

实用商务英语系列教材

商务英语口语

Oral English for Business (II)

下

总主编 刘超先



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总 序

改革开放日趋深入,社会对外经贸人才的需求持续增长,我国商务英语专业(方向)的招生规模逐年扩大,该专业(方向)本专科生教育的改革、学科建设及教材的出版循序渐进,教学质量逐步提高。并且,教育部于2007年9月成立了“2007—2011年教育部高等学校外语专业教学指导委员会”,对商务英语人才的培养提出了更高的标准,同时也为学科建设和教材编写提出了新的要求。中国加入世界贸易组织已经好几年了,社会需要既懂英语,而又思维严谨、知识面广博、综合能力强,尤其能熟练运用外经贸知识的高素质专门人才。新的中学课程标准的颁布使中学生英语水平逐年提升,商务英语专业(方向)本专科生入学时的基础和综合素质也相应提高。此外,非英语专业大学公共英语教育迅猛发展,这些学生英语能力的提高,也为商务英语专业(方向)学生的培养提出了严峻的挑战和更新更高的要求。这就规定了本世纪的商务英语教学既是英语专业培训,又是英语专业教育,既以普通英语为主体,又以特殊用途英语为支撑,必须全面培养高素质的复合型人才。商务英语教材的编写和出版,毋庸置疑要顺应这种潮流。

复旦大学出版社正是顺应这种潮流,为商务英语人才的培养做了一件好事。在充分调研的基础上,复旦大学出版社抓住机遇,邀请了全国10多所财经类院校和综合性大学的外语院系的30多位商务英语教育专家,在湖南长沙召开了“高等院校商务英语专业本专科生系列教材编写委员会会议”。与会代表们一致认同了编写面向本世纪商务英语系列教材的必要性、可行性和紧迫性,并对编写思想、教材构建、编写程序等提出了建议和要求。而后,复旦大学出版社又多次组织专家、学者召开了会议,拟订编写大纲、确定教材类别、选定教材项目、讨论审核样稿。经过一年多的努力,终于迎来了第一批书稿。

商务英语系列教材共分13部书,包括经贸知识与语言技能、语言与文化、人文科学与经济学等三大模块。可以说几乎涵盖了当前我国高校商务英语专业(方向)所开设的主干课程。编写内容遵循深入浅出的原则,反映行业和学科领域的最新实践及研究成果;编写体例采用国家最新有关标准,力求科学、严谨,满足各门课程的具体要求;编写理念为帮助学生打下扎实的语言基本功,着力培养学生分析问题、解决问题的能力,提高学生的人文、科学素养,培养健康向上的人生观,

使学生真正成为我国本世纪所需要的商务英语专门人才。

高等院校商务英语专业本专科生系列教材编写委员会由商务英语教育界的知名人士和一线教师组成,其中多数是在该领域颇有建树的专家,不少是各高等院校商务英语专业教学的行家里手。教材编者均由编写委员会的专家们在仔细审阅校稿后遴选商定,总体上代表了我国当前商务英语教育的发展方向和水平。



下
册

这套教材理念新颖、特色明显、体系宏大,经过实践和进一步完善,必将列入商务英语专业(方向)重点教材规划项目。我们相信,复旦大学出版社这套教材的编写和出版,不仅会满足本世纪商务英语人才的培养需要,而且其独创性、前瞻性、先进性也将为商务英语乃至其他学科教材的编写树立新的理念,开辟新的思路,拓展新的视野。

编 者

2008 年春于岳麓山

前 言

《商务英语口语》共分上、下两册,每册分为 15 个单元,供一学年的教学使用,是为高等院校本专科商务英语专业(方向)一、二年级学生编写的商务英语基础课教程。

教育部批准实施的《高等学校英语专业英语教学大纲》指出:英语专业的学生应具有扎实的语言基本功、宽广的知识面、一定的相关专业知识、较强的能力和较高的素质。这套商务英语专业口语教程依此培养目标编写而成。

在三年制专科、四年制本科教学中,前两年口语训练是基础阶段,这一阶段的主要教学任务是既对学生进行全面、严格的英语知识基本技能训练,又对学生进行初步的、必要的外经贸领域行业英语技能训练,培养他们这两方面实际运用语言的能力,为进入高年级的学习打下扎实的专业基础。因此,本教程十分注意对学生的听、说、读、写、译等方面能力的训练,十分注重对基础语法和词汇的熟练掌握和正确运用,还着力在专业语言学习的过程中提高学生的综合素质,培养学生的思维能力,使学生在思想上、心理上更趋成熟。商务英语的行业语言教学应该避免让学生单纯地、机械地重复和模仿,要为他们开拓独立思维的空间,培养他们用外语来表达自己的能力。本教程的编写力求体现这一精神。

鉴于中小学英语教学水平的不断提高,学生进入大学商务英语专业(方向)学习时,已比较系统地掌握了英语语法的主要内容,也已掌握了主要的语言功能,本教程不把语法或语言功能作为编写的主线,而是以课文的商务经贸主题和内容作为编写的基础;每一单元围绕一个中心内容,同一单元中的三篇课文和两篇补充课文基本围绕同一个主题,练习内容也都尽可能地贴近该单元的主题,目的是使学生通过一个单元的学习能就该单元的主题进行外经贸行业角色性的口头和笔头交际,陈述自己的观点,展示自己的思想,发表自己的意见。

本教程上、下册的课文绝大多数为改革开放以来对外商务经贸实例原文,我们只在个别地方做了删改。课文的结构包括情景对话、课文注释、文化背景、实用表达、自由谈话、补充阅读和口头描述等七大部分;涉及的主题包括商务电话、商务接洽、商务参观、商务游览、商务会议组织、商务办公、广告介绍、业务洽谈、商品描述、询盘、报盘、定购、价格商谈、货款支付、商品包装、装运和经销、代理,等等。

同时,在选材上我们也十分注重对学生在人文知识与素质方面的培养。

《商务英语口语》是商务英语专业(方向)英语基础教材,旨在全面提高学生的听、说、读、写、译等口语能力,本教程虽设计了所有这些方面的练习,但有别于阅读课、听力课、写作课、翻译课等独自的体系和专门技能,我们无意用本教程中相对有限的练习来替代这些课程,使用学校仍应参照大纲的要求和学校的具体情况单独开设这些课程。

本教程的编写从一开始便得到廖瑛教授、刘超先教授、刘岗教授等多位商务英语教学界专家的关心和指导,复旦大学出版社自始至终对编写工作给予大力支持。在此,我们对他们一并表示衷心的感谢。

由于编者水平有限,书中疏漏之处在所难免,希望专家、学者、同仁与读者不吝赐教。

编者

2008年12月



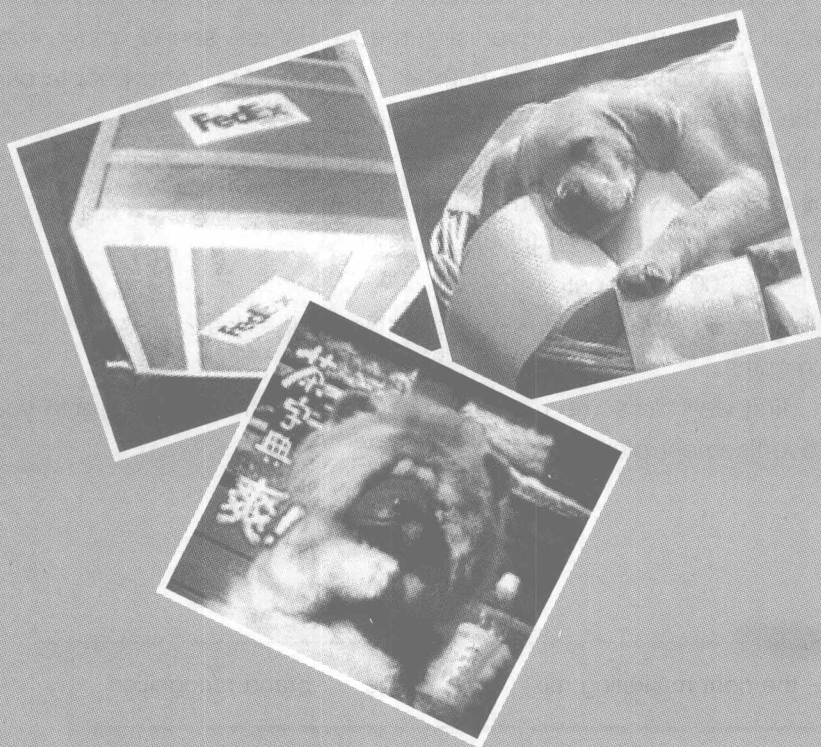
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Unit 1

Advertisement



Part I Situational Conversations

I

Hints

the advertising media — TV spot and commercial
an advertisement plan

- A: How much do you charge us if you design an ad for us?
B: You just want to have your ad in a newspaper?
A: We haven't decided yet, so we have come to you for some advice.
B: As we all know, of all the advertising media, TV has sound, movement and color and attracts a large number of TV viewers. And people can see the real thing, but it's very expensive.
A: Perhaps our sales promotion efforts should have been supported by a series of TV spots and commercials.
B: How much is your budget for your ads?
A: About \$2,000 per month.
B: That is not too much. How long does this budget last?
A: Five months.
B: Then, first we'll do some market research, after that we can give you an advertisement plan.

II

Hints

the right marketing mix the image brand recognition

- A: We want to use the right marketing mix to reach our target market.
B: Certainly, we've done some tactical planning already. We think we've come up with a good plan.



A: What media do you plan to use?

B: Well, taking into account the image you want to project, we've asked our copywriters to prepare copy for computer magazines and the Internet first.

A: So that way, our advertising dollars would be focused on computer users.

B: Yes. We'll also run billboards and newspaper ads to help create broad brand recognition.

A: Will there be any direct mail?

B: No. That would not be correct for a manufacturer like you. Leave that to the retailers.

A: Good point. Please prepare a more detailed proposal, and then I'll pitch it to the higher-ups.

B: Great. We'll get started right away.



Hints

advertising campaign style on slice of life slogan

A: Good morning, Carla. How are you today?

B: I'm doing fine. How about you?

A: Great, thanks. So, what's the status of our advertising campaign?

B: As I mentioned before, a national advertising campaign will start next month. We've decided to use a variety of media for full coverage. First, we'll have 30-second spots on television once a day for 3 weeks. At the same time, we'll do 15-second radio commercials 3 times a day in selected cities with large population. Finally, we'll have some outdoor ads using billboards near the main entrances to big cities.

A: What style will the ads be?





B: We're focusing on slice of life, showing how you can beat the summer heat by biting into a cool ice-cream sandwich. We'll also show everyone there are a variety of flavors and they're not stuck with just vanilla.

A: Sounds like an ideal approach. Will we have a new slogan?

B: Definitely. The advertising agency are working on that right now. They'll have some proposals ready by the end of the week.

A: Sounds like we'll have a winner on our hands!

Part II Notes

1. the advertising media: 广告媒体
2. TV viewers: 电视观众
3. sales promotion efforts: 促销活动
4. TV spots: 插播的短小电视节目或广告
5. the right marketing mix: 合适的营销媒体
6. tactical planning: 战略计划
7. Taking into account the image you want to project, we've asked our copy-writers to prepare copy for computer magazines and the Internet first.
考虑到贵方公司形象设计的需要, 我方已要求文案撰写者起草好计算机杂志稿和网络用稿。
8. direct mail: 广告邮件
9. pitch it to the higher-ups: 推销给高级主管
10. What's the status of our advertising campaign?
我们公司的广告宣传近况怎样?
11. As I mentioned before, a national campaign will start next month. We've decided to use a variety of media for full coverage. First, we'll have 30-second spots on television once a day for 3 weeks. At the same time, we'll do 15-second radio commercials 3 times a day in selected cities with large populations. Finally, we'll have some outdoor ads using billboards near the main entrances to big cities.
如我之前所说, 下个月我们将在全国范围内, 充分利用各种媒体大张旗鼓地进行全面宣传: 第一, 为期3个星期的电视广告宣传, 一天一次, 每次30秒钟; 第二, 以人口较多的城市为对象, 进行电台广播宣传, 一天3次, 每次



- 15 秒钟;第三,展开适当的户外宣传,在大城市的主要入口处竖立广告牌。
12. We're focusing on slice of life, showing how you can beat the summer heat by biting into a cool ice-cream sandwich.

我们的宣传重心应如实地反映生活,告知人们,吃上一份冰淇淋三明治,就能使人消除夏日的炎热。

13. They're not stuck with just vanilla.

香草并不是他们唯一的口味。

Part III Related Information

1. 广告是促销方式之一,其原则可用 AIDMA 来概括。这一缩写中 A 即 attention(注意)、I 即 interest(兴趣)、D 即 desire(愿望)、M 即 memory(记忆)、A 即 action(行动)。
2. 广告的常用载体有报纸、杂志、广播和电视及网络等。此外,户外广告、车体广告、促销广告、手机广告和人体广告等都可能引起人们的兴趣。广告又可分为鉴定性广告和编辑性广告。当一家公司找一位名人来谈论产品时,人们将其称之为鉴定性广告。而报纸上刊登的谈论产品的普通文章,人们则将其称之为编辑性广告。

追本溯源,网络广告于 1994 年首先出现于美国。1994 年 10 月 14 日,美国著名的 *Wired* 杂志推出了网络版 Hotwired(<http://www.hotwired.com>),其主页上开始有 AT&T 等 14 个客户的广告 Banner,这是广告史上一个里程碑式的标志。中国第一个商业性的网络广告出现于 1997 年 3 月,传播网站是 Chinabyte,其表现形式为 468 × 60 像素的动画旗帜广告。Intel 和 IBM 是国内最早在互联网上投放广告的公司。

Business Conversation Steps

Advertisement

Step 1 Asking the charge



Step 2 Choosing the marketing mix



Step 3 Making an advertising plan

Step 1 广告询价。如:

How much do you charge us if you design an ad for us?

如果请贵公司设计广告, 请问广告费用是多少?

Step 2 营销手段的选择。如:

Taking into account the image you want to project, we've asked our copywriters to prepare copy for computer magazines and the Internet first.

考虑到贵公司形象设计的需要, 我方已要求文案撰写者起草好计算机杂志用稿和网络用稿。

Step 3 广告计划的确定。比如, 确定广告的侧重点。

We are focusing on slice of life.

我们的宣传重心是如实地反映生活。

Part IV Useful Words, Expressions & Sentences

1. commercial: *n.* 商业广告
2. billboard: *n.* 广告牌
3. full-page: *a.* 全版
4. graphic: *n.* 图案
5. animation: *n.* 动画
7. make advertisements on popular or major newspapers: 在广受欢迎或主要的报纸上做广告
8. do radio commercials: 采用电台商业广告
9. have outdoor ads using billboards: 采用户外广告牌
10. the same full-page ad in the Sunday edition of major newspapers: 主要报纸的星期天版面刊登相同的全版广告
11. advertise products in survey show: 采用市场调查的形式为产品做广告
advertise products on the Internet: 在网站上为产品做广告
12. try to build the corporate image through advertising: 以广告来树立企业



形象

13. You are certainly targeting specific customers such as housewives.

您的目标顾客是诸如家庭主妇之类的特定顾客。

14. Haier Group makes its brand quite famous among children through cartoons.

海尔集团通过卡通片使其品牌广为儿童所知。

15. Electric advertising is quick, cheap and widespread.

电子广告速度快、价钱低，且传播广。

16. Ads online can be updated anytime with a minimal cost.

在线广告可以花最少的费用及时更新。

17. One of the major advantages of Internet advertising is the ability to customize ads to fit individual viewers.

在线广告的主要优势之一是它可以满足不同浏览者的需要。

18. Web ads can effectively use the convergence of text, audio, graphics and animation.

网络广告可以有效地综合利用文字、声音、图像和动画手段。

19. A consumer can click with the mouse on the ad for more information, or take next step to purchase the product in the some online session.

消费者可以用鼠标点击广告以获得更多信息，或者直接进入下一步在线购买商品。

Part V Free Talks



Passage

How to Select a Suitable Agency to Handle a Company's Advertising

Three points should be considered in order to select a suitable agency. First, the selected agency should be familiar with the characteristics of the products which the company wants to advertise so that the best features of the advertised products of the company can be demonstrated by the advertisement. Second, the agency should have profound knowledge in designing,



producing and publishing advertisement which is not only a kind of art, but also an important marketing method. Third, the selected agency should have the strong ability to combine the aesthetic presented by the advertisement with the need of the company to promote products.



Dialogue



A: As you know, the Light 2000 is due for release next month. I think we've finally worked the kinks out.

B: Great. That's vital. Quality is the focus of the ad campaign. The boards must work well if they're going to be the cash cow we want them to be.

A: Let's go over our promotion plans again.

B: OK. We have 7 major retailers running demonstrations at most branches. And our exhibition team is already on the road setting up for computer shows.

A: Good. What about print and TV?

B: We've taken out full-page ads for three large trade magazines. And more important, our press releases have been received.

A: Any larger ads?

B: Yes. We're putting the same full-page ad in the Sunday edition of two major newspapers.

A: Sounds perfect.

B: But nothing ever works out as you want it. So I have a number of other tricks up my sleeve, as well.



Additional Terms and Expressions

1. USPs(unique selling points): 卖点
2. brochure: *n.* 宣传手册
3. mix: *n.* 组合
4. coupon: *n.* 优惠券, 抵值券
5. outlet: *n.* 销路, 批发零售商店
6. buy-one-get-one-free: 买一送一





7. advertising: *n.* 广告
 - advertising and sales promotion*: 广告和促销
 - advertising effects*: 广告效果
 - advertising ethics*: 广告伦理道德
 - advertising feedback*: 广告反馈
 - advertising frequency*: 广告频率
 - advertising media*: 广告媒体
 - advertising message*: 广告信息
 - advertising reach*: 广告接受
 - advertising source*: 广告信息来源
8. brand: *n.* 品牌
 - brand awareness*: 品牌意识 / 认知
 - brand extension*: 品牌延伸
 - brand loyalty*: 品牌诚信度
 - brand mark*: 品牌标志
 - brand name*: 品牌名称
 - brand positioning*: 品牌定位
 - brand recognition*: 品牌识别
 - brand's equity*: 品牌价值
9. branding: *n.* 品牌化
 - branding strategy*: 品牌化战略
10. IUAA: International Union of Advertisers' Association (国际广告用户联合会)
11. IUPA: International Union of Practitioners in Advertising (国际广告从业人员联合会)
12. IUA: International Union of Advertising (国际广告联合会)
13. AIAA: Association of International Advertising Agency (国际广告代理商协会)
14. IAD: International Advertising Association (国际广告协会)

Part VI Passages for Reading

1. High-tech Creature Comforts (物质享受)

There's more to technology than silicon chips in metal boxes. Some inno-

