Business English Listening and Speaking



商务英语 听说教程

第4册

- 总主编 杨翠萍
- 主 编 周 淳 刘鸣放





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高等学校商务英语系列教材

Business English Listening and Speaking Student's Book

商务英语听说教程

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内容简介

《高等学校商务英语系列教材》是一套针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。《商务英语听说教程》是该系列教材之一,本书为第 4 册,共 12 个单元,每单元为学生提供了内容丰富的听说材料,并配有相应的录音磁带。

本书选材新颖,趣味性强,情景逼真,文体各异,语言地道,练习形式生动多样,既有利于学生打下扎实的英语基础,又有助于他们学习经贸专业英语,为今后从事各种商务活动奠定良好的基础。

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前言

《商务英语听说教程》是针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。本教程突破了传统的教材模式,综合考虑了高校经贸英语专业学生的特点,力求把经贸知识的传授和英语听说技能的培养结合起来。本教程以循序渐进的方式,通过内容丰富、专业面广、程度适宜、饶有趣味的商务材料,促使学生积极参与有关商务实践的听说活动,在提高其口语表达能力的同时,了解商务活动的各主要环节,拓宽视野,获取新知识。

本教程以全国英语教学指导委员会制定的《专业英语基础阶段教学大纲》为基准,扩大输入量,进一步巩固、深化语言基础,提高语言运用能力。本教程从学生的实际水平出发,从语言的基本单位(如音标、单词、句型等)人手,对学生的语音、语调等进行逐项训练,并且商务材料的比例在4册书中逐渐增加。本教程的练习方式为先输入后输出,听说交叉,在选材及练习设计上始终遵循"学用结合,重在运用"的原则。本教程体现了以下几个特点。

- 1. 丰富性。本教程为学生提供了许多商务方面的听说材料,内容涵盖经贸、金融、企业管理、商业文化、信息技术、旅游等各个领域,而且相当一部分材料具有强烈的时代气息。
- 2. 多样性。本教程精心设计了形式各异的练习。听力练习有选择、判断、归纳大意、填写表格等形式。口语练习围绕对话主题或交际功能设计,主要有双人对话、角色表演、小组讨论、辩论、大组汇报、调查问卷等形式。
- 3. 真实性。本教程充分利用了因特网的丰富资源,其中相当部分的数据、图表等内容均来自一些企业和公司的交际活动,场景真实,语言生动、规范,趣味性强,从而可以使学生真切地掌握相应的英语及商务实践的技能。
- 4. 实践性。本教程特别突出对学生口头交际能力的培养,为学生提供了诸多在现实生活中灵活运用英语语言的场景。口语练习主要讨论一些与日常生活和商务活动密切相关的话题,并且提供了大量的相关词汇、短语及句型,以鼓励学生结合自己的经历、感受大胆开口,踊跃参与。

《商务英语听说教程》共4 册,分两个学年使用,每册配有相应的教师参考书和录音磁带。本书是第 4 册,共 12 个单元,供学生第二学期使用。每单元围绕一个主题设计,由 5 个部分组成。

- **Part I** Checking Homework for Review 此部分是结合 Part V 设计的练习,主要针对 学生在前一个单元所做的课后听说练习进行检查,以达到温故而知新的教学目的。
- Part Ⅱ Micro-listening 此部分旨在帮助学生复习、巩固办公室及商务中的常用习语。
- Part Ⅲ Directed Conversations 此部分主要围绕每一个单元的主题进行对话听说训练,内含形式各异的听力与口语练习。
 - 1. 听力练习:检查学生对所听材料的理解。
 - 2. 口语操练: 在理解所听材料的基础上, 启发学生开口。练习形式包括看图

说话、自编对话、表演和小组讨论等。

- Part IV Listening and Speaking 此部分着重语篇方面的听说训练,以培养学生的综合表达能力、练习主要有以下 3 项。
 - 1. 热身练习: 围绕文章内容或学生感兴趣的问题向学生提问, 鼓励学生大胆 表述, 以便顺利导人后续的听说练习。
 - 2. 听力练习: 培养学生对通篇材料的理解和摄取具体信息的能力。
 - 3. 口语练习:主要围绕两篇短文内容设计,附加相关主题的讨论,以激发学生的想像力,培养学生的综合概括及表述能力。练习形式为复述、对子练习、小组讨论或大组汇报等。
- Part V Exercises After Class 此部分内容为本教程的主要特色之一,旨在进一步巩固课堂所学内容,为学生提供更多的听、说训练,使学生课内、课外学习相结合,听说训练不间断。

本教程的编写是以每周 4 学时为基础的,编者建议每周完成一个单元,教师也可根据学生的实际情况灵活使用本教程。

在本书的编写过程中,复旦大学的翟象俊教授给予了我们极大的指导。在此我们对他及 所有关心和支持本套教材编写和出版的人员表示衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究基础上产生的,但仍可能存在一些 不妥之处,欢迎各位专家、同仁及使用本教程的广大师生批评指正。

> 编 者 于华东师范大学 2005 年 6 月

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false. Write T for true and F for false in the brackets.

2.2 Listen to the five recordings again and decide whether the

A Successful Marketer Must Get Online Now

Don Kinauss, the newly appointed OBO, face a tough challenge in national Part I OBO Hocking Homework for Review

1.1 Discuss with your partner the progresses you have made and the problems you still need to solve in business English listening and speaking.

Suffering from economic slowdown and fierce competition. Coca-Cola-

1.2 Present an oral report to your group members about your expectations of this semester along with your preliminary plan.

Part II

demand after its U.S. sales fell more than 15 percent in June. Declars are expecting (**gninestal-onoiM** whates can be

In order to attract more searchers, Google intends to integrate search

2.13 In this section, you will hear five short recordings. For each piece, decide what action each company took/will take to boost its business.

new Words and Expressions and another development and solitors with software development and

iconic /aɪ'kənɪk/ a. 图标的,偶像的batter /bætə/ v. 猛击burgeon /bɔ:dʒ(ə)n/ a. 图标的,偶像的 v. 猛击 Minneapolis 明尼阿波利斯(美国城市)

A. cost reduction

1. J. M. Smucker

2. Coca-Cola

3. Toys R Us

4. General Motors

5. Google

F. new sales offers

G. image enhancement

H. company restructuring

3.1 Listen to the conversation carefully and complete the chart with what you hear.



2.2	Listen to the five recordings again and decide whether the following statements are true	or
	false. Write T for true and F for false in the brackets.	

- 1. () Jif peanut butter is a brand originally owned by International Multifoods Corp. and now purchased by Smucker.
- Smucker anticipates the acquisition of International Multifoods Corp. will help it dominate the bakery industry.
- 3. () Don Knauss, the newly appointed CEO, faces a tough challenge in reviving Coca-Cola's business in North America market.
- 4. () Suffering from economic slowdown and fierce competition, Coca-Cola Co. has cut more than 1,000 jobs in North America in the past year.
 - 5. () Toys R Us Inc., the New Jersey-based toy retailer, plans to put more emphasis on its weaker baby business.
 - Sales at Babies R Us stores went up 3.6 percent though Toys R Us Inc.
 posted a 4.9 percent drop in same-store sales at U.S. toy stores during the key
 holiday period.
 - 7. () GM, the world's largest automaker, offered new sales incentives to stimulate demand after its U.S. sales fell more than 15 percent in June.
 - Dealers are expecting GM to provide new cash rebates, cut lease payments and offer interest-free loans.
- 9. (1) Google Inc., the No.1 Web search provider, adopts service-enhancement strategy to prevent Internet users from turning to other Web search providers.
 - 10. () In order to attract more searchers, Google intends to integrate search technology with software development and media service.

Part III

图标的, 偶像的

Directed Conversations

The average consumer would probably define marketing as a combination of advertising and selling. It actually includes a good deal more. Modern marketing is most simply defined as activities that direct the flow of goods and services from producers to consumers. It encompasses, however, a broad range of activities including product planning, new-product development, organizing the channels . . . It is an exciting, dynamic, and contemporary field and in some way, we are all involved with or affected by marketing practices.

Conversation One

3.1 Listen to the conversation carefully and complete the chart with what you hear.

Unit 1 A Successful Marketer Must Get Online Now



New Words and Expressions

scary affiliate sponsorship traffic barrage	/'skeəri/ /ə'filieit/ /'sponsəʃip/ /'træfik/ /'bæra:3/	a. 引起惊慌的 n. 分支机构,会员 n. 赞助者的地位 n. 一定时期内的顾客数量 n. [喻]倾泻,猛击
Darrage		
spam	/spæm/	n. 兜售信息(邮件、广告、新闻、文章,同
subscriber	/səbs kraibə/	junk mail) and saddrosduc
jump into	参加,投入	
pull in	吸收 签名,签约	Conversation Two

Make A Living Online Member Site 由美国网络营销先驱 Jim Daniels 创建的一个网站,主要提供网络营销,网络创业方面的免费信息和相关咨询服务

	The Key to E-m	arketing Success x3 bna	New Words
The road leading to achievement of marketing objectives	starting to By May 1996 starting to By Nov. 1996 starting to	不成功,受损失 被豪而来;大量间 华尔哲(纽约的金	acclaim portfolio sukeholder sciutiny quantifiable lose out roll in Wall Street
		erago com is a popular web	1. ()
and operations function The elements	s come out of finance	Far more Fortune 500 CEC	2. ()
bringing success to online venture		marketing and sales. ChOs must acquire so smit listen and communicate to	3,()
vebsites because they se	job managing their	Most companies do a good Webras an important reput	4, ()
		CEOs are advised to spen	5. ()

6. () Reputations online and offline should be managed continuously and consist only although they are out of the realm of marketing mix.



(beunitnos) Vords and Espressions

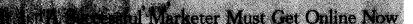
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limited budget	marketers	/trzefilc/	raffe
8	n. [帕]倾写, 插片	/ psercia/	barrage
The source of	n 兜售信息(邮件	/spæm/	mage
magazine	junk mail)		
subscribers	4 角形 南田	\coltant lodge	endirental at

Conversation Two

3.2 Listen to the conversation carefully and decide whether the following statements are true or false. Write T for true and F for false in brackets.

New Words a	The Key to E-marketing Sanitesraya ban
acclaim portfolio	/əˈkleɪm/ 欢呼,称赞 /pɔttˈfəuljəu/ 人员组合
stakeholder scrutiny quantifiable lose out roll in Wall Street ROI	/ˈsteɪkhəʊldə(r)/
	ceogo .com is a popular website founded by Dr. Leslie Gaines-Ross to deal w
	Far more Fortune 500 CEOs come out of finance and operations functions the marketing and sales.
	CEOs must acquire some marketing skills because it will be part of their job listen and communicate to various audiences.
	Most companies do a good job managing their websites because they see two websites as an important reputation-management tool.
	CEOs are advised to spend their first 100 days listening to customers a earning their trust and respect.
6. ()	Reputations online and offline should be managed continuously and consisten

although they are out of the realm of marketing mix.





- 7. () Even when marketing efforts are proven to be worthwhile and considerable returns on investment are gained, few CEOs will listen to marketers.
- 8. () One of the difficulties marketers confront is that ROI tends to be a process of long term rather than short term.
- 9. () Many CEOs stay in their positions for a short period, while marketing is nothing but a long-term process.
- 10. () Marketing staffs will have a better time in the future because more CEOs will consider recruiting employees with marketing experience.

3.3 Listen to the conversation again and choose the best answer to each question you hear.

- 1. a. To marketing their products and services.
 - b. To marketing the overall corporate brand.
 - c. To marketing their companies to Wall Street.
 - d. To marketing themselves to various audiences.
- 2. a. CEOs should spend this critical period of time examining overall market conditions.
 - b. CEOs should spend this critical period of time communicating with their employees.
 - c. CEOs should spend this critical period of time enhancing their companies' market reputation.
 - d. CEOs should spend this critical period of time contacting the local governments and mass media.
- 3. a. Some companies' web-sites record CEO's speeches and presentations.
 - b. Internet has become an important marketing tool for CEOs themselves.
 - c. Most CEOs use their companies' web-sites as their personal home pages.
 - d. CEOs use the new technology to get in touch with their staff and customers instantly.
- 4. a. When a company nominates its new CEO.
 - b. When a company is involved in rumors and crises.
 - c. When a company releases its annual financial report.
 - d. When a company launches its new range of products.
- 5. a. Internet will exert greater influence on CEOs and change their attitudes toward marketing.
 - b. Modern CEOs will take more interest in marketing their products and themselves via the Internet.
 - c. More CEOs will have marketing backgrounds and understand the significance of marketing.
 - d. Online marketing will become even more popular and bring huger earnings for companies in the future.

3.4 Oral Practice

Work in groups. Discuss with your group members and work out the differences between online marketing and offline (conventional) marketing.

廉价零售店

3.4 Oral Practice

内置的

n.

a.



	Offline Marketing
ers confront is that ROI tend	S () One of the difficulties marker long team rather than short to
sitions for a short period,	9. () Many CEOs stay in their po
	10. () Marketing staffs will have a be waster trenditing employees
e the best answer to each qu	3 Listen to the conversation again and choos
.bnsnd	1. a. To marketing their products and ser b. To restricting the oyerall corporate
	c. To marketing their companies to Wa d. To marketing themselves to various
	griss is that ROI tend ers confront is that ROI tend sitions for a short period, say. The first sime in the future because the best answer to each querience. The best answer to each querience. The best answer to each querience. The best answer to each querience.

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discounter

built-in

c (EOs should spend gniseque bna gninets) a their

b. CEOs should spend this critical period of time communicating with their employees.

Pass	sage One	I period of time contacting the	d. CEOs should speed this critical	
			mass media.	
4.1	Before you lister	to the passage, try to discuss t	the following questions.	
	1. How importa	nt is marketing to the success of	f a modern business?	
			- of a consist of the part of the consistency of th	
			d Milana a company namicalis de na	
			uccess in today's business world?	
			una - samala unagma a undil	
			onna somana unagmos e mentro	
τ.			5. s. Imernet will exert greater inflects	
and a	New Words and	Expressions	5. s. internet with exert greater untropic b. Mcdern ChOs will take none in	
.413 .5				
	variable	/'veərɪəb(ə)1/		
. 30	intermediary	/intə mi:diəri	n. 中间人, 媒介(物)	
		kəm pætıb(ə)1/		

Work in groups. Discuss with your group members and work out the differences between online marketing and offline (conventional) marketing.

/diskauntə/

Marketer Must Get Online Now



4.2	Listen to the	passage carefully	and choose	the best	answer (to each	question	you hear.
-----	---------------	-------------------	------------	----------	----------	---------	----------	-----------

1. a. What packaging to	use.
-------------------------	------

- b. What a brand name to adopt.
- c. What level of quality to achieve.
- d. What warranties to offer.
- 2. a. Distribution.
 - b. Transportation.
 - c. Purchase terms.
 - d. Outlet locations.
- 3. a. Radio.
 - b. Internet.
 - c. Television.
 - d. Newspaper.
- 4. a. Profit margin.
 - b. Bundling strategy.
 - c. Volume discounts.
 - d. Marketing budget.
- 5. a. The sound marketing-mix concept contributes most to the success of Cannon.
 - b. Cannon usually applies several distinctive marketing mixes to one target market.
 - c. Cannon mixes the four Ps to give a particular marketing mix for a particular market.
 - d. Cannon attaches the same degrees of importance to the four Ps in different markets.

4.3 Listen to the passage again and fill in the blanks with what you hear.

\Box The marketing mix is defined as a combination of m	arketing elements used to
and	·
□ What marketing mixes to use is determined by	
and	

Marketing Mixes Used by Canon:

What to Know about Marketing Mix:

Targets 4Ps	For Beginners	For Serious Amateur Photographers
	Offering	Offering
Product		
1		



(continued)

	Selling through	Selling through
Place		
Price	Retailing for	Retailing for
11100		
	Advertising is concentrated on	Advertising is concentrated on
Promotion	ridvertioning to concentrated on	nuvertising is concentrated on
	Canon markets	,
In conclusion	promotes	, and has
		···································

Passage Two

4.4	Before you listen to t	he passage.	try to discuss the	following questions.

1.	What factors will affect a company's marketing strategies?
2.	Do you know any unsuccessful marketing cases? And what do you think is responsible for the marketing failure?

New Words and Expressions

ingrained	/ın'greind/	<i>a</i> .	根深蒂固的
predominant	/pri ['] dominənt/	a.	占主导地位的,(在数量等方
e de la companya de			面)占优势的
masculine	/ˈmæskjulɪn/	a.	男人的, 男子气概的
chagrin	/¹∫ægrın/	n.	懊恼,气愤
logo	/¹laugau/	n.	标识语
resemblance	/rı'zembləns/	n.	相似,类同之处
proscribe	/prəu¹skraıb/	v.	禁止

dul Marketer Must Get Online Now



objectionable	/əbˈdʒek∫ənəb(ə)l/	a.	引起反对的
archipelago	/¡a:kɪ¹pelɪgəu/	n.	群岛
Muslim	/muzlim/	n.	伊斯兰教徒, 穆斯林
Allah	/ˈælə/	n.	(伊斯兰教的)真主
Islam	/¹ızla;m/	n.	伊斯兰教, 伊斯兰教徒
Islamic	/ɪzˈlæmɪk/	a.	伊斯兰的, 伊斯兰教的
Bangladesh	/ıbæŋglə¹de∫/	n.	孟加拉国
Indonesia	/ındəu ^¹ ni.zıə/	n.	印度尼西亚
ran afoul of	和冲突,与相抵触		, , , , , ,

4.5 Listen to the passage carefully and choose the best answer to each question you hear.

- 1. a. Red.
 - b. Blue.
 - c. Pink.
 - d. Yellow.
- 2. a. Nike intended to put the Arabic word Allah on its footwear products.
 - b. Nike included the Arabic word for Allah in its flame-design shoe logo.
 - c. The poor quality of the Nike shoes drew protests from Muslim consumers.
 - d. Muslims take offence at the likeness of the Nike shoe logo to the word Allah.
- 3. a. Thom McAn is the first shoe manufacturer to put the word Allah on its products.
 - b. Thom McAn is a shoe producer that had fallen in the same marketing trap as Nike.
 - c. Thom McAn intended to insult Muslims by putting the word Allah on its shoe products.
 - d. Thom McAn first used the flame-design logo that was considered unacceptable to Muslims.
- 4. a. In Africa.
 - b. In North America.
 - c. In Southeast Asia.
 - d. In the Middle East.
- 5. a. Negligence of other cultural traditions will cause loss for global marketers.
 - b. Color associations such as blue is for boys and pink is for girls are instinctive.
 - c. Much of the Islamic world associates yellow with females and red with males.
 - d. Marketers must value Muslim traditions as Islam is the fastest-growing religion.

4.6 Listen to the passage again and answer the questions briefly according to what you hear.

1.	What incurred protests from Muslims about Nike's products?



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	n. 活加认国				
4. V	What is thought to be offens	sive to Muslims	s? /emin_nepur/	adonesia	al.
5. V	What would be the conseque				
	rultures?			a. Red.	
6. V	What lesson can be learned f			. 211111	
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3. Work in groups. Nike, as one of the most famous sportswear brands in the world, is always actively engaged in various marketing practices. Discuss with your fellow students and decide:

outsourcing

the Philippines



外部采办,外购(公司原自行制造的部件

改向外国供应商订购)

oi mode part	low is Nike doing in the market of China?
	Vhat marketing strategies does Nike adopt to promote its brand?
A Imact again	re Nike's marketing strategies effective or successful In China?
١ ،	Western country's exploiting their cheap laborton why not who will be the cheap laborton with the country services and the country services are considered as the country services and the country services are considered as the
purics such	you work in marketing for Nike, would you market it more
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	() Multinational companies to transferring enstomer support
	countries though they all locate development reuters in Wester () In order throtect local jobs, the United States may make law
de la	loss of jobs to lower wage countries. () Organizations like WTO are places where both developed.
	Agree Exercises After Class
	() O tsourchar helps Asian companies raise production efficier
	profits and thus creates more joi and growth opportunities
in Oral ITa	Western companies are expected to cut back on the num
1. Work	in groups of 4-6 on a marketing project. Brush up all the points you hav
	marketing in this unit and work out the details of your project.
about	marketing in this unit and work out the details of your project.
	Our Marketing Project
	What product or service to offer:
	How to inform customer of your new offering:
	How to price your product or service:
	How to distribute your product or service:
	What after-sales service to provide:
	Other things to consider:
.2 Listen to	the business news report and decide whether the following statements ar
false. W	rite T for true and F for false in the brackets.
New Wor	ds and Expressions
backlash	/ˈbæklæʃ/ n. 强烈的反响,后冲力
legislation	n /ˌledʒɪsˈleɪʃ(ə)n/ n. 立法, 法规

菲律宾(亚洲东部一国家)

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