

高等学校商务英语系列教材

Business English *Listening and Speaking*



商务英语 听说教程

第3册

- 总主编 杨翠萍
- 主 编 戴红珍 宋 梅
- 副主编 刘鸣放 汪玉枝



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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3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)入手,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多样的练习。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3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,内含形式多样的听力与口语练习。

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，以便顺利导入后续的听说练习。
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
2004年10月

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Unit 1

What Is Globalization?

Part I Checking Homework for Review

- 1.1 Discuss with your classmates the major events throughout the past six months that have affected China and the world greatly.
- 1.2 Present an oral report of what you have learnt from Book II.

Part II Micro-listening

Idioms

- 2.1 Match the idioms you have heard with the meanings on the right.

A	B
all things being equal	become successful
all-singing, all-dancing	extremely surprising
earth-shattering	if everything happens as it should
golden handshake	large payment on leaving employment
make it	play to one's advantage
	very modern and technically advanced

- 2.2 You will hear three short dialogues. At the end of each dialogue, you'll be asked about the meaning of an idiom or an expression used by one of the speakers. Listen carefully and decide which of the four choices is the best answer to each question you have heard.

1. a. Change of mind.
b. Change of course.



- c. A favor.
- d. A special effort.
- 2. a. He will buy the loan.
- b. He will accept that term.
- c. He will not charge interest for the loan.
- d. He will pay for information about the company's performance.
- 3. a. According to its absolute weight.
- b. According to its arrived weight.
- c. According to its declared weight.
- d. According to its maximum weight.

Part III

Directed Conversations

Nowadays people often talk about globalization. But what is globalization? What is the state of globalization now? Listen to the following dialogues and you may get further understanding of this issue.

Conversation One

- 3.1 Listen to the conversation carefully and complete the following statements with what you hear.

New Words and Expressions

integration	/ˌɪntɪˈɡreɪʃən/	n. 融合, 一体化
globalization	/ˌɡləʊbəlaɪˈzeɪʃən; -lɪˈz-/	n. 全球化, 全球性
predominantly	/ˌpriˈdɒmɪnəntli/	ad. 主要地, 显著地
homogenization	/ˌhɒmədʒənəɪˈzeɪʃən/	n. (变成)类同; 使……类同化
ultimately	/ˈʌltɪmətli/	ad. 最后, 终于
norm	/nɔːm/	n. 标准, 准则
preexist	/ˌpriːɪɡˈzɪst/	v. 先前存在

- According to Prof. Carter the real layer of globalization is restricted to _____.
 - international trade
 - regional trade
 - supermarkets
 - the capital markets
- At present, trade is conducted mainly _____.
 - in a foreign market



- b. within a local or regional area
 - c. on an international basis
 - d. via the net
3. We can learn from the passage that _____.
- a. the more trade is done, the more homogenized culture becomes
 - b. the better communications technology we have, the more homogenized culture becomes
 - c. the better communications technology we have, the less homogenized culture becomes
 - d. culture homogenization is not affected either by trade or communications technology
4. In _____, Asia looked up to the United States as a model of modernization.
- a. the 1950s
 - b. the 1960s
 - c. the 1970s
 - d. both a and b
5. Companies like _____ play a major role in spreading global consumer culture.
- a. P & G
 - b. Pepsi
 - c. 7-up
 - d. McDonald's and Coca-Cola
6. In order to seize business opportunities, it is important for businessmen to _____.
- a. understand the local social networks
 - b. understand the political differences between countries
 - c. secure support from the local government
 - d. employ an insider to establish business relations

3.2 Listen to the conversation again and answer the questions briefly according to what you hear.

1. How does Prof. Carter feel about the development of globalization?
- ~~~~~
2. What's Prof. Carter's opinion about the trade today?
- ~~~~~
3. Why is trade regional according to Prof. Carter?
- ~~~~~
4. What might happen to culture with the development of globalization?
- ~~~~~
5. What do many people think is the most probable cause for deeper cultural homogenization? Does Prof. Carter think the same?
- ~~~~~



6. How do Asians regard the United States today?

~~~~~

7. What do people care more when they examine a culture?

~~~~~

Conversation Two

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

New Words and Expressions

universal	/juːnɪˈvɜːs(ə)l/	n. (存在于各文化群落的) 普遍行为模式
attribute	/ˈætrɪbjʊt/	n. 属性; 特征
Quebec	/kwɪˈbek/	n. 魁北克 (加拿大东南部港口城市)

1. () In the second conversation, Mr. Carter proceeded with the topic of globalization.
2. () People seem to think globalization is going to be much more homogenizing than it really is.
3. () Although Quebec benefits much from free trade with USA, it still maintains a unique identity.
4. () The prosperity brought about by globalization prevents cultures from really asserting their own uniqueness.
5. () USA has set a good cultural model, which is easy to follow.
6. () Mr. Carter firmly believes that technology alone is going to enable globalization.
7. () According to Mr. Carter, trust underlines successful business relationships.
8. () People establish trust by dealing with one another through social interactions.
9. () Globalization requires not only network technology but also the creation of a whole new series of services that are able to convey the information needed for trust.

3.4 Oral Practice

1. Discuss with your classmates about the questions as follows.

- Do you frequent Macdonald's?
- What do you like most about it?
- What kind of culture do you observe?
- In this respect, do you agree with Prof. Carter?
- ...



2. Comment on the following picture.

- Who is the old man?
- What does he usually do?
- What kind of culture does he represent?
- Why does the man reply that way?
- Has the culture represented by the man spread to China? If yes, please explain why people here like it.



Sorry, lads. I'm closing this workshop and relocating in the Far East.

Part IV

Listening and Speaking

Passage One

4.1 Before you listen to the passage, try to answer the following questions.

1. Can you name some large corporations that have stepped across national borders?

~~~~~

~~~~~



2. What are the advantages these multinational corporations enjoy over those restricted to one area only?

~~~~~

~~~~~

New Words and Expressions

subsidiary	/səb'sɪdɪəri/	n. 子公司
component	/kəm'pəʊnənt/	n. 元件, 零件
professional	/prə'feʃən(ə)l/	n. 自由职业者, 专业人员
expatriate	/eks'pætriət/	n. 移民者
multiplier	/'mʌltɪplaiə(r)/	n. 增加者, 乘数, 乘法器

- 4.2 Listen to the passage carefully and decide whether the statements you hear are true or false. Write T for true and F for false in the brackets.

1. () 2. () 3. () 4. () 5. () 6. ()

- 4.3 Listen to the passage again and complete the following notes with what you hear.

Facts supporting the idea that production has become international:

◇ Large corporations have established branches and subsidiaries abroad.

◇ ~~~~~

◇ ~~~~~

◇ ~~~~~

Facts supporting the idea that labor is much more mobile than in the past:

◇ ~~~~~

◇ ~~~~~

◇ ~~~~~

◇ The number of expatriate workers is continuing to grow.



Passage Two

4.4 Before you listen to the passage, try to answer the following questions.

1. Do you usually prefer to buy imported goods? If yes, please list some.

~~~~~

~~~~~

2. What are the changes brought about by the imported goods to your daily life?

~~~~~

~~~~~

New Words and Expressions

correspondent	/kɒrɪ'spɒnd(ə)nt/	n. 通信者, (新闻) 记者
endearing	/ɪn'diəriŋ/	a. 惹人喜爱的
entrepreneur	/ɒntrəprə'nɜ:(r)/	n. 企业家, 创办人
shantytown	/'ʃæntɪtaʊn/	n. 棚户区, 穷镇
hyperinflation	/,haɪpərɪn'fleɪʃ(ə)n/	n. 恶性通货膨胀
undeservedly	/ʌndɪ'zɜ:vdlɪ/	ad. 不应得地, 不当地
Rio de Janeiro	/'ri(:)əʊ de dʒə'niærəʊ/	n. 里约热内卢 (巴西港口城市)

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

1. a. The author is a correspondent for *News Week*.
b. The author is a correspondent for *China Daily*.
c. The author is a correspondent for *The Times*.
d. The author is a correspondent for *Business Asia*.
2. a. Rich.
b. Prosperous.
c. Very poor.
d. As rich as Singapore.
3. a. It makes computer boards.
b. It exports computer boards all over the world.
c. It makes up endearing names for other companies.
d. Both a and b.
4. a. The shantytowns.
b. Rio de Janeiro.
c. The downtown of large cities.
d. The downtown of small cities.



5. a. Many families who went hungry 10 or 15 years ago.
b. The royal families.
c. The urban poor.
d. The middle class and above.
6. a. Working in a business company.
b. Working in a plastics factory.
c. Working in an export firm.
d. Working in a textile mill.
7. a. The company he was working for was put out of business by international competition.
b. The politicians forced the factory to close.
c. The taxi-driver was not qualified.
d. The factory he was working for had to stop production for lack of raw materials.

4.6 Listen to the passage again and complete the following notes with what you hear.

The author's personal data :

- ▶ Name: ~~~~~
- ▶ Years spent in Thailand: ~~~~~
- ▶ Profession: ~~~~~
- ▶ Concerned with: ~~~~~

Mason Su's personal data :

- ▶ Born in: ~~~~~
- ▶ The founder of: ~~~~~
- ▶ A shining example of: ~~~~~
~~~~~

***Some characteristics about Brazil according to the author :***

- ▶ The place showing the positive effects of globalization: ~~~~~
- ▶ The largest shantytown: ~~~~~
- ▶ Many families went hungry: ~~~~~
- ▶ Brazilian reforms: ~~~~~
- ▶ The purchasing power of the urban poor: ~~~~~
- ▶ The rich: ~~~~~



#### 4.7 Oral Practice

1. Read the following joke and discuss with your partner what you think globalization means. Also list signs of globalization you have observed in China.

Question: What is the truest definition of globalization?

Answer: Princess Diana's death.

Question: How come?

Answer: An English princess with an Egyptian boyfriend crashes in a French tunnel, driving a German car with a Dutch engine, driven by a Belgian who was drunk on Scottish whiskey, followed closely by Italian Paparazzi, on Japanese motorcycles, treated by an American doctor, using Brazilian medicines! And this is sent to you by an American, using Bill Gates' technology which he enjoyed stealing from the Japanese. And you are probably reading this on one of the IBM clones that use chips made in Taiwan, and Korean-made monitors, assembled by Bangladeshi workers in a Singapore plant, transported by lorries driven by Indians, hijacked by Indonesians, unloaded by Sicilian longshoremen, trucked by Mexican illegal aliens, and finally sold to you.

2. Discuss with your partner. Find out the underlying causes for the problem. Then share your opinion with your class.

---

Globalization in many cases is synonymous to Americanization. Yet American firms can be very indifferent to local language, values and culture. The following are a few examples.

- ◇ In Taiwan, the translation of the Pepsi slogan "Come alive with the Pepsi Generation" came out as "Pepsi will bring your ancestors back from the dead."
  - ◇ When General Motors introduced the Chevy Nova in South America, it was apparently unaware that "no va" means "it won't go."
  - ◇ When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to say "It won't leak in your pocket and embarrass you." However, the company mistakenly thought the Spanish word "embarazar" meant embarrass. Instead the ads said that "It won't leak in your pocket and make you pregnant."
  - ◇ In Italy, a campaign for Schweppes Tonic Water translated the name into Schweppes Toilet Water.
-



Do you have similar stories? If yes, tell your class.

## Part V

## Exercises After Class

### 5.1 Oral Practice

What do you think is the future of globalization in economy, culture and education?

Discuss with your classmates, and prepare a two-minute speech about your prospects for the future globalization in economy, education ...

### 5.2 Listen to the Business News and complete the answers to the following questions.

#### New Words and Expressions

|             |                 |                      |
|-------------|-----------------|----------------------|
| summit      | /'sʌmɪt/        | n. 最高级会议             |
| clash       | /klæʃ/          | n. 冲突                |
| Miami       | /maɪ'æmi/       | 迈阿密 (美国佛罗里达州东南部港口城市) |
| Argentina   | /ˌɑːdʒən'tiːnə/ | 阿根廷 (南美洲国家)          |
| Cuba        | /'kjuːbə/       | 古巴 (拉丁美洲国家, 首都为哈瓦那)  |
| Caribbean   | /kæri'bi(:)ən/  | 加勒比海                 |
| riot police | 防暴警察            |                      |

1. What happened in Miami, Florida this week?

a. \_\_\_\_\_ from North, Central and South American countries gathered in Miami, Florida, this week to \_\_\_\_\_.

b. \_\_\_\_\_ opposed to the Free Trade Area of the Americas clashed with \_\_\_\_\_ during the talks in Miami this week.

2. What did the Free Trade Area of the Americas aim at?

The goal was to \_\_\_\_\_ among member countries. It was also designed to \_\_\_\_\_ of all people in the area and better \_\_\_\_\_.

3. What was achieved in the final Friday declaration?

A greatly reduced plan was agreed, which includes a limited number of \_\_\_\_\_ such as \_\_\_\_\_. The declaration did not include issues such as \_\_\_\_\_ and \_\_\_\_\_. And \_\_\_\_\_ will now be dealt with by the World Trade Organization.

4. What else do you know about the Free Trade Area of the Americas?

a. It was first proposed at \_\_\_\_\_ in Miami in \_\_\_\_\_.

The presidents of the thirty-four democracies in the area agreed to \_\_\_\_\_.





into one free trade area.

- b. If approved, it would create \_\_\_\_\_ in the world, which includes all the nations in the area except \_\_\_\_\_ and brings together \_\_\_\_\_ people from Argentina to Canada.