

体验[®]商务英语 Powerhouse

An Upper Intermediate Business English Course

听说教程 2

Listening & Speaking

David Evans Peter Strutt

《体验商务英语》改编组



高等教育出版社
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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、原汁原味的材料、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有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、富于“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、报刊、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学习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,还有补充活动和语法复习练习,可供教学选择使用。本教程还有配套录音带。

本书为《听说教程2》,共10个单元,内容涉及第一印象、应对变化、管理者、面对问题、风险与回报、劝说、偏执狂、交易、全球化和愿景等主题。每单元设有背景介绍、商务词汇、商务活动1&2、热点讨论5个模块。书后附有互动练习和补充听说练习,最后附词汇表、注释和文化背景。

《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、大学英语选修课教材和行业培训教材。

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1

first impressions

FORMING AN IMPRESSION



Work in small groups and discuss these questions.

- 1 When you form a first impression of someone, which of these is most important to you? Rank them from 1 (most important) to 5 (least important).

the way they look at you
the way they dress
the way they speak
their job or who they work for
the way they shake your hand or greet you

- 2 What other things are important when you form a first impression? Think of at least two.



Sigourney Weaver as Katherine in *Working Girl*

DESCRIBING IMPRESSIONS



Work in pairs and answer these questions.

- 1 Which of the adjectives in the box would normally describe people in the following?

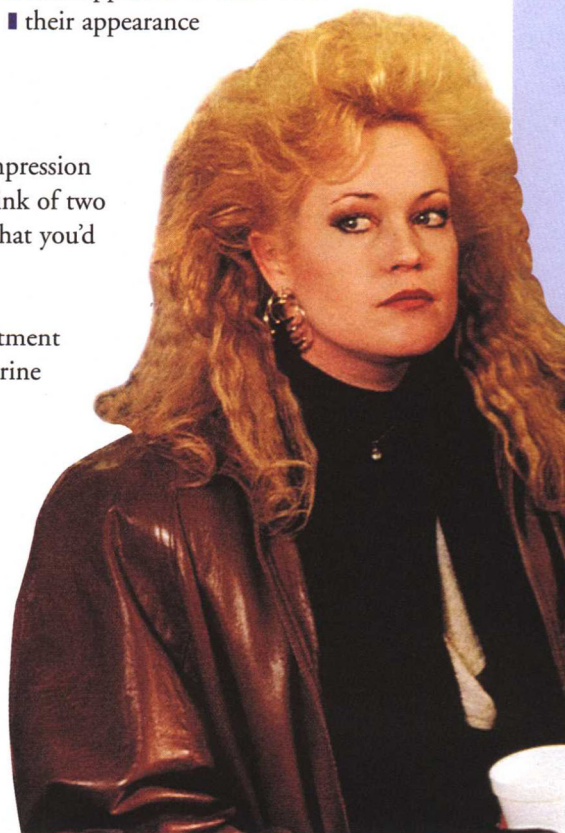
simple tough
accommodating
elegant accurate
punctual impeccable

- their dealings with others
- their approach to their work
- their appearance

- 2 Which of these adjectives describe the kind of impression that you'd like to create in your business life? Think of two other adjectives that describe the kind of image that you'd like to have.

WORKING GIRL

Working Girl is a movie set in a Wall Street investment bank. In the scene opposite, the new boss, Katherine (Sigourney Weaver), calls her assistant, Tess (Melanie Griffith), into her office for their first meeting.




Tess at the start of the movie

THE SCRIPT

 Read the script at the bottom of the page and answer these questions.


- 1 What qualities does Katherine expect Tess to have?
- 2 How does she think that Tess should dress?
- 3 What's her opinion of the way that their department has performed in the past?

KATHERINE'S LANGUAGE

 Look again at the script and answer these questions.



- 1 What do you think that Katherine means by these four phrases?
 - People's impression of me starts with you.
 - I'm never on another line, I'm in a meeting.
 - I want your input, Tess.
 - It's a two-way street on my team.
- 2 Why do you think she says 'call me Katherine'?

DRESS CODE

 Look again at the saying of Coco Chanel that Katherine quotes and then talk about these questions.

- 1 Do you think that Coco Chanel's idea about the way that women should dress also applies to men?
- 2 Does her idea apply to all areas of business? (Think about industries such as advertising, engineering and software development.)

WORKING GIRL AND YOU

- 1  Is Katherine the kind of person that you'd like to have as your next boss? Explain why or why not.
- 2  Katherine is very clear about the way that a businessperson should behave. In what ways are your ideas different?

KATH So, Tess, a few ground rules. The way I look at it, you are my link with the outside world. People's impression of me starts with you. You're tough when it's warranted, accommodating when you can be. You're accurate, you're punctual and you never make a promise that you can't keep. I'm never on another line, I'm in a meeting. I consider us a team, Tess, and as such, we have a uniform — simple, elegant, impeccable. 'Dress shabbily, they notice the dress; dress impeccably, they notice the woman.' Coco Chanel.

TESS And how do I look?

KATH You look terrific. You might want to rethink the jewellery. I want your input, Tess. I welcome your ideas and I like to see hard work rewarded. It's a two-way street on my team. Am I making myself clear?

TESS Yes, Katherine.

KATH And call me Katherine.

TESS OK.

KATH So, let's get to work, shall we? This department's profile last year was damn pitiful. Our team has got its work cut out for it. Thanks.



Tess's new look

Business jargon

IMPLEMENT OR DO?

The business guru, Peter Drucker, said this about the language that businesspeople sometimes use.

The moment people talk of 'implementing' instead of 'doing', and of 'finalising' instead of 'finishing', the organisation is already running a fever.



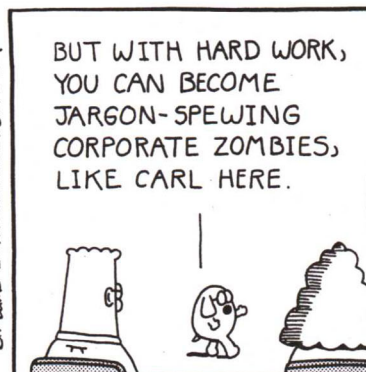
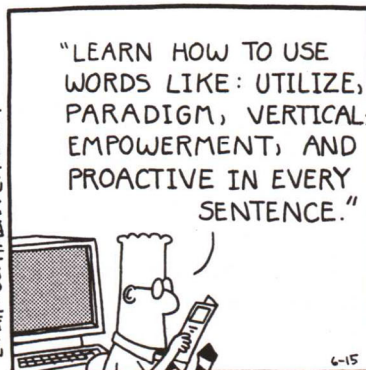
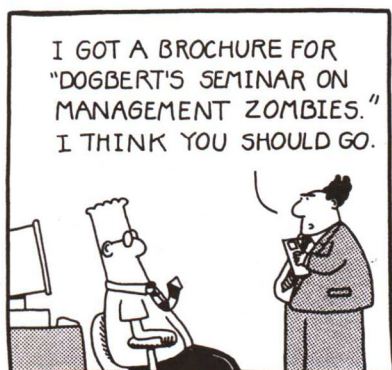
What point do you think that Drucker is trying to make?

DOGBERT'S MANAGEMENT SEMINAR




Scott Adams' cartoon characters Dogbert and Dilbert star in the world's most popular satire on modern business life. Look at the cartoons and answer these questions.

- 1 What does Scott Adams think about business jargon?
- 2 Do you think that Peter Drucker would agree with him?



JARGON WORDS


- 1  Which of these jargon words do you recognise? Do you know what any of them mean? (If you're really curious, look them up in a dictionary!)

paradigm **utilize** **vertical** **proactive** **empowerment**

- 2  How would you say this sentence in more conventional English?

I WANT TO DIALOGUE
WITH YOU ABOUT
UTILIZING RESOURCES.

JARGON AND
DEFINITIONS

-  Here are five of the most common pieces of business jargon of the past few years. All of them describe influential business ideas. Look at the jargon words and their definitions and answer the questions below.

business process re-engineering is when a business tries to improve its performance in every area by completely redesigning systems and processes rather than just by changing existing ones.

management by walking about (MBWA) is the idea that managers can manage in the best way by visiting places where operations are carried out and by talking to employees.

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


a portfolio worker is a professional person who works for many different companies or individuals.

total quality management is the management of systems in a company to make sure that each department is working in the most effective way to improve the quality of goods produced or services provided.

Longman Business English Dictionary

- 1 Which idea is all about getting products and services right first time, rather than checking them for errors when they're finished?
- 2 Which idea tells companies to take a blank piece of paper and imagine that they're starting their business all over again?
- 3 Which idea makes managers less powerful?
- 4 Which idea tells managers to get out of their offices?
- 5 Which idea describes people who are independent and run their own careers?

JARGON AND YOU

-  Discuss these questions.

- 1 Do you think that the terms above are useful in understanding modern business? Explain.
- 2 Why do you think that jargon is so common in business and other technical fields?

doing **business 1** *E-mail*

E-MAIL IMPRESSIONS

Imagine that you're part of an Internet discussion group for learners of business English around the world. One day the e-mail below arrives from a new member of the group.



Read the e-mail and then talk about these questions.

- 1 Which one of these adjectives do you think describes the writer of the e-mail?

helpful *confident* **friendly** intelligent arrogant

- 2 What is wrong with the tone of this e-mail? Underline any words or phrases which seem inappropriate.
 3 What is wrong with the content of the e-mail?
 4 Would you reply to this e-mail? If so, what would you say?

New Message - 1

Send Address Attach Reply Reply All Forward Draft Print Delete Log Receipt Normal

Subject: Free advice!
From: Duncan Gunn
To: Everybody

1 Item 64 Bytes

Message Text 1

Hello everybody!

Please allow me to introduce myself. My name is Duncan Gunn and I run a number of thriving businesses from my offices just outside Geneva. I'm completely trilingual (French, Russian and, of course, English), so I'm joining this group because I thought that some of you might be interested in my views on your use of the English language.

I'm sure you'll be delighted to hear that my advice is absolutely free. However, if any of you are thinking of purchasing an educational book, may I recommend an excellent supplier, [Bart Books](#). Equally, I'm sure that several of you are currently planning a holiday — if so, why don't you try [Tzu Hols](#)?

Please contact me with any question you like and I'll do my best to answer.


With best wishes to you all!



INTRODUCING YOURSELF



- 1 Imagine that you want to join an e-mail discussion group about learning business English. Write a short e-mail (on a piece of paper) that introduces yourself and explains what you do and why you want to join the discussion group.
- 2 Exchange 'e-mails' with a partner. Read your partner's e-mail and talk about these questions.
- 1 Whose style do you think is more suitable for e-mail — yours or your partner's?
 2 When you read the e-mail, did you want to find out more about that person? How could they make themselves sound more interesting?



KATHRYN AND MIKE



This is an extract from the novel *The Business* by Iain Banks. It's an e-mail conversation between a senior executive called Kathryn Telman and one of the people who reports to her, Mike Daniels. Daniels is in Tokyo to sign a contract with a man called Kirita Shinizagi.



1  Read the e-mails and then answer the questions below.

1   What happened to your phone?


2   This new one doesn't work out here. Can you believe that?

3   Heads should roll. You need another phone. I believe they sell such things in Tokyo. How did the signing go?


4   Fine. KS loved his bottle of Scotch. Is it really 50 yrs old?

5   Yep. PS Get there OK?


- 1 Which e-mails are from Kathryn and which are from Mike?
- 2 What's Mike's problem?
- 3 Has Mike succeeded in getting the contract signed?
- 4 What present did Mike give to Mr Shinizagi?

2  Is this the kind of e-mail that you would expect work colleagues to send to each other? Why or why not?

E-MAIL CONVERSATIONS


1  Have an 'e-mail conversation' by writing on a piece of paper which you pass back and forth between you. Each message should have no more than two sentences in it. Choose one of these subjects.

- a programme you saw on TV last night
- the price of mobile phones
- what you're planning to do at the weekend
- what happened to you on your way to work or to the class

2  When you've exchanged at least five messages each, one person in each pair should continue the conversation with a partner from another pair.


doing business 2 Telephoning

GETTING THROUGH

 Talk about these questions.

- 1 What phrases would you normally use to ask for someone on the phone?
- 2 What problems do you have in getting through to the person you want? Make a list.
- 3 If you can't get through to the person you want, what do you do? Think of a solution for each of the problems that you listed in 2.

A RUSER

 Read this extract from Po Branson's *Nudist on the Late Shift* — a book about the lives of people working in the hi-tech industries of California's Silicon Valley — and then answer the questions below.

CLAUDIA is what is known in the headhunting trade as a 'ruser', meaning one who performs ruses, one who uses surreptitious methods to trick receptionists into giving out names and job descriptions of employees at Silicon Valley companies. She sells these names to research firms which in turn sell them to headhunters.

Claudia works her cellular phone. She dials the Netscape operator, asks for the Website division. When she's connected, she says,

'Hi, yeah, this is Sarah Velarde with the Lilith/Women in Rock Music Festival, and we'd like to give out free tickets to the concert at the Shoreline Amphitheater next week to any female programmers. Laurie Anderson wants to take a moment to recognize them, have the crowd cheer, that sort of thing.'

Claudia listens for a second. Even when communicating by phone, she talks with her hands.


'Well, I'm supposed to send them the tickets directly ... Uh-huh ...' She arranges to phone the next day to get the names of those who want to attend.


- 1 How does a 'ruser' make a living?
- 2 Why do you think that the names of employees are so valuable in Silicon Valley?
- 3 In your own words, describe Claudia's 'ruse'. Would you be deceived by it?

Avant garde performance artiste
Laurie Anderson is popular with
many hi-tech workers.




RUSING AND ETHICS


- 1  Which of these statements is closest to your opinion of rusing? Explain your choice.
 - The logic of the free market encourages rusing, so there's nothing wrong with it.
 - Rusing should be illegal.
 - Nobody suffers as a result of rusing, so it's fair enough.
 - Rusing is based on deception, so it's morally wrong.

- 2  Can you think of any situations in which you might use a ruse like Claudia's?


TWO RUSES

- 1  Quickly read the continuation of the extract. Then listen to the two phone calls. Match each call to one of the ruses described.


Other common ruses: posing as a reporter; posing as a conference organizer wishing to send literature to product managers; and pretending she's a Pac Bell technician stuck up on a telephone pole outside the building, who needs to verify extensions. One of her favorites is calling a company operator and saying, 'Last night I was playing tennis and got in a doubles game with a programmer from Netscape. I gave him a ride home, but he left his tennis racquet in my car. Now I can't remember his name. Dave or Don or something.'

- 2  Choose three adjectives from this list to describe each of the receptionists in the phone calls.

suspicious *cynical*
polite **cautious** *sympathetic*
efficient *helpful* **curt**

- 3  If you were choosing a receptionist, which two of the qualities above would be most important to you?

RUSING ROLES

- 1  Play the following roles. In each case the receptionist should be as helpful and polite as possible.

- Take turns to be ruser and receptionist in the situations that are mentioned in the second part of the extract, but are *not* on the recording.
- Again, take turns as ruser and receptionist, but this time the ruser should think of their own ruse to get through to the person that they want to speak to.

issues

Creating an impression

THE COMPANY MAN

This is the novelist Paul Auster's description of his first experience of business life. As a young man, Auster invented a game and arranged a meeting with a businessman from a large toy company to try to sell him the idea.



Read the text and then talk about the questions below.



Paul Auster

The shortest meeting

My talk with the company president turned out to be one of the shortest meetings in the annals of American business. It didn't bother me that the man rejected my game (I was prepared for that, was fully expecting bad news), but he did it in such a chilling way, with so little regard for human decency, that it still causes me pain to think about it. He wasn't much older than I was, this corporate executive, and with his sleek, superbly tailored suit, his blue eyes and blond hair and hard, expressionless face, he looked and acted like the leader of a spy ring. He barely shook my hand, barely said hello, barely acknowledged that I was in the room. No small talk, no pleasantries, no questions. 'Let's see what you have,' he said curtly, and so I reached into my briefcase ...

Hand to Mouth by Paul Auster



Company man

- 1 What impression does the company executive try to create?
- 2 Do you think that this is a good image for this kind of person? Explain why or why not?
- 3 How would you feel in Paul Auster's position?
- 4 Has anything similar happened to you or to anyone you know? Tell the story.

THE CON MAN



A 'con man' is a person who tricks or swindles other people out of their money, by winning their confidence or trust. Probably the most successful con man of the twentieth century was the European aristocrat, Count Victor Lustig. In the 1920s, he used his skills to 'sell' the Eiffel Tower as scrap metal for a huge sum of money, not once, but twice! He also once tricked the notorious American gangster Al Capone into giving him a large loan — and lived to tell the tale! In the book *The 48 Laws of Power*, Robert Greene describes his image.



Read about Count Victor Lustig and talk about the questions below.

The mysterious count

COUNT VICTOR LUSTIG was always doing things that were different or seemed to make no sense. He arrived at the best hotels in a limo driven by a Japanese chauffeur; no one had ever seen a Japanese chauffeur before, so this seemed exotic and strange. He dressed in the most expensive clothing, but always with something — a medal, a flower, an armband — out of place. He received telegrams at all hours, brought to him by his Japanese chauffeur — and he would tear them up with utter nonchalance. (In fact, they were fakes, completely blank.) In the evenings, he sat alone in the dining room, reading a large and impressive book, smiling at people, yet remaining aloof. Within a few days, the entire hotel would be fascinated by this strange man.



- 1 Would people in the modern world trust a person with Count Lustig's image? Why or why not?
- 2 In the modern business world, what kind of person would the perfect con man or con woman be? Think about the way he or she would travel, the clothes they would wear, the places they would go to and the way they would behave.
- 3 What kind of modern businessperson wouldn't you trust? Describe their image.

IMPRESSIONS AND YOU



Discuss these questions.

- 1 How often do you think your first impressions of people are right? Think of one example when they've been correct and one time when they've been wrong.
- 2 Do you think that the first impression people have of you is the right impression? Think of one way in which you think you are often misunderstood and ask others in the group for their advice.