



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 商务英语视听说 上册



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—Viewing, Listening & Speaking

主 编：马龙海



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



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# 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比较缺乏,几乎所有开设商务英语课程的学校都只能利用录音教授听说课。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

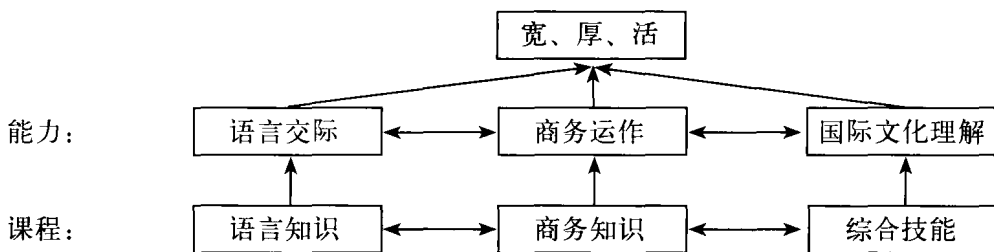
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# 编写说明

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，构建多维度的“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编写，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，通过英语获取商务知识，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，以及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学时安排。

### 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，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

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，每周4学时，共48—54学时，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，也可以供贸易、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



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# 1 Unit

## Job Interview



For many, a job interview is the most stressful part of the job search process. In order to persuade the employer that he/she is the most suitable person for the opening, the candidate has to impress the employer with his/her appearance, personality and qualifications.

对许多人而言，工作面试是求职过程中至关重要的环节。作为应聘者，要使面试官相信你是该职位的最佳人选，就必须在外表、气质、性格、资历等各方面给面试官留下深刻的印象。

### Part I Warm-up

**Work in pairs.** Have you ever been to a job interview? What preparations should a candidate make before the interview? Discuss with your partner and write them out.

Prepare a résumé  
Research the company  
Prepare for frequently asked questions  
...

**Word Tips**  
make up  
application  
clarification  
eye contact  
comment  
ahead of



## 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 (1) \_\_\_\_\_ in working for our company?

**John:** First, as far as I know, your company has an (2) \_\_\_\_\_ record. Second, I think my (3) \_\_\_\_\_ and my (4) \_\_\_\_\_ qualify me for the job.

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

**John:** I graduated from (5) \_\_\_\_\_ and my major is (6) \_\_\_\_\_.

**Gary:** Which company do you work for now?

**John:** BTC.

**Gary:** And what is your (7) \_\_\_\_\_ there?

**John:** I'm in charge of marketing activities in East Asia, for example, organizing (8) \_\_\_\_\_ and arranging (9) \_\_\_\_\_.

### Task 2

#### New Words and Expressions

probationary: 试用的

according to: 根据

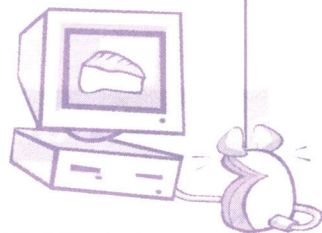
performance: 表现

insurance: 保险

unemployment: 失业

branch: (机构的) 分部

base: 把总部设在……



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.

(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_ (5) \_\_\_\_\_ (6) \_\_\_\_\_ (7) \_\_\_\_\_



(1) Could you tell me something about the paid holidays, insurance, and things like that?

(2) In which cities do you have your branches?

(3) How much time will it take for me to be promoted here?

(4) Can you tell me why you would like to work as a medical representative with us?

(5) Could you tell me how much the job pays?

(6) Where is your company based?

(7) Don't you think it's a pity for you to leave your present job?

a. I want to apply for this position because I want a change.

b. Every employee in our company gets life insurance and unemployment insurance. You will get 2 weeks paid holiday in your first full year.

c. Our company is based in New York.

d. Our branches are in many cities, such as Philadelphia, Beijing and London.

e. Promotion is not certain. It depends on your ability and performance.

f. To some extent, it is. I have learned a lot in the hospital.

g. During the probationary period you will only get 2,000 RMB a month.

2. **Work in pairs.** In your opinion, what questions raised by the candidate, Karen Yang, seemed to be inappropriate? Write them down and state your reasons. Then compare your answers with your neighbour's. The first one has been done for you.

#### Inappropriate questions

Is that your wife, Mr. Carter?  
She is so beautiful.

#### Reasons

Avoid asking your interviewer personal questions or making personal comments.



## Part III Language Focus A

### Opening

- ☛ Good morning, sir/madam.  
Good morning. Take a seat, please. My name is Li Ming.
- ☛ Did you have any trouble finding us?  
Not really. I am familiar with this area.

### During: General questions

#### Personal details

- ☛ What is your full name?  
John White.
- ☛ Where do you live?  
I live at 88 Zhongshan Road, Guangzhou.
- ☛ Are you a resident of Guangzhou?  
Yes, I have lived here since my childhood./No, I'm only a temporary resident. I'm originally from Hunan.
- ☛ What kind of personality do you think you have?  
I think I am introverted./I think I am quite easygoing, I enjoy making friends.
- ☛ What are your disadvantages and advantages/strengths and weaknesses?  
Well, I'm afraid I am not very creative, but I am tolerant, slow to anger, tactful, empathic, caring and friendly.

#### Education

- ☛ Which university did you attend/graduate from?  
I attended/graduated from Guangdong University of Finance.
- ☛ Which degree did you obtain/receive?  
I have a BA/an MA degree.
- ☛ What's your major?  
I majored/specialized in law./My major is law.
- ☛ What were your scores at college?  
They were all above average.
- ☛ Did you get any honours or awards at your university?  
I won the university scholarship four years on end.
- ☛ And, were you involved in any club activities at your college?  
Yes. I was a member of the dancing club./I was in the department basketball team.

## Work experience

- What sort of work experience do you have?  
I've been a sales engineer for three years./I've worked as a training manager for two years.
- Have you ever worked in a state-owned enterprise/foreign trade company?  
Yes, I have./No, I haven't.
- What was your position?/What position did you hold in that company?  
I was the manager of the Human Resources Department.
- What was your responsibility?/What were you in charge of?  
As I was the Personnel Director, my responsibilities mainly included recruitment and training new employees.
- What achievements/awards have you got?  
I promoted our products in over ten provinces and last year my turnover amounted to 5 million RMB.

## 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.

### Useful expressions

It's nice to see you./Glad to see you./Nice to meet you.

I am Margaret Smith, the Personnel Manager/the Administration Manager/the Area Representative.

Did you have any difficulty finding our company?

Did you have any trouble finding...

Was it convenient for you to find...

Was it easy for you to find...

I have come for an interview/as requested/by appointment/as invited.

2. You will hear part of an interview dialogue about interests and personality. Listen carefully and choose the correct questions from below.

(1) A: \_\_\_\_\_?

- a. What kind of character do you think you have
- b. What kind of person do you think you are
- c. What kind of personality do you think you have

B: Generally speaking, I am an open-minded person.

(2) A: \_\_\_\_\_?

- a. What are your strengths and weaknesses
- b. What are your merits and drawbacks
- c. What are your strong points and weak points
- d. What are your advantages and disadvantages

B: I'm cheerful and friendly, but sometimes I am not patient enough.

A: How do you get along with others?

B: I get on well with others.

(3) A: \_\_\_\_\_?

- a. How do you spend your free time
- b. How do you spend your spare time
- c. What do you do for leisure

B: I love travelling.

## Part IV Video 1

# Applying for the position of financial consultant

### New Words and Expressions

finance: 财政, 金融

major: (大学的) 专业

consultant: 顾问

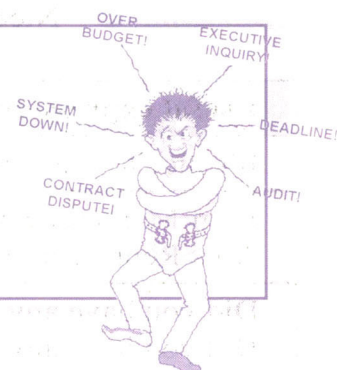
corporation: 公司

consultancy: 顾问公司

available: 可获得的

pressure: 压力

notify: 正式通知 (某人)





## Pre-viewing

Read the following chart to have a rough idea of the video.



Chen Bo

Cathy Mandel

Job interview



A senior university student

The Director of HR Department  
of a leading international  
corporationCathy interviews Chen Bo  
for the position of consultant.

## Viewing

1. Watch the video and try to fill in the following blanks. (I stands for Interviewer, and C for Candidate.)

I: To start with, would you like to tell me a bit about       (1)      ?

C: Sure. I'm a senior student at Guangdong University of       (2)      . I expect to graduate this summer. My major is       (3)      .

I: So, why did you choose our company?

C: As far as I know, your company is one of several       (4)       international consultant corporations which came to China after China entered WTO. I think working here would give me the best       (5)       to       (6)       what I've learned at university.

2. Watch the video and try to complete the following chart.

Reasons for joining the company

Relevant work experience



### Questions

### Result of the interview

## Post-viewing

**Work in small groups.** What are Chen Bo's strengths and weaknesses for applying for the job? Discuss with your neighbours, and choose a representative to report to the whole class.

## Part V Language Focus B

### During: Position related questions

#### Reasons for resignation or application

- What made you decide to change your job?

I didn't like the culture of the company and I saw no chance of promotion./I have to leave my present post because the company is going bankrupt/has been declared bankrupt.

- Why did you choose/pick our company?

Well, I know you have a very international business, so I thought I would be able to learn some advanced methods of management from foreign staff members.

#### Qualifications and skills

- What are your qualifications?

I'm a qualified stenographer. I can type sixty words per minute and I can take shorthand at eighty words a minute.

- How many languages can you speak?

Two. Chinese is my native language and English is my foreign language. I can also speak Cantonese.

#### Job fit

- What do you know about our organization?

Well, I saw from your web site that...