



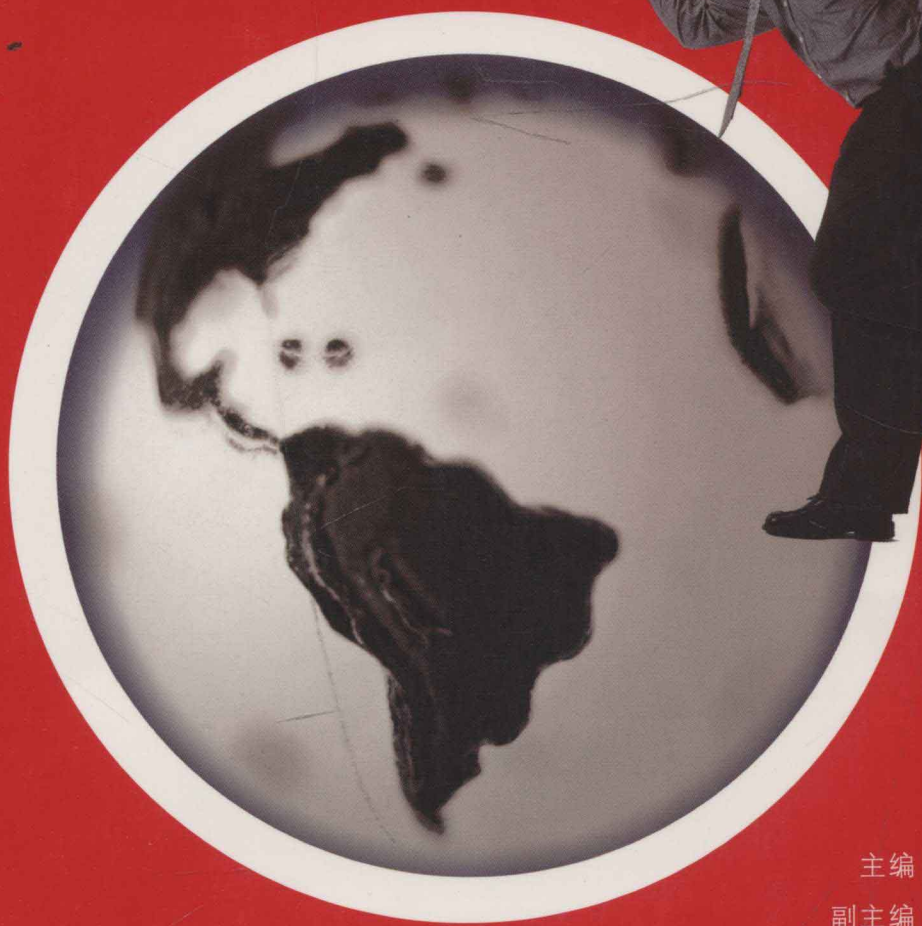
商务英语

综合教程

1

BUSINESS ENGLISH: AN INTEGRATED COURSE

教师用书 Teacher's Book



主编 王立非

副主编 许德金 陈俐丽

本册主编 许德金



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BUSINESS ENGLISH:
AN INTEGRATED COURSE

主编 李海英



北京理工大学出版社
Beihang University Press

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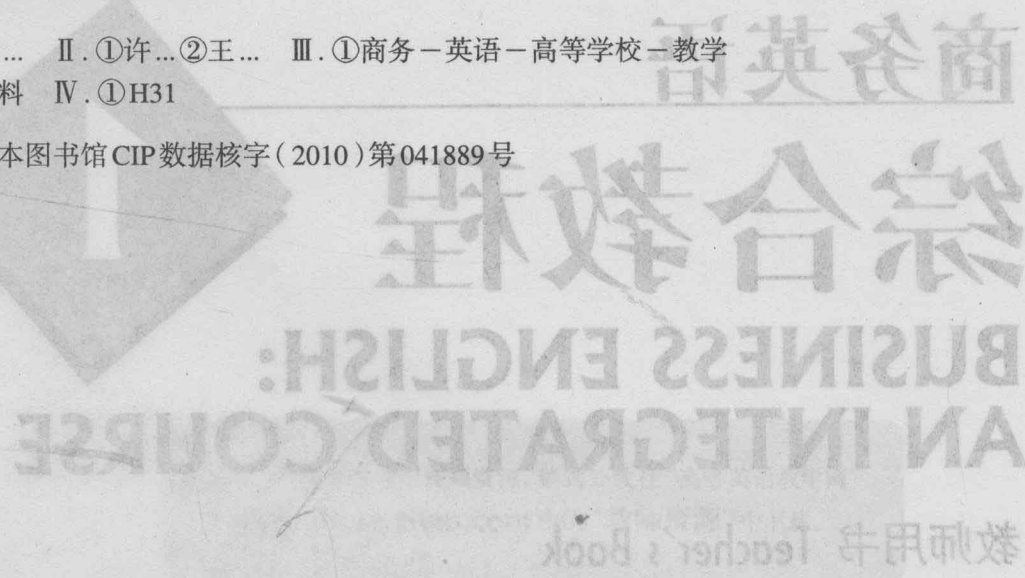
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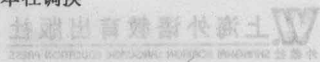
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前言

到2010年为止,教育部已批准了15所高等院校开办商务英语本科专业,《高等学校商务英语专业本科教学要求》(试行)也编写完成,即将问世,商务英语专业作为我国高等外语教育教学改革的一个全新的探索,已走上了符合学科规律的健康发展轨道。作为一个新专业的建设,教材建设是关键,而其中的综合教程又更为重要,代表着一个专业的水平和质量。《商务英语综合教程》(以下简称《综合教程》)就是在这样一个背景下诞生的,它是商务英语专业第一套按商务英语专业教学要求编写的教材,本套教材由对外经济贸易大学和上海外语教育出版社共同策划,全力打造。

教材以现代语言教育理论和教材设计理论为指导,结合商务英语语言和教学的特点,将多年的商务英语教学实践应用到教材编写中。《综合教程》1-4册专为商务英语专业本科一、二年级编写,可供商务英语专业学生、财经类院校本科生、其他各类经管商务类学生使用,也可作为社会各类商务英语读者学习商务英语的教材。

一、编写思路与特色

- ◆ 体现《教学要求》的培养目标,着重打牢语言基本功,商务专业素质与人文素养并重。编排和选材不仅注重学生正确世界观和道德观的形成,而且注重思维能力、创新能力和自主学习能力的培养。
- ◆ 强调语言、文化与商务三者的有机融合,语言技能、商务知识、文化知识按比例分配,培养学生的跨文化交际能力;兼顾同其他商务英语技能课程和商务专业课程的衔接。
- ◆ 每单元紧扣社会热点话题,选择不同难度和文体的课文,兼顾语言学习、商务通识、外国文化、中国文化;课文长短适中、语言精练,思想内涵深刻,语言可读性强,充分反映经济全球化时代的特点。
- ◆ 贯彻任务教学法,设计丰富多彩的学习任务,训练学生的交际能力和合作学习能力,符合当代外语教学思想和方法的发展趋势。
- ◆ 突出多媒体技术的应用,提供丰富的相关视频材料,加大语言学习的趣味性和输入的有效性,能调动学生课堂参与的积极性。

二、教材结构与使用建议

本套教材共分4册,包括学生用书、教师手册和多媒体光盘。每册共8个单元,每单元建议教学课时为5-6小时,每个单元围绕一个话题,三篇课文和配套视频资料相互联系又各有侧重,教师可以重点讲解一篇文章,引导学生阅读其余两篇课文,完成相应的练习。1-4册中的语言、商务、文化按比例合理分配,第1册比例为语言70%,商务与文化30%;第2册比例为语言60%,商务与文化40%;第3册比例为语言50%,商务与文化50%;第4册比例为语言40%,商务与文化60%。每单元的大体结构如下:第1部分:激活准备(词汇、内容、知识),第2部分:课文I(阅读理解检查),第3部分:课文II(阅读理解练习、视听练习等),第4部分:课文III(语言练习与小组作业),第5部分:语言训练(语言点、理解练习、学习技能、写作技能)。

本套教材由国内知名的外语教学专家主编,长期从事商务英语基础教学的教授和博士参与编写,英美语言专家审校,教材编写得到上海外语教育出版社领导和编辑的大力支持,在此表示衷心感谢。

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UNIT 1

The World Wide Web

Map of the Unit

Theme:	The Internet, e-business and consumerism
Skills:	Reading: reading for general ideas, specific information, implied meaning Writing: report Listening: listening for the gist, listening for specific information, listening and note-taking Speaking: discussion, report Business-oriented skills: data analysis Study skills: check reference
Structure:	Use of "with", other useful expressions as listed
Notion:	Web 2.0, virtual goods, cultural studies, cultural industry, consumerism
Function:	Expressing opinions, describing process and tendency
Task:	Use library and the Internet to check terms related to TEXT III and report to the class.
Objectives:	By the end of the Unit, the students should be able to: <ul style="list-style-type: none">◆ Understand the main idea of the three texts and establish the link among them;◆ Have a general understanding of e-business and e-commerce;◆ Research on the key terms related to the Unit;◆ Develop a balanced perspective on the merits and weaknesses of e-business;◆ Understand and use the expressions picked from the texts;◆ Research on terms related to TEXT III and report to the class.

Activation

This should be done before the students come to class. Most of the words and terms will appear in TEXT I. The teacher may spend only a limited time in the first lesson to compare answers with the students. Do not go into details, as they can better understand them in the context.

1 Find out the meaning of the following words and expressions.

Students are asked to check dictionaries and find the other meanings of the listed words.

2 Explain the meaning of the following terms.

Students are required to find out definitions or explanations of these terms and compare what they have found with their classmates.

A blog is a type of website displaying regular entry of commentaries, stories, photos or videos. It is usually maintained by an individual.

Nasdaq (an acronym of “National Association of Securities Dealers Automated Quotation System”) is an American stock exchange. It is the largest electronic screen-based equity securities trading market in the United States.

SMB is an acronym of “small and medium business”.

A wiki is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser using a simplified markup language or a WYSIWYG text editor.

Domain name is an identification label that defines a realm of administrative autonomy, authority, or control in the Internet, based on the Domain Name System (DNS). Domain names are used in various networking contexts and application-specific naming and addressing purposes.

RSS (most commonly expanded as “Really Simple Syndication”) is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.

Web 2.0 (2004–present) is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design[1] and collaboration on the World Wide Web. Examples of Web 2.0 include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups and folksonomies.

3 Have you heard of the following Web sites? Check the Internet and find out what they do.

BuzzLogic is a company that enables its customers to pin-point who is influencing the online dialogue specific to the topics related to the company, then either market directly to those influencers, or reach their audiences through targeted advertising.

del.icio.us (formerly del.icio.us, pronounced “delicious”) is a social bookmarking web service for storing, sharing, and discovering web bookmarks. The site was founded by Joshua Schachter in 2003 and acquired by Yahoo! in 2005. It has more than five million users and 150 million bookmarked URLs. It is headquartered in Santa Clara, California.

Salesforce.com (NYSE: CRM) is one of the pioneers of the software as a service (SaaS) model of distributing business software, in which access to business software is purchased on a subscription basis and hosted offsite. They are best known for their Customer Relationship Management (CRM) products, which it delivers to businesses over the Internet using the SaaS model.

Part Two

Text I

Warm-up Activities

1 Read and think

The students are to read quickly and think of feasible approaches to utilize online resources.

2 Discussion

1. Students can take a close look at people they know well, and they can also imagine what would happen to those people if they are cut off from the Internet.
2. Students are encouraged to look at as many aspects of people's personal, social, economical life as possible.

3 More points for consideration

Suggested answer:

1. Online business has widened the target audience to men and women of the middle class. At first, the main users of online shopping were young men with high level of income and university education. This profile is changing. For example, in USA in the early years of Internet there were very few women users, but by 2001 women were 52.8% of the online population.
2. The question is open ended. The Internet is generally thought to be offering favorable environment for SMEs, as network technology can minimize costs and help strengthen their positions. But larger businesses can also gain prestige through Web technology and it is possible for them to overwhelm smaller ones.

Reading

Read TEXT I. The Internet technology has seen rapid development over the past decade. Web 2.0 is not really a new tech; it is, rather, a new concept on how to use World Wide Web technology and web design in an attempt to enhance creativity, information sharing, and collaboration among users. Give them a time limit for reading.

Notes to the Text

Web 2.0 has numerous definitions. Basically, the term encapsulates the idea of the proliferation of interconnectivity and social interactions on the Web. Tim O'Reilly regards Web 2.0 as business embracing the web as a platform and using its strengths (global audiences, for example). O'Reilly considers that Eric Schmidt's abridged slogan, don't fight the Internet, encompasses the essence of Web 2.0 — building applications and services around the unique features of the Internet, as opposed to building applications and expecting the Internet to suit as a platform (effectively "fighting the Internet").

NASDAQ is the largest electronic screen-based equity securities trading market in the United States. With approximately 3,200 companies, it has more trading volume per day than any other stock exchange in the world.

Until 1987, most trading occurred via the telephone, but during the October 1987 stock market crash, market makers often didn't answer their phones. To counteract this, the Small Order Execution System (SOES) was established, which provides an electronic method for dealers to enter their trades. NASDAQ requires market makers to honor trades over SOES.

Comprehension

Check

In order to train the students' skills in reading for general and specific information, comprehension questions are asked at once. The students may give some of the answers. Then ask them to read a second time for further discussion. The teacher is refrained from providing all the answers.

1 Reading for general ideas

Read the text through quickly and answer the following questions.

Suggested answer:

1. Web 2.0 does not refer to an update of software or internet technique. Rather, it refers to changes in the ways software developers and end-users use the Web.
2. Kathleen Gilroy has learnt to run various software applications entirely through a browser and has turned her website into a platform that combines blogs, wikis, collaboration tools and just about any other free or low-cost service she can make use of. In short, her work is based on the concept of Web 2.0.
3. With syndicated software applications and networks, Web 2.0 allows small businesses access to markets that are normally out of their reach.

2 Reading for specific information

Read the text again more carefully and decide whether the following statements are true or false.

This part can be used to practise scanning.

1. T 2. F 3. F 4. F 5. T

3 Further understanding

Discuss the following questions with your partner. Do not worry if you have different ideas.

These questions are designed to train the learners' skill in understanding the implied ideas. There should be a free discussion. Students can give different answers to these questions.

4 Reading and making interpretations

Read the text again more carefully. Paraphrase the following sentences from the text, paying particular attention to the italicized words.

1. With only five full time employees she could well manage the whole business by integrating online tools and utilizing free or low cost services.
2. Gilroy also helped one of her friends who knew little about using online utilities to advertise her dog breeding business while her friend's competitors obviously knew how to do it.
3. Gilroy does not take setting up a blog as the result of a sudden, random choice.
4. They have taken a prestigious position in the market because they were quick to learn new ideas.
5. We are just beginning in finding out more online utilities to facilitate operation of small business.
6. If the business owner plans to set up a blog, he suggests that the owner do some research beforehand. First the owner should have a clear concept of his or her topic area and then he or she is to find out those bloggers who have great influence in that area.

Part Three

Text II

Pre-reading Questions

Briefly check their knowledge from Activation.

Reading

Read through to locate connections with TEXT I. The Internet brings new concept to business owners, and in Text I's case, SMBs. Meanwhile, it brings profound change to the nature of merchandise and to the desire and gratification of the consumers. With more virtual goods transactions be concluded, people begin to evaluate the significance and future of the new category of merchandise.

Comprehension Check

① Answer the following questions according to the text.

Suggested answer:

1. People spend over \$1.5 billion on virtual items every year.
2. It refers to tremendous profit and successful operation of those companies who sell virtual goods. People are often reluctant to recognize these new modes as business.
3. Virtual goods are intangible not so much because they are stored as digital 1s and 0s as because they are services. And these services create value by bringing entertainment to people. Virtual goods have market values.

② Match the following words with their definitions.

tangible	that can be clearly seen to exist
component	one of several parts of which something is made
disparity	inequality; difference
differentiate	make one thing or person clearly different from another
ludicrous	completely unreasonable, stupid, or wrong
trophy	something that is kept in memory of a victory or success

③ Explain why you agree or disagree with the following statements.

Suggested answer:

1. As people are substituting online experience for off-line experience in so many dimensions of life, they are beginning to forget the difference between the two. Therefore, they will need more virtual goods in the coming future.
2. When more people want to have virtual goods and more investments go to the virtual market, there might be more capital involved in this sector.

Listening 1 Video clipping 1: The Web 2.0 Expo Europe

1. Dion Hinchcliffe, the speaker in the video show, gives a talk entitled “Where we are with Web 2.0”. In this part he describes three important business models that fit into the framework of Web 2.0. Fill in the following chart after listening and note-taking.

Business models	Description and example
Peer production	It is not traditional mode—central production. Open source software, for instance, has become the predominant model of the software industry.
Data online	The largest and most successful companies are data companies.
New distribution model	Build API. The widgets-and-badges-and-gadgets model has enormous power in making more money.

2. Discussion.

This is an open-ended question. The teacher may refer to intellectual property and ask students to think about whether there is “free lunch” online.

2 Video clipping 2: An interview with the inventor of Facebook— Mark Zuckerberg

Watch the interview and discuss the following questions.

1. This is an open-ended question. The teacher may refer to the fact that *Google.com* has gone public for a long time while *Facebook.com* is still uncertain of its management style.
2. Students are encouraged to search for relevant data and to analyze merits and drawbacks of the two modes of business.
3. Suggested answer:

Facebook.com provides free access for users of Facebook and in turn it seems to find justification in taking advantage of registered users’ information and selling them for profit, which has aroused controversy and disputes. The question here is how to draw a line between free and commercial online resources. Then we have to decide what can be sold and what ought to be paid as virtual goods and service.

3 Video clipping 3: Consumerism

Watch the clipping and answer the following questions:

Suggested answer:

What lies behind “old idea of consumerism” can be described as a short-sighted emphasis on material well-being of people. The assumption is that economic improvement is the primary concern of people and therefore offsets impoverishment in other aspects. “Living better by consuming less”, stressing more on quality life, offers rationale for environmental protection. The teacher may point out that author of Text III does not define consumerism in terms of governmental or capitalist conspiracy that entraps people in infinite material indulgency. Articulating uneasiness about the overuse of “victim” theory, the author rejects the idea that consumers are helplessly passive and gullible. Instead, he has faith in wisdom of individual consumers and believes they know what they are buying.

Translate the following into English, using the words and phrases from Language Focus II.

1. Fiat launched a tiny “city car” especially for history’s narrow, crowded streets.
2. The main forest theme products tap into consumer’s interest in the environment.

Part Four

Text III

Reading

The teacher needs to ask students to check reference before explaining the author's allusion to terms like culture industry (http://en.wikipedia.org/wiki/Culture_industry) and culture studies (http://en.wikipedia.org/wiki/Culture_studies). (Cf. Study skills, Part Five)

Jean Baudrillard, the author of *The Consumer Society: Myths and Structures* (1970), sees consumption as the main drive in modern society. He claims that commodities are bought and displayed as much for their sign-value as their use-value, and that the phenomenon of sign-value has become an essential constituent of the commodity and consumption in the consumer society.

For Lukàcs, the Frankfurt School, and Baudrillard, reification — the process whereby human beings become dominated by things and become more thinglike themselves — comes to govern social life. Conditions of labor imposed submission and standardization on human life, as well as exploiting workers and alienating them from a life of freedom and self-determination. In a media and consumer society, culture and consumption also became homogenized, depriving individuals of the possibility of cultivating individuality and self-determination.

For the author the term consumerism is demonized by scholars who find oppression everywhere. Modern consumers are often condemned because they meekly allow manufacturers to enslave them. The author challenges the academically prevailing description of consumers as docile victims whose desires are manipulated by capitalist manufacturers. He pins down the blame on academic authors who create the discourse of oppression and victim and who remain alien to the real scene of market.

A rhetorical twist is achieved in the title by alluding to Erasmus's *The Praise of Folly*. "In Praise of the Stateless Multinational", a title of similar style, is found in print edition of *The Economist*, Sep 18th 2008.

Questions for Group Discussion

These questions are open-ended and the students are expected to develop critical thinking.

Group Assignment

This is a group work so the teacher should make sure that each group has a leader and they understand the task well. The teacher should spend enough time to help out. Check carefully before permitting them to do the research.

It is suggested that they divide up their work in the survey and analysis of data. The presentation concentrates on the meaning yet the teacher should make careful comments on their performance, both the language and the presentation skills. After the group presentation, the students may start writing their summary. The teacher may provide a sample of a summary or some key expressions.

Part Five

Language Focus

① Find from TEXT I words or phrases similar to the following. What is, if any, the difference in meaning or use?

- try to have an effect on a particular group of people
- have inside knowledge; know very well
- make a product available to the public for the first time
- a sudden wish to do or have sth
- produce or create sth
- utilize a resource

- target
- savvy
- launch
- whim
- generate
- tap into

2 Complete the following sentences with the proper forms of the words and phrases given in the box.

- | | | | |
|------------------|----------------|-----------------|------------------|
| 1. confirm | 2. possessed | 3. conferred | 4. differentiate |
| 5. showcases | 6. piloting | 7. scratched | 8. prohibits |
| 9. tapping into | 10. eroded | 11. coordinated | 12. strive |
| 13. split | 14. exploiting | 15. fueled | 16. phased out |
| 17. aligned with | 18. priority | 19. manipulate | 20. substitute |

3 Word formation: write out the related forms of the given word.

Nouns	Verbs	Adjectives
mockery/mock	mock	mocking/mock
execution	execute	executive
explosion	explode	explosive
graph	graph	graphic
manipulation	manipulate	manipulating/manipulated
referral	refer	referential
coordination/coordinate	coordinate	coordinate
collaboration	collaborate	collaborated
preoccupation	preoccupy	preoccupied
erosion	erode	erosive

4 Usage

WITH

Introducing an adverbial, the “with” structure gives details about the event stated in the sentence, as in the case of sentence 1. The structure can also imply that the present situation helps to bring about the event described in the sentence, as in the case of sentence 2.

Combine two simple sentences into one sentence with “with” structure.

- The company devoted four worker-months to designing and integrating the extranet applications’ Active Server pages, with about 90% of the coding time spending on data availability and accuracy.
- With the Internet becoming more influential today, even famous writers publish their works online.

Comprehensive Practice

1 Fill in the blanks with appropriate prepositions or adverbs.

- | | | | | |
|--------|----------|---------|----------|---------|
| 1. of | 2. about | 3. than | 4. of | 5. on |
| 6. for | 7. out | 8. in | 9. for | 10. for |
| 11. of | 12. into | 13. for | 14. with | 15. in |

2 Translate the following into English, using some words and phrases from Language Focus II.

- Fiat launched a tiny “city car” especially for Europe’s narrow, crowded streets.
- The rain forest theme products tap into consumer’s interest in the environment.

3. The company may target its effort on preferred locations like India or Thailand.
4. A strong president would further erode the power of the Congress.
5. Most of the measures will be phased out next year.
6. Government securities have traditionally yielded less than stocks.

3 Interpret the following paragraphs in English. Try to use the words and expressions in the texts you have learned.

1. On December 8th, 2009, President Barack Obama launched a set of proposals to address unemployment and made it clear that he wanted to tap into some of the unspent funds (money set aside to support failing banks) to help pay for them. No precise figure was given. Some \$50 billion will be spent on infrastructure projects. But the effort represents a broad push to support small businesses.
2. America's most recent recession has hit small businesses hard. The very small, with fewer than 50 workers—employing almost one-third of working Americans—have suffered around 45% of the job losses of the downturn.
3. Unfortunately, helping small businesses has not proved easy. The stimulus package passed last spring offered tax benefits and targeted the flow of credit to small businesses. The results were disappointing. The main problem with small business is lending. Obama's recent plan is likely to scratch the surface if he does not tackle credit crunch.

Study Skills

Major categories of reference works:

- * Almanac — a tabulation of information in specific fields, often by date
- * Atlas — a set of maps, often of geographical locations
- * Citation index — lists which publications cite other publications
- * Concordance — a list of every word in a book, and where it is used in that book
- * Dictionary or Lexicon (the latter generally provides more grammatical analysis) — an alphabetical listing of words and their definitions
- * Directory — a list of references, used for ease of locating their subject
- * Encyclopedia — a comprehensive compendium
- * Gazetteer — a geographical dictionary
- * Grammar — a book in which aspects of the grammar of a language can be looked up
- * Handbook — a manual which summarizes a subject
- * Mathematical tables — a tabulation of mathematical results
- * Periodical index — a list of topics for a periodical publication, organized by date
- * Scientific tables — a tabulation of scientific results
- * Thesaurus — a list of words with similar, related, or opposite meanings

Evaluating Internet sites:

Reliability of web sites is to be checked. Web sites operated by well-know institutions (the Cambridge, the Oxford, or the Smithsonian, for instance) is highly credible. Those run by individuals (personal Web pages or blogs, for instance) are often less reliable.

Suggested answer:

1. Atlas
2. Thesaurus
3. Handbook of Grammar
4. Encyclopedia
5. Encyclopedia

Writing Skills

1. N
2. N
3. Y
4. Y
5. Y
6. N

Follow-up reading

- “鲍德里亚：网络、真实与后现代性” <http://telecom.chinabyte.com/276/1833776.shtml>
- “让·鲍德里亚” (Jean Baudrillard) <http://baike.baidu.com/view/978323.htm>

UNIT 2

Dress for Success

Map of the Unit

Theme:	Style and career
Skills:	Reading: reading for general ideas, specific information Writing: comparison of ideas Listening: listening for the gist, listening for specific information Speaking: discussion, presentation skills — group research report Business-oriented skills: doing basic research Study skills: use of encyclopedia
Structure:	Use of “to”, “exception”, “as” and other useful expressions as listed
Notion:	Personal Image, career advancement, media
Function:	Expressing opinions, making comparisons, quoting from resources
Task:	Use the ideas from three texts to start a research on some famous brands and their social influence.
Objectives:	By the end of the Unit, the students should be able to: <ul style="list-style-type: none">◆ Understand the main idea of the three texts and establish the link among them;◆ Compare and comment on different opinions and make their own judgment;◆ Research on the key terms related to the unit;◆ Realize the influence of stereotypical image in people’s life;◆ Understand and use the expressions picked from the texts;◆ Do a group research, and give report on the findings.