

职业学校试用教材

# 商务英语

BUSINESS ENGLISH

蒋晓萍 主编

金 波

司马燕龙 主审



企业管理出版社

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# 编 审 说 明

为了更好地为我国社会主义市场经济建设服务,主动适应我国第三产业迅速发展的需要,培养现代化商业建设的一代新人,由我司根据中华人民共和国国内贸易部、劳动部联合发布的《中华人民共和国中级商业行业工人技术等级标准》和有关教学文件的要求,组织有关学校教师重新编写了这本《商务英语》教材。经审定,本书可作为国内贸易部系统大中专技校教材,也可作为高级职业中学及中级技术等级培训教材和商业企业职工自学读物。

本书系在原商业部组织编写的试用教材基础上,经过许多学校使用后,在广泛征求各校意见的基础上编写而成的。由广州师范学院蒋晓萍、广州市一商技校金波同志主编,最后由蒋晓萍总纂定稿,由北京大学司马燕龙博士主审。

本书在编写、修订过程中,得到许多学校、企业领导和教师的大力支持,同时参阅了许多教学文献,在此一并致谢。

由于编写时间仓促,编者水平有限,书中缺点疏漏之处,敬请广大读者提出宝贵意见,以便进一步修订完善。

国内贸易部教育司

1998年3月

# Contents

|                                                  |      |
|--------------------------------------------------|------|
| <b>Lesson one</b> .....                          | (1)  |
| The English Alphabet .....                       | (1)  |
| Exercises .....                                  | (2)  |
| <b>Lesson Two</b> .....                          | (4)  |
| Dialogue   How do you do? .....                  | (4)  |
| Phonetics   Vowels:[i:][i][e][æ] .....           | (6)  |
| Consonants:[p][b][t][d][k][g] .....              | (7)  |
| Exercises .....                                  | (9)  |
| <b>Lesson Three</b> .....                        | (10) |
| Dialogue   Greetings .....                       | (10) |
| Phonetics   Vowels:[ɑ:][ɔ:][ɒ][u][u:][ʌ] .....   | (12) |
| Consonants:[f][v][θ][ð][s][z]                    |      |
| [ʃ][ʒ][r][h] .....                               | (14) |
| Grammar   Sentence Elements .....                | (17) |
| Demonstrative Pronouns .....                     | (17) |
| Exercises .....                                  | (18) |
| <b>Lesson Four</b> .....                         | (20) |
| Dialogues   I   Good Night .....                 | (20) |
| I   How's everything with you? .....             | (21) |
| Phonetics   Vowels:[ə:][ə][ei][ai][ɔi][əu] ..... | (23) |
| Consonants:[tʃ][dʒ][ts][dz][tr][dr] .....        | (25) |
| Grammar   Personal Pronouns .....                | (26) |
| Possessive Pronouns .....                        | (27) |

|                                               |      |
|-----------------------------------------------|------|
| Exercises .....                               | (28) |
| <b>Lesson Five</b> .....                      | (30) |
| Dialogues I   A Present .....                 | (30) |
| II   Seeing Somebody off .....                | (31) |
| Phonetics Vowels: [au][iə][ei][ɛə][uə] .....  | (32) |
| Consonants: [m][n][ŋ][l][w][j] .....          | (33) |
| Grammar Parts of Speech .....                 | (35) |
| Exercises .....                               | (36) |
| <b>Lesson Six</b> .....                       | (38) |
| Phonetics A Summary of Vowels .....           | (38) |
| A Summary of Consonants .....                 | (40) |
| Grammar Nouns .....                           | (42) |
| Articles .....                                | (44) |
| Exercises .....                               | (44) |
| <b>Lesson Seven</b> .....                     | (50) |
| Text     Our Shop .....                       | (50) |
| Dialogue What can I do for you? .....         | (50) |
| Pattern Drills .....                          | (51) |
| Grammar Verb Be .....                         | (53) |
| Some, Any, No .....                           | (55) |
| Exercises .....                               | (56) |
| <b>Lesson Eight</b> .....                     | (59) |
| Text     What I Do Every Day .....            | (59) |
| Dialogue Helping a Customer in Shopping ..... | (60) |
| Pattern Drills .....                          | (61) |
| Phonetics Syllables .....                     | (64) |
| Word Stress .....                             | (64) |
| Grammar The Simple Present Tense I .....      | (65) |

|                                               |              |
|-----------------------------------------------|--------------|
| Numerals .....                                | (66)         |
| Exercises .....                               | (68)         |
| <b>Lesson Nine .....</b>                      | <b>(71)</b>  |
| Text        I Am a Young Shop Assistant ..... | (71)         |
| Dialogue    At a Jewelry Countre .....        | (72)         |
| Pattern Drills .....                          | (73)         |
| Phonetics   The Classification Of Stressed    |              |
| Syllables .....                               | (77)         |
| Grammar     The Simple Present Tense I .....  | (78)         |
| Exercises .....                               | (79)         |
| <b>Lesson Ten .....</b>                       | <b>(82)</b>  |
| Text        The Bagui Department Store .....  | (82)         |
| Dialogue    At a Department Store .....       | (83)         |
| Pattern Drills .....                          | (84)         |
| Phonetics   The Division of Syllables .....   | (87)         |
| Grammar     Special Questions .....           | (88)         |
| Exercises .....                               | (90)         |
| <b>Lesson Eleven .....</b>                    | <b>(93)</b>  |
| Text        A Synthesis Store .....           | (93)         |
| Dialogue    Asking for Goods .....            | (94)         |
| Pattern Drills .....                          | (95)         |
| Phonetics   Sentence Stress .....             | (97)         |
| Intonation .....                              | (98)         |
| Liaison .....                                 | (99)         |
| Grammar     The Future Tense .....            | (99)         |
| Exercises .....                               | (100)        |
| <b>Lesson Twelve .....</b>                    | <b>(102)</b> |
| Text        At the Friendship Store .....     | (102)        |

|                        |                                       |       |
|------------------------|---------------------------------------|-------|
| Dialogue               | At a Florist Counter .....            | (103) |
| Pattern Drills         | .....                                 | (104) |
| Phonetics              | Consonant Cluster .....               | (107) |
| Grammar                | The Present Progressive Tense I ..... | (108) |
| Exercises              | .....                                 | (109) |
| <b>Lesson Thirteen</b> | .....                                 | (111) |
| Text                   | A Part-time Waitress .....            | (111) |
| Dialogue               | At a Butcher's Shop .....             | (112) |
| Phonetics              | Incomplete Explosion .....            | (115) |
|                        | Meaning Groups and Pause .....        | (115) |
| Grammar                | The Present Progressive Tense I ..... | (115) |
|                        | Modal Verbs; Can, May, Must .....     | (116) |
| Exercises              | .....                                 | (117) |
| <b>Lesson Fourteen</b> | .....                                 | (120) |
| Text                   | A Parrot .....                        | (120) |
| Dialogues              | I At the Shoe Counter .....           | (121) |
|                        | II At the Hat Counter .....           | (121) |
| Pattern Drills         | .....                                 | (122) |
| Grammar                | The Simple Past Tense I .....         | (125) |
| Exercises              | .....                                 | (126) |
| <b>Lesson Fifteen</b>  | .....                                 | (129) |
| Text                   | A Letter .....                        | (129) |
| Dialogue               | At a Watchmaker's .....               | (130) |
| Pattern Drills         | .....                                 | (131) |
| Grammar                | The Simple Past Tense II .....        | (135) |
| Exercises              | .....                                 | (135) |
| <b>Lesson Sixteen</b>  | .....                                 | (137) |
| Text                   | Do the English Speak English? .....   | (137) |



|                         |                                                                            |       |
|-------------------------|----------------------------------------------------------------------------|-------|
| Dialogue                | At a Leather Goods Counter .....                                           | (138) |
| Pattern Drills          | .....                                                                      | (139) |
| Phonetics               | The Difference Between British<br>English and American English .....       | (142) |
| Grammar                 | Infinitive .....                                                           | (143) |
| Exercises               | .....                                                                      | (144) |
| <b>Lesson Seventeen</b> | .....                                                                      | (147) |
| Text                    | Two Coins .....                                                            | (147) |
| Dialogue                | At a Grocery Store .....                                                   | (148) |
| Pattern Drills          | .....                                                                      | (149) |
| Grammar                 | The Past Progressive Tense .....                                           | (152) |
|                         | The Adverbial Clause .....                                                 | (152) |
| Exercises               | .....                                                                      | (153) |
| <b>Lesson Eighteen</b>  | .....                                                                      | (155) |
| Texts                   | I The Stolen Horse .....                                                   | (155) |
|                         | II Two Notices .....                                                       | (156) |
| Dialogue                | At the Silk and Satin Counter .....                                        | (156) |
| Pattern Drills          | .....                                                                      | (157) |
| Grammar                 | The Present Perfect Tense I .....                                          | (160) |
|                         | The Prepositional Phrases .....                                            | (161) |
| Exercises               | .....                                                                      | (162) |
| <b>Lesson Nineteen</b>  | .....                                                                      | (165) |
| Text                    | The Sun and the Wind .....                                                 | (165) |
| Dialogue                | At the Picture Counter .....                                               | (166) |
| Pattern Drills          | .....                                                                      | (167) |
| Grammar                 | The Comparative and Superlative Degrees<br>of Adjectives and Adverbs. .... | (170) |
| Exercises               | .....                                                                      | (173) |

|                            |                                                              |       |
|----------------------------|--------------------------------------------------------------|-------|
| <b>Lesson Twenty</b>       |                                                              | (176) |
| Text                       | What is a Supermarket?                                       | (176) |
| Dialogue                   | China is the Home of Cloisonné                               | (177) |
| Pattern Drills             |                                                              | (178) |
| Grammar                    | The Present Perfect Tense I                                  | (181) |
| Exercises                  |                                                              | (182) |
| <b>Lesson Twenty-One</b>   |                                                              | (186) |
| Text                       | Christmas                                                    | (186) |
| Dialogues                  | I At a Clothing Store                                        | (187) |
|                            | I At a Fur Goods Counter                                     | (189) |
| Pattern Drills             |                                                              | (190) |
| Grammar                    | The Classification of Sentences                              | (194) |
| Exercises                  |                                                              | (198) |
| <b>Lesson Twenty-Two</b>   |                                                              | (202) |
| Text                       | What We Eat and Drink                                        | (202) |
| Dialogue                   | Looking for Some Articles of<br>Chinese Handicraft           | (204) |
| Pattern Drills             |                                                              | (205) |
| Grammar                    | The Subjunctive Mood                                         | (210) |
| Exercises                  |                                                              | (212) |
| <b>Lesson Twenty-Three</b> |                                                              | (216) |
| Text                       | The Credit Card Economy                                      | (216) |
| Dialogue                   | At the Drugs Counter                                         | (217) |
| Pattern Drills             |                                                              | (219) |
| Grammar                    | Simple Sentences, Coordinate<br>Sentences, Complex Sentences | (222) |
| Exercises                  |                                                              | (224) |
| <b>Lesson Twenty-Four</b>  |                                                              | (229) |

|                   |                                            |       |
|-------------------|--------------------------------------------|-------|
| Text              | Chinese Export Commodities Fair .....      | (229) |
| Dialogues         | I At the Photographic Supplies Store ..... | (230) |
|                   | II At a Toy Counter .....                  | (231) |
| Pattern Drills    | .....                                      | (232) |
| Grammar           | Object Clause .....                        | (237) |
| Exercises         | .....                                      | (238) |
| <b>Appendices</b> | .....                                      | (244) |
| Appendix          | I Common Commodities Vocabulary ...        | (244) |
| Appendix          | II The Names of Shops and Stores .....     | (285) |
| Vocabulary        | .....                                      | (294) |

# Lesson One

英语是一种拼音文字,单词由代表一定音素的字母构成。如 commercial(商业的),就是由 c、o、m、m、e、r、c、i、a、l 十个字母构成的。

英语字母共有 26 个。这 26 个字母又分为元音字母(5 个)和辅音字母(21 个)两种(字母 y 有时用作辅音字母,有时用作元音字母,有时其发音与 i 相同)。字母按发音的共同点分类列表如下(见表 1—1):

表 1—1

| 元音字母  | 辅音字母                |
|-------|---------------------|
| a     | h, j, k             |
| e     | b, c, d, g, p, t, v |
| i (y) | y                   |
| o     |                     |
| u     | q, w                |
|       | f, l, m, n, s, x, z |
|       | r                   |

英语字母有印刷体和书写体两种。印刷体和书写体又分别有大写和小写,如表 1—2 所示:

表 1—2

英语字母表

| 印刷体 |    | 书写体 |    | 字母名称  | 印刷体 |    | 书写体 |    | 字母名称 |
|-----|----|-----|----|-------|-----|----|-----|----|------|
| 大写  | 小写 | 大写  | 小写 |       | 大写  | 小写 | 大写  | 小写 |      |
| A   | a  |     |    | [ei]  | N   | n  |     |    | [en] |
| B   | b  |     |    | [bi:] | O   | o  |     |    | [əu] |

## 续表

|   |   |  |        |   |   |  |            |
|---|---|--|--------|---|---|--|------------|
| C | c |  | [si:]  | P | p |  | [pi:]      |
| D | d |  | [di:]  | Q | q |  | [kju:]     |
| E | e |  | [i:]   | R | r |  | [ɑ:]       |
| F | f |  | [ef]   | S | s |  | [es]       |
| G | g |  | [dʒi:] | T | t |  | [ti:]      |
| H | h |  | [eitʃ] | U | u |  | [ju:]      |
| I | i |  | [ai]   | V | v |  | [vi:]      |
| J | j |  | [dʒei] | W | w |  | [ˈdʌblju:] |
| K | k |  | [kei]  | X | x |  | [eks]      |
| L | l |  | [el]   | Y | y |  | [wai]      |
| M | m |  | [em]   | Z | z |  | [zed]      |

## EXERCISES

1. 朗读英语字母表。
2. 朗读英语字母, 注意它们之间的区别:

|     |     |     |     |
|-----|-----|-----|-----|
| E—F | C—G | I—L | K—R |
| M—W | V—U | B—P | O—Q |
| S—Z | a—d | c—e | b—h |
| h—k | u—n | g—q | f—t |

j—y                  s—z

3. 背熟五个元音字母。

4. 朗读下列缩写词：

|          |         |
|----------|---------|
| P. R. C. | 中华人民共和国 |
| U. N.    | 联合国     |
| U. K.    | 英国      |
| B. B. C. | 英国广播公司  |
| R. M. B. | 人民币     |
| U. S. A. | 美国      |
| C. I. S. | 独联体     |
| I. C. C. | 国际商会    |
| F. E. C. | 外汇券     |
| p. m.    | 下午      |
| a. m.    | 上午      |

## Lesson Two

Dialogue: How do you do?

Phonetics: 元音: [i:] [i] [e] [æ]

辅音: [p] [b] [t] [d] [k] [g]

### DIALOGUE

#### How do you do?

1. A: Hello, sir.  
B: Hello, madam.
2. A: How do you do?  
B: How do you do?  
A: My name is Li Ming.  
B: My name is Tom.
3. A: How do you do, madam?  
My name is Wang Hong.  
B: How do you do, sir?  
My name is Betty.

## New Words and Expressions

- hello ['he'ləu] int. 喂;你们好  
do [du:,du] v. 做;干(见注释)  
name [neim] n. 名字  
dialogue ['daɪələg] n. 对话  
madam ['mædəm] n. 夫人、女士、太太  
how [haʊ] ad. 如何  
you [ju:,ju] pron. 你;你们  
my [mai,mi] pron. 我的  
is [ɪz] v. 是  
sir [sə:,sə] n. 先生,阁下  
Tom [tɒm] n. 汤姆  
Betty ['beti] n. 贝蒂

## Notes

1. “Hello”是两人见面或对话开始时的问候语,意思是“你好!”,对方也可以用原话回答;此词也可以用于引起对方的注意,相当于汉语中的“喂!”。
2. How do you do? 意为“您好”,是初次相识时(尤其是经第三者介绍时)的问候语。双方互致 How do you do?
3. “sir”(先生、阁下)是对男性成年人的尊称,特别是用于商店、饭店、餐馆和公共服务场所。它是英美人士通常对不知姓名的男性长者、上级或顾客的礼貌称呼。
4. “madam”(夫人、女士、太太)通常用于不知姓名的、已婚的和可能已婚的女性的尊称。



## PHONETICS

音素是发音的最小单位,音标是音素的书面标记。例如,英语单词 Sir(先生)的读音有[s]及[ə:]两个音标来注音,[s]和[ə:]读出来就是两个音素。英语共有 48 个音素,分为元音音素(20 个)及辅音音素(28 个)。从本课起,我们将分批学习这些音素。

### 1. 元音音素[i:]、[i]、[e]、[æ]

[i:]、[i]、[e]、[æ]称为元音。前元音发音要领是,舌尖抵住下齿,舌前部向硬腭抬起;舌面的最高点在舌前部。双唇扁平,不要收圆。发[i:]音时,开口最小;按[i:]、[i]、[e]、[æ]顺序依次开口程度加宽;发[æ]音时开口程度最宽。

(1)元音音素[i:]的发音。[i:]和汉语普通话 i(一,衣,医)相似。[i:]是长元音(i 后的“:”符号表示长元音,下同),发音时应稍延长。辅音字母 b, c, g, p, t, v 的音名均以[i:]结尾,辅音字母 z 音名的美式读法也以[i:]结尾。

通常读[i:]的字母和字母组合有 e, ea, ee, ei, ey, ie 等。

例如:tree [tri:] n. 树

ceiling ['si:liŋ] n. 天花板

key [ki:] n. 钥匙

people ['pi:pl] n. 人民

field [fi:ld] n. 田野

eat [i:t] v. 吃

he [hi:] pron. 他

(2)元音音素[i]的发音。舌身比发[i:]时稍低;舌面与上腭间缝隙稍宽。[i]为短元音。元音字母 i 在单词中可发[i]音,字母 y 用作元音字母时,也可发[i]音。

通常读[i]的字母和字母组合有 a, e, i, y, 等。