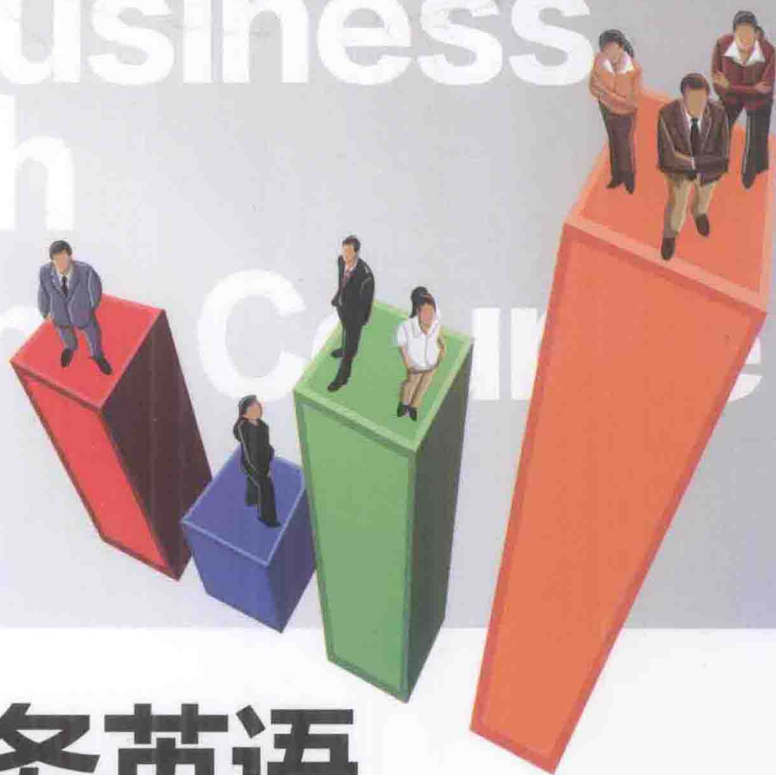


Oral Business English Training Course

主编◎于 群





商务英语 口语实训教程

初级

 南京大学出版社

Oral Business English Training

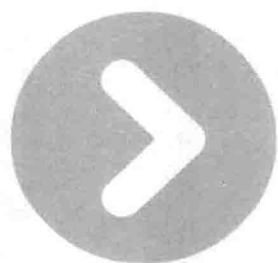


商务英语 口语实训教程

第1章

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前 言

为满足高等院校和广大商务英语学习者的需求,南京大学金陵学院英语系教师团队开发编写了这本《商务英语口语实训教程(初级)》。该教材主要供开设商务英语口语课程的公办院校、独立学院和高职高专院校使用,主要使用对象为本科一年级、二年级学生或水平相当的其他学习者。

本教材主要介绍商务英语口语的初步交际技能,与学生校园交际技能紧密联系。本教材是商务英语口语课程初级阶段用书,内容主要涉及日常商务领域中的一般英语技能,尚未包含报价、询价、谈判、运输等核心商业内容。考虑到学生的年龄层次和学习特征,不少课堂活动内容介于职场工作与学生社会工作之间,如志愿工作招募应聘、校园采访、兼职推销等,旨在帮助学生逐步融入高级商务情境的学习。

本教材以角色扮演为主要训练手段,并提供简单明了、便于操作的训练步骤。全书共分十四个单元,第一、三、五、七、九、十一、十三单元为学习单元,包括生动的商务口语情境阅读资料、听说资料、课堂内小活动和练习;第二、四、六、八、十、十二、十四单元为商务口语情境角色扮演训练单元,目的在于将前一个单元输入的知识逐步转化为有效的输出,为授课教师和学生提供简单、明了、有效的角色扮演方法和排演步骤。

本教材各学习单元中的 **Required Homework** 部分是学生课后必须完成的训练任务。**Required Homework** 部分的任务设计直接与下一周的训练单元活动相连接,学生需要在课后认真完成,否则不能完成下一周训练单元里相关的课堂反馈活动。**Required Homework** 完成的质量和效果直接影响训练单元活动完成的质量和效果。

本教材提供的课堂内外活动较多,使用者可根据自身情况,酌情取舍,灵活运用。教师可根据各校学生的特点,选择性地使用书中的学习内容、活动内容和训练步骤,或根据具体情况进行改编,并穿插日常生活口语技巧训练、节日联欢、游戏、竞赛等活动,不必拘泥于本教材安排的学习进度和训练步骤。

南京大学丁言仁教授、方红教授对本教材的编写进行了悉心指导,南京大学金陵学院英语系 2012 级全体同学通力配合,完成了这个项目课堂训练活动部分的课堂实验教学和部分视频采集拍摄工作,在此一并表示感谢!

于 群

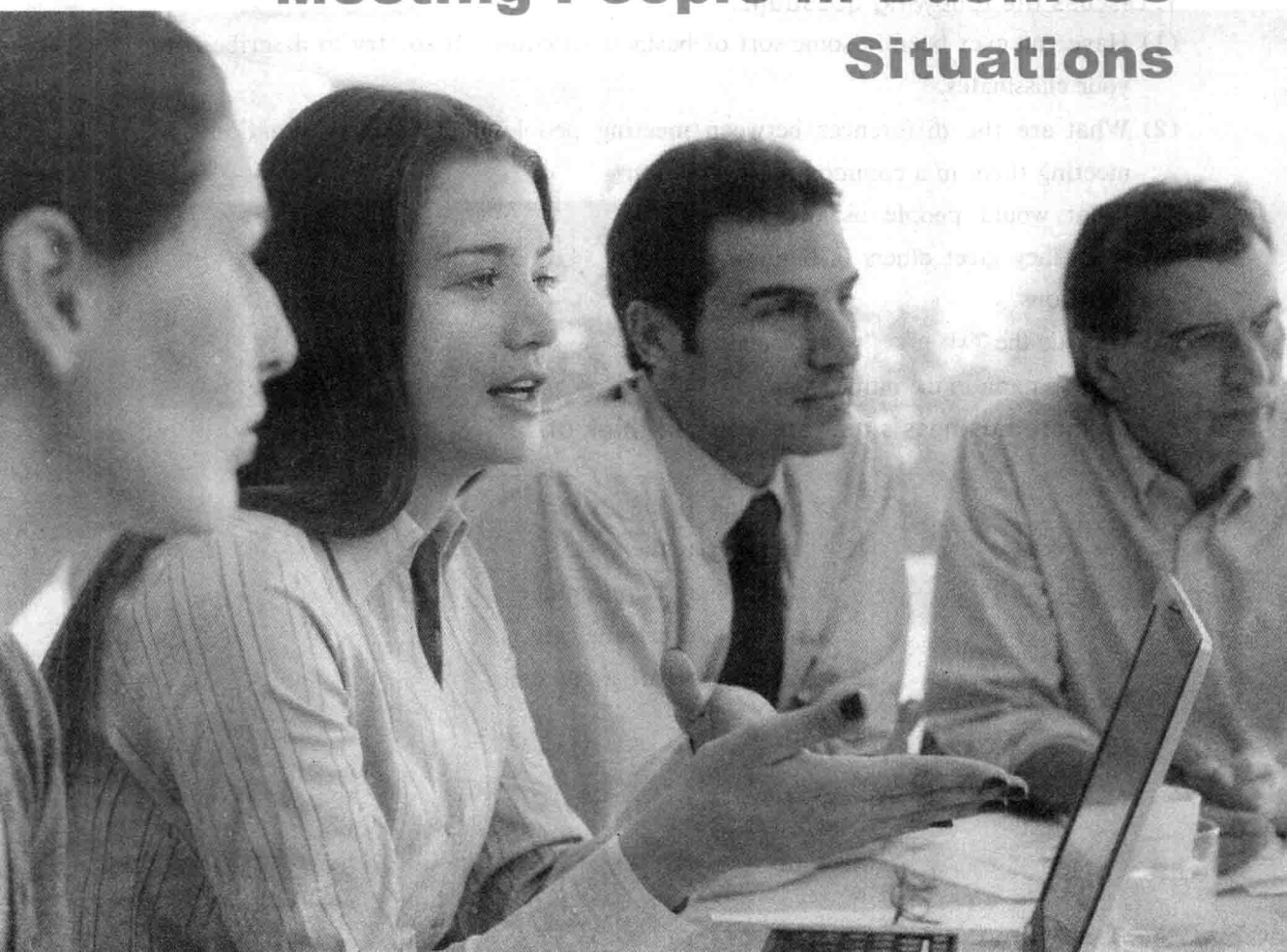
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Unit 1

Meeting People in Business Situations



Part I Greeting People in Business Situations

Greeting different people in different kinds of business situations in a proper way will play an important role in establishing positive relationship with your colleagues, your bosses, your business partners and your potential clients. Clear voice, tidy dressing, sincere smile, and respectful gestures will always be the correct choice. However, the most important thing is to know many “when”s, “where”s and “what”s when you face different people at different situations.

Exercises

1. Discuss the following questions.

- (1) Have you ever been in some sort of business situation? If so, try to describe it to your classmates.
- (2) What are the differences between meeting people in a business situation and meeting them in a common daily situation?
- (3) What would people usually say when they greet others in business situations?
- (4) What do the “when”s, “where”s and “what”s mean in the introduction?



2. Add more business situations you can think of.

- ▷ meeting at the airport
- ▷ meeting at the office
- ▷ meeting at a conference
- ▷ meeting at a trade fair
- ▷ meeting before a banquet
- ...



★ Some expressions used during the first meeting in business situations:

* I don't think we've been introduced. Are you ... ?

* Sorry to interrupt. Maybe I should come over and introduce myself.

* This is ... He is the replacement for ...

* I am currently working on ...

* Here is my business card.

* Let me show you around a little bit and introduce more of my friends to you.

* I hope you like your room. My boss will be picking you up at 6:00 pm for the banquet.

* It has really been interesting to talk to you. I hope we will have other opportunities to discuss this matter.

* I'll try to contact you one of these days.



Part II First Impressions

Most people agree that the first impressions that a person makes upon others in business situations will affect their relationships for further cooperation a great deal. First impressions are established not merely by words you speak, but also by how you dress yourself, by your "air" when you speak, by your personality ... in a word, by everything shown through your behaviors. In order to make a positive impression, you need to study carefully and prepare fully to finally gain the respect from your new clients, your new bosses or your new colleagues.



Exercises

1. Draw some facial expressions in the following frames and let your partner guess what their meanings are.



2. Take out your mobile phone and take close-up pictures of the classmates around you. Then show them to your partner and explain what the expressions mean and whether you like them or not and why.

3. Choose one of the following impressions and explain to the whole class in what ways people can give this impression to others when they first meet people at business situations.

elegant respectful honest efficient open ...
untidy dishonest unfriendly shy ...

★ Some expressions of different impressions you may use when you first meet others at a business situation:

- * Do you need any help or information? (helpful)
- * My name is ... What is your name? (direct and efficient)
- * Glad to meet you. (formal)
- * Are you working with ...? (direct and open)
- * You must be ...? (show your interest in others)
- * I've been anxious to meet you! (respectful)





- * I think you are the boss of the shop ... ? (too casual)
- * Hmm ... It's been a long day ... (casual and friendly)
- * What are you eating? (direct and open)
- * May I have a bottle of Coke? It's very kind of you ... (friendly and casual)
- * You look very experienced ... How long have you been working here? (direct and open)
- * I am a businessman. Tell me, what do you do? (direct, open and casual)

★ In order to give a good first impression, you also need to:

- * Stand up when you are formally greeting to someone.
- * Smile and make eye contact.
- * Pay attention to names when you meet people.
- * Understand the purpose of the introduction.
- * Use the phrases such as “May I present ...”
“I'd like to introduce ...” or “Have you met ...”
- * The person with the most seniority is usually given deference and is named first in an introduction.
- * When introducing two parties to each other, try to find some common subjects for them.
- * Avoid the topics of religion, politics, divorce or sexual orientation during the first meeting.



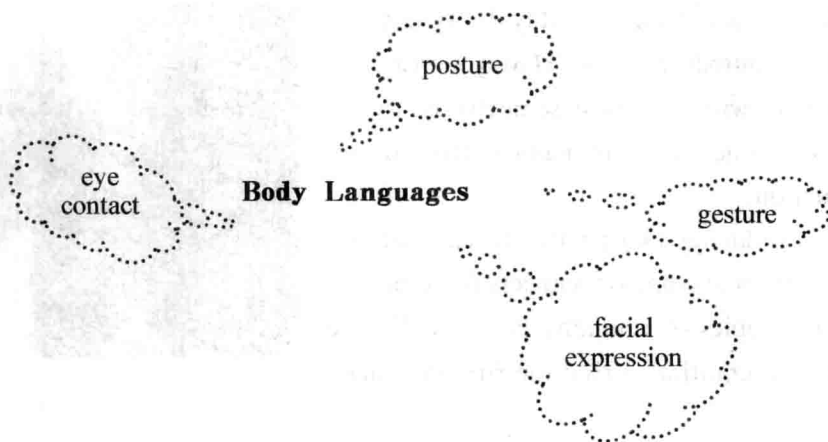
Exercises

Class work: a game.

Normally at the very first class of the oral English course, students do not know each other well. Here is a game that gives you the chance to get better acquainted. Crumple a piece of paper into a small ball. Turn your back to the whole class. Without looking back, throw the paper ball over your shoulder in whatever direction you wish. The student who is hit by the paper ball will stand up and introduce himself or herself to the whole class. Then he or she can continue to throw the paper ball to others.

Part III Body Languages

It is said that body languages are the quiet, secret and most powerful languages because, according to some studies, your words count for only 7% of the messages you want to convey. 55% of the communication between people is based on what people see from others and 38% of the communication is transmitted through one's tone of voice. Though in some cases, people from different countries may interpret body languages differently, welcoming and friendly qualities do flow out naturally and unconsciously if one holds them in one's heart.



Here are some interpretations of body languages that researchers have found partially correct. Do you agree?

- If people stand up and keep their feet shoulder length apart, they are welcoming you sincerely.
- If people only turn around at the hips to say hello, they are probably very busy or in a bad mood.
- If a person's feet go from being together to being spread apart, it could be a sign that he is unhappy.
- When teenagers sit splayed out on a chair or bench, it might mean they want to dominate the territory and show disrespect or



indifference to those in authority.

- In business situations, if someone takes large steps, he is likely very confident about what is being discussed.
- If you want to establish a closer relationship with someone you are talking to, touch him/her on the one arm once or twice (just be careful that your touch is welcome).

Exercises

1. Try to express the following with only body languages to your partner.

- ▷ Our factory produces the best quality products in our country.
- ▷ This conference room is reserved.
- ▷ Your flight is delayed!
- ▷ The price of this product you quoted is too high.
- ▷ Your visa has expired.
- ▷ I don't like the tie you are wearing today. It is too colorful.

2. You and your partner are given some time to create a short body-language story. Show the story to your classmates and let them guess what the story is about. If they guess wrong, explain what has actually happened in the story.



Required Homework

Individual work.

Step 1: Think of 2 people you want to know and make friends with. Think of the reasons of getting know him/her.



your tutor

the librarian

the dorm keeper

your foreign teacher

the head of a students' club

...

the girl selling milk-tea

your teacher

the cook in the restaurant

your new classmate

Step 2: Think of a good time to introduce yourself to him/her.

Step 3: Think of the start of the dialogue. Think of the difficulties you might encounter and the possible ways to overcome them.

Step 4: Go to him/her and try to start your conversation with him/her.

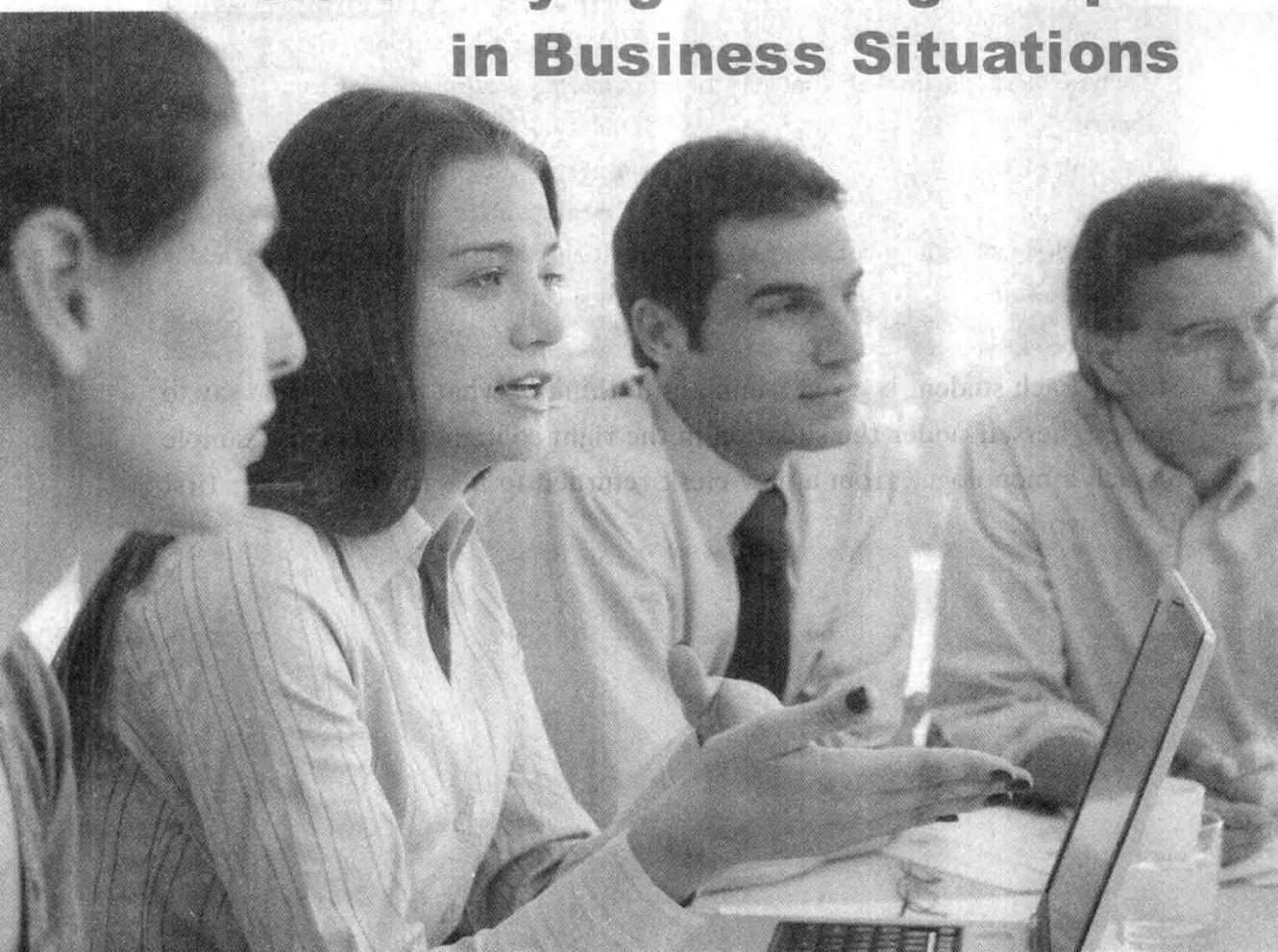
Step 5: Take a camera or a mobile phone with you if you want. If the conversation goes well, ask for permission to take a picture of him/her or to make a recording/shooting of your dialogue.

Step 6: Bring the picture or the recording or the video clip to the class next week.

Note: Shy students can also invite another student to do this homework together.

Unit 2

Role-Playing Meeting People in Business Situations





Pre-Class Exercises

Ask the students to share the pictures, the audio recordings or the video clips that they made with their friends last week.



Single Role-Playing

Step 1: Each student randomly chooses a role from the left column and a scenario from the right column.

Roles
<input type="checkbox"/> a general manager at Apple
<input type="checkbox"/> a new clerk on his/her first day of work
<input type="checkbox"/> a bank officer
<input type="checkbox"/> a car designer from a car company
<input type="checkbox"/> a movie star

Scenarios
<input type="checkbox"/> arriving at the airport five hours delayed
<input type="checkbox"/> entering a hotel room
<input type="checkbox"/> meeting her/his ex-boyfriend/girlfriend at a buffet
<input type="checkbox"/> meeting his/her boss at the office
<input type="checkbox"/> meeting a Korean at a banquet table
<input type="checkbox"/> at an informal get-together with friends in a cafe

Step 2: Each student is given 2 minutes to think of what he/she would say to himself/herself under the situation in the right column. Here is an example of such a monologue from a new clerk returned to her room after her first day of work.



Oh! I've finally arrived home! It is such an awful thing. I am too tired after work. I should sit in the chair and have a glass of Coke. Today is my first day of work, but I made some terrible mistakes and made my boss extremely angry. I'm very unlucky. The boss warned me if I made any mistake again, I would be fired. My hometown is far away and I'm new here. My dream is to earn a lot of money to buy a beautiful house, to keep a lovely pet and to live a happy life. My god! Who can give me some advice to help me be more careful? I'm afraid I will do something that will drive my boss crazy, and then my dream will be ruined. Now, I have so little money, only enough to rent a shabby room like this for this month. If I were to be fired, I would have no place to sleep and I will be homeless. Oh, No! Today was terrible!



Step 3: Invite a partner to prepare to grade the play according to the following evaluation chart.

Long enough? (20%)	Related to the role and the scenario? (20%)	Understandable? (30%)	Clear? (20%)	Loud enough? (10%)	Total score

Step 4: Perform the monologue in front of the classmates. The monologue should last at least 1 minute.

Step 5: Welcome comments from the teacher, the classmates and his/her partner.

Step 6: If a student's monologue is too short, ask him or her to add more details and try again.