



国家“十二五”职业
规划教材
经全国职业教育教材
审定委员会审定

新商务英语教程

A NEW
ENGLISH COURSE
For
BUSINESS STUDIES

新商务英语听说教程

Listening and Speaking Skills

总 主 编 彭 丽 谢职安
主 编 彭 丽



清华大学出版社



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A New English Course for Business Studies

—Listening & Speaking Skills 4

新商务英语听说教程 4

总 主 编：彭 丽 谢职安

主 编：彭 丽

副 主 编：江晶鑫 尹华玲

编 著：邓 娟 高 媛 文传淑

肖 峰 赵帮华 张夷弛

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内 容 简 介

“新商务英语教程”系列教材采用话题、语言技能和任务紧密结合的编写原则，以话题为核心，语言技能为主线，结合职业资格证书考试的题型精心设计了任务型活动，英语语言和商务交际两项基本功的练习贯穿每个教学单元。本教材为《新商务英语听说教程4》，分为8个单元，每单元由 Learning Objectives, Lead-in, Listening Focus, Work Step by Step 和 After-class Activities 5个模块构成，组织和安排不同层次和多种形式的听、说活动，对英语的听和说的基本技能进行训练。

本教材可供高职高专院校商务英语专业和应用英语专业外贸和涉外文秘方向的二年级学生使用。

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“新商务英语教程”系列教材

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《新商务英语听说教程》是以《国家中长期教育改革和发展规划纲要(2010—2020年)》及高等职业教育商务英语专业教学标准为依据,以高职院校商务英语专业学生的就业需求为导向编写而成的。本教材是“新商务英语教程”系列教材的主干教材之一。教材的编写着眼于夯实高职院校商务英语专业学生的英语基础,致力于英语语言和商务交际双项基本功的培养,同时注重学生的自主学习和合作学习能力的开发,以解决实际问题为纽带,实现理论、实践、知识、技能与情感态度的有机融合。

本教材为《新商务英语听说教程4》,供高职高专商务英语专业和应用英语专业二年级学生使用。该教材具有如下鲜明特色:

1. 全系列教材与同一级别的《新商务英语综合教程》、《新商务英语阅读教程》主题一致,横向贯通,使语言材料在同一层面上以多种形式展开并复现,使学生在不同情况下反复接触同一话题的多种表达形式,有利于他们掌握并牢记所学知识。

2. 针对性强,难度适中。本教材为高职商务英语专业二年级学生量身设计,以其认知水平、生活经验和兴趣等为出发点,在内容的编排上由浅入深,循序渐进,更有利于学生的语言能力和职业素养的培养与提高。

3. 任务导向,突出功能。在本教材中,话题、功能与任务相结合,以任务为导向,功能为主线组织教学单元,安排不同层次和多种形式的听、说活动,体现模块化、系列化的特色。

4. 交互性强,情景丰富。本教材听说并举,两者交替进行,相辅相成,逐步深入;交际情景丰富,有分别进行的模拟独白,有两人一组的情景对话,还有多人合作的角色扮演。

5. 形式活泼,寓教于乐。教材内容新颖活泼,图、文、声、像相结合,形象生动,直观鲜明,尤其是视频片段的引入能够有效激发学生的学习兴趣。

本教材共8个单元,每单元由以下几个部分组成:

Learning Objectives 提出学生通过本单元学习,预期达到的专项听力技能目标、信息摄取能力目标以及语言输出能力目标。

Section A: Lead-in 包括“Icebreaker”和“Reading Aloud”两部分。“Icebreaker”是用于激活学生学习状态的热身活动。通过看图片回答问题,复习上单元的知识,引入本单元主题,有良好的承上启下作用,使学生能够自然地进入学习状态。“Reading Aloud”是听说训练之前的朗读练习。使学生通过开口朗读与本单元主题相关的文本,一方面锻炼朗读能力,另一方面了解单元主题,为后续听说活动做准备。

Section B: Listening Focus 侧重培养学生专项听力技能。训练内容为本单元出现率较高的语音现象或商务内容,通过专项练习,辅以相关英语听力学习策略指导,帮助学生尽快掌握专项听力技能。

Section C: Work Step by Step 是每个单元的主体部分,通过各种听说活动来培养学生

的商务交流基本技能。任务分3步进行,每项任务分别有一个听力活动“Sharpen Your Ears”和一个口语活动“Let’s Talk”。其中任务1“Getting Started”旨在让学生掌握本单元主题下的最基本表达法,为下一步听说任务做准备;任务2“Going Further”是展开主题任务、深化主题内容的交际练习,其口语活动是两人一组的对话练习;任务3“Playing Your Role”侧重本单元所学知识方法的综合运用,口语活动是以小组为单位的角色扮演。

Section D: After-class Activities 分为“Be an Active Listener”,“Presentation”和“Enjoy Your English”3项活动,“Be an Active Listener”补充内容上贴近国际商务英语考试或剑桥商务英语考试要求的习题,使教材逐渐与商务英语考试相接轨,同时为学生提供了良好的自主学习的平台。“Presentation”要求学生以小组为单位,总结并展示与本单元主题相关的主要问题,侧重对学生合作能力、调研能力、总结能力与展示能力的培养。“Enjoy Your English”多为与主题或听力技能相关的英语电影或歌曲等材料,劳逸结合,寓教于乐。

本教材在撰写过程中参阅了国内外大量英语教材及文献,同时得到了许多专家的宝贵意见和建议,北京联合大学英籍专家 Colin James Osland 对全书进行了文字审定,我们在此一并表示衷心感谢。编写组也殷切希望专家、学者及广大读者对教材中的不当之处不吝指正。

编 者

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Corporate Culture

Learning Objectives

In this unit, you will learn

- to recognize signposts words;
- to get to know the features of organizational culture;
- to discuss how to build a positive organizational culture;
- to talk about the organizational culture of a company.

Section A Lead-in



Icebreaker

Look at the pictures below and answer the questions.



- ✧ What have you learned about insurance?
- ✧ What foreign-funded insurance companies in China do you know? Say something about one of them.



- ✧ How much do you know about Baidu besides their search engine? Name at least ten facts about Baidu.



Reading Aloud

Basically, organizational culture is the personality of the organization.

This Culture is **comprised** of the assumptions, values, norms and **tangible** signs of organization members and their behaviors. Members of an organization soon come to sense the particular culture of an organization. Culture is one of those terms that's difficult to express **distinctly**, but everyone knows it when they sense it. For example, the culture of a large corporation is quite different from that of a hospital or a university. You

comprise v. 组成, 构成
tangible adj. 真实的

distinctly adv. 清楚地

can tell the culture of an organization by looking at the arrangement of furniture, what they talk about, what members wear, etc.—similar to what you can use to get a feeling about someone's personality.

Organizational culture can be looked at as a system. Inputs include feedback from, e.g., society, professions, laws, stories, values on competition or service, etc. The process is based on our assumptions, values and norms, e.g., our values on money, time, facilities, space and people. Outputs or effects of the culture are, e.g., organizational behaviors, technologies, strategies, image, logo, products, services, appearance, etc.

(178 words)

Questions:

- ✧ Why do we think of the organizational culture as the personality of a company?
- ✧ Why do the members of an organization soon come to sense their organizational culture?
- ✧ Why do we think it so hard to express organizational culture clearly?
- ✧ As a system, what respect does organizational culture embody in?

Section B Listening Focus

Listening for Signpost Words

In listening tasks, the speaker often uses some words or phrases which may help listeners follow the speaker so that he/she can understand and predict what the speaker is going to say next. These words are called signpost words. They are used to link or connect one idea with another, show what is happening or the direction in which a conversation, talk or discussion is leading. Recognising signpost words and using them to predict what a speaker will say is a very important skill you need to grasp.

A. Listen to the following sentences, fill in each blank with a proper signpost word. The function of the word is given in brackets as a hint.

1. Corporate culture can be negative, neutral, or positive, _____, it changes over time. **(Leading towards a contrast or opposite)**
2. _____, companies seem to be relying on the CFO's more informal influence. **(contrast or opposite)**
3. _____, a notable difference between Chinese and Western business etiquette is conflict handling. **(Introducing an example)**
4. CFOs in manufacturing, _____, are significantly more likely to be value managers than those in the financial-services industry. **(Introducing an example)**
5. _____, the financial department must decide how much of any surplus funds to divide among shareholders to encourage investing. **(Providing additional information)**
6. _____, few respondents report plans to increase the outsourcing or offshoring of finance activities. **(Providing additional information)**
7. _____, we can say both are dependent on each other. **(Suggesting cause and effect or result)**
8. A Human Resource worker needs to be able to keep relevant records _____ they are involved in administering employee benefits. _____, not only the basic information about an employee needs to be kept but also how they fit into the organizational system. **(Suggesting cause and effect or result)**
9. _____ I would like to talk about the early development of our company. **(Setting out the stages of a talk)**
10. _____, Mr. Smith gave an excellent summary of the meeting. **(Setting out the stages of a talk)**

B. Listen to the following sentences and fill in the blanks with the signpost words. Identify what function the signpost words serve in each sentence.

on account of	as a result of	besides	although	on the top of everything else
what is more	for example	finally	but	first ... and next

1. A business owned by multiple individuals may be referred to as a company, _____ that term also has a more precise meaning.
2. _____, we now have to worry about the quality of our products.
3. _____, before we go I'd like to thank you for coming along to the meeting this evening.

4. _____ all-out efforts we made, we managed to reach the target we set at the beginning of this year.
5. Preparation was made for this forum, _____, notebooks and pencils...
6. _____ retailing business, internet is also playing an important role in wholesaling business.
7. Travelling the world is always exciting _____ nothing can beat the joy of coming home.
8. I could not enjoy the day _____ the awful weather.
9. _____, if you really want to start an online store, you'll need a great product and a user-friendly website, _____, you'll have to make a solid marketing plan.
10. It is a useful book and, _____, not an expensive one.

Section C Work Step by Step

Task 1 *Getting Started—Internet Giant*



A. Sharpen Your Ears

(Task 1 is based on the interview between Baidu's CFO Li Xinzhe and CNN's News Reporter Eunice Yoon.)

1. Watch the first part of the interview and answer the three questions below.



CFO of Baidu: Li Xinzhe



CNN's News Reporter Eunice Yoon

Word bank

dynasty	<i>n.</i>	朝代	search engine		搜索引擎
dominate	<i>v.</i>	占主导地位	NASDAQ	<i>n.</i>	纳斯达克指数
gain ground	<i>n.</i>	占据优势; 赢得一席之地	high-profile	<i>adj.</i>	备受瞩目的
retreat	<i>n.</i>	退出	run into problems		遇到问题
alleged	<i>adj.</i>	有嫌疑的	cyber-attacks	<i>n.</i>	网络攻击
notorious	<i>adj.</i>	声名狼藉的	censorship	<i>n.</i>	网络审查
pit...against		使竞争; 使与……对抗	replicate	<i>v.</i>	复制
a whole slew of		整个一系列的……			

Questions:

- 1) What is the Baidu?
- 2) Who is the Baidu's biggest rival?
- 3) What is the core of Baidu?

2. Watch this video clip again and choose the best answer to each of the following questions.

- 1) Baidu, the word comes from the _____, a poem.
A. Song Dynasty B. Ming Dynasty C. Qing Dynasty
- 2) The word Baidu originates from ancient times, but now it's the name of _____.
A. one of China's research leaders
B. one of China's technology leaders
C. one of China's art leaders
- 3) When did Baidu go public?
A. In 2003. B. In 2004. C. In 2005.
- 4) Why did Baidu win the Chinese market?
A. Because Google retreated from China.
B. Because Baidu listed on the NASDAQ recently.
C. Because Baidu cooperated with Chinese authorities.
- 5) What's the share of the existing market of Baidu?
A. 46%. B. 47%. C. 48%.

3. Watch the second part of the interview and decide if the following statements are true (T) or false (F).

Word bank

flow	<i>n.</i>	流动, 流通	perspective	<i>n.</i>	远景; 前途
niggling	<i>adj.</i>	为琐事操心的	apparatus	<i>n.</i>	机构
elaborate	<i>v.</i>	详细说明	nurture	<i>v.</i>	培育
dimension	<i>n.</i>	特点; 方面	vibrant	<i>adj.</i>	充满生气的

- () 1) According to the news reporter, the powers of the Chinese government to regulate Chinese Internet are increasing.
- () 2) As a search engine, Baidu can provide more information on the Internet without any restriction.
- () 3) Li Xinzhe believes that the media space has developed largely in terms of the openness and freedom of flow of information in the past 30 years of the whole world.
- () 4) According to the news report, the Chinese government actually believes that Baidu is too powerful.
- () 5) The rapid developing of the internet can meet the different purposes of people, which produces a new kind of economy.

4. Watch the last part of the interview and answer the questions below.

Word bank

copycat	<i>n.</i>	抄袭者	appreciation	<i>n.</i>	欣赏
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- 1) What did the reporter mean by “you can’t be a leader if you are a follower”?
- 2) According to the interview, how many International companies have got a foot into the China’s Internet space? What are they?
- 3) How does Baidu gain the market in China?

 B. Let's Talk

The excellent business philosophy can guide a company to success and establish a trustful