



普通高等教育21世纪教改试用教程

根据教育部最新调整大纲编写

高等院校实用英语

听说教程
(涉外业务篇)

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3

学生用书
Student's Book

PRACTICAL ENGLISH FOR COLLEGES AND UNIVERSITIES
Listening and Speaking course 3

学林出版社



100




Figure 1



Abstract

高等院校实用英语听说教程(三)
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学生用书
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前言

《大学英语教学基本要求》、《高职高专教育英语课程基本要求》(以下简称《基本要求》)指出“要重视语言学习的规律,正确处理听、说、读、写、译之间的关系,确保各项语言能力的协调发展。目前要特别注意加强听说技能的培养”,《基本要求》强调语言基本技能的训练和涉外交际活动的语言应用能力并重,明确给出了日常交际和业务交际范围表,列出了教学中学生应掌握和运用的交际内容,可见《基本要求》将学生的听说技能的培养放到了很重要的位置,为各类高等院校组织英语教学和教学改革提供了纲领性文献。

根据《基本要求》的指示精神,我们组织具有丰富高职高专教学经验的教师编写了《高等院校实用英语听说教程》,在坚持“以应用为目的,实用为主”的前提下,充分注意了以下几个方面:

1. 严格按照《基本要求》编写,我们选材的依据和出发点是《基本要求》中《交际范围表》所规定的听说交际主题。
2. 强调语言的交际性和真实性,把培养学生具有一定的实用听说能力作为本教材的重要任务。
3. 强调语言的趣味性和实用性,所选材料具有现代气息,贴近生活实际,为广大师生提供了丰富的、地道的现代英语听说素材。
4. 强调练习的多样性和互动性,便于学生反复操练,熟能生巧。
5. 语言素材既体现重现、循序渐进又相对独立。
6. 设计新颖,图文并茂。

《高等院校实用英语听说教程》由《学生用书》、《教师用书》、《听说实训》以及配套的多媒体课件组成。丛书分为日常交际篇、涉外活动篇、涉外业务篇、综合篇,共四册,每册15个单元,每个单元由Ready, Steady, Go和Cultural / Business Tips组成。第三册为涉外业务篇,内容涉及涉外业务活动的各个方面,各部分的具体内容如下:

- 1) Ready: 本部分主要为热身准备阶段,内容包括词组配对、词组填空、理顺正确句序等。
- 2) Steady: 本部分为听力训练阶段,分为4个sections: 听录音填空、听录音填表格或图表、听录音选择最佳答案、听录音口头回答问题,练习由易至难,逐步提高学生的听力技能。
- 3) Go: 本部分为口语训练阶段,分为4个tasks: Listen to this and Repeat, Act it Out, Group work (Situational Dialogues), Topics for Discussion, 通过具体涉外场景、实践和反复操练提高学生的实际涉外口语表达能力。
- 4) Business Tips: 选择生动有趣、与主题相关的商务方面的短文,以扩大学生的文化背景知识和涉外商务知识,增加学生学习英语的兴趣。

此外,每课列有词汇表和常用基本表达法,以帮助学生巩固和扩大词汇量,灵活自如地表达自己的思想情感。

本书主编为陈明娟,副主编为徐璐璐、牟新华,编者为毛峰、方惠忠、牟新华、吴云、吴瑾、陈明娟、茅千里、徐璐璐(按姓氏笔画顺序)。主审:Mustaq Missouri、戴萍。参与编审的学校有:上海交通大学、华东师范大学、上海工商外国语学院、上海师范大学旅游学院、上海对外贸易学院、上海中侨学院等。

由于编者水平有限,书中难免会有疏漏或错误,敬请广大读者批评指正,并由衷地欢迎诸位同仁不吝赐教。

编者

2005.4

光盘介绍

该书配有多媒体教学光盘（由华东区雅思考官灌音），具有视听功能，操作简单明快。该多媒体软件在博采众家之长的基础上又有新的突破，具体表现：在调动学生主动积极地参与上，强调界面的活泼、生动有趣，体现互动功能。在“听”这方面，该光盘的自动评分系统能够检测学生的听力水平。在“说”这方面，该软件有自动录音、回放功能，这样既能使学生回放、评估自己的语音，还便于老师评阅、监督学生实际参与的效果（学生将自己的口头录音另存为一个音频文件发送给老师，教师可在课堂或课后时间查阅）。

为使学生“听”、“说”能力得以运用和拓展，在完成本章节教学内容之后，该光盘附有一段与本章节话题相关的电影录音剪辑。

当学生看完电影录音剪辑之后，学生若还意犹未尽、饶有兴趣，可以通过本单元的网络链接到与本章节话题相关的网站上去，查阅、参与更多内容的场景练习。

以上功能的实现硬件要求：学校多媒体语音室，或一般的多媒体教室，或家庭电脑（耳机、麦克风）即可。

为满足教学设备相对薄弱的学校教学需求，该书另配有 MP3 光盘和磁带。

Contents 目录

Unit	Topics	Ready?	Steady!	Go!	Business Tips	Page
1	Company Presenta- tion	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	About Firms	1
2	Meetings and Exhibitions	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Virtual Exhibition: Pros and Cons	10
3	Introducing the Prod- ucts	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	The Quality of Goods	20
4	Making Inquiries and Offers	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Price of Goods	29
5	Discount and Commis- sion	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Agency	39

6	Terms of Payment	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Terms of Payment	48
7	Revision I	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Business Negotiation	58
8	Packing	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Packing and Packaging	67
9	Insurance	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Insurance	76
10	Delivery and Shipment	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Nature of Bill of Lading	86
11	Conclusion of Business	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Contract	97

12	Claim	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Claims and Settlements	106
13	Revision II	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Arbitration	115
14	Talking about Intent for Cooperation	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	Letter of Intent	124
15	Investment Negotiations	Section A Section B Section C	Vocabulary Section A Section B Section C Section D	Warm-up: Task 1: Listen to this and Repeat Task 2: Act it Out Task 3: Group Work Task 4: Topics for Discussion	The Role of Investment	134

UNIT ONE

Company Presentation



1. Ready?

Section A

Directions: Read the following and match them with the definitions on the right column.

- | | |
|-------------------------|--|
| 1. to merge | <input type="checkbox"/> A. to present to the public |
| 2. to bring out | <input type="checkbox"/> B. to become combined or united |
| 3. to account for | <input type="checkbox"/> C. to make |
| 4. to be in the line of | <input type="checkbox"/> D. to form a particular part |
| 5. to turn out | <input type="checkbox"/> E. to deal with |

Section B

Directions: Use the above phrases to complete the following sentences.

1. In 1998, it _____ with a joint venture.
2. They are _____ a new model of the car next year.
3. Our market share in China has increased by 5%, _____ 15%.
4. We're _____ foreign trade.
5. The company _____ electronic products.

Section **e**

Directions: Read the dialogue and put them in the correct order.

1. Is Motorola an American company?
2. I think it's in New York.
3. What does it produce?
4. Yes, that's right.
5. Where is its head office?
6. It makes electrical equipment.



2. Steady!

Vocabulary

subdivide / sʌbdaɪ 'vaɪd / v.

presentation / prezn'teɪʃn / n.

escalator / 'eskəleɪtə(r) / n.

scope of business

quality assurance

automotive / ɔ:tə'məʊtɪv / a.

turnover / 'tɜ:n əʊvə / n.

把(分过的东西)再分, 细分

表演, 介绍

自动扶梯

经营范围

质保, 质检

汽车的

营业额

Section **A**

Directions: In this part you will hear a dialogue. Listen to the dialogue twice and fill in the missing words you hear on the tape.

A: Can you brief me about the company organization?

B: Sure.

A: Our company _____ James Baker, an American. That's to say,

James Baker _____. Under him, there are three vice presidents, Mrs. Joy Davies, Mr. Jack Black, and Mr. John Ashley.

B: _____ respectively?

A: Well, Mrs. Joy Davies is responsible for personnel, Mr. Jack Black _____ PR, marketing and sales, and Mr. John Ashley _____ product research and development, and production.

B: _____ in your company?

A: Our company is divided into six departments. They're _____, Research & Development Department, PR Department, _____, Production Department, and _____.

B: Which department is the biggest?

A: Of course the Production Department.

B: How many sections _____?

A: The Production is subdivided into four sections: _____, Quality Assurance Section, Installation Section, and _____.

B: Do you have an Advertising Section?

A: Yes, we do.

B: What department does the Advertising Section come under?

A: _____.

B: How many sections are there in the Human Resources Department?

A: The Human Resources Department falls under three sections: _____, _____, and _____.

Section B

Directions: In this part you will hear a personnel manager of a joint venture giving a presentation to the management trainees. The presentation will be read twice. After you've heard the presentation, complete the following chart.

Company name	
Guangzhou Otis Elevator Company	

Date of establishment	_____
Location of the headquarters	_____, USA
Location of the company	_____ kilometers _____ of Guangzhou
Total area	_____ square meters
Number of employees	_____
Scope of business	the _____, _____, installation and _____ of elevators and escalators
Major products	elevators and escalators
Manufacturing capacity	_____ units of elevators and _____ units of escalators
Annual turnover	US\$ _____
Markets	both _____ and _____ markets

Section *e*

Directions: In this part you will hear five short dialogues once. Listen to the dialogues carefully and choose the right answer to each of the following questions.

- According to merit.
 - On a basic salary.
 - By commission.
 - By salary plus commission.
- Doing business.
 - Having a job interview.
 - Discussing something strange.
 - Having class.
- To put him through to the director.
 - To have a talk with the director about his work.
 - To arrange an appointment for him with the director.
 - To go and see if the director can meet him right now.

4.
 - a. There's no more work for anyone to do.
 - b. No one is willing to work with him.
 - c. The woman knows several people in the department.
 - d. The woman should be in the department herself.
5.
 - a. Mr. Brown.
 - b. Mr. Brown's secretary.
 - c. Mr. Dick.
 - d. Mr. Kent.

Section D

Directions: In this part you will hear a person talking about his company. After you hear the passage, give your answers orally to the following questions.

1. What's GM's turnover?
2. When was this enterprise founded?
3. Where are its headquarters? What's the total number of employees?
4. What are GM's major products?
5. Where are GM's major markets?



3. Go!

Warm-up

Read aloud the following useful phrases, sentences and expressions.

1. Our company is a Sino-French joint venture, which was founded in 1996 in Guangzhou.
我们公司是一家中法合资公司，1996 年成立于广州。
2. We're one of the leading suppliers of perfume in France.
我们公司在法国是主要的香水供应商之一。
3. General Motors, the world's largest vehicle manufacturer, designs, builds and mar-

kets cars and trucks worldwide.

通用汽车公司是世界上最大的汽车制造商，在全球主要设计、制造和销售小汽车及卡车。

4. Our company is located in the northern suburbs of Guangzhou and covers an area of 36,500 square meters.

我们公司位于广州北郊，占地 36,500 平方米。

5. Our major products include mobile phones, TV sets, washing machines, refrigerators and air-conditioners.

我们的主要产品包括手机、电视机、洗衣机、电冰箱和空调。

6. At present, we have a total of 3,500 employees.

目前，我们共拥有 3,500 个员工。

7. We're now working in a partnership with a famous American corporation, Motorola.

我们正与美国著名的摩托罗拉公司合作。

8. We have an annual turnover of about \$5 billion.

我们的年营业额约 50 亿美元。

9. The Sales Department is made up of / consists of / comprises the Advertising Section and the After-sales Section.

销售部门由广告部和售后服务部组成。

10. The Section Leaders report/ are accountable to the Regional Managers.

部门领导要向区域经理汇报工作情况。

Task 1

Listen to this and repeat

Directions: In this part you will hear a presentation of the organization of a company. The presentation will be read with pauses. Listen carefully and repeat each sentence during the pause.

I'd like to say a few words about the organizational structure of Rossomon. Now, if you look at the transparency(幻灯片) you will see that the Managing Director, that is Mr. Bunce, is responsible for running the company and is accountable(负有责任的) to

the Board.

Now, he is assisted by four executive departments. These are the Human Resources Department, which is responsible for personnel training and management development; then there is the Finance Department which takes care of corporate finance and accounting; next we have the Management Services Department, led by Peter Jenkins who is in charge of rationalization (合理化) throughout the company; and finally there is the R&D Department – research and development – which works closely with the five regions on new product development.

So this then brings me on to the regions. Directly under the Managing Director there are five Regional Managers. Each of them is responsible for the day-to-day management of territory. They are geographically split into North, South, East, West, and Central Regions.

Now then, the five regions are supported by two sections: Marketing and Technical Services. They are organized on a matrix(矩阵) basis with section leaders accountable to the Regional Managers. They work closely with the regions on the marketing and technical side.

Now, in addition to the parent company, Rossomon has three subsidiaries(子公司), namely Rossomon France, Germany and Japan. The subsidiaries report to the Export Sales Department, which in turn is accountable to the Board.

Task 2

Act it out

Directions: Work with your partner to create your own dialogues with the situation and cues given below.

SITUATION: Billy happens to meet his friend Mark in the street. Billy asks Mark some questions about the company he's hopped to recently and then Mark describes his new company to Billy.

Mark:

Greets Billy.

Tells Billy he has hopped to a foreign capital enterprise.

Tells Billy his new company's foundation, headquarters, area, major products, major markets, total number of employees, present manufacturing capacity, an-