

- 全国高等院校商务英语精品教材
- 全国商务英语研究会推荐教材

新编商务英语 (第二版)

口语教程 4

Business English (Second Edition)
Interactive Speaking

总主编 虞苏美 张春柏
主 编 杨乾龙



高等教育出版社

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XINBIAN SHANGWU YINGYU KOUYU JIAOCHENG

总主编	虞苏美	张春柏
主 编	杨乾龙	
编 者	李 晨	丁卓君
	杨 明	张雪英



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前 言

近年来,越来越多的外语教育专家和教师认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”为重点研究对象和以“精确”为评估标准,引导学生将绝大部分精力和时间用于句子结构的分析和比较。因此,以“知识”为学习目标的外语专业学生有能力把目标语的各种句子结构和语言特色评析得头头是道,但不一定有能力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。对我国的绝大部分外语专业的学生来说,外语学习的目标无疑应是“交际工具”。对于这部分学生,教师只有把外语学习的重点落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近似的“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(第二版)口语教程》,以心理学、教育学和外语学习理论为编写指导思想,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高等院校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。

本教材全部课文围绕一个美国商人 Henry White 一家在中国和英美等国的日常生活和商务活动展开,涉及经济、贸易、工农业、教育、旅游、投资、金融、劳务、地产等领域中的考察、谈判、签约、网上交易,电子商务等等。每个单元都有一个中心话题和与话题相关的课堂练习活动,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,而是通过大量的任务型课堂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,对话的地点主要安排在国内,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、电话交流、谈论天气、邀请聚会、用餐、购物、看病、吉庆假日、娱乐、邮寄包裹和体育运动等日常生活领域中的用语。从第二册起,大部分对话的地点和背景将移向国外,商务活动内容逐渐增多。这种结构上的安排为学生对背景和专业知识的了解,提供了一个从“熟悉”到“不熟悉”的渐进过程,从而使英语学习能以难点分散、反复巩固、循序渐进的螺旋上升方式进行。

《新编商务英语(第二版)口语教程》共分4册,总教学课时为360学时,每册为90学时。第一、第二册各为16单元,第三、第四册各为15单元。

本教材第四册每一单元分为五大部分:热身练习(Warm-Up),样板对话(Dialogues),交际功能范句(Functional Expressions),交际任务(Communicative Task)和课后练习(Task After



Class)。其中热身练习,样板对话和交际功能范句的内容配有录音带。

第一部分是热身练习,主要供学生在等待正式上课时或个人或小组练习之用,目的是使学生迅速地过渡到英语语言环境。

第二部分是样板对话,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且得体的日常和商务口语。

第三部分是交际功能范句,这部分旨在向学生提供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说话者选用,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式;而在某些情况下,用不同的语气和语调说出同一个句子,则表达了说话者完全不同的意思。这种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。样板对话和交际功能范句的学习是进行交际活动的基础,交际任务又是学生对样板对话和交际功能范句消化吸收和对英语语言规则内化的一个必不可少的语言习得步骤。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。在以语法翻译法和听说法为主要教学方法的中学英语课堂上,这种现象是屡见不鲜的。为了减少和避免“伪交际”现象,教师应尽量为课堂交际任务的活动提供真实的实践背景和必要的语言词汇,在教学中提高学生语言技能运用的时间比例,使学生逐步学会和掌握表达自己想要表达的真实思想和观点。必要时,教师可以因地制宜地对本部分交际任务的活动内容作适当的修正。

第五部分为课后练习,提供了 12 篇对当前世界政治,经济和社会发展有重大影响的演讲。这些演讲中包含了许多这些领域中常用的句式,专业术语与习惯用语,对迅速提高学生的专业领域口语水平会起到事半功倍的作用。

总之,我们希望学生通过本教材的学习,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,为今后的工作做好充分准备。

在编写本教材过程中,我们得到了国内外同行的启示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课文的编写工作。在此,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。

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。

为此,我们特开设与外语教育专家和使用本教材的广大师生交流的网上平台,<http://v2.my99.us/sms/>。

编 者

2014 年 7 月于华东师范大学

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Unit One

A New Start



Warm-up

Say Out Loud and Fast

1. Success is a journey not a destination.
2. Politeness cost nothing and gains everything.
3. Action without vision is a nightmare.
4. Rules were meant to be broken.
5. Try not to become a man of success but a man of value.
6. To know the road ahead ask those coming back.
7. United we stand, divided we fall.
8. Vision without action is a daydream.
9. Over a long distance, you learn about the strength of your horse; over a long time, you learn about the character of your friend.
10. Write injuries in the sand, kindnesses in marble.



Dialogues

Dialogue A Be My Own Boss

At the beginning of the new year, Richard and Ying Xu return to Shanghai from England.

Ying Xu: I read that your company is downsizing again. What will that mean for your job?

Richard: Well, it finally happened. I found a pink slip in my mail box this morning.



Ying Xu: You have been expecting it, so I guess it didn't come as a big surprise.

Richard: You're right, but even though you know it is going to happen, it still is a very unpleasant experience. I've never had something like this happened to me before and I hope it won't happen again.

Ying Xu: There are a lot of companies that are downsizing right now. That probably will make job-hunting difficult.

Richard: The first thing I'm going to do is contact a headhunter. I have an impressive *résumé*, so perhaps they'll be able to find some nice and promising jobs or even better.

Ying Xu: I'm glad you're taking a positive approach to this. I think the best thing that ever happened to me was after I lost my last job three years ago, I found a position with my new employer that is far better than the job I had had before.

Richard: Thank you. It makes me feel better.

Ying Xu: You've had good training, and the experience you have had with this job should make you very employable. You didn't lose your job because of incompetence and I'm sure your boss would give you a very good recommendation.

Richard: That's what I'm hoping. Anyway, this is the third time in ten years and I don't need any more. Hey, I'm ready to call it quits.

Ying Xu: What do you mean? You're going to quit working?

Richard: No, I'll still be working, but not for any one particular company. I'm going to be my own boss.

Ying Xu: Doesn't that make you a little nervous? You won't have all the benefits that go with working for a company — no retirement, no health insurance.

Richard: That's the bad part of it, but I am really tired of being dependent on the whims of big business. It seems that it hasn't been all that secure for me.

Ying Xu: What will you do?

Richard: I've had a couple of friends who have gone out on their own. They say it is the best thing that ever happened to them.

Ying Xu: I know it is the secret dream of a lot of people to be their own boss, especially the younger generation.

Richard: One of my friends just takes temporary jobs. Companies are looking for people with his skills, but only on a temporary basis. So he goes from one company to another, depending on where and when they need him. So he traveled a lot. But he's able to set his own working hours and he makes a lot more than he did when he was working full time. He really likes the freedom he enjoys.

Ying Xu: What does he do when he doesn't have any jobs coming in?



Richard: He goes to a temporary employment agency. It seems he always finds work and at double what he used to make.

Ying Xu: I hope you will find just the right thing for your skills. It would be nice to have a job that gives you more freedom.

Richard: That's why I'm making the change. I want to be able to spend the extra time with you.

Ying Xu: Good luck! With your attitude and ability, I'm sure you'll do well.

Richard: I can't go without your support.

Ying Xu: But what business do you want to start with? Advertisement, again?

Richard: No. I'm tired of it now. What's more, I don't want to compete with my former co-workers. I intend to do international trade. I've learned a lot when I made projects for those businessmen. And with the opening of the mainland market, there must be many chances.

Ying Xu: That's an encouraging idea. Hey, why not consult your parents before you roll up your sleeves?

Richard: I will.

Task in Your Group

1. Discuss in your group.
 - 1) The possible causes of the downsizing of the company Richard is working with.
 - 2) The information on downsizing or upsizing of the local companies in your group.
2. Select one of your peers as your group spokesperson to deliver a report on *The advantage and disadvantage of being a self-employed person*.

Dialogue B A Young Businessman

After Richard declares his decision, there is a long silence among the family. Henry breaks it first.

Henry: Richard, no matter what decision you make, we'll stand in your side. But I think it's our duty to warn you in advance that where there are chances, there are risks. Young people like challenges. I had my own business when I was at your age.

Sophia: Your Dad's first business ended up with failure.

Henry: You're full of high ideals and great expectation. Meanwhile you should be ready for any misfortune. Anything could happen in the business world.

Richard: I see. Don't underestimate your son. With your backup, I can cope with it.

Henry: It seems there are a growing number of new companies in the field of business



who are headed by very young people, especially in computer manufacturing and software programming. Many of them are only in their twenties and already heading up highly successful companies.

Richard: That's true and I think you'll find their style of management to be very different from the traditional leadership.

Henry: I think they are more involved in the culture of their companies. They run them as they would run a family. I believe they are more interested in their business and what it will be able to achieve for the good of the world. Unlike their older counterparts they don't seem to regard their business as the only way to make them rich.

Ying Xu: Could you give us some examples of their different leadership style?

Henry: Sure. Some young businessmen allow their employees to bring their children, even pets to their work place. Others like to make decisions on the basis of what will be best for their employees instead of what is best for the business.

Sophia: I guess young people are more idealistic. So when they have the drive and talent to start a business of their own, they would prefer to manage the business in ways that they believe are ethical and moral.

Henry: Do you think these young businessmen are more ethical and moral than business owners and managers in the past generations?

Richard: Yes, I really do. Businessmen in the past haven't been much concerned about their employees' personal needs. I think most of these young owners have probably heard their parents complaining about their working conditions as they were growing up. Now that they can do things the way they want, they are more likely to change things for the better.

Henry: Right now these young businessmen are making a lot of profits, so it is easy for them to demonstrate their lofty ideals. Do you think they will remain true to those ideals during economic hard times?

Richard: I guess we'll just have to wait and see. Now let's come back to the discussion of my decision.

Henry: Well, we'd like to know why you choose this trading as your future career.

Richard: I have some advantages in trading business, I believe. First, I've accumulated hundreds of business contacts. Yesterday, I reviewed my business notes and made a list of all the businessmen I met in the past ten years. I carefully selected three hundred and fifty six wholesale and retail dealers in thirty-one countries, including one hundred and twenty-one supermarkets owners.

Sophia: That's good enough to launch your trading business.

Richard: Second, I know a lot about the market in China as well as the markets in the States, some of European countries, Australia and New Zealand. For



example, there are dozens of trading fairs in Shanghai, China every year. These fairs are helpful for me to get familiar with the in-depth business information on a particular kind of commodities. Last week, I got an invitation letter to *The 13th China (Shanghai) International Optics Fair* opening next month. Last year I designed an ad balloon for one of the three largest wholesalers in Australia and I found out the monumental price difference of frames and finished lens between China and Australia.

Ying Xu: How big is the difference?

Richard: About six to ten times.

Henry: Both labor cost and land cost are two of the major causes to have made China the workshop of the world.

Richard: Yes, it is the cost difference that makes my trading adventure not only possible but also promising. It is also this frame and lens that makes me sketch out the blueprint for my first action on trading. I will focus on small and solid articles in kitchen, bathroom, bedroom and living room. All in all, stuff abound a family's daily life.

Sophia: Daily consumables?

Richard: Both consumables and non-consumables. China is skilled in making these products. But the core products in my trading list are specific to China. Do you remember, mom, I brought two packs of Band-Aid with me when we first came to Shanghai?

Sophia: Sorry, I don't remember any more. But I know Band-Aid is one of the products from Johnson & Johnson. It is the flexible fabric adhesive bandages for small cuts and it can allow one to dress his wounds without assistance.

Richard: I once used a similar adhesive bandage when I cut myself in office. My colleague gave it to me and she told me it was a locally made adhesive bandage with a special herb medicine named Yunnan Baiyao, literally meaning, white medicine from Yunnan Province. I found this bandage was more effective than Band-Aid from Johnson & Johnson.

Ying Xu: Yunnan Baiyao is a protected herb medicine by the Chinese government and its formula is a state top secret. Yunnan Baiyao is exceptionally effective for the treatment of fracture, cut and gunshot wound.

Henry: You seem pretty confident to start your business.

Richard: I am. But I still need blessings from all of you.

Task in Your Group

1. Discuss in your group.

1) The positive factors Richard mentioned to support his decision.



2) The feasibility of Richard's choice.

2. Offer your opinion on *The basic tips to start a small but successful business*.

Notes

- | | |
|--|--------------|
| 1. downsize | 裁员 |
| 2. pink slip | 裁员通知书 |
| 3. headhunter | 猎头 |
| 4. call it quits | 就此作罢 |
| 5. benefits | 福利 |
| 6. whims | 怪念头 |
| 7. temporary jobs | 零工 |
| 8. at double what he used to make | 是他以前挣的两倍 |
| 9. the opening of the mainland market | 大陆市场的开放 |
| 10. roll up your sleeves | 准备大干一场 |
| 11. stand in one's side | 支持某人 |
| 12. end up with failure | 以失败告终 |
| 13. high ideals | 崇高的理想 |
| 14. great expectation | 远大的抱负 |
| 15. run | 经营 |
| 16. idealistic | 理想主义的 |
| 17. drive and talent | 干劲和智慧 |
| 18. demonstrate | 表现, 展示 |
| 19. remain true to | 忠于 |
| 20. I guess we'll just have to wait and see. | 我想这一点还有待于观察。 |
| 21. Optics Fair | 眼镜业展览会 |
| 22. monumental price difference | 巨大的价格差 |
| 23. an ad balloon | 广告气球 |
| 24. frames and finished | 眼镜架和成品镜片 |
| 25. the workshop of the world | 世界工厂 |
| 26. promising | 有出息的, 有指望的 |
| 27. daily consumables | 日常消耗品 |
| 28. Band-Aid | 邦迪创可贴 |
| 29. Johnson & Johnson | 美国强生公司 |
| 30. adhesive bandage | 胶布绷带 |
| 31. fracture | 挫伤, 骨折 |



Functional Expressions

Expressing Uncertainty

1. Hard to tell. It could be the name of a magazine.
2. I can't be certain.
3. I can't be sure.
4. I can't decide.
5. I can't decide when to start.
6. I can't make out why he came home so late.
7. I can't make up my mind.
8. I can't make up my mind whether to go or to stay.
9. I can't say for certain what to do.
10. I can't say for sure about this mess.
11. I can't say with any certainty about the company's future.
12. I can't tell where it was lost.
13. I can't work out how much time it'll take me.
14. I couldn't say, really, who's done the best.
15. I feel in such a muddle.
16. I find it difficult to come to a conclusion.
17. I find it difficult to draw a conclusion on that.
18. I have a feeling we've taken a wrong road, but I may not be correct.
19. I have my doubts about that.
20. I haven't a clue about what we should wear.
21. I should think I heard some noise from above.
22. I suppose it could be a winning case for both parties.
23. I think it was an American black humor story or something like that.
24. I wonder if I can get the money back.
25. I would consider it open to question if the campaign will be a success.
26. I would have thought so.
27. I wouldn't be too sure about that.
28. I'm afraid I can't be certain about that.
29. I'm afraid I can't be positive about the time when the car exploded.
30. I'm afraid it's questionable if the plan will be accepted.
31. I'm in two minds about which to choose.
32. I'm in two minds where to put my new TV.
33. I'm not at all convinced about that.
34. I'm not at all convinced he's so coolheaded.