

高等职业教育“十二五”规划教材

高等职业英语数字教材研究项目



Contemporary Business English **Listening and Speaking Course**

当代商务英语 听说教程

第2版

2

学生用书

总主编 ◇ 何兆熊 本册主编 ◇ 姜荷梅 何光明



华东师范大学出版社

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编者说明

《当代商务英语听说教程》第一至四册为基础阶段听说教材,供高职高专商务英语专业或应用英语专业学生使用,也可供程度相当的自学者使用。

英语语言基础在商务英语教学中的重要地位和作用是显而易见的。在经济全球化浪潮的冲击下,各种涉外工作对外语人才特别是商务英语人才的要求越来越高。这也对教学和教材编写提出了更高的要求。由于高职高专商务英语教学研究起步较晚等多方面原因,出现了相关教材跟不上形势的情况,商务英语听说优秀教材更是极为匮乏。针对这些状况,我们编写本系列教材,希望能对解决这些问题做出我们微薄的贡献。

本教程以高等职业技术学院、独立本科院校商务英语专业学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知 1900 个左右的英语单词(掌握其中 1 200 个),并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生可以流畅地在工作中使用英语进行沟通,能够从事一般商务英语工作;中等水平的学生基本可以用英语进行交流和沟通,能够从事使用英语的相关商务工作。

本教程第二册围绕与客户直接进行英语沟通为主题,挑选与客户沟通最常见的话题,如:与客户预约、接待客户、产品介绍、初步商务洽谈、价格磋商、宴请客户、签约、跟单等。目的是希望学习者通过学习本书,能够和客户用英语就工作内容进行沟通。本册丰富的话题进一步彰显商务英语的本质特点——实用性,并为步入商界打下坚实的基础。

本书各单元由如下部分组成:

Part 1 Practical Listening and Speaking(实用听说)

Word study

Functional listening

Language check

Controlled practice

Business culture

Part 2 Business Speaking(商务口语)

Pair work

Role play

Part 3 Listening Practice(听力技能训练)

Listening focus

Dictation

Conversations

Passage

Part 4 Fun Listening(轻松一刻)

本书各部分内容有如下特点:

Part 1 Practical Listening and Speaking(实用听说)

根据最新的语言教学研究成果,本部分将听说结合在一起训练,旨在帮助学生实现从“听:输入——(通过模仿进而)内化——输出:说”的有效循环。通过听说结合训练,让学生在掌握各种听力技能的同时,学习并掌握常见的商务英语词汇和功能句型以及相关的商务沟通技巧和文化差异。本部分可为实际商务沟通打下扎实的基础,因而实用性和针对性较强。

1) Word study

- ◇ 听力训练:本部分的词汇和句子配有录音,可以作为听力训练的材料,目的主要是操练重点词汇的听写。
- ◇ 口语训练:在听之前,可让学生朗读或口头完成词汇填空。
- 实用性与交际性:所有词汇皆为常见、实用商务词汇,按照单元话题进行挑选,听力和口语都选自实际情景练习,学生学习后可以直接在真实场景情况下使用。
- 特色与创新:大部分同类教材只是简单将词汇罗列出来,本书根据商务语境,有针对性的提供相关词汇,让学习者真正全面地掌握实用商务新词汇。

2) Functional listening

- ◇ 听力训练:第二册为提高级,本部分听力的练习形式主要选用填空题和正误题。学生在操练时,会觉得轻松一些,从而提高学习兴趣,增强信心。
- ◇ 口语训练:这部分的听力材料也可以用作口语材料。
- 实用性:这部分听力练习皆按照单元话题及常见表达功能进行编写,在参考许多商务英语教材的基础上注意提炼最适合学生的表达。
- 交际性:这部分的听力材料也可以用作口语材料。教师和学生之间以及学生与学生之间都可以进行充分的交流。
- 特色与创新:这部分按照常见商务话题及常见功能表达进行编排,故更具系统性、实用性,教学目标明确。

3) Language check

- ◇ 听力训练:该部分听力训练重点在于功能句型的听写,为口语打基础。
- ◇ 口语训练:将功能分解成小话题进行操练,逐个击破、分项掌握,从而让学生更好地记住功能表达,自如地应用功能表达。
- 实用性与交际性:该部分为第二部分听力(Functional listening)的细分,内容切合实用。同时,该部分材料完全适合做口语材料。
- 特色与创新:与国际接轨,国外许多优秀教材都采取了这种听说练习形式。

4) Controlled practice

- ◇ 听力训练:该部分听力材料仍然围绕单元话题展开,但具体细节和第二部分听力

(Functional listening)有差别,依然是实用的听力材料。

◇ 口语训练: 学生可以按照提示进行互动操练,进一步掌握功能句型,增强口语表达能力。

➤ 实用性: 所选材料来自(或充分模拟)真实商务场景。

➤ 交际性: 该部分材料完全适合做口语材料,有利于调动课堂气氛。

➤ 特色与创新: 该种练习形式在国内同类教材应用不多,而国外商务英语教材正逐渐使用。

5) Business culture

◇ 听力训练: 练习形式采取了填空题和正误题,难度适合学生认知水平。

◇ 口语训练: 在听之前,可以通过回答问题的形式展开口语训练。

➤ 实用性: 所选内容为商务文化及沟通技巧,皆为编者多年来外企商务英语培训内容的精华。

➤ 交际性: 这部分内容以交际沟通技巧和文化差异为主,并配有口语练习。

➤ 特色与创新: 内容涉及全面,针对性与实用性强。这部分内容是本书的一大亮点。

Part 2 Business Speaking(商务口语)

本部分围绕单元商务话题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由的交流与沟通。练习形式有对话、问题、角色表演、小组讨论等。不同级别练习的难度不同,皆由浅入深、循序渐进。所有材料扣紧真实商务题材,让学生能尽可能模拟真实商务场景,最终达到商务沟通无障碍。

1) Pair work

◇ 口语训练: 采取搭档操练形式,进一步巩固功能句型。

➤ 实用性: 选材围绕话题,突出功能表达。

➤ 交际性: 该部分操练形式为控制型和半开放性的训练,互动性和交际性强。

➤ 特色与创新: 内容充实、针对强、实用。

2) Role play

◇ 口语训练: 采取角色表演形式,可两人或多个人参与。提供的材料多为图片和表格,直观易懂。

➤ 实用性: 所选内容来自(或模拟)真实商务场景,学生不仅能提高英语沟通技能还可以丰富商务知识,具有很强的实用性。

➤ 交际性: 该部分操练形式为半开放性的训练和自由交际,互动性和交际性很强。

➤ 特色与创新: 这部分内容图文并茂,学生学得愉快。

Part 3 Listening Practice(听力技能训练)

相对于第一部分的听力,本部分为听力微技能训练,更为侧重听力技能的提高。所选材料大多围绕商务话题,练习形式丰富多样。不仅便于学生快速提高听力水平,同时也为学生参加各种商务英语考试(如:BEC、BULATS、TOEIC等)做好充分准备。

Part 4 Fun Listening(轻松一刻)

本部分为轻松的听力活动,主要选取歌曲、电影录音片断,辅以绕口令、笑话、幽默等内容。为学生创造轻松的听说氛围,提高学习的趣味性。

本书使用说明:

Part 1 Practical Listening and Speaking(实用听说)

Word study

约占10分钟。教师可以在前一节课布置给学生,让学生预习生词。若学生口语基础较好的话,可让学生进行搭档完成词汇填空,然后再听;反之,则可以直接进入听力训练,跳过口语练习。

Functional listening

约占10~15分钟。教师可以根据上课时间灵活使用该部分内容。若教师将听说结合起来操练,则这部分可以用作角色扮演的材料。

Language check

约占10分钟。教师可以根据学生的水平灵活使用该部分内容。若学生口语基础较好的话,则可以缩短操练时间;反之,则操练时间可以长些。最终目的是能让学生记住并能灵活应用这些功能表达。

Controlled practice

约占10分钟。教师可以根据授课时间和学生水平灵活使用。

Business culture

约占10分钟。教师可以布置学生预习本部分内容。

Part 2 Business Speaking(商务口语)

Pair work

约占15分钟。这部分的两人对话是针对第一部分听说结合的功能和情景设计的,应提醒学生在交流中多使用和操练已学的句型。

Role play

约占15~20分钟。这部分内容教师可以让学生上台表演。表演活动可以活跃课堂气氛,激发学生学习兴趣,鼓励学生大胆开口说。教师应注意提醒学生用英语交流或表达。

Part 3 Listening Practice(听力训练):

约占30分钟或作课后练习。教师可以作为听力训练在课堂上完成。也可以布置学生课后完成本部分内容。

Part 4 Fun Listening(轻松一刻)

约占5分钟。这部分内容教师可以让学生课后温习。

为了方便教师使用,本教程配备了较为详尽的教师用书。每单元的教师用书由两部分组成:第一部分是教学建议;第二部分是录音材料和 Key to exercises,在必要之处我们对所给答案作了简单的解释。我们的意图是把教师用书变成一本十分实用、使用方便的教学参考书。

本教程第一至四册由姜荷梅老师与何光明老师合作编写。本册中何光明老师编写每单元第一二部分,姜荷梅老师负责每单元第三四部分,其余部分由李恒平老师负责。美籍

商务英语教学专家 John Parker 审定教程所有英文。参加本教程第二册编写工作的有姜荷梅、何光明、王虹惠、孙怡、金阳、李恒平等教师。

本教程在编写过程中得到常玉田教授(对外经济贸易大学)、邹为诚教授(华东师范大学)、陈洁教授(上海对外贸易学院商务英语学院)、王大伟教授(上海海事大学)、张武保副教授与欧阳护华教授(广东外语外贸大学商务英语学院)、井升华教授(商务英语专家)和刘法公教授(浙江工商大学)等多位英语界和商务英语教学界专家的支持,在此一并对他们表示衷心的感谢。

何兆熊

2007 年 12 月

本书第一版得到广大师生的喜爱和欢迎,根据教师的使用意见,本次修订仍保留了原有的框架与设计,仅对文字做了修订和补充,并增、删了少量图片,以期完善。

编 者

2014 年 6 月

Acknowledgement

We are extremely grateful to the authors and publishing houses for all the materials chosen as content in this textbook. We hope that the request for permission to use the related resources for teaching purposes will receive kind and generous consideration.

Every effort has been made to contact copyright holders before publication. However, in some cases this has been impossible. If contacted, the publisher will ensure that full credit is given at the earliest opportunity.

Bookmap

Units	Contents	Functional listening	Business culture	Listening strategies
Unit 1	<i>Could I send you our catalogue</i>	Getting past the secretary on the phone Answering clients' questions on the phone	Understanding telephone manners	Identifying some important abbreviations Answering clients' questions on the phone Taking telephone messages
Unit 2	<i>When would be good for you</i>	Making an appointment Changing an appointment	Understanding time cultures	Understanding airport announcements
Unit 3	<i>Where would you like to stay</i>	Describing hotels Booking hotels for clients	Understanding Chinese modesty culture	Understanding directions and positions Making a reservation
Unit 4	<i>Welcome to our company</i>	Meeting a client at the airport Receiving a client at the office	Knowing eight questions you should not ask	Identifying geographical locations Introducing a company
Unit 5	<i>What would you like for the starter</i>	Dining in a Western restaurant Making, accepting and declining invitations	Understanding Western table manners	Understanding lines, angles and shapes
Unit 6	<i>This is our new showroom</i>	Describing a product in the showroom Explaining the catalogue	Understanding personal space	Understanding public signs
Unit 7	<i>Let me tell you more about our product</i>	Making a sales presentation Demonstrating a product	Learning three <i>Ps</i> for presentations	Making a sales presentation Understanding tips for a successful presentation
Unit 8	<i>Would you like to visit our factory</i>	Showing someone around the factory and answering questions Describing the production process	Opening and ending the business talk	Knowing about production process Understanding three main types of production process Understanding five steps for opening and ending a first business talk

Units	Contents	Functional listening	Business culture	Listening strategies
Unit 9	<i>This is our lowest price</i>	Negotiating prices and discounts Negotiating terms of payment	Developing relationships first or doing business first	Following instructions while listening Applying skills of a good salesperson
Unit 10	<i>What would you like to order</i>	Placing an order on the phone Tracking an order on the phone	Improving your listening on the phone	Guessing meanings while listening Understanding how to place an order
Unit 11	<i>We can make the delivery in June</i>	Talking about delivery time Talking about shipment	Understanding gifting culture	Listening for key words Discussing delivery time
Unit 12	<i>What about packing and insurance</i>	Talking about packing Talking about insurance	Understanding the Chinese offer & decline culture	Listening for specific details Understanding people talking about packing Understanding people talking about insurance Understanding a brief introduction of insurance
Unit 13	<i>Shall we sign the contract</i>	Signing a contract Toasting at a farewell dinner	Learning tips for making a toast	Listening for the main idea Understanding people talking about a contract Understanding what a contract is
Unit 14	<i>When can you make the payment</i>	Chasing payment in a polite way Chasing payment in a serious way	Learning tips for collecting money on time	Predicting while listening Understanding how to chase overdue payments
Unit 15	<i>I'm sorry to hear that</i>	Making a complaint Dealing with a complaint	Learning tips for making and dealing with complaints	Taking notes while listening
Unit 16	<i>How was the last order</i>	Calling a previous client Describing the sales trend	Learning 5 tips for a successful sales call	Summarizing while listening Learning lessons from an ineffective sales call

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Unit 7

Could I send you our catalogue



Unit Goals

- ◇ Getting past the secretary on the phone
- ◇ Answering clients' questions on the phone
- ◇ Understanding telephone manners
- ◇ Identifying some important abbreviations
- ◇ Taking telephone messages

Part 1

Practical Listening & Speaking

A Word study

Work with your partner to fill in the blanks using the words on the left. Listen and check your answers, and then follow the recording.

office stationery

market leader

Personal Assistant

contact

latest model

retail price

discount

from stock

out of stock

- (1) Your _____ is too high. How about \$ 500 per machine?
- (2) If we buy 40 machines, how large is your _____?
- (3) We can't supply _____ at the moment.
- (4) Do you have a 7-day _____? I mean, if the goods are poor in quality, can we return them to you within 7 days?
- (5) The _____ is very important. We need to have your people look at our machines in time if they are broken-down.
- (6) The goods are _____ at the moment.
- (7) I'm afraid your _____ is too short. Can you make it 3 years?
- (8) Please feel free to _____ me anytime.
- (9) Could you _____ the goods to us as soon as possible? We can't wait.

deliver
warranty period
on-site maintenance
money-back
guarantee

- (10) We are short of _____. Can we buy some now?
(11) I work as the _____ to Mr. Jackson, our General Manager.
(12) We are a _____ in the office furniture business.
(13) This is our _____. It's very popular with our customers.

B Functional listening

Task One (Getting past the secretary on the phone): Listen to the recording and fill in the blanks.

Joy: Good morning. THT Corporation.

Don: Good morning. This is Don Barry calling from PLP Office Stationery. (1) _____ Purchasing Manager, please?

Joy: Could I ask what it's about?

Don: (2) _____ the Purchasing Manager about the possibility of providing our office stationery for you. We are a market leader in this field.

Joy: Yes, I see. He is not available just now.

Don: Could you (3) _____?

Joy: He's very busy for the next few days.

Don: Would you mind asking him to call me back?

Joy: Sorry. I don't think I could do that. He's very busy right now.

Don: Do you think I could speak to someone else?

Joy: (4) _____. I can deal with his calls.

Don: Is it all right if I call him tomorrow?

Joy: I'm sorry he won't be free tomorrow. May I suggest that you (5) _____ and then we'll contact you?

Don: Yes, that's very kind of you. I have your address.

Joy: Right, Mr. Barry. We look forward to hearing from you.

Don: Thank you. Goodbye.

Joy: Bye.



Task Two (Answering clients' questions on the phone): Listen to the telephone conversation and complete the following notes using one or two words from the recording.

- (1) The retail price of Model 679 is _____.
- (2) The man's company can supply the goods _____.
- (3) The man's company can deliver the goods to the woman's company within _____.
- (4) The warranty period of this model is _____. The man's company can also provide _____ maintenance service.



© Language check

Work with your partner to complete the following conversations, and then listen and check your answers.

Task One: Getting past the secretary on the phone

Introducing yourself and asking to speak to somebody

M: This is John Johnson calling from PRK. Could I speak to the Finance Manager, please?

F: Could I ask (1) _____ it's about?

Stating the purpose

M: I'd like to speak to the Finance Manager about the possibility of (2) _____ our office furniture for you. We are a market leader in this field.

F: OK, I see. He is not available just now.

Asking when you can get hold of him

M: (3) _____ tell me when I can reach him?

F: He's very busy for the next few days.

Asking him to call you back

M: (4) _____ asking him to call me back?

F: Sorry. I don't think I could do that. He's very busy.

Asking to speak to someone else

M: Do (5) _____ I could speak to someone else?

F: I'm afraid not. I can deal with his calls.

Asking to call in the near future



M: Is (6) _____ if I call him tomorrow?

F: I'm afraid you can't. He's really busy these days.

Asking to send your catalogue

M: Could I send you our catalogue?

F: OK.

Task Two: Answering clients' questions on the phone

Answering questions about prices and discounts

M: How (1) _____ does it cost?

F: Our retail price is RMB 1,300.

M: If we buy 30, what's your (2) _____?

F: We can allow you a 25% discount.

Answering questions about the stock and delivery

M: Can you (3) _____ it _____ stock?

F: I'm sorry. It's out of stock now.

M: Then when can you make (4) _____?

F: It will take one month to produce the product. We can deliver the goods to you in 45 days.

Answering questions about the warranty period and other guarantee

M: What's your (5) _____?

F: Our warranty period is 6 months.

M: Do you have a 7-day (6) _____ guarantee?

F: Sorry. I'm afraid we don't have that guarantee.

Answering questions about maintenance service

M: Do you provide (7) _____ maintenance service?

F: Yes, we provide on-site maintenance service free of charge within the (8) _____. Our engineers can arrive at your company within 24 hours after your call.



D Controlled practice

You are a buyer. Your partner is a seller. Work with him or her to make a dialogue based on the following flow chart. Listen to the recording of a model answer, and then follow it.

YOU
Ask for the retail price.
Ask for a discount.
Ask for the largest discount on 10,000 units.
Ask about the delivery date.
Ask about the warranty period.

YOUR PARTNER
Offer \$ 542.
Say the discount depends on the size of order.
Offer 25%.
Say 60 days.
Say 6 months.

E Business culture

Work with your partner to answer the following questions. Then listen to Justin Comfort and Anne Heaton talk about their telephoning experiences in China, and fill in the blanks.

- (1) What would you do if your mobile phone rang in your meeting with a client?
- (2) When you are having an important meeting, do you think it is necessary to switch off your mobile phone or put it to vibration (震动)?
- (3) Have you ever received a wrong call? How did you handle it? If you dial a wrong number, what will you say to the called party?



Telephoning Manners

Justin Comfort: "I was having a one-to-one _____ with Mr. Chong Ping, one of my Chinese clients. When we were having a discussion, Mr. Chong's mobile phone rang. He stood up and had a talk (2) _____, leaving me alone. After his phone call, he didn't say anything, and we (3) _____ our discussion. However, after a short while, Mr. Chong's cell phone rang again. This time, I said (4) _____, 'Could we finish our business first?' Mr. Chong could not but (5) _____ his head, saying yes. Just before the end of the talk, Mr. Chong's (6) _____ came in, telling him that there was an important phone call for him. I was (7) _____."

Anne Heaton: "One day, when I was answering a phone call, I heard a loud voice on the other end (8) _____, 'Wei? Wei?' Since the people who (9) _____ call me usually say, 'Hello?' I knew that this caller had dialed a wrong number. I was hesitant (犹豫的) in (10) _____ to the voice, (11) _____ the caller to speak louder and stronger. 'Dui bu qi, ni da cuo le. (I'm afraid you have dialed the wrong number.)' I finally said, hoping he would (12) _____. Soon, he was asking me who I was, my phone number, job and (13) _____ salary. I couldn't believe he was asking so many (14) _____ questions. Even worse, I kept on answering each question. I must have (15) _____ that if I answered just one more question, he would stop asking. But with each question answered, he (16) _____ asking questions. 'Da cuo le! (Wrong number)' Finally I shouted back and hung up."