

全 息 美 国 英 语 教 程

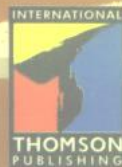
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教 材

# 高级 商务 英语

(美) Elizabeth England 著  
Christine Uber Grosse

## Speaking Of Business

机械工业出版社  
China Machine Press



华章英语系列教材·全愈美国英语教程

# Speaking Of Business

## 高级商务英语

Elizabeth England  
(美) 著  
Christine Uber Grosse



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欢迎使用“全息美国英语教程”！语言学习的过程可以看作是学习者在创作一篇日臻完善的华美的文章。这篇文章由许多方面组成，如：听、说、读、写技能；教师的水平、愿望、需求；学生的背景以及第二语言习作的基本过程等等。当所有这些因素和谐地起作用时，学习者就能创作出一篇绚丽多彩、精美绝伦的华章。而这正是二十一世纪语言学习最大的特点和目标——使学习者能充分展示自己的才华和语言天赋。“全息美国英语教程”是华章英语系列教材的一部分。“全息美国英语教程”包括：听说、阅读、写作、语法、词汇、商务英语、科技英语、文化交流等，按6个层次从易到难编排：

初级	(Beginning)
中初级	(Low Intermediate)
中高级	(High Intermediate)
高中级	(Low Advanced)
高级	(High Advanced)
过渡级	(Bridge)

(过渡级高于高级，旨在帮助学生能象讲母语一样自如地运用英语进行沟通交流。)

“全息美国英语教程”是在同一语言学与教学法理论指导下编写的，使用者可以在教学中根据自己的需要选用其中部分教材。

“全息美国英语教程”主要是针对那些非英语国家ESL学生的需求编写的，它能适应英语专业、英语特色学校和广大自学者的各种不同需求。通过使用“全息美国英语教程”，学习者可以自然地使用英语，达到流畅性与精确性的完美结合。



## 赋予学习者学习能力

在“全息美国英语教程”学习环境里，学习者处于积极状态，并能逐渐地发展自己的语言技能与文化能力。这种自主性会产生更好、更快的学习成效。在某些教材里，学生被训练成被动的学习者，但“全息美国英语教程”会使他们从被动状态中解脱出来。它提供了生动有趣的材料，多彩引人的活动，个性化的自我评估任务，同学之间相互合作的学习活动，以及有效的学习技巧等等。这些都有助于自主性的学习。

学习过程是学习者获得能力的过程，也是对教师不断提出新的要求的过程。教师变成了信息提供者，实际活动的参与者、诊断者、指导者和帮助者。在这种原则指导下，教师可自由发挥其创造性，学生则成为更自主的学习者。

## 帮助学习者改进学习策略与技巧

学习策略与技巧是学习者用来强化学习效果的行为或步骤，比如说做笔记、练习、分析词语、寻找一个对话练习伙伴、使用背景知识，以及控制焦躁情绪等等。这种技能有上百种，成功的学习者依据他们自己的学习风格，使用最为有效的学习策略与技巧。他们可按某一语言学习任务的需要，灵活地应用相应的策略。相反，不太成功的学习者的学习技巧与策略往往是杂乱无章的，临时抱佛脚式的。

所有学习者都应了解并掌握广泛的学习技能与策略。他们都需要进行有系统的训练，以便能根据不同任务采用相应的策略。“全息美国英语教程”把语言活动与对语言学习技能的综合训练有机地交织在一起并在此方面独树一帜。这些学习技能在“全息美国英语教程”中分为八个部分。

形成概念

形成个人学习风格

记忆新材料

协调自己的学习

理解情感

克服局限

验证假设

与他人共同学习

最有用的技能与策略有时重复出现，并用“很有用，学习策略……”（在页边）作为标志，以提醒学生实践他们已见过的某一学习策略。这种往返重复突出了学习策略的价值，提供了更多的练习机会。

## 承认不同学习特点与风格并有效地兼顾到各种学习者

学习者个人学习风格不同（如：视觉型、动手型、反馈型、冲动型、分析型、总体型、封闭型、开放型等等），在外语学习环境中，学习者来自完全不同的文化背景，不同的学习风格与特点可能会产生不同的学习效果。与其他绝大部分教材不同的是，“全息美国英语教程”由于提

供了具有较强的针对性和趣味性的练习，从而满足了不同学习风格的学习者的各种需求。在使用任何一本“全息美国英语教程”时，你都可以发现书中的材料与活动适应不同的学习风格。这套系列教材是在教育学与心理学研究的最新理论指导下，依据丰富的材料与活动而设计的。

## 提供真实的、有意义的交际活动

学生需要接触在真实而有意义的交际中所使用的语言。他们应参与真实性的交际活动，以激发他们想要或需要用英语去读、写、说、听，而且，为使交际活动更为有效，交际活动应围绕学习者感兴趣的主题展开，比如：家庭关系，如何适应新教育体系，个人健康，在陌生的国度如何尽快建立友谊，政治变迁，环境保护等等。同时，我们把它们编辑成学习者喜闻乐见的语言活动和练习。这种练习活动有具体的任务、明确的目标、可操作的材料，使学生特别感兴趣，而且活动效果很好。

## 理解和欣赏不同的文化

许多英语教材中重点突出的是“新”文化，也就是学生将要学习的文化。这里隐含的信息是学外语的学生应该只学习目标文化，没必要进一步理解自己的文化。这样，一些学英语的学生会感到自己国家的文化在这个“新”国家里不受重视。

“全息美国英语教程”为学习者提供了对北美文化清晰易懂的入门介绍，与此同时，它对外语课堂中存在的各种不同的文化平等相看。“全息美国英语教程”的学习者在学习语言的同时有大量的机会接触、熟悉北美文化，也能够更好地从不同角度理解本国的文化。

## 语言技能合成

语言的交际绝不限于某一技能。把英语作为第二语言学习的学生应学习（或多或少的）所有四种语言技能：读、写、听、说。他们还应强化语法能力，以及社会用语敏感度，并在遇到“语言障碍”时知道如何应付。

研究表明同时学习多种语言技能比只发展单项语言技能更有效，因为运用几种功能的学习活动会强化学习，有助于记忆。因此，“全息美国英语教程”采用综合技能学习法，比如，阅读课在强化阅读技能的同时，还注重培养其他技能，以使学习者的语言能力均衡发展。

当然，许多强化性的外语教学项目都按单项技能区分课程（如：阅读课），最多按两种综合技能区分课程，（如听说课等），“全息美国英语教程”的各分册完全适应这种传统格局，并在每册都清楚地标明所强调或重点涉及的语言技能。

语法分布在“全息美国英语教程”系列的各册之中，但也为学生单出了一套语法书《“全息美国英语教程”——英语语法教材》，并且每册都有一本语法《练习册》，从而形成了“全息美国英语教程”语法系列。

## “全息美国英语教程”的其他特点



### 试用点机制

教材仅有引人入胜的活动、漂亮的插图和精美的装帧是不够的，使用者应了解这些材料是否被使用过、是否具有使用价值。许多外语教材只是在少数地方使用过，甚至只在作者的班级

中使用过，而海林出版社(Heinle & Heinle Publishers)在北美建立了“全息美国英语教程”使用网。目前，有40个左右的教学机构作为试用点。这些机构试用新教材，并提出修改意见。

## 结束语



我们高兴地欢迎大家学习“全息美国英语教程”！希望“全息美国英语教程”的理论和“全息美国英语教程”的每一本书能给你带来力量、信心和欢乐。“全息美国英语教程”的使用者一定会写出自己英语学习的绚丽华章，而我们大家共同的努力也一定会使英语学习在中国出现更加灿烂的华章。

张连仲 编译





《高级商务英语》是“全息美国英语教程”中的高级商务英语教材。在“全息美国英语教程”的理论指导下，该书采取了以学习者为中心，贸易、交际及文化三种技能相互影响、相互结合的方法。书中大部分活动是以两个人或小组的形式进行。该书的设计紧紧扣住学习的需要，兴趣及背景知识。贯彻全书的学习技巧有助于学生了解可以提高英语水平的方法。

在众多的商务英语教材中，《高级商务英语》这本书的不同之处就在于强调了专业技术、交际技巧和跨文化理解三者的结合，从而填补了同类教材中的一个空白。它除了可以帮助水平较高的学生培养交际能力外，还有助于他们增加对贸易及文化的了解。很多有关商业方面的教材都忽视了商业交流及文化背景的学习。

书中课文均有可靠的来源。例如：《华尔街日报》、《纽约时报》、《经济家》和一些公司的年度报告等。这些生动的话题必将吸引众多有辨识力的商务英语学习者及教师。

学习过程中的活动以真实生活中应掌握的商务技能为中心，练习包括预读、看卡通片或其他可视材料展开联想，词汇扩充，测试，阅读技巧，做记录，写备忘录以及自我评估和他人评估。每章都有一个以商业为主的交际任务，例如主持一个会议，做讲演，社评，网上活动和口头表达等。

该书鼓励学生通过对已有知识及经历的思考，与其他学习者和商业组织的交流及对真实的商业信息的接触来提高他们的英语交际能力。我们希望《高级商务英语》可以提供给广大学生及教师一个愉快而又丰富的学习经历。

## 致教师



作为一本服务于国际商务交际教材，本书着眼于满足各国具有一定英语水平的商务人士进一步学习商务英语知识的需要。

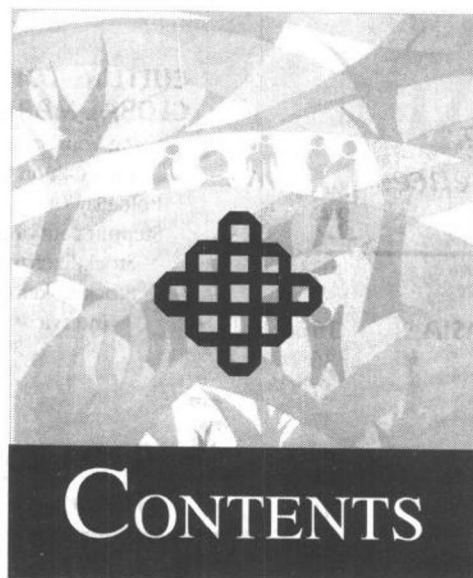


“全息美国英语教程”的基本原理贯穿全书的教学，确保该书做到了以下几点：

1. 给予学习者自主权。本书提供给学生积极灵活的参与机会，使学生充分发挥自主性和自觉性。
2. 帮助学习者提高学习能力，书中有关语言学习的所有内容都配以相关的学习方法的简要介绍，以便达到辅助和完善学习者学习能力的目的。
3. 适合于具有各种学习习惯的学习者使用。由于本书面向范围广阔，我们安排了不同的学习内容和活动以满足具有各种学习习惯的学习者的需要。
4. 创造情景对话环境。课文均选自《华尔街日报》、《纽约时报》、《经济家》等权威出版，并集中选票于国际商业人士普遍感兴趣的话题。
5. 了解并新生不同民族的文化。为了尊重所有将语言作为第二语言学习的学生的文化背景，本书尽可能的提供机会，使这些学生在商业交流方面，了解本民族文化的同时，了解母语是英语或其他语言国家的文化。
6. 综合语言能力。为了培养学生全面的交际能力，该书帮助他们在意思连贯的上下文中，清楚而又简洁的表达他们的想法。

通过对商务专业概念、商务实际交流和跨国文化理解三方面的融汇贯通，这本教材可以帮助高等院校或社会各团体中高级商务英语学习者进行学习和交流。

滕艳红 柳明明 译



# 全息美国英语教程欢迎你

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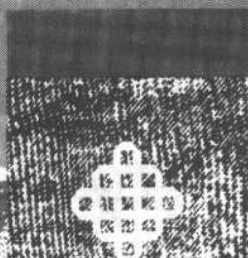
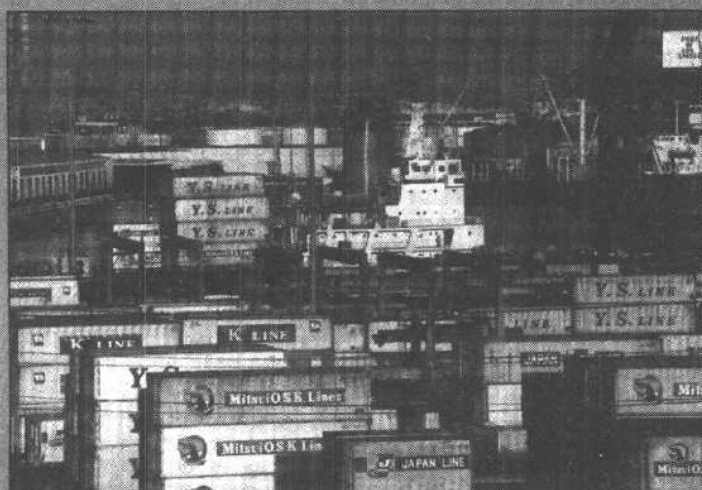
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# *The Global Economy*

# 1

CHAPTER





## BUSINESS TOPIC: THE GLOBAL ECONOMY

### Getting Going

#### LEARNING STRATEGY

**Forming Concepts:** Using pictures helps you understand meanings better.

#### Threads

**Japan has a \$121 billion global trade surplus, \$60 billion of that is with the U.S.**

*Business Week, July 4, 1994*

Multinational companies play a major role in the global economy through their cooperation and collaboration with businesses around the world. Through employment, import and export of raw materials and product components, manufacturing, infrastructure, marketing, and sales, multinational corporations have a tremendous impact on international economic and social development. AT&T provides one example of how a company relates to the global economy.

Study the pictures and read the captions. Then discuss the following questions in small groups of three or four.

1. What do the pictures show? How do these pictures relate to the global economy? What do you think is the function of the AT&T Global Communication Center?

AT&T is the world's leading installer of undersea fiber-optic cable, thanks in large part to our fleet of six state-of-the-art cable ships. Shown here: The CS Global Link, commissioned in 1990 and based in Baltimore.



Multilingual staff members at the AT&T Global Communications Center in Los Angeles help customers whose preferred language is not English.



2. What service does the undersea fiber-optic cable provide countries? How does it promote international communication? What is its relationship to the global economy?
3. How do you define *global economy* and *global interdependence*? How do these terms relate to the pictures?

Now read more about each of these initiatives.

## AT&T expands its global network with new undersea cables

**I**n 1993 we participated in the placement of undersea fiber-optic cables between the U.S. and Europe and between the U.S. and New Zealand. We announced our role in constructing a system connecting three South American countries, a system linking five Pacific Rim countries, and a cable connecting

Russia, Japan and Korea. AT&T Submarine Systems Inc. is the world's leading full-service provider of undersea communications systems. The undersea cables we've installed would circle the equator more than five times.

**Strategic implication:** AT&T is expanding our global network by installing undersea high-capacity fiber-

optic cables. They carry more conversations and data transmissions more reliably than ever before. We're the global leader, having invested some \$2.2 billion in more than 67 systems worldwide.

What is your reaction to the preceding passage? On the following lines, write what you learned from reading about the new undersea cable.

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## AT&T takes steps to better serve ethnically diverse customers

**W**e expanded our ability to provide in-language telephone marketing and customer assistance in the U.S. with centers in San Jose for customers who speak Asian languages, in San Antonio for Hispanic customers, and in New York City for customers from Eastern Europe. Bilingual telephone representatives help customers order new services and answer their questions. In the New York, Los Angeles and San Francisco areas, people can come to our new Global

Communications Centers to place calls and to receive personal assistance in the language of their choice. We also made calling to the U.S. easier, more affordable and more reliable with our USA-Direct® in-language service. This service gives callers in 22 countries access to AT&T operators speaking nine languages who can help them complete calls to the U.S. Offered in cooperation with local telephone administrations, the service is especially useful in countries where many residents don't have home phones or where residents prefer to have calls billed in the U.S. Our commitment to serving diverse markets extends to

community involvement and to designing service offers with multicultural customers in mind.

**Strategic implication:** By understanding and appreciating cultural and language differences, we can better serve our diverse customer base. This is especially true of the 7 million U.S. immigrants who prefer to communicate in their native languages. We want to offer them the most value and to be their long distance company of choice.

# CHAPTER 1: THE GLOBAL ECONOMY

Discuss this reading with a partner. Talk about how this effort of AT&T links the global economy and promotes communication around the world. How does the company show cultural sensitivity and respect for the customer? How does their corporate strategy make good business sense as well?

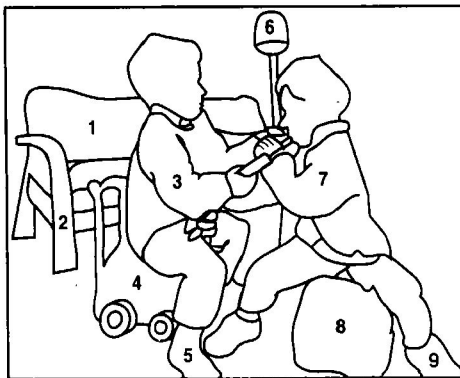
## SELF-ASSESSMENT

Think about the following questions and write down your answers.

1. What do you already know about the global economy?
2. What would you like to learn about it?

## Prereading Activity

1. Futon: Seattle 2. Futon frame: Malaysia, Canada or Brazil 3. U.S.A. 4. Korea 5. U.S.A. 6. Taiwan 7. Korea 8. Korea 9. Indonesia



Look at the diagram from the article, "The Global Economy Comes Home," which shows the diversity of internationally produced goods. To understand this diversity better, identify the country of origin for each product in the diagram. Use the following chart for your product identification. The first one is done for you as an example.

## IDENTIFICATION OF PRODUCTS IN DIAGRAM

### Threads

**In 1990, 39.1 million tourists came to the U.S. They spent over \$40 billion dollars for a total per tourist expenditure of \$1,038.**

U.S. Travel and Tourism Administration, Bureau of Economic Analysis

PRODUCT	PROBABLE COUNTRY OF ORIGIN
1. Futon	Seattle, U.S.A.
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	

## SELF-ASSESSMENT

Compare your responses to the answers printed in the left-hand margin above.