



PublicChinese

大眾中文網

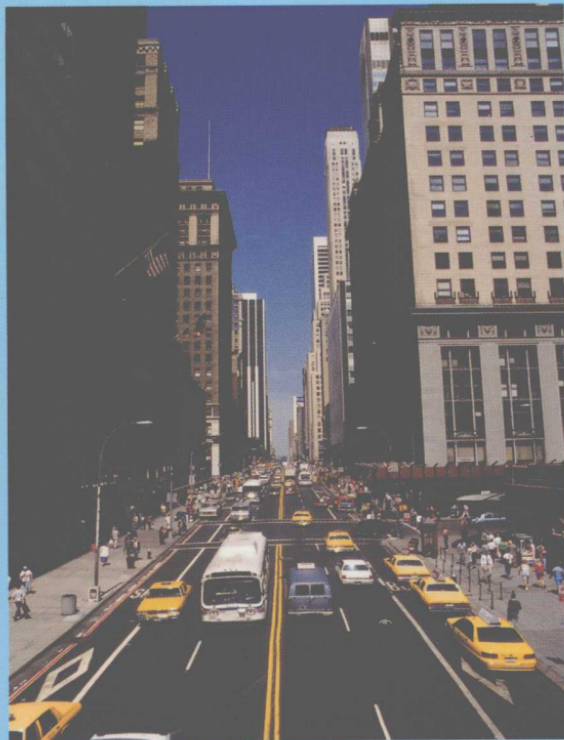
<http://www.PublicChinese.com>

大众中文网在线课程配套系列教材  
PublicChinese online course book series

# 商务汉语

[ 初级 ]

## Business Chinese [Elementary]



湖南科学技术出版社

Hunan Science & Technology Press

# Business Chinese [Elementary]

大众中文在线课程配套系列教材

《基础汉语 Basic Chinese》共 2 册

《商务汉语 Business Chinese》共 3 册

《旅游汉语 Traveling Chinese》共 1 册

责任编辑 / 刘堤地 整体设计 / 殷健

ISBN 978-7-5357-4892-8



9 787535 748928 >

002000



PublicChinese

大众中文網

<http://www.PublicChinese.com>

大众中文網在线课程配套系列教材  
PublicChinese online course book series

# 商务汉语

[ 初级 ]

## Business Chinese [Elementary]

大众中文網系列教材编写委员会

总 顾 问 贾益民 丘 进

主 任 Joe Wang

成 员 吕 洋 申 立 代红敏

何艳萍 李幽燕

美术责编 代红敏

插图绘制 田 颖

审 稿 吕 洋



湖南科学技术出版社

Hunan Science & Technology Press

### 图书在版编目(CIP)数据

商务汉语=Business Chinese/大众中文网教材编委会编. —长沙: 湖南科学技术出版社, 2007.4

(大众中文学习系列教材)

ISBN 978-7-5357-4892-8

I. 商… II. 大… III. 商务-汉语-对外汉语教学-教材 IV. H195.4

中国版本图书馆 CIP 数据核字(2007)第 048965 号

### 商务汉语(初级)

编写: 大众中文网教材编委会

责任编辑: 刘堤地

出版发行: 湖南科学技术出版社

社址: 长沙市湘雅路 276 号

<http://www.hnstp.com>

邮购联系: 本社直销科 0731-4375808

印刷: 湖南新华印刷集团有限责任公司(邵阳)

(印装质量问题请直接与本厂联系)

厂址: 邵阳市东大路 776 号

邮编: 422001

出版日期: 2007 年 5 月第 1 版第 1 次

开本: 850mm×1168mm 1/32

印张: 4

字数: 150000

书号: ISBN 978-7-5357-4892-8

定价: 002000

(版权所有·翻印必究)



## Our website:

### **www.publicchinese.com: Chinese Learning Can Be Fun!**

As a interesting and authoritative Chinese learning website, PublicChinese is your faithful Chinese learning guide. We will accompany you on your journey into the Chinese language and Chinese culture. We are serious but also light-hearted and interactive.

We have Chinese News, pod, learning center, culture, Buddies, Blogs, Online radio.and so on....all aiming to provide abundant material for fun learning.

Online courses and PublicChinese activity are columns that need your participation. Our Chinese Forum is where you can ask questions concerning language learning.

Learning Chinese with PublicChinese can be great fun. Just do it.

## Preface

With the rapid economic development and the continuous growth of the comprehensive national strength, China, the ancient oriental country, is showing to the whole world her colorful and charming culture throughout the past 5 thousand years. As China developing, Chinese Language has gradually displayed its value, Chinese teaching and study has become a popular subject. Now various course books for Chinese teaching are available for the learners, but to meet their actual situation and demand, it's extremely important to choose a proper course book.

PublicChinese Online Course Book Series are published under the above consideration; the books are strong oriented, specialized and high quality. The book series include Basic Chinese, Business Chinese and Traveling Chinese. Basic Chinese is intended to those beginners without any basis of Chinese language, it provides learners abundant contents and interesting lessons with words, simple dialogues and exercises, aiming to let learners properly use this language. Business Chinese is involved in all aspects of commercial exchanges with China, helping learners improve their communicative competence in business with native Chinese. To meet the need of friends coming for 2008 Olympic Games in Beijing, Traveling Chinese is solely designed for travelers, it will enable learners to master the basic and practical language skills, so that they can enjoy the traveling of Olympic Games more freely.

On the basis of PublicChinese's online teaching platform, the book series combine the online courses to give learners an easy and joyful

studying experience. PublicChinese's online teaching platform adopts the most leading internet technologies, it has set up an open window for Chinese language and culture exchange. In the mean time, PublicChinese joins all universities (e.g. Jinan University) to establish the Chinese language-teaching base, which is profound to the spread of Chinese language and culture.

By Jia Yimin\*

\* About Professor Jia Yimin:

The senior consultant of PublicChinese, Professor, Vice-chancellor of Jinan University, Chief editor and multimedia CD Producer of *Zhong Wen* (This teaching material which surpasses 7 million all over the world). Leader of the Chinese Language Education Academe, Director of International Centre of Chinese Language Promoting, Chief editor of *College of Chinese Language Transaction* and *Guangzhou Huayuan*. Administrative syndic of The International Society for Chinese Language Teaching, Secretary-General of the South China Branch of the World Chinese Language Teaching Society, Visiting research fellow at Xiamen University, Honorary professor of Zhongshan Research Institute, San Francisco.

Professor Jia Yimin's literature: *Zhong Wen* (Chief editor), Comparative Literature and Modern Literature(monograph), Literary Theory(associate editor), Comparative Comparative Literature and Aesthetics(associate editor), Language and Culture(editor), primary Chinese language (Editor and Producer). Jia Yimin is a professional mentor of Linguistics and Literature post-graduate students; he has published more than 30 articles and research papers.

## 序

五千年的文明古国有着巨大的文化魅力，随着中国经济的飞速发展和综合国力的日益提升，“汉语热”在世界范围内持续升温，汉语的实用价值亦日益凸现。汉语教学与习得研究则成为一门显学，各级各类汉语教材的编写与应用也更加倍受注目。教材选择对于学习者是十分重要的。汉语学习者找到一套适合自己的汉语教材是提高汉语学习兴趣和水平的一个重要因素。

大众中文学习系列教材的推出顺应了世界各国朋友学习汉语的现实需要，是对“汉语热”的热烈响应。该系列教材是一套针对性强、特点鲜明、质量上乘的好教材。它包括《基础汉语》、《商务汉语》和《旅游汉语》等。其中，《基础汉语》针对初学者的心理特征，充分考虑了“零起点”学习汉语的特点，并结合不同的内容和教学重点，提供了丰富多样、寓教于乐的课程，配备单词、对话、练习及句型作为教学内容，培养初学者的基础汉语应用能力；《商务汉语》涉及与中国商务交往的各个环节，包括初次见面的介绍、与中国人谈生意的常用语句等，为商务汉语教学提供了大量真实、生动的素材，使学员能够在体验商务活动中学习语言，提高涉外商务活动中的汉语交际能力。为迎接2008年北京奥运会，满足世界各国朋友来中国旅游时的汉语需要，《旅游汉语》从“学”和“游”两方面进行教学设计，让学员在短时间内掌握最基本的交际用语和语言的基础知识，并在旅游实际运用中验证学习效果。

该系列教材依托于大众中文网平台，教材结合网上课程教学，使汉语教学事半功倍。该平台运用先进的互联网技术，通过音频、视频等丰富的多媒体表现方法实现在线汉语教学，并紧密聚合了全世界想学汉语和想教汉语的人们，成为中华语言文化传播的一扇窗户。同时，该平台



还积极与高等院校(如暨南大学)合作,联合打造汉语教学基地,探索校企合作办学的道路,这对推动中华语言文化传播都是具有积极意义的。是为序。

贾益民\*

\* 贾益民 大众中文网高级顾问,现任暨南大学副校长、董事,《中文》教材主编(该教材已在全世界 50 多个国家发行 700 余万册)、《中文》多媒体光盘主编兼总策划。兼任暨南大学华文教育研究所所长、汉语国际推广中心主任、《华文学院学报》和《广州华苑》主编。兼任中国对外汉语教学学会常务理事兼华南分会秘书长、世界汉语教学学会理事、广东省对外汉语教学研究会副会长、厦门大学海外华文教育研究所客座研究员、美国三藩市中山综合研究院名誉教授等。主要论著有《中文》(主编)、《比较文学与现代文艺学》(专著)、《文学理论》(副主编)、《比较文学与比较美学》(副主编)、《语言与文化论集》(主编)、《初级华语》(主编兼总策划)等。贾益民教授是文艺学及语言学专业硕士研究生导师,发表科研论文 30 余篇。

## Introduction

<Business Chinese> is for the people who doing business in China are often frustrated by the language difficulties, to say nothing of huge cultural and business practice differences. With this in mind, we created three different levels of Business courses. They are elementary, intermediate and advanced level. The fifty-five chapters are organized around a commercial delegation to China, using realistic dialogues and simple sentence patterns in simplified characters and pinyin Romanization.

Each chapter includes valuable cultural notes to help avoid embarrassing mistakes, etiquette tips, exercises, English translations, and more. We also have the Online Business Chinese course, you may visit our website [www. publicchinese.com](http://www.publicchinese.com) if you wish to study online.

Professor Jia Yi-min read the manuscript, and had made many useful suggestions for the books, he was the one who wrote the preface too. Dr Qiu Jin, the Secretary of Culture & Education Publicity Office, Overseas Chinese Affairs Department of The State Council, gave a number of constructive guidance to the preparation of the book series. The staff of PublicChinese, Joe Wang, Yang Lv, Li Shen, Hongmin Dai, Youyan Li and others who made a lot of efforts for the publishing, we'd like to express my heartfelt thanks to all of them.

Best wishes to your Business Chinese study!

Public Chinese editorial board

## 前言

商务汉语是根据语言有交际情景与交际功能属性的原理,采用了在线学习和线下培训相结合的教学体系。以商务用语为主要内容,包括订货洽谈、价格谈判、生意成交、签署合同等…内容丰富,涉及面广,切近生活,实际有用。而教材的词汇、句型及难易程度,又都与初学者的实际水平相符。紧密结合语言学习和企业管理知识,全面提高汉语学习者的语言运用能力。

本教材适用于零起点的经商人员自学学习,可在短时间内快速掌握常用语言,以满足日常生活、商务旅行的需要。该教材分为(初级、中级和高级)三册,采用了低起点,大容量,高密度,分阶段而有大步推进的强化训练教学法。

贾益民教授审读了书稿,提出了许多有益的建议并欣然作序。国务院侨务办公室文教宣传司司长丘进博士为本系列教材的编纂给予了许多建设性的指导。作为大众中文网的工作人员,Joe Wang、Yang Lv、Li Shen、Hongmin Dai、Youyan Li 等人为教材的面世做出了很多的努力,在此致以衷心谢忱。这本教材,从内容到形式,都有很多不完善,不成熟的地方,还需要在今后的教学实践中作更深入的探索与研究,希望可以听到同行教师 and 所有学习商务汉语的朋友们的批评和意见。

大众中文网教材编委会

# Contents 目录

Business  
Chinese

Business Chinese Elementary

商务汉语 初级



第一课 自我介绍	001
Lesson One Self-introduction	
第二课 打电话	005
Lesson Two Making Telephone Calls	
第三课 预订房间	010
Lesson Three Booking a Room	
第四课 兑换美元	015
Lesson Four Exchanging US dollars	
第五课 乘公交车	019
Lesson Five Taking A Bus	
第六课 乘出租车	024
Lesson Six Taking A Taxi	
第七课 吃北京烤鸭	029
Lesson Seven Eating Roast Beijing Duck	
第八课 讨价还价	034
Lesson Eight Bargaining	
第九课 你想做什么	039
Lesson Nine What Do You Want to Do	
入门篇测试题 1	044
第十课 货比三家	
Lesson Ten Comparing Goods from Different Supplies	057
第十一课 买便宜货	062
Lesson Eleven Purchase Cheap Goods	
第十二课 微笑服务	067
Lesson Twelve Smiling Service	

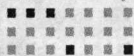
商务  
汉语

# Contents 目录

**Business  
Chinese**

Business Chinese Elementary

商务汉语 初级



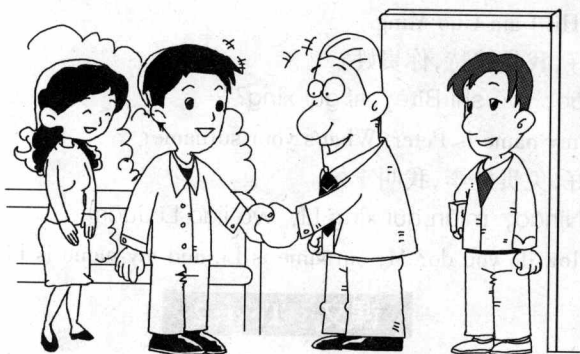
第十三课 永远别说“不”	
Lesson Thirteen Never Say “No”	071
第十四课 逛大街	
Lesson Fourteen Shopping around	076
第十五课 看电影	
Lesson Fifteen Going to the Cinema	081
第十六课 你会说汉语吗?	
Lesson Sixteen Can You Speak Chinese?	085
第十七课 送货上门	
Lesson Seventeen Delivering Goods	090
第十八课 联谊会	
Lesson Eighteen Reunion	095
入门篇测试题 2	101



## 第一课 自我介绍

Dìyīkè Zìwǒ jièshào

## Lesson One Self-introduction



课文名称 Lesson Name	自我介绍 Zìwǒ jièshào Self-introduction
简单描述 Simple Description	向对方作自我介绍 Xiàng duìfāng zuò zìwǒ jièshào Introduce oneself to others
学习目标 Learning Objective	学习用汉语作自我介绍 Xuéxí yòng hànyǔ zuò zìwǒ jièshào Learn how to introduce oneself to others in Chinese.
学习时间 Learning Time:	40 分钟 40 fēnzhōng 40 mins

## 课文 Text 1

布朗：你好，我是布朗。

Bùlǎng: Nǐhǎo, wǒ shì Bùlǎng.

Brown: Hello, I am Brown.

国明：你好，我是国明。

Guó Míng: Nǐhǎo, wǒ shì Guó Míng.

Guo Ming: Hi, I am Guo Ming.

彼特：你好，我是彼特，你贵姓？

Bǐtè: Nǐhǎo, wǒ shì Bǐtè, nǐ guì xìng?

Peter: Hi, my name is Peter. What's your surname?

李娟：你好，免贵姓李，我叫李娟。

Lǐ Juān: Nǐhǎo, miǎn guì xìng Lǐ, wǒ jiào Lǐ Juān.

Li Juan: How do you do? My surname is Li, and my name is Li Juan.

## 课文 Text 2

布朗：我是康利公司的经理。

Bùlǎng: Wǒ shì Kānglì gōngsī·de jīnglǐ.

Brown: I am the manager of Kangli Company.

国明：我是长城公司的经理。

Guó Míng: Wǒ shì Chángchéng gōngsī·de jīnglǐ.

Guo Ming: I am the manager of The Great Wall Company.

彼特：我是布朗先生的助理。

Bǐtè: Wǒ shì Bùlǎng xiān·sheng·de zhùlǐ.

Peter: I am the assistant of Mr. Brown.

李娟：我是国经理的秘书。

Lǐ Juān: Wǒ shì Guójīnglǐ·de mìshū.

Li Juan: I am the secretary of Mr. Guo.

## 学习生词 New words

你好 nǐhǎo

phrase

how do you do

我	wǒ	pron.	I
是	shì	aux.	be
姓	xìng	n.	surname
公司	gōngsī	n.	company
经理	jīnglǐ	n.	manager
助理	zhùlǐ	n.	assistant
秘书	mìshū	n.	secretary

## 词句注释 Notes

1. “你贵姓”, 是中国人第一次与不相识的人见面时说的一句话, 用于询问对方的姓名, 以便称呼, 也表示礼貌和客套。其中的“贵”字有尊贵的意思。有些场合也这样询问: “您尊姓大名”。

When a Chinese meet a stranger for the first time, he or she usually begins the conversation by asking “你贵姓”, which aims to know the stranger's family name in order to address the stranger properly and which also indicates politeness. The character “贵” shows respect for the stranger. In some situations, a Chinese can also ask this way “您尊姓大名”。

2. “免贵姓李”, 是中国人回答“你贵姓”的客套用语, 其中“免贵”是谦辞, 意为尊贵不敢当, 不用客气。

“免贵姓李” is a polite answer to “你贵姓”. And “免贵”, which is employed to show the courteous attitude of the speaker, means you are being too modest.

## 练习 Exercises

## 1. 组词后写出拼音。

Complete the following phrases and then give the phonetic symbol.

你 ( ) ( )      我 ( ) ( )  
经 ( ) ( )      助 ( ) ( )

## 2. 解释下列画横线的字词。

Explain the underlined words below.

(1) 你贵姓( )

(2) 免贵姓李( )

3. 根据课文内容填上对应的对话内容。

Fill in the dialogue with appropriate contents according to the text.

(1) 布朗:你好,我是布朗。

(国明: )

(2) 彼特:你好,我是彼特,你贵姓?

(李娟: )

(3) 布朗:我是康利公司的经理。

(国明: )

4. 在下列每小题的括号里添加字词搭配成合适的短语或词组。

Fill in the blanks to make a correct phrase.

(1) ( ) 经理 (2) ( ) 先生

(3) ( ) 助理 (4) ( ) 公司

5. 把下列句子补充完整。

Complete the following sentences.

(1) 我叫 ( )。

(2) 我是公司的 ( )。

(3) 我是 ( )的助理。

### 答案 Answer

1. (你们)(nǐ·men) (我们)(wǒ·men)

(经理)(jīnglǐ) (助理)(zhùlǐ)

2. (1) 尊贵 (2) 免除

3. (1) 你好,我是国明。

(2) 你好,免贵姓李,我叫李娟。

(3) 我是长城公司的经理。

4. (1) 王 (2) 刘 (3) 经理 (4) 联想

5. (1) 彼特 (2) 职员 (3) 布朗