

美国商务英语

(上册)



American Business English



PACE English by CETV

VOLUME I PROGRAMS 1-20

(美) Edwin T. Cornelius, Jr.

中央广播电视大学出版社

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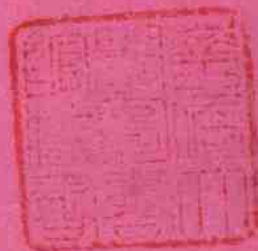
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作者简介

作者 Edwin T. Comelius, Jr. 中文名柯灵思。柯灵思先生是著名的语言学家、是八十年代风靡全球的《英语 900 句》的作者和发行人,现任佩斯国际集团有限公司的总裁。他曾就读于德克萨斯州基督教大学、耶鲁大学和南加州大学,并获英语文学士、社会语言学博士等学位。他还精通西班牙语、法语、俄语等多国语言,并在耶鲁大学、德克萨斯州基督教大学等著名学府担任教授、导师等职务。多年来,他还担任政府部门和福特基金会的咨询顾问。

柯灵思先生先后著有 60 多本有关语言学习方面的书籍。在语言教学领域几十年的辛勤耕耘中,积累了丰富的经验,并多次作为语言学专家,代表美国在世界各地做演讲、报告、讲学等。

1975 年他亲自创立了致力于语言教学的佩斯国际集团有限公司。1987 年佩斯公司与美国新闻出版署签订合约,首次开始通过卫星播放节目。从此,佩斯公司的节目遍布世界各地,无论是在欧洲、中东、非洲,还是拉丁美洲、东南亚等,你都能收看到佩斯公司制作的语言教学节目。

1988 年柯灵思先生代表美国参加第

一届中国工商经济发展研讨会，从此与中国结下了不解之缘。1989年佩斯与北京国际文化出版公司合作，通过中央电视台播放其英语教学节目，并在青岛创办了佩斯公司第一家语言学校——青岛—佩斯英语培训中心，主要负责中小学英语教师的培训任务，为提高中小学英语教学质量起到了积极的作用。

尽管柯灵思先生在语言教学方面已经取得了卓著成绩，但他依然为此执着地努力着，让我们共同祝愿他有更多的新作品问世，以飨全世界广大热衷于英语学习的读者们。

INTRODUCTION

Welcome to **American Business English**! **American Business English** is a 40-week television course transmitted by satellite. The objective of this course is to help you learn natural conversational English as it is used by American men and women in their everyday working life in offices, restaurants, hotels, stores, banks, and other business settings. The course includes 40 TV lessons and four textbooks (Volumes I to IV). Videocassette recordings of the TV lessons (two videocassettes per textbook) are also available for students desiring more intensive language practice.

American Business English is divided into 14 Case Studies. Each Case Study covers a particular industry or business activity. Via the camera, viewers are transported into real-life job situations to watch, listen, and learn—just as they would do if they traveled to the U. S. and visited all these places in person. The people in all these situations are the *real people* who work there. They are not professional actors and actresses. When they speak to each other or to the camera, they are speaking spontaneously and naturally—"ad libbing" everything they say. Viewers who study and work with these video and textbook materials will achieve two very important objectives:

(1) *Comprehension ability*—by listening to conversations, talks, and interviews, viewers will expand their vocabulary and very rapidly increase their comprehension ability in natural English; and

(2) *Speaking ability*—by using the simulation ("U-Speak") exercises throughout the course, which give viewers practice in interviewing and conversing with video people, viewers will gain confidence in English and greatly improve speaking ability (pronunciation, stress, intonation, rhythm) and fluency in English.

American Business English contains a wide range of learning activities with specific learning goals, including the following:

- a. *general vocabulary building*— to expand range of viewers' passive (recognition) and active (speaking) vocabulary;
- b. *special vocabulary development*— to introduce job-specific terms, expressions, and jargon used in different career situations, and give viewers practice in using special vocabulary;
- c. *comprehension of continuous speech*— to provide maximum opportunities for students to hear and learn to comprehend natural speech flow (beyond the isolated sentence level), ranging from short paragraphs to lengthy speeches;
- d. *improvement of pronunciation*— to provide opportunities for viewers to practice repeating and imitating the pronunciation of native speakers in the video materials;
- e. *development of naturalness and fluency*— to provide maximum opportunities for students to practice speaking skills, including asking questions to get information, responding to others' questions, interviewing people to get their opinions, etc; and
- f. *cultural information and orientation*— to support all language learning activities by providing authentic contexts and cues that enable viewers to develop insights into Western (American) cultural patterns implicit in the way men and women behave and interact with each other in their daily work environment.

Although **American Business English** was originally designed as an intermediate-to-advanced-level study program, the course can be used by students at all levels:

- *Beginning level*— using the video lessons and textbooks, beginning students will quickly learn to function in situations previously reserved only for intermediate students;
- *Intermediate level*— with the video, most intermediate students will gain active conversational ability in using "advanced" functions;
- *Advanced level*— for advanced students who have been exposed only to traditional textbook materials, the study of **American Business English** will transform passive knowledge of grammar rules and formal syntax into communicative ability in English.

美国商务英语简介

自七十年代我国全面改革开放以来,中国与世界经济、科学、文化教育交流日益频繁。英语作为一种世界性的沟通语言,发挥了其桥梁的作用。其中商务英语是人们所熟悉的,也是日常工作中使用较多的。

中央广播电视大学此次培训采用国外引进教材《美国商务英语》,这套共 40 讲的电视教材,不过分强调语法和词汇,不刻意设定、围绕核心词汇和句型团块展开对话。

这套教材总体设计是要突出把学员置于真实的环境里去实践,其目的是要帮助你掌握美国人在办公室、餐厅、饭店、商店、银行等其他公共场合所使用的日常英语。为此,该教材设计了 14 个不同的商业场所,并按照商贸交际中可能牵涉到的方方面面编排对话,并在每一讲中提供两三个回合的反复操练。

同时有一点是非常重要的,本教材所涉及的商业场所全部是真实的,比如奥林匹克大饭店、惠普高科技公司等等,这样会让观众仿佛亲临到了那个真实的场景中,去看、去听、去学习——就仿佛已置身于美国,亲自去参观那儿一样。另外,我们在屏

幕上看到的所有人员,他们既不是教师也不是演员,而是饭店、公司和企业的真正老板、管理人员、技师等。他们所提的问题和牵涉到的情景都不是编造的。因此,不论是在语音语调的地道,语速的真实,词语的实用性,以及英语之外的商贸知识的应变能力培养等各方面,这套教材的优势是不言而明的。

经过反复收听课程中的对话、采访等,学员能够非常迅速地扩大其词量,提高其理解能力。同时,通过像“你来说”这样贯穿于全课程的模仿类练习,学员们勇于开口说英语的自信心会大大增强,口语会话能力得到很大地提高,其有关商务方面的业务知识和水平也将会会有一个飞跃。

中央广播电视大学出版社简介

中央广播电视大学出版社成立于1982年10月,是由中央广播电视大学主办,国家教育委员会主管的一所综合性的大学出版社。主要出版为电大教学和科研所需要的适合于远距离、多媒体教学使用的教科书,教学指导书、教学参考书、工具书和成人高等教育自学考试、专升本考试用书及社会科学、自然科学和工程技术方面的高优学术著作。

我社始终坚持为教学和科研服务,为电大师生服务。依靠由国内著名专家、中青年学者组成的作者队伍。从1982年至今,共出版各类图书2800多种(包括新版、重版),累计印数达1.2亿册。现已发展成为一家初具规模、有一定实力和影响的高校出版社。

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