

全方位商务英语系列教材

Practical Business English
Listening and Speaking Book 1

实用商务英语听说 第一册

闫洁 主编



对外经济贸易大学出版社

University of International Business and Economics Press

图书在版编目 (CIP) 数据

实用商务英语听说. 第1册 / 闫洁主编. —北京:
对外经济贸易大学出版社, 2013
全方位商务英语系列教材
ISBN 978-7-5663-0779-8

I. ①实… II. ①闫… III. ①商务 - 英语 - 听说教学
- 高等学校 - 教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2013) 第 179483 号

© 2013 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

实用商务英语听说 第一册

闫 洁 主编

责任编辑: 戴 菲 王晨燕

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 260mm 11.5 印张 266 千字

2013 年 8 月北京第 1 版 2013 年 8 月第 1 次印刷

ISBN 978-7-5663-0779-8

印数: 0 001 - 3 000 册 定价: 29.00 元 (含光盘)

前 言

《实用商务英语听说》教材共三册，每册十五单元。第一册主要涉及商务环境中的常见话题，如时间、数字、约会、接打电话等；第二册以商务活动中的客户接待、办公事务、产品发布等内容为主；第三册主要以商务活动中的商务谈判、国际贸易为主，包括建立业务关系、洽谈贸易等内容。在编写过程中，选取了较为生动、真实的工作案例和材料，邀请企业一线实践专家参与教材的编审工作，按照典型的职业活动和工作任务设计每个单元的学习内容和听力练习，使教材更加贴近真实的商务工作场景和内容，更加符合学生职业能力和语言能力发展的需要以及一线教师的教学需要。

本套教材在内容设置上有以下特点：

1. 学习目标：每单元设定学习目标，使教师和学生了解本单元的学习任务和目的。
2. 工作情景：每单元开篇给出本单元学习内容的工作场景，设定具体的工作过程，提示该单元学习内容在商务工作环境中的重要性。
3. 听说结合：教材中每部分的课堂练习均为听、说结合，以“说”引出“听”。每单元第一部分“热身活动”中按照 BEC（剑桥商务英语证书考试）和 CNBEC（全国国际商务英语培训认证考试）口试中 Free Talk 的形式编写口头讨论话题，以口语练习为导入，引出本部分听力练习涉及的主要词汇和内容，让学生熟悉听力练习的背景知识和相关语言点，听力练习完成后再进行口语总结。学生能在“听”、“说”练习中熟练掌握学习内容，更符合语言学习规律。
4. 证书融合：按照 BEC（剑桥商务英语证书考试）和 CNBEC（全国国际商务英语培训认证考试）中听力试题的形式设计编写听力练习题目。学生可以在课堂学习中了解和熟悉 BEC 和 CNBEC 考试的试题形式，提高应试技巧。

本套教材可以作为大专院校商务英语或经贸、管理专业学生学习商务英语的材料，也可以作为准备参加 BEC 或 CNBEC 考试的考生复习应考的习题集。一、二册适合大学一年级学生或有一定英语基础的学习者使用，第三册适合大学二年级学生或报考商务英语证书考试的应试者使用。

参与教材编写工作的除了教学经验丰富的一线教师外，还有幸邀请到外企人力资源部张会青经理、北京成功文化有限公司贺炜总经理参加教材的编审工作。此外，计算机应用研究所冀钢老师为本教材的版面设计提供很多帮助，外语系肖文萍主任在教材编写过程中提出许多宝贵意见并给予大力支持。在此表示由衷的谢意。

由于编者能力水平所限，书中难免存在不足之处，敬请各位同行、学习者批评指正，编者不胜感激。



Starter

Tactics for Listening

Aims

- ✓ To master the purposes of listening
- ✓ To be familiar with different types of listening materials
- ✓ To practice listening skills

Situation

Before listening, it's important to think about the topic and expressions related to the business listening materials. While listening, we should know the main reasons for listening. Sometimes we listen to get the main idea or the gist. Sometimes we listen for the details or specific information. Sometimes we get some information that is inferred.



Part I Warm-Up



Task 1

Brainstorm! Why do you think people have difficulties in listening in English? Which of the following is your difficulty?

- Too fast and similar sounds
- New words or vocabulary
- Difficulty in picking out the points of what is heard

**Part II Listening for Expressions****Task 1**

Directions: You should be familiar with the following words which will appear frequently in the textbook. Now, listen to these words and write down them in the boxes. Can you finish these words by yourself? If not, check with your partner or look for the help from others or your instructor.

**Task 2**

Directions: Listen to two conversations in different business situations and decide where each conversation most probably takes place?

- A. At the post office. B. At the bank.

C. In a shop. D. In a restaurant
- A. At the Customs. B. At an information desk.

C. At a luggage claim area. D. At the waiting hall.

**Part III Listening for Details****Brainstorm!**

We listen to different business materials for some main reasons. Sometimes we listen to get important details in business situations. That means we will try to identify specific information of the listening materials. What counts as an important detail varies with the text.

Word Bank

match	vt. & vi. 使相配	type	vt. & vi. 打字
course	n. 科目; 课程	guy	n. 家伙, 伙计
principle	n. 原则; 准则	authentic	adj. 真的, 真正的
essential	adj. 基本的; 必要的	recommendation	n. 推荐



Task 1

Directions: Discuss with your partner on how to catch the details. Listen to the following conversations and choose the best responses to each question.

- How much did the man pay for the shirts he bought?
 A. 70 dollars. B. 20 dollars. C. 10 dollars D. 17 dollars.
- Why did the man come into the room?
 A. He worked there. B. He wanted to talk to Kate.
 C. He wanted to have a letter typed. D. He wanted to talk to Jane.



Task 2

Directions: Listen to the passage about the methods of learning English by watching English movies and fill in the missing words.

Hello, guys. Welcome to our 1 course. I am Michael, and I will go through the whole course with you guys. Now, I will guide you through the basic principles behind this course. As an essential part, 2 provide you with an extremely authentic environment where you can 3 the English, feel the English, 4 the English, use the English, most of all, 5 the English. There is a lot of fun, and sooner or later English will become part of you.

Although each one has a unique way of learning, in order to get the most out of this course, we set forth our recommendations as follows:

Step 1: Watch 6 at least 3 times before going to class. We could caution you not to watch the Chinese subtitles.

Step 2: Preview. Before you are going to the new part, by all means not only study the 7 and script but also watch the video of the next section a few times before class. This way, you will be prepared for your teacher's lesson.

Step 3: Study in class. You'll 8 with me; I'll explain everything for you. If you find some troubles, ask me at any time.

Step 4: Watch the video of the part you have learned no less than 9 until you can understand every single word.

Step 5: Go on to the 10.



Part IV Listening for the Gist



Brainstorm!

We listen for 3 main reasons for different business listening materials. Sometimes we listen to get the gist of what we are listening to. That means we try to understand in general what is being talked about.

Word Bank

reserve	v.	预订	registration	n.	登记, 注册
charge	v.	索价; 收费	advertise	v.	做广告, 登广告
kilometer	n.	<美>千米, 公里	check	vt.	检查, 核对
band	n.	乐队	graduate	v.	毕业
invitation	n.	邀请函, 邀请卡	degree	n.	程度, 等级



Task 1

Directions: Listen to five short dialogues and choose the main idea for each one.

- | | |
|--|------------------------------------|
| 1. A. They are talking about their work. | B. They are talking about parties. |
| 2. A. Paul can't find his wallet. | B. Paul found his wallet at last. |
| 3. A. They both like the band. | B. They are going to see a movie. |
| 4. A. John is going to study abroad. | B. John celebrates his graduation. |
| 5. A. Todd has already graduated. | B. Todd went to work at Stanford. |



Task 2

Directions: Listen to two different business conversations and choose the gist for each one.

- | | |
|--------------------------------------|---------------------------------|
| 1. A. Having a meal in a restaurant. | B. Checking in at a hotel. |
| C. Booking a ticket at a station. | D. Reserving a seat in a hotel. |
| 2. A. An advertisement. | B. Renting a flat. |
| C. The city center. | D. An evening paper. |



Part V Supplementary Reading

Listening Skills

It is the most important for everyone to get the main points or gist when he or she hears dialogues or passages. To understand various types of listening materials, such as news reports, stories, lectures, or narrative better, one need catch supporting information for the gist. And then how to get them? Think about the following tips.

Rule of thumb 1

Identify the main idea which will orient you to the details. Statements indicating a main idea most often come at the beginning.

Rule of thumb 2

Focus on the comments the speaker gives about the main ideas.

Rule of thumb 3

Follow the comprehension clues and narrow down the details to focus on.

Rule of thumb 4

Take down the statements, examples, illustrations, and important information that orient you to the topic.

Besides listening for the main idea, it is also important to identify important details. What counts as an important detail varies with the text. For example, in narration one should pay attention to words answering “who, what, when, where, why and how” questions. In an argumentation, one should focus on the evidence leading to the main thesis (such as “from what we can see”, “as the date shows”, “we can safely say if we take... into consideration”, and “there is a strong connection between”), and the speaker’s attitude, usually realized through modal expression and adjectives (such as “it should be

pointed out”, “it is clear”, “it is without doubt”, and “we ought to”). In exposition, one should take heed of words that lead to the process of doing and explaining (such as “first”, “second”, “next”, and “finally”).

Oral Practice for Listening Purpose

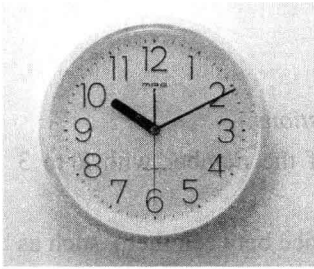
Directions: Discuss with your speaking pair based on the following topic.

Topic 1 How do we improve English listening skills?

Topic 2 How do we get the important details and the gist of the listening materials?

Still waters run deep.

静水流深。



Unit 1

Time

Aims

- ✓ To be familiar with the skill of decoding words
- ✓ To master the difference between “teen” & “ty”
- ✓ To master listening skills in taking times with 2 or 3 digits

Situation

Time and time expressions are very useful in business situations. They are also very important for various types of exams. In this unit, you are expected to master the time expressions. And meanwhile you are required to get familiar with the skill of decoding words and phrases from the processing way of bottom-up to top-down by listening to and writing down time expressions.



Part I Warm-Up

Word Bank

quarter *n.* 一刻钟

past *prep.* 过



Task 1

Brainstorm!

Directions: Discuss with your partner about the following 2 questions:

1. Tell the different pronunciation between "teen" and "ty" of the number with 2 to 3 digits.
2. Please list the expression of the time, and then tell the difference between them, such as "past", "after", "to" and "before".



Task 2

Directions: Getting familiar with numbers is very important before learning time expressions. Now, listen to the words and write down the number and words in the boxes. And then draw lines to match the Arabic numbers from 17~24. The first one has been done for you.

1. 13	2.	3.	4.	5.	6.	7.	8.
9.	10.	11.	12.	13.	14.	15.	16.

English Expressions

17. seven o'clock
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____

Arabic Numbers

- a. 12:15
- b. 2:25
- c. 4:45
- d. 10:30
- e. 8:45
- f. 7:00
- g. 14:00 (2:00 in the afternoon)
- h. 11:30



Part II Listening for Time Expressions

Word Bank

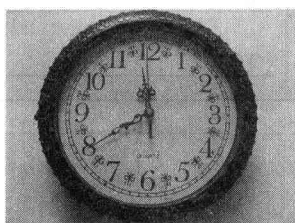
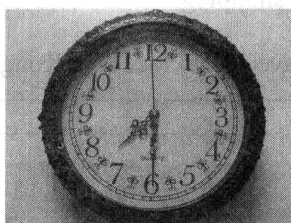
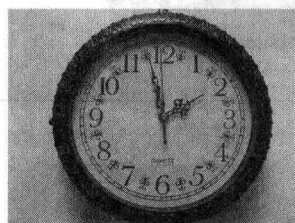
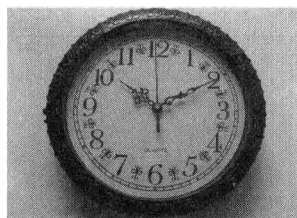
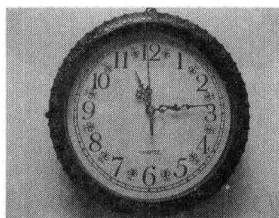
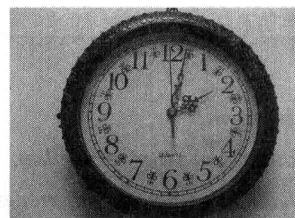
practice	<i>n.</i>	练习; 实践; 实习	arrangement	<i>n.</i>	安排, 商定
Bangkok	<i>n.</i>	曼谷 (泰国首都)	flight	<i>n.</i>	(物体的) 飞行; 航班
Tokyo	<i>n.</i>	东京 (日本首都)	stage play	<i>n.</i>	话剧; 舞台剧
tea break	<i>n.</i>	茶歇	personnel	<i>n.</i>	员工, 人事

Background Information: As a proverb says: "Time is money." And so it is true in business situations. But in my opinion, time is even more precious than money. Why? Because when money is spent, we can earn it back. However, when time is gone, it will never return. Share the information with your partner about the proper time expressions you know according to the following tasks.



Task 1

Directions: You will hear six short conversations between two speakers. At the end of each conversation, you are expected to number the times in the order (1~6) you hear and write the verb under each clock.




☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____



Task 2

Directions: Mr. and Mrs. Green are going to visit their company in Beijing. The following passage is summarized from a telephone message of the secretary of Mr. Green. Listen to the passage and write down the time of their activities in the time-table.

The time-table of Mr. and Mrs. Green in Tokyo

Person	Event	Time
Mr. Green 	<u>1</u>	10:00 of May 1st
	<u>2</u>	3:30 of May 1st
	Talk with personnel manager	<u>3</u>
	See the Fuji State Park	<u>4</u>
	Meet a few important customers	<u>5</u>
Mrs. Green 	<u>6</u>	10:30 of May 1st
	Visit the financial department	<u>7</u>
	Go to see stage play	<u>8</u>
	Go shopping	<u>9</u>
	Leave Tokyo for Hong Kong	<u>10</u>



Part III Listening for Details



Task 1

Brainstorm!

1. Talk about your term plan.
2. Discuss with your partner about your daily routines.



Task 2

Directions: Listen to five dialogues and choose the correct answer to each of the following questions.

- What's the time by the woman's watch?
A. 11:00 B. 11:30 C. 10:30 D. 10:00
- When does the man have to set out every morning?
A. 6:05 B. 6:15 C. 5:30 D. 6:50
- When did the woman get to the cinema?
A. 5:00 B. 4:30 C. 5:30 D. 4:13
- When will the man arrive at the airport?
A. 8:05 B. 9:15 C. 8:15 D. 8:50
- When will the man see Mr. Parker tomorrow probably?
A. 10:09 B. 8:15 C. 9:15 D. 9:50



Part IV Listening for the Gist

Word Bank

Greenwich	<i>n.</i>	格林尼治	mean	<i>adj.</i>	平均的
degrees	<i>n.</i>	度数	regular	<i>adj.</i>	规律的
accurate	<i>adj.</i>	精确的			



Task 1

Directions: Do you know the standard time in the world and who set our clock time? Listen to the following passage and then circle the best answer for each question.

- What does GMT stand for?
A. Accurate clock B. Day and night
C. Greenwich Mean Time D. General monthly time
- What gives us day and night?
A. Mean B. The rotation of the Earth
C. Minute D. The round of the sun and noon

3. Which word is similar to the word “mean” in the passage?

A. Average

B. Minute

C. Time

D. State

4. What time do we set our clocks to?

A. Truly accurate clock

B. Something like clock

C. Greenwich Mean Time

D. American time

5. What time does US Space Shuttle use?

A. Truly accurate clock

B. Something like clock

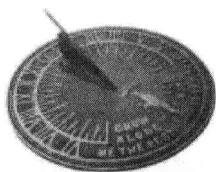
C. Greenwich Mean Time

D. Their own country's time

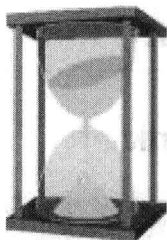


Task 2

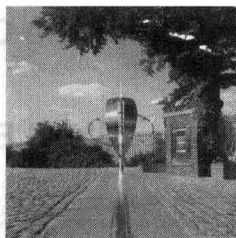
Directions: Look at the interesting pictures related to time, and draw the line with correct name based on the information you hear.



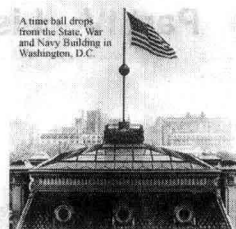
A. sundial



B. hourglass



C. GMT



D. Time ball



Part V Supplementary Reading

Listening Skills—Decoding

While listening, we try to make sense of the stream of sound we all hear. We usually process the input based on our acquired knowledge, and this is called “decode”. Decoding what they hear is very important to beginners in practising listening comprehension of a foreign language. A useful metaphor often used to explain reading but equally applicable to listening is “bottom-up vs. top-down processing,” proposed by Rumelhart and Ortony (1977) and expanded upon by Chaudron and Richards (1986), Richards (1990), and others. The distinction is based on the way learners attempt to understand what they read or hear.

With bottom-up processing, students start with the component parts: words, grammar, and the like. Top-down processing is the opposite. Learners start from their background knowledge, either content schema (general information based on previous learning and life experience) or textual schema (awareness of the kinds of information used in a given situation) (See Long, 1989).

Imagine a brick wall. If you are standing at bottom studying the wall brick by brick, you can easily see the details. It is difficult, however, to get an overall view of the wall. If, on the other hand, you're sitting on the top of the wall, you can easily see the landscape. However, because of distance, you will miss some details. And, of course, the view is very different.

Many students—especially those with years of “school English”—have learned via methods that stress the “parts” of English: vocabulary and grammatical structures. It is not surprising, therefore, that these learners try to process English from the bottom up. The purpose of listening class, however, is to help the students focus on main ideas instead of words so as to speed up the process of listening comprehension.



Part VI Your Turn!



Sample Dialogue

Directions: Read the following dialogue and pay attention to the sentences expressing time.

A: What time do you get up in the morning?

B: I get up at about 7:00. Then I go to early morning reading.

A: Do you have breakfast?

B: Yes. I go to our canteen to eat and then go to the first class at about 8:10.

A: Maybe you could get up earlier and do exercise from 6:30 to 7:00.

B: I like to sleep a little later than that, but I guess I could do sports.

Oral Practice for Listening Purpose

Directions: Make up a dialogue with your speaking pair based on the following topics.

Topic 1 What's the time?

Topic 2 When did you get there?

Topic 3 Make an appointment.

Topic 4 Talk about your daily routine, such as the time to get up, to go to school, etc.

Topic 5 Make an arrangement with your classmates to have lunch together

God only helps those who help themselves.

自助者天助。