

高等学校商务英语系列教材

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新编商务英语 听说教程



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学生用书

(第

册)

Business English Listening & Speaking
Student's Book



清华大学出版社 • 北京交通大学出版社

内 容 简 介

本教程共 12 个单元,精选了 12 个商务活动中最常用的主题,采用全新的结构,按主题编排各单元的内容,使其更具系统性和可操作性。本教程在单元主题的择取和确立上兼顾了社会需求、专业培养目标、学生的认知程度和语言技能,设计了 Preliminary Listening、Listening & Speaking、Further Listening 及 Home Listening 等教学模块,力求突出教材的专业性、商务性及练习的多样性、趣味性和实用性等特点。

本教程配有相应的教师用书和录音光盘,可供高等学校经贸和商务英语专业的学生使用,同时也可作为具有相应英语水平的商务工作者及商务英语爱好者的参考书。

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前言

《新编商务英语听说教程》是针对高等学校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材。本教程突破了传统的教材模式，综合考虑了高等学校经贸、商务英语专业学生的特点，力求把经贸和商务知识的传授与英语听说技能的培养结合起来。

本教程从学生的实际水平出发，始终遵循“学用结合，重在运用”的原则。本教程循序渐进，通过内容丰富、专业面广、程度适宜、趣味性强的商务材料，促使学生积极参与有关商务实践的听说活动，在提高其口语表达能力的同时，了解商务活动的各个主要环节，拓宽视野，获取新知识。

为适应商务英语听说教学紧扣时代脉搏、满足社会需求的发展趋势，本教程编写人员在听取汇总来自语言教学专家、商务专业人士和教学一级的广大师生等多方面的意见及建议的基础上，结合国外相关教学领域最新的研究成果，在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程精选了24个商务活动中最常用的主题，采用全新的结构，分两册编排，使其更具系统性和可操作性。本教程在单元主题的择取和确立上兼顾了社会需求、专业培养目标、学生的认知程度和语言技能。本教程设计了 Preliminary Listening、Pre-listening、Listening、Speaking、Further Listening 和 Home Listening 等教学模块，力求突出教材的专业性、商务性及练习的多样性、趣味性和实用性等特点。

《新编商务英语听说教程》分两册，每册12个单元，按主题编排各单元的内容。每册配有相应的教师用书和录音光盘。各单元的基本构成如下。

1. Preliminary Listening: 该部分以“spot dictation”的形式对单元主题进行概括性的介绍，旨在导入单元主题并让学生对单元主题有初步的认识和了解，激发学生进一步学习的兴趣和积极性。

2. Listening & Speaking: 该部分为每个单元的主体构成部分，围绕单元主题对学生进行听与说的综合训练。该部分含两个结构基本相同、内容相对独立的教学模块：Section A 和 Section B。每个教学模块均具有其独立的且与单元主题紧密关联的副主题（sub-topic），并配有相关的一揽子听说活动。这样的编排化整为零，模块交替，听说结合，师生互动，既保证了教学内容的丰富性和多样性，也便于教师根据自己的实际需求，灵活机动地组织课堂教学。因此，本教程在借鉴国外同类教材先

进经验的基础上，更好地兼顾了教学的灵活性和系统性，弥补了通常按主题定单元所编写的教材在教学系统性方面的缺陷。

Section A 和 Section B 主要包含以下内容。

(1) Pre-listening: 针对听力材料中出现的热点问题提问，以导入后续的听说活动。

(2) Listening: 分成对话 (conversation) 和语篇 (passage) 两部分对学生进行针对性的听力训练。每部分分别配有两项练习，一项侧重培养学生捕捉细节信息的能力，另一项侧重培养学生对信息进行整体把握和综合归纳的技能。

(3) Speaking: 围绕教学模块的副主题 (sub-topic) 设计的综合性的口语活动。活动的形式多样，有小组讨论、看图说话、班级辩论、个案讨论、角色扮演等，旨在培养学生对英语语言和单元所涉及的商务文化背景知识的综合运用能力。

3. Further Listening: 该部分按照特定的商务场景编排了相互关联的 5 个短篇 (如电话留言、语音信息、财经新闻简报等) 听力练习，帮助学生进一步熟悉真实场景下的商务活动及办公用语。

4. Home Listening: 该部分安排了相关财经新闻报道一篇，突出了商务英语的时效性和在日常生活中的实用性。

《新编商务英语听说教程》的编写是以 6 学时完成一个单元为基础的，教师也可根据学生的实际情况灵活使用本教程。

虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的，但仍可能存在不妥之处和有待进一步完善的地方，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编 者
于华东师范大学
2009 年 11 月

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Unit

1

• Telephoning



Preliminary Listening

Dictation

Listen to the following short paragraph and fill in the blanks with what you hear.

Probably no means of communication has revolutionized the (1) _____ of people more than the telephone. (2) _____, it is a system that converts sound, specifically the human voice, to (3) _____ of various frequencies and then back to a tone that sounds like the (4) _____. In our hi-tech world of computers and laser printers, the telephone is still most businesses' (5) _____ with customers. Clearly, the telephone is not a business tool to be (6) _____. Just like in a (7) _____, the rules of etiquette in telephone conversations may help make the communication (8) _____ for all those involved.

Listening & Speaking

SECTION A Handling Office Calls

Pre-listening ▶▶

Discussion

.....

Discuss the following questions with your partner and take notes when necessary.

1. What do you think a secretary's routine work involves?

.....

.....

2. What qualities and skills are required for an office secretary?

.....

.....

Listening ▶▶

Conversation



WORD BANK

 schedule

 /'skedʒuəl/

 v. (时间的) 预定, 安排

candidate /'kændɪdeɪt/

n. 候选人

preferably /'prefərəblɪ/

ad. 最好, 更可取地

spaceship /'speɪsfɪp/

n. 太空船

available /ə'veɪləb(ə)l/

a. 可接受探访的, 可见客人的**I. Listen to the conversation and choose the best answers to the questions you hear.**

1. A. In the early morning. B. In the late morning.
C. In the early afternoon. D. In the late afternoon.
2. A. Because he is on another phone line. B. Because he is out for an appointment.
C. Because he is at a production meeting. D. Because he is at a job interview.
3. A. To make an appointment with Mr. Simon.
B. To talk about a new toy design with Mr. Simon.
C. To apply for the position of Chief Designer.
D. To discuss the toy production with Mr. Simon.
4. A. To put him through. B. To check if her boss is available.
C. To reschedule an appointment for him. D. To ask her boss to return his call.
5. A. Before 4:00 that afternoon. B. After 4:00 that afternoon.
C. Before 4:30 that afternoon. D. After 4:30 that afternoon.

II. Listen to the conversation again and complete the phone message below.**WHILE YOU ARE OUT****To:** John Simon, Director of (1) _____**From:** Bob (2) _____ of BabyCare Company

	MESSAGE
	He called about (3) _____

	He can be reached on (4) _____ before 4:30 pm
	and on (5) _____ after that.

Passage



WORD BANK

impression	/ɪmˈpreʃ(ə)n/	n.	印象
route	/ru:t/	v.	(按特定路线) 运送或传送
runaround	/ˈrʌnə,raʊnd/	n.	推诿, 搪塞
impatient	/ɪmˈpeɪʃ(ə)nt/	a.	不耐烦的, 急躁的
promptly	/ˈprɒmptli/	ad.	迅速地, 敏捷地
screen	/skri:n/	v.	筛选, 甄别
tactfully	/ˈtæktfʊli/	ad.	机智地, 巧妙地
on hold			等着通电话; 搁置
lose temper			发脾气
refer to			提交, 转交

I. Listen to the passage and choose the best answer to complete each of the following statements.

1. _____ is thought to be the most difficult and important part of a secretary's work.
 - A. Typing letters
 - B. Handling office calls
 - C. Preparing documents
 - D. Receiving visitors
2. The first impression a client receives about a business is often through _____.
 - A. a telephone contact
 - B. its publicizing materials
 - C. a talk with the office secretary
 - D. its interior decoration
3. As a good secretary, you should do all the following EXCEPT _____.
 - A. answer all phone calls promptly and efficiently
 - B. know who is the right person to handle the call
 - C. transfer all phone calls to your boss dutifully
 - D. keep calm if a caller gets impatient or becomes angry
4. An office secretary who can _____ is a valuable asset to any organization.
 - A. deal with "problem" visitors tactfully
 - B. handle paper work skillfully and efficiently
 - C. speak several foreign languages fluently
 - D. handle phone calls cheerfully, tactfully and efficiently
5. To handle a telephone call well is important to a business because _____.
 - A. a well-handled phone call will improve its office efficiency
 - B. a well-handled phone call will enhance its prestige
 - C. a well-handled phone call will boost its market share
 - D. a well-handled phone call will leave the caller a good impression

II. Listen to the passage again and complete the notes with what you hear.

Dealing with Office Phone Calls

A Good Secretary Should:

✎ route the call directly to (1) _____.

✎ answer all phone calls (2) _____.

 be (3) _____, no matter how busy she is or what kind of mood she may be in.

 (4) _____ if a caller gets impatient or becomes angry.

 know how to (5) _____ telephone calls, i.e., know which calls to refer to (6) _____, which calls to refer to other people, and which calls to (7) _____.

A Good Secretary Should Not:

 leave the caller hanging (8) _____.

 answer the call (9) _____.

 allow herself to (10) _____.



Speaking

Discussion & Role-play

 **Work in groups. Read the following telephone conversation carefully and discuss within the group alternative ways of responding to the caller.**

 **Work in groups. Role-play your improved conversation.**

A man calls about keyboards that he ordered but has not yet received. He does not know exactly who to speak to and is being transferred from one department to another.

Secretary: Hello, ABC Company.

Is this greeting complete?

Customer: Is this ABC Company?

Secretary: That's what I said.

What should she have said?

Customer: Hello, I'm calling about some keyboards I ordered about a month ago and haven't received yet. I was wondering if you could tell me who I should speak to.

Secretary: It's probably Shipping's fault. It usually is. What's wrong here?

Customer: Do you think you could...

Secretary: Hold. What should she have said?

Shipping Clerk: Alfred here.

Customer: Is this Shipping?

Shipping Clerk: Yeah, what do you want? How would you replace this?

Customer: My name is Kevin Smith and I haven't received an order for keyboards that I placed about a month ago.

Shipping Clerk: You got your invoice number? How should he have asked this?

Customer: No. I never got one.

Shipping Clerk: Well, there's nothing I can do to help you. I'll transfer you to Accounting. Did he forget something here?

Customer: No, wait, wait! This is long distance.

Accountant: Accounting. Who do you want to speak to? What is the customer's reaction going to be?



SECTION B

Business Phone Etiquette



Pre-listening ▶▶

Discussion

Discuss the following questions with your partner and take notes when necessary.

1. What will you do if the following situations occur while you are making a phone call?

Situations	What you will do
If you are not the person the caller wants to speak to	
If you are connected to an answering machine	
If you are put on hold and have to wait for a connection	
If you get a wrong number	
If the person you are calling is away at the moment	
If the person you are calling is busy at the moment	

2. What rules of telephone etiquette do you happen to know?

.....

.....



Listening



Conversation



WORD BANK

extension	/ɪk'stenʃ(ə)n/	<i>n.</i>	电话分机
personnel	/ˌpɜːsə'nel/	<i>n.</i>	人事部
consult	/kən'sʌlt/	<i>v.</i>	咨询
surname	/ˈsɜːneɪm/	<i>n.</i>	姓
confirm	/kən'fɜːm/	<i>v.</i>	确认
participant	/pɑː'tɪsɪpənt/	<i>n.</i>	参与者
urgent	/ˈɜːdʒənt/	<i>a.</i>	紧急的

I. Listen to the conversation and complete the phone summary below.

Incoming Phone Call Summary

9:15 Call One

Call description:

Victoria Baker of M&M Advertising called extension (1) _____.

Why could not the recipient answer the call?

(2) _____.

How was the phone call handled?

(3) _____.

10:25 Call Two

Call description:

Robin Hunter from (4) _____ returned Nancy Foster's call.

 Why could not the recipient answer the call?

(5) _____

 How was the phone call handled?

(6) _____

14:35 Call Three

 Call Description:

Rose (7) _____ from the INEX Consulting called William Thomson of (8) _____ Department.

 Why could not the recipient answer the call?

(9) _____

 How was the phone call handled?

(10) _____

II. Listen to the conversation again and complete the phone message below.

PHONE MESSAGE	
	Message for: William Thomson
	Name of Caller: Rose Hobson
	Company: the INEX Consulting
	MESSAGE:
	 She called about (1) _____.
	 She has confirmed (2) _____.
	 She said she could only take (3) _____.
	_____.
	 She asked you to (4) _____.
	

Passage



WORD BANK

review /rɪ'vju:/

etiquette /'etɪket/

overall /'əʊvəɔ:l/

minimum /'mɪnɪmə/

v. 回顾; 评估

n. 礼仪, 礼节

a. 全部的, 总的

n. 最小量, 最小值

I. Listen to the passage and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

1. () Maria Bush is the manager of Human Resources Department.
2. () Maria Bush is addressing all the company employees on telephone etiquette.
3. () Maria Bush is talking about the importance of telephone in business activities.
4. () According to Maria Bush, a business phone call should be answered promptly.
5. () You are advised to identify yourself immediately when you make or answer a business phone call.
6. () You are advised to have some small talk with your listener before going to the point.
7. () You should ask the caller to call later if you must take another call or do some other work.
8. () It is suggested that you should call other people at the time convenient to them.

II. Listen to the passage again and complete the following telephone etiquette checklist with what you hear.

Telephone Etiquette Checklist

-  Whenever possible, try to answer your phone by (1) _____. Do not let the phone (2) _____ — doing so will most certainly annoy your caller. Answering calls quickly is (3) _____.
-  State (4) _____ and (5) _____ in the company immediately when you place or answer a call. Say right away (6) _____, so the other person shouldn't have to guess or work it out.
-  Show respect for (7) _____. Control (8) _____ of a call, and limit (9) _____ of the call to a minimum. Always remember that the other person may have other things to do than to talk to you on the phone.
-  Speak (10) _____, but in a friendly way. Make sure the other person has noted (11) _____ down correctly, especially (12) _____.
-  Do not put someone on hold for (13) _____ or so. If for some important reason you feel you must take another call or do some other work, offer to (14) _____ rather than keep him or her on hold.
-  Always be polite. Remember to say “(15) _____” and “(16) _____” whenever appropriate. Don't be rude and (17) _____ while on the phone. Give your listener (18) _____.
-  If possible, don't phone during the other person's (19) _____ or just before (20) _____. You'd better find out what time it is in the other country before you call.



Speaking



Role-play

 Work in pairs. You and your partner read each other's activity sheet respectively.