



Contemporary
Business English Listening and Speaking C

# 当代商务英语

# 听说教程 7

教师用书

高职高专"十一五"规划教材

Contemporary
Business English Listening and Speaking Course

# 当代商务英语

# 听说教程 7

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# 教师使用建议

本书为《当代商务英语》(Contemporary Business English) 听说教材第一册的教师用书。我们编写此书的目的是为了给采用本书的兄弟院校教师提供参考,但不希望因此限制使用者创造性的教学实践。本书也可以为自学者提供某些方便。我们同样希望他们不要对此书产生依赖。

需要特别说明的是:本册所选商务话题和每单元中出现的表达,都是商务职场应该掌握的内容,对学习者的实际商务工作有非常重要的帮助。这些内容是经慎重挑选并反复试教后确定的。

关于本套听说教材的编写原则,在学生用书中已有详细说明。这里仅就第一册的使 用作一些具体补充。

# 教学目的

使用听说教材第一册的学生面临由中学到大学的过渡,承前启后、帮助他们顺利完成这一过渡是本书的出发点。因此本册的定位是商务英语听说入门。.

关于听说教材第一册的教学目的,我们强调:

- 1. 一方面要努力丰富学生的语言知识,积极介绍新的语言现象,另一方面又要把重点放在帮助学生复习、巩固、消化和提升已学的知识上。特别是提供较多的活用语言的"语境",以帮助学生熟练掌握所学语言并提高在商务交际过程中正确运用语言的能力。
- 2. 一方面要继续提高学生的听力理解能力,另一方面又要进一步加强说的训练,以保证学生听、说技能均衡地发展。
- 3. 一方面要着重语言技能的训练,另一方面又要让学生接触(职场)商务知识,帮助他们熟悉商务语境的语言表达和沟通技能。培养学生的跨文化交际能力的思路在书中亦得到充分体现。

# 基本框架

本书第一册共 16 课,每周一课,供一学期使用。每课由四个部分组成:实用听说、商务口语、听力训练和趣味听力。为保证本套教材达到预期的效果,我们对每课的选编和各项练习的设计都作了认真考虑。因此希望使用者按照每课各项内容出现的先后顺序完成各课任务,尽量不要删减或跳跃。

# Part 1 Practical Listening and Speaking (实用听说)

## 1. Word study

本部分的词汇和句子都配有录音,主要操练重点词汇的听写。教师可以根据学生的基础,采取灵活的教学方法。以下建议,仅供参考:

◆ 对于基础较好的学生而言,教师可以简单解释部分较难的词汇,然后让学生在规

定的时间内,在课堂上搭档完成所有填空练习。学生完成后,教师放录音以便学生核对和纠正答案。接下去,教师可以带读所有词汇,然后由学生独立朗读词汇和句子,注意其发音。

- ◆ 对于基础一般的学生而言,教师可以用中文或英文解释所有单词,然后让学生在规定的时间内于课堂上搭档完成所有填空练习。学生完成后,教师放录音以便学生核对和纠正答案。接下去,教师带读所有词汇,然后由学生朗读词汇和句子,注意学生单词发音。
- ◆ 对于基础较差的学生而言,教师可以提前布置家庭作业,让学生在家查字典把 这部分的练习做完。在课堂上,教师可以逐个叫学生朗读句子并纠正学生的填 空错误和发音错误。然后,教师放录音,让学生尽可能不看书听懂所有句子和 词汇。
- ◆ 当然,对于基础较好和一般的学生而言,同样也可以采取家庭作业的形式让学生 预习,以便缩短这部分的教学时间,提高上课效率。

# 2. Functional listening

本部分的听力练习采取了填空题和正误题形式。学生在操练时,会觉得轻松一些,从而提高学习兴趣,增强信心。教师可以根据学生的基础,采取灵活的教学方法。以下建议,仅供参考:

- ◇ 对于填空题,教师可以简单介绍一下听力材料的背景和内容,然后开始放录音。 第一遍录音放完后,要求学生记下所需填空的关键词或关键部分。第二遍录音放 完后,要求学生尽可能将空白内容填写完整。放第三遍录音时,要求学生在不看 书的情况下尽可能听懂每句话和每个单词。
- ◆ 对于正误题,教师也可以采取同样的方法,先介绍背景和内容,然后放两到三遍录 音,让学生循序渐进地听懂材料并完成听力练习。
- ◆ 这部分的听力材料也可以用作口语材料,教师和学生之间以及学生与学生之间可以就这部分内容进行充分的交流。如果时间允许的话,教师可以让学生利用该听力材料做角色表演练习。
- ◆ 对于听力材料的背景和内容,教师就单元话题和功能对话进行简单说明即可,因 为该书所涉及的内容都是最常见和实用的商务话题,大多属于商务常识。例如, 第三单元的公司介绍涉及公司的历史、规模、员工、主要业务和产品、主要客户和 市场、营业额等,在实际工作当中销售员向客户也一般会介绍这些内容。

### 3. Language check

本部分听力训练重点在于功能句型及关键词汇的听写,为口语打基础。教师可以灵活使用该部分材料。以下建议,仅供参考:

- ◆ 如果因为时间关系这部分材料只能用作听力材料的话,教师可以在课堂上让学生 将这部分内容中的核心句子听写出来,然后叫学生在课外朗读并背诵这部分内 容。教师可以在下堂课花几分钟的时间采取汉译英的练习形式抽查学生的背诵 情况。
- ◆ 这部分内容具有很强的实用性与交际性,故更适合做口语练习材料,事实上,该部

# 2 数师使用建议

分为第二部分听力(Functional listening)内容的细分,按照实际商务沟通过程,分解成紧密相连的各个小话题,以便学生逐个击破,分项掌握,从而让学生更好地记住功能表达、应用功能表达。这种听说练习形式是专门针对中国学习者语言学习特点的一种创新。

◆ 如果时间允许的话,教师可以利用这部分内容让学生进行角色表演。教师先给学生足够时间操练,然后挑选部分学生上讲台表演。这种学生自演自练的形式深受试用教材学生的喜欢,相信也一定受到同学们的欢迎。学生表演所带来的笑声会有利于消除听力所带来的疲劳。

## 4. Controlled practice

这是国外商务英语教材正逐渐使用的、新的练习形式。以下教学建议,仅供参考:

- ◆ 如果因为时间关系这部分材料只能用作听力材料的话,教师可让学生听出材料中重点内容和细节。放听力录音时,学生应当将书合上。
- ◆ 该部分材料更适合做口语材料。学生可以按照提示进行互动操练,进一步掌握功能句型,增强口语表达能力。这部分内容教师如果能灵活操练,十分有利于调动课堂气氛,达到很好的教学效果。

### 5. Business culture

这部分内容是从众多实际商务沟通过程中总结、精选而来,不仅实用而且极具启发意义。由于本部分具有一定的难度,故练习采取了词汇填空题形式,所需填写的词汇皆为常用词汇或商务词汇,难度适合该级别的学生。

- ◆ 放录音之前,教师可以引出话题并启发学生根据自己的理解回答书中所提供的问题,通过问答形式让学生了解相关背景知识,做好听力练习的准备。
- ◆ 第一遍录音放完后,要求学生记下所需填写的大部分或部分词汇,可以提示学生 记下单词的关键部分。第二遍录音放完后,要求学生尽可能将空白内容填写完整。放第三遍录音时,让学生核对答案。
- ◆ 做完听力练习后,如果时间允许的话可以鼓励学生就听力内容做小组讨论练习, 展开口语训练。
- ◆ 本部分不仅仅是单纯的听力材料,更重要的是要让学生掌握其中的文化差异和沟通技巧。教师可以在学生做完这部分的听说练习后总结一下相关文化差异和沟通技巧,以便学生更好地掌握这部分内容。

以下简单介绍一下各单元的这部分内容。

- ◆ Unit 1: 讲解了汉英姓名使用差异以及商务场合中初次见面应如何打招呼和介绍 的礼仪。
- ◆ Unit 2: 讲解了"Mr.""Mrs.""Ms."等礼貌头衔以及商务头衔应用的相关事宜, 同时也讲述了汉英表达在该方面的差异。
- ◆ Unit 3: 介绍了美国和中国商务场合中的穿着规范以及商务穿着的现行发展趋势和其他相关要求。
- ◆ Unit 4: 讲述了美国、印度、韩国、中国等商务场合中握手的相关礼仪和注意事项。
- ♦ Unit 5: 礼貌规则是商务沟通中的重要规则之一。该单元讲述了如何使用间接问

**白来尽可能做到礼貌得体。** 

- ◆ Unit 6: 通过图解和案例阐述了汉英思维差异,强调了在用英语沟通时,应该使用 英语的开门见山式的线性思维,而不应使用汉语的间接思维方式。
- ◆ Unit 7: 就商务电话的接听提供了详细的礼仪和注意事项的介绍。
- ◆ Unit 8: 就如何打好商务电话,提供了详细的礼仪和注意事项的讲解。
- ◆ Unit 9: 通过生动的真实案例,讲解了中西餐各方面的差异。
- ◆ Unit 10: 提供了西方人在拒绝时所使用的常见模式和礼貌用语。
- ◆ Unit 11: 讲述了中国人和英美人士在使用"Thank you", "Sorry"这两个词汇时习惯上的差异,并就其原因进行了探究。
- ◆ Unit 12: 介绍了四种沟通模式及其相关人群,并说明了理解这四种沟通模式的重要性。
- ◆ Unit 13: 讲解了在出现问题时,员工应该从四方面来树立正确的解决问题的态度。
- ◆ Unit 14: 介绍了 18 种办公室礼仪。
- ◆ Unit 15: 介绍中西方人士在见面时寒暄方面的重要差异及其原因。
- ◆ Unit 16: 阐述了办公室寒暄或闲谈对建立人际关系的重要性以及相关技巧。

# Part 2 Business Speaking (商务口语)

这部分围绕单元商务话题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由交际的目的。练习形式有对话、问答、角色表演等。所有材料紧扣真实商务题材,让学生能尽可能模拟真实的商务场景,最终达到商务沟通无障碍的目标。具体教学建议如下:

## 1. Pair work

- ◆ 这部分的选材围绕单元话题,突出功能表达,内容充实、针对性强。教师可以根据 练习提示操作,以鼓励和启发的方式,让学生做搭档操练和角色表演练习,进一步 巩固并检验所学内容。
- ◆ 这部分多为控制型或半开放型的训练材料,教师要给与学生一定的压力,监督他们完成练习,并检查学习效果。同时还要鼓励学生多参与操练,充分模拟实战。 教师应尽可能调动学员的主动性,活跃课堂气氛。
- ◆ 教师可以把这部分内容中的一些重点句子翻成中文,然后叫学生将这些中文句子口译成英文,以检查学生对重点句子的掌握情况。

### 2. Role play

- ◆ 这部分采取角色表演形式,可由两人或多人参与。提供的材料多为图画和表格, 直观易懂、图文并茂。所选内容来自或模拟真实商务场景,学生不仅能提高英语 沟通技能还可以丰富商务知识,具有很强的实用性。
- ◇ 该部分操练形式为半开放性的训练和自由交际,互动性和交际性很强。中国学生有些害羞,一般不大愿意上台表演。教师应当在学生自行操练后,鼓励他们上台表演,甚至还可以带头参与表演,表演结束后,可以做一些简单、且多为正面的评价和鼓励。一旦教师和学生都很放松并积极参与,这部分内容会让教师教得轻

松,学生学得愉快,学习效果极佳。

◆ 这部分内容在多数单元里都配有补充词汇——多为商务英语高频率词汇。教师可以根据学生的基础要求背诵部分或全部单词。

# Part 3 Listening Practice (听力训练)

与第一部分实用听说的听力训练任务所不同的是,本部分为听力微技能训练,更侧重学生听力技能的提高。英语听力是英语能力的一部分。良好的听力技能是学习英语的基础和动力源泉,是表达功能的前提。因此,本部分主要有针对性地提高学习者的听力基本功,包括英语语音语调、词汇量、语法、文化背景知识,及对于各种语篇/文体/变体(如美国英语、英国英语、澳大利亚英语等)的认识等。

# 1. Listening focus

本部分培养学生听懂基本语言单位(如语音、数字、单词、句型)的能力,集中练习影响 听力理解的重点和难点。

## 2. Dictation

在培养学生听懂基本语言单位的基础上,提高听力微技能。在整个教学的过程中,教师可以引导学生辨听易混淆的音素、单词、结构,培养学生的释意复述,短时记忆,听写技能等能力。

### 3. Conversations

本部分培养学生获取对话中具体信息的能力;要求学生能对对话发生的背景、地点、说话者对话者的身份以及对话者之间的关系进行推断;理解交谈的要点、说话者意图、观点或态度。教师可引导学生集中精力获取有用的信息,培养学生分析对话发生的背景、地点及辨别说话者的身份和交谈者之间的关系的能力。对于基础较好的学生,还可以要求他们熟悉对话中的商务场景、生活常识和英美文化背景知识。

### 4. Passage

本部分为语篇整体技能训练。短文的听后练习可以说是听力理解的深化阶段,教师在教学中可侧重整体理解,不宜过多要求学生准确地回忆语句的细节,避免使听力理解训练成为听力形式的词汇测试或记忆力测试。也要避免把听力练习变成了智力测验或是阅读甚至书写训练。除了教材中提供的多项选择等练习形式外,教师还可采用(任务为中心的)多种形式进行训练,如何让学生对听到的内容加以复述、扩展、概述或做出比较、分析、评价、进行小组讨论等。总之,教无定法,教师可以灵活掌握。

上述 4 个部分所选材料大多围绕商务话题展开,练习形式丰富多样。不仅便于学生快速提高听力水平,同时为学生参加各种商务英语考试(如: BEC、BULATS、TOEIC等)做好充分准备。

# Part 4 Fun Listening (趣味听力)

本部分为轻松一刻,选材以歌曲、电影录音片断为主,辅以绕口令、笑话、幽默故事等内容。英语歌曲和诗歌等素材,深受学生的喜爱和教师的青睐,是英语教学中提高学生学习兴趣、活跃课堂气氛、丰富学生课余生活和提高学生英语语言素质的寓教于乐的有效手段。教师可以采用备唱、教唱、带唱、演唱(如学生齐唱、小组唱、个体唱等)、填词、改编歌

词,即兴表演等形式教学。

# 课时安排

我们建议每课书大致用 4 课时,具体可作如下安排:实用听说 1—1.5 课时商务口语 1 课时 听力训练与趣味听力 1.5 课时 每课的测验 0.5 课时 教师可根据学生的水平,对以上安排作适当的调整。

# 考核方式

考核可根据学生的课堂参与和表现、课后作业、每课的测验、其中考试和期末考试进行。期末考试可分口语考试和听力考试。口语考试以教材内容的掌握为原则,考查口语表达能力;听力考试可以考查各单元的语言项目和对未听过的、与教材难易程度相仿的听力材料的理解能力。口语和听力考试成绩总体上可以按如下比例:

课堂参与和表现 20% 课后作业和每周测验 20% 期中考试 20% 期末考试 40%

本册教师用书在编写中错漏之处难免,请教师在使用中指正。本册承外籍专家 John Parker 审定,在此表示衷心感谢。

编 者 2007年8月

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# Nice to meet you



# Unit Goals

- ♦ Greeting and introducing yourself
- ♦ Greeting colleagues and introducing other people
- Using appropriate names and understanding introduction etiquette
- ♦ Recognizing similar vowels
- Learning how to ask about jobs
- Understanding greetings and introductions



# Part 1 Practical Listening & Speaking

# A Word study

Work with your partner to fill in the blanks using the words on the left. Listen and check your answers.

# last name sales coordinator assistant accountant head office supervisor Marketing Department employees business title Sales Manager business trip

position

- 1) We are looking for someone to fill the new position.
- 2) Our manager is on a business trip this week. He won't be back until next Tuesday.
- 3) I'm in charge of the Marketing Department.
- 4) The last name is usually put after the first name in English. It's the same as the family name.
- 5) How many employees are there in the company?
- 6) Our head office is in Paris. 300 people work there.
- 7) I'd like to introduce you to Mr. Wu, our Sales Manager. He is in charge of the Sales Department.
- 8) My business title is Marketing Manager.
- 9) I work as an assistant to the Marketing Manager.
- 10) An accountant is usually in charge of finance.
- 11) He works as a supervisor at a factory. He supervises the production.
- 12) When will the sales coordinator come to our company?

# Functional listening

Task One (Greeting and introducing yourself): Listen to the recording and fill in the blanks.

Jack: Good morning, I'm Jack Jones. I'm the new 1) sales coordinator from the head office.

Lily: I'm Lily Wang, and I'm Sales Assistant. Pleased to meet you.

Jack: Nice to meet you too, and call me Jack, please. Sorry,

2) what's your last name again?

Lily: It's Wang. W-A-N-G. Where are you from, Jack?

Jack: I'm from Atlanta, Georgia, but I grew up in South Carolina. What about you?

Lily: I'm from Shanghai.

Jack: I see. 3) How long have you been here, Lily?

Lily: Six years. I was in the Marketing Department for 5 years. Now I'm in Sales.

Jack: Wow, that's pretty long.

Lily: Anyway, 4) it's nice meeting you. If you need anything, just let me know.

Jack: Sure. Thank you.

Lily: See you later.

Jack: See you.

True or False.

Task Two (Greeting colleagues and introducing other people): Listen to the recording and check (\( \sqrt{} \))

- 1) Mike Song's position is Sales Manager.
- 2) Mike Song has just come back from a holiday.
- 3) Jack Jones is from the head office.
- 4) Mike Song's trip was not good.





### Script/Tapescript

Lily: Good morning, Jack. How are you?

Jack: I'm fine, Lily. It's good to see you again. How are you?

Lily: I'm fine too. Thanks. Have you met Mike Song, our Sales Manager? He's just come back from a business trip.

Jack: No, I haven't. I'd like to meet him.

Lily: Then, I'd like to introduce you to him. This way, please. Mr. Song, this is Jack Jones from our head office, and this is Mike Song, our Sales Manager.

Mike: How do you do, Mr. Jones?

Jack: Nice to meet you. Please call me Jack.

Mike: Also please call me Mike.

Jack: So how was your business trip?

Mike: Very good, thanks. How is your job going here?

Jack: It's going well. I like working here.

Mike: That's good.

Jack: OK. It was nice talking to you. See you later.

Mike: See you.

# Canguage check

Work with your partner to complete the following conversations. Then listen and check your answers.

### Task One: First contacts

# Introducing oneself and asking about someone's last name

M: Nice to meet you. I'm Jack Jones.

F: Nice to meet you, too. My name's Lily Zhang.

M: Sorry, what's your last name?

F: It's Zhang.

M: How do you spell it?

F: Z-H-A-N-G.

# Asking about someone's hometown

F: Where are you from, Jack?

M: I'm from Atlanta, Georgia. What about you?

F: I'm from Shanghai.

# Asking about someone's job

M: Shanghai is a great city. So what do you do here, Lily?

F: I am a sales assistant. What about you?

M: I am the new Sales Manager. How long have you been here?

F: I have been working here for six years.

M: That's pretty long.

# Offering help

F: Yeah. Well, if you need any help, just let me know.

M: OK. Thanks.

### Task Two: Further contacts

F: It's good to see you again, Jack. How are you?

M: I'm fine, thanks. And you?

F: Pretty good. How is your job going?





M: It's going well, but I'm very busy.

F: How is your stay in Shanghai going?

M: Fine. Everyone has made me feel very welcome.

F: OK. I'm afraid I have to work now. I will see you later. It was nice talking to you again. Have a nice day!

M: Thanks. You, too.



# Task Three: Introducing other people

F: Have you met Mike Song?

M1: No. I haven't. I'd like to meet him.

F: Let me <u>introduce</u> you to him. Mr. Song, this is Jack Jones from our <u>head office</u>, and this is Mike Song, our Sales Manager.

M2: How do you do, Mr. Jones?

M1: Pleased to meet you, Mr. Song. Please call me Jack.

M2: And please call me Mike.



# Controlled practice

You are a new employee, and your partner is a sales assistant. Work together to make a dialogue based on the following flow chart (流程图). Listen to the recording of a model answer, then repeat it.

YOU — Peter Brown		YOUR PARTNER — Jenny Zhang		
Greet and introduce yourself.		Greet and introduce yourself.  Ask about his hometown.		
Say you are from New York.  Ask her to use your first name.	£	Ask about his trip.		
Say the trip was pretty good.  Ask about her last name and its spelling.	<u></u>	Spell your last name.		
Ask about her job.	$ \swarrow $	Say you are Sales Assistant.  Offer your help to him.		
Say"thanks" and end the talk.		End the talk.		

# Script/Tapescript

Peter: Good morning. I'm Peter Brown, the new Sales Coordinator. Nice to meet you.

Jenny: Pleased to meet you, too. I'm Jenny Zhang. Where are you from, Mr. Brown?

Peter: I'm from New York City. Please call me Peter.

Jenny: How was your trip, Peter?

Peter: Pretty good. Sorry, what's your last name again? How do you spell it?

Jenny: It's Zhang. Z-H-A-N-G.

Peter: Oh, I see. What do you do here?

Jenny: I'm Sales Assistant. So if you need any help, just let me know.

Peter: I will. Thanks. Talk to you later.

Jenny: See you. Have a nice day!

Peter: Thanks. You, too.

# Business culture

Task One (Using names): Before you listen to the recording, work with your partner to answer the following questions.

- 1) How do you address the people you work with?
- 2) How do American business people address each other?
- 3) What are the traditional Chinese customs for addressing each other?

The customs for addressing each other are different around the world. Now listen to three businesspeople talking about the situation in their countries and find out how names are used in their countries. Listen and check  $(\sqrt{\ })$  True or False.

	True	False
1) Leo Zheng says most people in the office call him "Mr. Zheng".		
2) Susan Bryson says everyone in the office calls her "Ms. Bryson".		
3) Heiko Schaefer says most people in the office call him "Mr. Schaefer", but he doesn't like it.		

### Script/Tapescript

- 1) (M): My name is Leo Zheng, and I'm from China. I work as the Sales Manager at HDC. Most people in the office call me 'Leo'. Some call me 'Mr. Zheng', and some also call me by my family name plus my business title
- (2) (F): Everyone in the office calls me Susan, my boss, new employees and all the other people. My last name is Bryson, but it's seldom used in the office. I think that's pretty common in America.
- (3) (M): My name is Heiko Schaefer, and I'm from Germany. I work as the Marketing Manager at HDC. Most of the people in the office call me 'Mr. Schaefer', but I prefer to be called by my first name.







Task Two (Introduction etiquette): Work with your partner to answer the following questions. Then listen to a short talk about introduction etiquette (礼仪). Some important words are missing from the passage. Supply the missing words.

- 1) Should a male (男性) be introduced to a female (女性) first or vice versa(反之亦然)?
- 2) Should a younger person be introduced to an elder one first or vice versa?
- 3) Should a junior (级别低的) employee be introduced to a senior(级别高的) one first or vice versa?



# **Introduction Etiquette**

When you first meet someone, you may say something before exchanging names. For example, you may use such expressions as "Hi, good morning", "Nice to meet you" or "How do you do?". However, when you introduce two people, you should give their names at the beginning of the talk and also add information about each other so that it will be easy for them to have a conversation.

You should also remember that a male should be first introduced to a female, a younger person should be introduced to an elder one, and people in junior positions should be introduced to those in senior positions.

If you are introduced to someone, use his/her name immediately. It will not only help you remember it, but also make you appear polite and professional (职业化).



# Part 2 Business Speaking

# A Pair work

Task One: Read the conversation below in which two people first meet. Work with your partner to put their responses in correct order and then practice the conversation.



- 1) You are Jack Dawson, aren't you?
- 2) Nice to meet you, too. My name is Lily Wang. Where are you from, Jack?
- 3) I'm a sales assistant.
- 4) It's W-A-N-G.
- 5) It was nice to meet you too. Have a nice day.

**Key:** 1)—B, 2)—E, 3)—A, 4)—C, 5)—D



- A. And how do you spell your last name?
- B. Yes, I am. Nice to meet you.
- C. OK. It was nice to meet you, Lily.
- D. Thanks. You, too.
- E. I'm from Atlanta, Georgia. What do you do here, Lily?

Unit 1 Nice to meet you