

面向高等院校人才培养规划教材

商务英语口语

ORAL ENGLISH FOR BUSINESS COMMUNICATION



主 编 王 坤

副主编 Christian Alexander
Steven Guo



ZHEJIANG UNIVERSITY PRESS

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教育部规划教材

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内容提要

本书是为普通高等院校培养具备国际化素质的复合型人才而编写的教科书。可以作为经贸、金融、管理和英语专业商务英语听说课程的教材。也可以作为其他专业通识教育选修课的教材,教师可以根据实际情况选择部分内容。

本书最突出的特点是面向交际,用依次渐进的练习题教会学生如何用已有的词汇表达最想表达的问题,提高学习效率。

本书的教学内容覆盖了商务社交、商务电话、求职面试、商业网站设计与维护、商务会议与报告,共五章十一单元,在选题设计层面有了一定的突破。例如:电子商务与本书各个主题的有机结合,尤其在商务社交、商务电话两章当中,学生可以学到大量简洁、实用与实体活动融为一体的电子商务语言;商业网站设计与维护,学生可以学到如何用简单、典型的语言来描述公司网站的需求、问题及改进的想法以及作为网站设计维护人员如何与客户就这些问题沟通;会议议程、讨论事项、报告、记录围绕一次商务会议得以完整的展现,并附有本次会议通知、议程、记录和财务报告简表的真实范例,与许多教材分结构训练而无全貌的体系形成良好的互补。

从这一方法论作用出发,本书的编写遵循以下三个特点:第一,跨文化作者团队。商务英语口语交际本书编写是一个跨文化交际活动。由中美教师深度合作的教学写作团队从教学团队建设、中方教师管理水平和国际化发展、英语母语人士语言优势及文化作用的优越利用等方面,满足教学与教材建设的文化要求。第二,文化使用下的话题代际与分解。本书从典型商业文化的角度选择商务话题,按照意、形式、对话的层次逐级分解,保证了每个对话是文化主导的语言应用与表达,成为交际与文化相互促进的突破口。第三,面向方法论的单元结构设计。本书由5章共11单元构成。尽管由于话题的不同略有差异,基本单元结构分为:文化准备;表达尝试;对话训练;对话的模仿或典型表达方法为主线,注重已有词汇的应用,话题出现少量生词,练习的设计从词汇出发,逐步上升到短句、句子、对话、讨论的层面;思维、心理训练;设计了“Think in English”部分,启发思维方式的转换,从而更好地吸收语言交际心理与技能;阅读训练;启发用“讲短句”的方式挖掘阅读在提高口语表达能力方面的潜力;写作技能引导;商务写作相对于学术写作在风格、表达上更加简洁,更易于在口头交际技能的基础上发展,设计了“From Speaking to Writing”部分,以商务写作的介绍及实例引导学生体会两者之间的联系,为商务写作技能训练做好了适当铺垫。

本书由陕西科技大学刘建学教授主审,美籍教师Christopher Alexander, Steven Chen合作

前言

随着我国对外商贸文化交流在公众层面上的拓展,英语口语交际能力正在成为各行业专业人士必备的能力与素质。然而,英语口语交际能力的欠缺一直是中国学生最难突破的瓶颈。主要表现为词汇量不小但却彼此分离、孤立;语法知识全面,但却不能自觉地作为口笔头交际的规则来使用;对文化感兴趣,但却没有很好地找到交际与文化彼此促进的突破口。

这引起了我们对商务英语口语这门课程方法论意义的思考。本书面向上述问题,从以下视角挖掘了商务英语口语教学在突破英语口语交际能力瓶颈问题的方法论作用:在英语作为第二语言的既定文化环境下,在相对系统的商务主题范围内,通过强度、结构合理的训练,使学生将已有的孤立词汇转化为讲短语、讲句子的基本表达单位,在此基础上形成在有提示的情况下对话,通过问题引导展开讨论的口语交际能力。最后较自觉地整合自身已有的语言资源,进行典型商务话题的交流。从而在方法上解决英语学习的“最后一英里”问题,整合资源,提高效率;在技能层面上,满足国际商务沟通表达的基本需求,学会交际,增加自信。

从这一方法论作用出发,本书的策划、编写具有以下三个特点:第一,跨文化的作者团队。商务英语口语交际本身就是一个跨文化的交际活动。由中美教师深度合作的教学、写作团队从教学团队建设、中方管理者管理水平国际化发展、英语母语人士语言优势及文化作用的优化利用方面,满足了教学与教材建设的文化要求。第二,文化视角下的话题选择与分解。本书从典型商业文化的角度选择商务话题,按照章、单元、对话的层次逐级分解,保证了每个对话是文化主导的语言应用与表达,成为交际与文化相互促进的突破口。第三,面向方法论的单元结构设计。本书由5章共11单元构成。尽管由于话题的不同略有差异,基本的结构统一为:文化准备;表达尝试;对话训练:对话的编写以典型表达方法为主线,注重已有词汇的应用,适度出现少量生词,练习的设计从词汇出发,逐步上升到短语、句子、对话、讨论的层面;思维、心理训练:设计了“Think in English”部分,启发思维方式的转换,从而更好地发展语言交际心理与技能;阅读训练:启发用“讲短语”的方法挖掘阅读在提高口语表达能力方面的潜力;写作技能引导:商务写作相对于学术写作在风格、表达上更加简洁,更易于在口头交际技能的基础上发展,设计了“From Speaking to Writing”部分,以简洁易懂的介绍及实例引导学生体会两者的不同与联系,为向书面交际技能的延伸做了适当铺垫。

本书由陕西科技大学管理学院王坤,美籍教师 Christian Alexander, Steven Guo 合作

编写完成。其中王坤任主编,负责教程的选题策划、写作思想、写作提纲的撰写、进度管理、团队沟通、两位美籍教师初稿修改意见的提出,并负责书稿范例及格式、统稿和审稿。其中两位美籍教师对初稿提出修改意见,并负责书稿范例及格式、统稿和审稿。三位作者作为写作依据的写作思想及提纲列于书后附录中,终稿在此结构上进行了改进。写作分工为,王坤:Module 2 及 Module 5 的全部内容;Steven Guo:Module 1 及 Module 4;Christian Alexander:Module 3。两位美籍教师书稿中部分训练内容由王坤补充完成。Christian Alexander, Steven Guo 任副主编,负责协调本教程听力材料的录制。本书听力材料由副主编 Christian Alexander 及妻子 Ashley Dzakek 组织录制。他们在美国都曾多年担任英语和西班牙语教师,在语言教学方面有着丰富的经验。

由于教学工作繁重,编者水平有限,时间仓促,书中缺憾错误之处在所难免,恳请读者及专家、学者拨冗赐教。

主 编

2013年5月

致 谢

本书的顺利编写及完成得益于该领域的科研成果及国内外关注该领域的公众的贡献,在此全体作者向所有在参考文献中列出名字的作者和没办法注明出处的知识成果的贡献者们表示最诚挚的谢意。尽管本书已尽力注明被引用成果的出处,但因为这样或那样的原因,一些成果实在无法追溯来源,对书中此方面的缺憾,在此深表歉意。

本书的顺利出版凝聚着浙江大学出版社编校人员的经验、耐心及无私奉献。我们在这里向他们致以深深的谢意。我们也向对商务英语课程及教学团队建设、外籍教师引进给予大力支持的老师们表示最诚挚的谢意,他们是:陕西科技大学张美云教授、姚书志教授、王胜利教授、马广奇教授、王海刚教授、王芳教授、郑恩让教授、李彩侠教授、孙红梅教授、吴宝惠教授、王秀峰教授、孙宏娟老师以及国际处的万丁老师。Kevin Dean 由于在匈牙利忙于商务英语教学工作,无法按原计划参与教材的编写,但为本书的写作提供了部分参考文献,在此一并感谢。

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Module 1 Cross Cultural Communication

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6. My passport will expire in about a year.
7. The dollar is a common name for currency that is used in many countries.
8. I will not need to show my passport while traveling through many European countries.
9. This is my first time in New Zealand.
10. I've never used German food before.

Module 1 Cross Cultural Communication

Unit 1 Business Travel

In an era of globalization, more and more people are traveling abroad both on business and pleasure. When making a business trip to a foreign country, foreign language and communication skills are indispensable. Even before meeting your business associates or clients, you will have to travel to another country and complete basic tasks such as passing through customs, checking-in at a hotel and ordering food at a restaurant. In this unit, we will see how people communicate while in foreign countries and complete some of the tasks listed above.

At the Hotel
Going to a New York Restaurant
The Local Office in China

Part I Warming Up

Listen to the recording and repeat the following expressions, paying attention to word stress, sentence stress and intonation.

1. Welcome, do you have a reservation?
2. What is the exchange rate?
3. I need to be in Berlin by tomorrow.
4. The hotel is located conveniently by the airport.
5. The time in New York is three hours earlier than in San Francisco.
6. My passport will expire in about a year.
7. The dollar is a common name for currency that is used in many countries.
8. I will not need to show my passport while traveling through many European countries.
9. This is my first time in New Zealand.
10. I've never tried German food before.

Part II Getting Prepared

Listen to the following passage about flying on international flights. Afterwards, several statements will be read. Mark either true or false for each statement.

When traveling on an international flight, it is important to note that this is different from flying on a domestic flight. To ensure that you catch your flight, please arrive at least an hour and a half before your scheduled departure time. You will be required to go through airport security. One way to avoid waiting in line is to check-in online. This will allow you to skip ahead of those flyers who are checking in at the airport. Once you have obtained your boarding pass, dropped off your luggage and passed through the security check; you may be asked to go through exit customs. This process will vary from country to country and you may be asked to fill out a form and to show your passport with a proper visa. This will obviously not occur on domestic flights.

Once you have passed through all the security measures, you can then proceed to your terminal and gate to board your plane. Your gate number should be clearly marked on your boarding pass. If it is not, there will be plenty of monitors where you can check for your gate. Walking to the gate may take a few minutes especially in larger airports.

When your plane is about to land, a flight attendant will hand you an entry form into the country you are about to enter. Make sure to fill out the form properly and accurately. You may ask a flight attendant for help if you have questions.

Going through entry customs can be difficult. In most airports, speaking English or the country's native language is best. Mostly likely, you will have to wait in line for an official to check your passport. Waiting in line can take as long as an hour at times. The customs official will most likely ask you about your business in the country and how long you intend to stay. You may also be asked to give a fingerprint but the process is different in every country. Be sure to answer all questions you are asked honestly.

Once you have gone through customs, you will proceed to pickup your luggage. After that, you are free to leave the airport and go to your intended destination.

Which is correct?

1. Traveling on an international flight is the same as traveling on a domestic flight. ☐
2. Arrive at least an hour and a half before your flight is scheduled to take off. ☐
3. The passage mentioned that flying on an international flight is very difficult. ☐
4. The passage mentioned that different countries have different customs procedures. ☐
5. To save time, passengers should avoid online check-in and go directly to the airport. ☐

6. You may need a visa to travel to certain countries. ☐
7. Your gate number should be written on your boarding pass. ☐
8. When flying to Paris, it is appropriate to speak French to a customs official even if you are not French yourself. ☐
9. When flying to Paris, it is appropriate to speak English to a customs official. ☐
10. The customs official will usually ask about your financial background during questioning. ☐

Part III Model Conversations

Conversation 1 At the Hotel

I Vocabulary

1. vacancy ['veikənsi] n[C].
2. layover ['leiəuvə] n[C].
3. ethernet ['eθənet] n[U].
4. wifi ['waifai] n[U].
5. transaction [træn'zækʃən] n[C].
6. complimentary [kəmpli'mentəri] adj.

1. Listen and repeat, paying attention to the stressed syllable of each word.
2. Practice reading without referring to the word sound.
3. Listen for the word usage in live situations. Underline the collocation.

Conversation 1

A: Good day to you, sir.¹ Welcome to the New Asia Hotel.²

B: Thank you. I'll be needing a room for the night. Do you have any vacancies?

A: Yes, sir.³ Do you plan to stay for only 1 night?

B: Yes, I'm only in Seoul for a layover. I'll be heading out⁴ on an 9:30 flight to Tokyo tomorrow morning.

A: Any guests with you, sir?

B: No, just myself.

A: Very good. The rate for a room with one queen bed is 130,000 Korean Won.⁵

B: How much is that in dollars?

A: That's roughly 115 American dollars.

B: How much is it in Australian dollars?

A: Roughly the same.⁶

B: Okay. That sounds good.⁷ Do you know if the room has an internet connection?

A: Yes, all of our rooms contain an ethernet port. There is also a wifi hotspot in the

lounge on the second floor.

B: Great.

A: I do need a valid credit card to book your room.⁸ There may be a small international transaction fee depending on your credit card.

B: Here you go. As I mentioned, I do need to be waking up rather early to get to the airport. Can I schedule a wake up call with you?

A: Certainly. It shouldn't take you more than half an hour to get to the airport from here. Do you think 6:00 is appropriate? That will allow you some time to enjoy our complimentary breakfast.

B: Sounds lovely. I could use a cup of coffee in the morning. What about dinner here? Are there restaurants available inside the hotel?

A: We have our main dinning room on the second floor. It serves traditional Korean food but also has a more westernized menu. We also have a sushi bar⁹ on the third floor and a French bistro there as well. Here is your card back, sir.

B: Thank you.

A: Enjoy your stay.

4. Listen to the contextual definition of the vocabulary and match the word with its definition.

Word	Definition
vacancy	a method of connecting electronically devices together; used to connect to the internet
layover	something that is not taken or unoccupied
ethernet	a period of rest or a break in the middle of a journey
wifi	a technology that allows computer devices to link together wireless; popularly used for internet connection
transaction	given free to people
complimentary	when something is bought or sold

5. Listen and fill in the blanks with the proceeding vocabulary, taking into account word definitions and the contextual clues below.

- [1] Does your coffee shop have a _____ connection?
- [2] The cost will be 10 yuan to complete your _____.
- [3] The _____ in Toronto will last for two hours. We will leave for Vancouver afterwards.
- [4] We do not have an open _____, all of our positions are filled.
- [5] Terry has been a _____ in our home.
- [6] This wine comes _____ with your meal.

II. Listen and speak

1. Listen and match the words in Column A and Column B to make a phrase. Then try to speak in full sentence with that phrase.

Column A

head
transaction
complimentary

Column B

fee
breakfast
out

2. Use the prompts to finish the dialogues between the receptionist and the guest.

Receptionist

- [1] Initial Greeting
- [3] Reply to inquiry and ask for length of stay
- [5] Reply to questions and ask for credit card
- [7] Schedule the wake up call
- [9] End conversation

Guest

- [2] Inquiry into vacancy
- [4] Ask for cost of room and additional questions
- [6] Ask to set up a wake up call
- [8] Thank receptionist for information and inform guest about dining options

3. Try to answer the following questions with your own words.

- [1] What is a hotel?
- [2] Where is the New Asia Hotel located? Which city, country and continent?
- [3] Is the New Asian Hotel expensive? Why do you say so?
- [4] What is required to book a room at the New Asia Hotel?
- [5] Do you believe that the hotel described in the conversation is a good place to stay? Why or why not?

III Notes—Think in English

1. Business Greeting

When walking into a business, it is commonplace for an employee to greet you. This is especially common in service businesses like hotels and restaurants.

Alternative Greetings

- [1] Welcome to the New Asia Hotel. How may I help you?
- [2] Welcome to our hotel, would you like a room for the evening?

If you are not greeted, simply speak to an employee yourself. "Hi, I would like a room for the night. Do you have any vacancies?"

2. Customer Service

Along with a greeting, it is standard practice for an employee to welcome a

customer to a business. The phrase “welcome to...” is a common expression used when someone enters a new location. The phrase is not limited to business but is also used when guests enter homes or places of residence.

3. Responding to vacancies

“Yes, sir. Do you plan to stay for only 1 night?”

A hotel receptionist has already greeted a potential guest and has been asked about the vacancies in the hotel.

Alternates
[1] Simple response: Yes, sir.
[2] Asking how long the guest plans to stay: Yes, sir. How long do you intend to stay?
[3] If no vacancy is available: I apologize but we're fully booked for the night.

3. Responding to length of stay

“Yes, I’m only in Seoul for a layover. I’ll be heading out on an 9:30 flight to Tokyo tomorrow morning.”

When booking a hotel room, it is common to be asked your intended length of stay (the number of nights you will spend in the hotel). The guest replies that he intends to stay for only one night as his plane to Tokyo leaves the next morning.

Alternates
[1] Simple response: Yes, just one night.
[2] Response if staying for multiple nights: I’ll actually be staying for three nights.

4. Expression :heading out

Indicates that someone is leaving or about to leave at a certain time in the future.

5. Currency

“That’s roughly 115 American dollars.” Different countries use different currencies such as the pound, yuan, won or yen. The dollar is actually the name of the currency for multiple countries.

Alternates
[1] That’s about 110 Australian Dollars.
[2] It’s 140 New Zealand Dollars.
[3] It’s about 90 euros.

6. Expression: "Roughly the same."

Describes that something is similar to another item.

Alternates
[1] About the same.
[2] Very similar.
[3] The same thing*. *used with hyperbole to describe likeness; does not necessarily mean that two things are exactly alike

7. Expression: "That sounds good."

Used to affirm that the previous statement is satisfactory or to show that the speaker agrees or accepts what has just been said.

Alternates
[1] Sounds fine.
[2] Fine with me.
[3] Okay.

8. "to book"

Means "to reserve" or "to reserve a place." Used commonly wherever a reservation might be needed (restaurants, hotels, etc.)

9. Modern Dinning

Foreign restaurants are increasingly common across the globe. Sushi bars are Japanese eateries while bistros serve traditional French food in a relaxed atmosphere.

Conversation 2 Going to a New York Restaurant

I Vocabulary

1. accent['æksənt]n[C].
2. aviation[ævi'eɪʃən]n[C].
3. narrow['nærəʊ]adj.
4. borough['bɜ:rə]n[C].
5. advertising['ædvɜ:taɪzɪŋ]n[U].

1. Listen and repeat, paying attention to the stressed syllable of each word.
2. Practice reading without referring to the word sound.
3. Listen for the word usage in live situations. Underline the collocation.

Conversation 2

A: Hi there, where would you like to go?

B: To a restaurant called Eleven Madison Park¹, do you know where it is?

A: Yes ma'am, it's over at Gramercy by Union Square².

B: I'm from Brazil so I'm not familiar with the geography of New York City.

A: I thought that you were South American from your accent.

B: Right. I'm from Brazil.

A: Where in Brazil are you from?

B: Sao Paolo. It's a large city like New York.

B: Yes, I'm in the aviation industry. We're meeting with executives from a few airline companies while we're in town.³

A: I'm going to take you right in front of the restaurant. We're in western part of Manhattan and we need to get to the eastern side but that won't take long because the island is long and narrow.

B: Do you go to the other parts of New York?

A: Almost every day. New York has five boroughs and we're in Manhattan now. The other boroughs are known as the outer boroughs because Manhattan is in the center. There's Brooklyn to the south and southeast, the Bronx towards the northeast, Queens directly east and Staten Island on Manhattan's southeast.

B: Is traffic always this bad?

A: In Manhattan it is. It's much better in the outer boroughs.

B: I saw a sign for Madison Park. Is the restaurant near there?

A: Yes, it's on the park's eastern side. You can see the park itself from the windows of the restaurant. It's called Eleven Madison Park because the address is Eleven Madison Avenue.

B: Ah, Madison Avenue. That's a really famous street for the advertising industry.

A: Yes, and we're here now. It's eighteen dollars and fifty cents for the ride.

4 Listen to the contextual definition of the vocabulary and match the word with its definition.

Word	Definition
accent	anything associated with the use of aircraft (airplanes, helicopters, etc.)
aviation	something that is longer than it is wide
narrow	a district or subdivision of a city
borough	a field associated with producing advertisements or commercials for various businesses
advertising	a form of pronunciation of a language associated with a country or particular region

5. Listen and fill in the blanks with the proceeding vocabulary, taking into account word definitions and the contextual clues below.

[1] The people of _____ speak Portuguese because of Portugal's colonial history in South America.

[2] The Boeing 787 Dreamliner is one of the most impressive planes in _____.

[3] That's only a _____ sampling of public opinion.

[4] Good _____ always tells the consumer what product is being sold.

[5] The friction between labor and _____ is obvious.

II Listen and speak

1. Listen and match the words in Column A and Column B to make a phrase. Then try to speak in full sentence with that phrase.

Column A Column B

the geography your accent

from of New York

the outer boroughs

2. Use the following prompts to make a conversation between the driver and the rider.

Driver

Rider

[1] Ask for destination

[2] Name destination

[3] Name destination and reaffirms location

[4] State unfamiliarity with location

[5] Ask rider personal questions

[6] Reply to questions

[7] Explain geography

[8] Ask about location

[9] Answers questions about location

3. Try to answer the following questions with your own words

[1] What are the areas or neighborhoods in the city that you live in?

[2] What industries do you think will be prosperous in the future?

[3] What modes of transportation do you use?

[4] Would you like to travel for work? Why or why not?

[5] Where would you like to travel to on your free time?

III Notes—Think in English

1. Locations

Many of the words in the above conversation refer to locations. You can identify these as most of them are proper nouns. Gramercy and Union Square are both locations within New York City. Brazil is a country on the continent of South America. Sao Paolo is a large city in Brazil. Eleven Madison Park is the name of a restaurant.