



大学 **核心** 商务英语系列教材



College Core

Business English Theater:
Viewing, Listening and Speaking 2

大学核心商务英语剧场

——视听说教程2

总主编 王正元

主 编 马瑞香 刘轩竹



对外经济贸易大学出版社
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前言

经过国内外十几所大学 60 余位中、外英语教师的共同努力，我们完成了这套“大学核心商务英语系列教材”的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. 编写依据：近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. 编写理念：我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. 教材构成：本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. 教材内容：读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting alone with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境, 安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习: 本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习, 演练设计, 为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队: 本套“大学核心商务英语系列教材”由燕山大学王正元教授领衔总主编, 有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作, 凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音, 使得本套教材版权无虞, 自主原创。

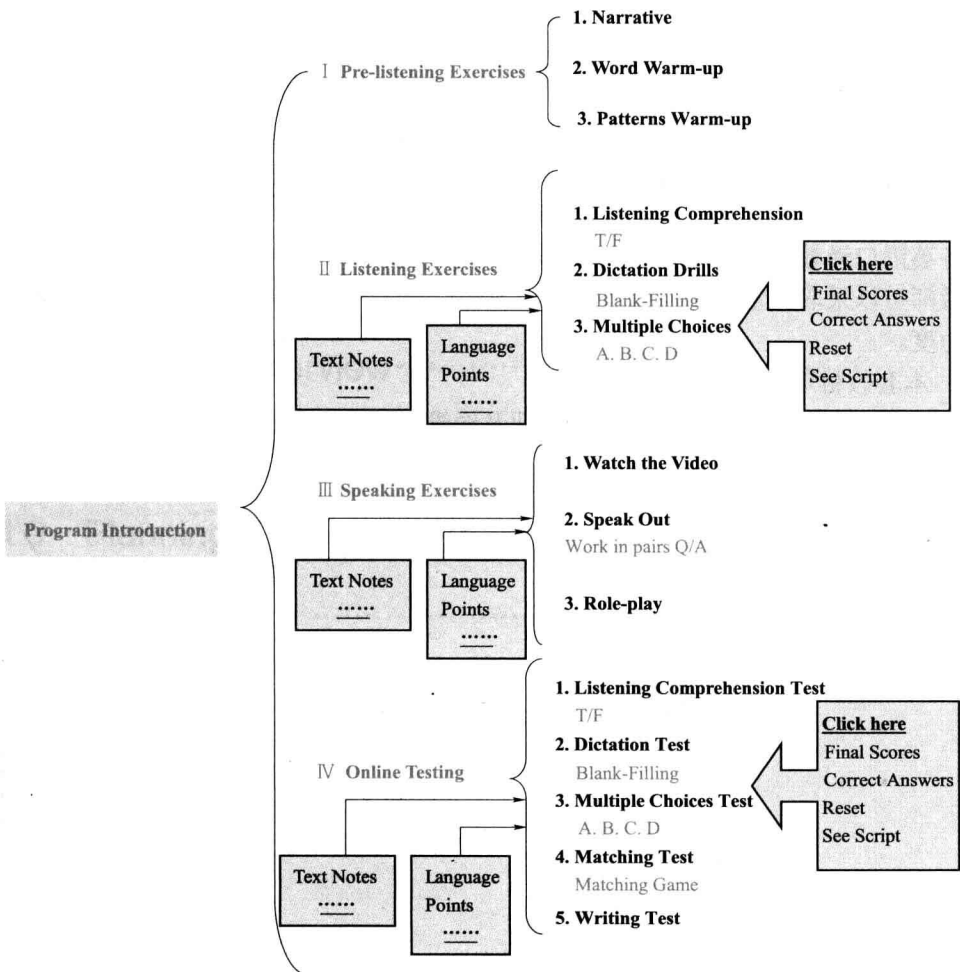
这套“大学核心商务英语系列教材”具有鲜明的专业个性突出, 内容时代性强, 具有在线自主学习功能, 自主原创的特点, 是当前大学商务英语教材建设的新成果, 凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足, 欢迎提出批评和建议。我们愿意和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语建设。

总主编: 王正元
2011年1月

编写说明

为了培养学生商务英语交际能力，建构从业的核心竞争力，适应我国经济发展和国际商务人才需求，我们编写了这套《大学核心商务英语剧场——视听说教程》。这套教程共四册，每册 10 个单元。

1. 教材结构 每单元由以下部分构成：



2. 选材原则 本套教材内容选择本着适应“就业、工作、生存、发展”的原则，选择学生关心的话题，教材文本内容具有鲜明的实用性、时代性、兴趣性。本套教材语言鲜活，语境生动，音频视频标准，包括 college life, looking for a job, working with others, meeting customers, office work, franchising, pricing & terms of payment, business interview, tech-transfer, business trip 等 120 余个话题，可以有效地培养学生从业、生活的交际能力。学生可以身临其境，体验学习的轻松与快乐。

3. 自主学习 本套教材提供的 MP3、光盘、在线平台构成了教材立体化，听说练习可以机上自主学习、自我评估，具有练习自动正误判断、答案检索、重新演练、文本查读、机上自主学习评估功能，打破了纸质教材传统练习模式，为学生在线学习提供了平台，可以满足学生个性化学习需求。

4. 练习趣味 本套教材每一单元都编排了 dragging and matching 机上填空练习游戏题，采用鼠标拖动字块填充句子空缺。正确则准入，错误则拒绝。这种在线演练题及 online testing 可以使学生感受快乐学习。

5. 工作团队 本套教材是中外英语教育工作者合作的成果，中、美、英十几所高校的三十几名英语教师，外籍英语教师参加了本套教材的编写工作，来自美国和英国的 Greg Hall, Jeff Engell, Mogan Matens, Jim Watts, Malcolm Warrick 等六名外籍人士参加了视频演出和音频录音，燕山大学姜炼老师为本套教程编制了计算机程序。Siwei Image Studio 承担本套教材的录制，王娜老师是本套教材的协调联络。

6. 教学建议 本套“大学核心商务英语系列教材”包括《大学核心商务英语读写教程》(1-4) 及配套辅导用书、《大学核心商务英语剧场——视听说教程》(1-4)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》。本套教材配有在线自主学习平台，教师可以采取课堂教学与机上自主学习相结合多样的教学方法，加强商务话题听说演练力度。

- 本套教材可供大学四个学期使用；
- 本套教材可作为大学商务英语专业及经管、财经、金融等商科及专业英语课教材及选修课教材。

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Looking for Work

1

- I. Pre-listening Exercises
- III. Speaking Exercises

- II. Listening Exercises
- IV. Online Testing



Program Introduction:

Hello! Welcome to our College Core Business English Theater. I'm your host, Victor. In this theater, Woodland and Rayman have graduated from college. They are hunting for jobs. Now they're watching TV news, and the reporter is talking about employment opportunities and employment trends since the financial crisis. Let's get started with Unit 1 Looking for Work.



Tips:

For more information, you might be able to get more online.

<http://www.elllo.org/>

<http://lingual.net/>

<http://www.esl-lab.com/>

<http://www.esldesk.com/>

<http://www.englishlistening.com/>

I. Pre-listening Exercises

1. Narrative



People have to work to make a living, and some of the thousands of different jobs are pretty exotic. Almost nobody minds talking about what he or she does, so conversation about jobs or looking for work is a good way to engage in a small talk with other people. As recent graduates, Woodland and Rayman are trying to figure out some problems they may encounter on their way of hunting jobs.

2. Word Warm-up for Listening

employment /im'plɔimənt/	n. the state of being employed or having a job 雇用
trend /trend/	n. a general direction in which something tends to move 趋势
crisis /'kraisɪs/	n. an unstable situation of extreme danger or difficulty 危机
financial crisis	金融危机
costly / 'kɒstli /	a. having a high price; entailing great loss or sacrifice 昂贵的; 代价高的
résumé /'rezjumeɪ/	n. a summary of your academic and work history 简历

3. Sentence Patterns Warm-up for Listening

- 1) The *unemployment rate* has risen to 20%.
- 2) There are fewer *employment opportunities* for college grads today than ever before.
- 3) Given the current *financial crisis*, companies are afraid hiring new employees will be too costly for them.
- 4) We'd better *go prepare* our résumés for interviews.

Read aloud after your teacher or recite them before your class.

II. Listening Exercises

1. Listening Comprehension

Woodland and Rayman graduated from their college. They are hunting jobs. Now

they're watching TV news. The news reporter is reporting employment opportunities and employment trends since financial crisis shock. Let's listen to their conversation, and do the following quiz, mark T (True) or F (False) to each statement.

- _____ 1) Woodland and Rayman are junior students.
 _____ 2) Rayman heard that the unemployment rate has risen to 20%.
 _____ 3) Woodland suggests that they prepare their résumés for interviews.
 _____ 4) Rayman has a well-prepared résumé.
 _____ 5) Rayman knows exactly about résumé writing.

Listen to the conversation again, and check your answers with the help of the Answers.

2. Dictation Drills

Listen to the conversation again and check your answers with the help of the Answers.

- 1) We're graduating from college _____ in history.
 2) The news reporter just said the _____ has risen to 20%.
 3) _____! That means there are _____ for college grads today than ever before!
 4) I think given the _____, companies are afraid hiring new employees will be too _____ for them.
 5) I think we'd better _____ for interviews.
 6) A résumé is a list of your _____, _____ and _____.
 7) It's given to employers _____.
 8) I guess you have _____ to do!

3. Multiple Choices

Listen to the conversation again. Fill in each blank with the best answer A, B, C or D.

- 1) Rayman and Woodland are graduating from college following one of the _____ job trends in history.
 A. worst B. best C. latest D. oldest
- 2) Rayman is _____ when he heard the news.
 A. excited B. happy C. surprised D. indifferent
- 3) Why are companies afraid of hiring new employees according to Woodland?
 A. Because of the inexperience of new employees.
 B. Because of the immaturity of new employees.
 C. Because of the current financial crisis.
 D. Because of the current political crisis.
- 4) A résumé is a list of one's _____.
 A. education, skills and work experience

- B. education, hobbies and work experience
 - C. education, skills and personal experience
 - D. education, hobbies and personal experience
- 5) It can be inferred from the last sentence of Woodland that _____.
- A. Rayman has to learn more about the information of interview techniques
 - B. Rayman has to learn more about the information of résumé writing
 - C. Rayman has to learn more about the information of employers
 - D. Rayman has to learn more about the information of financial news

Text Notes

1. employment opportunities: 就业机会

rate of employment/unemployment rate: 就业率/失业率

2. unemployment rate: Unemployment occurs when a person is available and willing to work but currently without work. The prevalence of unemployment is usually measured using the unemployment rate, which is defined as the percentage of those in the labor force who are unemployed. The unemployment rate is also used in economic studies and economic indices such as the United States' Conference Board's Index of Leading Indicators as a measure of the state of macroeconomics.

Unemployment rate reached 10.2 percent in October 2009, up from 9.8 percent from the previous month, a level not seen in the United States for nearly three decades, since April 1983 (as shown in the Figure 1-1). More than eight million people have lost their jobs since the start of the recession, when the jobless rate stood at 4.9 percent, and nearly six million have been unemployed for more than six months.

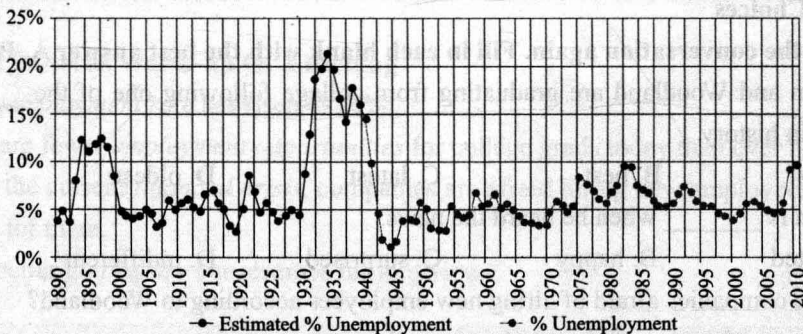


Figure 1-1 The U.S. unemployment rate from 1890 to 2010

3. financial crisis: With US unemployment at a 20-year high, some Americans are working for free while looking for a job, but experts are split over whether it is a sign of dedication or desperation. Unpaid job seekers can keep their resumes fresh by boosting their experience and learning new skills, experts say, but others warn

businesses may take advantage of the jobless and that it is illegal for commercial companies not to pay workers.

4. **résumé:** A perfect résumé, no matter be mixed from form, content, ought to use a word can appropriate ground to apply for a job person the sufficient expression such as experience of individual circumstance, competence and disposition specialty comes out, if see its person, see its article, on paper of appear vividly of vivid of a talent.

Language Points

1. **Can you believe our luck?** = Just our luck!

- Can you believe our luck, Woodland? We're graduating from college following one of the worst job trends in history.
- It is just our luck to have missed the last train.

2. **go do=go and do**

- I think we'd better go prepare our resumes for interviews.
- It's bleeding. You'd better go see a doctor that cut.

III. Speaking Exercises

1. Watch the Video Snapshot

After watching the TV news, Woodland and Rayman are discussing what should be prepared for interview, what questions will be asked.

2. Speak Out

Work in pairs: Questions and Answers.

Q1: Does Rayman have any idea about the questions that interviewer will ask?

A1: _____.

Q2: What does Woodland ask Rayman to do?

A2: _____.

Q3: What question does Rayman come up with?

A3: _____?

Q4: How does Woodland think about Rayman's question?

A4: _____.

Q5: What does Woodland mean by "qualifications"?

A5: _____.

Watch the video snapshot again, and check by clicking answers.

3. Role-play

Watch the video snapshot again, then make a role-play. The following are frequently asked during an interview.

- Can you briefly introduce yourself to me?
- Why do you want to work for our company?
- Which classes have you taken that have prepared you for this position?
- Do you have any job experience with...?
- Can you describe your work experiences and personal qualifications?

For example:

- Why do you want to work for our company?
- It has a sound reputation, and I really like working with...

Text Notes

1. **successful interview:** If you want to have a successful interview, first of all, a well-designed resume to apply for the job is necessary. Second, take with you all the things that can prove your identification and qualification such as ID card, necessary certificate, diploma, photograph etc. And last but not the least, remember to do some “homework” beforehand, say, make an all-round preparation or try to have a comprehensive grasp of the job you apply for.
2. **telephone interview:** the following is a list of secrets of telephone interview success.
 - 1) Remember smiling, the other side can sense your smile through your voice.
 - 2) Prepare a cup of water; in the process of interview you can need it for certain.
 - 3) Pull time not actively too long, the other side also has a schedule, and too much time is spent impossibly on one individual.
 - 4) Do not raise the question of pay so actively, but if being asked about such kind of questions, do not be evasive.
 - 5) Interview is the process of bilateral and mutual observation and understanding. So as an applicant, you can also raise any questions that you consider are important for you to understand the interview official and the company.

Language Points

Five English interjections in fashion:

1. Gee / 'dʒi:/:

- ① an interjection that shows surprise, wonder, or uncertainty
— Gee! I do not know this guy cry so much when he's drink.
- ② Sometimes when people say the word in a long, drawn out fashion, they are just

pretending that they are surprised.

— His car broke down? Geeeee... that's too bad! I was really looking forward to Professor Johnson's class!

2. Duh / də/:

When someone says something that you think is very obvious, or asks you a stupid question, you can say "duh".

— Duh! The lights are on and there are people inside.

3. Whoa / wō, hō, hwō/:

① a command to stop

— Whoa, don't put so much detergent into the washing machine!

② an expression of surprise

— Whoa! You're scaring me.

4. Oh, boy:

a common American expression that really has nothing to do with boys at all; it just indicates that the speaker is very happy and excited, or sometimes is concerned or dismayed about something.

— Oh, boy! Look at that. There is someone selling cotton candy. I love cotton candy.

— Oh, boy! Bases loaded, nobody out. We are dead.

5. Oh well:

We use it to show mild regret, or to tease people by pretending that you are upset.

— Oh well, better luck next time.

— You're not going to give me any chips? (teasing) Oh well, I guess I won't be able to give you a ride home.

IV. Online Testing

How do students behave during an interview? What kind of questions will the interviewer ask? What kinds of information are proper for an interviewee to ask for? Does Woodland give a good performance? Let's go with the online testing.

1. Listening Comprehension Test

Listen to the audio script. Do the following quiz and mark the statements T (True) or F (False).

_____ 1) Woodland would be working directly for Mr. Dennies's office.

_____ 2) Woodland is experienced with answering phones and computers.

_____ 3) The Assistant to the President in this company has to work 14 hours per week.

_____ 4) The office will still be open for national holidays.

_____ 5) Woodland used to make 12 dollars with her father's company.

Remember:

Following factors are some of the basic issues discussed in an interview.

- working hours
- duties and responsibilities
- working routine
- payment
- holidays

Text Notes

1. **apply for** a job/ a passport/ a scholarship/ a visa/ a court order/ the licence
2. **office secretary**: basic requirements for an office secretary are usually as follows:
 - College education or above;
 - Fluent Chinese (and English) speaking and writing capability;
 - Familiar with office equipment operation and office network and good computer skills;
 - Good telephone handling and interpersonal communication skills;
 - Good team work capability;
 - Good looks and figure preferred.

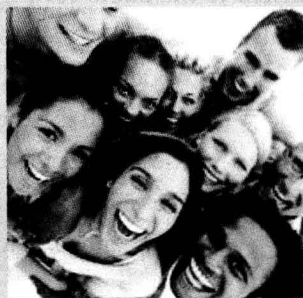
2. Dictation Test

Listen to the audio script. Dictate the missing words you hear in the books.

The age of 1) _____ job is history. Nowadays most Americans think 2) _____ of moving to another city for a 3) _____ job, or of being 4) _____ elsewhere by their companies. Job 5) _____ are basically 6) _____ among hundreds of cities. In China people have also already 7) _____ the Three Irons in like manner, that is to say, iron armchairs 8) (_____), iron rice bowl 9) (_____) and iron wages 10) (_____).

Text Notes

guaranteed job: Many Chinese people dreamed of getting a guaranteed job during the era of the planned economy. People didn't need to worry about their future once they gained a post usually in government departments and State or collectively run factories. But since the reform and opening-up was adopted in 1978 and the new labor system and the market economy came into being, such a stable employment model, which hindered people's creativity to a large extent, has gradually been shattered. The establishment of the new and competitive employment model has contributed a lot to the country's productivity and its rapid development.



Language Points

Some Chinese Economic Terms:

- 1) break the "Three Irons": 破三铁
- 2) eat from the "same big public pot": 吃大锅饭
- 3) three mores and one less: 三多一少(the commodity circulation systems of more economic forms, more circulation channels, more management ways and fewer stages for authorization of dispatch)
- 4) promote two civilizations at the same time: 两个文明建设一起抓
- 5) four cardinal principles: 四项基本原则
- 6) contract production to households, contract all work to households: 包产到户, 包干到户
- 7) contract management responsibility system: 承包经营责任制
- 8) production indigenization: 产品国产化
- 9) torch program: 火炬计划
- 10) food basket project: 菜篮子工程
- 11) labor intensive industry: 劳动密集型产业
- 12) macro economic adjustment and control system: 宏观调控体系

3. Multiple Choices Test

Woodland and her roommate Cathy are talking about their résumés and the experiences of part-time jobs the day before the interview day. Let's listen to their conversation and fill in each blank with the best answer A, B, C or D.

- 1) When should Woodland finish her résumé? _____.
A. In a week B. Tomorrow morning C. Tomorrow night D. Tonight
- 2) The job offer comes from a company which deals with _____.
A. automation B. automobile C. network D. machine
- 3) What does "trivial daily work" mean in the conversation? _____.
A. Work that is small and of little importance
B. Work that is obvious and dull
C. Work that is ordinary and of little substance
D. Work that is not large enough to consider or notice
- 4) How often did Woodland used to work in her father's business? _____.
A. Only on weekend B. Every Monday C. Part-time D. Full-time
- 5) It can be inferred from the conversation that _____.
A. Woodland will be able to finish her résumé before the interview
B. Woodland will not be able to finish her résumé before the interview
C. Cathy will help Woodland to finish her résumé
D. Woodland will totally forget putting part-time experiences down on her résumé