

新时代大学商务英语系列教材

New Century College Business English

总主编：王正元

商务英语视听说教程 4

主 编：韩红军

主 审：孙 麒

副主编：张东辉 郭 静

多媒体光盘制作：姜 炼



BUSINESS ENGLISH

新时代大学商务英语课程建设工程项目



机械工业出版社
China Machine Press



随书附赠
多媒体光盘

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序

PREFACE

伴随经济全球化和我国经济国际化的进程，国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增，这也促进了我国高等教育商务英语专业的快速发展。目前，全国有 700 多所高等院校开设了外贸英语、商务英语等课程，工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程，部分院校甚至设立了商务英语专业。近几年来，全国性的商务英语教学、学术研讨会频频召开。我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设，各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材，以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语，国外大学多将其归为 ESP (English for Special Purposes)。目前，我国国内这样系统的专业教材并不很多。由王正元教授领衔总主编、全国 20 所大学 40 余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共 14 本，包括读写、视听说、写作、口译，涵盖了商务英语的基本主体课程，编著者基于“商务知识 + 英语能力 = 核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富，英语操练有的放矢，凸显了人才培养规格，给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来，商务英语是我们这个时代经济发展催生的新事物，它必将在市场经济的强劲需求中茁壮成长。为更好地培养复合型人才，英语教材的建设任务是繁重的。这套教材需要在使用中逐步完善提高，以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长 博士生导师 徐子健

2008 年 10 月

· V ·

前 言

FOREWORD

1. 本套教材的编写指导思想及目标

为了编写这套教材，我们反复学习了教育部高等学校英语教学大纲，访问了毕业生用人单位，举行了英语毕业生座谈会，广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出：“我们也应当清醒地面对这样一个现实，即我国每年仅需要少量外语与文学、外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作，而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等结合的复合型人才，培养这种复合型外语及专业人才是社会主义市场经济对外语专业提高的要求，也是新时代的要求。”我们将这一精神作为我们这套教材编写的指导思想，并努力使这套教材达到这样的目标：

- 1) 教材内容要有较强的时代性、实用性、针对性、系统性。
- 2) 安排好商务英语专业知识、语言训练及文化背景知识。
- 3) 教材要有利于培养学生的英语思维能力、创新能力、语用能力。
- 4) 运用任务型的教学方法，为学生自己学习提供平台。

2. 本套教材的编写理念

努力使这套教材满足三个要求：全球化经济发展对人才规格的要求；学生就业求职的要求；商务英语专业学科建设的要求。突出“商务知识 + 英语能力 = 核心竞争力”的编写理念：

- 学习反映全新商务知识的英文语篇，掌握现代商务理念。
- 模拟商务语境，拓展国际商务视野。
- 结合案例商情，训练英语交际能力。
- 运用视、听、说先进教学手段，给学生带去体验学习英语的快乐。

3. 本套教材的特点

这套教材不同于以文学、文化为内容，以传授知识为主要目的的教材，而是以培养商务英语交际能力为目标。教材编写突出以下特点：

1) 商务知识的实用性。本套教材内容包括了商务背景、市场营销、战略管理、国际贸易、金融常识、人力资源、企业文化、企业案例等商务实用知识。

2) 语言学习的认知性。本套教材各课的 Reading 部分，根据不同的语篇采取了语篇视点、认知参照点、框架、图式等分析方法对课文分析作了提示，以培养学生的语篇分析能力

和快速获得信息的能力。

3) 完成任务的体验性。教材安排了以案例 (Case) 或话题 (Topic) 为内容的讨论或演练, 让学生在商务交际中体验和完成某项商务任务。

4) 商务知识的可延伸性。教材在内容安排上注重商务知识的延伸, 注重商务、语言、文化、行动的结合及文本引申讨论。

我们在编写这套教材时, 还兼顾了这样一些关系: 商务知识与英语能力的关系; 完成任务与英语专业四、六级考试的关系; 英语基础与商务知识的关系。精读课每个单元都安排了听、说、读、写、译项目, 每个项目都给出了要点提示, 并提炼出语法聚焦, 尽量使这套教材充分体现: 以商务知识为载体、以培养英语交际能力为目的、以市场需求为导向、以培养创造力为宗旨、重视英语专业四、六级考试规格。

4. 本套教材的构成及使用建议

本套教材共 14 本, 包括:

精读课: 商务英语读写教程 1-8 册

视听课: 商务英语视听说教程 1-4 册

商务口译: 商务英语口译教程

商务写作: 商务英语写作教程

本套教材使用建议:

年 级	一年级		二年级		三年级		四年级	
	上	下	上	下	上	下	上	下
学 期								
读写教程	1	2	3	4	5	6	7	8
视听说教程	1	2	3	4				
商务口译教程							√	√
商务写作教程					√	√		

本套教材是集体科研和多所院校合作的成果, 北京外国语大学、广东外语外贸大学、东北财经大学、上海财经学院、天津外国语学院、北京工商大学、广州大学、辽宁大学、天津商业大学、兰州商学院、哈尔滨工程大学、大连海事大学、哈尔滨商业大学、河北经贸大学、沈阳师范大学、燕山大学等高校几十名教授、专家、教师参加了本套教材的编写工作, 付出了艰辛的劳动。

本套教材的编写还得到了许多同事和朋友的大力帮助, 10 余名美国、英国、加拿大外籍语言专家分别审读了各册书稿, 辽宁大学的张东辉老师、燕山大学的姜炼老师为本套教材中的视听说教程做了大量高难度的视频、音频处理工作, 对外经济贸易大学副校长、博士生导师徐子健教授为本套教材写了序言, 我对大家的工作和帮助深表感谢。

“新时代大学商务英语系列教材”编委会的全体成员为这套教材付出了汗水和艰辛, 但教材中一定还有很多不足, 欢迎批评指正。我们愿乘商务英语发展的东风, 和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语教材建设。

王正元
2008. 5

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Unit 1



Mass Media

Teacher's Tips

- ▶ **Aims:** Learn the trend of mass media changes
Learn the different media engagements people participate in
Learn the marketing techniques that the marketers use
Get the gist of VOA English and Business News
- ▶ **Tasks:** Understand the information of the listening materials
Finish the exercises with the information you have heard
Retell the report or summarize it

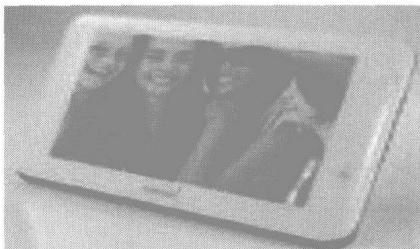
Part I Pre-listening and Speaking Tasks

You will watch a video about the Cool Girl Factor. Try to understand the report and learn the different media engagement the teens participate in and compare the entertainment products that you often resort to.

Teacher's Tips



The Cool Girl Factor



Word Tips

impersonality 不近人情
elusive 不易记忆的
affluent 富裕的
endorsement 接受, 认可

1 Watch the video, and then choose the best answers to the following questions.

1. They say _____ have expanded their social networks.
 - A. instant messaging
 - B. social Websites
 - C. entertainment
 - D. both A and B
2. The average teen girl says she spends about _____ hours a week on her cell phone. The cool girls spend about _____ hours a week.
 - A. 2; 5
 - B. 5; 2
 - C. 1; 5
 - D. 5; 1
3. Cool girls not only give their _____ their opinion about what to buy, they also advise their _____.
 - A. parents; peers
 - B. peers; parents
 - C. friends; parents
 - D. peers; friends
4. The cool girls are pretty good customers in their own right because _____.
 - A. they have more disposable income
 - B. they tend to shop online more often than the average teen girl
 - C. they are consumers of all these media and entertainment products and services
 - D. all of the above
5. Its marketers are using new technology banking on an old-fashioned marketing technique, _____.
 - A. mass media
 - B. word of mouth
 - C. ads
 - D. none of the above

2 Watch the video again, and then give a list of statements that speakers have made respectively.

1. Amanda

- a. I think _____
- b. Whereas I think _____
- c. I think _____
- d. I think _____

2. Dave Card

- a. The average teen girl says she spends _____
- b. The cool girls spend _____
- c. The cool girls spend more, they have _____
- d. The cool girls tend to _____

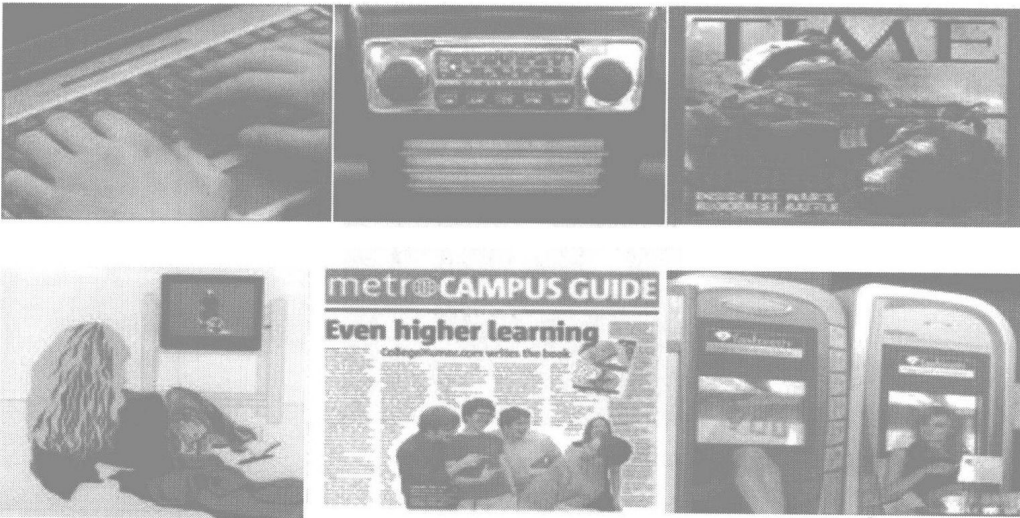
3. Samantha Skey

- a. How many _____
- b. How many _____
- c. How many _____

- d. How many _____
- e. How many _____
- f. How many _____
- g. How many _____

Task 2 Let's Talk

Look at the following pictures, and then discuss in pairs about the advantages and disadvantages of the different media engagements.

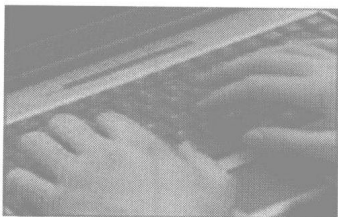


Part II In-listening and Speaking Tasks

Watch the mass media report concerning the Internet Report, Online World Cup vs. TV and a Wildly Popular Magazine and finish the following exercises.
Learn how different media impact our society and our daily life.

Teacher's Tips

Task 1 Internet Report



Word Tips

- predominantly 支配地
- peepshow 窥视镜
- humanity 人性
- laundry 洗衣服

1 Watch the video , and then fill in the blanks with the information you have heard.

The Internet, the Web, today truly brings the world's information 1) _____. Intel Chairman Craig Barrett calls it "2) _____ to the world". "It 3) _____ everything you do: how you 4) _____; how you 5) _____; how you 6) _____; how you 7) _____." From its modest beginnings, networking four computers at the US Defense Department in 1969, it has become a sometimes 8) _____, 9) _____, 10) _____ information network. Lee Rainie is a computer industry analyst. "We've asked people about how they 11) _____. Some people think it is kind of like the 12) _____. Other people think that the Internet is predominantly a 13) _____, and some people think the Internet is more or less a 14) _____, and a wonderful way for people to 15) _____."

2 Watch the video again , and then answer the following questions briefly.



1. How many people are now online?

2. What are people talking about on the good side and the bad side of the Internet according to Tim Berners-Lee?

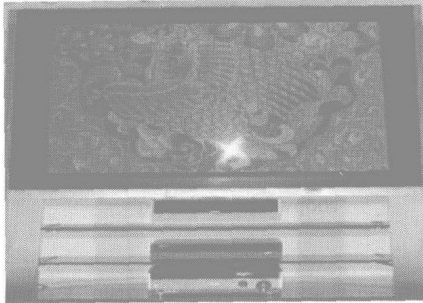
3. What does "Second Life" empower people to do?

4. How does Sonya Foster, a mother of five stationed in Iraq, keep in touch with her family?

5. What does Amie say about the Internet?

Task
2

Online World Cup vs. TV and a Wildly Popular Magazine



Word Tips

simulcast	直播
priority	优先
highlight	精彩节目
bread and butter	生计
bid	竞标
lucrative	利润丰厚的
subscribe	认购

1 Watch the first video, and then choose the best answers to the following questions.

- Which has scored a victory before the first whistle has ever blown?
 - Online gambling.
 - Traditional TV.
 - Internet.
 - FIFA.
- Which is the reason that Win Mark, a cyber soccer fan, can NOT watch the game over the Internet?
 - The official World Cup Website will screen highlights.
 - He doesn't rush home to catch the program.
 - His modem may not be buzzing when the World Cup kicks into gear.
 - FIFA has ruled out showing live webcasts over fears that it will endanger existing TV contracts.
- Which of the following statements is NOT the one made by Chui-inn Lee, Media Consultant?
 - The TV company does protect its revenue.
 - Television rights have been its existing bread and butter for many years.
 - For the year 2002 World Cup, it's getting about 790 million US dollars from its TV distributor.
 - FIFA is very keen to protect the value of those rights and to protect broadcasters.
- What do the TV industry players fear?
 - Selling the rights to a ".com" would reduce that lucrative market of many to a market of one.
 - The advertising dollars for TV sports programs are dropping.
 - World Cup rights have been sold to broadcasters all over the world.
 - The technology is there already to offer high quality coverage on the Internet.
- What may the cyber soccer fans do now?
 - To watch on the Internet.
 - To watch on TV.
 - To listen to the radio.
 - All of the above.

- 2 Watch the second video, and then retell the news. You can refer to the following key words and phrases if necessary.



Word Tips

culinary 烹调的
 intrigue 引起兴趣
 demographic 人口
 frill 无用的装饰
 shopworn 老掉牙的

decline dramatically, culinary enthusiast, a recipe for success, make a mess, be intrigued by, a wealthy demographic, the core of his business, join the ranks of, on quoted stock, frill packaging, get a bit shopworn, be targeted at, poke fun at, a passion for, very magical combination of

Task 3 Let's Talk

Discuss each of the following mass media engagements with your partners. Arrange them in order of importance to you. Give reasons for your preferences.

Mass Media Engagements

1. Internet
2. newspaper
3. magazine
4. television
5. mobile phone
6. radio

Part III Post-listening and Speaking Tasks

In this part you are expected to continue to watch the News Media Changes. Try to complete the following tasks.

Teacher's Tips



News Media Changes

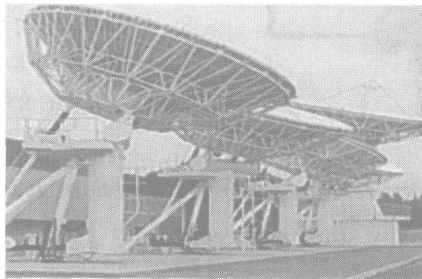


Word Tips

hurricane	飓风
devastate	破坏
wreck	残骸
circulation	发行量
ethnic	人种
detention	扣留
repercussion	反响
proliferation	扩大

1 Watch the video, and then mark the following sentences with T (True) or F (False).

- () 1. When Hurricane Katrina hit the US Gulf coast in 2005, many people went to the Internet for information.
- () 2. The power of the Internet is increasingly transforming the way newspapers deliver their product.
- () 3. A lot of the audience, certainly the younger audience, is going to the mobile for information.
- () 4. The news media last year reported on a Malaysian video clip circulating on the Internet showing police mistreatment of a nude ethnic Japanese woman under detention in Kuala Lumpur.
- () 5. Traditional media such as newspapers are unlikely to adapt and survive these technological changes.

2 Watch the video again, and then fill in the blanks with the information you have heard.


1. The power of the Internet is _____ the way newspapers deliver their product.
2. But with American newspaper circulation declining by as much as two percent a year, the Internet may be _____.
3. And content on the Internet can sometimes _____ and affect _____.
4. Such rapid spread of information _____, and also by satellite television, is having _____ societies.

5. While accurate information is _____, not everything being broadcast or on the Internet is _____. There are also concerns that the quality of the news product may be _____ as journalists face _____ to rush their material onto Websites.

Task 2 Let's Talk

Discuss the following topics with your classmates.

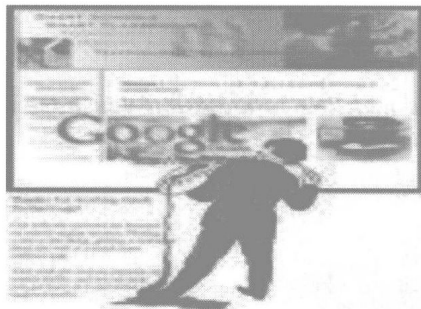
1. Suppose an unexpected disaster occurs, where will you go for information?
2. Do you think satellite television should be banned?
3. What impact do you think Internet has had on our society?

Part IV Additional Tasks

You will watch Networking Report from VOA. You are expected to learn how different people use social sites to communicate with each other. Try to finish the tasks.

Teacher's Tips

Task 1 Networking Report



Word Tips

- pastime 娱乐
- alien 不同的
- profile 人物简介
- solo 独自的
- blog 博客
- forum 论坛

1 Watch the video, and then answer the following questions briefly.

1. What are American university students engaged in?

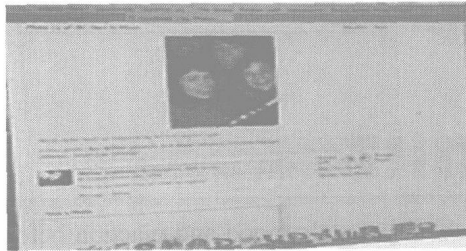
2. What do MySpace and Facebook offer for millions of young people in the United States?

3. How many members does Facebook have?

4. What does Xanga allow people to do?

5. What were Facebook and MySpace designed to do respectively?

2 Watch the video again, and then retell how different people use the social Websites and then share your experience with the whole class.



Erie _____

Babak Balakhanlou _____

Will Smith _____

Malcolm _____

Task 2 Let's Talk

Discuss the following topics, and then share them with your classmates.

1. Which are the most visited websites in china?
2. What do you use these websites to do?
3. What will you talk when you are logged to the Internet?
4. Why is Internet called double-edged sword?
5. It is said that social networking Websites have sparked intense debate about safety concerns and the decline of personal social interaction, so what do you think of this phenomenon?