

商务英语 视听说

主 编 杨节之
副主编 杨雪韬

Business English
Video Course



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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内容提要

本教程采用创新模式,提供真实商务英语视频和同步垂直滚动字幕,配有挑战性互动练习,适合商务英语专业和国际贸易专业中高级英语水平学生使用,助力培养全球化商务人才的听说能力。

本教程共分十六个单元,各单元主题分别是:① 全球化与贸易;② 国际贸易;③ 国际投资;④ 知识产权;⑤ 国际市场营销;⑥ 国际金融;⑦ 国际支付;⑧ 跨国公司;⑨ 物流;⑩ 企业文化;⑪ 企业管理;⑫ 商务谈判;⑬ 股票与债券;⑭ 商务会议;⑮ 求职面试;⑯ 商务旅行。

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前 言

本教程采用创新模式,提供真实商务英语视频和同步垂直滚动字幕,配有挑战性互动练习,适合商务英语专业和国际贸易专业中高级英语水平学生使用,助力培养全球化商务人才的听说能力。

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本教程素材选自网络视频,语言地道真实,内容围绕主题,学习难度适宜。主要内容以同步字幕形式呈现,以期同步训练视觉和听觉记忆。创新练习具有很强的挑战性,包括限时完成句子排序、文本校对和词语翻译,适合激发学生学习潜力和兴趣。

本教程适合多种教学方式:

- 多媒体教室播放音视频,进行教学互动;
- 语音室中控播放音视频,进行教学互动;
- 网络环境学生电脑直接连接网络版课件。

本教程设计为线上线下一体化教学模式,除了有完整的线下版教材外,使用学校还可以安装使用网络版教材。网络版内容更加齐全,具有完整的练习和多种辅助手段,便于师生适应全新的教学模式。网络版适合在多媒体教室网络环境中进行互动教学,并且方便学生在课后自主学习。此外,网络版内容可以根据教学需要进行修改和增添。

本教程教学内容设计思路:

- 导入阶段提出相关问题;
- 生词只给出英文定义,鼓励学生查询词义,添加汉语意思;
- 播放同步字幕视频,充分发挥字幕功能,强化听觉和视觉记忆;
- 填空题让学生在观看字幕视频后凭记忆限时完成;
- 限时完成句子组合,综合提高学生的听力、观察力和判断力;
- 重要词语翻译,强化学生对关键词语的翻译能力;
- 词语与定义搭配练习,强化学生对词语的记忆和辨析能力;
- 文本校对纠错,培训学生对细节的纠错能力。

本教程网络版练习具有限时完成和自动评分功能。本教程结尾附有练习答案,以方便学生及时核对。配套音视频请联系上海交通大学出版社索取(电话:021-60403030)。

编者

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Contents

Unit One	Globalization and Trade	1
Unit Two	International Trade	7
Unit Three	International Investment	13
Unit Four	Intellectual Property	19
Unit Five	International Marketing	25
Unit Six	International Finance	31
Unit Seven	International Payments	37
Unit Eight	Multinational Corporations	44
Unit Nine	Logistics	50
Unit Ten	Corporate Culture	56
Unit Eleven	Business Management	63
Unit Twelve	Business Negotiations	69
Unit Thirteen	Stocks and Bonds	75
Unit Fourteen	Business Meeting	82
Unit Fifteen	Job Interview	89
Unit Sixteen	Business Travel	96
Answer Keys		104
References		132

Unit One

Globalization and Trade

● Warm-up Question

Is globalization a good or a bad thing?

S Section One

1. Use your dictionary and add the Chinese definition next to the English definition.

(1)	mortality: the ratio of deaths in an area to the population of that area	
(2)	threshold: the starting point for a new state or experience	
(3)	deprivation: a state of extreme poverty	
(4)	shelter: temporary housing for homeless or displaced persons	
(5)	outmaneuver: to defeat or gain an advantage over someone by being more clever or skillful than they are	
(6)	rampant: existing or spreading everywhere in a way that cannot be controlled	
(7)	sweatshop: a factory where people work very hard in bad conditions and earn very little money	
(8)	outsourcing: a situation in which a company employs another organization to do some of its work, rather than using its own employees to do it	

2. Watch Video 1 with synchronized text “Globalization and Trade”.

3. Listen to Audio 1 and fill in the blanks.

Adriene: Welcome to Crash Course Economics, I’m Adriene Hill.

Jacob: And I’m Jacob Clifford, and today we’re talking about poverty and extreme poverty, which are not easy problems to talk about, and not easy problems to (1) _____.

Adriene: But just because the problem is difficult doesn’t mean we (2) _____ try to understand it. So let’s get into it.

Jacob: Back in the 1990’s, the United Nations created 8 Millennium Development Goals, with a deadline of 2015. The goals included things like reducing child (3) _____, promoting gender equality, and (4) _____ major diseases. But the first on the list was to eradicate extreme poverty and hunger. Now, poverty means different things in different countries because there’s different (5) _____ of living around the world. In the U.S. a person is officially living in poverty if they make less than \$11,770 a year, around \$ 32 a day. This is called the “poverty line” or “poverty (6) _____”, but we’re gonna focus on extreme poverty, which according to the U.N. is “a condition characterized by severe (7) _____ of basic human needs, including food, safe drinking water, (8) _____ (9) _____, health, shelter, education, and information”. The U.N. defines “extreme” or “absolute poverty” as living on less than \$1.25 a day. The goals set by the U.N. was to (10) _____ the number of people living in extreme poverty by half. Well, it’s 2015, the results are in, and the U.N. reports that 836 million people still live in extreme poverty. But that’s down from 1.9 billion, so success. Or at least a lot of progress. And the World Bank predicts that by 2030 the number of people living in extreme poverty could drop to (11) _____ 400 million. Of course, that assumes everything will keep improving as it has. But there’s an asterisk here. Climate change is a threat to these improvements in global poverty.

Adriene: So we’re moving in the right direction, but we’re talking about extreme poverty. Most people who’ve been (12) _____ out of extreme poverty are still poor. Really poor. And being poor comes with serious problems, from disease

to lack of water. Income inequality is (13) _____, and one in seven people still live without electricity. So why is extreme poverty falling? The answer to this is really (14) _____. A bunch of factors like better access to education, humanitarian aid, and the policies of international organizations like the U.N. have made a difference. But the greatest (15) _____ is globalization and trade.

4. Watch Video 1A and write T for True and F for False in the space provided.

- (1) _____ The United Nations set the deadline of 8 Millennium Development Goals in 2025.
- (2) _____ The goals set by the U.N. was to reduce the number of people living in extreme poverty by half.
- (3) _____ The World Bank predicts that by 2030 the number of people living in extreme poverty could drop to less than 400 billion.
- (4) _____ In some places mobile phones help farmers get information and get the best price for the stuff they're producing.
- (5) _____ Perhaps the strongest argument against globalization is its lack of sustainability.



Section Two

1. Listen to Audio 2 and arrange the following sentences in correct order.

- A. In some places mobile phones help farmers get information and get the best price for the stuff they're producing.
- B. According to economist Jeffrey Sachs, mobile phones are the "single most transformative technology" when it comes to the developing world.
- C. Free trade agreements and technological advances in transportation and communication mean goods and services move around the world more easily than ever.
- D. The world's economies and cultures have become more interconnected and free trade has driven the growth of many developing economies.

- E. And we're talking everything. From shoes and bananas, to innovations and ideas.
- F. Take mobile phones. Mobile phones are pretty much good for everything, including reducing poverty.
- G. Phones give people access to banking and payment systems.
- H. Better access to education and information.
- I. Let's go to the Thought Bubble. World trade has been growing since the end of the World War Two.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)

2. Translate the underlined phrases and expressions into Chinese.

(1) The first on the list was to <u>eradicate extreme poverty</u> .	
(2) This is called the "poverty line" or " <u>poverty threshold</u> ".	
(3) ... who've been <u>lifted out of extreme poverty</u> are still poor.	
(4) companies trying to <u>outmaneuver their competitors</u>	
(5) It's pretty much the only thing <u>keeping its economy afloat</u> .	
(6) But it's progress that's awfully <u>hard to stomach</u> .	

3. Translate the following sentences into Chinese.

- (1) Labor intensive products like shoes are often produced in countries with the lowest wages.

- (2) They remain poor because they do not have the opportunities to turn their creativity into sustainable income.

- (3) A few call for protectionist policies like higher tariffs and limitations on outsourcing.

Section Three

1. Choose the right word from the list to match the definition.

disadvantaged	cutting-edge	interconnected	rhetoric
facilitate	benefit	modeling	

(1) extremely modern and advanced

(2) to connect two things to or with each other

(3) in a worse position than somebody else or other people

(4) to make something easy or easier to do

(5) to give or receive help; an advantage

(6) fine-sounding but insincere or empty language

2. Watch Video 2 and fill in the blanks.

This time we're using (1) _____ economic modeling techniques to try to add insight into the (2) _____ debate about who really wins from globalization. Now the controversy around this topic is based on the belief that while interconnectedness may create winners, the process also creates losers. And that these losers come (3) _____ from disadvantaged communities. The (4) _____ is heated on both sides. For supporters, globalization is the key 21st century growth motor, for opponents, globalization (5) _____ inequality and race to the bottom in terms of standards. So which is it? To find an answer, we devised a globalization index that measures the overall effect of economic social and political (6) _____. Our index looks at 42 countries economic growth from 1992–2011, and compares those figures to (7) _____ growth at global interconnectedness remained at 1990 levels. The results are not what would be expected. According to the study, all 42 countries benefited from globalization in the period (8) _____. On average, a one point rise in our globalization index resulted in a 0.35 percentage point increase in the growth rate

of real per capita GDP. In other words, our index suggests that interconnectedness has increased across the board. And that it has been a net (9) _____ for all countries we reviewed. But the study also found that some countries benefited much more than others. Developed nations were the big winners according to our index. Finland lead the way with an average annual per capita gain of about (10) _____ euros. Denmark, Japan, and Germany also saw major gains. Emerging markets such as China, Brazil, and Mexico benefited but significantly less than the major winners. For these three developing nations interconnectedness increased average annual per capita income by about 100 euros.

3. Watch Video 3, proofread the transcript, and correct the errors.

This is far less than the gains in the developed world, but it is still impressive relate to their GDP in 1990. So what does it all mean? Well, on the one hand, we found that all countries benefit from globalization. And that interconnectness is generally a good thing. But we also found the globalization opportunities are not even disperse. And that the gain to developed nations far outweighed those two emerge markets. In the long run, this trend could exacerbate global inequalities, especially considering our previous research that suggests emerging markets could lose on from regional trade pact, such as TTIP. In terms of policy as globalization is highly unlikely to disapear. The developed world must ensure that emerging markets have very opportunity to join the party. Otherwise, further down the road, today's big winners may not have anyone left to hang out with.

- (1) _____
- (2) _____
- (3) _____
- (4) _____
- (5) _____
- (6) _____
- (7) _____
- (8) _____
- (9) _____
- (10) _____
- (11) _____
- (12) _____
- (13) _____
- (14) _____

Follow-up Question

Who really wins from globalization?

Unit Two

International Trade

Warm-up Question

What products does the U.S. import from China?

Section One

1. Use your dictionary and add the Chinese definition next to the English definition.

(1)	lifeblood: something that is vitally important to the welfare of a larger entity	
(2)	net export: the annual difference between a country's exports and imports	
(3)	degradation: the process of changing into a worse condition	
(4)	appreciate: to increase in value, especially over time	
(5)	depreciate: to become less valuable, or lessen the value of something	
(6)	transaction: the action or process of buying or selling something	
(7)	surplus: the amount of money you have left when you sell more than you buy	
(8)	proponent: someone who publicly supports an idea, policy, plan, etc.	
(9)	eradicate: to get rid of something completely	

2. Watch Video 1 with synchronized text “International Trade”.

3. Listen to Audio 1 and fill in the blanks.

Economic theory suggests that international trade (1) _____ jobs from one sector of the economy to another, like from the TV factory to the restaurant, but the quality of these jobs can be markedly different. The guy (2) _____ TVs at the U.S. factory was probably making a lot more as manufacturing job before he got reshuffled to the Burrito assembly line at Chipotle, which is just to say all this is really (3) _____ and what is good in the aggregate is not necessarily good for individuals. For example, look at the North American Free Trade Agreement or NAFTA, it was established in 1994 to drop trade (4) _____ between Canada the United States and Mexico. Critics point out that NAFTA significantly increased U.S. trade (5) _____ and they think it decreased the number of manufacturing jobs in many states as companies moved out of the U.S. (6) _____ of free trade point out that the U.S. economy boomed in the 1990s creating millions of jobs including manufacturing jobs and that free trade has (7) _____ the prices of all sorts of consumer goods from vegetables to cars. So, despite the fact that some workers and industries were clearly hurt, economists would tell us NAFTA's had a net (8) _____ impact on all three countries. By the way, you know Thought Café, the makers of the Thought Bubble, they're Canadian. These (9) _____ are imported. The debate over the value of specific trade agreements continues, but it's unlikely that the world's largest economies will return to strict protectionism. Protectionist policy like placing high (10) _____ on imports and limiting the number of foreign goods usually hurts an economy more than it helps. There are now several organizations designed to (11) _____ protectionism, most notably the World Trade Organization WTO. The WTO has been effective in getting countries to agree to specific rules and help settle (12) _____, but it's also been accused of (13) _____ rich countries and not doing enough to protect the environment or workers. Trade between countries depends on the demand for countries' goods, political (14) _____ and interest rates, but one of the most important factors is exchange rates. (15) _____, this is how much your currency is worth when you trade it for another country's currency.

4. Watch Video 1A and write T for True and F for False in the space provided.

- (1) _____ In terms of both imports and exports, the largest trading partners of U.S. is Canada.
- (2) _____ NAFTA was established in 1984 to drop trade barriers between Canada, the United States and Mexico.
- (3) _____ Suppose the U.S.-Mexico exchange rate is 15 pesos to the dollar. If an American is on vacation in Mexico and wants to buy some sunscreen that cost 60 pesos, he'll have to trade five dollars for pesos.
- (4) _____ If the exchange rate goes up to 20 pesos per dollar. To buy that 60 pesos sunscreen in Mexico, it will cost the American tourist three dollars instead of four.
- (5) _____ When the dollar appreciates it gets cheaper for U.S. consumers to import foreign goods, and U.S. exports to other countries get more expensive.

Section Two

1. Listen to Audio 2 and arrange the following words in correct order.

- A. like Kanye West albums and Pixar movies
- B. the United States is the world's second-largest exporter.
- C. jet turbine, generators and aircraft
- D. It sells high tech things like pharmaceuticals,
- E. to countries all over the world.
- F. It also exports intellectual goods,
- G. like corn oil and cotton.
- H. as well as bulk commodities,
- I. In fact,

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)

2. Translate the underlined phrases and expressions into Chinese.

(1) For today though, let's get a handle on trade deficits.

(2) ... theory suggests that international trade reshuffles jobs.

(3) NAFTA was established in 1994 to drop trade barriers.

(4) ... to keep the Chinese currency artificially depreciated.

(5) Environmental degradation can be ugly side effects of international trade.

3. Translate the following sentences into Chinese.

(1) WTO has been effective in getting countries to agree to specific rules and help settle disputes, but it's also been accused of favoring rich countries and not doing enough to protect the environment or workers.

(2) Proponents of free trade point out that the U.S. economy boomed in the 1990s.

(3) Because of lower labor costs in Malaysia, the imported TV costs two hundred dollars less than the American made one, so I buy the imported TV that may cost jobs at a TV factory in the U.S. But I saved two hundred dollars by buying the imported TV.



Section Three

1. Choose the right word from the list to match the definition.

distribution

track

accelerate

contract

value chain

spark

(1) to move increasingly quickly, or cause something to do this	
(2) to stimulate or initiate a burst of activity	
(3) to follow a trail made by somebody or something, or try to find somebody or something by following a trail left behind	
(4) the handing out or delivery of things to a number of people	
(5) the series of activities that a company carries out as it designs, makes, sells, and delivers a product or service, with each activity adding value	
(6) a written legal agreement between two people or businesses that says what each must do for the other or give to the other	

2. Watch Video 2-1 and fill in the blanks.

Ever since World War Two, people have become far more (1) _____ of the growing importance of international trade. In order to keep global economies (2) _____, organizations such as the World Bank and the World Trade Organization have encouraged free trade among nations. The past decade has seen even more (3) _____ change in world trade. Thanks to the rapid (4) _____ of the Internet as a business tool, it was the Internet that (5) _____ the birth of Alibaba in 1999 when Jack Ma launched the company with a (6) _____, “make it easy to do business anywhere”. Today not only can buyers and suppliers communicate around the world, they can also hold video (7) _____ instead of taking costly business trips, send and sign documents (8) _____ and use GPS to track their shipments. As the Internet has made the world smaller and more (9) _____, new regions have taken the lead in driving international commerce. Between 2005 and 2015, China’s annual exports more than (10) _____ from 762 billion to over 2.4 trillion.

3. Watch Video 2-2, proofread the transcript, and correct the errors.

One of the biggest changes in international trade is the increasing (1) _____ importance of global value chains, essentially a value chain refers to (2) _____ all the activities involve in bringing a product to market, including (3) _____