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FUNCTIONING IN BUSINESS 商务通英语

Book Five

第五册

Roger Olsen 编著 余心乐 翻译

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Ⅱ.①奥…②余…

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前言

祝贺你选择《商务通英语》作为英语课程的中级教材。这是一套令人兴奋、让人耳目一新的广播听说教材。通过收听广播和听录音学习本教材,你可以获得最大的收益。

《商务通英语》是一套中级商务英语教程,教程题材以美国商务实践和文化为主,讲授语言的表达功能,教我们在各种场合怎样使用恰当的语言进行商务和社交活动。

在这套教材中,我们将随访一次重要的商务行程,听听几家国际公司间所举行的会议与谈判,并采访几位与会人士。我们还要仔细听听这些人士在洽谈业务时使用的英语内容和形式。

《商务通英语》帮助你学习英语。你会学到重要的词汇、语法和语言功能,并用于实际交际:交换信息,做出决定,进行社交。你还会学到美国语音、语调、节奏和重音模式,这些对于理解口语英语和让美国人理解你说的是什么,都十分重要。《商务通英语》学习用书还会让你了解美国文化、历史以及当代美国生活。

《商务通英语》学习用书设计了许多不同类型的练习,注重以下几种重要的语言技能:听后能理解大意或要点,能听辨出词语分界、语调、节奏和重音,能听辨出语法结构和语言功能,并逐渐熟悉美国人处事和使用语言的方式。

《商务通英语》的基本语言学习原则是:只有真正理解了,才能真正学会。如果你先理解了信息的意思,那么要弄清楚词语是怎样一起起作用的,这些词语可以表达哪些不同的信息就容易了。我们会要求你听,再听,反复听。每次你听广播或录音,都要注意听不同的内容。有时,你要听该课的中心思想,有时你要听语言的表达方式,你还常常要听一些细节,比如某些音或某些词。如果你能认真完成所有的练习,《商务通英语》就会帮助你获得宝贵的用英语听说的交际技能。

教材每课都以广播或录音中的会话或**访谈**开始。在看课文以前,要先听,注意 听本课谈的是什么话题、谈话者是谁以及会话的内容是什么。然后再看课文,检查 自己的理解程度。当你觉得可以向朋友总结会话内容时,你大概已经听懂了大意, 那么你就可以做下面的练习了。

接下来的练习都是强调听力理解类的练习。听要点、电话访谈、电子邮件等一

般着重于广播中的关键内容。在有些课里,这些练习是以词汇练习的形式出现的, 而在另一些课里,则强调语法或功能词。这些练习的目的在于听懂谈话的意思以及 思想的交流。**他们是怎么说的**表明了表达同样意思的不同方式,这个练习帮助你听 清每一个词,并复习重要的语言功能。

各类语言练习帮助你了解美国英语的构成。这些练习有时以语言功能为中心, 如提问;有时以具体语法为中心,如介词、副词和形容词;有时则重点练习诸如紧缩 式或简略式等美国人常用的口语形式。

读音相似吗、是谁说的和判断正误帮助你提高听辨能力;拼写和组句帮助你扩大词汇;语音练习帮助你辨别特别的读音、重音和音节,特别是帮助你分清口语中模糊的词语界限;选择练习有些帮助你分辨读音相似而意思不同的词(如 he's/his 和were/we're),还有一些检查你对广播会话中使用的关键词语掌握的情况;补充练习为你运用本课的概念、内容和词汇提供了更多的练习。

每课都有一条**文化注释**——有关美国文化、城市或历史的知识。许多课都有**话** 语表达或当美国人……时这部分,告诉你美国人是如何谈话和做事的。比如,你知道许多(不是所有)美国人每天早上开两三个小时的车上班而晚上再开回家吗?

许多课都有**自我评估**/**自学提示(On Your Own)**,其目的是帮助你在课外不使用本教材时计划或检查自己使用或练习英语的情况,或者帮助你掌握一定的学习方法,独立进行练习。

全书共分六册 12个单元,每册两个单元,每个单元六课。每学完六个单元有一次阶段复习,分别放在第三册和第六册后面,这样,你可以对自己的学习成果进行检验,了解自己对《商务通英语》真正理解了多少,会用多少。有的复习内容重点放在练习听关键的概念和语言功能,有的练习(如词语练习)强调的是语法和语言功能,还有一些练习重点则在词汇和语音上。

如果说理解是《商务通英语》的首要原则的话,那么练习就是它的第二原则。倘若你听说过"熟能生巧"这句成语,你就会把下面的话作为学习的座右铭:

练习,练习,再练习,才能更上一层楼。

祝你英语学习成功!

Roger Olsen 1999 年 8 月 SCOPE AND SEQUENCE 教学内容与安排

UN.	IT TITLE 单元标题	PRIMARY FOCUS 主要语言点	STORY OUTLINE 情节概要
1	Introductions 介绍	Simple job descriptions and responsibilities 简单说明工作职务和职责 Work and educational background 工作经历和学历	Introduction of Charles Blake, Mike Epstein and Shirley Graham 介绍查尔斯·布莱克、迈克·爱泼斯坦 和雪莉·格雷厄姆
2	Checking In 住店登记	Vocabulary of travel, transportation and lodging 旅行、交通、住宿词汇 Making and confirming reservations 预订与确认	Mr. Blake of International Robotics checks into his hotel 国际机器人公司的布莱克先生办理旅馆人住登记手续
3	Making an Appointment 约会	Making and confirming an appointment 会面的约定与确认 Making suggestions 提出建议	Mr. Blake makes an appointment over the telephone with Mr. Epstein of Advanced Technologies 布莱克先生与先锋技术公司的爱泼斯坦先生打电话约定会面
4	Confirming Plans 确认计划	Offering an opinion 提出看法 Disagreeing 表示不同意	Mr. Epstein checks with Ms. Graham about the schedule and details of a meeting 爱泼斯坦先生和格雷厄姆女士核对会面时间及有关细节
5	An Important Introduction 重要的介绍 At the Restaurant 在餐馆	Business introductions 商务活动中的介绍 Making and accepting an offer 提议与接受提议	Mr. Epstein introduces Mr. Blake to Ms. Graham 爰泼斯坦先生向格雷厄姆女士介绍布莱克先生
6	A Business Lunch 工作午餐	Making proposals and promises 提出建议与做出承诺	Mr. Blake and Ms. Graham discuss several problems 布莱克先生同格雷厄姆女士讨论儿个问题
		Review of Units 1-6 1~6单元	正复习
	The Disagreement 意见分歧	Presenting a point of view 陈述观点 Responding to arguments 对对方提出的理由做出回应	Mr. Epstein and Ms. Graham discuss a difficult decision 爱泼斯坦先生同格雷厄姆女士讨论一项艰难的决定
8	The Final Proposal 最后提案 Keeping in Touch 保持联系	Language of decision-making 决断用语	Mr. Blake meets with Ms. Graham and Mr. Epstein 布莱克先生会晤格雷厄姆女上和爱泼斯坦先生
9	A New Customer 新客户	Planning for the future 规划未来	Mr. Blake has an appointment with a representative of a different company 布莱克先生约定会晤另一公司的代表
10	Negotiations 谈判	Language of business negotiation 商务谈判用语	Mr. Blake negotiates several points with Mr. Comez of Federal Motors 布莱克先生同联邦汽车公司的戈梅兹先生就几个问题进行谈判
11	Coming to Agreement 达成协议	Meeting and discussion skills 会晤与讨论技巧 Describing future possibilities 描述未来的可能性	Mr. Blake meets with Mr. Chapman of Federal Motors 布莱克先生会晤联邦汽车公司的查普曼先生
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Lesson 9A 第一课

A New Customer (1) 新客户(1)

Before Listening 听前

Read these sentences to get an idea about what you will hear in today's broadcast. Predict which words or phrases will be used in Interview (1). Then listen and see if you are correct. 读下列句子,以了解你在今天的广播中将要听到的内容大意。猜猜哪些词语会用在访谈(1)中。 然后听录音,看看你猜的是否正确。

- 1. Today we are talking to
- A. Mr. Chapman Stewart
- of Federal Motors.
- B. Mr. Stewart Chapman
 - A. Mr. Stewart.
- 2. Welcome to Functioning in Business,
- B. Mr. Chapman

to be here.

- 4. Could you tell our listeners
- about you and your

company?

- A. company is based
- in New York City.
- 6. Could you tell us A. something B. a little bit
- about your job responsibilities?

- 7. I'm responsible
- B. for supervising

our factories on the East Coast.



Cultural Note 文化注释

Henry Ford (1863 - 1947) Henry Ford founded the Ford Motor Company in 1899. With his "moving assembly line," the Model T sold for \$500, and Mr. Ford said that customers could have "any color they want ... as long as it's black."

亨利·福特(1863~1947) 亨利·福特于1899年创立了福特汽车公司。由于他有了"移动装 配线",T型车可卖 500 美元。福特先生说顾客们"要什么颜色都行……只要它是黑色的。"(译 者注:当时由于使用了装配线,生产过程标准化,生产力大大提高了,但产品规格十分单一。福 特汽车公司生产的汽车都是黑色的,顾客对汽车的颜色并无选择。福特先生这一自相矛盾的说 法体现了他的幽默感。)

What Did They Say? 他们是怎么说的?

Each question is followed by three possible answers. All are correct ways to answer, but only one of them was used in today's **Interview (1)**. Which answer is exactly what they said? 每个问题都有三个供选的答案。这三个答案都正确,但只有一个用于今天的访谈(1)。哪个答案是他们的原话?

- 1. Elizabeth asks her guest about Mr. Chapman's company. What did he say?
 - A. Our head office is in New York City.
 - B. Our company is based in New York City.
 - C. Our headquarters are in New York City.
- 2. Then Elizabeth asked about his job. What did he say?
 - A. My main job is to oversee our East Coast factories.
 - B. I'm responsible for overseeing our factories on the East Coast.
 - C. My primary responsibility is overseeing our factories on the East Coast.
- 3. How does Elizabeth ask about his products? What did she say?
 - A. What does your company manufacture?
 - B. What are your main products?
 - C. What do you make?
- 4. How does he answer her question? What did he say?
 - A. We produce trucks and passenger cars.
 - B. We manufacture trucks and passenger cars.
 - C. We make trucks and passenger cars.

Cennector Practice 连接词练习

Listen carefully for connecting words in today's broadcast and fill in the blanks with the connectors in this box below.

计细听今天广播中的连接词并用下面方框中的连接词填空。

		about	for	in	on	to	with	
١.	Today, we are tall	king	N	/Ir. Stewa	art Chapma	n of Fede	ral Motors.	
2.	Welcome	Fur	ctioning _		Busin	ess, Mr.	Chapman.	
3.	i'm happy	be	here.					
4.	Could you tell our	listeners a	little bit _		you a	ınd your c	ompany?	
5.,	Certainly. I'm an	Executive	Vice-Presid	lent		Federal M	lotors.	
ó.	Our head office is		New	York City	у.			
7.	And could you tell	l us someth	ing		your job re	esponsibili	ties?	
8.	l'm responsible		overseei	ing our fa	ctories		the East Co	ast .

Vocabulary Match 词汇匹配

Match the words in Column A with the words in Column B.

将A栏中的词与B栏中的词匹配。

Column A	Column B
1. East	A. car
2. Federal	B. Coast
3. head	C. office
4. job	D. President
5. passenger	E. responsibilities
6. Vice-	F. Motors

Listen for Information 听要点

Listen to Interview (2) and answer these questions.

请听访谈(2)录音,并回答下列问题。

1.	Who has to become more international?	
2.	Where have they done very well?	
3.	Where have they had some problems?	
4.	What is too expensive?	
5.	Why are they not competitive in Asia?	
6.	How will they become more competitive?	
7.	Who will he meet with?	
8.	What will he learn?	

Careful Listening 仔细听

There is one mistake in each of these sentences. Listen to **Interview (2)** again and correct the errors. Cross out the wrong words and write the correct ones.

个句子里都有一个错误。再听一遍访谈(2) 录音,并改正错误。划去错误的词,写出正确的词。
Well, we've got to become more industrial.
We've done okay in Europe over the years.
But we've had a problems in Asia.
Our cars are very expensive to be competitive in Asia.
We have to increase production efficiency so that we can lower our prices there.

6. So that's how I scheduled a meeting with Mr. Blake last year.

7.	Ιv	wanted to learn more of his company's robots.	
		to the state of the company is tooots.	

Pronunciation: Sound Similar? 语音: 读音相似吗?

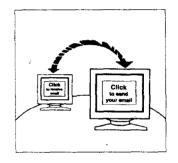
Do the endings of the words in these groups sound similar? Or is one a little different? Underline the odd one out or the word similar in each group.

下列每组词结尾的发音近似还是有一个有点儿不同?或者在尾音不同的词下面划线,或者在"similar"下面划线。

1. bit	hit	it	kit	similar?
2. full	1'11	local	little	similar?
3. sell	tell	weli	will	similar?
4. mail	travel	little	we'll	similar?
5. coffee	crazy	primary	variety	similar?
6. assembly	friendly	quickly	primarily	similar?



Focus on the Internet 重点练习:因特网



Match 匹配

Complete the statements in Column A by matching them with the sentence endings in Column B. If you need help, listen to today's **Culture Tips**.

将 A、B 栏中的句段匹配,完成 A 栏中的句子。如果你需要帮助,请听今天的《文化点滴》。

Column A

- 1. E-mail is much cheaper and
- 2. It sounds as if companies can work
- 3. It's easier than trying to find
- 4. People use the Internet
- 5. So you save
- 6. Websites provide the newest
- 7. You don't have to

Column B

- A. a trade journal with the same information.
- B. more convenient than regular mail.
- C. information about business products.
- D. more cheaply and quickly by using the Internet.
- E. pay for postage.
- F. time and money.
- G. to send e-mail.

True / False 判断正误

Which of these statements is true? Write T if true and write F if false.

下列哪些句子是正确的? 正确的标 T,错误的标 F。

- 1. E-mail is more expensive than regular mail.
- 2. E-mail takes longer to send and receive than regular mail.
- 3. ____ The Internet requires a stamp and an envelope.
- 4. You have to wait a little bit to get regular mail.
- 5. You can send e-mail from your desk any time of day or night.

4

Just Talking about Office Introductions 话语表达:办公室里的介绍

After you meet someone, you are often offered something to drink. Americans generally prefer coffee to tea, and many Americans like their coffee "strong and black" — no sugar, no milk. Here are some formal, informal and casual ways to make an offer after an introduction.

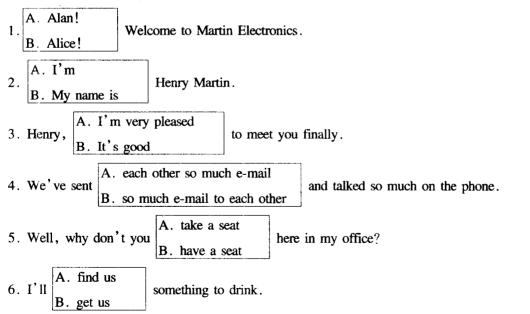
在你见过某人后,你经常会被邀请喝些什么。美国人一般喜欢喝咖啡而不是茶,而且许多 美国人喜欢他们的咖啡"浓和清"——不放糖,不放牛奶。下面是在介绍之后一些主动提供某物 的正式、非正式和随便的表达方式。

Formal		Informal
care for	Would you care for coffee?	like some Would you like some coffee?
care to	Would you care to take a seat?	like to Would you like to sit down?
take a	Please take a seat.	want some Do you want some coffee?
have a	Please have a seat.	want to Do you want to sit down?
Casual		Reduced form:
take	Take a seat.	(Would you like to) take a seat?
like	Like some coffee?	(Would you) like some coffee?
have	Have a seat	(Please) have a seat.
want	Want some coffee?	(Do you) want some coffee?

Choose 选择

Read these sentences and decide which are the words or phrases used in today's **Business Dialog**. Then listen to the tape and see if you are correct.

读下列句子,并判断哪些词语用于今天的商务对话。然后听录音,看看你选的是否正确。



Just for Practice 补充练习

Fill in from the boxes on the right.

用右边方框中的词填空。	
1. Does company have an Internet web site?	on
2. Can you do on the Internet?	over
3. Do use e-mail?	quite
4. What have you done the Internet?	things
5. What things do you do the Internet?	you
6. Were they done well?	your
7. Do you a Reply Button to answer e-mail?	bit
8. Tell us a little about your business.	hit
9. Tell us about	it
10. Was harder before e-mail and the Internet?	
11. Do you see customers in often?	Europe
12. Do you visit them in office?	his
13. Mr. Chapman's office is in York City.	New
14. In case, e-mail or the telephone might be easier.	person
15. He sells cars in and Asia.	their
16. He travels a lot, so he isn't always in office.	this
17. E-mail is much than regular mail.	faster
18. Do you get very much?	mail
19. Do you talk much the phone?	much
20. E-mail can be so cheaper than talking on the phone.	on
21. You can a lot of money with e-mail.	save
22. You can that these are special discounts.	say
23. With e-mail you don't need to find envelope.	an
24. You can find fast what your customers think.	out

On Your Own 自学提示

Here are some tips for English conversation.

First, think about why you are talking. Is it to get information? to tell someone something? to get something done? Second, think about what you will say. Make some notes about what you want to say. What do you want to do or find out? Third, decide who you will talk with? Who can you telephone and say "Hello" to?

Lesson 9B 第二课

A New Customer (2) 新客户(2)

Before Listening 听前

Read these sentences to get an idea about what you will hear in today's broadcast. Predict which words or phrases will be used in **Interview (1)**. Then listen and see if you are correct. 读下列句子,以了解你在今天的广播中将要听到的内容大意。猜猜哪些词语会用在访谈(1)中。然后听录音,看看你猜的是否正确。

- 1. Today,

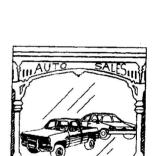
 B. we're talking to Mr. Dave Gomez of Federal Motors.
- A. office from his factory

 B. studio from his office in New York.
- 3. Welcome to A. Functioning in Business, B. our show.
- 4. I'm A. happy
 B. glad to be here.
- 5. Could you tell A. us
 B. our listeners

 6. A. something
 B. a little bit
- 7. about your A. position at Federal Motors?
- 8. My main

 A. job

 B. responsibility is to modernize our technology.



Cultural Note 文化注释

Cars There are 134 million cars in the U.S., one car for every 1-1/3 person in the U.S. 85% of US households own at least one car. And to drive all those cars, there are 4 million miles (6.3 million kilometers) of road!

轿车 美国有 1.34 亿辆轿车,每一又三分之一个人就有一辆轿车。85%的美国家庭至少 拥有一辆轿车。全长为 400 万英里(630 万公里)的道路供这些车辆行驶!

What Did They Say? 他们是怎么说的?

Each question is followed by three answers. All are correct ways to answer, but only one of them was used in today's **Interview (1)**. Which answer is exactly what they said?

每个问题都有三个答案。这三个答案都是正确的,但只有一个用于今天的访谈(1)。哪个答案是他们的原话?

- 1. Elizabeth asked Dave to talk about his job. How did she ask?
 - A. Could you tell our listeners a little bit about your position at Federal Motors?
 - B. Could you tell us about your position?
 - C. Could you tell us something about your job?
- 2. Dave tells us what he does. What did he say?
 - A. I'm responsible for modernizing our technology.
 - B. My main responsibility is to modernize out technology.
 - C. I'm in charge of modernizing our technology.
- 3. Dave tells us what he does for Mr. Chapman. What did he say?
 - A. I tell him about the newest and best technology.
 - B. I give him information about the newest and best technology.
 - C. I keep him informed about the newest and best technology.

Word Practice 词语练习

Listen to **Interview (1)** and fill in these blanks with the words used in today's broadcast. There are two words missing from each blank.

请听访谈(1)录音,并用今天广播中使用的词填空。每个空里缺少两个词。

2. 3.	I'm happy	to our studio from his office in New York here. tell our listeners a little bit about your position	could you has come keep him
4.	My main responsibility	is our technology.	primary advisor
5.	And	your relationship to Mr. Chapman?	to be
6.	I'm his	on technology.	to modernize
7.	I	informed about the newest and best technology.	what is

Pronunciation: Syllables 语音:音节

Where are the syllables in these words? Put an apostrophe (*) to show the different syllables. 下列各词的音节分界在哪儿? 用撇号(*)标出不同的音节。

accounts	actively	advisor	automate	cocktail
confident	contact	encouraged	forehead	handshake
interested	listening	modernize	payable	specialty

True / False 判断正误

Which of these statements is true? Write T if the statement is true and write F if the statement is false. If you need help, listen to today's broadcast again.

下列哪些句子是正确的?正确的标 T, 错误的标 F。如果你需要帮助,请再听一遍今天的广播。
1. ______ Federal Motors is a new company with no selling experience.
2. _____ Federal Motors has factories and international sales.

Mr. Gomez gets information from Mr. Chapman.
 Mr. Gomez advises Mr. Chapman about robotics.

5. Mr. Chapman is interested in the newest and best technology.

6. Mr. Gomez wants to modernize the technology at Federal Motors.

Listen for Information 听要点

Listen to Interview (2) and answer these questions.

请听访谈(2)录音,并回答下列问题。

1. Who car	me to the U.S. from Mexico?	
2. Where d	id Mr. Gomez' father work?	
3. What die	d Mr. Gomez grow up around?	
4. When w	as he good at mathematics?	
5. Why did	his parents encourage him to go to college?	
6. Where d	id he get his BA?	
7. Where d	id he get his Master's?	

I. specialization

J. advise

Vocabulary Match 词汇匹配

9. responsible for

10. specialty

8. Did he study engineering or robotics at MIT?

Match the words in Column A with those in Column B that have the closest meaning.

将A栏中的词与B栏中意思最相近的词匹配。

Column A Column B 1. a variety of A. Bachelor of Arts 2. advise B. in charge of 3. BA C. inform 4. keep informed D. job 5. MA E. main 6. modernized F. many 7. position G. Master of Arts 8. primary H. new

Pronunciation 语音

How many syllables are in these words? Say each word out loud, then write it in the correct column. 下面各词有多少个音节? 朗读每个词,然后将它写在正确的栏里。

accounts encouraged	actively forehead	advisor handshake	automate modernize	cocktail payable	culture expertise
	2 Syllable	s	3 Sylla	bles	

Focus on First Impressions 重点练习:第一印象





Match 匹配

Complete the statements in Column A by matching them with the sentence endings in Column B. If you need help, listen to today's **Culture Tips**.

将 A、B 栏中的句段匹配,完成 A 栏中的句子。如果你需要帮助,请听今天的《文化点滴》。

Column A

- 1. A firm handshake shows
- 2. Americans expect
- 3. Good eye contact shows that
- 4. It is important to
- 5. Most Americans expect good
- 6. Then look away to their chin or
- 7. When you greet someone, you should begin by looking

Column B

- A. a firm handshake.
- B. them in the eye for a second.
- C. eye contact.
- D. forehead for a few seconds.
- E. meet Americans correctly.
- F. that you are confident.
- G. you are interested and actively listening.

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