初级商务英语听说



(学生用书)(第三版)

何芳 吴立高 主编

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第三版前言

《初级商务英语听说》这一教材自 2008 年正式出版以来,受到了广大读者与师生的欢迎和认可。经过再版,本教材仍然供不应求。为了更好地满足高校外经贸类专业学生和广大英语爱好者的需要,现对《初级商务英语听说》一书进行第三次修订。

新版教材依然以真实性为原则,很多材料来自国外财经报刊和外企的真实语言交流 素材,内容涉及真实的公司业务和人物,及其在工作场景下的真实交流,有较强的实用 性和专业性。学习者在提高听说技能的同时也大量涉猎国际商务知识,为学习者在未来 工作的真实情景中用英语与外国人进行交流做好准备。新版教材将原教材进行更新,删 减或改编了原教材某些略为过时的内容,增加了最新的素材并对原材料进行新的视听活 动的设计,以保证本书内容的时效性。

新版教材的内容更加丰富、充实,信息量明显增大,注重提高学生的听说综合能力 及语言和知识的应用能力,使教师教学和学生自学都有了更大的发挥空间。

本教材第三次修订工作的分工为: 主编何芳和吴立高负责整体设计规划、审稿及全书质量把关; 副主编刘凤、邓静和何芸负责学生用书及教师用书所有内容的审校及修订; 刘凤编写第1至4单元的学生用书及教师用书, 邓静编写第5至8单元的学生用书及教师用书, 何芸编写第9至12单元的学生用书及教师用书, 监艳红编写第13单元的学生用书及教师用书, 吕丹丹编写第14单元的学生用书及教师用书, 韩靖编写第15单元的学生用书及教师用书, 曾范敬和李井岗编写第16单元的学生用书及教师用书。

《初级商务英语听说(教师用书)(第三版)》会以电子书的形式免费提供给读者,请登录 http://www.uibep.com/下载使用。

由于编者水平有限,《初级商务英语听说》的第三次修订尚存不尽如人意之处,恳请读者不吝指正。

主編 2019 年春

前言

《商务英语听说》共分初、中、高三级,每级一册,每册十六单元。教材选材涉及商务领域的常见话题,包括商务接待、面试、产品介绍、商务谈判、广告、国际贸易等各个方面,为学习者提供了大量真实、生动的英语素材,使学习者在提高英语听说技能的同时也涉猎国际商务知识。

本套教材的编写以真实性为原则,很多材料来自国外财经报刊和外企的真实语言交流素材,内容涉及真实的公司业务和人物,及其在工作场景下的真实交流,有较强的实用性和专业性。该教材语言地道,听、说训练交替进行,使得两项互相促进,共同长进。本教材的另一大特点就是语言技能的训练与商务知识有机结合。交际任务以真实的商务交际情景为参照,鼓励学习者在完成交际任务的过程中运用所学语言知识,提高交际能力,熟悉商务知识。而且任务设计尽可能与学习者的经历直接或间接相关,通过商务场景对话、角色扮演等丰富多样的活动让学习者参与其中,增强了学习的意义。

本套教材可作为大学英语专业及英语相关专业的学生学习商务英语的材料,也可作为其他专业对商务英语有兴趣的学生选修课使用教材。初级适合大学一年级学生或有一定基础的学习者使用,中级适合大学二年级或有中等基础的学习者使用,高级可供大学三、四年级或有较高英语水平的学习者使用。建议两到三课时学习一个单元。

这套教材也为社会上广大的商务英语爱好者提供学习材料,对提高学习者的听、说能力将有帮助;对于从事商务工作和即将从事商务工作的人,本教材有助于他们提高英语交际能力,并提供实用性的商务知识。

主编 2008 年秋

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Unit 1

Meeting People

Aims

In this unit we will talk about

- greeting people;
- introducing oneself;
- introducing others; and
- finding topics for small talks.

1 Starting-up

Discuss with your partner about different ways of greeting each other in different situations. Greeting may come along with body language in addition to speaking.

Culture Tip

Greeting, which may involve a verbal acknowledgment and sometimes a handshake, facial expression, gestures, body language and eye contact can all signal what type of greeting is expected. Gestures are the most obvious signal, for instance greeting someone with open arms is generally a sign that a hug is expected. What's more, greeting customs are highly culture-specific and may change within a culture depending on social status and relationship.

More than one culture encourages a kiss on the cheek as a greeting. These cultures include North African, Middle Eastern, Cuban, Eastern European, Spanish and Portuguese. Handshakes are given throughout the world and known as a largely U.S. custom. But not all cultures shake hands in the same way. The British prefer a brief but firm handshake. The French prefer a light, gently grip that is also short-lived.

2 Greeting

It is common for people to greet and introduce each other in business world. Therefore, it is the first step to communicate with people by learning to greet and make introductions. Greeting is a way of being friendly and polite to someone. People may use different ways of greeting in different situations.

2.1 Formal and informal greetings

A G Listen	to the following o	conversations and	decide which a	are formal and w	hich are
informal by pu	tting a tick (√) in	the correct box.			
1) Formal \square	Informal \square	2	2) Formal \square	Informal [
3) Formal \square	Informal		4) Formal \square	Informal [
5) Formal \square	Informal				
8					
B Listen	to the conversation	ons again and fill i	n the blanks.		
1) —Good mor	ning. Mr. James		?		
—Very well,	thank you. Mr. Sn	nith. How about yo	u?		
—Just fine.	Гhank you.				
2) —Hey, Jane.		?			
—Not bad. 7	Thanks.				
3) —Alright, A	lice, What's up?				
	Bill.				
4) —Hello, Mr.	Hamilton. It's lov	ely to see you again	ı.		
—Hello, Ms	. Wilson. Nice to s	ee you too. It's been	n a long time, h	asn't it?	?
—I'm ОК. Т	hanks.				
5) —Excuse me	e	Mr. Black		Britain?	
—Yes, I am.	It's lovely to see y	ou.			
—Lovely to	see you, too.				

C Pair work. Read the following situations and decide whether you should use formal greetings or informal ones by putting a tick (\checkmark) in the correct box. Make dialogues according to the given situations with your partner in proper ways. You may use the following language focus for your reference.

Situations:		D 1 0	T C 1 🗆
1) You are a receptionist in a hotel		Formal	Informal
2) You are greeting your colleague		Formal	Informal
3) You are meeting your new client		Formal \square	Informal \square
4) Your business partner invites y	ou to a party in his apartment		
each other.	N 0 10	Formal \square	Informal
5) When you are at an interview, yo	ou greet the interviewer.	Formal \square	Informal
	Language Focus		
Excuse me. Are you Mr. Black f	rom the United States?		
Welcome to our company.			
How are things with you? / How	are you doing? / What's up?		
Quite good. / Can't complain.			
How about you?			
It's lovely to see you again.			
It has been a long time, hasn't it	?		
2.2 Questions and replies du	ring greetings		
Questions can keep a conver	sation going on, which may h	elp you to kno	w more about
someone. After people meet each o	other, they always ask questions	S.	
2			
A You are going to hear si	ix questions. However, the qu	iestions are no	t in the same
order with the replies on the rig	tht. Please match them by w	riting down the	e numbers of
the questions in the proper place	s.		
	—I'll probably be staying till t	he end of this m	onth.
	—Black coffee, please.		
	—No, this is my first visit.		
	—Yes, please. I'm to meet Mr.	Lee, the Sales I	Manager.
	-Yes, thanks. I had a very goo	od trip.	
	—That's right. Nice to meet yo	ou.	
A.			
B Listen to the six question	ns again and write down each	of them.	
1)			
2)			
4)			-

5)			
()			
0)			

3 Introducing People

Greeting can also be seen as a way of starting a conversation. After greetings, it is very common for people to make introductions to those they meet for the first time.

3.1 Introducing oneself

In some situations, people may introduce themselves in public—before a presentation or during an interview. It would be very helpful to make a good impression by introducing oneself successfully.

A Listen to the self-in	ntroduction of Connie during an interview and fill in the
blanks.	
Hello	is Connie Wilson. I was at California University for four years
and graduated in 2018. I	marketing. I got my first job upon my
graduation. It was	a multinational company. They have a training
program for people just gradua	ated from university and it lasts 12 months. During that period, I
could work in	, such as Personnel, Marketing
and	. I even went to visit customers with the sales
representatives. I	it very much and I learned a lot.

B Pair work. The following are two business cards. Choose one of them and play his or her role. Introduce yourself to others. Give as many details as you can. In addition to the information on the card, you may invent more information as you wish.



Brian Martin

Sales Manager

Nokia (China), Chengdu Branch

Add: 31 floor, Tower A, Times Plaza, No.2, Zongfu Road, Chengdu Sichuan, P.R.C.,

Zip 610016

Tel: 028-86890188 Fax: 028-86675399 Mobile: 13681234567



If you have a body, you are an athlete.

Catherine Brown

Senior Sales Representative

Nike Sports (China) Co., Ltd.

Add: 24 floor, Lansheng Plaza, No. 8, Huaihaizhong Road, Shanghai

Tel: 021-63190900 Fax: 021-63190900 Mobile: 13684567123

3.2 Introducing others

Word Bank

1	المثل
(=	CEO n. Chief Executive Officer 执行总裁,首席执行官
E E	Seattle n. (城市名) 西雅图
	Forbes n. 《财富 (福布斯)》杂志
	net worth n. 资本净值,净值
i	Mexico City n. (城市名)墨西哥城
i k	billion n. one thousand million 十亿 (美)
	telecommunications n. the science and technology of communication at a distance
	by electronic transmission of impulses, as by telegraph, cable, telephone, radio, or
	television 电信业
	investment n. property or another possession acquired for future financial return or
E	benefit 投资
	nickname n. a descriptive name added to or replacing the actual name of a person,
	place, or thing 绰号,昵称
	stock market n. 股票市场
54	\$\;\!\!\!\!\!\!\!\!\!\!\!\!\!\!\\\\\\\\\

A	9	Listen	to t	the	introductions	about	three	famous	persons,	guess	and	write	dow
th	eir na	mes.											
1)								_					
2)													
3)													



B Listen to the introductions again and fill in their personal information cards as follows.

Name	Place of Birth	Year of Birth	Business Field	Net Worth
Bill Gates	Seattle			\$90 billion
Jeff Bezos	New Mexico		e-commerce	
Warren Buffet	Omaha			

3.3 Meeting a client at the airport

Bob Nelson is a client from the Great Britain. Tom Clinton and Anna Anderson, sent by his Chinese partners, greet him at the airport.

Word Bank

中的行动
7

owing

C Group work. Play roles of the three and practice the dialogue. You may use the answers in Exercise A and B for your reference.

3.4 Introducing a senior executive in the office

Sarah Salice, a senior executive (高级行政主管) from the head office of Simens (西门子公司), is on a business trip to the company's division (分公司) office in Shanghai. Peter Wang, president in charge of the Shanghai division office, greets her in the office.

Word Bank

time difference n. 时差
marketing n. the act or process of buying and selling in a market 市场营销
accountant n one that keeps, audits, and inspects the financial records of
individuals or business 会计人员,会计师
positive adj. characterized by or displaying certainty, acceptance, or affirmation
肯定的,正面的,积极的
top-notch adj. of the highest quality 拔尖的
(Am)
Listen to the conversation and decide whether the following statements are true
or false by putting a tick (\checkmark) in the correct box.
) Sarah is very tired when she comes to the office. True \Box False \Box
2) Sarah is a very serious person. True□ False□
s) Sarah is going to talk more with Clair later. True□ False□
Peter is very proud of the staff in the office. True \square False \square
Listen to the conversation again and complete the following sentences:
) Sarah felt a little tired because of the
e) Peter introduces and to Sarah.
According to Sarah, since John took charge of the, there have been great positive

3.5 Attending an international conference

An international business conference is held in New York. Businessmen from different countries are introducing themselves and talking.



A Listen to the conversation and fill in the missing information in the table.

Name	Nationality	Company	Division Office	Position
John Miles	American			Marketing Manager
Susan Lee		Simens		
William Morris	Canadian			

Pair work. Play roles of the three and practice the dialogue. You may use the table in Exercise A for your reference.

Small Talks

When people first meet in business, they may greet and introduce each other. Moreover, before the business discussion begins, there are often "small talks". Anyway, people from different countries would probably ask improper questions due to different cultural background.

A Listen to the following conversation between an American client Mr. Harry Smith and a Chinese manager Wang Lin. Write down the questions in the proper places.

Proper questions:	Improper questions:

B Pair work. Find some topics you can talk about during small talks when you meet people in business. Make dialogues according to each topic.

Culture Tip

Perhaps the safest of all small talk topics is the weather. Whether good or bad, a comment about the temperature or sky condition (sunny day, cloudy day, rainy day, etc.) never offends. Commenting on the crowded traffic or the late bus, or high prices in the department store (immediate conditions) is also always appropriate. Similarly, most people do not mind talking about their work, family, or school life, either, since for most people these are experiences held in common. Even so, asking whether someone is married or not crosses over into personal information and therefore should be avoided. Asking such questions as "How much do you weigh?" "How old are you?" or "How much do you earn?" are taboos in English, at least as starters for conversation. Only when friends are close would they ask such questions of each other. Likewise, for most people, religious or political convictions or sexual ones are considered private matters.

5 Role Play

Make a group of three and role play the three famous people mentioned in 3.2 in this unit. Read all of their personal information cards carefully. Suppose three of you meet at an international business conference. Please greet each other, introduce yourselves and then have a small talk. After the first round, exchange roles. The following language focus may be helpful.

Language Focus

Introducing oneself

I'm John Smith from Toronto, Canada.

My name is Alan James. I'm a sales manager.

I'm with Nokia.

I just want to introduce myself.

Please allow me to introduce myself.

I don't believe we met before. I'm Joan Keller.

Introducing other people

I'd like to introduce Mr. Anderson to you. He is the marketing manager.

There's someone I'd like you to meet. This is Mr. Miles.

Have you met Anna before?

Meet Carol.

I'd like you to meet our new client, Ms. Stone.

I'm wondering if you've met Ms. Clinton.

Please allow me to introduce Mr. Wood to you.

6 Leisure Time: A Song



Welcome To My Party

This is John and this is Sue.

Hello, how are you?

How do you do?

Sue's from England, and John is, too.

We're very pleased to meet you.

Welcome to my party.

Come in and sit down.

Welcome to my party, and

Welcome to my town,

Welcome to my town.

Hello, John. Hello, Sue.

My name's Tom.

How do you do?

This is my house, and my party, too.

I'm very pleased to meet you. (chorus)

Come in and sit down.

Close the door.

Take a seat or sit on the floor.

You and your friends are welcome here.

Have a glass of beer. (chorus)

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (\checkmark) in the correct box.

	Yes I can do this	No I need more practice
Greet people		
Introduce yourself		
Introduce other people		
Find topics for small talks		

Unit 2

Interviews

Aims

In this unit we will talk about

- interview preparation;
- interview process;
- · interview technique; and
- interview practice.

1 Starting-up

"Interview is a game in which I deal the cards, but you hold the aces. It's up to you to play them." This statement is made by an interviewer. How could you understand the sentence? Exchange your idea with your partner.

2 Interview Preparation

2.1 Interviewer's questions and interviewee's questions

During an interview, the interviewer may ask questions to keep the conversation going. However, the interviewee may also ask questions.

A Listen to the following 10 questions and try to find out which ones are the
interviewers' questions and which ones are the interviewees' questions. Please write down
the number of each question in the proper place. Each question will be read only once.
Interviewers' questions:
Interviewees' questions: