广东省高等学校"九五"规划重点教材

商务英语

入门

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伍谦光 审定

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·广州·

序

　　英语是一种使用广泛的交际工具。在我国即将加入国际贸易组织（WTO）的新形势下，我国的国际贸易将迅速扩大，对外交往将日益频繁。我国的社会主义建设迫切需要培养一批又一批既熟悉国际贸易业务，又掌握英语这种交际工具的复合型人才。大家知道，我们学习英语，就是要掌握用英语进行听、说、读、写这四种技能（也就是通常说的"四会"）。为了适应国际商务英语的教学与学习的需要，广东外语外贸大学国际商务英语系的两位教师编写出版了现在这部《商务英语入门》。

　　《商务英语入门》是一部简明实用的英语听说基础教材，在编写方法上有五个特色：第一，它主要是一部英语听说训练教材，但将听、说、读、写的教学内容融于一体；采用这部教材，可以同时对学生融会贯通地进行"四会"方面的训练。第二，这部教材共分 21 个单元，每个单元都结合一个情景，围绕一个主题，开展训练；从"社交介绍"开始，内容逐步结合商务活动，扩大学生的视野。第三，这部教材循序渐进，安排有序，比较合理。它把 21 个单元分成两个阶段：第 1 单元到第 10 单元是第 1 阶段；从第 11 单元到第 21 单元是第 2 阶段；从第 1 单元到第 5 单元，以 dialogue 为主，以后各单元以 text 为主，这样安排有利于从"听、说"过渡到"听、说 + 读、写（译）"。第四，第一个单元都包括 Dialogue（或 Text），Words and Expressions，Language Focus，Extension Work，Reading Comprehension 等栏目，为学生提供大量的语言知识信息和练习材料，帮助学生打好语音、语法和词汇方面的基础。第五，每个单元所配的练习形式多样，剪裁适中，在练习内容上做到融会贯通，互相呼应，提高词汇与各种表达方式的"复现率"。

　　有了一部适用的教材，还需要注意采用科学的教学方法。在这方面，我们认为千万不要围于某一种教学方法，而要看教学内容与练习形式，灵活地、综合地运用各种教学方法，使我们的课堂教学生动活泼，让学生在丰富多彩的课堂活动中提高"四会"能力。

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广东外语外贸大学
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英语、语言学教授
伍谦光
2000 年 12 月 4 日

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前　言

作为广东省高等学校"九五"规划重点教材的《商务英语入门》（以下简称《入门》）是由广东外语外贸大学商务英语系编写的商业英语系列教材之一。它是一部以商务交际为背景题材的（专门用途）英语教材，除了涵盖同类教材的一般特点外，《入门》尚具备以下突出特色：

1）**选材典型、语言地道**　《入门》所选商务题材基本囊括了初级英语水平者应了解和掌握的实用商务交际场景、交际常识、交际策略及其简明、地道的英语表达。实用题材与地道语言的完美结合能使初级英语水平者仿佛置身于现实的商务交际之中，并从逼真的"模拟"交际中学会日常商务英语，从而提高英语的整体交际水平。

2）**编排新颖、主题突出**　《入门》的每一个单元的标题下即展示了本单元的两大主题板块：一是商务交际的"功能性"要素及场景，如 Unit 1 和 Unit 2 的 Greeting & Introducing, Unit 4 和 Unit 5 的 In the Office, Unit 15 的 The Market 和 Unit 19 的 Establishing Relations，等等；另一类则是商务交际的语言要素及常用结构等，如：Unit 1 至 Unit 5 的 Phonetics（语音部分），Unit7、Unit 16 的 There be 结构和定语从句，等等。两大板块集中置于每课的大标题下并反映在 Extension Work 之中：一目了然、前后呼应。

3）**体裁多样、互为补充**　《入门》的体裁主要包括对话、独白、信函等，而单元后的阅读材料以说明文居多。以对话体裁出现的题材各异的课文或练习材料有益于英语初级水平者较快地"入门"或进行课堂"实战"模拟演习，而其他体裁的文章则有利于学习者在演习之余开阔视野、扩大知识、增加词汇量，从而为过渡到更深层次、更高难度的商务英语交际奠定基础。其次，由于不同体裁（和题材）的文章可以蕴涵不同的语言难度，因此，《入门》的使用对象除了初级英语水平者以外，也适合中级英语水平者（尤其是"功能实践"部分）。

4）**结合合理、难度渐进**　《入门》较好地处理了语言与交际、结构与功能之间的关系，即将商务知识融合于简明、地道的交际言语之中，而且妥善处理了语言（结构）难度与交际（题材）难度之间的关系并且将两者有机地结合起来，循序渐进地编排在21 个单元中。例如，从简单、常用的"（自我）介绍"到较为复杂、实用的"商务谈判"，从初级英语的一般现在时到一定难度的定语从句、非谓语动词的编排过程就分别体现了功能与结构难度的递进和融合。这种编排不仅体现了人类认知"从易到难"的处理过程而且符合外语学习或知识习得的一般规律。

5）**精解精练、实用方便**　《入门》的精解主要集中在 Notes to the Text（课文注解）和 Language Focus（语言焦点）两部分，解释内容力求做到简明扼要、难点突出，而练习 Language Practice（语言实践）与 Language Focus、Functional Practice（交际功能实践）与 Text 紧密联系、自成一体，学习者可根据自己的实际情况有所偏重或同时

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兼顾，既可自学自练也可课堂操练。另外，本书前五单元的语音部分有助于学习者在较短的时间里强化、矫正英语发音，是"准确"听说的必要桥梁，学习者可酌情选用。

《入门》共设 21 个单元，Unit 1～Unit 10 由郁小萍编写，Unit 11～Unit 21 由刘绍龙编写，全书的框架设计及统稿由刘绍龙负责。伍谦光教授担任本书的审定工作。

限于经验和水平的不足，本教材难免存在各种错误，敬请读者和同仁不吝批评指正。

刘绍龙　郁小萍
2001 年 2 月于广州白云山下

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Unit 1　Greeting Strangers & Introducing Yourself

Functions：Greeting strangers, Introducing yourself
Phonetics：Vowels：[iː][i][e][æ]；Consonants [p][b][t][d][k][g]；
Consonant Clusters

Dialogues　　　　　　　Nice to Meet You

A：Hello, my name is Zhang Hong.

B：I'm Sam Smith. Nice to meet you.

A：Nice to meet you, too.

(At the airport)

A：Ms Sally Brown?

B：Yes, that's right.

A：How do you do? I'm Mr Li from A&B Company.

B：Oh, pleased to meet you, Mr Li.

A：Pleased to meet you, too. Did you have a good flight? ⋯

(At the reception)

Adams：　　　Good morning.

Receptionist：Good morning.

Adams：　　　My name is Max Adams. I'm here to see Mrs Jane White.

Receptionist：Yes, of course. I'll let her know you're here.

Adams：　　　Thank you very much.

Words & Expressions

greet [griːt] *v*. 问候
stranger [s'treindʒə] *n*. 陌生人
introduce [ˌintrə'djuːs] *v*. 介绍
yourself [jɔː'self] *pron*. 你自己
meet [miːt] *v*. 结识，遇见
airport ['ɛəpɔːt] *n*. 机场
pleased [pliːzd] *adj*. 愉快的
company ['kʌmpəni] *n*. 公司
flight [flait] *n*. （航空）旅行

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reception [ri'sepʃən] *n.* 接待处
receptionist [ri'sepʃənist] *n.* 接待员
let [let] *v.* 允许，让
know [nəu] *v.* 知道

Language Focus

1. Greeting someone for the first time（与人初次见面时的一些问候语）：

Greeting	**Response**
Hello, my name is . . .	*Nice to meet you. Mine is . . .*
Good morning. I'm . . .	*Pleased to meet you.*
How do you do? (formal)	*How do you do?*

2. Introducing yourself（自我介绍）：

My name is . . .
I'm . . .
Let me introduce myself. My name is . . .

Phonetics

1. A brief introduction to English phonetic symbols.

英语有 20 个元音音素，28 个辅音音素。

元音的发音特点是气流通过口腔时，不受阻碍，声带震动。元音可分单元音和双元音两种。单元音又有长元音和短元音之分。[ː] 是长音符号，发长元音时要注意足够的长度。

辅音的发音特点是气流通过口腔或鼻腔时，受到某种阻碍。辅音有清辅音和浊辅音之分。清辅音发音时声带不震动；声带震动的为浊辅音。

2. Focal Sounds（主要音素）

[iː] 发音要领：舌尖抵下齿，唇扁平，舌前部尽量向硬颚抬起，但舌与硬颚间没有任何磨擦。

[i] 发音要领：舌头抵下齿，唇扁平，口形比发 [iː] 时稍大，舌位比发 [iː] 时稍后、稍低。

[e] 发音要领：舌尖抵下齿，双唇稍开，口形比发 [i] 时稍大，舌位比发 [i] 时稍低。

[æ] 发音要领：舌尖抵下齿，双唇向两边平伸，口形比发 [e] 时大，舌位比发 [e] 时低。

3. Consonant Clusters（辅音连缀）

英语单词中常有两个或更多的辅音连在一起的现象，这种组合叫辅音连缀，如：*bl*ack [blæk], de*sk* [desk]。读辅音连缀时，前一个辅音要念得轻而短，很快滑向下一个辅音，各辅音间不能夹入元音 [ə]。

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Exercises

——**Functional Practice**

1. Here are the replies, but what are the initiatives?

_____ Very pleased to meet you.

_____ How do you do?

_____ Nice to meet you, my name is Chris.

_____ Good morning.

2. Complete the following dialogues with proper expressions.

(1) (Chris Harvey introduces himself to a girl he wants do dance with at a party.)

Chris: _____, my name is Chris.

Girl: Hello, _____ Sally.

(2) (Wang Ping introduces himself to Jack Smith.)

Wang: Hello, _____ Wang Ping.

Jack: _____, I'm Jack Smith. _____.

(3) (Li Fang introduces herself to a British visitor.)

Li: How _____? My _____.

British: _____? _____ George Cody.

3. Put the following dialogues in the correct order.

(1) __a__ Hi. I'm Helen James. Where are you from, Mr Chen? (   )

    __b__ I'm from Britain, Liverpool, to be exact. (   )

    __c__ China. I work in Guangzhou. And you? (   )

    __d__ Hello. I don't think we've met. My name is Chen. (   )

(2) __a__ That's right. (   )

    __b__ How do you do, Mr. Li? (   )

    __c__ Good morning. My name is Vero Woods. (   )

    __d__ From London? (   )

    __e__ I'm David Li. How do you do, Ms Woods? (   )

    __f__ Now there's a car waiting outside. (   )

4. Oral Practice.

(1) Introduce yourself to somebody.

(2) Work with your partner. Greet and introduce yourself in the following situations:

—at a formal meeting

—at a friendly evening party

(3) Divide the class into two. One group of students will be given a card with the "visitor's" name on it. Walk around the class asking "Are you…?" When you find your "visitor", you should greet him/her and introduce yourself.

——**Phonetics Practice**

1. Read aloud and compare（朗读并比较）．

[i:]	*[i]*		*[e]*	*[æ]*		*[p]*	*[b]*
[li:v]	[liv]		[pen]	[pæn]		[pin]	[bin]
[si:t]	[sit]		[sed]	[sæd]		[pi:p]	[bi:t]
[bi:t]	[bit]		[beg]	[bæg]		[kæp]	[kæb]
[mi:t]	[mid]		[let]	[læt]		[mæp]	[læb]

[t]	*[d]*		*[k]*	*[g]*
[bi:t]	[bi:d]		[pik]	[pig]
[det]	[ded]		[bæk]	[bæg]
[tik]	[dig]		[kæp]	[gæp]
[tip]	[dip]		[keim]	[geim]

2. Read the following phrases and sentences.

(1) healthy living   a red van

   silly question   coffee with cream

   twist his knee   clean sheets on the bed

(2) It's the best film I've ever seen.

   She keeps being sick.

   The van crashed into a taxi.

   They need to keep fit.

3. Read the following words, paying attention to consonant clusters：

*gr*eet	ta*ble*
*pl*eased	mi*lk*
*fl*ight	ne*xt*
*fr*iend	mi*ddle*
*br*ing	ga*sp*
*pl*ane	ju*mp*
*cl*ock	she*lves*
*bl*ue	ri*sk*

Reading Comprehension

A: What's your name?

B: Peter Davies.

A: Where are you from, Mr. Davies?

B: I'm from Britain.

A: I see. And what do you do?

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B: I'm a computer programmer.

A: That's interesting. So why do you want to work here?

B: I decided to move to the United States because I wanted some overseas experience.

A: When do you plan to start working?

B: I want to start working as soon as possible.

A: Tell me, who can I contact to get your reference?

B: You can call my previous employer, Mrs. Jensen, for a recommendation.

A: Okay. I'll see what I can do.

B: Thank you very much. I look forward to hearing from you.

Questions:

1. What is the relationship between the two speakers?
2. Is it a formal or informal dialogue? How do you know?
3. Do you think Mr Davies may get the job?

Unit 2　Greeting Friends & Introducing Someone Else

Functions: Greeting friends, Introducing someone else
Phonetics: Vowels: [uː][u][ɔː][ɔ]; Consonants: [s][z][f][v][θ][ð];
　　　　　　Incomplete Explosives

Dialogues　　　　　　　　How Are You?

Mark: Hello, Sam! Nice to see you again.
Sam:　Hello, Mark. Long time no see.
Mark: Yes, indeed. How are you?
Sam:　Very well, thank you.
Mark: And how is your family?
Sam:　Oh, they're all fine. Thank you.

Li:　　Hello, Tony. How are you?
Tony: Very well, thank you. Well, come and meet my friend. Li, this is Sally. She is
　　　from the States. And Sally, this is Li, my colleague.
Li:　　Nice to meet you, Sally.
Sally: Nice to meet you, too.

Words & Expressions

friend [frend] *n*. 朋友
else [els] *adj*. 别的，其他的
again [ə'gen] *adv*. 再一次
long [lɔŋ] *adj*. 长的（指时间）
Long time no see. 好久不见了。
indeed [in'diːd] *adv*. 确实
family ['fæməli] *n*. 家庭
come [kʌm] *v*. 来
the States [steits] 美国
colleague ['kɔliːg] *n*. 同事

Language Focus

1. Greeting someone you know（熟人、朋友间的问候语）:

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Greeting	Response
Hello / Hi . How are you?	*Very well / Fine , thank you .*
Good morning / afternoon .	*Good morning / afternoon .*
How are you this morning / …?	*Not very well , I'm afraid .*

2. **Introducing someone else**（介绍其他人）：

Introduction	Response
Bill, *this is* Tom.	*Hi . Nice to meet you .*
Bill, *come and meet* Tom.	*Hello . Pleased to meet you .*
Bill, *I'd like to introduce you to* Tom.	*How do you do? Pleased to meet you .*

Phonetics

1. **Focal Sounds**（主要音素）

　　[uː] 发音要领：舌身后缩，舌后部隆起；双唇收圆收紧，向前突出；口近乎全合，口腔肌肉紧张。

　　[u] 发音要领：舌后部向软颚抬起，但比发 [uː] 时低些；双唇收圆，稍向前突出；口形比发 [uː] 稍大。

　　[ɔː] 发音要领：舌后部向软颚抬起，比发 [u] 时略低；双唇收圆，用力向前突出；口形比发 [u] 稍大，口腔肌肉紧张。

　　[ɔ] 发音要领：舌身尽量降低并后缩；双唇稍收圆，不向前突出；口形比发 [ɔː] 大。

　　[θ] 发音要领：舌尖轻触上齿背，气流通过舌齿间缝隙，磨擦成音。相对称的浊辅音是 [ð]。

2. **Incomplete Explosives**（不完全爆破）

　　在同一个意群中，如果前一个词以爆破音[p][b][t][d][k][g]结尾，其后的词以辅音开头，前面的那个爆破音只做好发这个音的姿势，不等爆破就转入发后面的辅音，这种语音现象称为"不完全爆破"。例如：

Good morning.

Not bad.

a good flight

go and get

Exercises

——Functional Practice

1. **What do people say?**

　　(1) _____　　Hi.

　　(2) _____　　Not too bad.

　　(3) Good morning.　　_____

(4) Nice to see you again. _____

(5) How was the party? _____

2. **Complete the dialogues with proper expressions.**

(1) (Sam greets his friend, Max)

Sam: Hello, Max, _____?

Max: I'm fine. _____.

(2) (Jack Smith greets his boss, Peter Saxon)

Jack: _____, Mr. Saxon. How are you?

Peter: _____. I hope you're well, too, Jack.

(3) (Jane is introducing a customer (顾客) to her colleague, Tom Brown)

Jane: Mr Carner, _____ to introduce you to Mr Brown, my colleague. And Tom, this is Mr. Carner.

Tom: How do you do, Mr. Carner? _____.

Carner: Nice to meet you, too.

3. **Arrange the following conversations in the correct order.**

(1) __a__ Fine, thanks. Let me introduce you to my colleague Paul. (　　)

__b__ Hi! How are you? (　　)

__c__ Nice to meet you. (　　)

__d__ Fine. And you? (　　)

(2) __a__ Oh, quite busy at the moment. In fact, we're about to open a new branch in New York. (　　)

__b__ Hello, Ms Duggan. How are you? (　　)

__c__ Fine. How are things in the States? (　　)

__d__ Not too bad, thanks. And you? (　　)

(3) __a__ C: Please call me Mary. (　　)

__b__ B: Morning, Jenny. How are you? (　　)

__c__ B: Yes, it is. Let me introduce you. Excuse me, Mrs Gentle. May I introduce you to Paul Carroll? (　　)

__d__ A: Good morning, Paul. (1)

__e__ B: Pleased to meet you, Ms Gentle. (　　)

__f__ A: Fine, thanks, and you? (　　)

__g__ B: And please call me Paul. (　　)

__h__ C: How do you do? (　　)

__i__ B: Fine. Is that Mrs Gentle over there? (　　)

4. **Oral Practice.**

(1) Introduce a friend to somebody else.

(2) Work in groups of three. Greet an old friend and then introduce the person you are

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