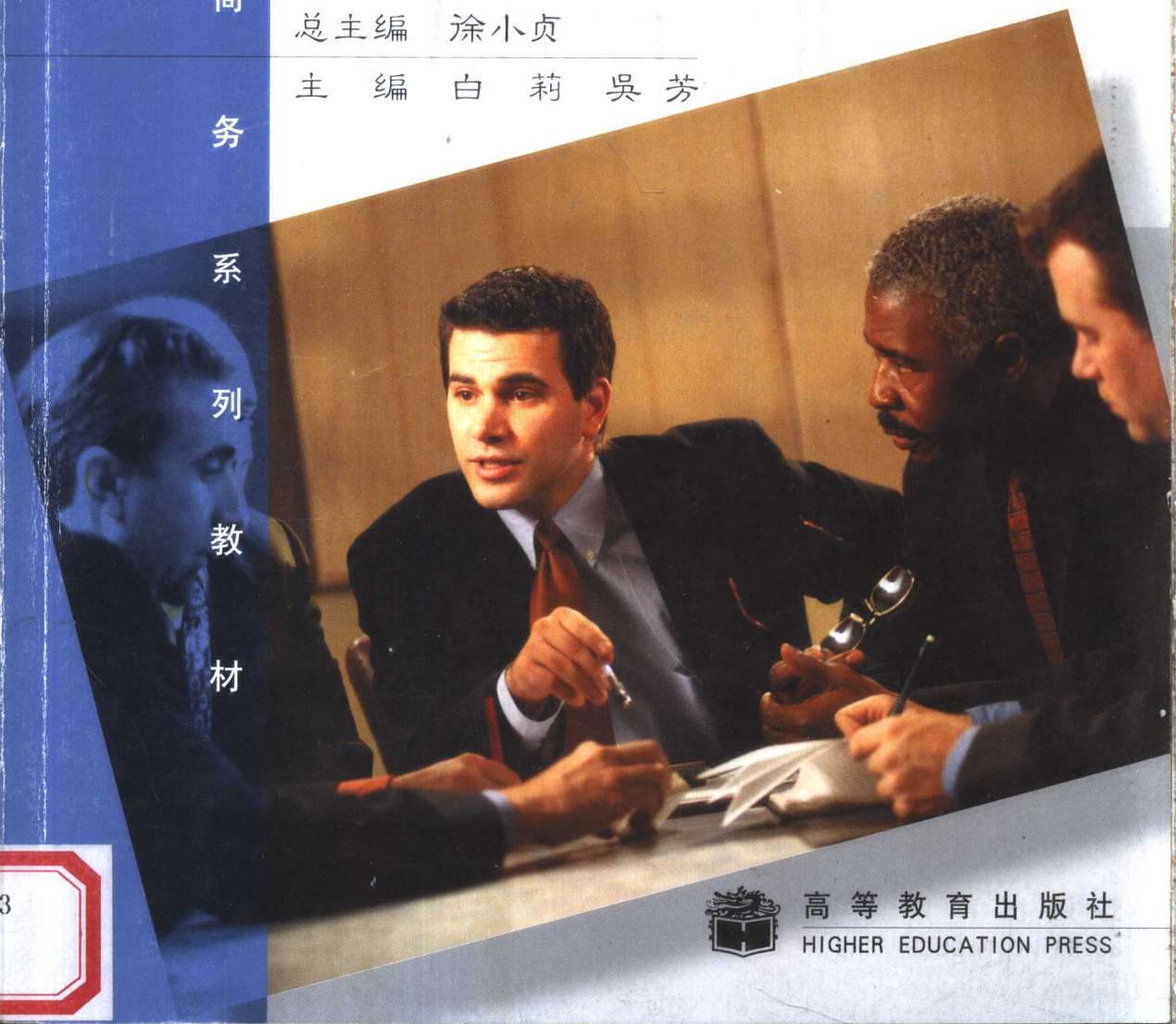


国际商务系列教材

国际商务交际

总主编 涂小贞

主 编 白 莉 吴 芳



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国际商务交际

International Business Communication

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前言

在经济活动日趋全球化的今天,不同经济、政治、文化背景的交往日益频繁,国际间多层面、多目标、多方式的交流也非常活跃,人们已经越来越清楚地意识到交际在国际、国内交往和交流中的重要性。今天,我国对外开放正在不断地向更深、更广的领域拓展,这些新情况都对商务英语人才的素质提出了更高的要求,对商务英语的专业教学提出了更严峻的挑战。目前,对我国高职高专的英语教育而言,全面推进素质教育是改革的根本任务,而在素质教育实施过程中,构建符合素质教育要求的新的教育课程体系,已成为实施素质教育的核心。其中,如何适应课程改革发展发展的需要,建立既符合素质教育要求,又能促进学生成长、教师发展、学校教学质量提高的教育评估体系,已成为课程改革中的一项重要任务。特别是在加入 WTO 以后,中国高职高专教育体制的国际化已不可避免。因此,在这样的背景下,我们在原有教学经验的基础上,主动与国际接轨,积极引进了英国职业教育 NVQ 体系中科学的教学指导思想和先进实用的育人理念,在教学中切实实行以学生为中心的教学方法,重在过程的教学评估,强调核心技能的素质教育实践。

为培养出拥有全面素质基础的创新型人才和有能力进行跨文化交流的国际化人才,我们推出了这本富有时代特色的新型实用的国际商务英语系列教材。本教材的编写是由广东省教育厅牵头,与英国文化委员会合作开发而成,是广东省高校实施的中英合作项目——新世纪广东省高等教育教学改革工作项目的成果之一。该教材因为引进了英国国家职业资格证书体系(NVQ)的先进理念,结合了中国社会与职业的实际需要,因此是一本充分体现中国特色和中国风格的优秀教材。它以全新的体制开创了我国高职商务英语专业教材编写的先河,首次创建了评估与教学融为一体的教学模式,史无前例地将评估作为核心贯穿在整个以学生为中心的教学过程中,并将传统的与现代的评估进行有机的整合从而形成了适合国内商务英语专业课程、符合当前高职高专教育实际、有明确评估标准的评估体系。

本教材独辟蹊径,以全新的视角诠释和探寻商务英语专业的学习规律及教学模式,与其他教材相比,本教材有五大特色:先进性、独创性、实用性、系统性和灵活性。

首先,我们借鉴并引进了英国职业教育的多维职业能力思想和美国的多元智力理论,创建了符合我国高职高专教育实际的评估体系。我们所倡导的形成性考核方式和操作性评价改变了课程过于注重知识传授的倾向,强调形成积极主动的学习态度,使获得基础知识与基本技能的过程同时成为学习和形成正确价值观的过程。这种评估体系提供的自由度使学生能够展现出一些重要技能,如问题解决、设计、组织、整合以及创造性等。与传统的纸笔测验相比,强调学生在贴近真实的真实情境中完成真正的任务,要求学生通过真正的表现来展示他们的技能,这就要求他们知道怎么去做而不仅仅是了解。总之,我们采用形成性考核方式和操作性评价的目的在于促进学生的发展,并培养学生的可持续发展能力,最终实现素质教育的根本任务。另外,本教材的独创性还体现在它的评估内容多元化,评估方式多样化。我们借鉴引进了国际先进评估方式及评估标准的同时并没有摒弃传统的知识性评价。在对学生评估方面,做了大胆创新与改革,将过程评价与结果评价相结合、纸笔测验与实作评价相结合,这样既可以发挥各种评价方式的优势与特长,又可以互相弥补缺陷和不足,采取了自评、他评和互评等多种方式,强调对过程的重视,从而营造出一个积极、公正、客观、互动的测评教学氛围,使学生由学习的被动者变为主动者,更注重平时的努力。

其次,教学内容涵盖经济与商务实践中的各个方面,包括社交(Socializing)、电话(Telephoning)、演讲(Presentations)、会议(Meeting)、谈判(Negotiations)和求职(Employment Communication)等模块,实用性较强。书中的交际主题来源于真实的商务交际情景,符合社会和职业发展的实际需要,学生所学即所用,可以缩短学生适应社会的“磨合期”。另外,单元编写模式突破陈规,每个单元分为学习目标、交际技巧、商务模拟、表现评估和语言知识等5个部分。学习目标使学生在某一单元前就清楚本单元的学习内容,这样学生会有目的地进行学习,从而提高学习效果;交际技巧是通过完成任务(Task)的完成来进行训练的;商务模拟可以让学生在大量的商务实践中去应用所学的交际技巧,以解决传统教学中学生积累大量知识而在真正交际中却又手足无措的问题;表现评估包括知识性评价和操作性评价,目的在于通过标准明确的评估促进学生实际能力的提高;语言知识部分提供了与相关交际主题相一致的语言功能训练,从而提高学生的语言运用能力,最终促进其在该商务情景中的交际。这种单元编写模式从另一个角度体现了“以能力为主导,以评估为核心,以学生为主体”的教学模式。我们期望这种开拓与创新能对高职高专商务英语专业其他科目的教材编写产生较强的辐射作用,进而能带动整个高职英语专业教学的改革。最后,本教材的编写具有极强的系统性和灵活性。6个模块相对独立,又遵循一定的原则,从简到繁。教师安排教学既可以按照顺序逐

一学习各个单元,也可以根据学生实际情况抽取相应单元,具有较强的个性化特点,符合“因材施教”的基本教育理念。教材图文并茂,引人入胜,这种别具一格的形式易于激发学生的学习兴趣,发挥学习的主观能动性,解决学生对商务英语专业课学习的枯燥情绪和畏难心理。任务设计灵活多样,不拘一格。合理而又灵活的任务设计确保了以学生为中心的教学理念的实施。学生在完成任务的过程中,通过各种各样的活动自主进行发现式的学习,从而成为课堂的主角。而教师则成为一个导演、一个组织者和一个观众。这种理念可以使学生的学习潜力得到极大的发挥,最终获得良好的学习效果。

21 世纪的中国是国际化的中国,21 世纪的高职教育也将是全球化的合作。我们期望通过本教材的编写为目前高职英语的专业教学特别是商务英语专业课程的改革带来一缕新鲜的空气,促使英语专业教学更加符合社会和国家的发展,培养出能够胜任经济一体化发展的跨国商务交际人才!

对编者而言,总觉得有遗憾的地方,总感到有些地方需要修改和加以补充,我们真诚地希望在使用本教材的过程中,各位教师和学生能多提宝贵的意见和建议。

编者

2005 年 5 月

使用说明

本教材分为社交(Socializing)、电话(Telephoning)、演讲(Presentations)、会议(Meeting)、谈判(Negotiations)和求职(Employment Communication)等6个相对独立的模块。社交(Socializing)涵盖了典型的商务社交场景,包括欢迎来访者、宴请客人和送别等。电话(Telephoning)从作打电话的准备到如何结束,循序渐进地训练学生做到自如地处理各种类型的电话。演讲(Presentations)包括做开场白,运用肢体语言,运用演示工具,结束演讲等内容。会议(Meeting)涉及召集会议,开始会议,控制会议,打断对方发言以及撰写会议议程及会议记录。谈判(Negotiations)涉及准备,开始进行谈判,陈述观点,解决争端和迫使对方妥协等内容。求职(Employment Communication)包括分析自我,分析市场,获取就业信息,准备简历到最后的面试成功等内容。每个单元的编排体例基本一致,具体使用说明如下:

1. Learning Objective (学习目标)

单元标题下方框中的内容即为本单元的学习目标,每单元开始前首先明确这些目标,做到有的放矢。

2. CD Time (光盘时间)

旨在通过生动的对话及演说加深理解和感悟具体交际情景下的沟通和交流。听之前一定要了解和掌握相关的背景资料。

3. Task (任务)

每个单元的学习都是由各种不同的任务构成,旨在通过各项任务来帮助学生发现问题、解决问题、主动地学习与各主题相关的交际技巧。

4. Summary (总结)

该部分总结归纳了各单元交际主题所涉及到的技巧和知识,旨在帮助学生自行复习,从而更好地掌握交际技巧。

5. Simulation (模拟)

该部分提供了具体的交际场景,学生在整个单元学到的交际技巧在这一部分中得到具体的综合性的运用。但在模拟过程中需要注意团队协作和时间控制。此

活动完成后,可根据 Assessment Form(评估表)内的具体评估标准采用多种方式进行评价。

6. Student Assessment Record (SAR)(学生评估记录)

本部分旨在评估学生对单元交际主题所涉及到的知识的掌握情况。建议在单元学习后,进行知识性评估。

7. Language Bank (语言库)

本部分提供了和交际主题相关的语言功能练习,主要是针对英语基础较薄弱的学生,使他们在巩固英语语言的基础上进行更有效的交流。使用过程中可根据具体情况选择性地训练。

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Unit 1

Socializing

After studying this unit, you should be able to:

- ✎ make introductions to each other;
- ✎ book reservations in a hotel;
- ✎ welcome visitors and help them with accommodation;
- ✎ start a small talk and develop a conversation with people of different cultural backgrounds;
- ✎ entertain visitors, especially those from different cultures;
- ✎ see visitors off and bid them farewell;
- ✎ follow etiquette in business communications;
- ✎ understand the significance of cultural differences in communication.

Section 1.1 Welcoming Visitors



CD Time

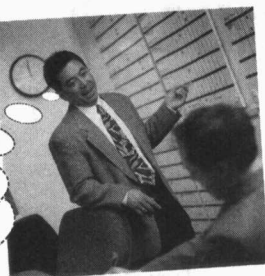
The CD Context

The host company:

Yushan Fashion (China) Ltd. is a big private enterprise, which mainly deals in the export of Chinese garments, textiles and fashion products. Its headquarters is in Shenzhen, a city in the south of China. The strength of the company lies in its production unit, which consists of ten manufacturing bases in inland China. In addition, it offers attractive prices and timely delivery, which has enabled Yushan to become very competitive in the international market place.

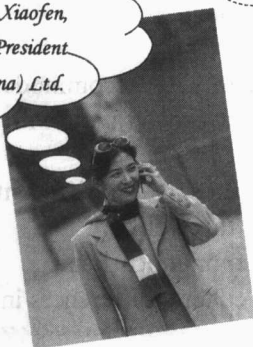


Hello, I'm Li Bin, Vice President of Yushan Fashion (China) Ltd.



Hello, I'm Zhang Feng, Office Director of Yushan Fashion (China) Ltd.

Hi, I'm Zhang Xiaofen, Secretary to the Vice President of Yushan Fashion (China) Ltd.



Hello, I'm Sarah Simpson Deputy Director of Textiles & Donald Cox Marketing Manager of Spencer Stores in the UK

The visiting company:

Spencer Stores is a British, family owned, mass market retailer in food and textiles. Since the company was founded, it has based on the principles of very competitive pricing, good quality products and choice. These principles are encapsulated in the words "Better Value" for which Spencer Stores has become famous. Consumers are able to find a comprehensive selection of fashionable clothing for ladies, men and children. In total, there are 125 stores in the Group employing 18,000 people. The Company is run by a Board of Directors consisting of: Chief Operating Officer, Director of Textiles, Director of Food and Director of Store Operations.



Pre-listening

- What nonverbal communication can be introduced when welcoming visitors?
- What conversation topics are appropriate when people meet each other for the first time?

Listening

- What topics does the host use in the small talk?
- When checking in, what are guests expected to show the receptionist?

Post-listening


- What are the typical stages of welcoming visitors?

Task 1 Imagine you are going to receive a visitor on behalf of your company at the airport/station. Please prioritize the things you should do.

- A. Help the visitor with accommodation.
- B. Book a reservation in a hotel.
- C. Receive visitors at the airport.
- D. Discuss itinerary with the visitor.

_____ → _____ → _____ → _____

Task 2 Pair work. Discuss with your partner and write the information you need to consider when making a reservation.

Task 3  Listen to the dialogue about booking a hotel room and complete the following Reservation Form.

Reservation Form	
Guest Name	
Date of Check-in	
Date of Check-out	
Room Description	

Task 4 Pair work. Imagine one student is a secretary of PAC Company and the other is a receptionist in the Plaza Hotel. Make the following hotel bookings according to the cue cards.

Guest: Mr. Matthew White
Duration: from 28 June to 5 July 2004
Room: single room//window sights
Ticket: 5 July, 2004//flight//to London

Guest: 19 persons (5 female, 14 male)
Duration: about one week
Room: single or double room // bed and breakfast
Travel: bus//city tour

Guest: Mr. Pierre Dupont//Miss Vivian Pones
Duration: seven days
Room: single room//window sights
Ticket: 5 July, 2004 // Train // to Shanghai
 6 July, 2004 // Flight // to London

Guest: Mr. William Smith
Duration: not sure yet
Room: single room // long-distance phone call available
Others: two days // conference room

Task 5 Pair work. Read the passage about meeting people at the airport and answer the question.

■ *What should you pay attention to when receiving visitors at the airport?*

Receiving Visitors at the Airport

Maybe you are in the front-line as far as public relations are concerned. You are often involved in receiving visitors from other parts of the country or even from overseas. Careful preparations must be made and a checklist of the activities required needs to be drawn up. It's also helpful if you do a little discreet background research on the distinguished guests.

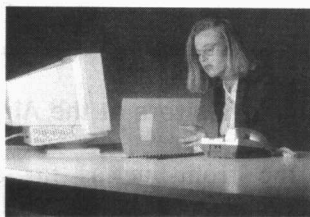
Compared to the small effort invested, the effect of welcoming people personally on their arrival at the airport can be highly rewarding. When you go to the airport to receive visitors, you should pay attention to the following points:

1. Approaching the person you are meeting;
2. Inquiring about their journey;
3. Offering help with their luggage;
4. Suggesting leaving.

Inquire whether any other help is needed and if he or she has a particular concern at the moment; return bookings; money exchange; calling home. When all this has been settled, his or her mind will be much more receptive to your intended tour of the beauties of the town.

In addition, you should note that your dress is also important, particularly for those who come from Europe and America. When receiving visitors formally, the most appropriate clothes are suits, in a dark color if possible.

Task 6 Pair work. In many large organizations, welcoming a visitor also involves a receptionist. Imagine being greeted by the following receptionists when you arrive as a visitor. Discuss with your partner which receptionist is the most welcoming and give reasons.



Task 7 Pair work. Discuss with your partner the points that should be paid attention to when welcoming visitors to a company. Complete the following list of tips.



List of Tips

1. Know well the structure of the organization and staff positions within the company.
2. Always rise to greet a visitor.
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Task 8 Read the following passage about how to make introductions. Then decide if the statements below are true (✓) or false (✗).

Introductions are important aspects of our daily life. However, few people know how to make them properly. In business, there are two rules to be observed. First, the person of lesser importance, regardless of gender, is introduced to the person of greater importance. Second, the name of the more important person is mentioned before the name of the less important person. Therefore, the name of the person to whom the introduction is being made is mentioned first and the person being introduced is mentioned last. So, the introduction goes like this: "Mr. or Ms. Greater Authority, I'd like to introduce Mr. or Ms. Lesser Authority." For emphasis, this is commonly repeated: "Mr. or Ms. Greater Authority, Mr. or Ms. Lesser Authority." Also, remember that, in business, the client is always more important than anyone in the company's organization. This is true even if the client holds a lesser title than the executive in your firm.

Responses to an introduction include, "How do you do?" and "I'm pleased to meet you." You don't say, "Pleased to know you." You cannot be pleased to know someone you have just met. Also, don't put off an introduction, even if you've forgotten one of the parties' names. In this case, proceed with the introduction with a statement such as, "I'm sorry, your name has just slipped my mind." Omitting an introduction is much worse than salvaging a botched introduction.

Your demeanor is important during an introduction. You should always be standing because this shows respect for the other person. Only if you are elderly, ill or physically unable to stand is it acceptable for you to remain seated while being introduced. The introduction is usually accompanied by a handshake. To shake hands properly, we should keep the thumb up and touch palms before wrapping the fingers around the other person's hand. Social etiquette requires that the woman be the one to extend her hand first. A woman, especially from another culture, may be taken aback if the man extends his hand. However, in a business situation,

this is not important. Rather, the person who extends the hand first is the person who takes control of the situation. A firm handshake can create a feeling of immediate friendliness. A hesitant handshake can cause instant irritation. The proper handshake is brief and firm, with warmth in the clasp. It should always be accompanied by a direct look into the eyes of the person you are shaking hands with.

1. A man is always introduced to a woman. ☐
2. A less important person is introduced to a more important person, whether male or female. ☐
3. Avoid direct eye contact when shaking hands with business partners. ☐
4. Avoid saying "Pleased to know you" when you meet someone for the first time. ☐
5. Omit an introduction when you forget a person's name. ☐
6. Men and women are equal in the business arena. ☐
7. When everyone in the organization is introduced to a client or customer — the name of the customer is said first. ☐
8. The name of an official or a dignitary is said first, for example, "Mayor Lee Brown, I would like you to meet Mary McKinney, flood victim." ☐
9. A younger person is always introduced to an older person. ☐
10. The basis of business introductions is rank and then age, not gender. ☐

Task 9 Pair work. Introduce the people according to the business cards.

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