

示范性高等院校应用型规划教材

商务英语听说教程

初级教程

Business English Listening and Speaking
Elementary Course

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内 容 提 要

本书以实际工作过程为导向,以模块化教学训练听力和口语技能,以体验为学习方法,兼顾听力、口语训练与等级考试训练一体化,方便教师教学和学生自学。全书共分10个主题单元和2个复习单元,内容为介绍、寒暄、宴请、请假等最常见的商务活动。工作流程式的章节安排、模块化的学习内容、任务式的口语训练、体验式的商务情景既能激发学生的学习兴趣,又能使其听说能力从高中阶段顺利提升到职业阶段。

本书适合商务英语相关专业的学生学习,也可供其他专业的学生学习参考。

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前言 Preface

近年来,随着我国加入世界贸易组织及同世界其他国家在商务领域交往的日益增多,商务英语听说能力越发重要,良好的商务英语听说能力是顺利运用英语进行交际的前提条件。对于应用型本科院校和高职院校商务英语专业的学生来说,具备一定的商务英语听说能力,不仅是教学大纲的要求,也是求职以及就业所必需的。帮助学生提高听说能力,正确表达自己的思想并顺利与他人交流,这是本套教材编者一直努力的方向。

“商务英语听说教程”系列教材以实际工作过程为导向,以模块化教学来训练听力和口语技能,以体验为学习方法,兼顾听力、口语训练与等级考试训练一体化,方便教师教学和学生自学。本套教材在强调听力训练的同时,口语活动也非常丰富,听力和口语训练的内容和时间比例均为 1:1,以便学生在学完本套教材之后能听得懂,说得好。工作流程式的章节安排、模块化的学习内容、任务式的口语训练、体验式的商务情景既能激发学生的学习兴趣,又能使其听说能力从高中阶段顺利提升到职业阶段。本套教材虽然是专门为应用型本科院校和高职院校商务英语专业学生设计和编写的,但也可以作为外贸类和面向国际类专业学生的教材以及商务职场人士的自学参考书。

“商务英语听说教程”系列教材分为《商务英语听说教程 初级教程》、《商务英语听说教程 中级教程》和《商务英语听说教程 高级教程》三册,可分三个学期学习,以适应一般应用型本科院校和高职院校商务英语专业的教学安排。主要内容涉及商务的各个方面,如面试、营销、销售、会议、谈判、管理、差旅等。《商务英语听说教程 初级教程》主要为帮助高职学生从高中阶段到大学阶段过渡,内容为最常见的商务活动,如介绍、寒暄、宴请、请假、出差、接待等;《商务英语听说教程 中级教程》为进阶阶段,内容为商务环境中的工作部分,如会议、招聘、产品展示、公司介绍、图表分析等;《商务英语听说教程 高级教程》则主要涉及对外贸易和公司管理方面的话题,如商品交易会、询盘、工厂参观、谈判、保险、报关、索赔、公关等。每册书的每个单元都由若干听力练习和相关的口语练习组成,在每单元最后以补充练习的形式训练大学英语三级、四级、六级、托业和剑桥商务英语证书中级考试的相关听力,帮助学生通过相关证书的考试。各个院校可以根据学生水平和教学安排选择从《商务英语听说教程 初级教程》或是《商务英语听说教程 中级教程》开始展开教学。

本套教材的每一册都有 10 个主题单元和 2 个复习单元。每个主题单元都由一个中心话题和与话题相关的课堂练习活动组成,使听力训练不再只是做题训练,而是交流的开始,是语言的“输入”;口语训练也不再是简单的背诵和模仿,而是表达学生个人情感和思想的“工具”,是语言的“输出”。这样将听说训练进行有机结合会帮助学生在锻炼听说能力的同时也提高思考问题和解决问题的能力。

《商务英语听说教程 初级教程》的每个主题单元由以下 7 部分构成。

第____部分	说 明
I. Lead-in	话题引入和单元介绍

II. Warm-up	语音练习
III. Culture tips	和本单元相关的文化常识
IV. Sentences & short dialogues	1. 听力练习 2. 功能句型 3. 口语练习
V. Long conversation	1. 预备练习 2. 听力练习 3. 口语练习
VI. Group work	与本单元主题相关的案例研究
VII. Supplementary listening	PRETCO 及 CET 听力真题（附录附答案及听力原文，方便学生自学并检测）

总之，我们希望学生通过对本套教材的学习，不仅能听懂日常和商务英语会话，而且能以准确的语音语调进行交流，自由地表达自己的思想和观点，为今后就业做好充分的语言准备。

“商务英语听说教程”系列教材由操亦变和潘敏担任主编并负责前期统筹、后期统稿和审阅。《商务英语听说教程 初级教程》的副主编为严钦霞、聂钟鸣和王时晖，郭梅、高洁、邓银燕、李姗姗和梅婷婷参与了编写。陈妮丹负责本套教材各个单元内的插图设计。

在编写本套教材的过程中，我们参阅了大量的国内外有关资料，得到了天津大学出版社编辑的帮助。在此，我们对所有关心、支持和帮助本套教材编写和出版的人员表示衷心的感谢。同时，由于编写时间仓促、编者水平和经验有限，本套教材可能有疏漏和不当之处，我们诚恳希望外语教学专家和使用本书的广大师生批评指正。

编者

2014年3月

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Learning objectives

Words and expressions

1. get lost
2. understand
3. introduce
4. get well
5. establish

Unit 1

Hello, I'm...



"You never get a second chance to make a first impression."

Learning objectives



When we finish the unit, we should be able to:

1. get familiar with some vowels;
2. understand people when they talk about themselves;
3. introduce ourselves and others;
4. deal with a job interview;
5. establish a good relationship with others in a social event.



Part I Warm-up

Task 1 *You will hear one word read from each group. Circle the correct one after listening and then read all the words correctly.*

- | | | |
|--------------|---------|---------|
| 1. A. miss | B. mess | C. mass |
| 2. A. pit | B. pet | C. pat |
| 3. A. seeks | B. six | C. sex |
| 4. A. wheal | B. well | C. will |
| 5. A. seat | B. set | C. sit |
| 6. A. pen | B. pan | C. pin |
| 7. A. bat | B. bit | C. bet |
| 8. A. said | B. seed | C. sad |
| 9. A. net | B. nit | C. neat |
| 10. A. least | B. lest | C. list |

Task 2 *Fill in the blanks with the given words in the brackets. After listening, imitate reading all the sentences.*

- He'll _____ if they _____ him. (weep, whip)
- I hope he'll catch the _____. (ship, sheep)
- The dog _____ the boy on the face. (bit, beat)
- The cat stayed in _____. (bag, bed)
- He is _____ to be leaving. (sad, said)
- Why don't you use a _____. (pan, pen)
- They made the water climb the _____. (hills, heels)
- What a big _____ it is! (bill, bell)
- He is _____ the desk to me. (sanding, sending)
- He didn't know the _____ who spoke to him. (man, men)

Task 3 *Read the following tongue twisters.*



- See the breeze, teasing the tree, weaving the leaves, and shaking them free.
- Silly Billy! Silly Billy! Silly Billy loves lily. Why is Silly Billy silly? Why does Silly Billy love lily? Silly Billy isn't silly.
- Eddie's enemies envied Eddie's energy, but Eddie never envied his enemies' energy.
- A mad man says that Amanda has captured a fat panda.
- A big black bug bit a big black bear. Where's the big black

bear the big black bug bit?

6. Each Easter Eddie eats eighty Easter eggs.
7. Friendly Frank flips fine flapjacks.
8. There's a sandwich on the sand which was sent by a sane witch.
9. A canner can can as many cans as a canner can, if a canner can can cans.
10. Betty beat a bit of butter to make a better batter.



Part II Culture tips

Do you know how to introduce people? Do you think it is difficult to make proper introductions in social situations?

New words and expressions

title 头衔

considerable 相当大(或多)的

in deference to...出于对……的尊敬

exception 除外, 例外

Task 1 Listen to the passage, note down the key points and finish the following statements.



1. Introduce people using _____ names.
2. If any, the _____ and _____ should be included in the introduction.
3. _____ is the most important consideration followed by _____ then _____. But _____ should be always introduced first.
4. If the person has a specific relationship to you, make the _____ clear.
5. If you want to introduce a person and a group of people, the _____ should be introduced first.

Task 2 According to what you hear, do you know who should be introduced first?

1. Alice Wang, your classmate and Oscar Smith, your colleague
2. Prof. Lee and Simon Hunter, your roommate, a student
3. Mr. Leo Brook, your manager and Lilybell Green, a newcomer in your office
4. Mr. Leo Brook, your manager (38 years old) and your grandfather (73 years old)
5. Dr. Morgan Wood, your good friend and Prof. Stephen Lee, Mr. Melvin Longman (President of XYZ Company) and Mrs. Jennifer Longman (Mr. Longman's wife), your spouse's friends
6. Mr. Leo Brook, your manager and Mr. Frank White, your client



Part III Sentences & short dialogues

Section One Listening practices

Task 1 *Listen to the following five people talking about themselves. After listening, match the photos with their business cards and then finish their business cards.*



1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Business Card 1

_____ Wolfe

FOR AMERICANS
energy
INDEPENDENCE
www.ei2025.org

PO BOX 1151
Studio City CA 91694
Phone: (818) 508 8754
E-mail: chris@ei2025.org

Business Card 2

Gandalf Property Management Co., Ltd.
Monica Stock
Administration & Personnel Department

53 Loudoun Avenue Barking Essex IG6
IAS, _____

Tel.: 0044 (0)7931371247
Fax: 0044 (0)1634401553
E-mail: monicas@gandalf.co.uk
www.gandalf.co.uk



GANDALF

Business Card 3

Business Card 4

L'ORIENT-EXPRESS

Manager 15 Lot les Horizons, 97232 Acajou,
 la Mentine, _____

Tel.: _____
 Fax: _____
 E-mail: roger-m@wanadoo.fr

PIANETA MUSICA

Stella Boccaccio

Via Napoli 68/86, _____
 Tel.: 0805283342 E-mail: info@pianetamusica.it
 Fax: 0805282412 www.pianetanetwork.it

Business Card 5

PING AN Insurance-Banking-Investment www.pingan.com	Liu Tao _____
	Ping An Property & Casualty
	Insurance Company of China,
	Ltd. _____ Branch
	518 Jianshe Ave. Wuhan, Hubei
	P.R. China 430022
	Tel.: 86 27 85743563
	Fax: 86 27 85743095
	Mobile: _____
	E-mail: liutao52@pingan.com.cn

Task 2 Listen to the following short dialogues and fill in the blanks with what you hear.

1. M: I _____. I'm Chris Rogers, _____
 from ABC Computer Company.

W: _____, Mr. Rogers? My name is Mary
 Smith. Here is my _____.

2. W: Who is that man _____?

M: He is _____. Let me _____.

3. W: Oh, Mr. Johnson, _____ introduce you to
 Mr. Liu? He is _____ a big



supermarket in Beijing.

M: I'd _____ if you would. In fact, I've _____ from Mr. White.

4. M: _____, Miss Green. I'll call you if you _____.

W: I'm sorry, but I don't _____ now. I'll tell you my number. Is that okay?

5. M: I have _____ here. My name is David Chou.

W: Oh, yes, Mr. Chou. We've been _____.

Task 3 *In the following dialogue, Carol Jacobs, a senior executive from a corporate head office, is on a business trip to the company's Asia Division office. David Li, the Vice-President in charge of Asian operations, greets her. After listening to the dialogue, answer the following questions.*

1. What is Kathy Chen?

Kathy Chen is _____ in the company's Asia Division.

2. Which department is Ben Guo in charge of?

Ben Guo is in charge of _____.

3. How are the division's finances?

They are _____.

4. What does Carol think of the staff in the division?

She thinks they are _____.

5. What is Carol going to do after introduction?

She will _____.

Section Two Functional expressions

A. Introducing yourself

1. Allow me to introduce myself. John Smith, an accountant from Citibank.

2. I don't believe we've met. I'm ...

3. Excuse me, my name's ...

4. Hello! I'm ...

B. Introducing others

1. Do you know Mr. Carl Monad? Mr. Monad is the Chairman of the Board.

2. Have you met Li Mei, Cathy?

3. By the way, do you know each other? John Brown, Susan White.

4. Hey, here's David. David, meet Frank.

5. I'd like to introduce to you our manager, Mr. Liu Hua.

6. I don't think you've met each other before. This is my colleague, Bob Chen. Bob, this is my classmate, Susan Snow.

7. Ladies and gentlemen, allow me to introduce to you Mrs. Jennifer Walt, President of ABC Company.

8. Mr. Lin, I want you to meet Mr. Isaac Bush, the director of the Research Institute.

C. Responding to an introduction

1. Glad to see you.
2. Pleased to meet you.
3. How do you do? I'm ...
4. Happy to know you.
5. I've often heard about you.
6. It's a pleasure to meet you.

Section Three Speaking practices

Work in groups. Every group should choose one situation from Task 2 in Part II. Role-play the situation. You can add more information based on the situation you've chosen and follow the requirements below.

Student A

- Note the names in the situation.
- Introduce student B and student C (or Cs) to each other.

Student B and student C (or Cs)

- Respond when you are introduced.
- Ask each other two questions.



Part IV Long conversation

Applying for the post of assistant manager

Pre-listening

Think about the following questions and familiarize the words and expressions.

1. What preparations should a candidate make before an interview?
2. Can you think of some questions the interviewer might ask?
3. Brainstorm: List some words or expressions you think would exist in this conversation.

New words and expressions

resume 履历

account executive (广告) 业务经理

inspiration 灵感

business administration 工商管理

campaign (商业或政治) 活动

copywriter 广告文字撰稿人

typographer 排版人员

layout 版面编排

proof 校对, 校样

entail 需要

recruit 招聘

leaflet 传单

brochure 小册子

catalogue 目录

Listening

Task 1 *Listen to the conversation and decide whether the statements are true (T) or false (F).*

1. Joyce is a green hand in advertising, but she really likes advertising.
2. Henry thinks that advertising is a hard work, but Joyce doesn't think so.
3. Joyce got a double degree in university.
4. Joyce has worked for Palmer Agency for three and a half years.
5. Joyce was made the account executive for two years.
6. Joyce would be responsible for all advertising and report directly to Henry.
7. Henry couldn't decide the time of replying because he must discuss with his boss, the sales director.
8. Joyce is likely to be recruited by the company.

Task 2 *Listen to the conversation again and finish the following resume for Joyce.*

RESUME	
PERSONAL INFORMATION	
Name:	1
Nationality:	American
Address:	(omitted)
Telephone:	(305) 123 4567
E-mail:	jm001@hotmail.com
OBJECTIVE	
A position as 2	
SUMMARY OF QUALIFICATIONS	
● 3 years successful experience in advertising ● Creative, hardworking, enthusiastic and good at communicating with clients ● Effectively working alone or as a team member	
EMPLOYMENT HISTORY	
2010-present	4 in Alfa Advertising Agency
2008-2010	Assistant to the Chairman in Alfa Advertising Agency
2007-2008	Personnel in Palmer Agency
EDUCATIONAL BACKGROUND	
2007-2008	Training program about advertising run by 5
2003-2007	University of Central Florida, Bachelor of 6 and 7
SKILLS	
● Computer skills: Windows, MS Office, Photoshop ● Language skills: Fluent French, a little Chinese	
INTERESTS	
Reading, travel, yoga	

Post-listening

Work in pairs. According to the following situation, complete the resume and make up a dialogue.

Situation: TCL Group wants an English secretary in its Hubei Branch. Zhou Lei, the personnel manager, interviews some college graduates.

Student A: You're the interviewer, Zhou Lei. You're interviewing Student B according to the resume you have read. You can focus on one part of the resume that you are interested in and make a short interview within 5 minutes.

Student B: You're a graduate from a college. First you must finish the resume according to your real information or the information you imagine. Then hand the resume to Student A and apply for the position. Remember the interview is short, so you must take the limited time to show your best!

RESUME	
PERSONAL INFORMATION	
Name:	
Nationality:	Chinese
Address:	(omitted)
Telephone:	(027) 8881 2345
E-mail:	
OBJECTIVE	
A position as an English secretary	
SUMMARY OF QUALIFICATIONS	
EMPLOYMENT HISTORY	
EDUCATIONAL BACKGROUND	
SKILLS	
INTERESTS	