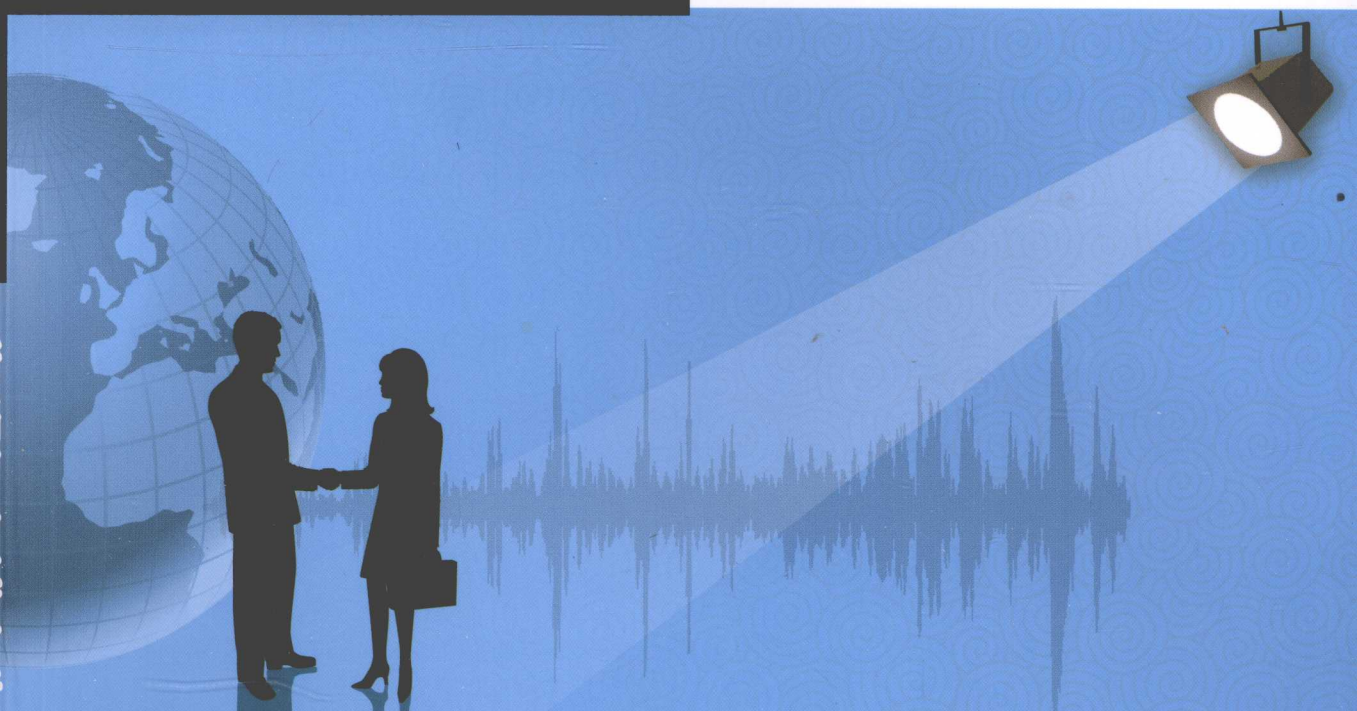


高等学校商务英语系列教材

总主编 杨翠萍



# 新编商务英语



# 听说教程

周 淳 刘鸣放 主编

教师用书

(第

册)

# 1

*Business English Listening & Speaking*

*Teacher's Book*

清华大学出版社 • 北京交通大学出版社

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# 新编

# 商务英语听说教程

Business English Listening & Speaking



教师用书  
Teacher's Book

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·北京·

## 内 容 简 介

本教程是与《新编商务英语听说教程学生用书》第1册配套的教师用书，主要内容包括与各单元主题相关的背景材料及听力部分的文字材料和练习答案。

本教程可供高等学校经贸和商务英语专业的学生使用，同时也可作为具有相应英语水平的商务工作者及商务英语爱好者的参考书。

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# 前言

《新编商务英语听说教程》是针对高等学校经贸和商务英语专业的学生、具有相应英语水平的商务工作者及英语爱好者编写的基础课系列教材。本教程突破了传统的教材模式,综合考虑了高等学校经贸、商务英语专业学生的特点,力求把经贸和商务知识的传授与英语听说技能的培养结合起来。

本教程从学生的实际水平出发,始终遵循“学用结合,重在运用”的原则。本教程循序渐进,通过内容丰富、专业面广、程度适宜、趣味性强的商务材料,促使学生积极参与有关商务实践的听说活动,在提高其口语表达能力的同时,了解商务活动的各个环节,拓宽视野,获取新知识。

为适应商务英语听说教学紧扣时代脉搏、满足社会需求的发展趋势,本教程编写人员在听取汇总来自语言教学专家、商务专业人士和教学一级的广大师生等多方面的意见及建议的基础上,结合国外相关教学领域最新的研究成果,在内容的编排、材料的选择、题型的设计和结构的完善等方面进行了大量的创新性探索。

本教程精选了24个商务活动中最常用的主题,采用全新的结构,分两册编排,使其更具系统性和可操作性。本教程在单元主题的择取和确立上兼顾了社会需求、专业培养目标、学生的认知程度和语言技能。本教程设计了Preliminary Listening、Pre-listening、Listening、Speaking、Further Listening和Home Listening等教学模块,力求突出教材的专业性、商务性及练习的多样性、趣味性和实用性等特点。

《新编商务英语听说教程》分两册,每册12个单元,按主题编排各单元的内容。每册配有相应的教师用书和录音光盘。各单元的基本构成如下。

1. Preliminary Listening: 该部分以“spot dictation”的形式对单元主题(unit topic)进行概括性的介绍,旨在导入单元主题并让学生对单元主题有初步的认识和了解,激发学生进一步学习的兴趣和积极性。

2. Listening & Speaking: 该部分为每个单元的主体构成部分,围绕单元主题对学生进行听与说的综合训练。该部分含两个结构基本相同、内容相对独立的教学模块:Section A和Section B。每个教学模块均具有其独立的且与单元主题紧密关联的副主题(sub-topic),并配有相关的一揽子听说活动。这样的编排化整为零,模块交替,听说结合,师生互动,既保证了教学内容的丰富性和多样性,也便于教师根据自己的实际需求,灵活机动地组织课堂教学。因此,本教程在借鉴国外同类教材先进经验的基础上,更好地兼顾了教学的灵活性和系统性,弥补了通常按主题定单元所编写的教材在教学系

统性方面的缺陷。

Section A 和 Section B 主要包含以下内容。

(1) Pre-listening: 针对听力材料中出现的热点问题提问, 以导入后续的听说活动。

(2) Listening: 分成对话 (conversation) 和语篇 (passage) 两部分对学生进行针对性的听力训练。每部分分别配有两项练习, 一项侧重培养学生捕捉细节信息的能力, 另一项侧重培养学生对信息进行整体把握和综合归纳的技能。

(3) Speaking: 围绕教学模块的副主题 (sub-topic) 设计的综合性的口语活动。活动的形式多样, 有小组讨论、看图说话、班级辩论、个案讨论、角色扮演等, 旨在培养学生对英语语言和单元所涉及的商务文化背景知识的综合运用能力。

3. Further Listening: 该部分按照特定的商务场景编排了相互关联的 5 个短篇 (如电话留言、语音信息、财经新闻简报等) 听力练习, 帮助学生进一步熟悉真实场景下的商务活动及办公用语。

4. Home Listening: 该部分安排了相关财经新闻报道一篇, 突出了商务英语的时效性和在日常生活中的实用性。

《新编商务英语听说教程》的编写是以 6 学时完成一个单元为基础的, 教师也可根据学生的实际情况灵活使用本教程。

虽然本教程是在全体参编教师多年的教学实践与研究的基础上产生的, 但仍可能存在不妥之处和有待进一步完善的地方, 欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编者

于华东师范大学

2009 年 11 月

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# Unit 1

## Telephoning



### Preliminary Listening

#### Dictation

Listen to the following short paragraph and fill in the blanks with what you hear.

Probably no means of communication has revolutionized the (1) daily lives of people more than the telephone. (2) Simply described, it is a system that converts sound, specifically the human voice, to (3) electrical impulses of various frequencies and then back to a tone that sounds like the (4) original voice. In our hi-tech world of computers and laser printers, the telephone is still most businesses' (5) primary means of contact with customers. Clearly, the telephone is not a business tool to be (6) overlooked or underestimated. Just like in a (7) face-to-face meeting, the rules of etiquette in telephone conversations may help make the communication (8) pleasant and productive for all those involved.



## Listening & Speaking



### SECTION A

### Handling Office Calls



### Pre-listening >>

### Background Information

#### 1. Secretary

A secretary is an administrative support position. The title refers to a person who performs routine, administrative, or personal tasks for a superior. These office employees perform duties such as typing, computer processing, and scheduling for an executive. They usually work at desks in offices. At the administrative level many job descriptions blur into each other: a secretary in one company might be called an administrative assistant in another. However, while Administrative Assistant is a truly generic term, not necessarily implying directly working for a superior, Secretary tends to be biased towards typing-based activities directed by a superior. Other titles describing jobs similar to or overlapping those of the traditional secretary are Office Coordinator, Executive Assistant, Office Manager and Administrative Professional.

#### 2. Secretarial work

Secretarial jobs are popular as they require few formal qualifications and yet can be skilled jobs.

- ✧ At the most basic end of the spectrum a secretary may need only a good command of the prevailing office language and the ability to type, and may spend a large part of her time filing and fetching papers (or the equivalent files and databases online) or answering phones.
- ✧ At the other end of the spectrum they may be required to take dictation by writing in shorthand at spoken-language rates, type at high speeds using technical or foreign languages, organize diaries, itineraries and meetings and carry out administrative duties which may include accountancy. In a more elevated secretarial position, she or he may also control access to the manager whom she/he is assigned to, and thus becomes an influential person, and trusted aide.





## Listening



## Conversation

## Tapescript

**Receptionist:** Good morning, Universal Toy Company.

**Bob Roughton:** Good morning. I'd like to speak to Mr. Simon, the Director of Design Center.

**Receptionist:** Who's calling, please?

**Bob Roughton:** Bob Roughton.

**Receptionist:** Hold the line, please, Mr. R ...

**Bob Roughton:** Roughton, please.

**Receptionist:** Sorry. Mr. Roughton, I'll put you through.

**Bob Roughton:** Thank you.

*(Phone rings in Mr. Simon's office.)*

**Secretary:** Hello, Mr. Simon's office.

**Bob Roughton:** Could I speak to Mr. Simon, please?

**Secretary:** Oh, I'm very sorry. He's ... er ... at a production meeting at the moment. And this is Jane, his secretary, and can I help you at all?

**Bob Roughton:** Er ... Jane, do you happen to know when he would be free?

**Secretary:** I'm not quite sure. Mr. Simon is scheduled to interview candidates for the position of Chief Designer after the meeting. The first interview is at 9:30.

**Bob Roughton:** Ah, I see. Then Jane, could you please ask him to give me a call when he is available? Er ... preferably before 4 pm today. It's to do with the latest design of our toy spaceship MX-002.

**Secretary:** Sure, but can I ask who's calling please?

**Bob Roughton:** Oh, this is Bob Roughton.

**Secretary:** Can you spell your last name, please?

**Bob Roughton:** Yes, it's R-O-U-G-H-T-O-N. Bob ... Roughton, from BabyCare Company.

**Secretary:** OK, I've got that. And Mr. Roughton, can I have your number please?

**Bob Roughton:** Please tell Mr. Simon I'm at 732-643-6839 until half past four this afternoon and he can get me at 732-260-9745 after that. It's my mobile number.

**Secretary:** So, that's 732-643-6839 before 4:30 and, er, 732-260-9754, oh, no 9-7-4-5 after that.











**Bob Roughton:** Yes. 9-7-4-5.

**Secretary:** OK, Mr. Roughton, I'll get Mr. Simon to call you as soon as he is in.  
**Bob Roughton:** Thank you very much, Jane. Goodbye.  
**Secretary:** Bye.

**I. Listen to the conversation and choose the best answers to the questions you hear.**

1. When does the telephone conversation take place? ( A )
2. Why couldn't Mr. Simon answer the phone call at the moment? ( C )
3. Why did the caller make the phone call? ( B )
4. What did Mr. Simon's secretary offer to do for the caller? ( D )
5. When did the caller prefer to be called back? ( A )

**II. Listen to the conversation again and complete the phone message below.**

### WHILE YOU ARE OUT

**To:** John Simon, Director of (1) Design Center

**From:** Bob (2) Roughton of BabyCare Company

#### MESSAGE

He called about (3) the latest design of toy spaceship MX-002.

He can be reached on (4) 732-643-6839 before 4:30 pm and on (5) 732-260-9745 after that.

**Passage****Tapescript**

Office calls are perhaps the most difficult and the most important part of a secretary's work. The first impression that a client receives about a business is very often through a telephone contact. A caller who is left hanging on "hold" will get the feeling that he or she has been forgotten or ignored. If a call is answered rudely, the caller may become angry. And if the call is not routed directly to the right person, the caller may feel that he or she is getting the "runaround".

A good office secretary knows that all phone calls must be answered promptly and handled efficiently. She knows that a secretary must be pleasant and helpful, no matter how busy she is or what kind of mood she may be in. She knows she must keep calm if a caller gets impatient or becomes angry. Also, of course, she knows she can never allow herself to lose temper. If she does not have the information the caller asks for, she must know who does have the information. Finally she knows that one of her most important work is to "screen" telephone calls and to know which calls to refer to her boss, which calls to refer to other people, and which calls to handle herself.

A well-handled telephone call will give the caller a good impression of the company he or she is dealing with. For this reason, an office secretary who can handle telephone calls cheerfully, tactfully, and efficiently is a valuable asset to any organization.

I. Listen to the passage and choose the best answer to complete each of the following statements.



1. B 2. A 3. C 4. D 5. D

II. Listen to the passage again and complete the notes with what you hear.




**Dealing with Office Phone Calls**

A Good Secretary Should:

- ✎ route the call directly to (1) the right person.
- ✎ answer all phone calls (2) promptly and efficiently.
- ✎ be (3) pleasant and helpful, no matter how busy she is or what kind of mood she may be in.

-  (4) keep calm if a caller gets impatient or becomes angry.
-  know how to (5) screen telephone calls, i.e., know which calls to refer to (6) her boss, which calls to refer to other people, and which calls to (7) handle herself.

**A Good Secretary Should Not:**

-  leave the caller hanging (8) on hold.
-  answer the call (9) rudely.
-  allow herself to (10) lose temper.



**Speaking**



**Discussion & Role-play**

 **Work in groups. Role-play your improved conversation.**

A man calls about keyboards that he ordered but has not yet received. He does not know exactly who to speak to and is being transferred from one department to another.

**Secretary:** Hello, ABC Company.

Is this greeting complete?

Greetings such as "Good morning" may be added here.

**Customer:** Is this ABC Company?

**Secretary:** That's what I said.

What should she have said?

The secretary's response sounds very impatient and rude. She may say something like "Yes, this is ABC Company. What can I help?"

**Customer:** Hello, I'm calling about some keyboards I ordered about a month



ago and haven't received yet. I was wondering if you could tell me who I should speak to.

**Secretary:** It's probably Shipping's fault. It usually is. What's wrong here?

The secretary should avoid making a complaint or saying something negative about her company to the customer.

**Customer:** Do you think you could ...

**Secretary:** Hold.

What should she have said?

"Hold the line, please. I'll put you through to Shipping."

**Shipping Clerk:** Alfred here.

**Customer:** Is this Shipping?

**Shipping Clerk:** Yeah, what do you want?

How would you replace this?

You may say something like "Yes, this is Shipping and what can I do for you?" here.

**Customer:** My name is Kevin Smith and I haven't received an order for keyboards that I placed about a month ago.

**Shipping Clerk:** You got your invoice number?

How should he have asked this?

He should have asked in a more polite and helpful way.

**Customer:** No. I never got one.

**Shipping Clerk:** Well, there's nothing I can do to help you. I'll transfer you to Accounting.

Did he forget something here?

He forgot to apologize for not being able to help and to ask the customer's permission to transfer the call.

**Customer:** No, wait, wait! This is long distance.

**Accountant:** Accounting. Who do you want to speak to?

What is the customer's reaction going to be?

He must feel very awful for all the rudeness, negligence, and runarounds he



has received. Whether he will lodge a complaint against the company or not, it is quite likely that he may never buy anything from it. He may go as far as to badmouth it before his relatives and friends.



## SECTION B

## Business Phone Etiquette



### Pre-listening ►►

### Background Information

#### 1. Basic telephone tips

Proper telephone technique involves some basic common sense in which everyone who works for a company should use. Here are some basic tips.

*Making the call.* When making a business call, be sure to first identify yourself and your company. If you're routed to a receptionist or an operator, also include the name of the person you're trying to reach. Be prepared with a one or two sentence explanation of the purpose for your call. When you are connected with the person, state the purpose of your call and then be sure to ask if you are calling at a convenient time. If you get shunted to a receptionist and he or she asks why you are calling, give a concise but informative statement that can be easily relayed. Do not, however, assume that your message will be communicated; when you speak directly with the person you are trying to call, repeat your message in your own words.

*Answering the phone.* Telephone calls usually lead to some action to be taken, so make sure your first vocal impression is a good one by trying to answer the phone as pleasantly and professionally as possible. Identify yourself and your company when receiving an incoming call. If you work at a large corporation with many departments, it may also help to include your department or section name. If you must put someone on hold, ask first and — most

importantly — wait for their answer. If someone expresses reservation about being put on hold, calmly explain why it is necessary. Remember to keep the person on hold updated on the status of his or her call every 30 seconds.

**Voice mail and messages.** If you have to leave a message or voice mail for someone, make it short and to the point. Speak clearly and slowly and leave your name, phone number, and a brief message. Say your name and number at the beginning and again at the end of the message, especially if you don't know the person you're calling. Returning messages promptly is always appreciated. It's customary to return telephone calls within 24 hours. If you cannot attend to the caller's needs within that time, briefly phone the person to say when you will be available.

**Your own voice mail.** The message you leave as your outgoing message is an important business tool. Information is critical. The best messages communicate several key things to the person calling you: your name, the organization and/or group you're in, the current date (this tells them you are checking your messages), whether you are in the office or not that day, when to expect a call back, whom to contact if the call is urgent, and how to get to that person.

**Taking messages.** Record the time and date the call came in. Verify the caller's name, company name, and phone number. Get a short statement about the caller's intent. Take telephone messages completely and accurately. If there's something you don't understand or can't spell, such as a person's surname, ask the caller to repeat it or spell it for you. Then make sure the message gets to the intended recipient.

## 2. Do's and don'ts while telephoning

### DO'S

- ☺ Do speak clearly. Remember, the caller can't see you to read lips, facial expressions or body language. He or she can only hear you. Take the time to speak clearly the first time, and you won't waste time repeating yourself.
- ☺ Do use your normal voice. If you have to raise your voice because of poor cell phone reception or a noisy environment such as a restaurant or building site, be aware that the listener may not be experiencing similar problems and may misinterpret your response as anger, frustration or hostility. Advise the person on the other end that you are having difficulty and either leave the restaurant or call back later.
- ☺ Do remove gum, pencils, cigarettes or anything else from your mouth while talking on the phone. Put the coffee cup down. The sounds of chewing, slurping and clicking are not attractive or professional.
- ☺ Do address the caller by the proper title, Mr., Ms., Mrs. or Dr. as indicated. If uncertain as to marital status, business or academic level, use Mr. or Ms. If uncertain as to the gender of the individual you are calling, use the entire name, as in, "May I speak to Pat Smith?" Then revert to using Mr. or Ms. Maintain a polite formality, especially on initial contact.

- ☺ Do avoid poor language habits and using filler words such as “you know”, “you guys”, “like” or “ummm”.
- ☺ Do identify yourself not only when speaking directly with a person, but also when leaving messages with others or on answering machines. Give your name and contact number both at the beginning of the message and at the conclusion so the listener will not have to replay the message for the information.
- ☺ Do ask if you can put a person on hold and then wait for him or her to reply. Not everyone delights in being put on hold. Either do not interrupt the original call or, if you think this may be the call you’ve been waiting for all morning, excuse yourself, tell the first caller you will call back in a few minutes and allow them to get on with their day.
- ☺ Do listen to the caller. Pay attention to what they are saying so that you can answer the question they ask, instead of the one you thought they were going to ask. Write down important information as they are talking.

### DON'TS

- ⊗ Don’t speak too fast. People sometimes speak too fast because they are in a hurry or they are bored and not paying attention. Remember, although you may say the name of your company or your own name dozens of times in a day, for many callers, this is the first time they may be hearing it.
- ⊗ Don’t speak too softly or breathily trying for an effect. This does not sound sexy, rather it sounds childish and people may not take you seriously.
- ⊗ Don’t talk with your mouth full. Do not eat your lunch and try to make a sales presentation at the same time. It’s irritating and impolite. No one will be interested in why you are calling, they will just want you off the line.
- ⊗ Don’t say “uh-huh” and “unh-unh”. These vague grunts can easily be misunderstood and they also give the impression that you are not paying attention to the speaker.
- ⊗ Don’t express a false familiarity and address a new caller by his or her first name. Americans tend to be very informal in addressing others. However, not every one appreciates a stranger saying, “Hey, Bob, this is Bill and I’d like to talk to you about ...” For many cultures, this is actually considered rude.
- ⊗ Don’t leave long garbled, wandering messages that no one can understand or that take six replays to get the information. No one is going to listen to a message multiple times. Use written notes to help you be brief and to the point.
- ⊗ Don’t keep someone on hold more than few seconds, not minutes. Seconds feel like minutes if you are the one on hold and rarely does anyone really like the taped music selections. If you think the interruption will take more than one minute, end the call, and call back later.

- ⊗ Don't engage in side conversations while trying to talk to someone on the phone. Unable to actually see or participate in what is happening around you, your caller will feel ignored and resentful. Be respectful of your listener's time.

**Listening****Conversation****Tapescript**

*(The first phone call)*

**Receptionist:** Good morning. Sunrise Chemicals. Can I help you?

**Victoria:** Yes, please. Could I have extension 2687, please?

**Receptionist:** Who's calling, please?

**Victoria:** Victoria Baker of M&M Advertising.

**Receptionist:** One moment please, Ms Baker ... Hello, Ms Baker, I'm afraid the line is busy now. Can I take a message?

**Victoria:** No, it's all right, thank you. I'll call back in about fifteen minutes.

**Receptionist:** OK. Thank you for calling.

*(The second phone call)*

**Receptionist:** Good morning. Sunrise Chemicals. Can I help you?

**Robin:** Nancy Foster, please.

**Receptionist:** I'm afraid she's interviewing at the moment. Can I take a message?

**Robin:** Do you know when she'll be free?

**Receptionist:** She wouldn't be available until lunch.

**Robin:** OK, then please tell her I'm Robin Hunter, from the Great Eastern Bank. She called me earlier this morning and I'm returning her call.

**Receptionist:** Robin Hunter, of the Great Eastern. Right. I'll tell her you called back.

**Robin:** Thank you.

*(The third phone call)*

**Receptionist:** Good afternoon. Sunrise Chemicals. Can I help you?

**Rose:** Hello. Could you please put me through to William Thomson of Personnel Department?

**Receptionist:** I'm afraid he's out of the office this afternoon. Can I take a message?

**Rose:** Yes, please. My name is Rose Hobson from the INEX Consulting.