



普通高等教育“十一五”国家级规划教材

New Horizon Business English

高职高专商务英语系列教材

新视野

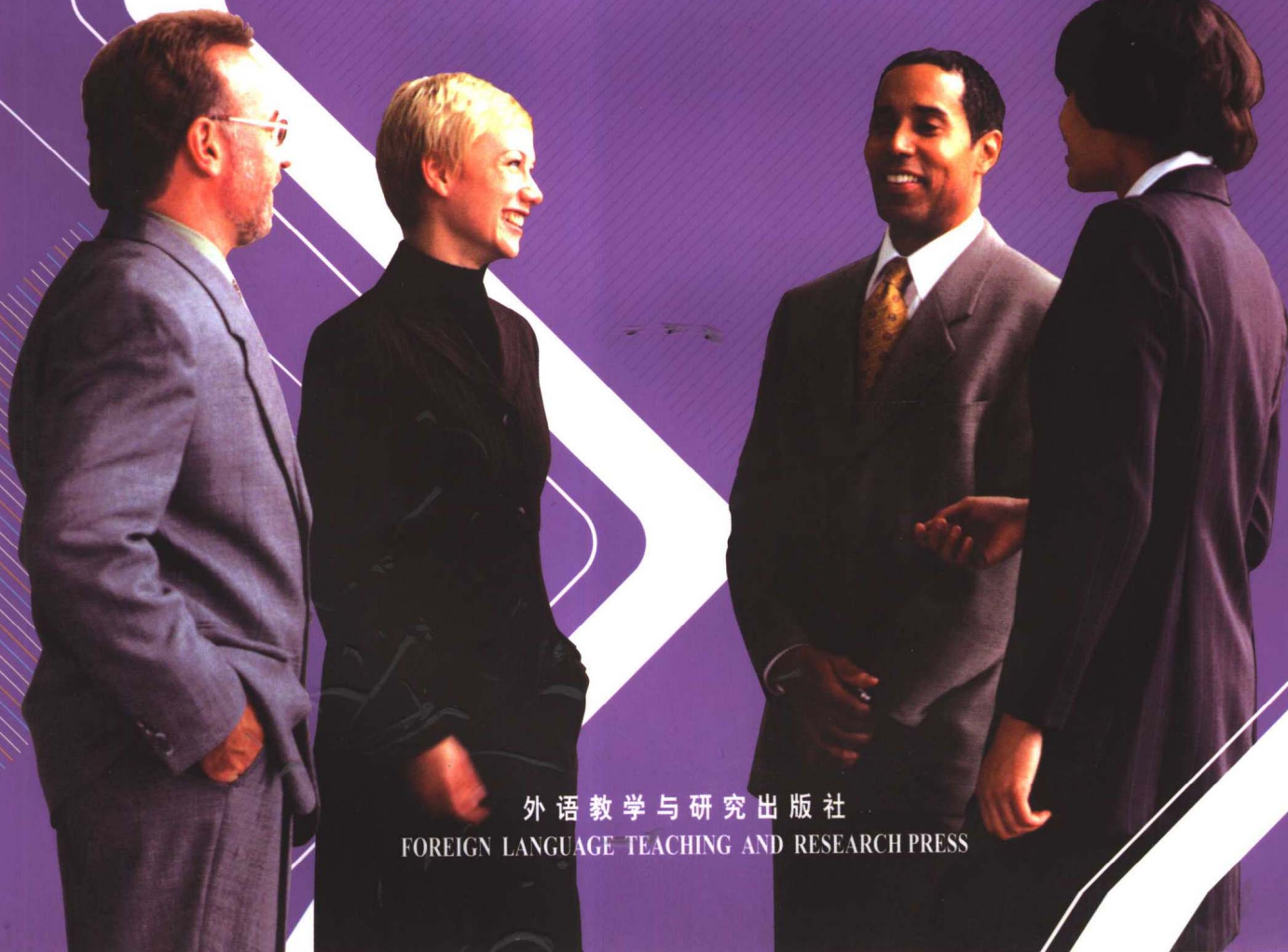
教师用书

商务英语视听说 上册



New Horizon Business English
—Viewing, Listening & Speaking

主 编：马龙海



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



普通高等教育“十一五”国家级规划教材

高职高专商务英语系列教材

新视野

教师用书

商务英语视听说 上册



New Horizon Business English
Discussion Viewing, Listening & Speaking

主 编：马龙海

副主编：李 毅 田红雨

编 者：马龙海 李 毅 田红雨 张欣韵 聂泳华 庄美英 洪溪琰 朱行帆

主 审：关兴华 刘沛富

审 校：Sue Kay (英)



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

北京 BEIJING

图书在版编目(CIP)数据

新视野商务英语视听说 = New Horizon Business English—Viewing, Listening & Speaking:
教师用书. 上册 / 马龙海主编. — 北京: 外语教学与研究出版社, 2006.6

(高职高专商务英语系列教材)

ISBN 7-5600-5744-6

I. 新… II. 马… III. 商务—英语—听说教学—高等学校: 技术学校—教学参考资料
IV. H319.9

中国版本图书馆 CIP 数据核字 (2006) 第 067635 号

出 版 人: 李朋义

项目负责: 朱书义

责任编辑: 徐 洋

封面设计: 高 鹏

版式设计: 孙莉明

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京市鑫霸印务有限公司

开 本: 787×1092 1/16

印 张: 9.5

版 次: 2006 年 10 月第 1 版 2006 年 10 月第 1 次印刷

书 号: ISBN 7-5600-5744-6

定 价: 18.90 元 (含一张 CD-ROM 光盘)

* * *

如有印刷、装订质量问题出版社负责调换

制售盗版必究 举报查实奖励

版权保护办公室举报电话: (010)88817519

前言

“语境理论”和“图式理论”的研究表明，在真实的对话情景中，说话者的面部表情、姿态、眼神、身体的亲近程度、手势等都能提供非常丰富的背景信息。对听说学习者而言，这些可视的线索更容易激活其大脑中相关的背景知识，从而使他们在背景知识和听力材料的互动中理解意义。听说教学添加视觉元素，有利于摆脱传统的以文字为主的“重听力技能教学”这种脱离真实交流语境的僵化训练，逐步向“听力技能与听力理解能力并重”的真实语境下的互动教学模式转变。随着网络信息技术的进步和可视资源的不断丰富，多媒体在教学方面的应用得到迅猛的发展，只通过单一的声音训练学生的听说能力已远远不能满足教学双方的需求。商务英语视听说课程是培养商务英语专业学生听说交际能力的主要形式。由于我国商务英语教学起步较晚，特别是受到影视制作和设备的限制，目前与该课程相适应的教材和配套音像材料奇缺，几乎所有开设商务英语课程的学校都只能采用录音教授听说课。为了满足大专院校商务英语视听说课程的教学需求，填补目前高职高专商务英语视听说教材的空白，《新视野商务英语视听说》教材编写组与相关院校的专家学者共同研讨，进行了大量的国内、国际比较，精心收集、梳理相关资料，认真设计、编撰教材体例和内容，以期使我国商务英语视听说教学的教材建设有所突破。

《新视野商务英语视听说》具有以下特点：

1. 直观生动：采用现代数码、多媒体技术手段，制作配套的录像，给教学内容赋予更加直观、丰富的视觉画面，尤其将商务情景通过音像演播的形式展现，必将大大提高商务英语课程的教学质量。
2. 难度适中：内容和语言难度适合国内高职高专商务英语专业学生，并按照学生学习语言和商务知识及技能的不同阶段编排教学内容。商务知识和语言难点方面的注释和练习的设计充分考虑了目前高职高专商务英语教学及学习者的实际水平，特别是在教材的内容以及商务背景和环境的选择等方面更加注重中国商务文化环境和商贸活动的特点。
3. 突出应用：每单元的选题紧扣当今商务行政和国际贸易活动的某一个方面，各章节练习围绕学生在该领域将要面对并应该了解和掌握的问题展开；每一个模块都基于一个模拟的商务交际情景，使学生在掌握语言技能的同时，能够在模拟商务场景中操练商务交际技能，并了解相关的商务知识。

4. 便于操作：每单元从既关键又容易理解的语言知识和技巧入手来切入主题，由声音到图像，从不同的角度使学生得以举一反三地操练英语听说技能，提高商务操作能力。另外，以教学光盘为纽带，使教学成为视、听、说、讨论、评价等多种形式有机结合的活动。
5. 内容丰富：本教材涉及商务交际活动的各个环节，同时还包括语言、文化、经济和商务等方面的知识。
6. 适用广泛：本教材的设计主要面向了高职高专商务英语或英语专业学生，同时还照顾了英语语言专业基础课程的普遍性，兼顾了本科商务英语专业及其他经贸管理类学生的专业知识结构。因此，该教材主要供专科层次的商务英语专业的学生使用，亦可供本科低年级学生作为教材使用，还可以供贸易、金融、管理等在职人员业务培训用。

《新视野商务英语视听说》在编写和出版过程中得到了广东金融学院、广东商学院、广东外语外贸大学等高校领导和专家以及外语教学与研究出版社华南信息中心领导的支持和鞭策；外语教学与研究出版社的领导和编辑多次给予指导，倾心研讨版式、编排，精心策划视频、光盘的制作。对此，全体编写人员谨表示衷心感谢。

据统计，我国已有600余所普通大专院校开设了国际商务英语课程或设立了国际商务英语专业，全国高职高专院校也有近三分之一的学校开设了商务英语专业。我们相信，《新视野商务英语视听说》教材的编写出版将为我国大学商务英语视听说课程的教学改革锦上添花。

《新视野商务英语视听说》编写组

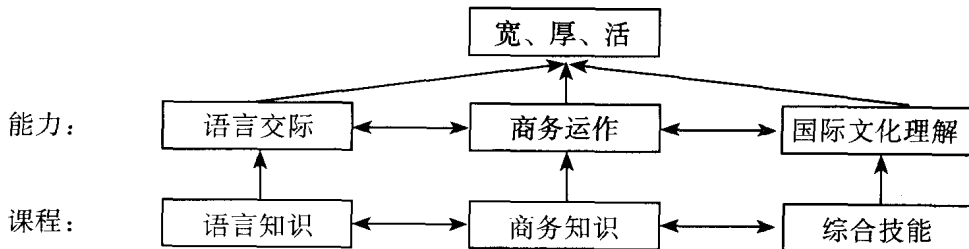
2006年5月于羊城

编写说明

商务英语作为国际商务环境中应用的英语,是专门用途英语(ESP)的一种。专门用途英语的主要特点是应用性强,而商务英语视听说课程是培养听说交际能力的主要形式。《新视野商务英语视听说》教材的编写始终坚持“应用为先、能力为本”的指导思想,贯彻教育部外语专业教学指导委员会2000年《高等学校英语专业英语教学大纲》的要求,体现教育部1993年《普通高等专科英语课程教学基本要求》以及教育部2000年《高职高专教育英语课程教学基本要求》(试行)的精神,充分考虑当前专科英语教学的实际情况,以培养英语复合型人才为出发点,改变传统的、单一的以“听”为主的听说教学模式,构建多维的“音”、“像”结合的互动听说教学模式。

《新视野商务英语视听说》是为高等院校培养“英语+专业”的复合型涉外人才而专门开设的复合型课程,旨在培养学生在各种商务环境下熟练运用英语知识与技能的能力。本教材注重英语听说技能在各种商务活动中的实际应用,其设计贯穿了一个基本理念:让学生在商务环境中学习英语,通过语言获取商务知识,提高技能。在多年的教学实践中,我们以ESP教学理论为指导,探索建立了商务英语专业人才培养的“宽、厚、活”的模式,即“宽”基础能力、“厚”专业能力、“活”岗位群适应能力的三维能力模式。“宽”基础能力,要求学生具有较宽的英汉语言文化知识,具有扎实的英语听、说、读、写、译的基本功,以适应终身教育与学习化社会发展的需要;“厚”专业能力,要求学生拓宽专业口径,夯实专业基础,不断加大经贸、金融、管理等专业主干课程的“双语”力度和范围,掌握一般的经贸金融知识基础,突出专业的复合性;“活”岗位群适应能力,要求学生增强适应未来岗位群的综合化特征的能力,通过模块化方向课程的设置,扩大专业选修课的范围,参加相关专业的辅修课程的学习,加强实践,增强毕业后的择业能力和竞争能力。

与“宽、厚、活”人才培养模式相对应,在教学计划的课程开发设计中应形成立体交叉的“语言能力+商务知识+综合技能”的三维模块课程结构,使学生获得“语言交际+商务运作+国际文化理解”的三维能力。《新视野商务英语视听说》的编写出版是对商务英语专业人才“三维”能力培养的有力保障。



《新视野商务英语视听说》由三部分组成：学生用书、教师用书以及配套的多媒体教学光盘。教材分上、下两册，主要面向大专层次学生，教学目标是达到高职高专商务英语专业教学大纲的要求，BEC 初级和中级的要求。两册之间互相关联，层层递进。每册共设十个单元，以单元模块主题形式编写，与多媒体教学光盘中的内容相对应。上册侧重公司企业的日常商务活动；下册侧重具体的经贸知识和商务实务案例分析。每个单元由“交际技巧”、“语言知识”和“商务实践”三部分组成。交际技巧的讲授主要以教学光盘中的教学录像为基础，学生通过对录像中展示的交流技巧进行总结、讨论和评价，达到识别及应用这些交际技巧的目的；语言知识部分借助录音，重在扩展学习者的语言能力；商务实践则通过模拟场景，为学习者提供一个把交际技巧及语言知识结合起来加以应用的平台。每册教学任务的设计尽量体现多数院校商务英语专业教学计划对视听说课程的课时安排。

学生用书各单元基本框架：

Unit Introduction 单元概述：介绍基本内容

Part I Warm-up 热身活动：就学生所熟悉的话题展开讨论，导入教学

Part II Listening Practice 听力练习：通过听力训练进入本单元主题

Part III Language Focus A 语言要点 A：通过录音，介绍本单元的重点交际功能语言，可供学生反复模仿，语言难度较低

Part IV Video 1 情景录像 1：通过真实商务场景中的人物对话演示与单元主题相关的交际技巧和商务知识，采用任务型Team-work或讨论式听说巩固语言知识和实践技能

Part V Language Focus B 语言要点B：通过录音，介绍本单元的重点交际功能语言，可供学生反复模仿，语言难度比Focus A稍高

Part VI Video 2 情景录像 2：为Video 1 的延续，语言难度有所提高。通过真实商务场景对话演示与单元主题相关的交际技巧和商务知识，采用任务型Team-work或讨论式听说巩固语言知识和实践技能

Glossary 词汇总表：每单元的词汇按字母顺序列出并提供汉语解释

Notes 注释：对单元中出现的专业术语、知识要点等用英语作出简单的解释

教师用书除了提供与学生用书相对应的录音、录像文字材料和各部分练习答案之外，还增设了如下栏目：

Teaching Objectives 教学目标：简述单元教学目标、主要内容、功能项目

Business Profile 商务知识：提供与该单元相关的商务背景知识、文化知识和专业术语解释，为教师进行课程设计提供方便

Language Expansion 语言扩展: 对教材的Language Focus部分进行补充,提供更多与单元主题相关的交际功能语句和表达方式

Text Bank 辅助课文: 提供一篇与单元主题贴近的短文供学生课后阅读或进行口语练习,亦可由教师在课堂组织讨论

另外,教师用书后附一张CD-ROM光盘,为学生用书中的录像提供了正常和慢速两档语速的录音,方便学生模仿。同时增加了相关录像资料,丰富课堂教学内容。

建议各校在制定教学计划时,将商务英语视听说课程安排在第二学年,分两个学期教授,周学时为4学时,共48—54课时,12—14个教学周。第一学年开设基础的听力或听说前期课程作为铺垫,有利于学生更快地向商务英语视听说过渡。非商务英语专业的教学可设计为每周2学时,教师根据实际需要选择每单元中的部分内容讲授操练。

《新视野商务英语视听说》(上、下册)主要面向高职高专商务英语或英语专业学生,同时还照顾了英语语言专业基础课程的普遍性,兼顾了本科商务英语专业及其他经贸管理类专业学生的专业知识结构,也兼顾了与剑桥商务英语考试的对接。因此,该教材可供本科低年级学生作为教材使用,并可以供贸易、金融、管理等在职人员业务培训使用。

本教材由马龙海教授主编,关兴华、刘沛富两位教授主审,英国语言专家 Sue Kay 审校,主要编写人员为李毅、田红雨、张欣韵、聂泳华、庄美英、洪溪珧、朱行帆等。由于编者水平有限,经验不足,教材中一定存在不少欠缺之处,敬请专家学者不吝指正。

《新视野商务英语视听说》编写组

2006年5月

Contents

Unit 1		
	Job Interview	1
Unit 2		
	Jobs and Responsibilities	17
Unit 3		
	On the Phone	33
Unit 4		
	At a Meeting	47
Unit 5		
	Business Travel	61
Unit 6		
	Company Presentation	77
Unit 7		
	Product Presentation	87
Unit 8		
	Receiving Visitors	101
Unit 9		
	Business Dinner	115
Unit 10		
	Company Performance	131

1

Unit

Job Interview

Teaching Objectives

- After completing this lesson, students should know how to deal with an interview, including:
- how to prepare for an interview;
 - the interview procedure;
 - how to answer questions about personal details, education and work experience;
 - how to deal with inappropriate questions by the interviewer.

Business Profile

General Conduct During an Interview

Opening: Establishing a Friendly Atmosphere

- Introduce yourself.
- Talk about weather, traffic, etc.
- Talk about yourself as a person.

During: Exchanging Information

General questions

Be prepared to talk about

- your personal details.
- your education.
- your training courses.
- your work experience.

Position related questions

You will be able to discuss

- reasons for leaving last job.
- details of the job and the company.
- qualifications and skills make you fit for the requirements of the job.
- short-term goals and long-term goals.

↓

Closing: Leaving a Lasting Impression

- Ask 1 or 2 questions based on your pre-interview research.
- Arrange a call back to get the result.
- Thank the interviewer.
- Say you enjoyed the interview.

Types of Job Interview

A job interview is a process in which a potential employee is evaluated by an employer for prospective employment in a firm. After the interview, the interviewer will determine whether an applicant is suitable for the position.

There may be different interviews during a job search. It's important that the candidates understand the purpose of each. Three very common types of interviews are telephone screening interview, in-person screening interview and selection interview. Other types of interviews are also covered here. No matter which type of interview, the candidates' goal is to present their qualifications to the decision makers (the people who make the decision to hire or not). Not everyone the candidates come into contact with will be a decision maker. However, the candidates should treat each person as though they have the authority to hire them (from the parking attendant, to the secretary, to the CEO).

1. Telephone Screening Interview. This interview saves the employer time by eliminating candidates based on essential criteria such as particular job requirements, education or required skills. Since these interviews will often occur unexpectedly, it's important that the candidates' job search records are organized and kept where they can be reached at a moment's notice. Therefore it is a good idea to have a particular place in your home for your documents. Keep your résumé in view and refer to it as needed.

2. In-person Screening Interview. This interview is used to verify the candidate's qualifications for the position and to establish a preliminary impression of the candidate's attitude, interest and professional style. A professional screener from the employer's Human Resources Department usually conducts the interview. At this stage, the goal is to select the most suitable candidates who will meet the decision makers.

3. Selection Interview. Conducted by the decision maker, the purpose of this interview is to probe the candidate's qualifications and to assess the comfort level with which the candidate might establish working relationships. There may be more than one interview at this stage. As the number of candidates is whittled down, a candidate may be invited back to speak with the same person and/or with other managers or members of the work group.

The candidate's ability to establish rapport and present yourself as the right person for the position is critical.

Even if there is only one decision maker, the opinions of the others will be sought and will probably have an effect on the outcome. When you're invited to interview with a number of people, it's important that you present yourself effectively to each one of them. Remember, they will be evaluating your skills and ability to fit in. As always, be yourself, but sell to each person's individual concerns.

4. Work Sample Interview. This interview is done to allow the applicant an opportunity to "show their wares". It could be a time for a graphic artist to display his/her portfolio. A salesperson may be asked to make a sales presentation. An office worker may be asked to complete a business letter using a specific type of computer software program.

5. Peer Group Interview. This interview is an opportunity to meet and talk with prospective coworkers. Just as in other interviews, the peer group will be evaluating the candidate, determining how he would fit in.

6. Group Interview. Sometimes referred to as a panel interview, it usually consists of three or more people, all asking questions. Direct your answer to the individual asking the question, but try to maintain some eye contact with the other members of the group. Don't forget to smile. It shows confidence.

7. Luncheon Interview. "The Meal"— This type of interview assesses how well a candidate can handle himself in a social situation. Employer representatives may include the Recruitment Manager, a person from the Human Resources Department and one or more peer group employees. Meals should be chosen carefully. A spill on a blouse or tie isn't likely to make a favorable impression. Select healthy and easy things to eat so you can answer questions and pay attention to the conversation.

8. Stress Interview. A stress interview introduces you not to an interviewer, but to an "interrogator". The interview is one in which the candidate is treated as though he is the enemy. The interrogator asks a number of offensive questions that are designed to deliberately cause discomfort. Keep cool, take time in responding to the questions, and when it's all over, reward yourself. Don't take it personally. This is usually a test of how you will handle stress on the job.

9. Videoconference Interview. Some employers today use videoconferences to conduct meetings or carry out other aspects of their business. Conducting an interview via videoconference enables an employer to save travel costs and still have, in effect, a person-to-person interview. If the thought of facing a camera during an interview frightens you, practise before a video camera or a mirror.

(The above is based on an article taken from <http://www.deed.state.mn.us/cjs/cjsbook/interview2.htm>.)

Language Expansion

Opening

- Good morning, sir/madam.
Good morning. Please make yourself comfortable. First, tell me something about yourself.
- What do you think of the weather lately?
It's been lovely but I'm not sure it will last until the weekend.
- To start with, can you tell me a little bit about yourself?
Sure.

During: General questions

Personal details

- What is your name please?
May I ask your name?
Please give me your name.
Are you Li Ming?
I'm Li Ming./My name is Li Ming.
- Where are you living now?/Where do you live?
I am living at 88 Zhongshan Road, Guangzhou./I live at.../My address is...
- What's your present/permanent address?
It is 88 Zhongshan Road, Guangzhou.
- Do you hold a Guangzhou ID card?
Yes, I do./No, I don't.
- What kind of personality do you think you have?
I feel that I take initiative to get things done.
I think I'm energetic, aggressive, and enterprising.
I believe I'm imaginative and creative.
- What are your weak points/disadvantages/weaknesses/drawbacks/shortcomings/and your strong points/advantages/strengths?
Well, I'm afraid I am.../I suppose my strong points are...
- In your opinion, what personal characteristics (we call these Work Habits) are required of the job holder in order to be successful?
I think a successful person should be tolerant, tactful, empathic, caring and friendly.

Education

- When did you graduate from your university?
I graduated from my university in July, 1995.

- What did you major/specialize in?
I majored/specialized in law./I'm a law major.
- What were your minor subjects?
My minor subjects were English and Finance.
- What is your score on TEM4/TEM8?
It was 86.
- Did you get any honors or awards at your university?
I won the first prize in the English Speech Contest of Guangdong Province in 1998.
I won the university scholarship for four years on end.
- Were you involved in any club activities at your college?
Yes. I was a member of the dancing club./I was on the department basketball team.

Work experience

- What work experience have you got?
I've been a sales engineer for three years./I have worked as a training manager for two years.
- Have you ever had any experience in this field/as a tourist guide?
- What was your position?/What position did you hold in that company?/What were your responsibilities?/What were you in charge of?
- What achievements/awards have you got?/ Would you like to talk about your awards/ achievements?

During: Position related questions

Reasons for leaving and applying

- What made you decide to change your job?
I didn't like the culture of the company and I saw no chance of advancement there.
- Why are you leaving your present job?
Only because the company is going bankrupt.
- Why did you choose/pick our company?
Well, I know your company is an international business, so I thought I would be able to learn some advanced methods of management from foreign staff members.
- Why are you interested in working with this corporation?
Because my past experience is closely related to this job and my major at university is also relevant to this post.

Qualifications and skills

- Have you got any professional certificates?
I've got a teaching qualification/a certificate in computer programming/a Senior Lawyer's certificate/a driving license...
- Do you have any special skills?
Yes, I can operate a word-processor.
- Can you speak Cantonese?
No, I can't. I'm not a local resident.

Job suitability

- What do you know about our organization?
Everything I've seen and heard makes me want to be a part of this organization. I understand your industry is... and your main customers are... A particularly exciting part of your business appears to be... /I think this would be an exciting place to work. The experience of working here will help me achieve my career goals.
- Why do you think you are qualified for this job?/What qualifications have you got?
I'm familiar with Western-style accounting because I've worked in an enterprise with foreign capital for four years. So I think I'm qualified for the position.
- What are you looking for in a position?
I'm looking for an organization that will appreciate my contributions and reward my efforts.
- Are you willing to relocate?
No./Yes, I'm open to opportunities within the company so if that involves relocation I would consider it./I'd move, but I know your headoffice is in Alaska and that's too cold for me.
- What are your short-term goals?
Bills are beginning to pile up. In the short run I need to find work so I can keep up with my obligations.

Closing

- You may ask questions about us, if you have any.
Do you have any questions to ask me?
Can you tell me a little bit about the employee benefits such as the health insurance program?
- Can you tell me what my job will entail?
- How can we contact you about our decision?
You can reach me any time.

Audio Scripts

Part II Listening Practice

Task 1

Listen to the following dialogue about a job interview and try to fill in the missing words.

Gary: Good morning, I'm Gary. Please take a seat.

John: Good morning, I'm John. Nice to meet you.

Gary: Nice to meet you. To start with, can you tell me why you are interested in working for our company?

John: First, as far as I know, your company has an impressive growth record. Second, I think my major and my past experience qualify me for the job.

Gary: I see. Which university did you graduate from? And what is your major?

John: I graduated from Beijing University and my major is marketing.

Gary: Which company do you work for now?

John: BTC.

Gary: And what is your chief responsibility there?

John: I'm in charge of marketing activities in East Asia, for example, organizing trade conferences and arranging exhibitions.

Task 2

1. Work in pairs. Match the questions with the corresponding answers. Then listen to the dialogue between the interviewer and the interviewee and check your answers.

Carter: Come in, please.

Yang: Good morning, sir. I'm Karen Yang.

Carter: Good morning, Miss Yang. I am Kevin Carter, the Administration Manager. Take a seat, please.

Yang: Oh, is that your wife, Mr. Carter? She is so beautiful.

Carter: Thank you. Ah—Miss Yang, I've gone through your résumé. I'd like to ask you some questions now, if you don't mind.

Yang: Yes, of course. Thank you.

Carter: Well, can you tell me why you would like to work as a medical representative with us?

- Yang:* I really think I'd like this kind of work, because I've been a doctor for three years. I want to apply for this position because I want a change.
- Carter:* Don't you think it's a pity for you to leave your present job?
- Yang:* To some extent, it is. I have learned a lot in the hospital. But I would like to try a different kind of life. By the way, could you tell me how much the job pays?
- Carter:* Sure. There is a five-month probationary period when you will only get 2,000 RMB a month. After that, we'll determine your salary according to your performance.
- Yang:* Oh, I see. Then, could you tell me something about the paid holidays, insurance, and things like that?
- Carter:* Every employee in our company gets life insurance and unemployment insurance. You will get 2 weeks paid holiday in your first full year.
- Yang:* That sounds fine. How much time will it take for me to be promoted here?
- Carter:* Promotion is not certain. It depends on your ability and performance. Maybe we'll send you to one of our branches, if you like.
- Yang:* No problem. I hate staying in one place all the time. But in which cities do you have branches? And, where is your company based?
- Carter:* Our company is based in New York, with branches in many cities, such as Philadelphia, Beijing and London.

Part III Language Focus A

Follow-up Practice

1. **Work in pairs. The introductory stage is very important in an interview, because the interviewer's first impression often influences their final decision. Please listen to the following sample dialogue for opening remarks, and do the substitution exercises with your partner by using the expressions given below.**

- Cai:* May I come in?
- Ms. Smith:* Yes, please.
- Cai:* Good morning. My name is Cai Ning. As requested, I have come for an interview.
- Ms. Smith:* Fine, thank you for coming, Miss Cai. Please sit down. I am Anne Smith, the Assistant Manager.
- Cai:* Nice to meet you, Ms. Smith.
- Ms. Smith:* Nice to meet you, too.