

高职高专“十二五”规划职业英语系列教材



新起点职业英语系列

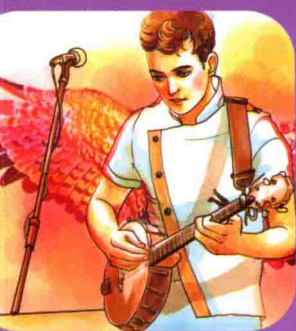
吴云◎总主编

COLLEGE ENGLISH FOR CAREERS

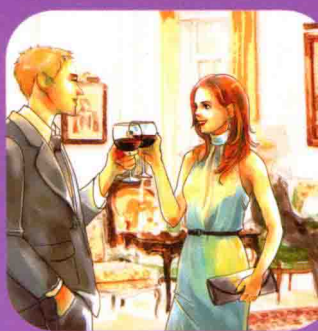
LISTENING AND SPEAKING COURSE

新  
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# 职业英语 听说教程 2



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副主编◎黄 炜 何崇明  
陈琴珍 梁 宸



(含MP3光盘)



上海交通大学出版社  
SHANGHAI JIAO TONG UNIVERSITY PRESS

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## 内 容 提 要

本书是“新起点职业英语系列”,针对高职高专英语听说教学要求编写。本书尊重语言教学的基本规律,选用最新语言材料,围绕学生的学习兴趣,贴合学生的学习认知新特点,运用现代媒体技术,打破听说隔离平面培养模式,将听与说巧妙融合,相互促进。

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吴云 总主编

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# 前言

现阶段大学英语教学面临一个挑战,即:学生学什么和教师怎么教的问题。一本真正符合现代大学生外语学习认知特点的教材,其编写理念必定要遵循以下几个规律:

从教材的载体来看,内容是根基。一是内容的真实性,二是内容的实用性。

从教材的主体来看,语言是关键。作为一本语言教材,要着实打造好语言范例,要体现现代英语的语言特征。

从教材的传播方式来看,文化和思想是促使语言和内容最大吸收的催化剂。按照 Sapir Woolf 所提出的语言文化观,语言知识的传播和技能的形成离不开文化和思想的渗透。在真实的被赋予了文化和思想的语言环境下,语言变成一种欣赏而不是学习,是主动式吸入而不是外力强迫下的输入,离开这个语境后使用吸入的语言,就是情不自禁的言语的自由运用,而不是矫揉造作的语言输出。因此,我们得出两个道理:一是教学的目标寓于创设融文化和思想于一体的多模态语言生态环境之中;二是以语言使用促进语言吸入,在使用中熟悉语言、文化和思想。不提输入,提吸入,不提输出,提使用,这才能学到鲜活的语言。

本套“新起点职业英语系列”体现了以上这些学生需求,突显了以下几个特征:

- 一、力求创设工作文化,在文化享受中自然习得得体的语言表达;
- 二、力求创新教学方法,提高学生的学习成就感,练就学生的英语语言基本使用能力,更主要的是帮助学生树立信心,激发进一步学习的热情;
- 三、力求建设柔性教材,张弛有度,使得知识技能的吸入与使用同时进行,使用带动吸入,反复循环。

## 本教材特色:

首先,本套教程提供了一种柔性的教学素材和适应性强的教学手段,比如体现降低难度的词图联想法、看图辨义法等。

其次,本教程改变了传统的长信道、定向式、疲劳型互动模式,建立短信

道、漫游式、轻松型的交互模式。选取的素材均短小精悍,练习形式活泼多样。

第三,本教材的设计突破传统,采用 compartmentalism 理论,把要学习的知识和技能放进一个个的小盒子(即模块),逐个完成,提高学习者的成就感,是一种推进式的教学模式。

本套教程包括《听说教程》、《读写教程》、《拓展教程》,各有三册。每册有10个单元,供一个学期使用。每种教程涵盖个人发展、商务工作流程和管理理念中典型的30个主题或场景。听说、读写和拓展教程主题一致、内容紧密相扣、语言难度随着学习的深入逐渐加深,同一册的三种教程可同时供一个学期使用。在使用本套教程时,欢迎广大读者提出改进建议。

编者

2013年7月



# 编写说明

本套教材根据相关高职高专英语教学指导委员会“高级职业英语能力认证检测指南”编写。在巩固英语语言知识的基础上,强化交际技巧,凸显英语应用能力的培养。

本套教材尊重语言教学的基本规律,选用最新的语言材料,围绕学生的学习兴趣,贴合学生的学习认知新特点,运用现代媒体技术,打破听说读写隔离式平面培养模式,将听与写、读与听、说与读的技能训练巧妙融合,相互促进。

本套教程包括《听说教程》、《读写教程》、《拓展教程》,各有三册。每册有10个单元,供一个学期使用。每种教程涵盖个人发展、商务工作和管理中典型的30个主题或场景。具体如下:

## 模块一

New environments, New Starts  
Self-introduction  
Career Planning  
Invitations  
Entertaining Visitors  
Office Management  
Business Trips  
Company Presentation  
Sales Promotion  
Business Negotiations

## 模块二

Be Your Own Boss  
Trade Shows and Fairs  
Under Contract  
Workflow Improvement  
Professional Ethics  
Modern Project Management  
Oral Presentations  
Quality Matters  
Buying Strategies  
Problem Resolutions

## 模块三

Market Research  
Finance Channels  
Foreign Investment  
Human Resources Management  
Logistics Management  
Accounting Management  
Customer Satisfaction  
Information Management  
Awareness of Branding  
Self-development



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# Unit 1 Be Your Own Boss

## I. Starter—Small Jobs if Done Well Mean a Lot

Listen to a dialogue and fill in the blanks with what you hear. Then retell the dialogue to your partner.

Woman: Most bee jobs are small ones. But Bees know that every small job, if it's done well, means a lot. But 1) \_\_\_\_\_, because you'll stay in the job that you pick for the rest of your life.

Man 1: The 2) \_\_\_\_\_ for the rest of your life? I didn't know that.

Man 2: What's the difference?

Woman: And you'll be happy to know bees as a species haven't had one day off in 3) \_\_\_\_\_.

Man: So you'll just work us to death?

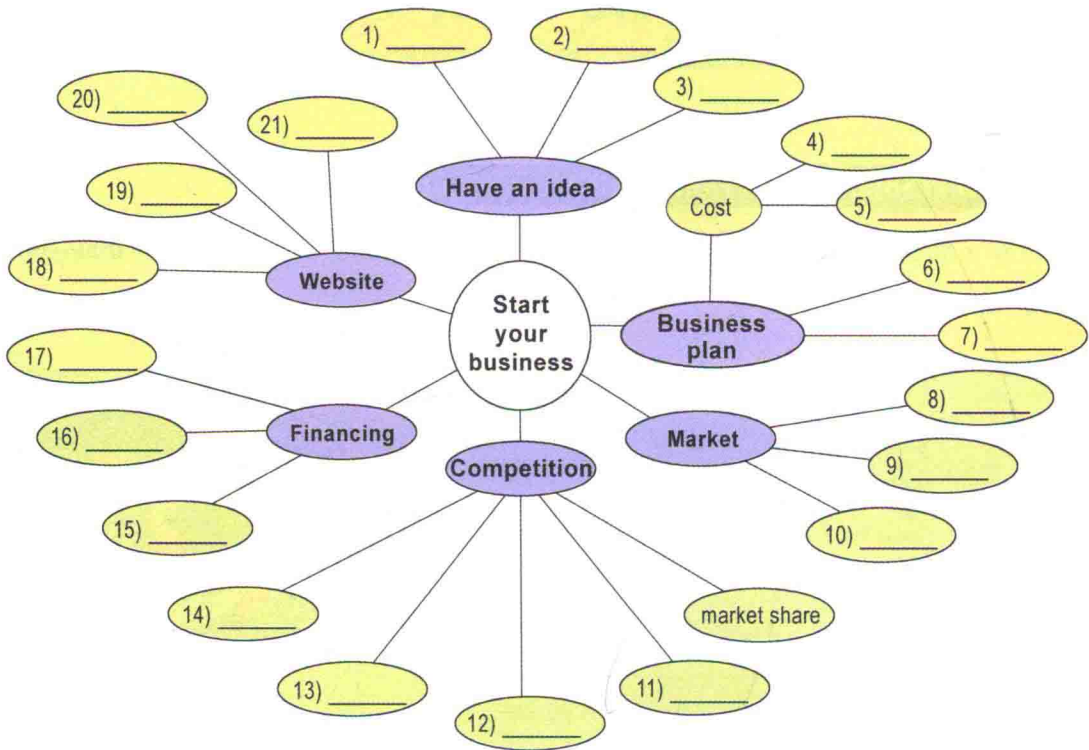
Woman: We'll sure try.



## II. Working with Words—Starting Up a Small Business

1. Read aloud the following expressions after the recording. Then complete the word spider web with the expressions.

stable	competitor	start-up loan	sales figures	
evaluate	payment	Paypal	online forum	
market share	network server	competition	invest	benefit
passionate	budget cost	unique	keen	
fixed cost	variable cost	capital outlay	potential	target market



**2. Write down the words in the following sentences that are different from what you hear.**

- 1) The plan forces you to define your business and understand the composition. \_\_\_\_\_
- 2) Even though social methods are essential today (you must use them!), don't underestimate the power of other methods to get the word out. \_\_\_\_\_
- 3) A bucket indicates how much money you have available to spend on advertising. \_\_\_\_\_
- 4) By using a bank you already know, the bank will have easy access to your financial records and will be more confident in wedding with you. \_\_\_\_\_
- 5) Don't let people take advantage of you. Require basement within a specific period of time. \_\_\_\_\_

**3. Fill in the blanks with one of the words in the list in Exercise 1. Then read aloud the sentences after the recording.**

- 1) Research to find out which \_\_\_\_\_ is best for you. However, make sure that whatever online system you use is secure.
- 2) You will want to reach out to \_\_\_\_\_ customers in ways that make them want to use your business.
- 3) Think about the most effective places to advertise and what time of day, month or year are going to work best to reach your \_\_\_\_\_.
- 4) Established small-business owners can rely on \_\_\_\_\_ from prior years to estimate profits.
- 5) We can improve our margin if we reduce some of our \_\_\_\_\_.

**4. Listen and fill in the blanks with the words you hear.**

You will need an 1) \_\_\_\_\_ for a business before you do anything else. This should be something you are 2) \_\_\_\_\_ about. Whatever your idea is, be sure it's as 3) \_\_\_\_\_ as possible. This will help you eliminate or significantly combat 4) \_\_\_\_\_, which will make your business more successful.

You will need a solid business plan to present to any investors and the best place to start would be with determining your basic cost of operations. It includes production costs, shipping, taxes, workers' wages, rent for workspace, etc. Once you have a general idea of how much money you have to work with, write up a 5) \_\_\_\_\_ for marketing.

Determine your 6) \_\_\_\_\_ market. Be realistic. How many people will realistically use your business? How much will they pay to use your services?

Evaluate your competition; if their 7) \_\_\_\_\_ or product offering is too strong and stable, then you will have a very hard time breaking into the market.

Talk with a bank with whom you already have a positive relationship. Ask about what kind of business 8) \_\_\_\_\_ they offer and how they can benefit your business.

Any business that wants to survive the next ten years is going to have to have a 9) \_\_\_\_\_. People will use it to contact you, find your location, learn your operating hours, ask you questions, make suggestions, and maybe even buy your products or services.

If you plan to have products for sales online you will need to make sure to set up an accord 10) \_\_\_\_\_ system. Services like Paypal make this incredibly easy.

### III. Getting to Talk—Am I Ready?

Listen and complete the answers to the questions orally.

1) What do I need before I get started setting up my own business?

Before you get started, find out if people are interested in buying \_\_\_\_\_ and who your \_\_\_\_\_ are and whether the market can \_\_\_\_\_ your business. Conduct some research to see whether your idea is really \_\_\_\_\_.

2) What type of business should I start?

Do you want to start a new business or would it be better to \_\_\_\_\_? Starting a new business requires a great deal of time and money. You'll need to research the market, raise \_\_\_\_\_, establish contacts, find a \_\_\_\_\_ and maybe hire \_\_\_\_\_. Buying an established business or a franchise has the advantage that operations are already \_\_\_\_\_.

3) Which business structure should I choose?

Will you be a sole trader, in a \_\_\_\_\_, a \_\_\_\_\_ or a trust? There are advantages and disadvantages to consider for each.

4) How do I choose a business name?

Choosing the right name will help ensure you're creating the right \_\_\_\_\_ for your business. It'll also help to distinguish it from your \_\_\_\_\_. Before deciding on your name you should familiarise yourself with the different \_\_\_\_\_ requirements.

5) How do I write a business plan?

Once you've conducted research into the \_\_\_\_\_ of your new business you're ready to write your business plan. Your business plan is essential for your business—it's your \_\_\_\_\_ for the future. It sets the \_\_\_\_\_ for your business and keeps you on track once you're up and running.

### IV. Short Conversations

Listen to the conversations and decide whether the corresponding statements are True or False.

#### Glossary

capital ['kæpɪtl] *n.* 资金

passionate ['pæʃənɪt] *a.* 有激情的

PR=public relation 公共关系

resign [rɪ'zaɪn] *v.* 辞职

business start-up loan 企业启动贷款

operating hours 营业时间

**Conversation 1**

T  F 1) One of the suggestions is that you should persist when you meet difficulties.

**Conversation 2**

T  F 2) The advice is to determine how much money is needed to produce the product or offer the service you intend to produce or offer.

**Conversation 3**

T  F 3) Brain has joined a big company and can do something he is dreaming of doing.

**Conversation 4**

T  F 4) There is going to be a meeting on financing with the bank at 10 o'clock tomorrow morning.

**Conversation 5**

T  F 5) In having a website and services which are available over the internet, you will be able to secure your buyers.

**V. Long Conversations**

Listen to two long conversations and choose the best answer to each question you hear.

**Glossary**

sales figure 销售数据

keen [ki:n] *a.* 敏锐的

stable ['steɪbl] *a.* 稳定的

annual ['ænjʊəl] *a.* 每年的

wholesale ['həʊlseɪl] *n.* 批发销售

storefront ['stɔ:frʌnt] *n.* 店面

logistical [lə'dʒɪstrɪkl] *a.* 物流的

manufacture [ˌmænju'fæktʃə(r)] *v.* 制造, 生产

bottom line 盈亏底线

insight ['ɪnsaɪt] *n.* 见解

distribute [dɪ'strɪbjʊ:t] *v.* 分销

revenue ['revənju:] *n.* 收入

retail outlet 零售点

online forum 网络论坛

warehouse ['weəhɑ:ʊs] *n.* 仓库

**Conversation 1—Working on Assignments**

1) [A] To explain the design of a new product.

[B] To discuss hiring new employees.

[C] To advise on improving the bottom line.

[D] To evaluate competitions.

2) [A] Kevin.

[B] Alan.

[C] Frank.

[D] Alice.

### Conversation 2—Making Both Ends Meet

1) [A] A privately held company.

[B] A public funded company.

[C] A foreign funded company.

[D] A Sino-American joint venture.

2) [A] RMB 120,000.

[B] RMB 22,000.

[C] RMB 20,000.

[D] RMB 200,000.

3) [A] Developing online software and renting storehouse spaces.

[B] Producing health products around the country.

[C] Distributing products to wholesalers and retailers.

[D] Manufacturing products in four regions.

## VI. Break Time—Thank You

Listen to a song and fill in the blanks with the words you hear.

### Thank You

My tea's gone cold

I'm wondering why I got out of bed at all

The morning rain 1) \_\_\_\_\_ up my window

And I can't see at all

And even if I could it'd all be grey

But your picture on my wall

It reminds me

That it's not so bad, it's not so bad

I drank too much last night, got bills to pay

My head just 2) \_\_\_\_\_

I missed the bus and there 'll be hell today

I'm late for work again



And even if I'm there, they'll all 3) \_\_\_\_\_

That I might not last the day

And then you call me

It's not so bad, it's not so bad

And I want to thank you

For giving me the best day of my life

Oh just to be with you

Is having the best day of my life

Push the door, I'm home at last

And I'm 4) \_\_\_\_\_ through and through

Then you handed me a towel and all I see is you

And even if my house 5) \_\_\_\_\_ now

I wouldn't have a clue because you're near me

And I want to thank you

For giving me the best day of my life

Oh just to be with you

Is having the best day of my life

And I want to thank you

For giving me the best day of my life

Oh just to be with you

Is having the best day of my life

## VII. Revealing Yourself

### 1. In the pictures.

Look at each of the following pictures and choose the sentences that best describes the pictures.

1)



[A] People in the picture are working in the administrative cubicle.

[B] There is a picture hanging on the wall.

[C] All the floor tiles are of the same color.

[D] You can see five people in the picture.