

对外经济贸易各专业适用

商务英语

学生用书
第3册

BUSINESS ENGLISH

Into Business
with English
book 3

Student's Book

对外经济贸易大学出版社



Into Business with English

Book 3

Towards Communicating in English

商务英语 (第三册)

对外经济贸易各专业适用

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序

中国的英语教学,历来十分重视教材,不少人把它比做一剧之本,教师与学生无不想得到一种好的、称心的教材。

在对外经济贸易大学即将庆祝四十周年校庆之际,新编的基础英语教材《Into Business With English》付梓了,使用自己编写的、结合对外经济贸易特点的、符合新的教学法原则的基础英语教材的愿望终于变成了现实。这是我国改革开放政策的产物,是团结协作长期努力的成果。

说它是改革开放政策的产物,是因为该教材是中英合作项目。在对外贸易经济合作部和国家教育委员会的支持下,于1987年被确定为两国文化教育合作项目之一。对外贸易经济合作部和英国驻华使馆文化处在人力物力上都作了投入,给予了很大的支持。

说它是团结协作的成果,是因为该项目在1987年由对外经济贸易大学发起,1990年之后广州对外贸易学院、上海对外贸易学院和天津对外贸易学院也加入到教材的试用和修改之中,该教材是四所院校共同协作的产物。它不仅凝聚着参与教材编写和试用的众多教师的大量心血,四所院校的其他教师也对教材的编写方针和初稿提出了不少修改意见。

说它是长期努力的成果,是说该教材从开始设计、编写、试用、修改、到定稿经过了较长的时间,从1987年算起,至今已有6个年头。第一册已五易其稿。全套教材将于1995年出齐。

本教材力图较多地贯彻交际法的教学原则,同时也考虑到中国学生学英语的诸多特点。课文中的经贸线索只是为课本制造一个联系对外经贸的氛围,课本的核心还在于贯彻基础英语教学的具体要求。编者还将教材与国家教委批准的《高等学校英语专业基础阶段英语教学大纲》作了对照,以使教材能符合大纲所规定的要求。本教材注重跨文化交流的问题,注意在打好英语基本功的同时,对中外文化进行一些对比和介绍。

在试用期间,编者在教师和学生中作了大量的调查,并根据他们的反馈,对教材作了反复修改,把师生们认为最有用和最有意思的各种练习保留下来。因此,同学们都认为上新教材有意思、有收获;教师们也认为使用新教材能充分发挥自己的主观能动性。

从这几年的使用效果来看,本教材是令人满意的。例如,对外经济贸易大学使用该教材的两个系,在高等学校外语专业教学指导委员会所组织的全国性英语专业四级统测和对外贸易经济合作部组织的部属院校英语统测中,平均成绩均比其他系为优;天津对外贸易学院使用本教材的一年级学生的听说能力有了显著的提高。如果说,测试的结果包含有多种因素,不完全是教材的功劳,那么,它至少已经说明,使用该教材是完全可以达到国家教委批准的英语专业基础阶段教学大纲的各项要求的。

本教材共四册,适于高等学校对外贸易英语专业基础阶段教学之用,也适用于对外经贸的其他专业如国际贸易、国际金融、国际工商管理、国际经济合作、国际经济法等专业的基础英语教学,亦可作为其他院系的学生和在职人员学习英语的参考。

由于本教材采用了一些与传统不甚相同的教学路子,为便于教师备课,提高教材的使用效果,每册均配有教师用书,对课本中涉及的语言现象、文化背景 and 如何组织学生活动等,均作了详尽的说明。本教材配有录音带。编者还正在设计与新的教材和教法相适应的测试系统。

我们清楚地知道,对教材的看法是仁者见仁、智者见智的。一方面,在使用某一种教材时,要注意它的编写原则和教学指导思想,以充分发挥其长处。另一方面,我们并不主张把教材当成束缚教

师与学生教学行为的紧身衣,教师和学生根据具体情况,可以灵活使用本教材,取长补短,以达到最好的教学效果。

在改革开放的形势下,与对外经济贸易相关的各种专业正如雨后春笋般在各校涌现。我们希望这套教材能给同行们一个参考,给同学们一种新的选择。我们愿通过这套教材,加强与各兄弟院校的联系、交流与合作,尤其是在基础英语教学的研讨方面。我们十分希望能得到各有关同行和同学们对教材的批评和建议。

愿我国的对外经济贸易事业欣欣向荣,愿我国为培养对外经济贸易人材服务的教育事业能兴旺发达,愿各有关院校能加强交流与合作,为探索适合我国情况的基础英语教学新路子而共同努力。

我相信,我们事业的前途是光明的。

副校长 黄震华教授
于对外经济贸易大学
1993年8月

Introduction

Towards Communicating in English

This book adopts a more communicative approach to the teaching of English in your first two years at college or university. This means that you will be expected to take more of an active role in class than you have previously had to do. Altogether there are four students' books and they are designed to make up a course of English for the first two years of your tertiary education.

The main purpose of these books is to let you learn new ways of studying English and to give you more opportunities to practise speaking and communicating in English. Because the material and methods used are different from most books you will have used in middle school, at first you may find it difficult to adjust to the new ways of learning. This is natural and you should not worry too much. However it is believed that the initial struggle will be worthwhile in the end, as you will develop new methods for helping yourself to improve your English.

Some Important Advice

Learning English does not stop outside the classroom. As well as doing work outside class time for your teacher, you will be expected to take responsibility for helping yourself to learn by reading other material in English. You should read anything at all which is written in English and which you find interesting. You will learn much quicker if you are interested in what you are reading.

You should buy a good dictionary such as the 'Oxford Advanced Learner's Dictionary' by the Oxford University Press [ISBN 0-19-431141-4 (flexicover)], or Collins 'Cobuild Student's Dictionary' by Collins [ISBN 0-000-370315-0], or one of the many Longman's Dictionaries that are currently available. In addition you will need a good reference book of English grammar such as Michael Swan's book 'Practical English Usage', published by the Oxford University Press [ISBN 0-19-431185-6] or, possibly, A. J. Thomson and A. V. Martinet's book 'A Practical English Grammar', also by Oxford, [ISBN 0-19-431342-5]. These are sometimes available in good book shops in China

What Does it Mean to Speak a Language?

In the past people thought that if you knew grammar, vocabulary and pronunciation you could speak a language. But now we realise that communicating in a language is much more than this. For instance, "Have you eaten?" is a perfectly grammatical question in English, but it is not appropriate as a greeting as it is in Chinese. Understanding the words and grammar of a sentence does not mean that we can understand its meaning.

Making Mistakes Is Part of Learning

You will have plenty of opportunity to practise and to try out the new language being learnt. Do not be afraid of trying to communicate and making lots of mistakes, this is a natural process and you will never learn English if you are too afraid to open your mouth or to make mistakes. To start with you may feel that you are able to speak more fluently than before but that you are less accurate. Do not worry about this, accuracy will follow.

Use of Dictionaries

Dictionaries are an important tool in language learning but their over-use can quickly become a bad habit and prevent you from using valuable language learning skills. It is a good idea to try to guess the meanings of unknown words from their context rather than looking up every word in the dictionary. After all, in a natural conversation, you would not be able to look up every word in the dictionary. After the lesson you may use your dictionary to give you a fuller idea of the meaning of a word and its pronunciation and use.

Into Business with English

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UNIT 1

Mates

Section 1: What's a Mate?

Definition of "Mate"

How many meanings can you think of for the word "mate"? Which meaning do you think is the most common? Discuss these questions with the class.

Now check your ideas in a dictionary. Were you right?

Friends

What is your definition of a friend? Look at these category headings,

Synonyms

Types

Activities

Qualities

Now with the class, brainstorm all the words you can think of that are associated with the word friend according to the headings above.

An Ideal Friend

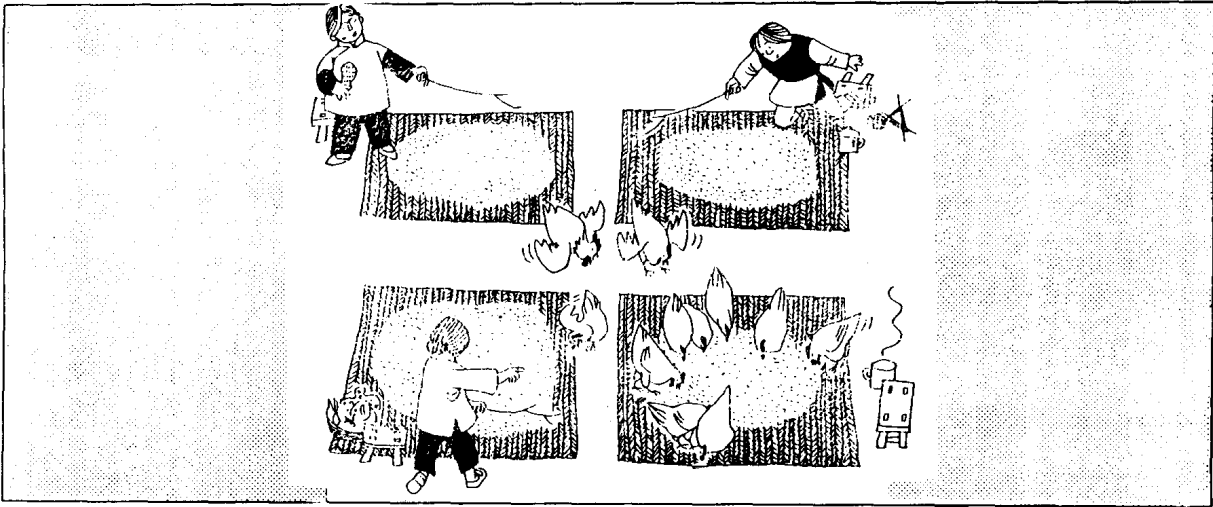
Look at the list of characteristics of an ideal friend, below. For each one, put a tick in one of the columns on the right, according to your reaction to it.

My ideal friend,	Agree	Disagree	Uncertain
a. knows all about me/my family.			
b. likes the same hobbies/sports.			
c. is sensitive to my feelings.			
d. lets me borrow their belongings			
e. lends me money.			
f. supports me even if I'm wrong.			
g. corrects me if I make a mistake.			
h. looks after my best interests.			
i. defends me in front of others.			
j. helps me with work.			
k. never gets angry with me.			
l. never lies to me.			

Now listen to a recording of a talk by a student from another country, entitled "Characteristics of an Ideal Friend". As you listen, number the characteristics in the table according to the order in which they are mentioned.

With a partner, try to agree on an order of priority for the characteristics. Compare your order of priority with the rest of the class.

Section 1: What's a Mate?



In your Group write a brief explanation of the cartoon's message in no more than 25 words. Compare your explanation with the other Groups.

Decide on a caption for the cartoon. Compare it with the original caption.

A Quiz - The Title

You know what it is like to be, and have, a room-mate - now think about what it would be like to share a flat with somebody.

Look at this title and subtitle to a quiz that appeared in a magazine.

What kind of flatmate would you make?
Would sharing your living space make or break your friendship?
Try our quiz and see!

What sort of questions would you expect to find in this quiz?

With a partner make a list of the main question topics that you think might be included - e.g. sharing housework.

Compare your list with another Pair's.

Vocabulary: Prefixes

Add prefixes from the alternatives given below to give an opposite meaning to the adjectives that follow:

Adjective	im-	in-	un-
Example			
tidy			UNtidy
communicative	compatible	confident	dependent
embarrassed	formal	sociable	sympathetic
tolerant	willing		

Unit 1: Mates

Many adjectives that describe people begin with "self-". Check that you know the meaning of the following:

self-centred
self-important

self-confident
self-indulgent

self-conscious
self-made

self-employed
self-sufficient

Now read the following descriptions of people and note down the adjective beginning with "self-" that best corresponds to each one from the list above.

1. She's her own boss now, and is making quite a lot of money.
2. Despite his poor, underprivileged childhood, he has succeeded in rising to the top of his profession.
3. He only ever thinks of himself and his own point of view.
4. Some people are so timid and scared of appearing foolish that they never say anything.
5. I'm generally an independent sort of person and I don't need to rely on other people, emotionally or otherwise.
6. She's impossible - she always thinks she, and her ideas are the best.
7. If I see a packet of my favourite biscuits, I just can't stop myself from buying them and eating the lot immediately.
8. They should learn to have more faith in their own abilities.

Flat Sharing and Student Accommodation in Britain

(see cultural glossary at end of book)

Look at the following advertisements for different people wanting to share accommodation that appeared in a local London newspaper.

SHARED ACCOMMODATION

WANTED

2 women require furnished flat. Preferably Central London, reasonable rent. Tel.081-923-6654

French female journalist is urgently looking for own room in flat/house with shared facilities, East London. Cal is friendly, independent, dependable. Prefers vegetarian household. Rent up to £120 per month. Write to box 56/AY

Male student needs cheap accom. in shared flat immediately. Responsible, sociable, non-smoker. Away at weekends/holidays. Contact Bill, 071-332-7118

Young male artist, 2 cats, furniture, seeks spacious accommodation in London area. Quiet, reliable, self-sufficient. Prefers self-contained flat in large house. Willing to do some household chores/shopping/babysitting against rent. References provided. Box 43/EH

Turn over the page and look at some of the accommodation that is offered.

Section 2: What Sort of Flatmate Would You Make?

OFFERED

Hampstead. Separate room in terrace house for student/young professional. Musical family, 2 teenage children, seeks easy-going tolerant non smoker to babysit 2 evenings per week in exchange for comfortable room, use of all facilities, £20 per week. Tel. 081-055-4212

Professional man (25-30) required for comfortable flat near station. Own room overlooking park. £200 per month. Regents Park. 071-445-9087

Fourth woman, mid-twenties to share large room in modern flat with garden, Kensington. Luxury kitchen/bath. £50/week + electricity. Box 78/BN

Clapham North. Own room in lovely big flat, all modern conveniences would suit reserved middle-aged academic/career lady. Owner/occupier is elderly widow interested in music and literature. Cats welcome. £70 per week including charges. Phone daytime 081-992-1178.

4 business students (2 male 2 female) need fifth person to share old house in Greenwich from October. Own room with balcony. We enjoy life to the full, and would like somebody fun-loving and gregarious with a relaxed attitude. £200 per month + gas, electricity. Box 64/JJ

Answer these questions on the advertisements:

1. What types of information are common to all the advertisements?
2. What other types of information are sometimes included?
3. What differences are there between the Wanted and Offered advertisements?
4. From the details mentioned in the advertisements, what appear to be the most desirable characteristics of:
 - a) people seeking /being sought to share accommodation?
 - b) a shared accommodation?

Section 2: What Kind of Flatmate Would You Make?

Quiz - Topics

Think back to the quiz title and your predictions of possible questions you made earlier in this Unit.

Now quickly look at the questions below.

Do they cover the question topics you expected?

Do **not** answer the questions at this stage.

What kind of flatmate would you make?
Would sharing your living space make or break your friendship?
Try our quiz and see!

Unit 1: Mates

Part 1

1. How would you approach a flatmate who is terribly untidy and doesn't do his/her share of the housework?
 - a) It would drive you mad and you would give them a good scolding.
 - b) Tell them quietly that you resent the mess.
 - c) Try to establish a formal cleaning schedule to be carried out jointly.
 - d) You wouldn't be too worried - you're not a good housekeeper yourself.
2. How would you feel if your flatmate was always late in paying his/her share of the rent?
 - a) Sympathetic - it can be hard to make your income cover all the everyday expenses.
 - b) Annoyed - the delay would damage your relationship with the landlady/lord.
 - c) Angry - you'd find it hard to tolerate such irresponsible behaviour.
 - d) Ready to move out, or ready to ask your flatmate to move out.
3. How would you react if your flatmate's boy/girl friend was always in the flat?
 - a) You'd enjoy the extra company.
 - b) You'd suggest they contribute to the rent.
 - c) You'd feel irritated.
 - d) You'd insist they see each other outside the flat.
4. How would you organise your food?
 - a) Have separate shelves in the 'fridge and cupboards.
 - b) Share the basics, (tea, coffee, rice, etc.) and keep the rest separate.
 - c) Share everything on an informal basis and keep a rough mental check on the equality of the system.
 - d) Have a joint budget and supply.
5. What would you do if your flatmate entertained his/her friends at home?
 - a) Go out or stay in your own room so as not to intrude.
 - b) Meet the friends briefly and then leave your flatmate alone with them.
 - c) Join in and help to entertain them.
 - d) Give your flatmate some time alone with them and then join in.
6. How would you feel about sharing clothes, toiletries etc. with your flatmate?
 - a) Great! Being able to exchange clothes would double your wardrobe.
 - b) Offended. You'd hate to have anyone touching your things.
 - c) Reluctant. In an emergency "Yes" but you wouldn't be keen on it as a regular practice.
 - d) Cautious. You'd be willing to share some things, but not your most precious possessions.
7. When things are not going well with your studies, career, love life or family would you confide in your flatmate?
 - a) Absolutely. What's the point in living with someone if you can't talk to him/her?
 - b) Yes, provided s/he was a fairly understanding listener.
 - c) Up to a point. You'd probably describe the problem in general terms, without going into details.
 - d) Probably not. Your relationship with your flatmate is already fairly close so

(Continued overleaf)

Section 2: What Sort of Flatmate Would You Make?

it's better to keep some things to yourself.

8. On the whole, what sort of flatmate would you prefer?

- a) Someone who is seldom at home and who keeps to him/herself.
- b) Someone who is a good housekeeper and who would do most of the chores.
- c) Someone who is fun to be with and easy to talk to.
- d) Someone who has an active social life in which you would be included.

How did you do? Are there any question topics which you had in your original list and which are not in the quiz? Compare your results with another Pair.

Vocabulary

Read through the quiz and underline any words in it that are new to you.

Discuss them with your Group and, if necessary, look them up in a dictionary.

In your Group find words in the text that have a similar meaning to these:

state of confusion/disorder/dirt

annoyed

sympathetic

to impose upon/disturb

to feel offended

The following words and expressions introduce feelings and reactions.

Look back at the quiz to see how they are used.

to drive (somebody) mad

it can be hard to ... / to find it hard to ...

to enjoy

to hate to ...

to be keen on

to be willing to ...

to keep (something) to yourself/to keep to yourself

Try to use a different word or expression from the list above in each of the following sentences.

1. I _____ a heart to heart chat, but not every day.
2. When I'm feeling miserable, I prefer to _____ rather than socializing.
3. Things generally work out if you _____ to be tolerant.
4. When I've had a bad day, it _____ if I can't find any privacy at home.
5. Most people _____ live with somebody else at first; as with all relationships you have to give it time.

Check your answers with the rest of the class.

The Quiz - Part 1

Do the quiz by circling your chosen answer for each question.

Unit 1: Mates

Look at the answers your partner chose in answering the questions in the quiz. Are they different from yours? Ask your partner to explain his/her answers.

The Quiz - Part 2

Now go on to the second part of the quiz, below.

Mark each statement True (T) or False (F) according to your own reaction to it.

If you have any doubts, mark the statement True (T).

Part 2

1. Compatible flatmates can give each other encouragement and moral support.
2. After a while, I go crazy if I don't have someone to talk to.
3. I tend to be fairly independent and self-confident and not require any help, emotional or otherwise, from anyone else.
4. I believe a good flatmate can help socially by expanding one's circle of friends and acquaintances.
5. I would rather attend a small, intimate dinner than a large, noisy party.
6. The idea of living on my own in a big city makes me feel nervous.
7. I'd be embarrassed to let a flatmate discover my bad habits like raiding the fridge in the middle of the night.
8. I'll really miss the interesting discussions with my classmates when I leave college.
9. Activities such as cooking, shopping and exercising are more fun when you do them with someone else.
10. I believe the old saying that the best way to turn a friend into an enemy is to live with him or her.
11. I have a horror of anyone being able to read my letters or diary.
12. In case of fire or other dangers, it's nice to know there's someone nearby.
13. It makes me frightened when I have to answer the door late at night.

Compare answers with a partner.

Are there any differences in your reactions? Try to find out why.

Section 3: Drawing Conclusions from the Quiz.

Section 3: Drawing Conclusions from the Quiz

How Did You Score?

Exchange your answers to Parts 1 and 2 of the quiz with your partner and mark his/her answers according to the scoring system below.

Scoring

Part 1

Question/Response	a	b	c	d
1.	0	2	1	4
2.	4	2	1	0
3.	4	2	1	0
4.	0	1	4	2
5.	0	1	4	2
6.	4	0	1	2
7.	4	2	1	0
8.	0	1	4	2

Part 2

Give 1 point for each odd-numbered statement marked **True** (1,3,5 etc.)
and 1 point for each even-numbered statement marked **False** (2,4,6 etc.)

Total

Add the scores for Part 1 and 2 together to give a final total

The Quiz - Conclusions

Having obtained your partner's score, read out the relevant conclusion to him or her if the score corresponds to one of the two bands given below.

Conclusions

Band 2: You scored 7-15

Although you can be quite sociable when you feel like it, you also require privacy and space of your own. You are basically tolerant of others, but too much togetherness gets on your nerves. You should avoid sharing with someone else who wants all his/her time at home, especially if s/he also invites lots of visitors and/or wants you to indulge in embarrassing heart-to-heart personal chats. You are fairly demanding of other people, but usually sympathetic to their needs as long as you think they understand yours as well.

Try to find a person who is moderately gregarious and tidy, and willing to share the household chores equally. Anyone scoring under 27 would be a good flatmate for you.

Band 3: You scored 16-26

You are naturally gregarious and enjoy having people around you, so you would expect a flatmate to be a good companion. However, you are sufficiently independent and self-confident not to become jealous or resentful towards him/her for having a social life in which you are not included. Your easy-going approach to life prevents you from becoming irritated by the practical details of day-to-day living. You are close to