学本科教育基本目录已经好些年了。商务英语本科专业的身份与地位获得了我国官方和外语界的认可。迄今为止,据不完全统计,有300所左右的大学开设了商务英语本科专业。各种商务英语学术活动也开始活跃。商务英语专业与英语语言文学专业、翻译专业成为我国英语教学的“三驾马车”。商务英语教学在全国已经形成较大规模,正呈良性发展态势,越来越多的大学正在积极准备申报商务英语本科专业。可以预计,将来在我国,除了研究性大学外的大部分普通本科院校的外语学院都可能开设商务英语本科专业。这是大势所趋,因为随着我国改革开放和经济全球化、世界经济一体化进程的加快,各个融入经济一体化的国家和地区急需有扎实英语功底的,熟悉国际商务基本知识的,具备国际商务领域操作技能的跨文化商务交际复合型、应用型商务英语人才。

高校商务英语专业教育首先必须要有充足的合格师资;其次,需要有合适的教材。目前,虽然市面上有很多商务英语教材,但是,完整的四年商务英语本科专业教材并不多。重庆大学出版社出版的商务英语本科专业系列教材在一定程度上能满足当前商务英语本科专业的教学需要。

本套系列教材能基本满足商务英语本科专业1—4年级通常开设课程的需要。商务英语专业不是商务专业而是语言专业。所以,基础年级的教材仍然是英语语言学习教材。但是,与传统的英语语言文学专业教材不同的是:商务英语专业学生所学习的英语具有显著的国际商务特色。所以,本套教材特别注重商务英语本科专业教育的特点,在基础阶段的英语技能教材中融入了商务英语元素,让学生在学习普通英语的同时,接触一些基础的商务英语语汇,通过听、说、读、写、译等技能训练,熟悉掌握商务英语专业四级和八级考试词汇,熟悉基础的商务英语篇章,了解国际商务常识。

根据我国《高等学校商务英语本科专业教学质量国家标准》(以下简称《标准》),本套教材不仅包含一、二年级的基础教材,还包含高年级的继续夯实商务英语语言知识的教材,如《高级商务英语教程》1—3册等。此外,还包括英语语言文学专业学生所没有的突出商务英语本科专业特色的国际商务知识类教材,如《国际商务概论》《国际贸易实务》《国际贸易法》《市场营销》等。本套教材的总主编都是教育部商务英语专业教学协作组成员,参与了该《标准》的起草与制定,熟悉《标准》的要求,这为本套教材的质量提供了基本保障。此外,参与编写本套教材的主编及编者都是多年从事商务英语教学与研究的有经验的教师,因而,在教材的内容、体例、知识、练习以及辅助教材等方面,都充分考虑到了教材使用者的需求。教材的编写宗旨是:力求传授实用的商务英语知识和国际商务有关领域的知识,提高学生的商务英语综合素

质和跨文化商务交际能力以及思辨创新能力。

教材编写考虑到了以后推出的全国商务英语本科专业四级和专业八级的考试要求。在教材的选材、练习、词汇等方面都尽可能与商务英语本科专业四级、八级考试对接。

本套教材特别适合培养复合型、应用型的商务英语人才的商务英语本科专业的学生使用,也可作为商务英语爱好者学习商务英语的教材。教材中若存在不当和疏漏之处,敬请专家、学者及教材使用者批评指正,以便我们不断修订完善。

翁凤翔

2016年3月

前言

随着中国与国际接轨的进程不断深入,外语听说技能的重要性正逐渐成为业界共识。但与此同时,很多外语技能型课程,如听力,受到互联网的海量信息及专业课时数缩减等因素的挤压,在整个外语教学中处境尴尬。如何让课时有限的技能型课程发挥高效,使学习者在学习理念、自主学习策略和学习动机上有转变和收获是广大外语教学工作者的共同课题。编者认为,一本合适的教材犹如一件称手的兵器,能引领学习者在学习理念和策略上走出一条适合自己的道路。

《商务英语听力》系列教材共分四册,提供商务英语入门、适应、提高和实战阶段的听力训练。本系列教材既关照英语专业教学大纲的技能要求,又涵盖商务语境下各类日常交际主题和交际活动。教材编写突出“理解转换器”的功能,通过精心的活动设计,帮助学习者从入门训练逐步走向商务英语实战能力的提高。本教材受众广泛,不仅适合相关专业课堂学习,同时也关照自主学习者的需求。

《商务英语听力1》入门篇共15单元,可满足一个学期36个学时的教学需要。每个单元设计有热身活动、听辨训练、主题听力训练、语言点复习和交际活动共五个环节。本教材配备录音、练习答案及录音文本,使用者可根据需要进行使用。

《商务英语听力1》的编写突出以下一些特点:

1. 关照入门者的实际需要,注意通用英语技能与专业商务英语的知识融合,实现平缓过渡,建立专业学习的自信心。
2. 每单元的活动设计有难有易,学习主题有其独立性,但语言技能和相关商务技能的训练在全册各单元中有一定的重复,旨在加强教材使用者的技能熟练程度。
3. 活动设计注重各个语言技能,特别是听与说的技能融合。使用者可利用这些训练平台,兼顾课内外学习、语言技能训练与商务技能的训练需要,根据实际情况选用。
4. 立足英语通用语的发展视角,选用的素材不再以传统的“地道英语”为唯一标准,在语音、语用等方面有英语变体使用的考量,为教材使用者提供更贴近商务英语交际的实战训练。

由于篇幅局限,一本教材无法面面俱到。教师应突破其局限,发挥教材学习理念指导的重要作用,灵活使用教材,使其成为自己教学的助力。

由于编者水平有限,教材中难免有错漏之处,恳请广大使用者提出宝贵意见。

编者

2016年8月

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Unit

1

Saying Hello



Whether you're starting your first job or you're an experienced worker, there is no better time to make a good first impression than your first day at work. You may not accomplish much on your first day, but you will meet a lot of other employees, and possibly managers or executives who might later be responsible for your raise or promotion. Be prepared for it.

In this unit, you will hear three recordings related to the following topics:

Listening 1: In the Morning

Listening 2: At the Office

Listening 3: Getting to Know Each Other

Part I Warming-up

Look at the picture below. What occasion do you think it is? Share your ideas with a partner.



Part II Pronunciation Listening

Listen to the following five sentences and read after the speaker. Please pay special attention to the pronunciation and intonation.

1. Nice to meet you.
2. How are you doing today?
3. Where can I start my work?
4. I'm looking forward to working well with all of you.
5. Please allow me to introduce Nicky to you.

Part III Focus on Listening

▶ Listening 1 In the Morning

A Vocabulary Preview

colleague professional accountant on board Hello, everybody!
I'm working in the Finance Department. I'm the new...

B You will listen to two short dialogues. Each of these dialogues will be read to you only once, listen and fill what you have heard in the blanks.

Dialogue 1

A: I would like to take this ① _____ to welcome Miss Mary Bush to our company and introduce her to her department and colleagues. For all of you, we hired Mary because she is a very professional accountant and we are very ② _____ to have her in the Finance Department. She has lots of working experiences as an accountant and I am sure everybody in the department can benefit from this.

B: Hello, everybody. I am Mary Bush and this is my first day at work. I am very happy to meet everyone and I am ③ _____ to working well with all of you. I am very happy to be one of the team and I will ④ _____ to get into the working situation as soon as possible. By the way, call me Mary. Everybody calls me so.

Dialogue 2

A: Good morning, I am Mary. Are you Mr. Black, Manager of Finance Department? I am the ⑤ _____ and also working in the Finance Department.

B: Yes, that is me. Nice to meet you, Mary. Welcome on board!

A: Thank you. I am very happy to have my own ⑥ _____ now. I've never had one before. It is very nice.

B: Well, we have nicer things than that in this company. You will find out soon.

A: Really? What could that be?

B: Well, I bet you will love them too. If you need help, just ask me any time. I am in the next door. You can also reach me through the ⑦ _____ 805.

A: ⑧ _____. Thank you very much.

C Listen to a conversation about introducing and meeting new colleagues. Note down the useful words and phrases.

D Discussion: Work in groups and discuss the following questions.

Imagine you are a new comer in a company. On your first day, what would you possibly do? And who might you meet?

▶ Listening 2 At the Office

A Vocabulary Preview

How are you doing today?	on a business trip	introduce... to...
concluded a business transaction	involve in	feel free to
cement the name in your memory	approachable	linger extrovert

B Listen to two dialogues and reorder the following statements according to what you have heard.

Dialogue 1

- ① Nice to meet you too, Fanny.
- ② Morning, Luke. Here I am.
- ③ Mary, Fanny will talk with you about your job.
- ④ Ok.
- ⑤ Can't be better! Thank you.
- ⑥ Hi, Mary, how is everything going today?
- ⑦ Hello, Mary. Nice to meet you!
- ⑧ Your supervisor, Mr. Black was on his honeymoon. Let me first introduce you to his secretary, Fanny. She is on the second floor.
- ⑨ Good morning, Fanny. This is Mary, she is our new accountant.

Dialogue 2

- ① Our company just concluded a business transaction. You can help with documenting financial sheets involved in this transaction.
- ② And I represent?
- ③ So, where can I start my work?
- ④ You're welcome. Feel free to ask me any time you need help.
- ⑤ Ok, thank you.
- ⑥ Well, your job is to compile and analyze financial information to prepare entries to enter accounts.

C Listen to a monologue related with the dos and don'ts on your first day at work, decide whether the following statements are True or False.

- () 1. It's a good time to show other people your inner extrovert on your first day at work.
- () 2. If you're awful at remembering names, try to repeat the other person's name all the time

during the conversation.

- () 3. One of the best opportunities to get to know your co-workers is lunchtime.
- () 4. Even if your workday ends at 5, stay a little longer.
- () 5. Finish up any paperwork from HR, take notes about what you learned and talk to your colleagues when you're lingering.

D *Role-play: Work in pairs and role-play according to the scenario.*

A and B are doing different jobs in a company. A is a new comer, while B has been working in the company for 5 years. They meet at the company coffee room and A talks with B about his/her new job. A initiates the talk.

Listening 3 Getting to Know Each Other

A *Vocabulary Preview*

typewriter	accounting office	General Manager	report for work
show ... around	accountant	staff consultant	

B *You are going to hear four short dialogues. Please answer the following questions according to what you have heard.*

Dialogue 1

1. What is Miss Lin?

2. What is Mr. Brown?

Dialogue 2

3. Where does this conversation most probably take place?

4. Who is Mr. Carter?

Dialogue 3

5. Who is Alice talking to?

6. What job does Alice do?
