



中等职业教育规划教材

根据教育部中等职业学校新教学指导要求编写

ENGLISH

商务英语听说

Listening & Speaking for Business English

中等职业教育规划教材编写组

屈园元 主编



外文出版社

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主 编 屈园元

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前 言

商务英语听说是中等职业学校的一门主干专业课程,也是一门重要的技能课。为了使能够学生逐渐掌握英语的语音、语调,适应英语语言环境,提高英语语言表达能力,熟练运用英语进行国际商务活动,中等职业教育规划教材编写组组织相关专业教学经验丰富的教师编写了本教材。

编写原则

1. 本教材以《中等职业学校国际商务专业课程设置》和《商务英语听说教学基本要求》为依据,紧扣教学基本要求的教学内容和要求的必修模块话题;
2. 教材突出能力培养,逐渐提高学生英语综合听说水平,同时也能满足学生继续学习的实际需要;
3. 教材注重实用性、知识性、新颖性和趣味性;
4. 教材在基础英语词汇大纲的基础上,出现 350 词左右的专业词汇,适合中等职业学校的学生使用;
5. 既注重英语的学习,又注重商务知识的介绍,二者结合,相得益彰。

编写体例

本教材共有 19 个单元,覆盖了《教学内容和要求》必修模块日常生活用语和时事新闻以及专业用语的 18 个话题和选修模块的 1 个话题。整本教材的安排由易到难、由一般到专业、循序渐进。内容包括:日常生活、时事新闻、乘机、机场接送、入住宾馆、打电话、市内交通、饭店用餐、游览景点、购物、日程安排、公司和产品介绍、询盘和报盘、价格磋商、付款与交货、包装与装运、保险、索赔与理赔、以及补偿贸易和投资等。每一个单元包括:

listening: 以丰富多彩的国际商务活动为依据编写听力材料,训练学生的英语听力能力,使学生能在一般的外事接待,商务谈判中听清楚,听明白对方的意思。听力题型设置严谨、结构合理、篇幅适中、案例新颖、语言地道。

speaking: 以商务理论为基础,选取商务活动的实际业务环节为教学案例,训练学生的英语口语交际能力以及提升学生现场口译技能。口语练习部分注重课堂互动。

cultural tips: 介绍中西文化差异,为学生将来从事商务活动提供有益提示,避免不必要的误会。

另外,本教材配有听力录音磁带供学生学习使用(需另购)。

本教材由屈园元老师主编,张素欣老师担任审稿。

囿于编者的水平和精力,书中难免存在缺点和不足,恳请广大师生不吝指正,以使本教材不断完善。

编 者

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Unit

1

First Conversation

日常对话

Part I Listening

Dialogue One

Word Bank

railway /'reɪlweɪ/ *n.* 铁路

station /steɪʃən/ *n.* 车站, 站

mind /maɪnd/ *vt.* 注意, 介意, 反对

ahead /ə'hed/ *adj. & adv.* 在前(的), 领先(的)

changeable /'tʃeɪndʒəbl/ *adj.* 多变的, 易变的

wonder /'wʌndə/ *vt.* 对...感到好奇

suppose /sə'pəʊz/ *vt.* 猜想, 想象

1. Listen to the dialogue for the first time, and choose the right answer from A, B and C to complete the following sentences.

(1) Does Shirley mind Kevin's smoking?

A. No, she doesn't. B. Yes, she does.

C. I don't know.

(2) The weather is _____ today.

A. fine

B. rainy

C. windy

(3) Do they know when the train from New York arrives?

A. Yes, they do.

B. No, they don't.

C. I don't know.

(4) Who will go to check the time?

A. Kevin.

B. Shirley.

C. No one.

2. Listen to the dialogue again. Write a T in front of a statement if it is true and write an F if it is false.

(1) () There is little room, so Kevin has no place to sit down.

(2) () The man minds the woman's opening the window.

(3) () The weather at this time of the year is changeable.

(4) () They both head for New York.

Unit 1 First Conversation

3. Listen to the dialogue for the last time, and fill in the blanks to complete the following dialogue.

Kevin (K) and Shirley (S) are waiting for the train from New York at the railway station.

K: Do you mind if I sit down here?

S: _____. Do sit down. There is plenty of room.

K: Thank you. Do you mind my smoking here?

S: _____. May I open the window?

K: Of course. _____, isn't it?

S: Oh, yes. I hope the good weather will go on.

K: You can never tell. It is so changeable _____.

S: I wonder if you can tell me when the train from New York is supposed to arrive.

K: Sorry. I don't know either.

S: That's all right. I'll go to check.

Dialogue Two

Word Bank

interview /'ɪntəvju:/ *n.* 采访, 访谈

education /,edju:'keɪʃən/ *n.* 教育, 培养

background /'bækgraʊnd/ *n.* 背景, 经历

university /,ju:nɪ'vɜ:sɪti/ *n.* 大学

Ohio /əu'haɪəʊ/ *n.* 俄亥俄州 (美国)

degree /dɪ'ɡri:/ *n.* 学位, 度, 程度

bachelor /'bætʃələ/ *n.* 学士, 学士学位

major /'meɪdʒə/ *n.* 专修科目

marketing /'ma:kɪtɪŋ/ *n.* (市场) 营销学

minor /'maɪnə/ *v.* 副修

graduate /'ɡrædʒuət/ *v.* 毕业

honor /'ɒnə/ *n.* 荣誉, 光荣

pursue /pə'sju:/ *vt.* 追赶, 追求

master /'ma:stə/ *n.* 硕士

international /,ɪntə'næʃənəl/ *adj.* 国际的, 世界的

relation /rɪ'leɪʃən/ *n.* 关系, 联系

experience /ɪk'spɪəriəns/ *n.* 经验, 经历

4. Listen to the dialogue for the first time, and choose the right answer from A, B and C to complete the following sentences.

(1) Which university did the man attend?

- A. University of Ohio, in America.
- B. Harvard University, in America.
- C. Peking University, in China.

(2) Has the man got a degree?

- A. No, he hasn't.

- B. Yes, he has.
C. I don't know.
- (3) What kind of degree did the man get?
A. Master's degree.
B. Bachelor's degree.
C. I don't know.
- (4) Has the man got the Master's degree?
A. Yes, he has.
B. No, he hasn't.
C. I don't know.

5. Listen to the dialogue again. Write a T in front of a statement if it is true and write an F if it is false.

- (1) () The man didn't get any higher education.
(2) () The man majored in Chinese.
(3) () The man plans to pursue further education.
(4) () The man wants to get a Master's degree after working two years.

6. Listen to the dialogue for the last time, and fill in the blanks to complete the following dialogue.

Tom (T) is having a job interview. And the interviewer is Shirley (S).

S: Could you tell me something about your _____?

T: Sure. Where shall I begin?

S: Well. _____ did you attend?

T: I went to the University of Ohio, in America.

S: What degree did you get?

T: I got the Bachelor's degree.

S: What was your major?

T: I majored in _____ and minored in Chinese.

S: Did you study hard?

T: Yes, I graduated with honors.

S: Do you plan to pursue further education?

T: Yes, I want to get a Master's degree in International Relations.

S: When do you think you will do that?

T: When I have _____.

S: I see.

Part II Speaking

Simulated Dialogue One

Word Bank

type /taɪp/ v. 打字

exam /ɪg'zæm/ n. 考试

Japanese /ˌdʒæpə'niːz/ n. 日语

expensive /ɪk'spensɪv/ adj. 昂贵的

anyway /'eniweɪ/ adv. 无论怎样

worth /wɜːθ/ prep. 值得...

Shirley (S) is looking for Kate, but Lucy (L) says Kate doesn't work today.

S: Hi, Lucy!

L: Come in, please!

S: Hello, Lucy. Where is Kate? I want her to type this letter for me.

L: I'm afraid she can't, Shirley. She is not working today.

S: Why? Is she ill?

L: No, she is studying for an exam.

M: An exam? Is she going to school?

L: Yes, she is. She is learning Japanese at a night school.

M: I see. Are you going to night school, too?

L: No, I'm not, not this year. But I'm thinking about taking a course next year.

M: That's a good idea. Is it expensive?

L: No, not very. Anyway, it is worth the money.

Useful Patterns

句型总结

- No, she is **studying for** an exam. 不,她在备考。
You **study not for** others, but for yourself.
I'm **studying for** an English test.
- But I'm **thinking about** taking a course next year. 但是,我正考虑明年参加一个培训课程。
I **think about** the opportunity to go to America.
Have you **thought about** buying some new books?
- That's a good idea.** 是个好主意。

—What about going to visit some museums.

—That's a good idea.

Simulated Dialogue Two

Word Bank

decide /dɪ'saɪd/ v. 决定

college /'kɒlɪdʒ/ n. 大学

surprise /'səpraɪz/ n. 惊讶

worst /wɜːst/ adj. 最坏的 (bad 的最高级)

law /lɔː/ n. 法律

deserve /dɪ'zɜːv/ vt. 应受, 应得

chance /tʃaːns/ n. 机会, 可能性

suitable /'sju:təbl/ adj. 合适的, 适宜的

The Director (D) is talking with a student whose name is Charlie (C).

D: Well, Charlie, you have decided to come back to college. That's the biggest surprise of the year.

C: Why, Mr. Director?

D: You have never been a good student. You were the worst student the college ever had.

C: I was the worst law student, but I will be the best business student. Every man deserves a second chance.

D: You were also the noisiest student.

C: All students are noisy. I was the noisiest because I had the loudest voice.

D: But not every student is lazy.

C: I was the laziest because the teacher always asked me the most boring questions.

D: Charlie, you'll never be a good student. Why is your hair blue?

C: It is the most suitable color for the business.

D: Oh, Charlie!

Useful Patterns

句型总结

1. Well, Charlie, you have **decided to** come back to college. 噢,查理, 你已经决定重返学校了。
Have you **decided** which school to attend?
I **decided to** pursue further education after I graduated from college.
2. Every man **deserves** a second chance. 每个人都应该有第二次机会。
You **deserve** the success.
The boy **deserves** the toy because of his good performance.

Unit 1 First Conversation

3. But **not every** student is lazy. 但是,并不是每个学生都懒惰。

Not every book is worth reading.

Not everyone can behave calmly when the fire breaks out.

Speaking Exercises

口语练习

1. Interpret the following sentences from English into Chinese.

(1) I want her to type this letter for me.

(2) She is learning Japanese at a night school.

(3) Anyway, it is worth the money.

(4) That's the biggest surprise of the year.

(5) I was the laziest because the teacher always asked me the most boring questions.

2. Complete the following dialogue orally.

B: Good morning, Susan.

S: _____. How are you?

B: I am fine. Thank you. _____?

S: Me, too, thank you. _____?

B: She is fine, but she is very busy.

S: Please give my best wishes to her.

B: _____.

3. Role-play.

Suppose you meet a friend in the street. How do you greet each other?

Part III Cultural Tips

与英美人交谈时的注意事项

1. 不要不懂装懂。有人在交谈时,碰到不了解的地方,由于不好意思问,而装作了解,随口敷衍,结果答非所问。这个习惯在与外国人交谈时尤其要避免。

2. 关于谦虚与谦让。在中国,谦虚与谦让是传统美德,但与欧美人谈话时,常常容易造成误解。暧昧的回答和世故的微笑还是应该尽量避免,因为欧美人对于这些既不了解也不习惯,因此可能会引起不愉快或造成误解。



Unit 2

News (1)

新闻 (1)

Part I Listening

News One

Word Bank

target /'tɑ:ɡɪt/ *n.* 目标, 指标

gear down (指驾驶员) 换至较低一档以便操纵

hike /haɪk/ *n.* (数量的) 增加, (物价等的) 上涨

stagger /'stæɡə/ *vi.* 摇摇晃晃, 蹒跚而行

GDP abbr. = **Gross Domestic Product** 国内生产总值

premier /'premjə/ *n.* 首相, 总理

promote /prə'məʊt/ *vt.* 促进, 发扬, 引起

sound /saʊnd/ *adj.* 稳当的, 可靠的

NPC abbr. = **National People's Congress** 全国人民代表大会

legislature /'ledʒɪsleɪʃə/ *n.* 立法机关

efficiency /ɪ'fɪʃənsɪ/ *n.* 效率, 效能, 功效

shadow /'ʃædəʊ/ *vt.* 遮蔽, 使变暗, 使阴郁

inflation /ɪn'fleɪʃən/ *n.* 充气, 膨胀

note /nəʊt/ *vt.* 提到, 指明

1. Listen to the news for the first time, and choose the right answer from A, B and C to complete the following sentences.

- (1) China sets _____ percent growth target for 2007.
A. 7 B. 8 C. 9
- (2) The growth rate of 8 percent is a level _____ than (to) the growth rate in 2006.
A. higher B. lower C. equal
- (3) According to the Government Work Report on Monday, the most important task for us is to _____.
A. promote sound and fast economic growth
B. restructure the legislature system
C. streamline the administrative structure
- (4) There are _____ lawmakers from around the country at the opening meeting of the Fifth Session of the Tenth NPC.

Unit 2 News (1)

A. 2,819

B. 1,890

C. 2,890

2. Listen to the news again. Write a T in front of a statement if it is true and write an F if it is false.

- (1) () China plans to gear down its economic hike to five percent, a level lower than that of last year.
- (2) () The most important task for us is to promote sound and fast economic growth.
- (3) () There are 2,890 lawmakers from all over the country at the opening meeting of the Eighth Session of the Tenth NPC.
- (4) () The economy on a fast track was not shadowed by "significant inflation" last year, noted the Premier.

3. Listen to the news for the last time, and fill in the blanks to complete the following news report.

China Sets 8 Percent Growth Target for 2007

China plans to gear down its economic hike to _____, a level lower than the staggering 10.7-percent GDP (Gross Domestic Product) growth rate in 2006, said Premier Wen Jiabao in a _____ on Monday. "The most important task for us is to promote sound and fast economic growth," said the Premier to 2,890 lawmakers _____ at the opening meeting of the Fifth Session of the Tenth National People's Congress (NPC), China's top legislature. "We need to _____ the quality and efficiency of economic growth," said Wen. The economy on _____ was not shadowed by "significant inflation" last year, noted the Premier.

News Two

Word Bank

unify /'ju:nɪfaɪ/ *vt.* 使相同,使一致
enact /ɪ'nækt/ *vt.* 制定(法律),颁布(法案)
bill /bɪl/ *n.* 议案,法案
domestic /də'mestɪk/ *adj.* 国家的,国内的
foreign /'fɔ:ɪn/ *adj.* 外国的
criticism /'krɪtɪsɪzəm/ *n.* 批评,评论
unfair /ʌn'feə/ *adj.* 不公平的,不公正的
entity /'entɪtɪ/ *n.* 实体

initiate /ɪ'nɪʃieɪt/ *vt.* 开始,创始,开始实施
dual /'dju:əl/ *adj.* 两的,双的
intense /ɪn'tens/ *adj.* 强烈的,剧烈的,极度的
debate /dɪ'beɪt/ *n.* 辩论,讨论,争论
counterpart /'kaʊntəpa:t/ *n.* 互为补充的人(或物),对应的人(或物),配对物
waiver /'weɪvə/ *n.* 放弃,弃权证书
incentive /ɪn'sentɪv/ *n.* 刺激,鼓励,动机

4. Listen to the news for the first time, and choose the right answer from A, B and C to complete the following sentences.

- (1) China plans to enact a bill that will eventually unify income tax rates for domestic and foreign companies at _____ percent.
A. 25 B. 20 C. 15
- (2) Years of criticism indicates that the tax policies are _____ to domestic entities.
A. fair B. unfair C. equal
- (3) The Standing Committee of NPC initiated the _____ to discuss a bill on corporate income tax.
A. law-making process B. draft-making process C. law-reviewing process
- (4) Chinese companies currently pay income tax at a nominal rate of _____ percent.
A. 13 B. 30 C. 33

5. Listen to the news again. Write a T in front of a statement if it is true and write an F if it is false.

- (1) () China plans to enact a bill that will eventually unify income tax rates for domestic and foreign companies at 25 percent.
- (2) () China's current single income-tax structure has long been the subject of intense debate.
- (3) () Chinese companies currently pay income tax at a nominal rate of 33 percent.
- (4) () Foreign companies currently pay income tax at a nominal rate of 15 percent.

6. Listen to the news for the last time, and fill in the blanks to complete the following news report.

China to Unify Corporate Income Tax Rates

China plans to enact a bill that will eventually unify _____ for domestic and foreign companies at 25 percent after years of criticism that the tax policies are unfair to _____. The Standing Committee of the National People's Congress (NPC), or China's top legislature, has initiated the _____ to discuss a bill on corporate income tax on Sunday. China's current dual income-tax structures have long been the subject of intense debate. Many Chinese economists, government officials and business leaders have _____ the tax policies as being unfair to domestic businesses, while offering _____ to foreign-invested enterprises (FIEs). Chinese companies currently pay income tax at a nominal rate of 33 percent, while their foreign counterparts, which _____ from tax waivers and incentives, pay an average of 15 percent.