

中等职业教育国家规划教材 全国中等职业教育教材审定委员会审定

Business

商务英语听说

(第二版) (国际商务专业)

主编 陈桃秀



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(国际商务专业)

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内容简介

本书是中等职业教育国际商务专业国家规划教材《商务英语听说》的第二版,是在第一版的基础上,根据目前中等职业学校学生的实际学习情况,结合广大师生使用第一版教材的意见和建议修订而成的。

本书共24单元,主要围绕日常商务和国际商务专业知识进行听说训练。1~12单元为基础英语部分,包括时事新闻、机场接送、入住宾馆、旅游观光、日程安排等。13~20单元为专业英语部分,包括产品介绍、询价、报价、价格磋商、支付方式、交货、包装、装运、保险、索赔和理赔等。21~24单元为选修部分,包括代理、投资、组装贸易、补偿贸易等。

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本书同时配套学习卡资源,按照本书最后一页"郑重声明"下方的学习卡使用说明,登录 http://sve. hep. com. cn, 上网学习,下载资源。

本书可供中等职业学校国际商务专业、商务英语专业及其他商务类专业学生使用,也可供从事相关工作的在职人员参考使用。

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中等职业教育国家规划教材出版说明

为了贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》精神,落实《面向 21 世纪教育振兴行动计划》中提出的职业教育课程改革和教材建设规划,根据教育部关于《中等职业教育国家规划教材申报、立项及管理意见》(教职成 [2001]1 号)的精神,我们组织力量对实现中等职业教育培养目标和保证基本教学规格起保障作用的德育课程、文化基础课程、专业技术基础课程和 80 个重点建设专业主干课程的教材进行了规划和编写,从 2001 年秋季开学起,国家规划教材将陆续提供给各类中等职业学校选用。

国家规划教材是根据教育部最新颁布的德育课程、文化基础课程、专业技术基础课程和 80 个重点建设专业主干课程的教学大纲(课程教学基本要求)编写,并经全国中等职业教育教材审定委员会审定。新教材全面贯彻素质教育思想,从社会发展对高素质劳动者和中初级专门人才需要的实际出发,注重对学生的创新精神和实践能力的培养。新教材在理论体系、组织结构和阐述方法等方面均作了一些新的尝试。新教材实行一纲多本,努力为教材选用提供比较和选择,满足不同学制、不同专业和不同办学条件的教学需要。

希望各地、各部门积极推广和选用国家规划教材,并在使用过程中,注意总结经验,及时提出修改意见和建议,使之不断完善和提高。

教育部职业教育与成人教育司 二○○一年十月

第二版前言

本书第一版自 2002 年出版以来,受到广大读者的普遍欢迎。鉴于书中所涉及的部分内容已发生了变化,我们进行了本次修订。在修订中,我们对书中已落后、过时的内容进行了更新。同时根据部分读者和使用本书作为教材的教师的建议,添加了谚语学习内容,希望为老师备课和学生自主学习提供更大的便利和空间。修订后的教材,适当降低了难度,更适合当前中职学校教学的实际情况,反映了第 29 届北京奥运会、禽流感、汶川地震等近年来最流行的话题,与时俱进,相信必能更好地满足广大中职师生的需求。

此次修订工作是在 2002 年版的基础上进行的。在此,我们对担任 2002 年版副主编的吴冰、任丽萍以及参编的黄中军、李冰、丁冬梅、张明、陈永胜、刘维英、王俊等教师再次表示感谢。 此次修订除原编者陈桃秀、王俊外,陈泳帆、杨逸凡等参与了校对工作。

> 编 者 2009年2月

第一版前言

"商务英语听说"是国际商务专业主干课程之一,也是一门重要的职业技能课。根据《面向21世纪教育振兴行动计划》提出的实施职业教育课程改革思路,以及《中等职业学校国际商务专业课程设置》和《商务英语听说教学基本要求》,立足于教育部关于"培养与社会主义现代化建设要求相适应,德智体美等全面发展,具有综合职业能力,在生产、服务技术和管理第一线工作的高素质劳动者和中初级专门人才"的培养目标,为适应我国加入WTO后对涉外人才的需求,满足中等职业学校人才培养和全面素质教育的需要,解决中等职业学校存在的一些实际问题,如听力教材程度,难度、课时以及口语实际能力培养等问题,为实施"宽教材,活模块"教学模式以及弹性学制打下基础,使专业教学内容与职业资格标准相适应,我们编写了3年制《商务英语听说》教材。

本教材将促进"因材施教",以社会实际需要为目标,调整教学内容,适当降低部分理论知识的难度,以便灵活选用必修和选修模块,使每个学生都有收获。教材旨在突出能力培养,逐渐提高学生英语综合听说水平,与此同时也能满足学生继续学习的实际需要。本教材着力培养学生在听力设备帮助下进行英语听力和口语技能训练,通过训练使学生较好掌握英语语音、语调,逐渐适应英语环境,提高英语语言表达能力,较熟练地运用日常生活用语和商务常用英语,如一般的外事接待、商务谈判等活动,成为国际商务第一线的高素质劳动者。

本教材突出了以下特征:

- 1. 基础性:即以国际商务理论为基础,以丰富多彩的国际商务活动为依据,训练学生对本专业的基本概念和基本技能的掌握。
 - 2. 实践性:尽可能根据实际业务环节采用案例教学,注重使用能力的训练。
- 3. 实用性:本教材在编写过程中充分体现了最新颁布的《商务英语听说课程教学基本要求》的精神,较好地适应了目前中等职业学校学生的学习特点。
- 4. 可读性:内容严谨,结构合理,篇幅适中,案例新颖,文字简明,生动活泼,可读性强。 总之,本教材力求适应我国的教育实际状况,体现职业特色。

全书共24单元、由以下3部分组成:

- 1. 必修部分: 1 ~ 20 单元;
- 2. 选修部分: 21~24单元;
- 3. 歌曲欣赏部分 —— 每单元的选修部分。
- 1 到 12 单元为基础英语部分,包括时事新闻、乘机、机场接送、入住宾馆、旅游观光、日程安

排等。前 12 单元为后面的 13 到 24 章做了铺垫。13 单元到 24 单元为专业英语部分,其中 13 到 20 单元为必修部分,内容涉及公司、产品介绍、询价、报价、价格磋商、支付方式、交货、包装、装运、保险、索赔和理赔等。21 单元到 24 单元为选修部分,内容包括代理、投资、组装贸易和补偿贸易等。

本书为《商务英语听说》的教学辅导书,主要提供练习答案和听力内容,供教师教学和学生自学时使用。

各单元课时分配如下:

	学时数				
教学内容	总计	讲授	实训		机动
			听	说	
日常英语	36	4	18	14	
专业用语	80	20	20	40	
机动	28				28
	144	24	38	54	28

如何使用《商务英语听说》:

全书课文 80 课、歌曲 24 首。具体课时分配如下:

必修: 基础英语 1 ~ 12 单元,每单元 2 课,共 24 课,建议每课学时为 1.5 学时,需 36 学时。必修:专业英语 13 ~ 20 单元,每单元 5 课,共 40 课,建议每课学时为 2 学时,共需 80 学时。 选修:专业英语 21 ~ 24 单元,每单元 4 课,共 16 课。

每一课包含 Part A 听力练习和 Part B 口语练习。每一 单元的 Part C 为选修的歌曲欣赏,配有中文歌词翻译。

在编写中我们注意到各部分内容的联系。在体例的顺序上,我们虽做了固定编排,但在教学中, 教师可根据需要来设计教学的顺序和内容的组合。教师也可按实际需要做取舍增减。

《商务英语听说》由陈桃秀高级讲师策划并担任主编,吴冰、任丽萍任副主编。参加编写的还有黄中军,李冰,丁冬梅,张明,陈永胜,刘维瑛,王俊等同志,全书由陈桃秀通稿和总纂。在编写过程中我们得到了有关省市教育行政部门和研究部门的大力支持,在此表示感谢。本书还承蒙美国教授 Mary-Joy Christensen 悉心逐课校阅,谨此致谢。本书经全国中等职业教育教材审定委员会审定,由对外经济贸易大学英语学院姚新超教授担任责任主审,常玉田教授、黄震华教授审稿,对他们一并表示感谢。

由于编者水平有限,本书在内容选择、编排及具体编写中难免有疏漏之处,敬请专家、同行和读者批评指正。

编 者 2002 年春节于合肥

Contents

Unit 1	Jirst Conversation	1
Unit 2	News (1)	8
Unit 3	News (2)	14
Unit 4	Traveling by Air	22
Unit 5	At the Hotel	30
Unit 6	Welcome and Thank-you Speeches	38
Unit 7	Making Phone Calls	45
Unit 8	Traffic	53
Unit 9	At the Restaurant	60
Unit 10	Sightseeing	68
Unit 11	Shopping	74
Unit 12	Agenda	80

Unit 13	Companies and Products	87
Unit 14	Enquiry and Offer	103
Unit 15	Price Negotiation	116
Unit 16	Terms of Payment	131
Unit 17	Shipment and Delivery	146
Unit 18	Packing	157
Unit 19	Insurance	170
Unit 20	Claims, Complaints and Settlement	185
Unit 21	Exclusive Sales and Agency	197
Unit 22	Investment	210
Unit 23	Processing Trade	223
Unit 24	Compensation Trade	234

UNIT



First Conversation

Lesson 1

Part A Listening practice



I. Listen and repeat.

New words	Sydney /'sidni/ n. 悉尼 Australia /ɔs'treiljə/ n. 澳大利亚 sale /seil/ n. 出售,销售 manager /'mænidʒə/ n. 经理 sweater /'swetə/ n. 毛衣 company /'kʌmpəni/ n. 公司 textile /'tekstail/ n. 纺织品,织物 secretary /'sekrətri/ n. 秘书,书记 pleasure /'pleʒə/ n. 乐事,快事 arrival /ə'raivl/ n. 到达 luggage /'lʌgidʒ/ n. 行李	
Useful expressions	It is my great pleasure to do 我很乐意做 hold a party 举行一个晚会 in one's honor 以名义,为某人	

II. Listen to the dialogue first and repeat the following important sentences.

- 1. You must be Mr. Walker from Sydney, Australia.
- 2. I am a secretary to the general manager.
- 3. I work at the Beijing Textile Company.
- 4. That's very nice, thanks.
- 5. Let me put your luggage in the back.

III. Listen to the dialogue again and fill in the blanks.

Shirley: You must be Mr. Walker from Sydney, Australia.

Alan Walker: Yes. My name is Alan Walker. I am the sales manager of Sydney Sweaters Company.

How do you do?

Shirley:	How do you do? My name is Shirley. I work at Beijing Textile Company. I am
	a to the general manager. It is my great to meet you
	here. We've been looking forward to your3
Alan Walker:	Thank you very much for coming to meet me.
Shirley:	My pleasure. Our is going to hold a party in your honor at 7 this evening.
Alan Walker:	That's very nice, thanks.
Shirley: Alan Walker:	Let me put your 5 in the back and then go to Beijing Hotel, OK? Yeah. OK.

IV. Listen to the dialogue for the last time and answer the following questions.

- 1. Where is Mr. Walker from?
- 2. What is Mr. Walker's position?
- 3. Where is Mr. Walker going to stay?
- 4. What is Shirley?
- 5. Where does she work?

V. Listen to the following sentences and give responses to them.

- 1. You must be Mr. Walker from Sydney, Australia.
- 2. How do you do?
- 3. Thank you very much for coming to meet me.
- 4. Our company is going to hold a welcome party in your honor at 7 this evening.
- 5. We will go to Beijing Hotel.

VI. Listen to the proverbs and learn them.

- 1. The first step is as good as half over.
- 2. Well begun is half done.

Language and cultural notes

Mr., Mrs., Miss, Ms. 这几个词经常用在姓之前,不用在名之前。除 Miss 无省略标点外,其他三个词既可以加省略标点,也可以不加。Mr. (先生) 用来称呼已婚或未婚男士,有时也可以用在某些官职之前作为称呼使用,例如: Mr. President (总统先生),Mr. Chairman! (主席先生!)。Mrs. (太太) 用来称呼已婚女士。Miss 用来称呼未婚女士。Ms. (女士) 用来称呼你不知道是已婚还是未婚或者你或别人不想说出是已婚还是未婚的女士。

Part B Oral practice



I. Interpret the following sentences from English into Chinese.

1. It is my great pleasure to meet you here.

- 2. We've been looking forward to your arrival.
- 3. Our company is going to hold a welcome party in your honor at 7 this evening.
- 4. Let me put your luggage in the back.
- 5. We will go to Beijing Hotel.

II. Pairwork.

Describe the following business card to your partner about Mr. Walker with the information given below.

- 1. What is Alan Walker's job?
- 2. What is his company's address?
- 3. Where does he work?
- 4. What is his fax and telephone number?
- 5. What is his E-mail address?

Sydney Sweaters Company

Alan Walker

Sales Manager

20 Rockwall Crescent

Potts Point NSW 2022

Australia

Tel: 612 9568 1175

Fax: 612 9568 5588

E-mail: alan.walker@sales.net

III. Situation.

Student A is an applicant (求职者). Student B is an interviewer (面试官), Student A goes to have a job interview and is asked to give some personal information.

The following may be helpful:

name 25 years old graduate major business management be good at computer take a course French hobby sales manager 3 years experience in marketing

Lesson 2

Part A Listening practice

I. Listen and repeat.

New words	assistant /əˈsistənt/ n. 助理
	expect /iks'pekt/v. 期盼, 盼望

New words	lemon /'lemən/ n. 柠檬 juice /dʒu:s/ n. 汁 roast /rəust/ adj. 烤好的;烤制的 duck /dʌk/ n. 鸭 famous /'feiməs/ adj. 著名的	
Useful expressions	Will you? 你干·····好吗? What would you like to drink? 您想喝点什么? What about? ······怎么样? ······怎么办? (用于征求意见或打听消息) Would you like to try? 您愿意尝一尝······? Help yourself to 随便吃·····吧;请随意。	

II. Listen to the dialogue first and choose the correct answer.

- 1. Who is invited to the party?
 - A. Mr. Walker.
 - B. Mr. Chen.
 - C. Shirley.
 - D. Not mentioned.
- 2. What does Mr. Walker think of the place?
 - A. It is bad for a party.
 - B. It is very good for a party.
 - C. It is just so so for a party.
 - D. It is strange for a party.
- 3. What drink does Mr. Walker want?
 - A. Water.
 - B. Wine.
 - C. Orange juice.
 - D. Lemon juice.
- 4. What food do they probably order?
 - A. Rice.
 - B. Roast chicken.
 - C. Roast duck.
 - D. Steak.
- 5. How many people are there at the party?
 - A. Three.
 - B. Four.
 - C. Five.
 - D. Six.

Bruce Chen: I am so pleased you could come, Mr. Walker. My name is Bruce Chen, manager of the

company. This is my secretary Shirley. You've met her before.

Alan Walker: Yes.

Bruce Chen: And this is my _______, David. We've been ______ you.

Shirley: Mr. Walker, let me have your coat.

Alan Walker: Thank you very much. It's really a nice place.

Shirley: Please take a seat.

Alan Walker: OK.

Shirley: What would you like to drink, Mr. Walker?

Alan Walker: Lemon ______3____, please.

Shirley: What about food? Would you like to try our Beijing Roast Duck? It is very _____4

Alan Walker: OK.

Bruce Chen: Mr. Walker, help yourself to anything you like.

Alan Walker: They all look _______, don't they?

Bruce Chen: Yes, I hope you enjoy them.

Alan Walker: Thank you so much.

IV. Listen to the dialogue for the last time and try to act it out.

V. Listen to the proverbs and learn them.

- 1. All's well that ends well.
- 2. An English man's house is his castle.

Language and cultural notes

西方人非常注重个人隐私 (privacy), 我们在交谈时应该注意与对方不要谈论他人履历、个人私事、工资收入、私人财产、农饰价值等。例如以下问题就应避免:

How much do you earn each month? 你每月挣多少钱?

Are you married? 你结婚了吗?

What is your religion? 你估什么教?

How much did you pay for your car? 你的车花了多少钱?

Can you tell me the reason why you are divorced? 你可以告诉我你离婚的原因吗?

Why did you vote for the Republican Party? 你为什么投共和党的暴?

Part B Oral practice



I. Interpret the following sentences from English into Chinese.

1. What would you like to drink?

- 2. She is my secretary, Shirley.
- 3. Excuse me, but aren't you Mr. Walker from Australia?
- 4. Would you like to try our Beijng Roast Duck?
- 5. Help yourself to anything you like.

II. Pairwork.

Describe to your partner the appearance of a young lady who is coming to your company.

The following may be helpful:

big eyes black hair tall slim (苗条) charming (妩媚) a pair of glasses necklace high heels (高跟鞋) blouse blue pants brown handbag

III. Situation.

Student A is a customer from the United States. Student B is a business man of China Import & Export Company. They meet for the first time. Now they'll have an initial (首次) business talk.

The following may be helpful:

- 1. procedures:
 - a. exchange greetings
 - b. start the business talk
 - c. end talk
- 2. contents:

Ask the customer what kind of goods he / she is interested in / handling in.

Talk about the quality of the products (e.g. How about the quality / quantity / price terms / discount and some other related terms and conditions, etc.)

Express your hope / wish to do business with him / her.



Yesterday Once More

When I was young I'd listen to the radio, waiting for my favorite songs.

When they played I'd sing along, it made me smile.

Those were such happy times and not so long ago,

how I wondered where they'd gone, but they're back again,

just like a long lost friend. And song I love so well.

Ev'ry sha-la-la, every wo-wo still shine.

Ev'ry shingo-linga-ling that they're starting to sing so fine.

When they get to the part, where he's breaking her heart, it can really make me cry,

just like before. It's yesterday once more.

Looking back on how it was in years gone by, and the good time that I had,

makes today seem rather sad, so much has changed,

it was songs of love that I would sing to them, and I'd memorize each word,

those old melodies still sound so good to me as they melt the years away.

Every sha-la-la, every wo-wo still shine.

Every shing a-ling a-ling that they're starting to sing so fine.

All my best memories come back clearly to me, some can even make me cry just like before.

It's yesterday once more.

Every sha-la-la, every wo-wo still shines.

Every shing a-ling a-ling that they're starting to sing so fine.

Every sha-la-la, every wo-wo still shines.

Every shing a-ling a-ling that they're starting to sing so fine.

昔日重来

小的时候我守侯在收音机旁,等待我心爱的曲子播放。歌曲演奏时我在一旁随唱。那些快乐的时光似乎并未久远,我多么想知道它们去到了何方,但它们又再度归来,就像久无音讯的老友。我所爱的歌曲,每一个音符节奏似乎依然闪耀着光芒,每一句他们唱着的歌都让我欢畅。当他们进行到那个篇章,在他使她心碎的地方,我会流下眼泪,就像以前一样,就像昨日量回到我的身旁。回首已逝去的岁月,我曾拥有过的美好时光,都让今天显得那么悲伤,太多的变迁,那些我为他们歌唱的爱的音符,和我牢记的每一个词句,老旧的美丽曲调依然在唱。慢慢地随着时间融化流淌,美好记忆清晰地浮现在脑海,让我微笑着哭泣,就像以前一样,就像昨日量回到我的身旁。

这是卡伦·卡朋特 (Karen Carpenter) 演唱的一首经久不衰的怀旧老歌,就像老朋友一样,是很多人都非常喜爱的经典歌曲之一。

UNIT

2



Lesson 3

Part A Listening practice



I. Listen and repeat.

New words	visiting /'vizitin/ a. 到访的 premier /'premjə/ n. 总理 European /juərə'pi:ən/ a. 欧洲的 strengthen /'strenfən/ v. 加强 cooperation /kəuˌɔpə'reiʃən/ n. 合作 global /'gləubəl/ a. 全球的 joint /dʒɔint/ a. 共同的 counterpart /'kəuntəpq:t/ n. 对方 trip /trip/ n. 旅行 confidence /'kɔnfidəns/ n. 信心 especially /i'speʃəli/ adv. 特别的 achieve /ə'tʃi:v/ v. 取得 fruitful /'fru:tfəl/ a. 有成果的 extraordinary /ik'strɔːdənəri/ a. 特殊的,卓越的 ceremony /'seriməni/ n. 仪式	
Useful expressions	deal with 处理 financial crisis 金融危机 news conference 新闻发布会 issues of common concern 共同关注的问题 the 29th Summer Olympic Games 第 29 届夏季奥林匹克运动会	

II. Listen to the news first and repeat the following important sentences.

- 1. China and European countries should strengthen cooperation.
- 2. They will deal with global financial crisis.
- 3. Speaking at a joint news conference after talks with his British counterpart.