

高职高专商务英语系列教材

新编商务英语听说

主编 熊云芳 江 峰

新编

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前 言

《高职高专商务英语系列教材》是根据教育部制定的《高职高专教育基础课程教学的基本要求》和《高职高专教育专业人才培养目标及规格》的要求编写而成的。

本系列教材面向高职高专院校国际商务、经济管理类等相关专业编写而成,充分体现了以就业为导向、市场需求为己任及学以致用原则;努力符合本学科的课程设置要求;本教材所选内容全面、新颖,把科学性、实用性和通用性结合起来,较好地解决了传统教材中存在的“所学非所用”和“所用非所学”的问题,给学生提供了一个模拟仿真的商务环境,使之毕业后能直接上岗。可以说系列教材是集教育界的教师们多年来的职业教学经验,在理论体系,组织结构和阐述方法等方面都做了一些新的尝试,特别是在突出实践教学环节,强调实用性和可操作性方面有其创新之处。

系列教材共含九册,《新编经贸英语会话》、《新编外贸英语函电与实训》、《新编外贸单证与实训》、《新编商务谈判技巧》、《新编商务英语听说》、《新编经贸英语阅读》、《新编英语应用文写作》、《新编求职英语》和《新编英语翻译技巧》。

《新编经贸英语会话》旨在最大限度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和经贸类专业知识有机地结合起来,使学生在模拟的外贸环境中,掌握大量的专业术语及操作技能。从而达到培养学生的经贸英语的综合运用能力和贸易业务的实际操作能力。

《新编外贸英语函电与实训》以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识及写作技能,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、报盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学生在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

《新编外贸单证与实训》详细地讲解了各种单证的制作方法和技巧;尽量做到理论部分简明扼要、通俗易懂;实训部分内容翔实、新颖、可操作性强;内容涵盖了最新的常用的各种外贸单证。强调讲授最新的制单规范和相关的国际贸易惯例,培养学生的综合制单能力。

《新编商务谈判技巧》精选简单实用的英语谈判技巧内容,突出语言的典型性和谈判场景的实用性,使学生了解基本的英语谈判技巧和跨文化交际原则。全书共分4章:商务谈判概述、商务谈判的类型与内容、商务谈判准备、商务谈判。

《新编商务英语听说》旨在培养学生英语语言的综合运用能力。内容包括出差、闲聊、租房、上网购物、商务礼仪、参观工厂、洽谈业务、交易会、财务事项、投资业务、观光、道别、求职、国际物流、保险与索赔、公共关系等。

《新编经贸英语阅读》旨在训练学习者通过阅读英语文章获取基础的经济与商务知识的能力。课文均选自国内外最新的经济与商务信息,内容包括基础经济理论介绍,银行业及信用卡服务、国际贸易潮流、电子商务、股票市场及税收等方面。选材内容既有经典的专业基础理论,又有最近的时事报道。还为阅读主课文 TEXT A 配备了大量的商务英语短语翻译、回答问题等不同形式的练习,以供学习者进行扎实的专业术语及基础语言训练之用。每单元课文后均附有词汇表与注释,方便学习者查阅。

《新编英语应用文写作》提供了各种常见、常用的应用文范例及实训写作指导,包括了最常见的英语应用文的写作特点、方法和要求等等,内容全面,是一本操作性很强的实用教材,也是广大英语学习者和教研工作者的良师益友。

《新编求职英语》旨在让学生了解求职的各个环节,运用现有的英语综合知识进行有效的求职活动。教材以求职的整个过程为线索,从英文招聘广告、求职信、英文履历、求职申请表的填写、如何进行网络求职、面试礼仪及面试技巧等方面给学生进行全面系统地指导,使学生对英文求职的内容和程序有较清晰的了解,并在附录中对求职过程中的关键部分所使用的句子、语气、方法及礼仪都给出了详细的例句和样例供学生学习与模仿,增强学生在求职过程中的信心和勇气。

《新编英语翻译技巧》共分两部分,即笔译与口译。笔译部分包括翻译概论、笔译技巧、词义选择、引申和褒贬、词类的转换、语序的变换、正反、反正译法、增译、减译法、否定句的译法、从句的译法、长难句的译法,以及色彩、习语的文化内涵比较与翻译,和新词汇的翻译等。口译部分包括口译的概述、基本技巧和口译的实践等。

本系列教材的编写得到了全国各兄弟院校及相关专家们的鼎力相助和悉心指导,在此谨致谢忱。由于能力和水平有限,不当之处在所难免,恳请各兄弟院校和读者在使用本教材的过程中给予批评和指正。

编 者

2009年1月8日

编者的话

商务英语专业是我国加入世界贸易组织以来一直非常热门的专业之一,用人单位对该专业的人才所必备的英语素质和专业水平的要求也越来越高。为了使高职院校培养的商务英语专业毕业生能掌握一定的实用语言综合运用技能,我们编写了《新编商务英语听说》一书。

本书根据高职高专商务英语专业的培养特点,旨在培养学生英语语言的综合运用能力。本书共有 16 个单元,内容包括出差、闲聊、租房、上网购物、商务礼仪、参观工厂、洽谈业务、交易会、财务事项、投资业务、观光、道别、求职、国际物流、保险与索赔、公共关系等。

本书为经贸英语专业学生必修教材,根据高职高专的教学特点,注重英语专业知识的学习和实际应用相结合,编排科学,读者定位准确,可操作性强。

在此,我们对在编写过程中提供了大力支持和帮助的各位同行及朋友尤其是外籍教师 Clare O'Connor 和 Kenneth David Hall 表示诚挚的谢意。

编 者

2009 年 7 月

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Part I Listen for Fun

Directions: You are going to hear one of Aesop's Fables. Listen carefully; write down the missing words you've heard and try to get the main idea.

Aesop's Fables:

The ass and his purchaser

A man wanted to buy an ass. He went to the (1) _____, and saw a likely one. But he wanted to test him first.

So he took the ass home, and put him into the stable with the other asses. The new ass looked around, and immediately went to choose a place next to the (2) _____ ass in the stable.

When the man saw this, he put a halter on the ass at once, and gave him (3) _____ to his owner.

The owner felt quite (4) _____. He asked the man, "Why are you back so soon? Have you tested him already?" "I don't want to test him anymore," replied the man, "From the (5) _____ he chose for himself, I could see what sort of animal he is."

Part II While Listening

Section A. Pre-Listening Tasks

Directions: You are going to hear some sentences and short dialogues. There will be a pause at the end of each sentence or dialogue. You are required to fill in the corresponding blank according to what you've heard.

1. I'll take _____ flight on Sunday.
2. It's _____ to Los Angeles.
3. Your attention, please. This is the final call for _____ to Washington.
4. You're booked on _____, leaving in an hour.
5. Now we're flying at a height of _____ and crossing the International Date Line.
6. Hello, Xinhua Airlines. What can I do for you?
Would you please tell me about the time of arrival of _____?
7. I have a briefcase and a traveling bag with me.
Each passenger is allowed _____ free of charge.
8. May I know the departure time of this flight?
Chunqiu Airlines has got a _____.
9. Would you please tell me the flying time to Tokyo of _____?
It's _____ a.m.
10. I'd like to reserve a ticket on _____ to Shanghai on the _____.
Sorry, all the flights today have been put off for the thick ground fog.

Section B. Listening Tasks

Exercise One Short Dialogues

Directions: You are going to hear some short dialogues. There will be a question and a pause at the end of each one. You are required to make a choice marked A, B, C and D for each question.

1. A. Bangkok
B. Hong Kong
C. Sydney
D. Singapore
2. A. 12:15
B. 2:10
C. 11:45
D. 10:02
3. A. the time
B. the way to the bus station
C. tel. number
D. the directions
4. A. taking the underground
B. by bike
C. on foot
D. by bus
5. A. to use the front door
B. to use the side door
C. to get off at Hundu Street
D. to walk to the meeting
6. A. The train is cancelled.
B. The train will arrive in one hour.
C. The train is delayed.
D. The man is not going to Shanghai.
7. A. after lunch
B. around ten
C. early morning
D. before noon
8. A. San Francisco
B. an evening party
C. air travel
D. the man's timetable
9. A. Her new room is more spacious than the old one.

- B. Her new room is more beautiful than the old one.
 - C. Her new room is worse than the old one.
 - D. Her new room has more things than the old one.
10. A. on the second floor
- B. on the third floor
 - C. on the fourth floor
 - D. on the sixth floor

Exercise Two Long Dialogue

Directions: You are going to hear a long dialogue. Listen to the dialogue once and decide whether the statements you hear are true or false. Write “T” for True and “F” for False.

Statements:

- 1. Mr. and Mrs. Fu’s flight will take off soon. ()
- 2. Mrs. Fu has never traveled by air. ()
- 3. They are allowed 40Kgs luggage free of charge. ()

Directions: Listen to the dialogue again and choose the best answer to the following questions.

4. Which flight are they going to take?
- A. CA801 B. UK810 C. UA801 D. UA810
5. At which gate will they get on board?
- A. gate 40 B. gate 30 C. gate 13 D. gate 14

Exercise Three Passages

Passage One:

Directions: You are going to hear a passage. At the end of this passage, there will be some sentences in mixed order. Put them into correct sequence according to the passage.

Statements:

- 1. Leave your firearms and hazardous goods at home.
- 2. Humor is not an option.
- 3. Know what you are carrying.

4. Keep your photo identification handy.
5. Expect to have your bags searched.

Passage Two:

Directions: You are going to hear a passage. At the end of this passage, please decide whether the statements are true or false.

Statements:

1. A majority of people who are frequent international business travelers experience pressure-related symptoms. ()
2. Business travelers should pay the bill by themselves to enjoy comfortable lounges at airports, cushiony seats in the front of the plane, etc. ()
3. People who are frequent international business travelers all have good relations with their colleagues. ()
4. People who are frequent international business travelers experience stresses on family cohesiveness. ()
5. A job which should experience international business travels is not so perfect as we imagine. ()

Notes:

1. one-way ticket 单程票
2. International Date Line 国际日期变更线
3. Boeing 747 波音 747 飞机
4. thick ground fog 厚厚的浓雾
5. symptoms 【医】症状
6. psychosocial 社会心理的(指社会环境影响下的个人心理变化)
7. cohesiveness 【建】黏结性;凝聚力
8. identification 识别, 证实, 核对
9. security scrutiny 安全检查
10. penalty 刑罚; 惩罚; 罚金
11. hand-searched 人工检查
12. flammable materials 易燃物
13. violations 违规操作

Section C. Special Listening

Directions: You are going to hear two passages from VOA special English twice. Firstly, answer the following questions; and then summarize the main idea of this passage.

Passage One:

1. Questions:

1) When and where was the earliest process of making paper?

_____.

2) Why is it still possible to make paper by hand?

_____.

3) What should be done after small pieces of rag or cloth were added?

_____.

4) Which one is not the raw material of paper making in ancient time?

A. cloth B. bark of trees C. straw D. leaves of trees

5) Which one is not mentioned for choosing paper?

A. old envelopes B. old magazines C. colored paper D. rags

2. Summary of this passage: _____.

Passage Two:

1. Questions:

1) Which plant is not mentioned in the passage?

A. cassava B. plantains C. corn D. potatoes

2) Which area in Liberia is not mentioned as caterpillar invasion area?

A. Bong County B. Lofa County C. Gbarpolu D. Ivory Coast

3) How many people have been suffering from insects?

_____.

4) Describe the caterpillars according to the passage.

_____.

5) Who is Winfred Hammond?

_____.

2. Summary of this passage: _____

Part III Oral Task

Directions: There are some useful sentences for this topic. Read aloud and then do practice.

1. Why do you want to go to the U. K. ?
你为什么要去英国?
2. I want to study for a doctorate.
我要去攻读博士学位。
3. How long do you intend to stay in the U. K. ?
你打算在英国呆多久?
4. Does your scholarship cover the whole two years?
整个两年你都有奖学金吗?
5. Where will you live?
你将住在哪儿?
6. I hope to live on the university campus. I have a letter here from my professor about accommodation.
我希望住在学校内。我的老师就住宿问题给我写了一封信。
7. Is your family going with you?
你的家属是不是跟你一起去?
8. What is your purpose for the visa?
你签证的目的是什么?
9. Why do you apply for this University, please give me some academic reason?
你为什么申请这所大学, 请给我一些学术理由?
10. May I see your passport, please?
麻烦你, 请给我你的护照。
11. What's the purpose of your visit?
旅行的目的为何?
12. Do you have a return ticket to Taiwan?
是否有台湾回程机票?
13. How long will you be staying in the United States?