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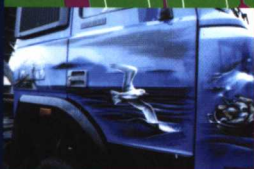
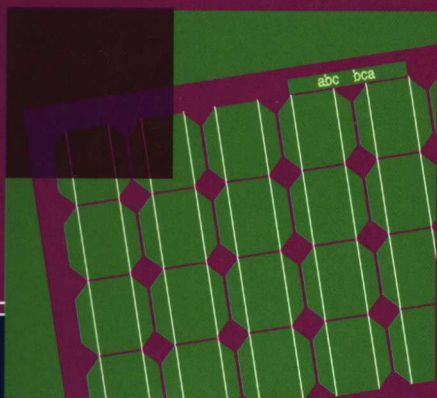
新剑桥商务英语（初级）

Further Ahead

录像活动用书及教师指导手册（附VCD）

Video Activity Book & Video Teacher's Guide

Lynda Lawson
Sarah Jones-Macziola



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新剑桥商务英语 (初级) 录像活动用书及教师指导手册 (附 VCD)

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出版说明

本书为《新剑桥商务英语初级 VCD》的配套用书，由原 *Further Ahead Video Activity Book* 和 *Further Ahead Video Teacher's Guide* 两本书合并而成。第一部分为“录像活动用书 (Video Activity Book)”，第二部分为“录像教师指导手册 (Video Teacher's Guide)”。

Further Ahead Video Activity Book 的作者是琳达·劳森 (Lynda Lawson)，这一部分为学习者自学时使用录像 VCD 提供帮助。内容包括对录像内容的提示，对录像内容理解的检查练习，以及后续的语言知识的练习。书后附有练习题答案和录像文字稿。

Further Ahead Video Teacher's Guide 的作者是萨拉·琼斯-麦克齐奥拉 (Sarah Jones-Macziola)，即主教材的作者。这一部分向教师介绍如何使用四部分录像片段，内容包括对如何准备和如何组织后续活动的建议，学习者在观看录像过程中和观看录像后使用的练习，录像文字稿。

Further Ahead Video 即《新剑桥商务英语初级 VCD》，包括四部分录像记录片，适用于商务英语初级至中级水平的学习者。四部分录像片段分别与《新剑桥商务英语初级》学生用书每四个单元为一组的主题相对应，教师可以在每上完四个单元后组织观看录像，也可以在上完全部课程之后再组织观看录像。

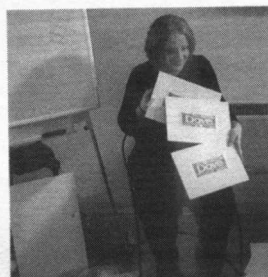
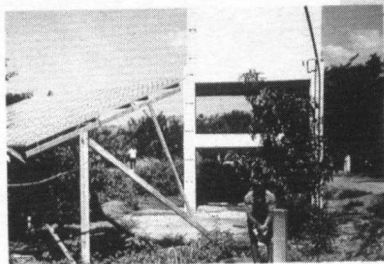
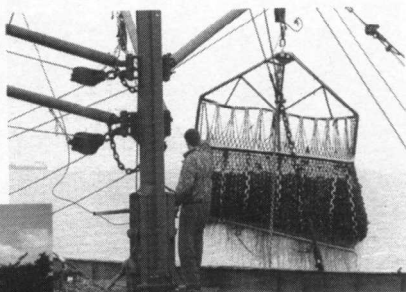
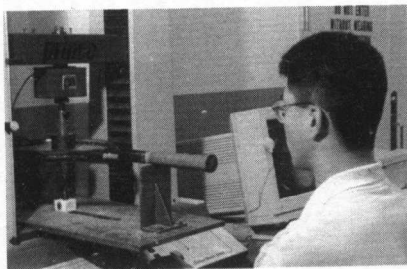
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第一部分

录像活动用书

Video Activity Book

Lynda Lawson

Introduction to the user

What is in the Video?

The Video contains four documentary sequences in which you see and hear real business people from around the world talking about and doing their work.

Sequence 1 Welcome to Prince (14 minutes)

In this sequence you visit the headquarters of the American sports goods company, Prince. You will see people:

- giving a presentation of their company
- dealing with customers and retailers
- talking about product development, design and testing
- describing their company culture

Sequence 2 The Delivery (12 minutes)

In this sequence you find out how Seafare, a British company specializing in shellfish, deals with a last-minute order. You will learn about:

- the business role of the company
- dealing with orders on the telephone
- quality control
- transportation problems

Sequence 3 What's in a brand name? (13 minutes)

You visit a British market research company, Leapfrog, as they work for Mars Chocolate. Mars is considering whether to change the brand name of a chocolate sold in the UK. You will see people:

- telephoning to make contact/arrangements
- having a briefing meeting
- presenting the history of their company
- doing market research and discussing the research findings

Sequence 4 The Solar Way (12 minutes)

In this sequence you visit BP Solar in Australia. You will see people:

- describing the production of solar cells
- presenting the market for this product
- demonstrating applications of this technology

The first part of this sequence is quite technical and will be useful if you need to understand or present technical processes in English.

How can the Video help improve my English?

Working with the Video and this Activity Book, you will:

- practise listening to authentic Business English
- build your Business English vocabulary
- consolidate your English grammar

The Activity Book is designed to help you work with the Video on your own, either at home or in a self-study centre. It prepares you for watching the Video, checks your understanding and gives you follow-up language practice. At the end of the book you will find answers to all the exercises and the videoscripts.

There are basically five stages in the Activity Book for each part you watch:

- 1 **Preview:** this can be a vocabulary check or short reading. It prepares you for watching the Video. Occasionally we suggest you watch the part of the Video without the sound.
- 2 **First view:** this gives you a general understanding of the part.
- 3 **Second view:** this gives you a more detailed understanding of the part.
(Occasionally there is just one Viewing task for a part.)
- 4 **Language work, Further practice and Follow-up:** this is all follow-up work.
- 5 **Remembering key vocabulary:** this helps you record the important vocabulary.

Using the Answer key with videoscripts

Problems?

When you have done an exercise, look at the videoscript in the Answer key. What did you have a problem understanding? Was it vocabulary or pronunciation? Analysing this will help you understand better in the future.

New vocabulary

Choose a few useful expressions each time and make a note of them.

Revision

Next time you watch, take your vocabulary list, repeat the last part you saw and tick (✓) your words and expressions as you hear them.

Some suggestions for working on your own

- 1 All four sequences are divided into small parts. Start by working on just one or two parts at one time.
- 2 Don't try and understand every word you hear. Answer the questions in the book which are designed to help you understand the important information.
- 3 Don't forget to use the pictures to help you understand what people are saying.
- 4 Use the numbers on the screen to help you work with the Video.
- 5 Do regular revision sessions. Before you start a new part, look again at the last part you worked on.
- 6 Use a bilingual dictionary to help you translate words.

1

Welcome to Prince

Introduction

In this sequence you visit the American sports company, Prince.

You learn about the company's organization and culture, and see employees dealing with customers on the telephone, designing and testing products and meeting retail customers. You can use the sequence as a model for talking about your own company.



The sequence lasts 14 minutes and is organized like this:

- Part 1 An overview of the company
 - 1.1 The products
 - 1.2 Location
 - 1.3 Ownership
- Part 2 Dealing with the public
- Part 3 Product innovation
- Part 4 Tele-sales to retailers
- Part 5 Design and testing
- Part 6 A retail customer comes to visit
- Part 7 Company culture
 - 7.1 The dress code
 - 7.2 The working atmosphere

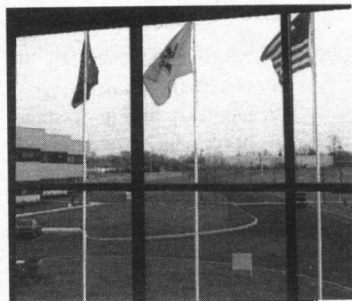
Part 1 An overview of the company (00:00)

Introduction (00:00)

Watch from the beginning to 00:48 to get a general idea of the company and its products. Then make questions using these prompts.

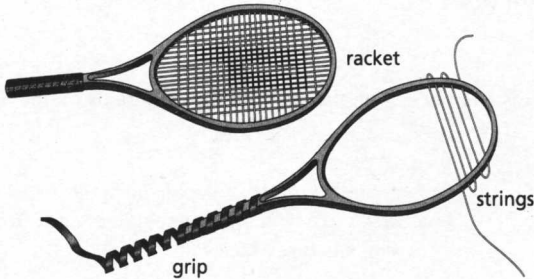
- 1 What / Prince / make?
- 2 Where / headquarters?
- 3 Where / products / made? →

What do you think the answers will be?



1.1 The products (00:49)

Preview



Read the conversation on the right and answer the question.

What do you think *accessory* means here? Check its meaning in your dictionary.

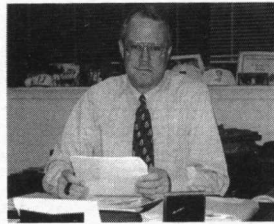
Do you sell grips and strings for tennis rackets?

Yes, they're upstairs in the accessories section.

Viewing task

Charlie Peifer, President and Chief Executive Officer of Prince, talks about their range of products. Correct these statements.

- 1 Prince is a small racket company.
- 2 Prince makes tennis, badminton and squash rackets and accessories.
- 3 Most of their racket manufacturing is done in Thailand.



π-0

Further practice

Read this advertisement and then write a paragraph about this company, using expressions such as *We make ...*, *We also sell ...*, *Most of our manufacturing is done ...*.

Alternatively, write about a company you know.



π-0

1.2 Location (01:26)

Preview

Match the words and phrases on the left with the definitions on the right.

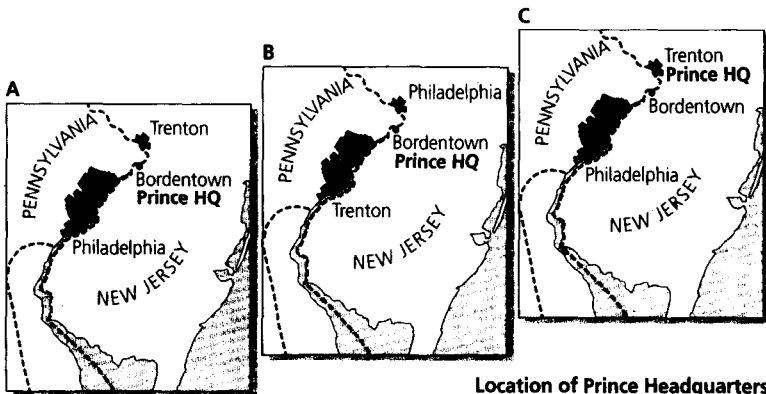
- | | |
|-----------------|---|
| 1 throughout | A spread all over an area |
| 2 to coordinate | B in all parts of |
| 3 distributor | C to organize / to make people or things work together |
| 4 scattered | D a person or company that supplies goods to businesses or shops that sell them |

π-0

First view

Listen to Charlie Peifer and decide which map is correct.

π-0



Location of Prince Headquarters

Second view

Watch again. Where else does Prince have offices?

π-0

Further practice

Write a paragraph describing the location of your office or school in relation to the capital city of your country. Use some of these expressions, if possible:

We're headquartered in ... , which is We also have

1.3 Ownership (02:00)

Preview

Check the meaning of these words and phrases in your dictionary.

to acquire	to connect
to be comprised of	responsible for
column	

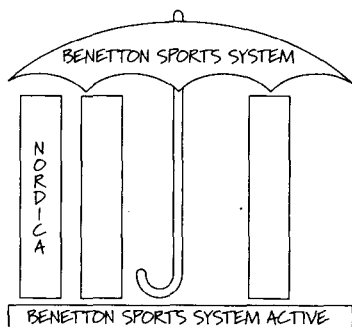
Now use the words and phrases in these sentences. You will need to use one of them twice. Use the correct forms of the verbs.

- 1 Who is the design of the squash rackets?
- 2 This year my department about 40 people who work in four different groups.
- 3 Last year our company a smaller company in Italy.
- 4 A new road now our headquarters to the city.
- 5 In the middle of the square is a with a statue on it.
- 6 We plan to some land north of the airport for our new headquarters.

10

Viewing task

Charlie Peifer talks about who owns Prince.
Complete the diagram.



10

Language work

Notice how the passive form of the verb is used to describe what happens to someone or something:

In 1989 we were acquired by the Benetton Sports System.

Rewrite these sentences in the passive. For example:

Professional tennis players buy our rackets.

Our rackets are bought by professional tennis players.

- 1 Tennis players design all our goods.
- 2 Our office in Singapore coordinates our work in Asia.
- 3 An American company designed our headquarters.
- 4 The director organized today's meeting.

10

Further practice

Write a description of the ownership of Prince using the diagram above and the following words and phrases: *comprised of, columns, to deal with, connected by, responsible for*.

Alternatively, write about the structure and ownership of a company you know. Use as many of the words and phrases above as possible. π-0

Remembering key vocabulary

When you have corrected your work and looked at the videoscript for Part 1, note about five words or expressions that are important to you in the space provided.

nouns	verbs	expressions

Revise these words and expressions later by watching this part again and ✓ ticking the words and expressions as you hear them. Try to remember them in their context.

Part 2 Dealing with the public (02:52)

Preview

In the address on the right, the number 08638 is the “zip”. What do you think this is in American English? Check its meaning in your dictionary.

Mr Jerome Allgood
226 Dryden Avenue
Trenton, NJ 08638

First view

Dawn Smith, who works in Customer Services, talks to a customer on the phone and about her work. Watch the first half where she is on the phone. What makes you think she is good at her job?



Second view

Now watch the second half where Dawn talks about her job. Answer these questions.

- 1 What does she say she likes about her job?
- 2 What are her three responsibilities?
 - educating consumers about our products.
 - telling them about the that we sell.
 - handling warranty

10

Language work

Watch Dawn again and complete the sentences below.

Then match these stages of the conversation with the sentences. Two of the sentences are in the same stage.

establishing a need getting key information confirming
closing the conversation

1 Hi,
a catalogue?

2 your name
and address?

3 OK,
..... an Ektelon catalogue
or Prince?

4 that catalogue out to
you right away.

5 If you have any questions, please call
back and
..... about our products.

10

Further practice

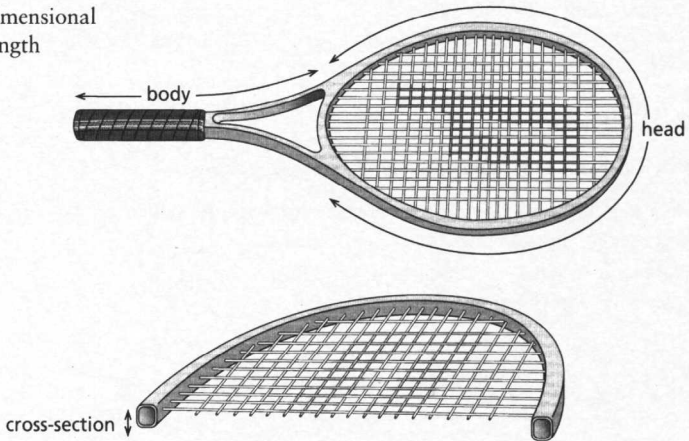
Read the videoscript on page 57. Write what you think the caller is saying. 10

Part 3 Product innovation (04:02)

Preview

Check the meaning of these words in your dictionary.

size
to innovate
dimensional
length



First view

Dave Holland, who is a marketing director at Prince, talks about the changes in tennis racket design over the years. There have been three major dimensional changes. Put them in the order they happened.

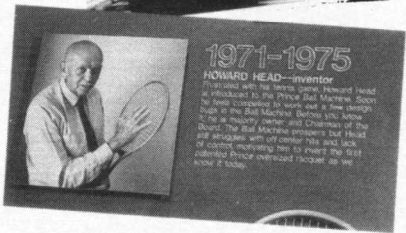
- long body rackets ☐
- oversized heads on rackets ☐
- wide body rackets ☐



Second view

Listen again to Dave Holland.
Are these statements true or false?

- 1 Before 1976 most players were playing with wooden rackets.
- 2 Howard Head designed the oversized-head racket in the eighties.
- 3 Wide body rackets produce more power.
- 4 The long body racket gives you four benefits.
- 5 The long body is the last possible dimensional change.



Language work

Complete the sentences from the videoscript with the correct form of the verb in brackets.

Tennis equipment ¹ (*change*) considerably in the last 20 years. If we go back to before 1976, really most players ² (*play*) with wooden rackets. And you notice the wood rackets' very small head sizes. Howard Head ³ (*come*) along and not only innovated the ski industry with the first metal ski but innovated the tennis industry with the first dimensional change in tennis rackets. And that essentially means he invented the oversize head and, if you compare that to a wooden racket, you can see quite clearly you've got a much larger head in the oversize racket. That ⁴ (*happen*) in the mid-seventies.

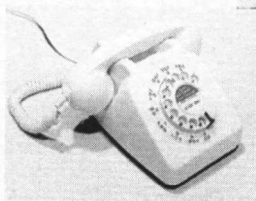
Then the next major innovation occurred with another dimensional change in the rackets which ⁵ (*be*) the wide body, and wide bodies allowed for greater stiffness in rackets, therefore producing much more power.

And today the next biggest innovation is also dimensional and that is length. Here is our new Mach 1000. The Prince Long Body racket ⁶ (*give*) you five major benefits. They are more power, more control, more spin, more reach and more comfort.

π0

Further practice

Write a short history of the changes in this product, paying special attention to the form of the verb. Use the information given here and on the next page.



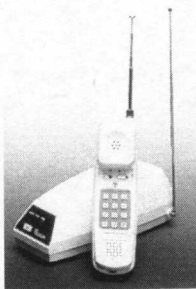
The coloured telephone (1954)
– popular with those who wanted the telephone to match their furniture



The 300 model desk telephone (1937)
– bell included in the telephone for the first time



The "trimphone" (1968)
– major dimensional changes
– push buttons replaced dial in 1976



The cordless phone and the mobile phone (1980s)
 – gave freedom of movement
 – mobile phones could be used in cars



The mobile phone in the 1990s (Here the Motorola StarTAC™)
 – battery lasts up to 50 hours
 – weight: 110g
 – size: 98 by 57 by 23 mm
 – caller line identity (you can see who is calling)
 – data capable (with a data card you can go online: receive information from a PC, surf the Internet)

Alternatively, write about developments in a product you are familiar with. π0

Remembering key vocabulary

When you have corrected your work and looked at the videoscripts for Parts 2 and 3, note words and expressions that are important to you in the space provided.

nouns	verbs	adjectives	expressions

Revise these words and expressions later by watching these parts again and ✓ ticking the words and expressions as you hear them. Try to remember them in their context.

Part 4 Tele-sales to retailers (06:17)

Preview

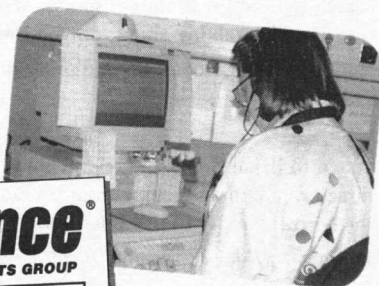
The following phrases occur in the videoscript. Choose the phrases which are closest in meaning to them.


- 1 I'm running a special on ...
 - A I'm selling a product at an unusually low price
 - B I'm selling a product at its normal price
 - C I'm selling a product for runners

- 2 I wanted to let you know ...
- A I wanted to introduce you to someone ...
- B I wanted to persuade you ...
- C I wanted to tell you ...

First view

Mary McDermott in tele-sales talks to Tony Pratolini, a sports equipment retailer. Take down his order on the form.



	
Order form	
Name:	Tony Pratolini
Product:
Quantity: Performance
 Pro-tension
Order taken by:	Mary McDermott

Second view

Watch again. Who said the following sentences: Mary or Tony?

1 Fine. And yourself?

2 Listen, the reason I'm calling you today is to make sure, one, you received the catalogue ...

3 What are the prices on the different colours?

4 That's a pretty good deal.

5 OK, I'll give you a call in a couple of weeks to check in again.

6 Take care.

Language work

Listen and read the videoscript on page 59. Notice how the conversation consists of different stages: (1) polite conversation, (2) business, and (3) finishing the call. Underline the sentences or phrases which show the start of each stage.