



新基点(New Benchmark) 全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

商务英语听说

第一册

Business English Listening and Speaking

李玉萍 主编



对外经济贸易大学出版社
University of International Business and Economics Press

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图书在版编目 (CIP) 数据

商务英语听说. 第1册 / 李玉萍主编. —北京: 对外经济贸易大学出版社, 2009
(新基点全国高职高专院校商务英语系列规划教材)
ISBN 978-7-81134-402-8

I. 商… II. 李… III. 商务-英语-听说教学-高等学校: 技术学校-教材 IV. H319.9

中国版本图书馆 CIP 数据核字 (2009) 第 138260 号

© 2009 年 对外经济贸易大学出版社出版发行

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商务英语听说 第一册

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对外经济贸易大学出版社

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邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 260mm 9.25 印张 214 千字

2009 年 8 月北京第 1 版 2009 年 8 月第 1 次印刷

ISBN 978-7-81134-402-8

印数: 0 001-5 000 册 定价: 19.00 元 (含光盘)

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出版说明

“新基点 (New Benchmark) 全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了“工学结合,项目为中心,案例驱动教学,边讲边练”为核心的理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力的目的,采取了模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

根据国家教育指导思想,目前我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育的“双证书”(毕业证和技术等级证)教学的需要。本套教材编写始终贯彻商务英语教学的基本思路:将英语听说读写译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《国际商务英语模拟实训教程》等。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推出新的教材。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称、企业第一线工作经历,主持或参与过多项应用技术研究,这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

对外经济贸易大学出版社

2008年5月

前 言

当今世界国际经济的发展相互影响、相互依赖、相互融合已成为不可否认的事实,任何国家想在经济方面快速、高效地取得进展,都必须走出国门,面向世界,将内需和外需有机结合。因此,社会对能够从事国际商务活动的职业人员的需求日益增加。在此背景下,英语学习已从单纯的社会、文化方面的语言交流走向多元化,既熟悉国际商务又熟练掌握英语的高级复合型人才必将越来越受欢迎。熟练掌握商务英语,并且在商务活动中能够灵活地运用商务英语处理问题是涉外商务人员必须具备的职业能力。而在商务英语教学所包含的听、说、读、写、译五项基本技能中,听说是最基本、最实用的能力。随着企事业单位和商贸公司以及个人面对面地与外商进行商务交际活动的机会越来越多,对商务英语听说能力的培养已显得日趋重要。商务英语听说课程将商务理论与实践与英语语言技能有机结合,教学以学生自主学习为主导,强调实践和解决问题的职业能力培养,保证学生在校学习期间完成就业前的语言技能培训,为就业做好充分的准备,打下坚实的语言和商务知识基础。因此,该课程符合国务院关于高等职业教育注重培养学生职业能力和可持续发展能力的要求,是高等院校和职业院校涉外专业不可或缺的一门主干课程。基于此需求,我们编写了《商务英语听说》这套教材。

《商务英语听说》是为培养高等院校和职业院校学生将英语与专业融合的能力而专门开设的复合型课程,旨在培养学生在各种商务环境下熟练运用英语语言的能力。本着“在英语中学习商务知识,在商务中运用英语语言”的宗旨,本套教材以中美两家公司进行国际商务活动的全过程为线索贯串始终,真实地展示了国际商务工作的工作环节,语言简洁生动,商务知识全面、准确。我们在教材中为学生提供了在商务活动各环节中常见的典型的工作情景,让学生有充分的机会将商务知识与技能以及语言知识与技巧融会贯通,为将来从事国际商务工作奠定坚实的基础。

本教材注重职业性和可操作性,强化英语听说技能在国际商务工作中的具体运用。其特点主要包括:

1. 职业性强:本教材以分析国际商务的具体工作任务为基础,按照实际工作程序设计出16个项目框架,每个框架又包括若干子项目,每个子项目又由2~3个任务组成,教材的结构安排和内容选取充分体现了“项目引领、任务驱动、行动导向”的现代职教理念,在学习语言和商务知识的同时提高国际商务职业能力;

2. 针对性强:本教材由具有多年商务英语一线经验的教师参与编写,教材中的商务内容和语言方面的注释和实训都是针对中国商务英语学习者及国际商务工作的特

点而设计的。理论和实践一体化,并按照国际商务实际工作任务整合、序化教材内容,从迎接客户开始,经历一系列贸易谈判、交易磋商、合同执行等环节,到文化考察和机场送行结束,模拟了国际商务工作的全过程;

3. 可操作性强:教材将知识学习和完成工作任务相结合,这种“工学结合”使学习者能够获得动态的知识,而非脱离实际工作的静态知识,从而使知识内化为个体的职业能力。强调学生自主参与,教学互动,练——学——用一条龙的教学模式,实现了教、学、做一体化,促进学习者职业能力和职业素养养成。

本教材分为两册,每册各8个项目,每个项目包括8个模块:

1. 教学目标(Objectives)模块简要概括了项目实施的过程目标和项目完成后的终极目标;

2. 背景简介(Brief Introduction)模块简要介绍与项目内容有关的背景知识,使学生和教师概括地了解项目涉及的内容,做好进入实施项目的准备;

3. 商务子项目(Business projects)模块以完成听力填空的任务形式把项目框架包含的语言结构、功能和商务知识贯穿于具体的会话中,让学生练习听力的同时补充完整的会话内容,并通过判断正误、问题回答的形式进一步训练听说能力、巩固、加深理解项目内容;

4. 单词和词组(Words and phrases)模块把每个子项目中出现的生词和词组分别列出来,便于教学;

5. 注释(Notes)模块列出了每个子项目中使用的重点表达法和涉及到的商务知识要点,帮助学生理解项目内容,掌握语言和商务知识;

6. 实用句子(Useful sentences)模块列出了各有关商务项目中常用的句子和表达,形成一个“语言资料库”,便于查找和应用;

7. 实训(Practical Training)模块通过完成对话、口译句子、角色扮演和分组讨论等形式训练学生实际运用语言的能力,巩固、强化对项目知识的掌握,培养职业能力以及团队合作精神;

8. 补充阅读(Readings)模块提供了与项目相关的阅读内容,拓宽学生的知识面,在培养阅读能力的同时,了解更多的商务知识,获得可持续发展的能力。

每个项目的8个模块按顺序编排,把训练、认知、巩固、运用、扩展几个环节有机地结合起来,使学生的知识学习和职业能力培养得以快速有效地提高。每册书后附2套测试题,供教师学期测试或读者自测选用。教材内容较为丰富,在使用过程中,教师可根据学生的具体情况和水平,对一些商务内容和实训项目有所取舍。

本教材由李玉萍老师主编并负责全书的策划及审订工作。李树刚、王永美、林悦、栾奕、尤升武五位老师参加了编写,其中李玉萍老师负责第一册项目1和第二册项目1的编写、提供第一册阅读部分的全部内容和第一、二册附录部分的内容以及4套测试题

的编制；王永美老师负责第一册项目 2 和第二册项目 7、8 的编写；李树刚老师负责第一册项目 3、4 和第二册项目 3、4 的编写；林悦老师负责第一册项目 5、6 和第二册项目 5 的编写；栾奕老师负责第一册项目 7 和第二册项目 6 的编写；尤升武老师负责第一册项目 8 和第二册项目 2 的编写。

本套教材配有由外籍专家录制的磁带、光盘和网上电子教案，另单独出版辅导用书包括听力全文和参考答案，方便教师教学和广大读者自学。本套教材可作为高等院校和职业院校涉外专业（如商务英语、商务管理、国际贸易、国际经济、国际金融等）学生的听说教材，同时也适用于广大英语爱好者和涉外商务工作人员学习、参考。

在编写过程中，编者参考了国内外出版的一些教材和专著，获益良多，编者在此谨对所参考的教材、专著的版权所有者表示衷心的感谢。

由于编者水平有限，书中存在有待完善和改进之处在所难免，尚望专家及使用者批评指正。

编 者

2009 年 2 月

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Programme 1

Meeting Foreign Business Partners

Process Objectives

- Learn how to identify and greet business partners;
- Know the procedures of going through formalities at the airport and hotel;
- Practice listening for specific information;
- Practice communicating with business partners for the first time.

Final Objectives

- Receive foreign business partners for the first time with appropriate language and manners.

Brief introduction

In business world, business partners visit each other for talks frequently. When your business partners come from overseas, it is polite for you to meet them at the airport, and dress yourself formally, especially at the first meeting. In this unit, Mr. and Mrs. David Rodgers come from America to have talks with the Beihai Foreign Trade Company based in Beijing. Miss Li Na, the interpreter of the company, is waiting at the airport to meet the couple with He Xin, the director of the office. They don't know each other before. Li Na and He Xin are standing at the international exit with a placard which is saying "Welcome Mr. & Mrs. David Rodgers from America".

Business conversations

Project 1 At the airport

Task 1 Listen to the conversation three times and fill in the blanks.

L — Li Na H — He Xin M — Mr. Rodgers

(Two Americans are coming up to Li Na and He Xin)

L: _____, are you Mr. and Mrs. David Rodgers from America?

M: Yes, we are.

L: Glad to meet you. I'm Li Na, _____ of the Beihai Foreign Trade Company.

M: Nice to meet you, Miss Li.

L: May I _____ our office director Ms. He Xin, who is here to meet you, too.

M: Glad to meet you, Ms. He. Thank you _____ of coming to meet us at the airport.

H: _____. Welcome to Beijing.

M: Thank you. I have been _____ this trip. It was very kind of you to _____.
I believe we'll _____.

H: It's very nice of you to say so. I'm sure we'll _____ in the near future.
How's _____?

M: Not bad. _____, good food. We had a very _____.

H: I'm glad to _____. The waiting room is over there. Let's take a short rest and then _____.

Words and phrases

1. dress *v.* 打扮; 装扮; (正式) 着装
2. interpreter *n.* 口译员; 解说者
3. the couple 夫妻; 夫妇
4. placard *n.* 小牌子; 标语牌; 布告
5. co-operate *v.* 合作
6. promote *v.* 促进; 提高
7. mutual *adj.* 相互的; 彼此的
8. formality *n.* 手续; 形式

Notes

1. business partners 业务伙伴
2. international exit 国际航班出口
3. take sb. all the trouble of doing... 麻烦……做……
4. 在日常接待用语中, 常用到 pleasure。如:
 - 1) ——Thanks you for your help. 多谢你的帮助。
——My pleasure. 别客气。
 - 2) ——Will you join us? 愿意加入我们吗?
——With pleasure. 很乐意。

常见的由 pleasure 构成的词组还有:

for pleasure 消遣, 取乐

with pleasure 高兴地, 乐意地

take a pleasure in 以……为乐, 喜欢……

pleasure ground 游乐场

5. look forward to + *n.* or gerund 盼望; 期待

We are looking forward to meeting you in Beijing. 我们盼望着在北京与你相见。

We are looking forward to your reply. 我们期待着你的答复。

6. promote our mutual trade 促进双方的贸易
7. in the near future 在不久的将来
8. a very pleasant flight 一次愉快的旅程
9. go through the formalities 办理手续

Project 2 At the Customs

Task 2 Listen to the conversation three times and fill in the blanks.

(In the company of Li Na and He Xin, Mr. and Mrs. David Rodgers are going through customs. They meet the customs officer at the customs service desk)

C — the customs officer

C: Good Morning, sir and madam. Welcome to Beijing. May I see your _____, visa, _____ and health declaration forms?

M: Yes. Here you are.

C: Thank you. Would you mind telling me what _____ are, Mr. and Mrs. David Rodgers?

M: I'm the _____ of the ABC International Investment Corporation, and my wife is a housewife. She accompanies me here _____.

C: You're here _____, aren't you?

M: Yes. I've been invited to talk on a _____ with the Beihai Foreign Trade Company.

C: How long are you going to stay in this country?

M: Three weeks. After the _____, my wife and I would like to travel in Beijing.

C: How many _____ do you have?

M: Only these four.

C: Have you got anything to _____?

M: No. I've only got some _____.

C: You don't have to _____ on personal belongings. May I see your handbag and your wife's purse? I have to check what there are inside.

M: Yes. Here you are.

C: I'm afraid you have to pay a sum of duty on these _____. The rest can be duty-free.

M: How much should I pay for them?

C: Let me see, ... eighty dollars. Here is your _____. (*Writing and giving the memo to Mr. Rodgers*) Take it and go to that counter to pay.

(After a while, Mr. Rodgers comes back to the customs officer with a receipt in hand)

M: Here is _____, sir.

C: Thanks. Your baggage has been passed by the customs. I'll keep your _____ and return _____ to you. Please keep them with you.

M: Is that all for customs formalities?

C: Yes, you may leave now. Hope you _____ in Beijing.

M: Thank you. I will.

H: Let's go to hotel. The car is waiting outside.

M: All right. Let's go.

Task 3 Listen to the conversation again and decide whether the statements are true or false.

1. The customs officer only checks Mr. Rodgers' passport, visa, and health declaration forms.
2. Mrs. Rodgers is a housewife.
3. Mr. and Mrs. David Rodgers come to Beijing for traveling.
4. They will stay in China this week.
5. They have three pieces of baggage.
6. They have to pay duty on some valuables.
7. They give the money to the customs officer.
8. They get back all their certificates.

Words and phrases

1. company *n.* 陪伴; 伴侣
2. passport *n.* 护照
3. visa *n.* 签证
4. declaration *n.* 申报
declare *v.* 申报; 申明; 公布
5. occupation *n.* 职业; 专业
6. accompany *v.* 陪; 伴; 随
7. contract *n.* 合同
8. purse *n.* (女式) 钱包; 手袋
9. valuable *n. & adj.* 贵重物品; 贵重的; 财报
10. receipt *n.* 收据; 收入; 收到
11. certificate *n.* 证件; 证书

Notes

1. at the customs 在海关

2. in the company of 在……陪同下
3. at the customs service desk 在海关服务台
4. customs declaration form 海关申报表; 报关单(外宾入境时必须填写申明所带行李物品)
5. health declaration form 健康申报表(外宾入境时必须填写说明健康状况)
6. managing director 总经理
7. be on business 出差; 做生意
8. a business contract 业务合同
9. business talk 业务会谈
10. personal belongings 私人物品
11. pay duty on 为……付税
12. duty-free 免税的
13. duty memo 税单

Project 3 At the Hotel

Task 4 Listen to the conversation three times and fill in the blanks.

(Now they are at the Mingzhu Grand Hotel. Mr. and Mrs. David Rodgers are checking in.)

R — Receptionist

R: Good morning, sir and madam. Can I help you?

L: Good morning. I've reserved a suite _____ for our foreign guests, Mr. and Mrs. David Rodgers. I remember it is _____.

R: Just the moment, please. Mr. and Mrs. David Rodgers... oh, yes, from America. Welcome to our hotel, Mr. and Mrs. David Rodgers. Would you mind _____ your passports and _____ the registration form?

M: Certainly. (After filling in the form) Here you are.

R: Thank you, sir. Let me check _____: room 309, three weeks, from _____. By the way, do you need _____?

M: Yes. Please give me a wake-up call _____ every morning.

R: OK, sir. A wake-up call at 6:30 a. m. Now, here are your passports and this is your room _____.

The room attendant will _____ your room, and the bellboy will _____. Hope you _____ in our hotel.

M: Thank you very much.

R: My pleasure. Bye-bye.

M: Bye. (Turning to L and H) Thank you for your _____.

H: Don't mention it. You are our _____ guests. Let us see you to your room. (They are at the room 309.)

M: What a nice room. It faces to the south, bright, _____. Thank you. You are so

considerate.

H: We are glad you like it. Mr. and Mrs. Rodgers, after such a _____, you must be very tired. Take a good rest, and we'll meet you tomorrow morning, at 9 o'clock.

Does that _____?

M: Yes, sounds nice. See you tomorrow then.

H & L: See you.

Task 5 Listen to the conversation again and answer the following questions.

1. Where do Mr. and Mrs. David Rodgers live in Beijing?
2. Who have made the reservation for them? What kind of room is it?
3. What does the receptionist ask them to do?
4. And then what does the receptionist do?
5. When does Mr. Rodgers ask to be waked up?
6. Mr. Rodgers takes the baggage up by himself, doesn't he?
7. Are Mr. and Mrs. Rodgers satisfied with the room? How is it described?
8. Li Na and He Xin stay in the room for a long time, don't they?

Words and phrases

1. receptionist *n.* 接待员
2. reserve *v.* 预定
reservation *n.* 预定
3. suite *n.* 套间
4. attendant *n.* 服务员
5. bellboy *n.* 门童
6. thoughtful *adj.* 体贴的;周到的
7. arrangement *n.* 安排
arrange *v.* 安排
8. distinguished *adj.* 高贵的;著名的
9. spacious *adj.* 宽敞的;宽阔的
10. well-equipped *adj.* 设备齐全的
11. considerate *adj.* 体贴的;周到的
12. suit *v.* 对……很方便;合……之意

Notes

1. at the hotel 在宾馆
2. a suite 一个套间

常见宾馆房间的表达方法有以下几种:

luxurious suite 豪华套房

presidential suite 总统套房

a two-bed room 标准间

a double room 双人房

a single room 单人房

3. check in 登记住入
4. the other day 前几天
5. foreign guests 外宾
6. show sb. sth. / show sth. to sb. 把……给……看
7. fill in the registration form 填写登记表
8. morning call service 叫早服务
9. a wake-up call 叫醒电话
10. room key card 房卡
11. room attendant 房间服务员
12. lead sb. to 领……去……
13. bring up 拿上来
14. distinguished guests 贵宾
15. sounds nice 听起来不错

Useful sentences

At the airport

1. Excuse me, are you Mr. Johnson from California?
2. I'm Lin Hua from Qinglin Company.
3. Nice to meet you.
4. This is Mr. Wang, our sales manager. He has made a special trip to come and meet you.
5. Do you have a pleasant flight?
6. How's your trip?
7. The flight was fine, the service on board was good, especially the food.
8. You must be tired after such a long flight.
9. It's a pleasure to have an opportunity to come here.
10. We hope your visit will promote our mutual understanding and deepen the friendship between us.

At the customs

1. Do you have anything particular to declare?
2. Would you show me what's in that suitcase?
3. Any contraband?
4. What articles are dutiable?
5. You don't have to pay duty on personal belongings.

6. We'll have to charge you some duty on these valuables.
7. You're allowed \$ 200 duty-free.
8. Well, these cigarettes and perfume are not duty-free.
9. Here's your receipt. You're through with the customs formalities.
10. Cleared. Go ahead, please.

At the hotel

1. We have reserved a single room with a bath for Mr. Tang.
2. I made a reservation through the travel agency a few days ago.
3. I'm calling to book a quiet double room from Sept. 10th to 15th with private bath for Mr. Clinton from America.
4. I'm sorry. All the single rooms are occupied. We do have a suite available now.
5. Would you like me to get in touch with somewhere else for you?
6. How long will you stay here?
7. Please fill out the hotel registration form.
8. Your room is 680 Yuan per day, and service is included in the room rate.
9. What services come with that?
10. The conditions and the price are the same.

Practical Training

1. Work in pairs. Complete the following short conversations orally with the expressions you have learnt in business conversations and useful sentences.

- 1) A: Excuse me, you are _____?
 B: Yes, _____. You must be _____.
 A: Yes, I'm Huang Yan from _____.
 B: Nice to meet you, Miss Huang. Thank you for _____.
 A: Please don't _____. How's _____?
 B: Fine. It was _____.
- 2) A: Hello, Mr. Johnson. _____.
 B: Nice to see you.
 A: Mr. Jackson, I'd like to introduce you _____.
 B: _____, Ms. He.
 A: Glad to meet you, too. Welcome _____.
- 3) A: Your _____ and visa, please?
 B: Just a minute. _____.
 A: Are you _____?
 B: No, I'm from China.
 A: What's your _____?