高等职业教育 商务英语类课程规划教材

CENTURY BUSINESS ENGLISH 世纪商务英语



大连理工大学出版社

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① 大连理工大学出版社 2004

图书在版编目(CIP)数据

世纪商务英语——听说教程 I (教师用书) / 施志渝,张丽慧主编. 一大连: 大连理工大学出版社,2004.10 高等职业教育商务英语类课程规划教材 ISBN 7-5611-2593-3

I. 世··· II. ①施··· ②张··· III. 商务—英语—听说教程:技术学校—教材 IV. H31

中国版本图书馆 CIP 数据核字(2004)第 065202 号

大连理工大学出版社出版

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大连理工印刷有限公司印刷

大连理工大学出版社发行

幅面尺寸:185mm×260mm

印张:11.25 字

字数:245 千字

2004年10月第1版

2004年10月第1次印刷

责任编辑:梁艾玲

责任校对:肖新天

封面设计:波 朗

印数:1~500



《世纪商务英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会,是一个由全国 100 余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程,见证了我们的与众不同:编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起,我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识,也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式,更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中,关于教材建设理念的独到解释非常值得一提。这一理念可简述如下:所谓教材建设,就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中,这一理念不仅已成为我们的核心指导原则,而且它的深受高职教学单位欢迎的结果,也鼓舞了我们实现任何高职教材特色建设的勇气。

然而,高职英语教材特色建设的情形则有所不同。就其实用性而言,高职与非高职的英语教育并无本质区别,加之我国高职教育发展的历史尚短,高职英语优秀人才的累积也略显不足,因而,许多早期高职英语教材的编写,宁可倚重非高职院校的英语教师参与,有其积极的意义。但是,按照我们教材建设的上述理念,如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作,就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上,编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此,我们并没有从一开始就贸然地启动这个项目,而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积,若干专业英语类相关教材建设的成功尝试,以及对公共英语相关项目的具有积极意义的探索和准备之后,才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难,但终能如愿以偿,在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言:我们相信用心与努力胜过相信经验与资历。编委会有一个信条:在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法,在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念, 也正在英语教材建设中显现其非凡魅力。在我们高职一线教师所立足的英语教学 实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许 还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己 需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《综合教程》、《听说教程》、《口语教程》、《阅读教程》、《函电与单证》、《写作训练》、《翻译教程》及《语音教程》在内的高职商务英语系列教材——《世纪商务英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职商务英语教育人才,期待着收获一个更好更切合高职商务英语教学实际的教材品牌。

新世纪高职教材编委会 2004 年 6 月



《世纪商务英语——听说教程(I~IV)》是新世纪高职教材编委会组编的商务英语类课程规划教材之一。

这是一套完全由高职英语教学一线教师编写的高职商务英语听说教材。旨在 通过由浅入深、循序渐进的听说训练使学生能把所学的知识运用于日常交际和一般 商务活动中。

本系列教程根据商务英语教学的特点,将语言能力、文化背景知识和商务知识融于一体。选材时注意信息性、知识性、趣味性和实用性;编写时兼顾听力技能训练与商务内容传授并重。

本系列教程共分 4 册,第 1、2 册侧重语言基础训练;第 3、4 册侧重商务知识传授。

本系列教程均由学生用书、教师用书和磁带配套构成。每册分为 16 个单元,内含期中、期末两套测试题。每单元由四部分组成:第一部分为预备性练习(Warming Up),侧重听力微技能训练,旨在帮助学生在掌握多种听力技能的同时,熟悉一些实用英语知识;第二部分为实用对话或短文(Active Listening),围绕单元主题把日常社交场景与实用商务场景结合起来;第三部分为口语交际能力训练(Oral Practice),围绕单元主题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由交际的目的。练习形式有叙述、问答、对话、讨论、评述、演讲等;第四部分为轻松一刻(Listening for Pleasure),包括笑话、幽默、歌曲、电影录音片段等,旨在为学生创造轻松的听力氛围,提高学习的趣味性。

本系列教程具有如下特点:

- (1)实用。以具体的社交活动与商务场景为主线,突出语言交际功能,使学生既学到实用的语言技能,又熟悉在商务环境中常用的句型和表达用语,达到学以致用的目的。
- (2) 系统。通过各项听力技能和综合技能的训练,培养学生在听懂基本语言的基础上,逐步提高对选篇内容的理解能力,进而形成对所听内容的分析、推理和归纳能力。
 - (3)丰富。内容丰富,题材各异,主题贴近生活,视角触及面广。
 - (4)新颖。练习形式活泼多样,与众不同,图文并茂,互动性强。
- (5)适用。每册教材的听说训练重点不同,但注意系统性和独立性的有机结合。 本系列教程可成套使用,亦可根据使用者的实际情况选择使用;既适合高职商务英语专业的学生,也适用于对商务活动感兴趣的人士。

本系列教程另一突出特点是"重点生词预听"(New Words Pre-listening)。该练习融各种英语知识的学习和能力训练于一体,即把语音、语调、语感和单词的意义与拼写、句型等知识的学习和运用融于一体,训练学生耳听、眼看、手写同步进行的能力,使学到的单词在脑中"音形一体化",这样只要听到一个词的发音,脑海中就会浮现出这个词的形象;反之,只要看到这个词的形象,耳边会响起这个词的声音,加深对单词的记忆。

《世纪商务英语——听说教程 I》按照每单元两个教学课时设计,使用时可根据具体情况灵活掌握。本教材的 16 个单元以语言功能介绍为主,主要涉及社交介绍、个人好恶、同情安慰、约会、通关、购物、就餐、打电话、建议、道歉、预订、问路指路等。第一部分 Warming Up 包括音标、音节、重音、变音、缩写、连读、同韵、年月、数字等。第二部分 Active Listening 分为 Section A 和 Section B,主要是对话形式,配有判断正误、单项选择、图表、填空等多种练习,内容涉及日常生活、社交活动及商务活动。Section C 中的短文填空式听写练习,目的是为了提高学生手耳并用的能力。第三部分 Oral Practice 有 AB 对话形式练习,要求学生以对话中的某一方做出相应的对答;还有情景对话练习,对学生就某项语言功能和话题进行口语训练。Oral Practice 是为了让学生巩固听力中所学的常用短语和句型,更重要的是训练学生在由听到说的过程中,从学习英语知识即听懂英语逐渐过渡到使用英语,直至驾驭英语,因而要求学生积极参与,教师作必要的指导。口语练习形式多样,趣味性强,也突出了实用性。口语练习还提供学生就某项语言功能和话题进行口语训练时所需的常用表达法。

《世纪商务英语——听说教程(I~IV)》由上海商业职业技术学院姜荷梅负责统筹,任总主编。

《世纪商务英语——听说教程 I》由上海科学技术职业学院施志渝、上海财经大学张丽慧任主编。参加编写的教师有上海科学技术职业学院张晓凌,广西国际商务职业技术学院李早旸,上海邦德学院沈柳,重庆交通学院舒红凌,上海邦德学院薛永强。

本教程在编写过程中参考了大量的国内外有关资料,得到了许多学界前辈、同行及外籍教师的热心帮助和指导,尤其得到了加拿大籍专家 Mark Gregory Hennenfent 先生、大连海事大学外语系李生禄教授、东北财经大学国际商务外语学院车丽娟教授的全程指导与参与,在此一并致谢。

由于我们对高职商务英语专业写作教材建设的尝试刚刚开始,需要有一个不断提高的过程,加之编写时间仓促以及编者水平有限,难免存在错误和不当之处,恳请各相关高职院校在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

所有意见、建议请寄往:gzjy@dutp. cn 或 gzjckfb@163. com 联系电话:0411-84707604 13352244668

> 编 者 2004年8月

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Unit 1 I'm Sam

Part I Warming up

Section A

Phonetics

Listen to the **ABC Song** and sing along. Here are the letters and words to sing along. A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y and Z. Now I've learned my A-B-Cs. Tell me what you think of me!

Exercise

1

Directions: Brush up the following English vowels and consonants by reading after the tape.

Front Vowels: /iː/ /i / /e/ /æ/

Back Vowels: /qr//ɔ//ɔr//u//ur/

Plosives: /p/ /b/ /t/ /d/ /k/ /g/

Now listen to the following words carefully and write out the phonetic symbols of the underlined letters.

Front Vowels, Back Vowels and Plosives									
/iː/	t <u>ee</u> th	/i/	link	/t/	written	/k/	du <u>ck</u>		
/aɪ/	mask	/e/	$_{ar{ ext{leg}}}$	/k/	lock	/k/	$do\underline{ck}$		
/p/	pea	/æ/	ant	/t/	latter	/d/	rider		
/b/	cub	/3/	clockwise	/d/	ri <u>dd</u> en	/g/	game		
/b/	sobbing	/u/	bulletin	/i <u>r</u> /	p <u>ea</u> k	/31/	sword		
/iː/	m <u>ea</u> n	/d/	wedding	/e/	merry	/aɪ/	starve		
/d/	cou <u>ld</u>	/g/	goat	/aː/	mark				

Exercise

2

Directions: Underline the letter beside the word read on the tape.

- 1. a. kid
- b. cut
- c. keep
- d. kept

- 2. a. met
- b. meat
- c. milk
- d. mat

- 3. a. red
- b. rid
- c. rat
- d. read

c. bath d. bores 4. a. boss b. boats 5. a. god b. gold c. good d. gut d. fold 6. a. food b. fog c. foot c. shepherd d. shape 7. a. ship b. sheep d. stout 8. a. starve b. stove c. stuff d. diet 9. a. date b. debt c. dad 10. a. seal b. sell c. sale d. soul

Section B

Exercise

1

Directions: Listen to the tape and underline the spelling in each group you hear.

1. A. AHDL B. ANML C. HLTM D. TMNL 2. A. PLO B. MSN C. NLK D. TDK 3. A. POLO B. PUMA C. IBM D. IBS 4. A. OLMC B. APEC C. GOLF D. LOTUS 5. A. PARIS B. TROY C. PRIAM D. ZEUS 6. A. PANIC B. NYPH C. MIDEA D. TITUS 7. A. NON B. SOS C. LOL D. MOM 8. A. JKLS B. JEKS C. LKMN D. KMNP 9. A. AMWAY B. SMWT C. KGMC D. PIRES

Exercise

10. A. SLKM

2

B. GJKL

Directions: Listen to the tape and fill in the blanks with the spellings you hear.

1. Let me introduce myself. I'm $\underline{\text{Wilson}}$, W-I-L-S-O-N, Sales Manager for East Asia.

C. TUMK

D. PLEK

- 2. My name is <u>Lewis</u>, spelt L E W I S. I'm an assistant manager in the Marketing Department.
- 3. Mr. Lin, have you met Mr. Robinson, our general manager? The spelling is R O B I N S O N.
- 4. This is <u>Johnson's</u> Food. It's spelt as J O H N S O N'S.
- 5. Dr. Johnson, this is Magarette, M-A-G-A-R-E-T-E. She is responsible for book sales in China.
- 6. The street is called Leningrad after Lenin. It's spelt as L-E-N-I-N-G-R-A-D.
- 7. Martin is his first name. It is M A R T I N.
- 8. People call this valley Brooklyn, that is, B-R-O-O-K-L-Y-N.
- 9. Do you know how to spell Sparkling? It's S-P-A-R-K-L-I-N-G.
- 10. He was born in Harlem. It is H A R L E M.

New words pre-listening

Directions: Listen to the following sentences and fill in the blanks with the words heard in the above table. (The table refers to the Student's Book.)

- 1. They finally persuaded the manager to sign the contract.
- 2. Read the catalogue carefully and you'll save much time to find the right book for you.
- 3. Not everyone knows that WTO stands for the World Trade Organization.
- 4. Next week I'll be transferred to our office in New York.
- 5. You look fantastic in the new blue jeans.
- 6. He is too ambitious to satisfy himself with a Bachelor's degree.
- 7. He's majoring in Computer Science and Application.
- 8. Students overseas are people studying in other countries.

Section A

Dialogue 1

I'm Sam

Exercise

1

Directions: Listen to the tape and choose the best answer to each question you hear.

Sam: Hi. Uh, haven't we met before? You look so familiar.

Sharon: Yeah. We met on campus last week, and you asked me the same question.

Sam: Oh really? I'm sorry, but I'm <u>terrible</u> with names. Let me guess. It's Sherry, right?

Sharon: No, but you got the first letter right.

Sam: I know, I know. It's on the tip of my tongue. Wait. Sandy? Susan? It's Sharon.

Sharon: You got it...and only on the fourth try.

Sam: So, how are you?

Sharon: Not bad. And what's your name?

Sam: I'm Sam. And what do you do?

Sharon: I'm a graduate student majoring in TESL.

Sam: TESL? What's that?

Sharon: It stands for teaching English as a Second Language. I want to teach English to non-native speakers overseas.

Sam: Hey, that sounds really exciting. And do you need a specific <u>degree</u> or experience to do that?

Sharon: Yes, at least a Bachelor's degree and one or two years of experience. [Oh!]

And what do you do? Are you a student on campus?

Sam: Yeah, I was thinking of going into <u>Accounting</u>, but I am now going to get a degree in Marketing.

Sharon: Oh, uh,...Well, I have to run. I have a class in ten minutes.

Sam: Okay. Oh, by the way, there's a dance on campus at the student center, and I was wondering if you'd...

Sharon: Oh really? Well, perhaps...

Sam: Okay, bye.

- 1. What's the woman's name?
- A. Sherry
- B. Susan
- C. Sandy
- D. Sharon

- 2. What does TESL stand for?
- A. Teaching English as a Second Language.
- B. Talking in English as a Special Language.
- C. Teaching English as a Special Language.
- D. Talking in English as a Second Language.
- 3. What do people need to have besides one or two years of experience if he/she wants to teach English to non-native speakers overseas?
 - A. At least a Master's degree.
- B. At least a Doctor's degree.
- C. At least a Bachelor's degree.
- D. Nothing at all.
- 4. What major is the man considering most at this time?
- A. International business.
- B. Accounting.

C. Marketing.

- D. TESL.
- 5. Why does the woman have to run?
- A. Because she has a party to go.
- B. Because she has a class to attend.
- C. Because she has a meeting to take part in.
- D. Because she has something to mull over.

Exercise

2

Directions: Listen again and fill in the blanks with the missing words you hear. (See the tapescript in Exercise 1.)

Dialogue 2

Arrival at a New Office (I)

Exercise

1

Directions: Listen to the dialogue and decide whether the following statements are true(T) or false(F).

Emily Nelson: Good morning, Mr. Oliver. Please allow me to introduce Alex Dale, the new head of the sales department.

Philip Oliver: Oh, how about the journey, Mr. Dale?

Alex Dale: Fine, thanks. Nice to meet you, Mr. Oliver!

Philip Oliver: Nice to meet you. And welcome to the new office in San Francisco.

Er... I didn't expect you to arrive today. You know, they told me you'd be here on Monday.

Alex Dale:

Yes, but things were changed since we've got the contract to import silk from China. They think I'd better come earlier to get familiar with the

new environment.

Philip Oliver: That's wonderful. It seems to me that you are satisfied with the transfer, aren't you?

Alex Dale:

Well, yes, I'm lucky to be here. It's a wonderful city. You know, I lived here when I was young and then my family moved to New York when my father was transferred to work there.

Philip Oliver: Oh, I see. It's fantastic, isn't it? ... Emily, please show Mr. Dale around and get familiar with the staff here.

Emily Nelson: Yes, Mr. Oliver.

Philip Oliver: By the way, bring me the new catalogue of the potteries later.

Emily Nelson: I will, Mr. Oliver, as soon as it gets printed.

Philip Oliver: Thank you very much. And have a nice day, Mr. Dale.

Alex Dale: Thank you. See you later.

Philip Oliver: See you.

- (T) 1. Alex Dale is the new head of the sales department.
- (T) 2. The conversation takes place in the new office in San Francisco.
- (F) 3. Philip Oliver is expecting Alex Dale's arrival.
- (F) 4. Emily Nelson is the general manager of the company.
- (F) 5. Alex Dale will be accompanied by Philip Oliver to get acquainted with the working members of the company.

Exercise

2

Directions: Listen again and complete the answers to the questions below.

- 1. Who is Alex Dale?
 - He is the new head of the sales department.
- When did Mr. Oliver expect Alex Dale to arrive? He expected Alex Dale to arrive on Monday.
- 3. Why did Alex Dale arrive ahead of schedule?

 Because the company had the contract to import silk from China, he should <u>come earlier</u> to get familiar with the new environment.
- 4. Why is Alex Dale satisfied with the transfer?
 Because San Francisco is a wonderful city and he lived there when he was young.
- 5. Why can't Emily Nelson bring the catalogue immediately? Because it hasn't been printed yet.

Section B

Dialogue

Arrival at a New Office (II)

Exercise

1

Directions: Listen to the conversation and choose the best answer to each question you hear. (In Julia Brown's office.)

Alex Bell:

Good morning, Ms. Brown.

Julia Brown: Good morning, Alex.

Alex Bell:

Ms. Brown, this is Mr. Blake, the new Sales Manager.

Tom Blake:

Ms. Brown, it's a pleasure to meet you.

Julia Brown:

Oh, hello, Mr. Blake. I've been looking forward to meeting you. How

about the journey? You arrived here yesterday evening, didn't you?

Tom Blake:

Not too bad. But my flight was delayed three hours because of the terrible

fog, and I didn't get to the hotel till midnight...

Oh, I'm sorry to hear that. How terrible! I hope the hotel is not too bad.

Tom Blake:

Oh, it's wonderful, cozy and comfortable. When I woke up in the morn-

ing, I thought I was still in London.

1. When did the conversation take place?

A. In the morning.

B. In the afternoon.

C. In the evening.

D. At night.

2. Who was the new Sales Manager?

A. Alex Bell.

B. Julia Brown.

C. Tom Blake.

D. Not mentioned.

3. The flight was delayed because of

A. the rain

B. the frost

C. the fog

D. the hailstone

4. How is the hotel?

A. It's too bad.

B. It's OK.

C. It's wonderful.

D. It's terrible.

5. Where did Tom Blake come from?

A. London.

B. New York.

C. Paris.

D. Not mentioned.

Exercise

2

Directions: Listen again and fill in the blanks with the words you hear. (See the tapescript in Exercise 1.)

Passage

Exercise

1

Directions: Listen to the passage and decide whether the following statements are true(T) or false(F).

You may find the real everyday English is quite different from what you've learned in the textbook. For example, when someone thanks you, you don't always have to make any reply. You may also find what is natural in your language may not be proper in English. For example, if you want to get the attention of a stranger, you can't begin with "Mr." and "Mrs." without the person's family name. You should not call him or her "Sir" or "Madam" either, as they are usually only used for a customer in places like shops and restaurants. If you want to talk to a stranger, say, to ask the way, you should say "Excuse me,...".

Saying "Hello" or "Goodbye" doesn't normally cause problems, but you may notice differences here too. In the evening and at night people don't use "Good night" to greet each other. It's a way of saying "goodbye". The same is true of the expression "It was nice to meet you". You may also notice that British people don't normally shake hands when they're introduced.

- (F) 1. The real everyday English is the same as what we have learned in textbooks.
- (T) 2. What is natural in your native language may not be proper in English.
- (F) 3. "Mr." and "Mrs." can be used without the person's family name if we speak to a stranger.
- (T) 4. "Excuse me" is a good expression to get the attention of a stranger.
- (F) 5. British people often shake hands as Chinese people do.

Exercise

2

Directions: Listen again and answer the following questions.

- 1. How do we use Mr. or Mrs.?
 - We put a family name after it.
- 2. What is a customer called by a waiter or a shop assistant? Sir or Madam.
- 3. What does it mean when someone says "It was nice to meet you."? He means "Goodbye".
- 4. Is "Good night" used to greet each other in the evening and at night? No, it is used to say "Goodbye".
- 5. What's the different response between British people and Chinese people when they're introduced?
 - British people don't normally shake hands while Chinese people do.

Mr. or Sir

Directions: Listen to the tape twice and write down the missing words to complete the passage.

Mr. is the title placed <u>before</u> a man's last name, for <u>instance</u>, Mr. Oliver. Mrs. and Miss are also <u>titles</u>. Mrs. is always added before a <u>married</u> woman's last name, while Miss before the <u>last</u> name of an unmarried woman or a <u>girl</u>. Nowadays, the title Ms. is often used to address a <u>lady</u> without indicating her marital <u>status</u>. These titles are used only before last <u>names</u>. They should not be used with first names <u>only</u>. You can say Mrs. White or Mrs. Angelina White, but you can't say Mrs. Angelina.

Part III Practice

Activity 1 Quick Response

Suppose you are B and try to respond according to what A says to you.

1. A: Hi, Betty! How are you doing?

B:

2. A: I don't think we've met before. I'm Donald, Susan's brother.

B:

3. A: Dad, this is my English teacher, Miss Kent. She comes from Australia.

B

4. A: Hello, Jenny. Have you met my cousin John?

B:

A: I don't believe we've met before. My name is Philip, area Sales Manager of YO-YO Toy Company. Nice to meet you.

B:

6. A: Good evening, Mr. Stanton. Allow me to introduce myself. I'm Gao Jie, the new coordinator.

B:

7. A: Excuse me. I'm Amelia Roberts at Easyfly Travel Agency. Are you Mr. Nelson from Chicago?

B:

8. $\mathbf{A}_{\:\raisebox{1pt}{:}\:}$ Hi, Diana. Come and meet your new supervisor Mr. Andrew Lee.

B

9. A:Say, don't I know you from somewhere? I'm Joe Mitchell at the National Bank.
B:

10. A:Hi, ladies! May I have the honor to introduce Mr. South, the head of our department?

B:

Activity 2 Situational Dialogues

Make up dialogues with your partner, using the information given below.

- 1. Wang Fang, a freshman in your college, meets Liu Xiaojie, a freshman, on the campus. They greet each other and talk about their impressions of the college and their college life and studies.
- 2. You are having dinner with your father in a restaurant. Nancy, your classmate, comes to the restaurant alone. Ask her to join you and introduce your father to her.
- 3. You are the area sales representative of M&M Company. You go to attend a reception party held by the Chamber of Commerce (商会). Introduce yourself to the receptionist and ask her to pick up several distinguished guests for you.

Part IV Listening for Pleasure

Directions: A tongue twister is a sequence of words that is difficult to pronounce quickly and correctly. Even native English speakers find the following tongue twisters difficult to say quickly. Listen and repeat after the tape, first slowly, clearly and then as quickly as possible.

- 1. A proper copper coffee pot.
- 2. Mixed biscuits, mixed biscuits.
- Good, better, best,
 Never let it rest,
 Till good is better,
 And better, best.
- 4. She sells seashells on the seashore, The shells she sells are seashells, I'm sure. For if she sells seashells on the seashore, Then I'm sure she sells seashore shells.