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ESP系列精品教材（第一辑）

国际商务英语听说

LISTENING AND SPEAKING FOR INTERNATIONAL BUSINESS

阮绩智 主编



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ESP 系列精品教材(第一辑)

Listening In & Speaking Out

A Course in English Listening and Speaking for International Business

国际商务英语听说

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序

专门用途英语(ESP)教学作为一种特殊的外语教学模式,大概肇始于16世纪欧洲宗教改革时代,至今已有数百年历史。当时的英国政府对来自欧洲大陆的受宗教迫害的移民进行商务英语教育,以帮助其尽快适应市场经济相对发达的英国生活。从此,以探索英语在各行业中的特殊性和规律性的教学与研究便有了开端。20世纪50年代始,高科技的迅猛发展使科技英语教育在西方盛行。而在我国,对英语专业学生系统开设专门用途英语类课程的历史还相对较短。在我国,近十几年外贸经济的迅猛发展对英语教学较早地提出了改革的需求。从20世纪90年代中期开始,为应对地方社会经济建设对应用型外语人才的需要,许多大学系统地开设了专门用途类课程,专门用途英语教材也作为重点建设教材推出,这些都有力地促进了英语教学的改革。如今,专门用途英语教学已成为外语人才培养中广为采用的教学模式。以探索行业英语特殊性和规律性的专门用途英语课程成为各个层面外语教学的必选课程,并在涉外人才培养中起到了非常重要的作用。

专门用途英语类课程融知识性和实践性为一体,拓宽了传统的英语专业人才培养模式。在知识领域,这类课程以英语为工具,涉及多种学科领域,融多家之说,炼自身之长,使学生能在学好英语的同时,了解多种学科知识,为其实现学科交叉、获得国际视野创造条件。在实践层面,这类课程突破传统外语教学以培养人文素质为目的的局限,通过仿真甚至真实的场景,为学生提供英语在各个行业中使用的特殊形态和内在规律。

在专门用途英语课程的建设上,国内仍处在探索阶段。这表现在教材方面,有的是以语言训练为核心,有的是以相关专业的基础知识介绍为核心。可以这样理解,专门英语教材的特殊性就在于它应当是以相关专业知识的语言教学材料,其教学目的是帮助学生掌握英语在各行各业中使用时所产生的特殊的功能语体及其规律,进而增强在各行各业中运用英语进行交际的能力。

这套“ESP系列精品教材”就是本着这一思路编写的。本丛书是多所高校一直在专门用途英语教学方面孜孜研究的诸位教师的经验与智慧的结晶,其编写理念、体例及内容均经过大家多次商讨。希望读者能提出宝贵意见,以使本丛书臻于完美。

总主编

2006年1月20日

前 言

在经济全球化浪潮风起云涌,特别是中国加入 WTO 的形势下,我国亟需培养既通外语又懂国际商务的复合型人才。为了适应新形势的需求,目前有条件的院校都开设了有关国际商务课程,而旨在培养既懂英语又懂国际商务的复合人才的商务英语的教学也都受到广泛重视。

本书就是为了满足大专院校英语、经贸专业学生和从事国际商务活动的人员精心设计编写的,也是作者长期从事国际商务英语教学的结晶。

本书是作者以从事国际商务活动所必需的语言技能为经,以各种商务的具体情景为纬,为学习者提供的一本语言规范、内容新颖、知识面广、重点突出、实践性强的国际商务英语教程,同时也是一本颇具实用性和参考性的商务英语听说指导书籍。

作为一本专门用途英语(ESP)的听说教材,本书力求突出商务英语特点,即1)有明确的目的,应用于特定的职业领域;2)有特殊的内容,涉及与该职业领域相关的专门化内容。其教学强调语言的输出和交际能力的培养,其表现形式是以学生为中心。在输入一定相关的新的语言和专业之外,注重以意义为中心的活动,创造师生互动的仿真情境,在交际、合作、协商的关系中,师生共置于语言交际的教学环境中,让学生在教与学的过程中运用语言完成或解决各种现实工作中的任务和问题,最终培养学生的语言能力、交际能力和工作能力。

本教程共分 14 个单元,每个单元包括:1. Warming-up Discussion; 2. Listening In; 3. Speaking Out; 4. Word Check; 5. Notes and Tips; 6. Language Focus; 7. Follow-up Practice; 8. Vocabulary Development。

本教材依据功能和情景相结合的原则进行选材和编写,突出语言交际功能和使用功能,注重语言知识与语言技能的密切结合,既重视语言知识的输入,又强调语言技能的培养,而且设计语境,引导学习者在不同的商务交际场合,不同的交际对象之间正确地、恰当地进行商务交际和沟通。本书的主要特点如下:

1. 听与说是口语交际中相辅相成的两个方面,彼此不能分割,而听懂是说的前提。本书在着重训练说的技能的同时,注意听力技能的培养。每个单元都配有与单元主题相关的听力训练,以听说相结合的方法全面提高学习者的商务口语交际能力。

2. 情景对话是每个单元的主要组成部分,每单元包括若干对话片段,每一对话都展现了商务活动情景,为学习者提供大量真实和实用的语言输入和语言模

仿机会,为学习者能用英语表达自己的意图打下坚实的基础。

3. 本书内容涵盖面广,包括了国际商务主要活动和环节,如公司概况、求职面试、打电话、商务会议、商务演示、建立商务关系、询价与报价、支付条件、包装、装运、商检与保险、投诉与索赔、市场营销、电子商务等。情景对话都经过精选,语言规范、地道、实用。此外各单元语言要点(Language Focus)列出大量常用表达法,词语扩展(Vocabulary Development)提供相关词汇,帮助学习者举一反三,言之有物,提高口语交际能力。

4. 各单元的注释针对课文语言问题作了详尽的讲解,并提供主题背景知识,使学习者在学习商务英语的同时也丰富国际商务知识,并加深理解。

5. 本书跳出以句型操练为主的传统框架,按以学生为中心的教学模式编写。每个单元都有多种形式的练习,包括完成对话、填空、中译英、角色扮演、演讲实践等。各位练习紧密结合单元主题内容,模拟商务交际情景,帮助学习者熟练掌握所学的内容以及各种表达法,并在此基础上给学生提供自由发挥空间,开展对话,从而提高口语的准确性和流利程度。

本书作者长期从事英语语言教学,商务英语教学以及国际商务工作的实践,这些经历使本书更加具有实用性和可读性,编写过程中参阅了大量国内外最新资料,反复比较,斟酌取舍,力求知识新颖,体现鲜明的时代特征。

本书由阮绩智主编并且负责策划及审订工作。参加本书编写的还有管春林、林琼、郭继东、王英鹏和孟冬,他们分别编写了部分单元的内容。

本书配有外籍专家录制的 MP3 光盘及录音文本,使用方便,可作为高校英语专业及经贸专业商务英语听说教材,也可用作中等程度以上商务英语培训课程教材和《剑桥商务英语证书》的备考用书。本书对于从事国际商务人员和有一定英语基础并有志从事国际商务工作的人员也是一本颇具价值的参考书。

本书作者都是从事商务英语教学的一线教师,具有丰富的教学经验,作者根据自身教学经验编有配套的教学课件和参考答案,便于教师授课和参考。如有需要者请与浙江大学出版社发行科联系。

在编写过程中,编者参考了国内外近年来出版的许多有关书籍和资料,获益良多。编者在此谨对所参考的教材、专著等的作者表示衷心的感谢。

由于时间仓促,编者水平有限,书中缺点及错漏之处在所难免,敬请专家和读者批评指正。

阮绩智

2005年11月

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Learning Objectives

- ✓ Inquiring about companies
- ✓ Talking about company profiles(history,line of business,products,etc.)
- ✓ Giving a company presentation



UNIT

Company Profiles



1. Warming-up Discussion

- 1) Can you tell some companies you are familiar with under the following business headings?
 - retailing — motor vehicles — electronics — advertising
 - banking — airline — insurance — telecommunications
 - catering — travel and tourism — energy — engineering
- 2) When describing a company, what information do you think you should provide?
- 3) Can you describe one company that you are familiar with?
- 4) Do you prefer to work in the public or private sector? Why?

2. Listening In

- (1) Listen to the company introduction and fill in the missing information on the fact sheet below.

Pizza Hut, Inc.

FACT SHEET



- The first Pizza Hut restaurant was opened by two young _____, brothers _____ and _____ Carney, in Wichita, _____, USA in _____ with US \$ _____.
- Area of operations: _____ industry.
- The first Pizza Hut franchise store opened in _____.
- Pizza Hut became a _____ of Pepsi Co., Inc. in _____. Through _____ and _____, as well as _____, Pizza Hut has secured a _____ in the market.
- _____ and _____ partnerships account for more than _____ of the Pizza Hut system's total units.
- The red roof as the _____ has become world-famous as an easily _____ of crispy pizza, delicious pasta and friendly service in a pleasant atmosphere.
- Number of restaurants: _____ in the United States and more than _____ in over _____ countries and territories.
- Number of employees: _____ worldwide.
- The recognized leader in the US \$ _____ pizza category worldwide.
- Pizza Hut provides _____ pizzas to more than _____ customers each day.

(2) Listen to the dialogue and fill in the form below according to the information you hear.

Parent company:	Mainstay Trading Co. in _____
Product:	_____
Exporting destinations:	_____, the US, Japan and _____
Number of factories:	_____
Number of employees:	_____
Head office:	_____
Main branches:	in Montreal, _____ and _____.
Electronics subsidiary:	in _____.

3. Speaking Out

Conversation One Mr Jackson from the United States is visiting ABC Company. Mr Wang, the Managing Director of the company, is giving him an outline of the company.

Wang: Please take a seat, Mr Jackson. I hope you're not too tired.

Jackson: Thank you, I'm fine.

Wang: OK. Shall we start, then?

Jackson: Sure.

Wang: Well, as you know, our company is interested in a sales and marketing agreement with your company. Now I'd like to give you an outline of the company and its operations.

Jackson: That sounds fine.

Wang: Good. Well, as you can see from this brochure, our company was established in 1980. We are a large company.

Jackson: Is your company a state-operated one?

Wang: Yes, it is a large state-operated export-oriented enterprise.

Jackson: Oh, I see. What do you mainly deal in?

Wang: We mainly deal in import and export trade, but we also do international transportation, hotel service, advertising, exhibition, labor export, telecommunications, real estate and so on.

Jackson: You're really a diversified company.

Wang: Yes, we are. You know, in order to grow, we've formed a diversifying strategic alliance which allows us to expand into new market areas. Now

you can see our company is developing rapidly.

Jackson: That's great. Do you handle textiles?

Wang: Yes. We do. We have been in this line since 1980, with more than 25 years' experience.

Jackson: What about the size of your company?

Wang: Well, we have 18 specialist subsidiaries at home and 8 permanent representative offices abroad. We've also set up 15 joint ventures in the home market.

Jackson: That's unbelievable. Then how many employees work in your company?

Wang: The total number of employees is around 60,800. In the head office here, there are about 200 employees. You can find the details in this brochure.

Jackson: I wonder whether I have a chance to visit some of your joint ventures.

Wang: Sure, we'll make some arrangements for you.

Jackson: Thank you. I would like to go very much.

Conversation Two *Miss Jones is interviewing Mr Nelson, one of the partners in a civil engineering company, about the organization of the company—the structure, size and line of business.*

Nelson: Welcome to our company.

Jones: Thank you, Mr Nelson.

Nelson: So, as we have already talked on the phone about this interview, please go ahead with your questions.

Jones: OK. Let's get down to business. Mr Nelson, can I ask you what the structure of your firm is? I mean, how big is it? Who owns it? And it's a partnership, isn't it? And who is actually running the firm?

Nelson: Well, it's a smallish firm. There are about 30 people in it, split amongst three offices. It's owned by the partners.

Jones: How many partners are there?

Nelson: Two.

Jones: Of whom you are one?

Nelson: Yes, exactly. I'm one of the partners.

Jones: And does your other partner — I mean, do you divide responsibilities in any particular way, or, are you both engineers dealing with much the same kind of work? Do you have any sort of special arrangement between

Unit 1 Company Profiles

you two — do you divide up the responsibilities among you in some way?

Nelson: Well, yes and no. As a smallish firm, we haven't got any set systems and procedures. My partner, being the senior partner, has sort of the overall running of the firm, but then divide up the day-to-day working.

Jones: I see, you divide up the day-to-day running. And the thirty people, do they have — I mean, do they have a clear sort of structure? Do they sometimes report to you and sometimes to the other partner, depending on what they're doing?

Nelson: Well, the system of command is like, well, we have the partners, and then we have three associates immediately below us.

Jones: Yeah, two partners at the top and three associates directly below you two.

Nelson: Yes, we have the three associates immediately below us, who are responsible for the running of the jobs, all jobs. And job is assigned to an associate.

Jones: And then below the associates?

Nelson: And then below the associates we have senior engineers, junior engineers, drafts-person and so on and so forth, down to the office boy

...

Jones: Yes, with senior engineers, junior engineers, draft-persons and then down to the office boy ...

Nelson: ... and typist, and so forth. So that on any one job, you have a partner in charge, the associate actually doing the running of the job, and the associate will have one or two engineers and drafts-persons and so forth, according to the size and type, to work under him.

Jones: So, that's the general system of command in your company.

Nelson: Yes. That's it.

Jones: Good. That's very clear.

Nelson: Shall I show you around our firm?

Jones: OK.

Conversation Three *Mr Graham is both president and general manager of Pacific Edge Trade Group. He is now talking with Nakano about his company and its products.*

Nakano: What exactly does your company do?