

Spoken English for Business Communication

万英语口语

陈雪红

编基





附光盘

本教材受北京市属高等学校人才强教深化计划——创新团队-优秀教学团队(项目号 PHR 201107219)资助普通高等教育工商管理类专业应用型人才培养规划教材

商务英语口语

陈雪红 编著



机械工业出版社

该书本着实用、好用的原则,汲取主要商务英语场景的经典对话范例,由浅入深,精心编 排。全书共分为8章内容,分别为语音语调基础知识、日常办公英语、办公室接待英语、人力 资源英语、企业管理英语、市场营销英语、公司金融英语、商务谈判英语。各单元包含三到四 小节和一个补充阅读模块,内容涵盖商务英语听、说、读、写,以及商务礼仪和商务惯例等内 容,可以让学生接触到生动真实的商务英语口语信息,能够在了解商务知识的同时,培养一定 的商务英语口语应用能力。书中所有的情景对话和短文等部分都配有音频,由外国专家朗读, 便于学生模仿和操练,提高学习效果。

本书可作为高等院校的工商管理、国际贸易和经济、商务英语等涉外专业学生的商务口语 教材, 也可作为有关从业人员的培训教材或学习参考书。

图书在版编目 (CIP) 数据

商务英语口语 / 陈雪红编著. 一北京: 机械工业出版社, 2014.12 (普通高等教育工商管理类专业应用型人才培养规划教材) ISBN 978 - 7 - 111 - 48963 - 4

I. ①商··· II. ①陈··· III. ①商务-英语-口语-高等学校-教材 IV. ①H319. 9

中国版本图书馆 CIP 数据核字 (2014) 第 302275 号

机械工业出版社(北京市百万庄大街22号 邮政编码100037)

策划编辑:杨 娟

责任编辑:张琳

版式设计:张文贵

责任印制:李 洋

三河市宏达印刷有限公司印刷

2015 年 7 月 第 1 版 · 第 1 次印刷

184mm×260mm·18 印张·386 千字

标准书号: ISBN 978-7-111-48963-4

ISBN 978-7-89405-635-1 (光盘)

定价: 39.80元 (含1CD)

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前言 PREFACE

伴随着经济全球化程度的加深,中国与其他国家和地区的经济联系更加紧密,国际商务活动日渐频繁。随着中国经济在世界舞台上的腾飞,我国经济对能够使用英语进行沟通和对外交往的工商管理者的需求倍增。《商务英语口语》正是顺应这一趋势,将真实的国际商务活动与英语语言学习规律有机结合,满足市场对应用型工商管理人才需求的理想教材。

按照工商管理人员日常工作所涉及的主要商务场景,《商务英语口语》共分为8章内容。其中第一章为语音语调部分,介绍商务英语所需的基本语音知识,并附上大量的语音语调练习。第二章为日常办公英语,包括介绍、预约见面、聊天和商务会议等内容。第三章为办公室接待,包括接机、订酒店、参观公司、商务旅行和商务宴请等内容。第四章为人力资源英语,包括职业介绍、招聘(简历和求职面试)、薪酬和员工激励等内容。第五章为企业管理英语,包括公司组织、运营和管理等内容。第六章为市场营销英语,涵盖市场调查、目标消费者、定价、广告和促销(产品演示)等内容。第七章为公司金融英语,涉及公司财务预算、银行业务、投资与筹资等内容。第八章为商务谈判英语,包括国际贸易涉及的询价、还价、谈判和进出口(合同)等内容。各章包含三到四小节和一个补充阅读模块,内容涵盖商务英语听、说、读、写,以及商务礼仪和商务惯例等内容。各部分均配有大量的练习,供教师和使用者学习参考。最后是书的附录部分,包括听力原文和部分习题的参考答案。

《商务英语口语》本着实用原则,选取主要商务英语场景的经典对话,精心编排,由浅人深,同时辅以相应的听力训练、商务文章阅读和基本的商务写作,让非商务英语专业人士也能了解国际商务知识,培养一定的商务口语能力。本书的特点:

特点一:注重商务英语听说训练。根据应用型工商管理人才培养需要,精选各个商务情景对话,培养学生英语实际应用能力。

特点二:内容翔实,涵盖了主要的商务主题,如商务预约、接待、会展、餐饮、人力资源、银行业务、营销管理和公司理财等方面。

特点三:强调跨文化交际的能力。教材各章包含了部分文化比较和跨文化交流等内容, 以增加学生文化差异的敏感性,提高其跨文化交际水平。

由于时间和水平有限,本书难免有疏漏和不足之处,恳请同行专家和广大读者予以批评指正。

目录 CONTENTS

前言					
Unit 1	Lan	guage Ba	asics		1
	01	Section C	One	Vowels and Consonants	1
	02	Section T		Linguistic Rules	
Unit 2	Day	-to-Day	Office		14
	01	Section C	One	Listening Practice	14
	02	Section T	wo	Situational Dialogues	18
	03	Section T	hree	Business Reading	38
	04	Section F		Business Writing	
	05	Section F	ive	Supplementary Reading	51
Unit 3	Off	ice Recep			
	01	Section C	One	Listening Practice t	55
	02	Section T	wo	Situational Dialogues	58
	03	Section T	hree	Business Reading ·····	80
	04	Section F	our	Business Writing	86
	05	Section F	Five	Supplementary Reading	39
Unit 4	Hu	man Reso			
	01	Section C		Listening Practice	
	02	Section T	Two	Situational Dialogues	95
	03	Section T	Three	Business Reading10	
	04	Section F	our	Business Writing 1	12
	05	Section F	Five	Supplementary Reading12	26
Unit 5	Con	mpanies &	& En	trepreneurship 12	29
	01	Section (One	Listening Practice	29
	02	Section 7	Гwо	Situational Dialogues	32
	03	Section 7	Three	Business Reading	38
	04	Section F	our	Supplementary Reading 14	40

Unit 6	Ma	rketing		143
	01	Section One L	istening Practice	143
	02	Section Two S	ituational Dialogues	146
	03	Section Three	Business Reading	162
	04	Section Four S	Supplementary Reading	165
Unit 7	Con	rporate Finance		167
	01	Section One L	istening Practice	167
	02	Section Two S	ituational Dialogues	170
	03	Section Three	Business Reading	192
	04	Section Four S	Supplementary Reading	197
Unit 8	Bus	siness Negotiatio	ons	199
	01	Section One L	istening Practice	199
	02	Section Two S	ituational Dialogues	202
	03	Section Three	Business Reading	212
	04	Section Four S	Supplementary Reading	217
AUDIO	SC	RIPT		220
ANSWI	ER I	ŒYS		258



Language Basics

In this unit, we focus on some basic knowledge about pronunciation and intonation.

"Pronunciation" refers to the way in which we make the sound of words. To pronounce words, we push air from our lungs up through our throat and vocal chords, through our mouth, past our tongue and out between our teeth and lips, and sometimes air also travels through our nose. To change the sound that we are making, we mainly use the muscles of our mouth, tongue and lips to control the shape of our mouth and the flow of air. If we can control the shape of our mouth and the flow of air correctly, our pronunciation will be clearer and other people will understand us more easily.

Speakers of different languages tend to develop different muscles of the mouth for pronunciation. When we speak a foreign language, our muscles may not be well developed for that language, and we will find pronunciation more difficult. By practicing the foreign language pronunciation, our muscles develop and pronunciation improves.

As well as creating correct vowel and consonant sounds using the muscles of our mouth, tongue and lips, there are other important aspects of pronunciation, including:

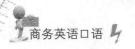
- ♦ word stress—emphasis on certain syllables in a word
- ♦ sentence stress—emphasis on certain words in a sentence
- ♦ linking—joining certain words together
- ♦ intonation—the rise and fall of our voice as we speak

01 Section One Vowels and Consonants

I. Vowels

Vowels in English are usually described and classified differently from consonants. Vowels are produced when the air streams is voiced through the vibration of the vocal cords in the larynx, and then shaped using the tongue and the lips to modify the overall shape of the mouth.

The basic categories of vowels relate to tongue position, lip posture and length. In English, all the front vowels and the central vowels are unrounded vowels, i. e., without rounding the lips, and all the back vowels except /q:/ are rounded vowels.



Monophthongs

Monophthongs, also known as pure vowel sounds, are used to differentiate from diphthongs. They are made with a stable tongue and lip position and vowel quality over time. English speakers usually use twelve monophthongs.

A Front vowels

There are four front vowels in English. The reason these are called front vowels is that the tongue body is shifted forward, causing the vowels to be produced in the front of the mouth. In addition, the front vowels may be subdivided into those that are high (or close), mid and low (or open).

For the two vowels in the high front space, /i: / and /i/, the tongue is close to the hard palate. Likewise, for the low vowel /e/ the tongue is nearly flat and the lower jaw more open than for the other front vowels. It has become traditional to locate vowels on a four-sided figure.

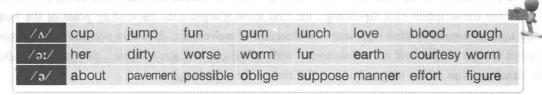
/i:/	tea	leaf	steam	feed	eve	these	breeze	eat
/i/	sip	pin	kick	wrist	mix	big	fit	list
/e/	jet	French	leg	send	head	bread	sell	any
/æ/	back	fan	clap	bag	glad	hand	map	flag

Practice

- 1. Silly Billy slipped into the ditch.
- 2. East or west, home is best.
- See the breeze teasing the tree,
 Weaving the leaves or shaking them free.
 Tossing the fleece of sheep, that keep,
 On peacefully feeding, half a sleep.
- 4. The fish in the river swiftly swim,
 And slip through the weeds with a silver gleam,
 Till they flick their fins and rise with a swish,
 To nibble the midges that skim the stream.
- 5. Everything is so expensive in Japan.
- 6. Canners can can what they can can, but can't what they can't can.
- 7. I'm glad you didn't marry Miss Parry.

B Central vowels

There are three central vowels in English. They are called central vowels because they tend to be produced at a point midway between the front and back vowels and between the high and low vowels. The center of the tongue is between the half-close and half-open position. Lips are relaxed, and neutrally spread. When the vowel is produced, the center of the tongue is raised with considerable tongue tension. The opening between the jaws is narrow.

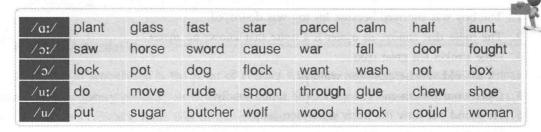


Practice

- 1. The worker worked in the dirty workshop.
- 2. I urged the thirsty nurse to drink first.
- 3. What do you think of the relationship between China and America?
- 4. I apologize for leaving you alone.
- 5. He doesn't have much luck this time.
- 6. She touches the elephant's trunk just for fun.

C Back vowels

When these vowels are pronounced, the tip of tongue is withdrawn towards the soft palate. Lip-rounding plays an important part in producing all the back vowels except for $/\alpha x/$.



- 1. The dancing part stopped at half past five.
- 2. A large army marched past the grassland.
- 3. The reporter gave an important talk in the auditorium.
- 4. You ought to do what the doctor ordered.
- 5. That news is too good to be true.
- 6. The student blew up a blue balloon on an afternoon in June.
- 7. She dropped the bottle of water.
- 8. I caught a dog, not a fox.
- 9. How many cookies could a good cook cook if a good cook could cook cookies?
- 10. A good cook could cook as much cookies as a good cook who could cook cookies.



✓ Diphthongs

Diphthongs are also called gliding vowels, as in contrast to pure vowel or monophthongs. They are produced by moving from one vowel position to another through intervening positions.

In the transcription of a diphthong, the first symbol represents the starting point of the tongue body and the second symbol represents the direction of movement. It is also position to use a vowel symbol for the second half of a diphthong, with a half-circle "non-syllabic" diacritic, to indicate the exact position of the tongue body at the end of the diphthong.

A Rising Diphthongs

There are five rising diphthong phonemes. When we pronounce these diphthongs, we glide from a more open to a less open tongue position. A back rising diphthong will therefore have lip rounding, whereas a front rising diphthong will have spread lips.

/ei/	cake	mail	rain	paid	ate	make	came	play
/ai/	ice	dine	file	bite	fine	while	like	night
/oi/	boy	soy	join	coin	noise	point	annoy	toy
ˈəu/	go	toe	show	road	stove	soul	note	coat
'au/	bow	allow	found	plough	out	fowl	house	now

Practice

- 1. The boy was annoyed because his toy was destroyed.
- 2. The noise that annoys an oyster is a noise that knows no oyster.
- 3. Little strokes fell great oaks.
- 4. It's so cold. Please close the window.
- 5. Open your mouth and pronounce the sound loudly.
- 6. He found out how the fields were ploughed.
- 7. Your pale grey dress, Amy. It's my favorite.
- 8. But I can't wear the same dress day after day, Raymond. And anyway, the waist's too big.
- 9. Mike likes to write by the nice bright light at night.
- 10. Five times five is twenty five.

B Centering Diphthongs

There are three rising diphthong phonemes. When we pronounce these diphthongs, we just slide a little from a flat and lower to a less flat and lower jaw.

/63/	hair	where	tear	stare	near	chair	rarely	there
	pure					curious		
/iə/	hear	appear	gear	beer	peer	fear	rear	here

Practice

- 1. There's scarcely a chair there that stands wear and tear.
 - 2. He stared at the mayor who was sitting on a mare.
 - 3. Is there a post office near here?
 - 4. Things are clear and you don't need to fear.

II. Consonants

Sound is produced by the interference of the flow of air through the mouth and nose. Consonants are created when that airflow is directly restricted, or obstructed, so that air cannot escape without creating friction that can be heard.

English consonants can be classified in terms of three criteria: voicing, place of articulation and manner of articulation.



Voiced or Voiceless Consonants

Some consonants are voicing which means when you pronounce the consonant you should vibrate your vocal cords. And the others are voiceless.

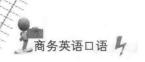
Voiceless:	/p//t//k//f//s//θ//ʃ//tʃ//tr//ts//h/
Voiced:	/b//d//g//v//z//ð//3//d3//dr//dz//l//n//m//ŋ//w//r/



Place of Articulation

The place of articulation is the point of contact where an obstruction occurs in the vocal tract between an articulatory gesture, an active articulator (typically some part of the tongue), and a passive location (typically some part of the roof of the mouth).

Bilabial sounds:	/p//b//m/	
Labio-dental sounds:	/f/ /v/	- Marin High of Chill.
Dental sounds:	/0//ð/	The Pully Michigan 1941 :
Alveolar sounds:	/t//d//s//z//ts//dz//tr//	dr//l//n//r/
Palato-alveolar sounds:	/ʃ//ʒ//tʃ//dʒ/	ist firme potherone A
Velar sounds:	/k/ /g/ /ŋ/	
Labio-velar sounds:	/w/	
Glottis sound:	h/h/mind on headers are raids to a mag.	and the property of the second of



✓ Manner of Articulation

The manner of articulation is the configuration and interaction of the articulators (speech organs such as the tongue, lips, and palate) when making a speech sound. There are two kinds of constriction that often occur in English: plosive and fricative. And there are other less common constrictions such as nasal, lateral, affricate and approximant.

A Plosives

Plosive sounds are made by forming a complete obstruction to the flow of air through the mouth and nose. The first stage is that a closure occurs. Then the flow of air builds up and finally the closure is released, making an explosion of air that causes a sharp noise.

Practice

		/p	/ /b/	/t/ /	'd/ /k/	/g/		
/p/	pay	polite	pill	pack	mop	nap	tap	soup
/b/	build	blame	boast	buy	jo b	table	mob	habit
11	tell	attitude	tape	first	heart	better	little	forty
/d/	die	d own	date	dear	hea d	advice	noodle	radio
/k/	king	kite	key	look	book	cat	accept	chaos
/q/	gold	again	example	goal	brag	jug	dug	log

- 1. Peter is picking plums and apples.
- 2. The robber broke into the bank, but was soon caught by the police.
- 3. A big black bee bit a big black Labrador on his big black nose!
- 4. Pete's pa, Pete Senior, poked to the pea patch to pick a peck of peas for the poor pink pig in the pine post pig-pen.
- 5. But I thought, Mr. Tom Atkins taught at Harvard.
- 6. He's a moody guy, one day happy, the next day sad.
- 7. Betty bought a bit of better butter.
- 8. How many cookies could a good cook cook if a good cook could cook cookies?
- 9. A groundhog would hog all the ground he could hog, if a groundhog could hog ground.

B Fricatives

A fricative is the type of consonant that is formed by forcing air through a narrow gap/passage so that a hissing sound is created. Typically air is forced between the tongue and the place of articulation for the particular sound.

Practice

		/f/ /	v/ /s/	/ /z/ /	θ/ /ð/	/s/ /3	5/	
/f/	finger	fine	feather	famous	fifty	cough	thief	leaf
/v/	visit	vary	e v ery	vender	dri v e	di v e	clever	leave
/s/	sip	sink	seem	success	dice	dance	muscle	skill
/z/	z 00	zebra	cou s in	puzzle	dizzy	ri s e	pre s ent	de s ign
/0/	thin	thick	thumb	thirst	breath	death	birth	eighth
/ð/	this	these	there	then	other	bathe	breathe	they
151	she	show	shoe	should	clash	leash	me sh	ash
/3/	pleasure	usual	lei s ure	mea s ure	conclusion	casual	decision	garage

- 1. Sally saw a snake in the grass.
- 2. Amidst the mists and coldest frosts, with stoutest wrists and loudest boasts. He thrusts his fists against the posts and still insists he sees the ghosts.
 - 3. He's won a dozen prizes for his pictures and roses.
 - 4. Know something of everything and everything of something.
 - 5. Thank the other three brothers of their father's mother's brother's side.
- 6. There are thirty-three thousand three hundred and thirty-three feathers on that thrush's throat.
- 7. A flea and a fly flew up in a flue. Said the flea, "Let us fly!" Said the fly, "Let us flee!" So they flew through a flaw in the flue.
 - 8. Fred fed Ted bread, and Ted fed Fred bread.
- 9. She sells seashells by the seashore. The shells she sells are surely seashells. So if she sells shells on the seashore, I'm sure she sells seashore shells.
 - 10. You made a casual decision in such a special occasion.

C Nasal

A nasal consonant is a consonant in which air escapes only through the nose. For this to happen, the soft palate is lowered to allow air to pass it, whilst a closure is made in the oral cavity to stop air escaping through the mouth.

			1	/m/ /n/	/ŋ/			
/m/	market	medium	master	army	image	swim	game	camp
/n/	native	needle	narrow	maintain	skin	pain	wo n der	grand
/ŋ/	thank	anxious	bring	tongue	song	swimming	ring	among

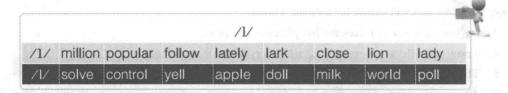
7 商务英语□语 4

- 1. Many men, many minds.
- 2. No wonder no one wants lunch.
- 3. Brian is fond of ham and jam.
- 4. Brahms is the name of a German composer.
- 5. An unhappy home environment can affect a child's behavior.
- 6. From morning till evening Sam sings the same song again and again.
- 7. Nine nice night nurses nursing nicely.
- 8. My dame hath a lame tame crane. My dame hath a crane that is lame.

D Lateral

To produce a lateral, air is obstructed by the tongue at a point along the center of the mouth, but the sides of the tongue are left low so that air can escape over its sides.

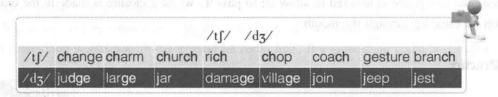
Practice



- 1. Look before you leap.
- 2. Like father, like son.
- 3. A little pill may well cure a great ill.
- 4. The love of money is the root of all evil.
- 5. Lily ladles little Letty's lentil soup.

E Affricates

An affricate is a plosive immediately followed by a fricative in the same place of articulation.



- 1. This child went to the church every Sunday this March.
- 2. Cheryl's chilly cheap chip shop sells Cheryl's cheap chips.
- 3. John urged Jane to buy a digital watch.
- 4. Next week we'll take a jumbo jet to Shanghai for our journey.

F Approximant

An approximant is produced when one articulator is close to another, but without the vocal tract being narrowed to such an extent that a turbulent air stream is produced.

Practice

			lead mys d	/w/ /j/	/r/			
/w/	word	war	water	wheel	wage	wander	twice	sweet
/j/	year	opinion	young	yacht	law y er	yolk	yes	junior
/r/	read	rip	wrong	right	rope	green	screen	craxy

- 1. World War II was worse than World War I.
- 2. We waddle away from the water. And now we will waddle back; then swish, swish, we are swimming again. Quack! Quack! Quack!
 - 3. Do you usually get up as early as you did yesterday?
- 4. When the orchard yield will be gathered soon. And the fields beyond are yellow with corn. The dog in our yard awakes with a yawn. And yaps and yelps at the yellow moon.
 - 5. When in Rome, do as the Romans do.
 - 6. Ronald ran around the corner.

02 Section Two Linguistic Rules

I. Liaison

Liaison refers to the phenomenon of the linking of words in speech, in particular when the second word begins with a vowel. There are three types of liaisons.

First type of liaisons: to blend or join the final consonant of one word with the initial vowel of the following words.

an apple in April his eyes at Easter keep on stand up

Second type of liaisons: when a word ending in -r or -re, another word beginning with a vowel, and the two words are in the same word group, to link the final vowels to a following vowel by adding the sound /r/, which is called linking-r.

for ever for an hour far away cheer up

Third type of liaisons: to make smooth transitions when the preceding word ends with a vowel and the following word begins also with a vowel sound by adding a slight /j/ or /w/.

 $my\ (j)\ arm \qquad \qquad the\ (j)\ end \qquad \qquad the\ (w)\ old \qquad \qquad how\ (w)\ old \qquad \qquad do\ (w)\ it$

7 商务英语□语 4

Practice

- 1. Come on! Cheer up!
- 2. I've got a lot of work to do.
- 3. May I have a cup of milk.
- 4. What do you think of it?
- 5. What pleasant weather, why not go out for a walk?
- 6. Thank you for coming to see me off.
- 7. My friend comes from a country far away.
- 8. There are over 600, 000 kinds of insects in the world.

II. Elision

Elision is the omission of one or more sounds (such as a vowel, a consonant, or a whole syllable) in a word or phrase, producing a result that is easier for the speaker to pronounce. Sometimes, sounds may be elided for euphonic effect.

Examples of elision in English

comfortable	$/$ 'k Λ mfətəbl $/ \longrightarrow /$ 'k Λ mftəbl $/$
fifth	$/\text{fif}\theta/\longrightarrow /\text{f} \theta/$
him	/him/→→/im/
laboratory	/ləˈbɔrətəri/→→/ləˈbɔrətri/
temperature	$/$ tempərət \int ə $/\rightarrow\rightarrow$ /temprət \int ə/
vegetable	$/'$ vedʒətəbl $/ \rightarrow \rightarrow /'$ vetʃtəbl $/$

Practice

- 1. This is an old picture of a big car.
- 2. The old doctor has a cat, too.
- 3. I don't know what to do.
- 4. Ask Bob to sit behind me.
 - 5. I would like to have one.
- 6. I'd like to try on that shirt.
 - 7. What time is our flight tomorrow?

III. Assimilation

Assimilation is the process by which a sound is modified so that it becomes similar or identical to an adjacent or nearby sound. For example, the prefix *in*- becomes *im*- in *impossible* by assimilation to the labial p of possible.

A Progressive Assimilation

Progressive assimilation happens when the assimilated sounds are influenced by the preceding

sounds.

Examples:

cats /kæts/

beds /bedz/

looked /lukt/

pulled /puld/

Practice

- 1. It rains cats and dogs.
- 2. He stopped reading and looked up.
- 3. On my way home, I looked up an old friend of mine.
- 4. He pulled a tired smile when he stepped out of the room.

B Regressive Assimilation

When the sound is influenced by the following sound, that is called regressive assimilation.

Example:

news /njuːz/ newspaper /'njuːspeipə/
used to /'juːzd'tuː/ →→ /'juːs'tuː/

Practice

- 1. Before I eat dinner, I read the newspaper for a while.
- 2. We read the newspaper every morning.
- 3. We used to go there every year.
- 4. Our company used to do business with theirs.

C Reciprocal Assimilation

Two neighboring sounds influence each other and become a new sound.

Example:

$$/s/+/j/=/\int/$$

God bless you. /'god'bless'ju:/ \rightarrow /'god'ble'\fu:/

$$/t/+/j/=/t\int/$$

How about you? /'hauə'baut'juː/→→/'hauə'baut't∫uː/

$$/d/ + /j/ = /d3/$$

could you /'kud'juz/----/'ku'dzuz/

- 1. Now look what a mess you've made.
- 2. Do you miss your family?
- 3. I shall miss you very much.
- 4. Take care that you don't spoil your new clothes.
- 5. I'm sorry to tell that you've been dismissed.