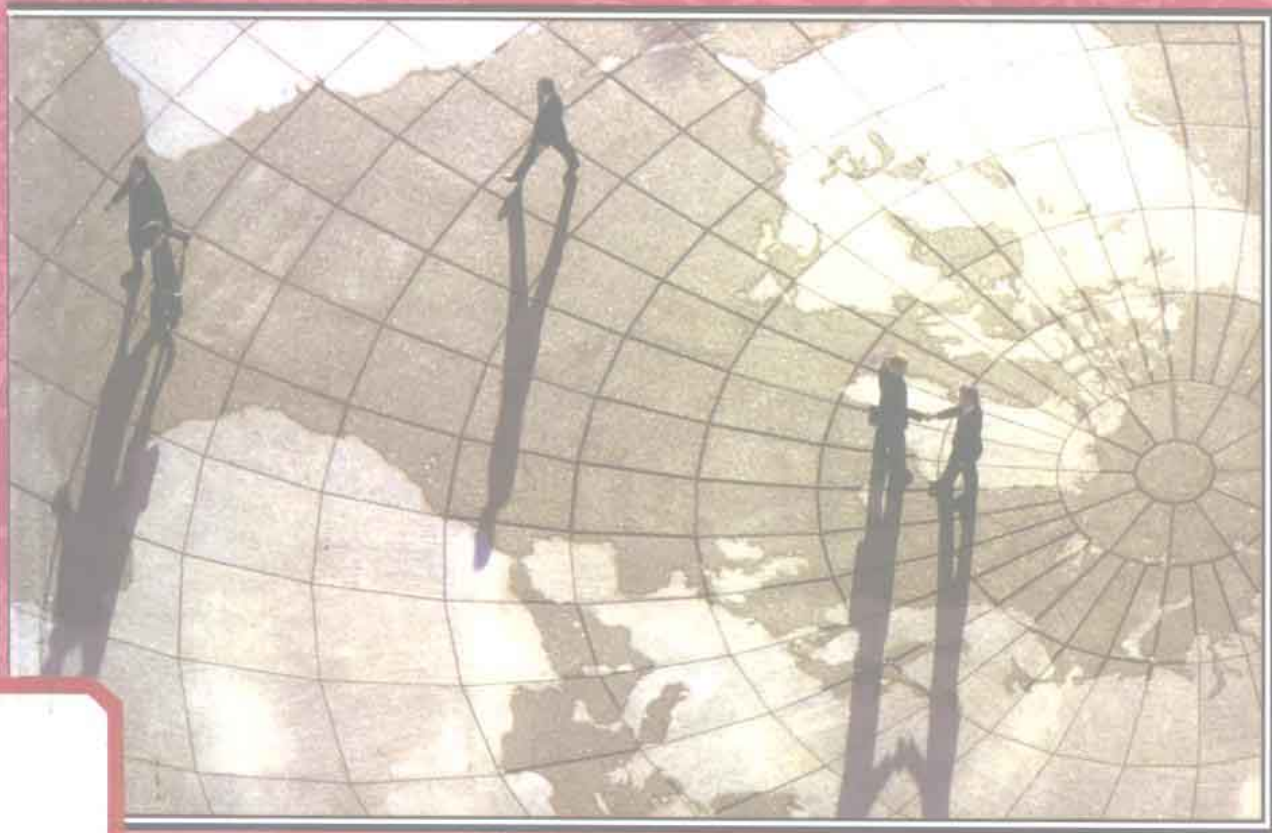


剑桥商务英语(BEC)培训用书

EARLY BUSINESS CONTACTS

NICK BRIEGER • JEREMY COMFORT

初级商务英语



外语教学与研究出版社

PRENTICE HALL INTERNATIONAL ENGLISH LANGUAGE TEACHING

初级商务英语

**EARLY
BUSINESS
CONTACTS**

外语教学与研究出版社
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and
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初级商务英语

EARLY BUSINESS CONTACTS

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序 言

背景: 商务英语系列是在八十年代深受欢迎的《商务英语》的基础上,由原作者执笔编写的,分初、中、高级教材,具备低级或中级水平的学生通过学习可望达到在商务场合中自如运用语言的高级水平。

作者: 该系列教材的作者经验丰富,经常出席一些大型国际会议,在伦敦约克郡创建有自己的商务语言培训学校,并任教于该校,在商务英语教学方面颇有建树。

内容: 该系列的三本教材均配有录音磁带。每一单元独立成章,课文内容之间并无内在联系,但最好按先后顺序学习课文,以便更好地由浅入深掌握语言和商务知识。教材所涉及的商务内容包括最实用的方面及《高级商务英语》中更为专业的商务知识。

商务英语系列针对从事商务活动的英语学习者的需要,将英语语法、功能语言、词汇和听说技能的培训置于真实的商务场景之中,通过社交、电话传真、商务会议,学习者会掌握听、说英语的实用技能。此外,在培养这些实用技能的基础上,《高级商务英语》仍不忘进一步强调学习者的阅读和写作能力。

教材从强调语言逐渐过渡到以商务知识为重点。《初级商务英语》共有 20 个单元,尽管每一单元有一个商务主题,初级教材更关注的仍是语法和语言的交际问题。学生通过学习《中级商务英语》中的语言知识(13 个单元)和语言交际功能(11 个单元)进而学习《高级商务英语》中的语法(6 个单元)、词汇(4 个单元)、交际技能(4 个单元)和商务管理知识(4 个单元)。从而为已具备高级水平的学生继续学习《商务管理英语》系列教材打下坚实的基础。

教材中商务场景与主题的多样化适用于所有学习者,为学习者提供了有用的商业词汇。每本书后配有词汇表,收词广泛。《初级商务英语》中有 550 个商务词汇,《中级商务英语》扩大到 750 个,《高级商务英语》中则收入了 750 个新词,按市场营销、财政金融、人事和生产运营划分归类,起到了商务英语词典之功用。

一些常为人们所忽视的语言点在本教材中也作了说明,例如,《高级商务英语》中涉及了句子结构和连接词的用法。

本系列教材的直接教学法也深受广大教师的欢迎,不需要另用教师用书,整套教材脉络清楚,书后附有详细的练习答案和听力部分的文字材料。

《初级商务英语》和《中级商务英语》中的每个单元包括听力、听力部分的语言点解析、针对语言点的练习、口语实践及单词检测。《高级商务英语》则以阅读材料开始,《中级商务英语》和《高级商务英语》中均增加了一项词汇练习,以便学生进一步巩固所学语言知识。

出版说明: 商务英语证书(BEC)考试是由英国剑桥大学考试委员会推荐,国家教委考试中心承办的权威性考试。该考试每年5月和11月分别举办一次。由剑桥大学考试委员会签发的BEC证书可供各涉外机构、三资企业等单位录用、晋升员工时参考使用。本套丛书由剑桥大学考试委员会和国家教育委员会考试中心中英教育测量学术交流中心联合推荐为BEC培训用书,分别适用于BEC一至三级考试的培训,并委托外语教学与研究出版社出版。任何其它出版单位不得使用上述名义或类似上述名义出版同类读物,违者必究。

Introduction

TARGETS AND OBJECTIVES

This book is aimed at students who have a professional need for Business English; people either in, or training for, jobs in the business world.

More specifically, the material is relevant for learners, at pre-intermediate level or above, who need revision or further practice in developing listening skills for:

- extracting relevant information
- structuring information
- inferring meaning from context
- becoming accustomed to different varieties of English.

The material also develops speaking skills through:

- problem-solving activities
- role-plays
- discussion topics.

ORGANISATION OF MATERIAL

There are 20 units in the first part of the book (see Contents page). Each unit consists of:

1. LISTENING

A taped listening passage, accompanied by an information task.

2. PRESENTATION

Language items from the listening passage highlighted and explained.

3. CONTROLLED PRACTICE

Exercises designed to give practice in the language items introduced in the Presentation.

4. TRANSFER

Pair work, or occasionally group work, designed to encourage students to use the language introduced and to practise it in a freer context.

WORD CHECK

A glossary of the business vocabulary that appears in the listening passage.

KEY SECTION

The second part of the book contains the Key section for each unit. This includes:

1. LISTENING

A tapescript and answers to the listening task.

2. CONTROLLED PRACTICE

Answers to the controlled-practice exercises.

3. TRANSFER (where necessary)

Information for pair-work activities.

GLOSSARY

At the end of the book there is a glossary of frequently used business terms.

APPENDIX

After the glossary there is an appendix of common irregular verbs.

THE ROLES OF TEACHER AND STUDENT

The materials provide the teacher with an opportunity to strike a balance between two classroom roles: teacher-controlled and teacher-monitored. They also give students an opportunity for autonomous learning (self-study).

Sections 1. **Listening**, 2. **Presentation**, 3. **Controlled Practice**, and the **Word Check** section can be worked through with or without a teacher. Section 4. **Transfer** can be worked through by students in pairs or groups without a teacher, but some form of teacher monitoring is advisable.

简介

目的： 本书旨在于向那些已经或立志从事商务工作的人员提供相关的商务英语知识。

具体来说，该材料与那些已有初级水平但仍需进行下列技巧训练的人员戚戚相关：

1. 听力技巧：

- 听取相关的信息
- 组织材料
- 从上下文推测词义
- 习惯各种各样的英语表达方式

2. 口语技巧：

- 解决问题
 - 扮演角色
 - 讨论问题
-

材料的组织： 本书第 1 部分分 20 个单元(参见目录),每单元包括：

1. **听力训练** 一篇录好待听的文章,其后是填空练习。
 2. **描述阶段** 该部分说明听力片段中的语言重点。
 3. **强化练习** 该部分针对描述阶段中的语言点进行实际训练。
 4. **口语实践** 双人练习,或者偶尔的小组练习,其目的在于鼓励学生能够在更多的场合自如地使用所学的语言点。
 5. **单词检测** 一个在听力文章中出现的商务词汇的生词表。
-

答案部分： 本书的第 2 部分包括各单元的答案。包括：

1. 听力的文字材料及听力练习答案；
2. 强化练习的答案；
3. 口语实践(在必要时才有)中有关双人练习的信息。

生词表： 在书的结尾处有一个常用商务术语生词表。

附录： 生词表后附有常见不规则动词词型变化表。

师生的角色任务： 该教材使教师能够达到这样一种平衡：他/她既可以是课堂的控制者又可以是课堂的督导者。该教材也可以供学生自学时使用。学习第 1 部分(听力训练),第 2 部分(描述阶段),第 3 部分(强化练习)以及单词检测部分时教师的作用可有可无,第 4 部分(口语实践)可由学生独立组对或小组共同来完成,但是教师的指导作用也很有益。

To the Student

WHO IS EARLY BUSINESS CONTACTS FOR?

This material is for students who have some previous knowledge of English and wish to apply it in a business context. It can be used by students working alone, as self-study or homework material during a business course, or as follow-up material after a business course.

SELECTION OF MATERIAL

You can work through the material starting at Unit 1. Alternatively, you can choose units on the basis of the topic or the language area or skill covered (see Contents page).

USING A UNIT

All of the units can be done without a teacher. All the sections in a unit can also be done without a teacher except for the Transfer activities (but see below).

1. LISTENING

This tells you something about the unit. All the listening activities have an exercise with them.

- Read through the introduction to the Listening section. Make sure you understand what you have to do while you are listening.
- Play the tape right through without stopping.
- As you listen, try to do the exercise.
- If necessary, listen to the tape again. Stop the tape and replay sections if you need to.
- Check your answers with the Key at the back of the book.
- If your answers are wrong, listen again. You can check the tapescript in the Key. Use the Word Check if you cannot understand some of the words.

2. PRESENTATION

- Read carefully through the presentation and explanation of the language area.
- Try to remember how this language was used on the tape. If you wish, listen to the tape again.

3. CONTROLLED PRACTICE

- Complete the exercises.
- Check your answers with the Key.
- If your answers are wrong, look again at the Presentation, and try to see why you have made mistakes.

Note: We have used the following symbols. They show you what is missing in the exercises:

..... one or more words _____ only one word.

4. TRANSFER

These activities involve speaking. You can do the pair-work speaking activities without a teacher. However, these activities are best done with a teacher who can correct your spoken language.

If you do the pair-work speaking activities with a colleague, follow this procedure:

- Decide who is Student A and who is Student B.
- Student A should look *only* at the Student A copy.
- Student B should look *only* at the Student B copy in the Key section.
- Carry out the Transfer activity. Try to use the language you have learnt.

WORD CHECK

The words are taken from the listening passages. Try to think how you could use these words yourself.

学习指导

使用该教材时所需的

英语水平： 本书适用于那些已具有英语知识但缺乏商务词汇的人员。本书可作为自学教材使用，也可作为某一商务课程的家庭作业型的阅读材料，同时还可以作为学完某一商务课程后的强化材料。

材料的选择： 可以从第1单元起开始学完全教材，或者可以根据各单元所含的主题、语言或技巧选择使用(参见目录)。

各单元的使用方法： 各单元均可在没有老师的帮助下独立完成，每单元的各部分(除口语实践外)均可自习完成(具体情况参看以下叙述)。

1. **听力训练** 该部分介绍本单元的概况，每段之后都有相应的练习。
 - 通读听力部分的简介，明确自己需要完成哪些作业。
 - 连贯地听完全文，不带任何停顿。
 - 听的同时完成作业。
 - 必要时再听一遍，某些细节处可稍做停顿。
 - 就书后的答案部分检查自己的回答是否正确。
 - 如果答案不符，可再听一次，这时可参阅答案部分中的文字材料，不明白某些单词的含义时可参看词汇检测部分。
 2. **描述阶段**
 - 仔细通读本部分对于语言点的解释和描述。
 - 记住这些语言点在文中的用法。乐意的话可以再听一次原文。
 3. **强化练习**
 - 完成各项练习。
 - 核对答案。
 - 如果答案错误，那么再看一次描述部分，弄明白为何出错。
-

备注:

本文中使用的下列标志:

缺一个或多个词时用虚线 (-----) 来表示;

仅缺一个词时用实线 (——) 来表示。

- 4. 口语实践** 本部分主要涉及口语能力,完全可以在没有老师帮助的前提下与别人组对练习。然而,最好在有位老师可以帮你改正错误的前提下开展各项活动。

与同事进行二人练习时要依照下列程序展开:

- 首先决定谁是学生甲谁是学生乙。
 - 学生甲只该看有关学生甲的内容。
 - 学生乙只该在答案部分看有关学生乙的内容。
 - 试着用刚学会的那些语言点进行口语实践。
-

- 5. 词汇检测** 词汇摘自各听力文章中,考虑一下该如何使用这些词汇。

To the Teacher

USES OF THE MATERIAL

- As a complete course for students of Business English.
- As supplementary material to a general English course for students with an interest in or a need for Business English.
- As a self-study/homework component of a Business English course.
- As follow-up material on completion of a Business English course.

SELECTION OF MATERIAL

The units are not graded. Teachers may, therefore, select according to:

- Topic (see Contents page)
- Language area/skill (see Contents page).

USING A UNIT

1. LISTENING

At the beginning of each unit there is a short introduction to the topic. The input text for each unit is a listening passage.

- Prepare the students for the task. Make sure they are absolutely clear what they have to do.
- Play the tape right through, without stopping.
- For many students it will be necessary to give them an opportunity to listen to the tape again. Replay the tape, stopping at appropriate places.
- Let the students check their answers with the Key.
- Play the tape again if there are major differences between the Key and the students' answers.
- Refer the students to the Word Check if there are vocabulary problems.

2. PRESENTATION

- Ask the students to read through the Presentation and explanation of the language area.
- Get them to give you additional examples of the language presented.
- If necessary, look at the tapescript in the Key to identify examples of the language.

3. CONTROLLED PRACTICE

- Ask the students to complete the exercises and then check their answers with the Key.
- Advise on alternative answers or give more practice where necessary.

Note: The following symbols have been used to indicate what is missing in the exercises:

..... one or more words _____ only one word.

4. TRANSFER

These activities involve speaking – mostly pair work.

- Divide the class into pairs.
 - Assign roles (Student A and Student B). Make sure they only look at their own role/information (Student B's information is always in the Key section).
 - Monitor the pairs while they carry out the speaking transfer, prompting the use of practised language if necessary.
-

WORD CHECK

The words are taken from the listening passages. The glossary only provides definitions. This section can be used before, during or after the listening activity.

教学指导

- 该教材的用途：**
- 可作为一门完整的商务英语课程。
 - 可作为一般英语课程的补充材料，以满足那些非常乐意或者迫切需要学习商务英语的人员的需要。
 - 可作为某一商务英语课程的自习/家庭作业型阅读材料。
 - 可作为某一商务英语课程的强化材料。
-

- 材料的选择：** 各单元并非按照循序渐进的顺序排列，因而教师可按如下两点进行取舍：
- 主题
 - 语言点/技巧(参看目录)
-

各单元的使用方法：

1. **听力训练** 每单元开篇之处都有一个对本单元的介绍或解释，每单元的课文都为—篇听力文章。
- 使学生对作业有所准备，这样一来他们就明白了该完成什么作业。
 - 连贯地放完全文的录音带。
 - 对许多学生而言，还有必要再听—次录音，因而再给他们放—次录音，并在必要处稍做停顿。
 - 让学生自己核对答案。
 - 如果答案有所不同，可再给他们放—次录音。
 - 如果学生有词汇方面的疑难之处，可让他们参看词汇检测部分。
-
2. **描述阶段**
- 让学生通读描述这一部分以及对各语言点的解释。
 - 可给他们补充些有关的例句。
 - 必要时可在答案部分中的文字材料中找出那些相关的例句。
-