

体验[®]商务英语 Powerhouse

An Upper Intermediate Business English Course

听说教程教师用书 2

Listening & Speaking Teacher's Book

David Evans Peter Strutt

《体验商务英语》改编组



高等教育出版社
Higher Education Press

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前 言

随着我国改革开放的深入,我国国际经济贸易地位不断提升,国际商务交往更加频繁。用人单位对大学生的外语听说能力的要求逐年提高,社会对能说一口流利英语的复合型商务人才的需求日益增长。

《大学英语课程教学要求(试行)》(2004年版)规定:“大学英语教学的目标是培养学生的英语综合应用能力,特别是听说能力,使他们在今后工作和社会交往中能用英语有效地进行口头和书面的信息交流。”这意味着不仅要求学生能看懂、听懂,还要能以英语为工具通过书面或口头的方式表达思想、传递信息,进行双向交流。

为了更好地满足我国相关院校和广大学习者的需求,高等教育出版社引进了培生教育集团出版的*Market Leader*和*Powerhouse*系列教材,将这两套教材改编为《体验商务英语》系列教材。这两套教材以其独特的编写风格、新颖的内容编排、原汁原味的素材、真实的商务场景以及简明实用的商务知识广受欢迎和好评。该系列教材为学习者提供了全新的学习方式,即在体验中学习商务英语,进而提高运用英语进行商务交际的能力。针对中国人学习商务英语的特点,改编组在原教材的基础上补充了有关商务知识的注释和中英文注释的词汇表。

《体验商务英语》系列教材是具有全球化视野和鲜明时代特色的新一代综合性商务英语教材。《听说教程》的特色主要表现在以下几个方面:

将国际商务活动的真实内容引入课堂教学,体验真实的商务世界。《听说教程》是一套原汁原味的、富有“商务”特色的、专门为非英语国家的学习者编写的英语教程。听力材料内容翔实,选材广泛多样,素材来源不仅有商务书籍、报纸、杂志,还有小说和电影等。其目的是让学习者尽可能地接触进而习得商界人士所说的地道的“商务”英语。本套教材将真实的商务活动与英语教学充分融为一体,使学生在掌握语言技能的同时,了解现代国际商务的现状,以达到在体验商务中学习语言、提高商务交际能力的目的。

角色扮演和案例学习将体验式学习引向深入。《听说教程》的基本教学思想是:只有在真实的交流情景中,外语学习才更有意义,也更有效。基于这种思想,本套教材为学生提供了自然、实用、鲜活的商务语言,每个单元都编排了角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照,给学生提供各种机会使用所学语言表达自己的思想和观点,从而把所学英语化为自己的语言,真正做到学以致用。

教学设计严谨,为体验式学习打好基础。《听说教程》的单元设计以语言和商务技能为主线,将“听”、“说”、“练”和词汇学习集于一体。“听”——提供原汁原味的素材;“说”——在案例教学中,以真实的商务交际为情景,给学生以真正的体验,为培养交际能力打下基础;“练”——教材中提供了大量的情景对话,角色扮演练习为学生提供了交流实践机会,令人耳目一新。词汇学习与阅读结合,为听说练习做好准备。

教学资源丰富,为体验式教学提供有力支持。《听说教程》配有《教学用书》,除了提供详尽的背景介绍、推荐阅读书目,还有语法复习练习,可供教学选择使用。本教程有配套录音带。

《听说教程》以其国际化的内容和专业化的知识真实再现现代商务活动场景,实用性强、覆盖面广、题材丰富、图文并茂,适合学生学习与应用,可帮助学生丰富商务英语知识,积累语言素材,培养良好的语言感觉,训练正确的思维方式。

本书选择空间大,可操作性强。既适用于商贸、经管、财金等专业的商务英语教学,也可以作为英语专业教材、大学英语选修课教材和行业培训教材。

改 编 组
2005年12月

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introduction

Powerhouse is a language teaching course that offers business English with a definite 'business' flavour — reflecting the business language used both in traditional corporations and in the new Internet economy. For this reason it draws on a wide range of authentic sources, using material taken not just from business books, newspapers and magazines, but also from novels, Hollywood movies and even joke books, in an attempt to bring learners as close as possible to the kind of language that businesspeople really use.

Powerhouse has also been designed to offer teachers as much flexibility as possible. It can be followed as a complete course, or you can dip into it wherever you like. Each of the ten modules of the Coursebook is based on a business theme and is divided into five double-page spreads; each of these double-page spreads is a complete and free-standing lesson. The map on pages 6 and 7 allows you to find your way round the course at a glance.

The course is at upper intermediate level and has a strong emphasis on getting learners to express and debate ideas and opinions. It is appropriate for in-work professionals and businesspeople, as well as for learners who have not yet started their careers.

Powerhouse: a flexible, authentic approach to business English teaching

THE STRUCTURE OF THE COURSE

The ten modules of the Coursebook are each themed around a different area of business. Every module contains the following double-page spreads, each of which makes up a free-standing lesson.

Introduction

An introduction to the theme of the module, with relevant ideas, provocative issues and key language.

Vocabulary

A spread that introduces vocabulary relevant to the subject of the module. A typical vocabulary spread will introduce language through an authentic text, and then provide activities for development, practice and personalisation.

Doing business 1 and 2

These two double-page spreads introduce business communication skills. They often analyse an authentic model — for example an extract from a film script — and then go on to provide learners with the language and the contexts in which to develop their skills in each area.

Many of the skills practised — for example presentations, telephoning and meetings — are familiar from the standard business English syllabus. However some, such as discussing ideas, delegating, motivating and raising money, may be new.

Issues

These spreads contain material designed to promote a series of discussions related to the theme of the module.

Extra Activities

This part provides revision, practice and extension activities for material introduced in each unit.

OTHER COURSE COMPONENTS

The *Powerhouse* Recordings

Three cassettes of recordings accompany the Coursebook and Teacher's Book, containing authentic material from news programmes, presentations and documentaries as well as Teacher's Book as specially written stories, reports and dialogues.

The *Powerhouse* Teacher's Book

As *Powerhouse* has been designed to be a flexible and adaptable course, this resource book does not aim to tell teachers how to 'use' the Coursebook. Instead, you will find:

- 1 Answers and suggested answers to activities in the Coursebook
- 2 Background information on business ideas, personalities and companies mentioned
- 3 Suggestions for further reading and the addresses of websites containing related material
- 4 Occasional notes on teaching the material
- 5 Key to extra activities
- 6 Grammar review in which the most important grammar points at this level are reviewed in a range of business contexts relevant to the theme
- 7 Notes and key to grammar review
- 8 An index of authentic material, people and companies mentioned in the Coursebook.

The *Powerhouse* Website

For hot links to the websites referred to in this Teacher's Book, as well as other material related to the course, visit the *Powerhouse* website at www.longman-elt.com/powerhouse.

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1

first impressions

Introduction

OBJECTIVES

To introduce the idea of first impressions in business life

BACKGROUND

Working Girl

Working Girl is a comedy set in a Wall Street bank in the 1980s. Tess (Melanie Griffith) is an ambitious secretary who is thwarted in her career ambitions. However, when her new boss, Katherine (Sigourney Weaver), breaks her leg in a skiing accident, Tess takes over her job and proves that she's tougher and smarter than anyone had realised. The scene in the Coursebook is Katherine and Tess's first meeting.

Working Girl (1988) Directed by Mike Nichols.

Screenplay by Kevin Wade.

web links

You can visit a British website about making a good first impression at work at:

<http://www.topjobs.co.uk/>

then click on 'Career tips' and check 'How to make a good impression'.

To visit an American website that does a similar thing, go to:

<http://www.careerbuilder.com/>

then click on 'Getting hired' and find the 'How to' guide to job interviews.

For more on Coco Chanel, look up her profile at *Time* magazine's site of the top 100 people of the twentieth century:

<http://www.time/time100/artists/profile/chanel.html>

ANSWERS

Forming an impression

- 2 A few extra things which might be important when forming an impression of other people: their reputation, their size, the way they walk, the way they sit, their self-confidence (or lack of it)

Describing impressions

- 1 Dealing with others: tough, accommodating (punctual is also possible)
Approach to their work: accurate, punctual (accommodating, impeccable are also possible)
Appearance: elegant, simple, impeccable

The script

- 1 Tess should be tough, accommodating, accurate, punctual and honest (she should never make a promise she can't keep).

- 2 Tess should dress simply, elegantly and impeccably.
- 3 She thinks the department has performed very badly.

Katherine's language

1 People's impression of me starts with you.	People's impression of me will be influenced by their impression of you.
I'm never on another line, I'm in a meeting.	When I'm talking on the telephone, always tell people that I'm in a meeting.
I want your input, Tess.	I want you to contribute your ideas and opinions.
It's a two-way street on my team.	I won't just tell you what to do, I expect to exchange ideas and opinions with you.

- 2 (*Suggested answer*) To show that she's the one who will decide what they will call each other. Another possibility is to draw their relationship nearer. Usually calling a person by first name indicates closeness.

Vocabulary BUSINESS JARGON

OBJECTIVES To introduce some of the most common business buzzwords and give learners a chance to talk about the usefulness of this kind of language.

NOTE American English spelling is used when a word is quoted from an American text.

BACKGROUND Peter Drucker

Peter Drucker is probably the world's best respected management guru. He was the first person to predict the rise of the 'knowledge worker' (who uses mental rather than physical skills — often related to new technology) and to advocate the policy of privatisation. He also wrote the most famous expression of the purpose of business: to create a customer.

Scott Adams

Scott Adams is the creator of the Dogbert and Dilbert cartoons, satirising modern business life. Many of the ideas are based on Adams's observations during many years working in an office cubicle for a large corporation. His cartoons have appeared in many newspapers and other publications; the cartoons in the Coursebook come from *Dogbert's Management Handbook* (Pub: HarperCollins, 1996).

Further reading

For teachers: *The Ultimate Business Guru Book* by Stuart Crainer (Capstone, 1998). A clear, concise introduction to the fifty top management gurus.

For students: *Management Gurus* by David Evans (Penguin Readers, 2000). The lives and thoughts of six of the world's top gurus — by the author of this book!

web link

For colloquial American business jargon, go to :

<http://www.pacificovertures.com/BizJargon.html>

and check 'American Business Jargon defined' in the 'Whimsey 阡' section.

ANSWERS Implement or do?*(Suggested answer)*

Peter Drucker is suggesting that when companies start using language that is unnecessarily long and complicated, it's a sign that their business may be in trouble.

Dogbert's Management Seminar

- 1 Scott Adams obviously thinks that business jargon is absurd.
- 2 Peter Drucker would almost certainly agree with him.

Jargon words

- 1 *Paradigm* means a good example of how a particular system works. In business it is often used in the phrase 'paradigm shift' which means a complete change in people's attitudes towards something, e.g. The Internet has caused a paradigm shift in people's shopping habits.

Utilize is another word for *use*.

Vertical describes an organisation in which decisions and rules are passed to employees through several different levels of management.

Proactive means being ready for changes and doing something to influence them before they happen.

Empowerment is when workers in a company are given more responsibility by being allowed to organise their own work and make decisions without asking managers.

- 2 *(Suggested answer)* I want to talk to you about using resources.

Jargon and definitions

- 1 Total quality management — W. Edwards Deming pioneered this idea while working as an advisor to Japanese industry after World War Two.
- 2 Business process re-engineering — an idea which catapulted James Champy and Michael Hammer to fame in the 1990s.
- 3 Empowerment — Rosabeth Moss Kanter, one of the few women management gurus, writes about the importance of the individual in business life and the need to recognise this in the distribution of responsibility.
- 4 Management by walking about — an idea developed by Tom Peters in his books on management.
- 5 A portfolio worker — Charles Handy uses this term when writing about the changing nature of work.

***Doing business 1* E-MAIL**

OBJECTIVES To think about the style and tone of different kinds of business e-mails and to practise writing them

NOTE It's assumed that at this level, most learners will have some experience of writing business e-mails in English. However, if learners are anxious about the best way to write them, it may be worth referring them to George Orwell's rules of effective writing (introduced in *Powerhouse Intermediate*, page 98): 'Never use a metaphor, simile or other figure of speech which you are used to seeing in print. Never use a long word when a short one will do. If it is possible to cut a word out, always cut it out. Never use a foreign phrase, a scientific word or jargon word if you can think of an everyday English equivalent. Break any of these rules sooner than say anything outright barbarous.'