

新编商务英语系列丛书

新编 商务 英语

全国商务英语研究会推荐教材

口语

Interactive Speaking

1

总主编 虞苏美
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HIGHER EDUCATION PRESS

新 编 商 务 英 语 系 列 丛 书

新编商务英语

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内容提要

《新编商务英语口语(1~4)》为“新编商务英语系列丛书”之一。本书以外语教学理论为编写指导思想,在语言材料的选用和课文结构设计上贯穿了“学用结合,重在运用”的原则。课文内容时代感强,着重反映当代日常生活和现实商务活动的真实情景。交际活动十分丰富,具有很强的实用性和可操作。本丛书适用于商务英语专业的学生。本书另配录音磁带。

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前言

近年来,越来越多的外语教育专家和教师意识到外语学习的目标应该有两个:即把某一种外语作为“知识”来学习或把这一种外语作为“交际工具”来学习。前者主要以“语法”为重点研究对象并以“精确”为评估标准,引导学生将绝大部分精力和时间用于对句子结构的分析和比较。因此,以“知识”为学习外语目标的学生能把目标语的各种句子结构和语言特色评析得头头是道,但并不一定能将他的评析用目标语完整清晰地表达出来。社会上流传的所谓“哑巴英语”的说法也是这种学习目标的定位结果。对我国绝大部分学外语的学生来说,其学习的目标无疑应是掌握“交际工具”。对于这部分学生,教师只有把外语学习的重点放在提高学生的目标语运用能力上,才有可能将学生真正置于一种“自然语言学习环境”中,通过“学会表达→正确表达→清晰正确表达→完整清晰正确表达”这样一种循序渐进的自然过程,达到全面提高学生交际能力的教学目标。

《新编商务英语口语》是在老版《商务英语口语》的基础上,以心理学、教育学和外语学习理论为编写的指导思想,在语言材料选用和课文结构设计上贯穿了“学用结合,重在运用”的原则。课文内容着重反映当代日常生活和现实商务活动的真实情景,练习活动丰富,实用性强。本教材虽然是专门为学习商务英语的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。

本教材全部课文内容都是围绕美国商人 Henry White 一家在中国和英美等国的日常生活和商务活动而展开,涉及经济、贸易、工农业、教育、旅游、投资、金融、劳务和地产等领域中的考察、谈判、签约、网上交易、电子商务等活动。每个单元都由一个中心话题和与话题相关的课堂练习活动组成,旨在促使学生将口语学习不仅仅停留在传统的机械背诵和模仿上,而是通过大量的课堂练习活动来强化英语语言的运用能力,使英语真正成为表达学生个人情感和思想的“交际工具”。

为了更好地与高中英语教学大纲衔接,本教材第一册主要为各种日常会话,对话的地点在国内,背景则是中国学生所熟悉的各种口语交际活动的场所。内容主要涉及介绍相识、打电话、谈论天气、邀请聚会、用餐、购物、看病、吉庆假日、娱乐和体育运动等日常生活领域中的用语。从第二册起,部分对话的地点和背景将移向国外。这种结构安排使学生对背景知识从“熟悉”到“不熟悉”,从而使英语学习得以循序渐进。

《新编商务英语口语》共分 4 册,总教学课时为 360 学时,每册为 90 学时。第一、二、三、四册各为 16 个单元。前三册每单元分为四大部分:课前练习(Warm-up)、

样板对话(Dialogues)、交际功能范句(Functional Expressions)和交际任务(Communicative Task);第四册每一单元包含三大部分:即课前练习、样板对话和课堂交际活动。每册的课前练习、样板对话和交际功能范句均配有磁带。

第一部分为课前练习,其中的绕口令旨在帮助学生练好一些中国人感到困难的英语字母组合的发音和整句的语音语调。清晰的发音和正确的语音语调是口语交际的基本功,是口头表达中让别人听懂的首要条件。学生必须认真模仿,大声快速朗读,使发声器官的动作能得以根据英语发音的要求重新加以协调,并使之由开始时的刻意动作逐渐过渡为潜意识的习惯动作。因此,第一册 16 个单元中所提供的这部分内容可供学生在整个英语学习期间使用。从第二册起,这部分内容将由电影戏剧的对白、歌词、诗歌和著名演说等替代,目的仍是继续强化和巩固发声器官的协调功能。文化指南(Culture Tip),主要为学生提供一些在与英美等国人士的交往中须特别注意的文化、习俗和语言应用等方面的知识。

第二部分为样板对话,供教师和学生在课堂上使用。对话语言生动活泼,口语特点鲜明,人物活动的情节引人入胜。对话示范性地展示了各种日常和商务活动场合中的英语口语表达的结构和方式,使学生能在较短的时间内掌握准确而得体的日常和商务口语。

第三部分为交际功能范句,这部分旨在向学生提供在某一语言交际功能中可以使用的各种表达方式。需要指出的是:虽然在某一功能下,有各种各样的句子可供选用,但是,这并不等于说,说话者为了完成某一功能而可以随意“挑”一个句子说说就行。在很多情况下,会话的场合、会话双方的社会地位和身份以及讲话的目的决定了只有某一个句子才是这种特定会话环境中最恰当的表达语;而在某些情况下,用不同的语气和语调说出同一个句子,却能表达说话者完全不同的意思。这种功能与语言运用及句意与语气语调之间的微妙关系,需要在教师的指导下,经过较长时间的学习才能掌握。

第四部分为交际任务,这些任务均与对话主题或交际功能相关。这是本教材区别于许多其他英语口语教材的重要特点之一。这种交际任务为学生提供了一个检验自己学习成果和在现实生活中实践英语语言运用能力的机会。在进行交际活动时,教师应特别注意学生中可能出现的重语言形式、轻言语意义和在课堂上机械地模仿样板对话和交际功能范句的“伪交际”现象。为了减少和避免这种现象,教师应尽量为课堂交际活动提供真实的实践背景和必要的语言词汇,使学生逐步学

前言

会和掌握表达自己想要表达的观点的方法。必要时,教师可以因地制宜地对本部分交际活动内容作适当的修正。

总之,我们希望学生通过对本教材的学习,不仅能听懂日常和商务英语会话,能以准确的语调进行英语会话,自由地表达自己的思想和观点,而且能逐步养成用符合特定场合的得体语言回答或者提出各种问题的习惯,为今后工作做好充分准备。

在编写这套教材的过程中,我们得到了国内外同行的指导和高等教育出版社编辑的帮助。英籍专家 **Frank Tonge** 协助审阅了本教材的全部语言文字并参与了部分“文化指南”的编写工作。在此,我们对所有关心、支持和帮助本书编写和出版的人员,表示衷心的感谢。同时,由于编者水平和经验有限,本书可能有疏漏和不当之处,我们诚恳希望外语教育专家和使用本书的广大师生不吝指教。

编者
于华东师范大学

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Warm-up
Dialogues
Functional Expressions
Communicative Task



1

Introduction



Warm-up



Say Aloud and Fast

- 1 Ann and Andy's anniversary is in April.
- 2 Chilly chipper children cheerfully chant.
- 3 Do drop in at the Dewdrop Inn.
- 4 Father's polite position made the policeman pay for the popcorn.
- 5 I wish to wash my Irish wristwatch.
- 6 Lilybell left the living singers at the scene.
- 7 Six slippery seals slipped silently ashore.
- 8 There's a sandwich on the sand, which was sent by Sam Welch.
- 9 Those bins are for Bill Beal's beans.
- 10 Toy boat, tall toiler, tall boat, toy toiler.



Culture Tip

When people are being introduced in very formal situations, you may have noticed that rank is the most important consideration followed by age then sex. Therefore, people of a lower rank should be introduced to people of a higher rank first; younger people should be introduced to older people first; and men should be introduced to women first.

Most conversations, however, are not carried on in formal speech situations, and forms of address are another important decision to make. A social

acquaintance or a newly hired colleague of approximately the same age and rank is usually introduced on a first-name basis.

You should also add some information about the people being introduced to help start the conversation.

It is polite and common to shake hands when people are introduced to each other in China. But in the United States or some other countries, people don't always do so. However, in a formal or business situation, people almost always shake hands whatever their nationalities are.



Dialogues

Dialogue 1

Mr. White and His Old Classmate

Mr. Henry White is walking down a street in Shanghai. Suddenly he sees his old friend Dan Jackson in front of him. He and Dan haven't met each other since they left college.

Mr. White: Dan! Hello, Dan. It's me, Henry.

Mr. Jackson: Yes, oh, yes. Hi, Henry. So good to see you again after so many years. It's a small world, ha!

Mr. White: Fancy meeting you here, Dan! Where have you been all these years?

Mr. Jackson: I've been working in Citibank since I left college. How's everything with you?

Mr. White: Well, I got married soon after I left college. I worked in a consulting company in New York for about five years before I came to China. Now I'm the vice-manager of Shanghai Computer Company.

- Mr. Jackson: Great! Congratulations! Are you here by yourself?
- Mr. White: No. My wife and my son are with me. You must come and visit us sometime.
- Mr. Jackson: I'd love to. But not today, I'm afraid.
- Mr. White: Sure, whenever you're free. Here is my phone number and address. Give me a call before you come.
- Mr. Jackson: Oh yeah, I will. Well, I guess I must be going now. Bye then.
- Mr. White: Bye.

(Three days later. Dan Jackson is now calling at Mr. White's house.)

- Mr. White: Sophia, I'd like you to meet my friend Dan Jackson. Dan and I went to college together. Dan, this is my wife, Sophia.
- Mrs. White: How do you do, Mr. Jackson? It's a great pleasure to meet you. Henry often talks about you.
- Mr. Jackson: How do you do, Mrs. White?
- Mrs. White: Call me Sophia, please.
- Mr. Jackson: I'm very glad to meet you, Sophia.
- Mr. White: And this is my son, Richard.
- Richard: Hello, nice to meet you.
- Mr. Jackson: Hello, Richard.
- Mr. White: I have a daughter, Isabel. She's now at school in America. Here's her picture.
- Mr. Jackson: She looks like you and she's beautiful. I think you have a nice family.
- Mr. White: It's nice of you to say so.
- Mrs. White: Would you like some coffee, Mr. Jackson?
- Mr. Jackson: Oh, yes. But call me Dan, please.
- Mr. White: OK. Let's sit down and have some coffee.

Dialogue 2

Richard and His Old Classmate

There is a knock at the door. Mrs. White goes to open the door and sees a

young man standing there with a colorful box in his left hand.

Hugh: Good afternoon. You must be Mrs. White.

Mrs. White: Yes. And you are...

Hugh: My name is Hugh Fox. I'm here to visit Richard. Is he in?

Mrs. White: Yes, he is. Come in, please. Richard, your friend is here.

Richard: Hi, Hugh.

Hugh: Hi, Richard.

Richard: I don't think you've met my dad, Hugh. This is my dad. And Dad, this is my friend Hugh.

Hugh: How do you do, Mr. White? I'm glad to meet you.

Mr. White: Hello. I'm glad to meet you, too.

Richard: And I think you've met my mom, haven't you?

Hugh: Yes. Nice to meet you, Mrs. White.

Mrs. White: Pleased to meet you, Hugh. Please sit down and have a cup of coffee.

Hugh: Thank you very much. Richard, do you still work in Shanghai Advertising Company?

Richard: Yes. What about it? What are you up to?

Hugh: I wonder if you can do me a favor.

Richard: Sure. What can I do for you?

Hugh: You see, our factory is going to introduce a new toy into the market. And my boss asked me to find an advertising agent to help us promote the toy.

Richard: Well, you've found the right person.

Hugh: Good. Here is the new product. Have a look at it.

(Hugh opens the box and takes out a funny toy.)

Richard: What a nice toy! I think it will sell well.

Hugh: Of course, this kind of toy sells quite well in many places in Europe.

Richard: And your boss's thinking of exploring into the Shanghai market?

Hugh: Yes, but our factory is a newly built one, almost unknown to the consumers here.

- Richard: I see. But I don't think it's going to be a problem. There is a potential market for toys in Shanghai as well as in other parts of China. The one-child policy encourages almost each family to treat their child like a king.
- Hugh: I knew that. That's why we're pretty confident about our products.
- Richard: You mean you will continue to sell other toys?
- Hugh: Definitely. And we want to make sure our first product is a big success here.
- Richard: I see what you mean. Come on, let's go and talk over the details in my room.
- Hugh: OK. Will you excuse us, Mr. and Mrs. White?
- Mrs. White: Go ahead and good luck to your new venture.
- Hugh: I need it. Thank you, Mrs. White.

Dialogue 3

Hugh's Boss Meets Richard

Today Hugh Fox and Richard White are in Hugh's boss's office. They are going to talk about the details for advertising the newly produced toy.

- Hugh: Ms. Wu, this is my friend Mr. Richard White from Shanghai Advertising Company. Richard, this is Ms. Wu, our Sales Department manager.
- Ms. Wu: How do you do, Mr. White? I'm so glad you can come.
- Richard: How do you do, Ms. Wu? Nice to meet you.
- Hugh: Ms. Wu, Richard is my good friend. He's agreed to help us with our advertising.
- Ms. Wu: That's good. Have you talked to him about our factory's toys?
- Hugh: Yes. We have talked about the advertising. Richard has some nice ideas about it. Would you introduce your plan, Richard?
- Richard: All right. Ms. Wu, the toys your factory is producing are very

attractive. My idea is that we get some boys and girls to play with these toys in some public places, like the People's Square, the Bund, shopping centers and amusement parks. Their laughter and cheers will certainly draw the crowds. What do you think?

Ms. Wu: Great!

Hugh: I think we need some kind of background music for it and a band to play the music. Are you able to arrange that?

Richard: OK. I'll ask someone to compose a bright jingle and background music for it. In fact, we have a musician working for us at the moment. I'll talk to him about it.

Ms. Wu: Can you tell me how much the cost would be?

Richard: How much are you prepared to spend?

Ms. Wu: As long as it helps us sell our products, we're ready to pay for it.

Richard: Good. I'll talk to my partners in my company and we'll draft a proposal. And then we can meet again to discuss everything including the cost.

Ms. Wu: When do you think you'll be ready with the proposal?

Richard: It'll take about a week, I think. That's next Tuesday.

Ms. Wu: Great! So we'll meet again then. Thank you very much for your time, Mr. White.

Richard: It's a pleasure.

Ms. Wu: Give me a call when the proposal is ready. We can have lunch together next Tuesday if you like.

Richard: OK. See you next Tuesday.

Hugh: (*Follows Richard out of the office.*) Thank you, Richard.

Richard: You're welcome.

Hugh: Would you care for a drink?

Richard: I'm afraid I have to go. I'm introducing my girlfriend to my parents this evening.

Hugh: Really? Bye then.

Richard: Bye.