

新编商务英语系列丛书

新编 商务 英语

全国商务英语研究会推荐教材

口语

Interactive Speaking

4

总主编 虞苏美
主 编 杨乾龙



高等教育出版社
HIGHER EDUCATION PRESS

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Frank Tonge



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内容提要

《新编商务英语口语(1~4)》为“新编商务英语系列丛书”之一。本书以外语教学理论为编写指导思想,在语言材料的选用和课文结构设计上贯穿了“学用结合、重在运用”的原则。课文内容时代感强,着重反映当代日常生活和现实商务活动的真实情景。交际活动十分丰富,具有很强的实用性和可操作性。本丛书适用于商务英语专业的学生。本书另配录音磁带。

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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。

《新编商务英语口语》是在老版《商务英语口语》的基础上,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、劳务和房地产等领域中的考察、谈判、签约、网上交易和电子商务等等。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1册主要为各种日常会话,对话的地点安排在国内,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、娱乐和体育运动等日常生活领域中的用语。从第2册起,部分对话的地点和背景将转向国外,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。

《新编商务英语口语》共分4册,总教学课时为360学时,每册为90学时。第1、第2册各为16单元,第3、第4册各为15单元。本册每单元分为4大部分:样板对话(Dialogues)、交际功能范句(Functional Expressions)、交际任务(Communicative Task)、课后任务(Task After Class)。其中样板对话和交际功能范句的内容配有录音带。

第1部分是样板对话,供教师和学生课堂上使用。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而得体的日常和商务口语。

第2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语;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3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。

前 言

本册第4部分的课后任务节选了几篇近几年来著名的演讲文稿。对于本部分内容,学生可以通过课后的小组活动进行自我模仿练习。教师也可从培养学生自主学习能力的角度出发,灵活安排学习和检查的办法,或参照本书第3册课后任务的有关办法进行。

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;而且能逐渐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。

在编写这套教材的过程中,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。同时,由于编者水平和经验有限,本书可能有疏漏和不当之处,我们诚恳地希望外语教育专家和使用本书的广大师生不吝指教。

编 者
于华东师范大学

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Dialogues
Functional Expressions
Communicative Task
Task After Class

1

UNIT

A New Start



Dialogues

Dialogue 1

I'm My Own Boss

At the beginning of the new century, 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 something as good 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 losing my last job. I found a position with my new employer that is far better than the job I 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 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 they need him. 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?

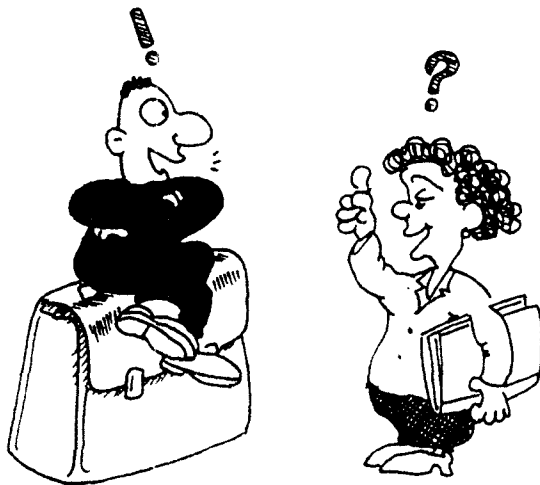
Richard: He goes to a temporary employment agency. It seems he always finds work and at double what he used to make.

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.



Dialogue 2

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 that where there are

chances, there are risks. Young people like challenging. I had my own business when I was at your age.

Sophia: 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.

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 of computer. 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 their companies. They run them like 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. They don't seem to be as interested in the business as just a way to become rich as their older counterparts are.

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

Henry: Sure, how about this: Young bosses sometimes let their employees bring their children to work, even their pets. Many times they 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 also feel free 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 past generations?

Richard: Yes, I really do. Businesses in the past haven't been concerned about their employees' personal needs. I think these young owners have heard their parents complain about their working situations as they were growing up. Now that they can do things the way they

want, they want to change things for the better.

Henry: Right now these young businessmen are making a lot of money, 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.

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 | I think they are more involved in their companies. | 我认为他们更投入他们的公司。 |
| 16 | run | 经营 |
| 17 | idealistic | 理想主义的 |
| 18 | drive and talent | 干劲和智慧 |
| 19 | demonstrate | 表现, 展示 |
| 20 | remain true to | 忠于 |
| 21 | I guess we'll just have to wait and see. | 我想这一点还有待于观察。 |



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.