

高职高专“十一五”规划教材

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Contemporary
Business English An Integrated Course

当代商务英语

综合教程 4

教师用书



华东师范大学出版社

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本教材是专门为高职高专商务英语专业学生而精心编写的。由著名英语专家主编，高职商务英语教学一线骨干教师、本科商务英语教学专家、英语语言教育专家和企业商务英语培训教师联袂编写，由外籍商务英语专家审定把关。本教材有以下特点：

- 起点、难度适当，符合高职学生的实际特点
- 注重语言基本功，强化听说读写译技能训练
- 富有时代特色，商务与语言有机衔接
- 重在培养职业能力，适应商务职场的需要
- 配有光盘、多媒体课件及网站，方便课余巩固

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综合教程 4

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使用说明

本书为“当代商务英语系列教材”(Contemporary Business English)精读教材第四册的教师用书。我们编写本书是为了给采用本教材的兄弟院校教师提供参考,而不希望因此限制使用教师的创造性教学实践。本书亦可为自学者提供某些便利。我们同样也希望他们不要对本书产生依赖。

需要特别说明的是:配套的练习与测试用书是本教材的重要组成部分,教师应将其与教材结合使用,以达到最佳的教学效果。

关于本套综合教程的编写原则,在学生用书的前言中已有详细说明。这里仅就第四册的使用作一些具体补充。

教学目的

关于本册的教学目的,我们强调:

1. 既立足于丰富学生的语言知识,积极介绍新的语言现象,又要把重点放在帮助学生复习、巩固、消化和提升已学的知识上。
2. 既要强调语言形式的训练,又要提供较多的活用语言的“语境”,以帮助学生熟练掌握所学语言并提高在交际过程中正确运用语言的能力。
3. 既要继续提高学生的阅读理解能力,又要进一步加强听、说训练,以保证学生听、说、读、写技能更加均衡地发展。
4. 既要着重语言技能的训练,又要努力扩大学生的知识面,帮助他们养成良好的学习习惯,提高思考问题、分析问题、讨论问题、归纳总结问题和独立解决问题的能力以及不同文化间交流与合作的能力。

基本框架

本书第四册共14单元,每周一单元,供一学期使用。每单元均有五个组成部分:课前预习、课文A及课文的注释和词汇表、练习(见练习与测试配套用书)、语言在用、课文B。为保证本套教材达到预期的目的,我们对课文的选编和各项练习的设计都作了认真考虑。除口语活动任务外,使用者可依次完成各项任务,尽量不要删减或跳跃。

课前预习

本册十分强调课前预习,因为这既有利于培养学生学习的主动性和积极性,也有助于确保教师的指导取得最佳效果。我们对预习主要有以下要求:

1. 要求学生通过初读了解课文大意和课文中的内容理解难点。
2. 要求学生借助词汇表、注释以及工具书,自主解决难点,加深对课文的理解,并找到需要教师指点的问题所在。
3. 通过重点查找指定的语言现象,学习工具书的使用方法。
4. 通过听课文录音和重点段的朗读,改进语音、语调和朗读技巧。

5. 要求学生在预习中组成对话伙伴,互相切磋,共同操练。

课文 A

正课文是书中的核心。关于课文的处理,我们建议:

1. 课文要讲透,要对各种语言现象有中肯的解释。在此基础上还要使学生能够真正欣赏原文。

2. 讲透课文不等于漫无边际、毫无节制。新的语言现象处理到什么程度,要根据学生的水平和本阶段的教学目的而定。一些条件已成熟的语言点需要认真归纳操练,而有的则点到为止,留待日后详述。

3. 讲解课文时不要满堂灌,并不是讲得越多越好,而是必须落实到学生的“练”上。因此必须强调师生互动,强调学生的主动性和参与性。教师对课文讲解的快与慢的节奏要心中有数,灵活掌握。

4. 对语言理论的介绍要尽量简洁,讲求实效。本书基本采用归纳法,多数情况下由学生通过练习自己领悟其中规律。

注释

课文注释原则从简。除课文、作者背景外,只包括一些语法词汇方面的必要讲解。注释中不含课文内容方面的理解。我们认为作为商务英语专业教材,对课文的理解更多地需要学生通过工具书及课堂讨论来实现。

词汇表

为逐步培养学生使用英语释义的词典,本书词汇表采用部分英语释义,部分中英对照,部分提供中文翻译的做法。每课生词大约为 50 个左右。生词标准参考 Longman 词典 (*Longman Dictionary of Contemporary English*) 来确定是否单列词条。词义仅限于本课实际使用中的词义。

练习

课文处理之后,学生应该认真复习并准备完成各类练习。本书练习分为三大部分:口头与书面表达实践,词汇练习和语法练习。词汇练习和语法练习放在练习与测试配套用书中。这些练习既紧密结合课文,又体现基础阶段对应第四册教材所涵盖的系统训练要求。

1. 口头与书面表达实践:口语练习是围绕课文内容设计的一套问答题。题目有大有小。其目的主要是通过问答训练学生的听说能力,帮助他们消化所学语言材料,熟悉基本词汇和句型。教师在问题中要自觉糅合学生已学的语言,进行滚动式操练。在“短兵相接”的问答以后,再由学生按大题目进行连贯讲话,复述课文。这套练习要不惜多花时间,特别是开始阶段,一定要让学生养成开口说的习惯。我们认为练习连贯讲话和复述课文也有助于增强学生语言活用和逻辑思维的能力。

在课文问答及复述的基础上,根据课文的特点,还可以组织一些简单的讨论或戏剧表演,以提高学生的学习兴趣。

2. 词汇练习:这是本书练习中的重点之一。练习所针对的是英语词汇的主要特点和中國学生面临的特殊难点。我们的目的是通过这些练习向学生系统介绍一些习惯用语、常用短语和搭配、常用短语动词、常用及易错用的单词、主要的动词使用模式、一词多义现象、构词法、同义词、反义词及同义词使用等;并帮助学生扩大词汇量,熟练掌握这些词和短语的形式以及词义和用法。

在词汇练习中我们尽量体现以下原则:1)练习中的“语境”力求真实自然、典型实用;题材力求广泛、多样、贴近生活;内容力求积极健康、符合教材整体对文化内涵的标准。2)循序渐进、细水长流。以上各项练习内容在第四册书中进一步深化。3)练习的具体设计尽量做到符合学生水平、难易适中,但同时也包括一些较难的部分,以满足部分学生的需求。4)练习的方法包括机械、半机械及比较灵活等不同类型,各类型有合理的比例,防止侧重语言训练而忘记语言交际的目的,或侧重思想表达而造成语言失控的现象。5)尽量把学生放在主动地位,启发学生进行自主观察、归纳总结和练习。6)第四册适当控制翻译练习的使用,以便在一段时间内让学生摆脱对母语的依赖。

在词汇和语法练习中,我们都用到少量的生词。对于这些生词,建议教师不作要求。

语言在用(Language in Use)

这部分以商务语境的语言运用为主线展开,关注当代语言运用的新用法、新话题,这是本教材的重要创新点。在编写形式上主要采用语篇练习方式,形式活泼,内容新颖、实用。

(1)听力部分。本册主要是经典段落听读、诵读练习,教学中可以根据学生情况使用。

(2)(商务)语言综合练习部分。本部分是在语篇层次上的综合练习,是教材中最有特色的亮点。所选的文章短小精悍,材料新颖,体裁各异,语言地道,趣味性强;相当一部分材料具有强烈的时代气息和前瞻性,练习形式活泼多样。

课文 B

本册书每课之后均附有一篇副课文。它们全部是商务题材,本册偏重商务知识,目的是增加语言材料的输入并提高学生的学习兴趣。但为减轻学生负担,教师一般可不再予以处理。考试也不必再作要求。

职业技能(Career Skills)

这一部分大多以介绍中国成功的大型企业开始,并以此为背景设计了一些职场上经常涉及的职业技能。该练习旨在让学生对商务领域职场工作性质和内容有更好的了解和认识,并培养他们解决问题和思考问题的能力,同时让他们在一个较为真实的情景中提高语言理解和运用能力。该部分的内容有助于学生职场技能的培养和创新能力培养,但其中有些部分对学生的综合能力有一定的挑战性,教师可选择地使用这部分内容,或作为提高和展示的机会,让综合能力较强的学生完成练习,并向全班同学进行演示。

课时安排

我们建议每单元大致用6—8课时,具体可作如下安排:

课前预习的检查 0.5—1 课时;

课文的语言处理 3—4 课时;

课文练习、语言在用和职业技能部分练习 2 课时;

每课的测验 0.5 课时;

教师可根据学生的水平,对以上安排作适当的调整。

考核方式

考核可根据学生的课堂参与和表现、课后书面作业、每课的测验、期中考试和期末考试进行。期末考试可分为口试、笔试。口试以课文内容的理解和掌握为原则,考查口语表达能力;

笔试考查课文的语言项目和对未读过的与课文难易相仿的文章的理解。口试、笔试成绩总体上可以按如下比例：

课堂参与和表现 10%；

课后作业和每周测验 20%；

期中考试 30%；

期末考试 40%。

本册教师用书在编写中疏漏之处在所难免，请教师在使用中指正。本册承外籍专家 John Parker 审定，在此表示衷心感谢。

（本教材的网站、课件于 2009 年上线开通。有关教材使用意见、教学服务支持方面的信息可与教材项目负责编辑李恒平老师联系，电子邮件 hppli@sina.com。）

编者

2009 年 8 月

教师用书

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Unit 1



Text A



The Perfect Picture

Task-based Learning

Pre-class Task 1

Main idea:

The narrator recalled missing a good chance to take a prize winning photograph as a reporter, but he didn't regret.

Pre-class Task 2

1. a 2. c 3. d 4. b 5. a

Pre-class Task 3

Words and expressions to be explained through their context or with the help of a dictionary.

1. to cause to move backward or in a reverse direction
2. a pickup truck
3. to stop hoping that sb./sth. will change or improve
4. the ability to imagine or remember images or scenes
5. to fall into
6. something particularly noticeable, typically associated with a person or thing
7. to find or discover sb./sth. by chance
8. in a way that makes people unable to understand what is happening
9. a flashbulb
10. after some time; eventually

In-class Task 1

1. Cameras were aimed at him, and reporters were pushing microphones in his face.
2. I had a big and heavy camera with me. It was a Speed Graphic type, which was a noticeable symbol of the newspaper reporter at that time.

3. He was sitting on a chair beside the table, looking at the little body, as if not understanding what was happening. Because I could only see a side view of his head, he didn't know I was there.
4. In that quiet moment I recognized it had the qualities to become a news photograph which would win a prize.
5. I knew it clearly how valuable that photo would be in story-telling, and my professional sense told me to take it.

In-class Task 3

3. 1) He had accidentally backed his pickup truck over his baby granddaughter in the driveway of the family home.
- 2) Because it was a tragedy.
- 3) No. He tried to, but failed.
- 4) Yes. He heard what the old man said by accident.
- 5) He saw the child's body on a Formica topped table, and the old man was sitting on a chair beside the table.
- 6) He didn't want human suffering to become a spectator sport.
- 7) No. He still feels right about what he did.

Text Explanations

Background Information

1. driveway

A driveway is a type of private road for local access to one or a small group of structures, and is owned and maintained by an individual or group.

Driveways can be decorative in ways that public roads can not, due to their lighter traffic or the willingness of an owner to invest in their construction. They are often designed to conform to the architecture of the connected home or other buildings.

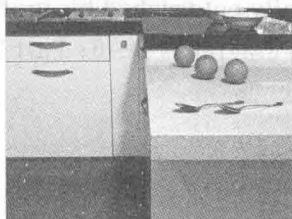
Driveways are commonly used as a path to a garage or house. Or, in the case of large estates, a driveway may be the road that leads to the house from the public road, possibly with a gate in between. There are examples of one driveway that splits to service two or more garages maintained by different owners.

2. Speed Graphic

The Speed Graphic is commonly called the most famous press camera, produced by Graflex, a manufacturer of cameras in Rochester, New York. It was standard equipment for many American press photographers until the mid-1960s.



3. Formica



A trademark used for a variety of high-pressure laminated plastic sheets of synthetic resin employed especially as a heat-resistant and chemical-resistant surface on tables and counters.

Formica was filed for a patent in the United States in 1913, and the company started in the same year. However, its early applications were quite different from the durable laminated sheets with decorative surfaces associated with wipe-clean restaurant tabletops and interior decoration. In the beginning Formica proved to be a commercially attractive insulating material, well suited to applications in the rapidly growing electricity industry.

4. World's Fair

World's Fair, also known as World Fair and/or Expo, is the name of various large public exhibitions held since the mid-19th century. The official sanctioning body is the Bureau International des Expositions (BIE), translated in English as the International Exhibitions Bureau (though sometimes rendered as the Bureau of International Exhibitions). BIE-approved fairs are divided into a number of types: universal, and international or specialized. They usually last between 3 and 6 months.

Today, world expositions are the third largest event in the world in terms of economic and cultural impact, after the FIFA World Cup and the Olympic Games. They have been organized for more than one and a half centuries — longer than both the (modern) Olympic Games and the World Cup. The first Expo was held in The Crystal Palace in Hyde Park, London, in 1851 under the title “Great Exhibition of the Works of Industry of All Nations”. The “Great Exhibition” as it is often called was an idea of Prince Albert, Queen Victoria’s husband, and was the first international exhibition of manufactured products. As such, it influenced the development of several aspects of the society including art and design education, international trade and relations, and even tourism. Also, it was the precedent for the many international exhibitions, later called “World’s Fairs”, which were subsequently held until now.

Summary of the Passage

This text is a piece of narrative writing, which describes 15 years ago a young reporter drove to a scene where a fatality happened, that was, an old man had accidentally backed his pickup truck over his baby granddaughter in the driveway of the family home. Recognizing the powerful story telling value of that news, reporters swarmed in, asked

questions and took photos, while the author finally gave up the opportunity for a perfect news picture because at length his awareness of humanity outweighed his professional duty. The text falls into 4 parts: Part 1; Para. 1; Part 2; Paragraphs 2~6; Part 3; Paragraphs 7~10; Part 4; Paragraphs 11~14.

Text Analysis and Language Points

Part 1 (Para. 1)

The first part serves as an introduction. It provides the background information about the story.

The following question can be asked:

Q. What was the fatality 15 years ago when the author was a young police reporter?

A. A man had accidentally backed his pickup truck over his baby granddaughter in the driveway of the family home.

Language Points

1. back: to cause to move backward or in a reverse direction

e.g. Back the car up ten feet and then make the turn.

Ann gave up driving when she backed the car into the garage door.

2. fatality: a death resulting from an accident or a disaster, or someone who has died in either of these ways

e.g. There's a 50% increase in the number of traffic fatalities.

Britain has thousands of road fatalities every year.

The first fatalities of the war were civilians.

Part 2 (Paragraphs 2~6)

The second part provides the preparatory narrative for the critical scene.

The following questions can be asked:

Q.1 What was the author's first impression of the old man?

Q.2 What did the author see after he arrived at the scene?

Q.3 What did the old man say when he saw the author?

Q.4 Where was the body?

A.1 He was stocky, white haired, in cotton work clothes standing near a pickup.

A.2 He could still see in his mind's eye that devastated old man looking down at the place in the driveway where the child had been.

A.3 "I was just backing up there to spread that good dirt." "I didn't even know she was outdoors."

A.4 In the kitchen on a Formica topped table, backlit by a frilly curtained window, lay the tiny body, wrapped in a clear white sheet.

Language Points

1. train on sb./sth. : to aim (a gun, camera, etc.) at sb./sth.
 e. g. She trained her binoculars on the bird.
 The detective trained his gun on the side door.
 With five guns suddenly trained on him, he was understandably nervous.
2. give up on sb./sth. : to stop hoping that someone or something will change or improve
 e. g. She was loyal and intelligent and she never gave up on anything.
 At that point, I hadn't completely given up on the marriage.
 He'd been in a coma for six months, and doctors had almost given up on him.
3. in one's mind's eye: If you see something in your mind's eye, you imagine or remember clearly what it looks like
 e. g. She paused, imagining the scene in her mind's eye.
4. devastated: feeling extremely shocked and sad
 e. g. She was left feeling totally devastated.
 She was utterly devastated when her husband died.
 Thousands of people have left their devastated villages and fled to the mountains.
5. outdoors (*adv.* and *n.*)
 e. g. I saw her coming in from the outdoors.
 It's warm enough to eat outdoors tonight.
 He wants a job that will let him work outdoors.
6. flop
 - 1) to hang or fall loosely, in an uncontrolled way
 e. g. His head flopped back pathetically.
 Hugh's hair keeps flopping over/into his eyes.
 - 2) to sit or lie down in a relaxed way, by letting all your weight fall heavily onto a chair, etc.
 e. g. He flopped down onto the bed.
 I got home and flopped in front of the TV.
7. lapse into
 - 1) to go into a quiet or less active state
 e. g. lapse into unconsciousness/silence/sleep, etc.
 He lapsed into a coma and died two days later.
 Alison lapsed into puzzled silence.
 - 2) to begin to behave or speak in a way that you did before
 e. g. She lapsed back into her old ways.
 Occasionally he lapsed into his native German.
 - 3) to get into a worse state or become worse
 e. g. Following his death, the Empire lapsed into chaos.

His poetry often lapses into sentimentality.

8. a three by five studio portrait; a studio portrait with three inches on one side and five inches on the other

Here *by* is used to show measurements or amounts.

e. g. Our office floor space measured twelve metres by ten.

Their wages were increased by 12%.

Freelance workers are paid by the hour.

These telephones have sold by the thousand.

9. tuck

- 1) to push something, especially the edge of a piece of cloth or paper, into or behind something so that it looks tidier or stays in place

e. g. Jack tucked his shirt in.

She tucked an unruly lock of hair behind her ear.

- 2) to put something into small space, especially in order to protect, hide, carry, or hold it

e. g. Giles was tucking his pile of books under his arm.

He took the glasses off and tucked them in his pocket.

10. trademark

- 1) a name or symbol which is put on a product to show that it is made by a particular producer and which cannot be legally used by any other producer

e. g. a registered trademark

- 2) something particularly noticeable that a person typically has or does

e. g. He was wearing one of the brightly coloured ties that are his trademark.

She gave one of her trademark smiles.

11. come upon sb./sth. : to find or discover sb./sth. by chance

e. g. I came upon a group of children playing in the street.

I came upon your old letters today.

He came upon her looking in the store window.

Part 3 (Paragraphs 7~10)

The third part depicts the perfect scene in details.

The following questions can be asked:

Q.1 What was the prize winning news photograph the author recognized?

Q.2 Can you describe the elements of the perfect picture?

A.1 The grandfather slowly leaned forward, curved his arms like parentheses around the head and feet of the little form, then pressed his face to the shroud and remained motionless.

A.2 The grandfather in his plain work clothes, his white hair backlighted by sunshine, the child's form wrapped in the sheet, the atmosphere of the simple home suggested

by black iron trivets and World's Fair souvenir plates on the walls flanking the window. Outside, the police could be seen inspecting the fatal rear wheel of the pickup while the child's mother and father leaned in each other's arms.

Language Points

1. **backlight**: to light from behind
 e. g. The photographer backlit the subject for a dramatic effect.
 (Used as a noun, backlight is a type of spotlight, used in photography, that illuminates a subject from behind.)
2. **profile**: a side view of someone's head
 e. g. Diane has a lovely profile.
 He sat by the window, his handsome profile outlined against the sky.
3. **swaddle**: to wrap a baby tightly to keep it warm and protect it
 e. g. The baby is tightly swaddled.
 Each morning I swaddled them in cotton wool and boxes of Band-Aids.
 Not surprising since the industry itself was still in swaddling clothes.
4. In that hushed moment I recognized the makings of a prize winning news photograph. Here *makings* (often used in the plural form) refers to the abilities or qualities needed for development.
 e. g. She has the makings of a great violinist/a fine teacher.
 He has the makings of a world-class footballer.
5. **appraise**
 - 1) to examine someone or something in order to judge their qualities, success or needs
 e. g. At the end of each teaching practice, trainee teachers are asked to appraise their own performance.
 In co-operation with other professionals, social workers will appraise the individual's needs.
 He coolly appraised the situation, deciding which person would be most likely to succeed.
 - 2) to make an estimate of a thing's value
 e. g. Greenpeace has been invited to appraise the environmental costs of such an operation.
 The realtor made an appointment to appraise the house.
6. **compose**
 - 1) to write a piece of music, to write a letter or poem, etc.
 e. g. Barrington has composed the music for a new production of "A Midsummer Night's Dream".
 Compose a letter to your local paper stating your views on an issue of your choice.
 - 2) to arrange the parts of a painting, photograph, or scene in a way that achieves a

particular result

e. g. I like the way he composes his photographs.

7. suggest: to remind someone of something or help them to imagine it

e. g. The stage was bare, with only the lighting to suggest a prison.

That cloud suggests a boat to me.

8. flank: to be on both sides of someone or something

e. g. Lewis entered flanked by two bodyguards.

mountains flanking the road

Part 4 (Paragraphs 11~14)

The fourth part reveals the theme of this narration, that is, the author's professional duty was outweighed by the awareness of humanity.

The following questions can be asked:

Q.1 Why did the author feel right about what he did that day?

Q.2 If you were the reporter, would you take the photo? Why or why not?

A.1 Because he thinks one's awareness of humanity should outweigh his/her professional duty.

A.2 The answer is an open one.

Language Points

1. intrude: to interrupt someone or become involved in their private affairs in an annoying and unwanted way

e. g. Would I be intruding if I came with you?

Employers should not intrude into the private lives of their employees.

It is to be hoped that TV cameras never intrude on this peaceful place.

2. at length

1) after some time; eventually

e. g. At length we arrived at our destination.

At length, the authorities allowed her to go home.

2) for a considerable time; fully

e. g. He spoke at length about the court ruling.

George went on at great length about his various illnesses.

Text A 参考译文

完美的照片

那是十五年前一个早春的日子,阳光惨淡,树木刚刚发芽。那时我还是个年轻的警务记者,正开车驶往一个我不愿看到的场景。根据警局调度电台所述,一个男人在家门口车道上倒车时,意外地轧倒了自己的小孙女。真是天灾人祸。