

• (第二版)



普通高等教育“十一五”国家级规划教材

新视野 商务英语 视听说

New Horizon Business English:
Viewing, Listening & Speaking

下

马龙海 主编

教师用书



外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



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主 编

马龙海

副主编

李 毅 田红雨

编 者

马龙海 李 毅 田红雨 张欣韵 熊美英

洪溪珏 朱行帆 聂泳华 陈尹晴 张亚男

主 审

关兴华 刘沛富

审 校

Sue Kay (英)



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第二版前言

《新视野商务英语视听说》作为高职高专商务英语系列教材，于2006年出版后被列入普通高等教育“十一五”国家级规划教材，2007年又被评选为国家级“普通高等教育精品教材”，在使用过程中得到许多高校师生和读者的广泛赞誉和高度评价。同时，许多一线英语教师通过外语教学与研究出版社开展的培训交流活动，对此教材提出了进一步完善的宝贵意见，外研社的领导和编辑也征求了一些专家的意见并与编者共同研讨，提出了科学可行的再版修订方案。因此，本次修订可谓集思广益，博采众长，是集体智慧的结晶。在此，我们对使用本教材的老师和读者的厚爱以及外研社领导和编辑所付出的心血表示最衷心的感谢。我们将不负众望，积极研究探索，使其不断锦上添花。

教材更新是高等教育适应性的内在要求，也是实现课程改革、牵动应用型人才培养模式创新的关键。一部好的视听说教材关键在于视觉作用是否突出，体系和体例是否严密，内容素材是否准确新颖，再版的《新视野商务英语视听说》在这些方面都有较好的体现。

本次修订依然秉承“商务英语是国际商务环境中应用的英语”的原则，贯彻“让学生在商务环境中学习语言，通过语言提高商务知识与技能”的编写理念；在修订过程中对教学目的、内容、模式、手段、方法、技术和效果等方面进行了全方位考量审视，特别对语言规范、内容整合、练习和任务设计等方面着力予以优化，真正实现在商务环境中学习英语，在学英语中获得商务知识和掌握商务技能的编写目的，修订的重点体现在以下几个方面：

1. 进一步凝练语言，彰显商务英语语言简洁准确的特性，对部分练习导语和提示语去繁就简，使其明了顺畅；
2. 出于难度和课堂可操作性的考虑，删除和替换了部分练习；
3. 进一步丰富练习题型，提高学生的学习兴趣；
4. 增加商务文化（Business Culture）板块，介绍国际商务交际中需要了解的文化礼仪及交际技巧。教师可以在讲解语言知识、训练语言技能的同时，充分利用该部分的商务文化知识，提高学生的文化素养；
5. 教师用书除在结构上做了调整外，还增加了教学建议（Teaching Tips）栏目，包括教学步骤和教学方式等方面的建议，部分主观题增加了参考答案和提示，教师可根据实际需要选择地加以利用；

6. 重新制作的多媒体教学光盘内容更丰富，操作更方便，更有利于教师组织课堂教学；

7. 版式设计作了重大改动，版面设计、字体选择更加科学新颖，印刷改为四色印刷，视觉效果更加突出。

本教材的修订采纳了许多高职高专学校英语教师的建议，广东金融学院、广东商学院、广东外语外贸大学等学校的领导和专家以及外语教学与研究出版社的领导和编辑也给予了极大的鼓励和支持，在此，全体编写人员向他们致以衷心感谢。还要特别感谢中山大学外语教学中心主任夏纪梅教授对本次教材修订的关怀和指导。我们真诚期望读者和高职高专师生在使用过程中提出建设性意见和建议，从而使本教材在内容和形式上更加完善，为商务英语教学和人才培养作出应有的贡献。

《新视野商务英语视听说》编写组

2010年3月于羊城广州

前言

“语境理论”和“图式理论”的研究表明,在真实的对话情景中,说话者的面部表情、姿态、眼神、身体的亲近程度、手势等都能提供非常丰富的背景信息。对听说学习者而言,这些可视的线索更容易激活大脑中相关的背景知识,从而使他们在背景知识和听力材料的互动中理解意义。听说教学添加视觉元素,有利于摆脱传统的以文字为主的“重听力技能教学”这种脱离真实交流语境的僵化训练,逐步向“听力技能与听力理解能力并重”的真实语境下的互动教学模式转变。随着网络信息技术的进步和可视资源的不断丰富,多媒体在教学方面的应用得到迅猛的发展,只通过单一的声音训练学生的听说能力已远远不能满足教学双方的需求。商务英语视听说课程是培养商务英语专业学生听说交际能力的主要形式。由于我国商务英语教学起步较晚,特别是受到影视制作和设备的限制,目前与该课程相适应的教材和配套音像材料比较缺乏,几乎所有开设商务英语课程的学校都只能利用录音教授听说课。为了满足大专院校商务英语视听说课程的教学需求,填补目前高职高专商务英语视听说教材的空白,《新视野商务英语视听说》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、国际比较,精心收集、梳理相关资料,认真设计、编撰教材体例和内容,以期使我国商务英语视听说课程的教材建设有所突破。

《新视野商务英语视听说》具有以下特点:

1. **直观生动:** 采用现代数码、多媒体技术手段,制作配套的录像,赋予教学内容更加直观、丰富的视觉画面,尤其将商务情景通过音像演播的形式展现,必将大大提高商务英语课程的教学质量。
2. **难度适中:** 内容和语言难度适合国内高职高专商务英语专业学生,并按照学生学习语言和商务知识及技能的不同阶段编排教学内容。商务知识和语言难点方面的注释和练习的设计充分考虑目前高职高专商务英语教学及学习者的实际水平,特别是在教材的内容以及商务背景和环境的选择等方面更加注重中国商务文化环境和商贸活动的特点。
3. **突出应用:** 每单元的选题紧扣当今商务行政和国际贸易活动的某一个方面,各章节练习围绕学生在该领域将要面对并应该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。

4. 便于操作：每单元从既关键又容易理解的语言知识和技巧入手来切入主题，由声音到图像，从不同的角度使学生得以举一反三地操练英语听说技能，提高商务操作能力。另外，以教学光盘为纽带，使教学成为视、听、说、讨论、评价等多种形式有机结合的活动。

5. 内容丰富：本教材涉及商务交际活动的各个环节，同时还包括语言、文化、经济和商务等方面的知识。

6. 适用广泛：本教材的设计主要面向高职高专商务英语或英语专业学生，同时还照顾了英语语言专业基础课程的普遍性，兼顾了本科商务英语专业及其他经贸管理类学生的专业知识结构。因此，该教材主要供专科层次的商务英语专业的学生使用，亦可供本科低年级学生作为教材使用，还可以供贸易、金融、管理等在职人员业务培训用。

《新视野商务英语视听说》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以及外语教学与研究出版社华南信息中心领导的支持和鞭策；外语教学与研究出版社的领导和编辑多次给予指导，倾心研讨版式、编排，精心策划视频、光盘的制作。对此，全体编写人员谨表示衷心感谢。

据统计，我国已有 600 余所普通大专院校开设了国际商务英语课程或设立了国际商务英语专业，全国高职高专院校也有近三分之一的学校开设了商务英语专业。我们相信，《新视野商务英语视听说》教材的编写出版将为我国大学商务英语视听说课程的教学改革锦上添花。

《新视野商务英语视听说》编写组

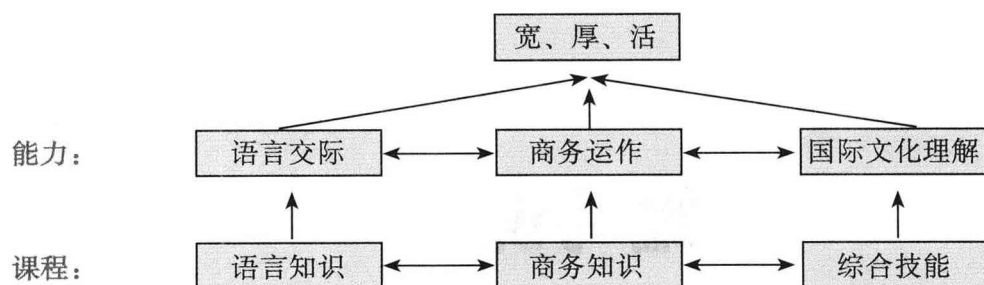
2006 年 5 月于羊城

编写说明

商务英语作为国际商务环境中应用的英语，是专门用途英语（ESP）的一种。专门用途英语的主要特点是应用性强，而商务英语视听说课程是培养听说交际能力的主要形式。《新视野商务英语视听说》教材的编写始终坚持“应用为先，能力为本”的指导思想，贯彻教育部外语专业教学指导委员会《高等学校英语专业英语教学大纲》的要求，体现教育部《普通高等专科英语课程教学基本要求》以及教育部《高职高专英语课程教学基本要求》的精神，充分考虑当前专科英语教学的实际情况，以培养英语复合型人才为出发点，改变传统的、单一的以“听”为主的听说教学模式，构建多维度的“音”、“像”结合的互动听说教学模式。

《新视野商务英语视听说》是为高等院校培养“英语+专业”的复合型涉外人才而编写，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。本教材注重英语听说技能在各种商务活动中的实际应用，其设计贯穿了一个基本理念：让学生在商务环境中学习英语，通过英语获取商务知识，提高技能。在多年的教学实践中，我们以 ESP 教学理论为指导，探索建立了商务英语专业人才培养的“宽、厚、活”的模式，即“宽”基础能力、“厚”专业能力、“活”岗位群适应能力的三维能力模式。“宽”基础能力，要求学生具有较宽的英汉语言文化知识，具有扎实的英语听、说、读、写、译的基本功，以适应终身教育与学习化社会发展的需要；“厚”专业能力，要求学生拓宽专业口径，夯实专业基础，不断加大经贸、金融、管理等专业主干课程的“双语”力度和范围，掌握一般的经贸金融基础知识，突出专业的复合性；“活”岗位群适应能力，要求学生增强适应未来岗位群的综合化特征的能力，通过模块化方向课程的设置，扩大专业选修课的范围，参加相关专业的辅修课程的学习，加强实践，增强毕业后的择业能力和竞争能力。

与“宽、厚、活”人才培养模式相对应，在教学计划的课程开发设计中应形成立体交叉的“语言能力+商务知识+综合技能”的三维模块课程结构，使学生获得“语言交际+商务运作+国际文化理解”的三维能力。《新视野商务英语视听说》的编写出版是对商务英语专业人才“三维”能力培养的有力保障。



《新视野商务英语视听说》由三部分组成：学生用书、教师用书以及配套的多媒体教学光盘。教材分上、下两册，主要面向大专层次学生，教学目标是达到高职高专商务英语专业教学大纲的要求，以及 BEC 初级和中级的要求。两册之间互相关联，层层递进。每册共设十个单元，以单元模块主题形式编写，与多媒体教学光盘中的内容相对应。上册侧重公司企业的日常商务活动；下册侧重具体的经贸知识和商务实务案例分析。每个单元由“交际技巧”、“语言知识”和“商务实践”三部分组成。交际技巧的讲授主要以教学光盘中的教学录像为基础，学生通过对录像中展示的交流技巧进行总结、讨论和评价，达到识别及应用这些交际技巧的目的；语言知识部分借助录音，重在扩展学习者的语言能力；商务实践则通过模拟场景，为学习者提供一个把交际技巧及语言知识结合起来加以应用的平台。每册教学任务的设计尽量体现多数院校商务英语专业教学计划对视听说课程的学时安排。

学生用书各单元基本框架：

Unit Introduction 单元概述：介绍单元基本内容。

Part I Warm-up 热身活动：就学生所熟悉的话题展开讨论，导入教学。

Part II Listening Practice 听力练习：通过听力训练进入本单元主题。

Part III Language Focus A 语言要点 A：通过录音，介绍本单元的重点交际功能语言，可供学生反复模仿，难度较低。

Part IV Video 1 情景录像 1：通过真实商务场景中的人物对话，演示与单元主题相关的交际技巧和商务知识，采用任务型 Teamwork 或讨论式听说巩固语言知识和实践技能。

Part V Language Focus B 语言要点 B：通过录音，介绍本单元的重点交际功能语言，可供学生反复模仿，语言难度比 Language Focus A 稍高。

Part VI Video 2 情景录像 2：为 Video 1 的延续，语言难度有所提高。通过真实商务场景对话，演示与单元主题相关的交际技巧和商务知识，采用任务型 Teamwork 或讨论式听说巩固语言知识和实践技能。

Part VII Business Culture 商务文化：通过简洁的语言介绍常见的商务文化和礼仪知识，增强学生的国际商务文化意识。

教师用书除了提供与学生用书相对应的录音、录像文字材料和各部分练习答案之外，还增设了如下栏目：

Learning Objectives 学习目标：简述单元学习目标、主要内容和功能项目。

Business Profile 商务知识：提供与该单元相关的商务背景知识、文化知识和专业术语解释，为教师进行课程设计提供方便。

Language Expansion 语言扩展：对教材的 Language Focus 部分进行补充，提供更多与单元主题相关的交际功能语句和表达方式。

Text Bank 辅助课文：提供一篇与单元主题贴近的短文供学生课后阅读或进行口语练习，也可由教师在课堂组织讨论。

建议各校在制定教学计划时将商务英语视听说课程安排在第二学年，分两个学期教授，每周 4 学时，共 48—54 学时，12—14 个教学周。第一学年开设基础的听力或听说前期课程作为铺垫，有利于学生更快地向商务英语视听说过渡。非商务英语专业的教学可设计为每周 2 学时，教师根据实际需要选择每单元中的部分内容讲授操练。

《新视野商务英语视听说》（上、下册）主要面向高职高专商务英语或英语专业学生，同时还照顾了英语语言专业基础课程的普遍性，兼顾本科商务英语专业及其他经贸管理类专业学生的专业知识结构，也兼顾与剑桥商务英语考试的对接。因此，该教材可供本科低年级学生作为教材使用，也可供贸易、金融、管理等在职人员业务培训使用。

本教材由马龙海教授主编，李毅、田红雨为副主编，关兴华、刘沛富两位教授担任主审，英国语言专家 Sue Kay 审校，上册主要编写人员为李毅、庄美英、洪溪珧、毕亚男，下册主要编写人员为田红雨、张欣韵、聂泳华、朱行帆、陈尹晴。如果教材中存在欠缺之处，敬请专家学者不吝指正。

《新视野商务英语视听说》编写组

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Unit

A Factory Tour

Learning Objectives

After completing this unit, Ss should be able to:

- comprehend basic vocabulary and sentence patterns related to a factory tour;
- identify and understand the basic elements of a factory tour;
- understand the importance of a factory tour in business.

Business Profile

Supplier Assessment Programme—A Factory Tour

Selecting the right suppliers is one of the most important conditions for successful sourcing. Supplier assessment enables you to evaluate manufacturers' capabilities, to ensure compliance to regulations and to get products in line with the contracted quality and quantity within a specified time frame. How do you evaluate the suppliers effectively? You can make a factory tour to assess their quality, service and technology. In fact, a factory tour is one of the most important parts of the assessment of a potential supplier. During or before the factory tour, you should be able to do financial and cost reviews. During the tour you will want to see the working environment, product development and the quality control and manufacturing systems. You can evaluate a supplier in the following ways:

Financial review

Ask the supplier to provide the following materials:

- The last two fiscal years' income statements and two years' balance sheets. (Ask for an explanation of any unusual trends or relationships.)
- The final audit report of any independent accounting firms (if available, from the last three years).
- An analysis of aging of accounts payable and accounts receivable for the past three years. This information may be provided in summary, stating the dollar amount

and percent outstanding for under 30 days, 30 to 60 days, and over 90 days. (Discuss any unusual trends or relationships, and ask for an explanation of any write-offs for bad debt.)

- Detailed capital equipment expenditure plans for the next three years, including plans for any facilities.

Cost review

Ask the supplier to answer the following questions:

- Do you have any long-term agreements with other suppliers or customers? Do any of these contracts/agreements have built-in price adjustments?
- Do you have any programmes/incentives in place to deliver cost reductions? If so, explain. If not, why? Can you provide two examples of implemented ideas which have resulted in lower costs to your organisation? Were any of these savings passed on to your customers?
- Do you use cost-based or market-based pricing? Could you please explain your reasoning for selecting your method?
- Compared to your competition, how would you rate your company on pricing competitiveness, quality, and delivery? How would your customers rate you?
- Do you currently share cost information (raw materials, labour, manufacturing overheads, profit, etc.) with a customer? Would you be willing to share this during the quotation process?

Working environment

Ask the supplier to answer the following questions:

- How extensive are your employee training and education plans?
- Do employees receive incentives, bonuses, or profit-sharing? If so, what are they based on?
- Can you explain your housekeeping and workplace guidelines?
- Can you explain how you evaluate your employees' performance?

Product development

Ask the supplier to answer these questions and provide any related materials:

- Do you currently use CAD (Computer-Aided Design) for product design? Tooling design? If yes, detail the type of equipment, software packages and data transmission requirements. If no, give reasons or future purchase plans.
- Please detail all measures which will be taken to ensure a successful transition to manufacturing upon completion of the prototype phase.
- Can you explain the planning process used to validate a new product design and/or manufacturing process?

Quality control and manufacturing systems

Ask the supplier to answer the following questions and provide any related materials:

- Describe how you organise quality control.
- Describe the system for controlling documentation of drawings, specifications, data, etc.

- Describe how suppliers are chosen.
- Do you measure supplier performance? And if so, how?
- Please explain the system for controlling the supply of raw materials.
- Describe your inspection and testing systems for incoming purchased materials, in-process and finished goods.
- Do you have a certified lab? If so, please provide a copy of accreditation certification.
- Detail your gauge control and calibration.
- What is your system for identifying and isolating of internal/external nonconforming products?
- What machinery maintenance procedures are in place? How regularly are they implemented?
- Describe how you deal with malfunctions or breakdown in production.
- Explain your internal quality audit system.
- Do you have a continuous improvement programme within your facility?

After the factory tour, you should be able to come to a conclusion about the supplier. The conclusion may be:

- The factory will not be considered as a supplier at this time.
- The factory will be considered as a potential supplier after they improve the conditions that are currently unsatisfactory.
- The factory is considered a suitable supplier.

Language Expansion

Factory tour (I)

Expressing requests to visit a factory

We'd very much like to have a tour of your factory.

I'm eager to visit your company.

I hope to visit your factory next month.

I would be happy to come to see your newest facilities.

When could I visit your factory? The sooner the better!

Safety measures for factory tours

I'm afraid you'll have to wear an overall. It's a hygiene requirement.

Please follow the arrow. This will take you safely to the assembly line.

Watch your step, please.

You need this for security.

It's very important not to touch the machinery.

Expressing further requests during a factory tour

If it is not too much trouble, we would like to talk to your plant manager.

I hope to meet your general manager.

Would you mind arranging for me to meet the director of your Delivery Department?

I wonder whether I could talk to your workers?

Could I visit your product-design centre?

Factory tour (II)

Asking for impressions

What do you think of our factory?

What's your general impression?

Having had the tour, what's your opinion?

Did you like the factory tour? I hope you enjoyed it.

I wonder if you enjoyed visiting our factory.

Expressing gratitude for the tour's arrangements

Thank you. I'll keep in mind everything you have told me.

I really appreciate you helping me during my tour.

Thank you for helping me learn about the new technology in wine making.

Thank you for your kindness during the tour.

I'm truly grateful for your help during the tour.

All the arrangements for the tour are greatly appreciated. Thank you very much.

Expressing apologies

I hope the noise isn't annoying you.

We are running a little short of time, so perhaps we should move on now.

I'm sorry, I'm not familiar with that part. I'll ask our engineer to explain it to you.

I hope you don't mind having Chinese food for lunch.

If you have any problems with the tour, please tell us.

Scripts & Key

Part I Warm-up

Key:

1) eat 2) tour 3) taste 4) enjoy 5) make 6) closed 7) shop

Part II Listening Practice

Task 1

Script:

- (1) I hope the noise isn't bothering you?
It's no bother!
- (2) Why don't we start at the workshop?
Sure. I'll follow you.
- (3) What did you think of our factory?
Very big and modern.
- (4) What's your overall impression?
I'm very favourably impressed.
- (5) How big is your factory?
The multiplex of 9 buildings totals 767,708 square feet of floor area.
- (6) What is your market share?
45%.
- (7) How many workers are there in your factory?
At present, there are 2,000 workers at the plant.
- (8) Well, shall we have a break? You must be tired, having seen all of our plants all at once.
Not really. But there is a lot to take in. Let's have a break!
- (9) Are all the products available now?
Of course. We have good stock levels.
- (10) Is there anything else you'd like to see?
I'd like to visit your research department.

Key:

(1) f (2) e (3) g (4) j (5) c (6) h (7) b (8) a (9) d (10) i

Task 2

1

Script:

Boeing is one of the world's leading aerospace companies, with its heritage mirroring the history of flight. It is the largest manufacturer of commercial jetliners, satellites and space flight and launch services. The Boeing Everett Factory tours are conducted to showcase the Boeing and Everett production lines, featuring the 747, 767, 777 and 787. On the production line, visitors will see airplanes in various stages of manufacture. Afterwards, they will also be able to watch a flight test. As Boeing is also a leading producer of military aircraft, helicopters, space vehicles and missiles, visitors will also have a chance to see advanced fighter planes such as the F-15 and F/A-18. On the tour, visitors will tour the largest building by volume in the world.

During this tour, we believe visitors from every region of the globe will realise that they have witnessed the work of the number one aerospace leader in the world: Boeing Everett.

Key:

- | | | | | |
|--------------|-----------------|-------------|-------------|---------------|
| 1) aerospace | 2) manufacturer | 3) services | 4) showcase | 5) production |
| 6) various | 7) producer | 8) advanced | 9) globe | 10) leader |

2

Script:

Richard: Good morning. Welcome to our company.

Thomas: Good morning. Thank you for your reception.

Richard: I'm Richard Black, the Sales Manager.

Thomas: Nice to meet you, Richard. I'm Thomas Brown, the Purchasing Manager from ATC.

Richard: How was your journey?

Thomas: Not too bad. Thank you. Er... Let's turn to business. Could you tell me how large the plant is?

Richard: It covers an area of 25,000 square metres.

Thomas: When was the plant set up?

Richard: In the early 1960s.

Thomas: What are your newest products?

Richard: Here are some brochures about our products. Please look on Page 13; all the new products are listed there.

Thomas: These products are pretty good. Could you briefly tell me about your production methods?

Richard: Of course. I can show you our production systems on video.

Thomas: OK. But if you don't mind, I prefer seeing the factory for myself.

Richard: That's fine. I was hoping you would. If you have enough time, we'll be pleased to give you a tour.