

拓展

*Business English:
Viewing, Listening & Speaking*

商务英语视听说

高等学校英语拓展系列教程



语言技能类

语言应用类

语言文化类

专业英语类

主编 马龙海 李毅

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FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



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前言

随着大学英语教学改革不断深入,提供多元的课程模式,满足不同学习者的需求,已成为大学英语基础教学完成后或与基础教学同步进行的大学英语课程改革的关键。商务英语作为国际商务环境中应用的语言,在涉外商务活动日益频繁的今天,使用范围越来越广,应用性也越来越强。在商务英语教学中,视听说课程是培养听说交际能力的直接载体。我国商务英语教学起步较晚,国内目前与该课程相适应的教材和配套音像材料比较少,而引进教材在体系编排和练习设计上又往往“水土不服”,因此,很多开设商务英语课程的学校在讲授视听说课程时都是以国内听说教材为主,辅以引进版的录像材料,这实为权宜之策。为了满足目前大学英语教学改革的需要,满足大学英语教学对拓展性课程教材的需求,为非英语专业的大学生提供合适的商务英语视听说课程教材,《商务英语视听说》教材编写组与相关院校的专家学者共同研讨,进行了大量的国内、国际相关教材的比较研究,精心收集、梳理相关资料,认真设计、编写了《商务英语视听说》。

教材创新是课程改革的关键。《商务英语视听说》在编写上以“语境理论”和“图式理论”等现代语言教学理论为指导,借鉴了“感觉和感知心理学理论”和“专门用途英语教学理论”以及“职业群集”等高等职业教育教学理论的最新研究成果。教材在教学目标、内容、手段的设计上充分体现了以学生为中心,以交际能力培养为目标的教育思想和理念,并在汇集多年商务英语教学实践经验的基础上,甄选素材,精心编撰,科学地将多媒体技术融入教材,改变传统的以“听”为主的听说教学模式,构建了多维度的“音”、“像”结合的互动式视听说教学模式。教材体系完整、内容丰富、题材广泛、语言规范、手段先进、形式多样,体例严谨,以期使我国高等教育大学英语视听说课程,特别是大学商务英语课程的教学建设有所突破。

《商务英语视听说》主要特点

《商务英语视听说》旨在培养学生在各种商务环境下熟练运用英语知识与技能的能力。

本教程注重实用性和操作性，特别是英语听说技能在各种商务活动中的实际应用。其特点包括：

1. **突出实用：**每单元的主题都紧扣当今经济与商务活动的某一个方面，练习也都围绕学生在该领域的交际实践中将要面对并应该有所了解和掌握的问题展开；每一个模块都基于一个模拟的商务交际情景，使学生在掌握语言技能的同时，能够在模拟商务场景中操练商务交际技能，并了解相关的商务知识。
2. **便于操作：**每单元从关键且容易理解的语言知识和技巧切入主题，从不同角度帮助学生举一反三地操练英语听说技能，提高商务操作能力。活动形式灵活丰富，使教学成为视、听、说、讨论、评价等多种形式有机结合的活动。教师用书提供了与单元主题相关的背景知识、学习目标、教学建议、参考答案等，便于教师课堂教学以及学生自学。
3. **针对性强：**教材内容的选材和练习的设计均充分体现了中国商务英语教学和学习者的特点及实际水平，并充分考虑了中国商务文化环境和商务活动的特点。学习目标的设定满足大学英语课程教学要求的规定，并且紧扣 BEC 各级别听说考试大纲的要求。
4. **内容丰富：**教材涉及商务交际活动的各个环节，同时还包括语言、文化和商务方面的知识。学生用书所附的多媒体学习光盘除各单元的教学录像外，还包括补充录像资料，内容精彩多样，供进一步学习使用。

教材构成及使用说明

《商务英语视听说》教材分《学生用书》和《教师用书》。《学生用书》后附有多媒体学习光盘。

《商务英语视听说》主要面向大学本科非英语专业的学生，也可供其他商务英语学习者使用。教学目标是达到大学英语课程教学要求中对专业英语教学的要求，并达到 BEC 初级证书和中级证书的考试要求。全书设计有十六个单元，涵盖常见的商务活动主题，每个单元采用模块形式编写，由浅入深，层层递进，环环相扣，着力突出“交际技巧”、“语言知识”和“商务实践”三个方面的有机融合。交际技巧的讲授主要基于教学录像，学生通过对录像中展示的交流技巧进行总结、讨论和评价以达到识别及应用这些交际技巧的目的。语言知识部分借助于听说练习，提高学习者的语言运用能力。商务实践部分则通过案例分析、角色扮演等，为学习者提供把交际技巧及语言知识结合起来加以应用的机会。

《商务英语视听说》课程适合修完大学英语基础课程或完成一年级教学任务的大学本科学科生，可作为后续 ESP 课程、选修课程或大学专业英语的导入课程开设。

学生用书单元栏目

- **Part I Warm-up 主题导入**

以灵活多样的形式通过学生熟悉的话题导入单元主题。

- **Part II Listening and Speaking 听说练习**

包括与单元主题相关的两段听说练习，侧重听力技巧的培养。

- **Part III Language Focus 语言要点**

按交际功能的不同，分类归纳并补充与单元主题相关的常用表达方式，并设计有相关练习，供学生学以致用。

- **Part IV Viewing and Speaking 视说练习**

由两个录像及相关练习组成。每个录像的相关练习包括：Pre-viewing（通过问题、讨论、头脑风暴等形式激活相关概念及背景知识等）；Viewing（通过判断、选择、问答等理解性练习考察学生听力、观察力和理解能力）；Post-viewing（通过小组讨论、角色扮演等形式延伸录像主题，让学生巩固并应用相关语言知识及交际技能）。

- **Part V Case Analysis 案例分析或 Research and Presentation 调查报告**

此部分有两种不同形式，均围绕问题解决、资料收集、逻辑判断、观点表达展开，着力培养学生的综合应用能力，实现互动和团队合作。

教师用书单元栏目

- **Learning Objectives 学习目标**

简述本单元教学目标，包括学生应掌握的语言知识和商务交际技能。

- **Business Profile 商务背景**

提供与本单元主题相关的背景知识，为教师备课提供方便。

- **Scripts and Key 脚本及答案**

提供与学生用书相对应的录音、录像文字材料和各部分客观练习题目的答案，并包括教学步骤、教学方式等方面的建议以及主观性题目的参考答案及提示。另外，Language Expansion 是对学生用书中 Language Focus 部分的进一步深化扩充，教师可根据实际需要有选择地加以利用。

《商务英语视听说》在编写和出版过程中得到了广东金融学院、广东商学院、广东外语外贸大学等高校领导和专家的大力支持；外语教学与研究出版社的领导和编辑多次给予指导；外国专家 Sue Kay, Patrick Cowsill 等参与了校稿。对此，全体编写人员谨表示衷心感

谢。另外,本书在编写过程中还参考了许多国内外商务英语书籍以及网上相关资料,在此,编者也要对这些材料的作者们表示感谢。

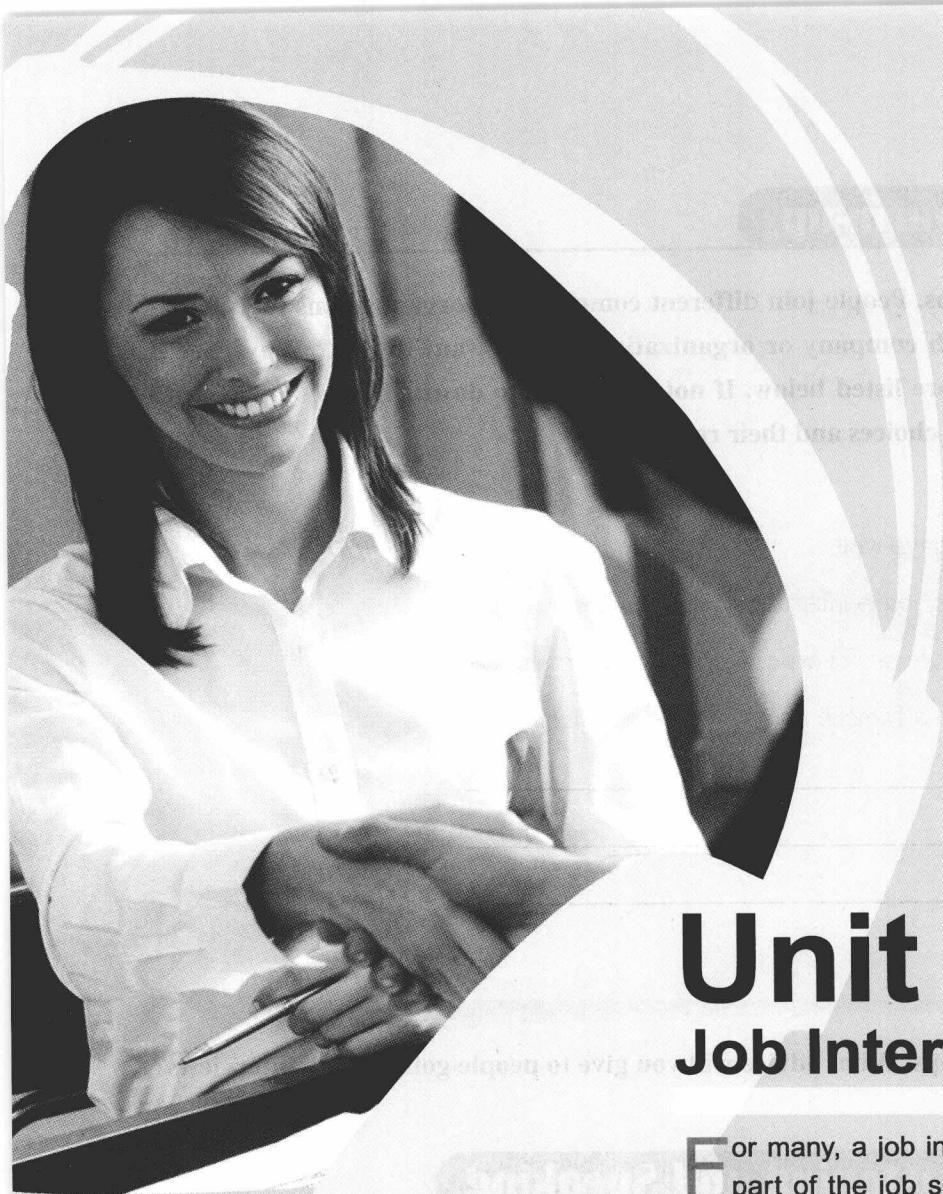
鉴于国内还没有适用于大学非英语专业教学的商务英语视听说课程的教材,本教材的出版主要是为了满足教学的需要。由于编者水平有限,经验不足,教材中难免有疏漏之处,恳请专家、读者不吝指正。希望本书在大学英语教材建设中能起到抛砖引玉的作用。

《商务英语视听说》编写组

2009年6月于羊城

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Unit 1

Job Interviews

For many, a job interview is the most critical part of the job search process. In order to persuade the employer that he/she is the most suitable person for the opening, the candidate has to impress the employer with his/her appearance, personality and qualifications.

对许多人而言，工作面试是求职过程中最为重要的环节。作为应聘者，要使面试官相信你是该职位的最佳人选，就必须在外表、个性、资格、能力等各方面给面试官留下深刻的印象。

Part I Warm-up

1. **Work in groups. People join different companies or organizations for various reasons. Which company or organization do you want to join? Why? See if your reasons are listed below. If not, note it/them down. Then compare with your partners' choices and their reasons.**

- A. It pays well.
- B. The job is interesting and challenging.
- C. There are overseas training opportunities.
- D. It's a famous company/organization.
- E. _____
- F. _____
- G. _____
- ...

2. **Discuss in groups. What advice will you give to people going to job interviews?**

Part II Listening and Speaking



Task 1 FAQs in job interviews

You, a hotel management major graduating in two months, are applying for the position of Management Trainee at Shangri-La Hotel. The interviewer will ask you three questions. Read the questions and try to give a brief answer to each question. Refer to the hints if necessary. Then listen to the sample answer to each of the questions.

Q1. Tell me something about yourself.

- Hints:**
- position-required educational background
 - job-related experiences
 - your interest in the job

Q2. What are your strengths and weaknesses?

- Hints:**
- strengths: use examples that demonstrate skills required for the position
 - weaknesses: pick out one that will not disqualify you from the job and show your determination to correct it

Q3. What makes you apply for this job?

- Hints:**
- your interest in the job and the company
 - learning opportunity and career advancement



Task 2 Inappropriate questions in job interviews

Listen to a conversation between an interviewer and a candidate. Note down the inappropriate questions raised by the candidate and list your reasons. Then compare your answers with your partner's. The first one has been done for you.

Word Tips

- probationary 试用的
- life insurance 人寿保险
- base 把总部设在……

Inappropriate questions

Is that your wife, Mr. Carter?
She is so beautiful.

Reasons

Avoid asking your interviewer personal questions or making personal comments.

Part III Language Focus

General process of a job interview

Opening: Establishing a friendly atmosphere

- Introduce yourself.
- Have a small talk about weather, traffic, etc.



Middle: Exchanging information

General questions

Be prepared to talk about:

- your personal details;
- your education;
- your training experience;
- your work experience.

Position-related questions

Be prepared to discuss:

- reasons for leaving last job;
- details of the job and the company;
- qualifications and skills that make you fit for the job;
- short-term and long-term goals.



Closing: Leaving a lasting impression

- Ask one or two questions based on your pre-interview research.
- Arrange a call back to get the result.
- Thank the interviewer.
- Say you enjoyed the interview.

Opening



- I am Li Ning. Nice to meet you.
- I have come for an interview as requested/invited.
- I have come at your invitation for an interview.
- It's a lovely place here.

Middle: General questions



Personal details

- I have been living here since my childhood.
- I think I am quite outgoing/easygoing.
- I'm afraid I'm not very creative, but I'm tolerant, slow to anger, tactful, caring and friendly.



Education

- I graduated from ABC university last year.
- I have obtained/received a BA/an MA degree.
- I majored/specialized in business management.
- My major is business management.
- My scores at college were all above average.
- I won the university scholarship for four years on end.



Work experience

- I've been a Sales Manager for three years.
- I am now working for T&T Company as a receptionist.
- I was employed by Jackson's from 2005 to 2007 as a clerk.

Middle: Position-related questions



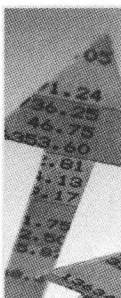
Reasons for resignation

- I didn't like the culture of the company and I see no chance of advancement there.
- I have to leave my present post only because the company is going bankrupt.
- I stopped enjoying the work I did. I lost motivation and decided it was time to move on.



Reasons for application

- Well, I know you do a very international business, so I thought I would learn some advanced methods of management here.
- My past experience and my major in the university are closely related to this job.



Qualifications and skills

- I've got a CPA certificate / a driver's license.
- I can type 100 words per minute and I can take shorthand at 80 words per minute.
- My English is expressive and I can read Japanese. I speak both Mandarin and Cantonese.



Job fit

- I'm familiar with accounting since I've worked in a bank for three years, so I think I'm qualified for the position.
- I'm looking for an opportunity to apply my skills and contribute to the growth of the company while helping create some advancement opportunities for myself.

Closing



Raising questions

- Do you have a training program for new employees?
- I'd like to know if there would be any chance to work abroad in the future.
- Could you tell me a little bit about the employee benefits such as...?



Farewell

- Thanks for your time.
- You can reach me any time at your convenience.
- I'd like to stay in touch and follow up with you in a week or two to see how the process is going. How do you prefer that I communicate with you—by email or phone?

Follow-up practice

Work in pairs. Listen to a job interview and note down the information about the candidate. Then role-play the job interview with your partner according to your notes.

Name: Cai Ning

Personality: _____

Strengths and weaknesses: _____

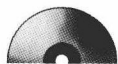
Work experience: _____

Qualifications: _____

Reasons for leaving last job: _____

Questions about the job: _____

Part IV Viewing and Speaking



Video 1 Applying for the position of financial consultant

Pre-viewing

1. **Work in groups. Here are five aspects considered important in a job interview. Rank the importance. Compare your answer with that of your group members and give explanations.**

appearance

personality

academic background

passion or determination for the job

suitable experiences

Word Tips

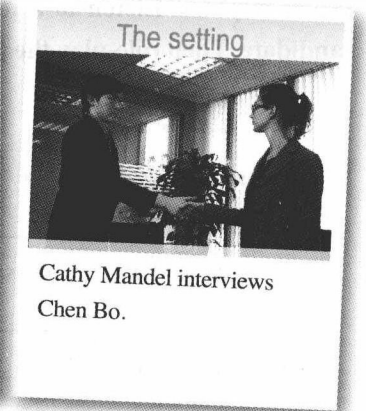
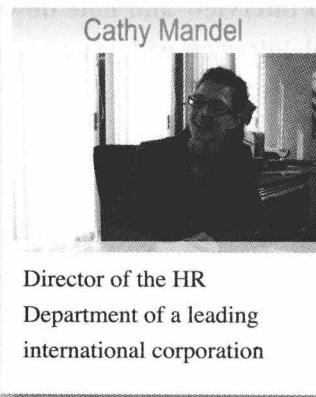
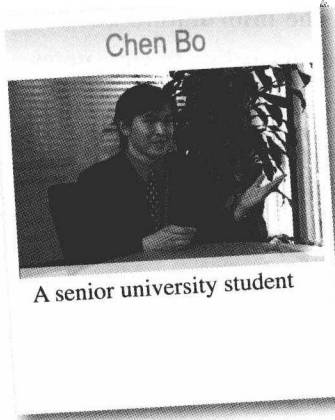
consultancy 咨询公司

tackle 处理

transfer 调任

notify 正式通知

2. Look at the following pictures to have a rough idea of the video.



Viewing

Watch the video and complete the table below.

Reasons for joining the company	
Relevant work experience	
Questions	
Result of the interview	

Note

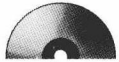
WTO

The WTO (World Trade Organization) is an international organization that regulates trade and tariffs between nations in order to ensure that trade flows smoothly, predictably and as freely as possible. Based in Geneva, the WTO functions by negotiating multilateral agreements which are then ratified by the member nations in order to protect their trading rights.

Post-viewing

Discuss the following questions in groups.

- 1) What are Chen Bo's strengths and weaknesses for the position?
- 2) Would you give him the position if you were the employer?



Video 2 Applying for the position of Sales Manager

Pre-viewing

1. Discuss the following questions in pairs.

- 1) Why do people change jobs?
- 2) What are the main responsibilities of the Sales Manager?
- 3) What qualities and skills do candidates for the Sales Manager need to have?

Word Tips

cosmetics 化妆品

entail 需要

2. Look at the following pictures to have a rough idea of the video.

