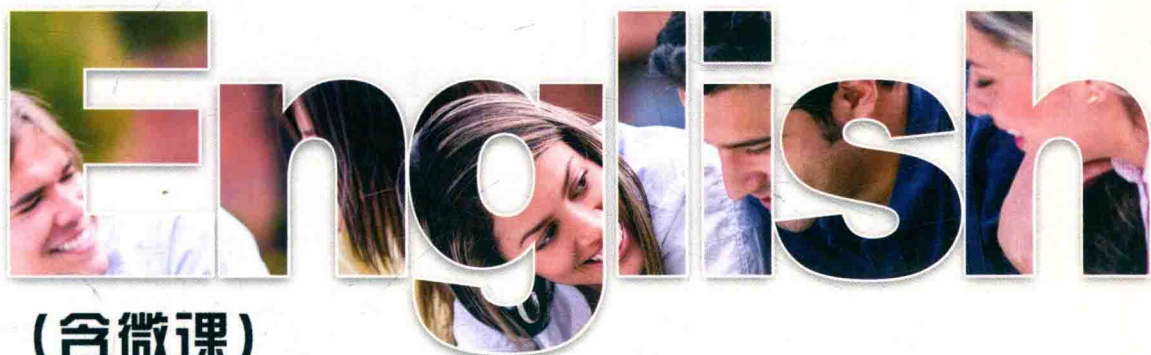


经济与管理立体化图书



(含微课)

商务英语口语

ORAL
BUSINESS
ENGLISH

(基础篇)

主编◎周淑华 陈磊磊 马晓丹



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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内容提要

本书共有 7 个项目, 侧重培养读者在商务职场情景下的英语口语能力, 内容涵盖求职、办公接待、客户接待、住宿安排、商务旅行、商务报告、公司介绍等。每个项目下分别设置若干个任务, 任务包括学习目标、相关知识准备(背景知识介绍、相关商务情景图片)、真实商务情境活动、相关语言表达和拓展、角色扮演、商务文化知识拓展等环节。

本书内容实用、情景丰富, 可作为读者学习商务英语口语的参考用书。

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前言

随着我国国际化进程的加快,以及“一带一路”国家战略的提出,我国对外经济贸易业务日益频繁,熟练运用英语进行商务交际、深谙国际贸易规则和惯例已成为国际化人才的核心竞争力。因此,丰富商务情境知识、了解时代信息、提升商务英语语言技能就显得格外重要。为使学习者能在外贸业务活动中进行顺畅的业务沟通,并全面掌握商务知识和外贸流程,我们遵循知识和实践相结合的原则,以工作过程和工作任务为导向,编写了《商务英语口语》一书。

《商务英语口语》分为基础篇和专业篇两册。“基础篇”侧重培养学习者在商务职场情景下的英语口语能力,涵盖了求职、办公接待、客户接待、住宿安排、商务旅行、商务报告、公司介绍等七个项目内容。“专业篇”以国际贸易流程为主线构建,涵盖市场拓展、建立业务关系、贸易会、询盘、订货、支付、包装运输、保险售后等业务环节。

本书在编写上具有以下特点:

1. 内容实用,情景真实,图文并茂

本书在内容选取和难度把握上遵循“实用为主,够用为度”“学用结合,重在运用”的原则,选材上注重真实性,兼顾新颖性和多样性。各项目内容富有时代感,反映了现代商务活动的真实情景,图文并茂,具有很强的趣味性、实用性和可操作性。

2. 模块创新——项目任务驱动,帮助读者高效学习

本书打破传统口语教材的模块定式,按照商务活动各具体环节设置情境,并以“任务”为导向,着重培养读者的商务口语交际能力。

本书每个项目下包括相关知识准备(背景知识介绍、相关商务情景图片)和若干任务,每个任务下设置了热身活动、真实商务情境活动、相关语言表达和拓展、追踪练习(涵盖口译题和角色扮演等题型)、任务评价和商务文化知识拓展等环节。项目编排合理、脉络



清晰，由简到繁、由易到难、循序渐进，符合语言学习规律。

其中，真实商务情境活动及相关语言表达和拓展模块帮助读者打造坚实的语言基础；背景知识介绍、热身活动和商务文化拓展等模块能有效培养读者独立思考和自主学习的能力；追踪练习帮助读者巩固学到的语言知识；自评体系则帮助读者更好地了解各任务的完成情况并做出合理自评。

3. 融入“i+1”理论，全面提高读者语言输入与输出技能

本书特别注重培养读者接收、处理语言信息及语言输出能力，运用著名语言学家 Krashen 的“i+1”理论，在实训环节后增加了一项综合的语言技能训练“i+1 Practice”，即读者利用现有的语言知识，结合各个环节（内容难度不低于原水平，稍微比现有语言知识难一点），融入真实的案例进行综合训练，从而全面提高语言输入与输出技能。

4. 互联网+——配有二维码，方便读者进行立体化学习

本书每个任务均配有相关视频资料，口音纯正，语言地道，画面清晰。通过扫描对话旁的二维码，即可观看，方便读者课前预习和课后跟读练习。

本书由周淑华、陈磊磊、马晓丹担任主编，并负责策划和统稿，吴继琴、李婧、汪丽琴、乐柔佳担任副主编，余芳芳、杨羚、尹晓霞等参编。

本书在编写过程中参考了近年出版的部分书籍和网上资源，限于篇幅不一列举，谨向各位作者表示感谢！

由于编者水平有限，疏漏和不足之处难免，敬请广大读者和专家批评指正！

本书配有优质的资源包，读者可从网站 <http://www.bjjqe.com> 下载。

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2017年9月

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Project One Career



A career is an individual's journey through learning, work and other aspects of life. By the late 20th century, a wide range of choices (especially in the range of potential professions) and more widespread education had allowed it to become possible to plan (or design) a career. Traditionally, career success has often been thought of in terms of earnings and / or status within an occupation or organisation. This can be expressed either in absolute terms (e.g. the amount a person earns) or in relative terms (e.g. the amount a person earns compared with their starting salary).

Learning Objectives

After learning this project, you are required to achieve the objectives in the following table.

Objectives
1. Master language points a. Being familiar with related expressions of self-introduction, job interview and job description. b. Being able to use language skills to conduct a job interview and describe job responsibility.
2. Master the procedure of a. job interview. b. describing job responsibility.
3. Be good at the manner of job interview.
4. Have the ability to manage a job interview and describe job responsibility.



Task One Brief Introduction



Part I Warm-up

A1. Discuss the following questions with your partners.



1. Are you ambitious? Do you like ambitious people? Why?
2. Do you have a career plan? Where do you want to be in 10 years?
3. Which would you prefer to do?

- ◇ Work for one company during my career.
- ◇ Work for several different companies.
- ◇ Work for myself.

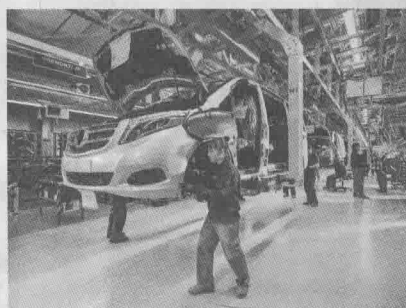
A2. Which of the following departments would you like to work in?



Sales & Marketing



Administration & Personnel



Finance

Production



Management

R & D (Research & Development)

A3. Learn the following basic expressions for describing future's career.

- (1) career move 职业变动
- (2) career break 事业中断; 离职
- (3) career plan 职业规划
- (4) career opportunities 就业(工作)机会

A4. What should you do to prepare for a job interview?



Part II Activities



Activity 1



Language Acquaintance

- | | |
|----------------------------|----------------------|
| 1. personnel manager 人事部经理 | 5. birth date 出生日期 |
| 2. as requested 如约 | 6. birthplace 出生地 |
| 3. take a seat 请坐 | 7. resident 居民 |
| 4. resume 简历 | 8. domicile place 籍贯 |

Susan goes to the company to have a job interview with the personnel manager (Watt).

(S=Susan W=Watt)

S: Excuse me, may I see Mr. John Watt, the personnel manager?

W: It's me. What can I do for you?

S: Yes, I'm for an interview as requested. Nice to meet you.

W: Nice to meet you. Are you Miss Li?

S: That's right.



W: Please take a seat.

S: Thank you.

W: We have received your letter and resume, and we thought we would like to ask you to come here for an interview.

S: It is a great pleasure for me to have this opportunity for today's interview.

W: What is your name, please?

S: My name is Susan Li.

W: How old are you?

S: I am twenty-five years old.

W: May I ask your birth date?

S: Yes, my birth date is September 22, 1992.

W: Where do you live now?

S: I live at 606 Zhongguancun Road, Apt 802, Beijing.

W: Then tell me your birthplace.

S: My birthplace is Nanjing.

W: OK, I know you are not a resident of Beijing. Where is your domicile place then?

S: My domicile place is Nanjing, too.

Activity 2

