

现代商务英语

Contemporary Business English: Speaking Workshop

英语口语教程

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主 编◎李荣庆 李全福
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曙光
现代商务英语系列教材

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内 容 提 要

《现代商务英语口语教程》(下)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材内容涵盖工商领域产、供、销和对外贸易的各个环节。各单元由短文导入、核心词汇训练、句型训练、看图说话、小组讨论和商务领域特殊用法组成。

教材各练习环节均按以学生为中心的教学模式而设。比如,每单元的口语练习大都以学生小组对话形式组织,教师可因势利导,安排学生自主进行会话练习。

本系列教材重视整体构建,另编有《现代商务英语综合教程》、《现代商务英语听力教程》。这些教材各单元的主题与《现代商务英语口语教程》基本一致,形成呼应关系,数种教材同时使用,可以产生课程间教学合力,为迄今比较先进的教材组合设计。本教材附带教师教学用 PPT 演示文稿,其中收入每单元练习题目的答案,方便教师使用。

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前 言

新曙光现代商务英语系列教材是根据教育部“以服务为宗旨,以就业为导向”的高等职业教育战略方针,针对我国高等职业教育商务英语教学状况以及我国经济高速发展的实际情况而编写的一套系列教材。随着我国经济快速发展和快速融入全球经济体系,各地高等职业教育的商务英语专业的设置和在校学生人数已经初具规模,商务英语专业的教材建设也越来越受到重视。教学实践经验表明,与时俱进的新型现代商务英语教材的开发对于培养出具有国际商务综合能力的学生有着十分重要的意义。新曙光现代商务英语系列教材的组织策划者和编者在该教材的开发设计和编写中就如下几个方面达成共识。

一、本套现代商务英语系列教材的建设必须以培养具有外语能力的商务技能型人才为目标。除了重视传统的听、说、读、写、译等英语专业的基本技能外,学生的商务专业技能的培养应被放在突出的地位。本套教材的设计和编写注重学生的设计能力、沟通能力、交际能力、团队能力、想象能力、创新能力、批评能力、审美能力、动手能力和计算机操作等具体技能的培养。

二、本套现代商务英语系列教材应该成为推进教学改革的平台。本套教材的设计和编写融入了近年来世界范围内先进的教学理念,使创新性学习(Creative Learning)、主动性学习(Active Learning)、批判性学习(Critical Learning)、分析性学习(Analytical Learning)的求知模式能够得以实现。本套教材的编写还致力于推进以教师为中心的教学模式向以学生学习为中心的教学模式的转变。

三、本套现代商务英语系列教材的建设以就业为导向。商务英语专业具有跨学科性、专业覆盖面宽、就业面广等特点。因此,本套教材的配套设计专门考虑到几个就业岗位群的需要,这些岗位群包括涉外管理岗位群、涉外贸易岗位群、涉外服务岗位群、外语师资岗位群。本套教材的设计开发以“基础技能主干教材+岗位方向配套教材”的理念面向这些岗位群。

四、本套现代商务英语系列教材的建设吸收了近年来新的科学技术成果。本套教材采取多维立体化教材模式,每种教材都配有数字化辅助教学资源,从而使这套教材实现了立体化,发挥出高效的施教与学习效果。

新曙光现代商务英语系列教材在相关专业教学指导委员会、行业协会、学会、企业、事业单位和学校的关怀和支持下,必定能够成为21世纪商务英语专业的优秀教材。

《现代商务英语口语教程》(下)编写说明

《现代商务英语口语教程》是为高职高专商务英语专业学生量身打造的新曙光现代商务英语系列教材之一。它适合高职高专商务英语专业高年级同学使用。本书为《现代商务英语口语教程》的下册。共计12个单元。每单元按3个学时授课,可满足一个学期36学时的教学工作量。本教材各单元的主题分别为:国际贸易、世贸组织、市场营销、市场组合、促销活动、品牌战略、工商伦理、职场女性、股票债券、经济周期、保护主义、知识产权。本册书所选各单元主题与《现代商务英语综合教程》(下)配套,为工商领域中最为基础的内容。这些内容涵盖涉外工商领域工作所必需的基础知识。

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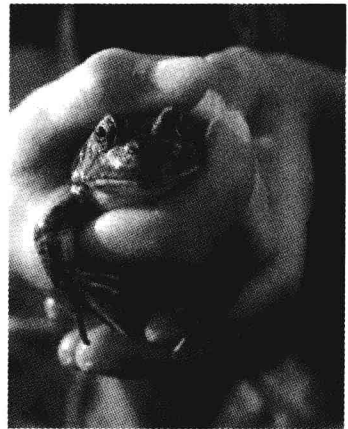
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Unit One The Theory of International Trade

Section 1 Enjoy the Story

A Trade of \$40,000

An economist and an accountant are walking along a large puddle(水坑). They come across a frog jumping on the mud. The economist says: "If you eat the frog, I'll give you \$20,000!" The accountant checks his budget and figures out he's better off eating it, so he does and collects money.



Continuing along the same puddle they almost step into yet another frog. The accountant says: "Now, if you eat this frog, I'll give you \$20,000." After evaluating the proposal the economist eats the frog and gets the money.

They go on. The accountant starts thinking: "Listen, we both have the same amount of money we had before, but we both ate frogs. I don't see us being better off." The economist: "Well, that's true, but you overlooked the fact that we've been just involved in \$40,000 of trade."



Practice the comprehension dialogues about the story.

Student A: What do the economist and the accountant come across while walking along a large puddle?

Student B: _____

Student A: How much does the accountant get from the economist after eating the first frog?

Student B: _____

Student A: Does the economist get the same amount of money i. e. \$20,000 from the accountant after eating the second frog?

Student B: _____

Student A: In your opinion, what is the moral of the story?

Student B: _____

Section 2 Build Your Oral Vocabulary

1. trade
2. theory
3. international
4. advantage
5. model

	trade 贸易
international trade 国际贸易	foreign trade 对外贸易
trade deficit 贸易逆差	



Ask each other questions and answer them by using the phrases in the box.

Student A: I hear that your brother is studying in Beijing University. What's his major?

Student B: He is majoring in _____ (国际贸易).

Student A: What is he going to do after graduation from this university?

Student B: He is going to work as a salesman in a _____ (对外贸易) company.

Student A: What's the definition of _____ (贸易逆差)?

Student B: It refers to the amount by which the cost of a country's imports exceeds the value of its exports.

	theory 理论
in theory 在理论上, 按理论	microeconomic theory 微观经济理论
theoretically speaking 从理论上讲	theoretical basis 理论基础



Ask each other questions and answer them by using the phrases in the box.

Student A: What's your prediction for employment situations in this city?

Student B: _____ (在理论上), things can only get better, but in practice, they may well become a lot worse.

Student A: Have you ever read the book _____ (微观经济理论) written by Larry Samuelson?

Student B: No, I haven't. I am going to borrow it from the library and read it through.

Student A: What's the _____ (理论基础) of international trade?

Student B: Comparative advantage theory.

Student A: How much do you know about small business loan grant in the U. S.?

Student B: _____ (从理论上讲), the U. S. government does not currently provide grants for starting or expanding a small business. However, fact remains that the government does offer plenty of free help in planning how to start or improve your business and in securing low-interest SBA-backed small business loans. Though, many states do offer small business loans to individuals.

international 国际的

international situation 国际形势

international affairs 国际事务

internationally 国际性地

international aid 国际援助



Exercise

Ask each other questions and answer them by using the phrases in the box.

Student A: How much do you concern about the current _____ (国际形势)?

Student B: I concern about it very much. I often watch TV news on _____ (国际事务).

Student A: What's the importance of pricing in international trade?

Student B: Pricing must be right in order to compete _____ (国际性地).

Student A: What measures did they take immediately after the earthquake?

Student B: They made an urgent request for _____ (国际援助).

advantage 优势

take advantage of 利用

be of advantage to 对……有利

gain an advantage over 胜过, 优于

have the advantage of 有优势

comparative advantage 相对优势

advantageous 有利的



Exercise

Ask each other questions and answer them by using the phrases in the box.

Student A: What are your suggestions on promoting our products?

Student B: In my opinion, we should _____ (利用) the trade fair to advertise our products.

Student A: A new library has been set up in our university recently. What do you think of it?

Student B: The provision of this new library will be _____ (对……很有利) the students.

Student A: What advantages do you have in playing volleyball?

Student B: In playing volleyball I _____ (有优势) being tall.

Student A: What is _____ (相对优势)?

Student B: In economics, _____ (相对优势) refers to the ability of a party, an individual, a firm, or a country to produce a particular commodity or service at a lower opportunity cost than another party.

Student A: What is Tom trying to do?

Student B: Tom is trying to _____ (胜过) me by getting Joe's support.

Student A: How do you think of his decision?

Student B: His decision is _____ (有利的) to us.

model 模型;模范

model after/on/upon 仿造,模仿

model airplane 模型飞机

business cycle model 经济周期模型

labor model 劳动模范

model oneself on /after/ upon sb. 效法某人,以某人为榜样



Exercise

Ask each other questions and answer them by using the phrases in the box.

Student A: How to improve my English? Could you please give me some good suggestions?

Student B: You may _____ (以……为榜样) Mary. She is good at English learning and studies very hard.

Student A: Where does the _____ (劳动模范) come from?

Student B: He comes from Ningbo city of Zhejiang province.

Student A: What is the teacher doing?

Student B: He is explaining the concept of _____ (经济周期模型) to the students.

Student A: How to make such a _____ (模型飞机)?

Student B: It is _____ (仿造) the same pattern.

Section 3 Drill in Sentence Patterns

The following are some most frequently used sentence patterns. In this section, students will use these patterns to make sentences with the terms given in the box.

I'd like to know more about... 我想了解更多关于……

The reason is that... 原因是……

international trade	国际贸易	foreign trade	对外贸易
trade deficit	贸易逆差	in theory	在理论上,按理论
microeconomic theory	微观经济理论	theoretically speaking	从理论上讲
theoretical basis	理论基础	international situation	国际形势
international affairs	国际事务	internationally	国际性地
international aid	国际援助	take advantage of	利用
be of advantage to	对……有利	gain an advantage over	胜过,优于
have the advantage of	有优势	comparative advantage	相对优势
advantageous	有利的	model airplane	模型飞机
model after/on/upon	仿造,模仿	labor model	劳动模范
business cycle model	经济周期模型		
model oneself on /after/ upon sb.	效法某人,以某人为榜样		



Exercise

Fill in the spaces first and then practice the dialogues orally till you become very familiar with the sentence patterns.

Student A: Do you happen to know the labor model sitting beside you?

Student B: Sorry, I don't know. I'd like to know more about his advanced deeds.

Student A: Do you happen to know _____?

Student B: Sorry, I don't know. I'd like to know more about _____.

Student A: Do you happen to know _____?

Student B: Sorry, I don't know. I'd like to know more about _____.

Student A: Some are in favor of his proposal, while others are against it. Why?

Student B: The reason is that people are not certain whether his proposal is of advantage to the development of their company.

Student A: Some _____, while others _____. Why?

Student B: The reason is that _____.

Student A: Some _____, while others _____. Why?

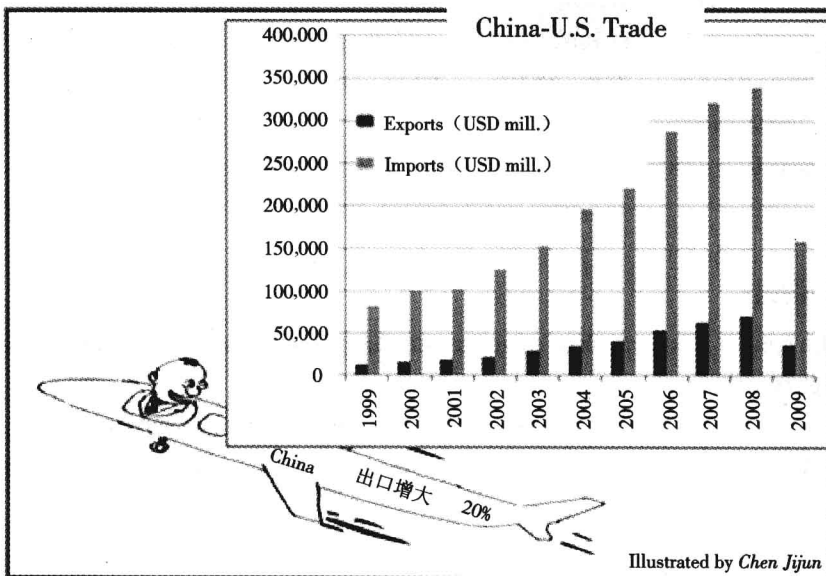
Student B: The reason is that _____.

Section 4 Present Your Oral Skills



Look at the following picture and write a meaningful paragraph of about 3 - 4 sentences in the space provided. Practice your paragraph orally until you can say them easily. Then orally explain the contents of the picture to your classmates.

Topic: The Increase of China and U. S. Trade



Section 5 Discuss around Your Desk



Exercise

The class will be divided into small groups each with 3 – 5 students. First discuss these questions in small groups and then give a report to the whole class by a group leader.

Topic 1

Does international trade decrease or increase inequality between nations? What's your view on this topic?

Before you talk, you may write down some key words here.

Topic 2

What are some of the products that China does not have and wants to import from other countries?

Before you talk, you may write down some key words here.

Topic 3

In international trade, which is more important, cooperation or competition? Discuss with your partners and tell your reasons.

Before you talk, you may write down some key words here.

Section 6 Handle Business Special Terms

Chinese Dishes

中餐菜肴 (常见中餐食品、菜肴名称)	英语表达
白切鸡	Boiled Chicken with Sauce
泡椒凤爪	Chicken Feet with Pickled Peppers
五香牛肉	Spicy Roast Beef
五香熏鱼	Spicy Smoked Fish
盐水鸭肝	Duck Liver in Salted Spicy Sauce
香椿豆腐	Tofu with Chinese Toon
东坡方肉	Braised Dongpo Pork
冬菜扣肉	Braised Pork with Preserved Vegetables
红烧狮子头	Stewed Pork Balls in Brown Sauce
回锅肉片	Sautéed Sliced Pork with Pepper and Chili
京酱肉丝	Sautéed Shredded Pork in Sweet Bean Sauce
木须肉	Sautéed Sliced Pork, Eggs and Black Fungus
糖醋排骨	Sweet and Sour Spare Ribs
咖喱肉	Curry Pork
四喜丸子	Four-joy Meatballs (Meat Balls Braised with Brown Sauce)
椒盐排骨	Crispy Spare Ribs with Spicy Salt
荷包蛋	Poached Egg
煎蛋	Fried Egg