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体验[®]商务英语 视听说教程 2

Viewing, Listening & Speaking

David Evans Peter Strutt

《体验商务英语》改编组

 高等教育出版社
HIGHER EDUCATION PRESS

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前 言

《体验商务英语》系列教材（第一版）自2005年8月出版以来，以其鲜明的特色、真实生动的内容、较强的教学操作性，在国内高等院校商务英语教学实践中得到了广泛认可，并入选普通高等教育“十一五”国家级规划教材。

2011年，中国加入世界贸易组织已十年。随着我国融入全球商务大环境的进程不断加快，对具备英语语言技能和商务专业知识的复合型人才的需求日益增长；而商务英语课程在各类院校开设的范围不断扩展，尤其是商务英语专业在各高校的正式设立，也促使商务英语教学与研究不断向专业化迈进。同时，网络技术、数字技术、多媒体技术等在教育领域的广泛应用，为商务英语教学资源的立体化建设带来了新的机遇。在这样的背景下，高等教育出版社于2011年组织专家力量，推出了《体验商务英语》系列教材（第二版）。

《体验商务英语》系列教材（第二版）中的《视听说教程》（1~2）是改编自《体验商务英语听说教程》（1~2）。《视听说教程》（3~4）改编自《体验商务英语》系列教材（第二版）的《综合教程》配套视频材料（Video Resource Book）。整合后，该套教材具有如下特色：

将国际商务活动的真实内容引入课堂教学，帮助学生体验真实的商务世界。《视听说教程》是一套保留“商务”的原汁原味，专为非英语国家的学习者编写的英语教程。其中的视频材料根据每单元主题，选用了美国著名商业游戏真人秀节目中的片断，材料鲜活，所涉及的商务活动广泛。其中包括营销策略、市场调查、品牌拓展、公共关系、成本预算、商务谈判、合作关系等内容。听力材料内容翔实，选材广泛多样，素材来源不仅有商务书籍、报纸、杂志，还有小说和电影等。视频和听力材料选择的原则是让学习者尽可能地学习生意人所说的真正的“商务”英语，将真实的商务活动与英语教学融为一体，使学生在掌握语言技能的同时，了解现代国际商务的现状，以达到在体验商务中学习语言、提高商务交际能力的目的。

角色扮演和案例学习将体验式英语学习引向深入。《视听说教程》的基本教学思想是：只有在真实的交流情景中，外语学习才更有意义，更有效。基于这种思想，本套教材为学生提供了自然、实用的商务英语，每个单元都编排了角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照，给学生提供各种机会用所学语言表达自己的思想和观点，从而把所学英语转化为自己的语言，真正做到学以致用。

教学设计严谨，为体验式学习打好基础。《视听说教程》的单元设计以语言和商务技能为主线，将“视”、“听”、“说”、“练”和词汇学习集于一体。“视”——每个单元都有围绕本单元话题的原版影片片断；“听”——为学生提供原汁原味的英语；“说”——在案例教学中，以真实的商务交际为情景，给学生以真正的体验，为培养交际能力打下基础；“练”——教材中提供了大量的情景对话，角色扮演练习为学生提供了交流实践机会；词汇学习与阅读结合，为视听说练习做好准备。

教学资源丰富，为体验式教学提供有力支持。《视听说教程》配有《教师用书》，除了提供详尽的背景介绍、推荐阅读书目，还有补充活动和语法复习练习，可供教学选择使用。本书相关视频资源可在中国外语网（www.cflo.com.cn）的“学生下载入口”免费下载。

本书选择空间大，可操作性强。既可用作商务英语专业教材，也适用于国际经贸、国际金融等涉外专业的商务英语教材，还可以作为大学英语选修课教材和行业培训教材。

改编组

2012年9月27日

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1

First impressions

FORMING AN IMPRESSION

 Work in small groups and discuss these questions.

- 1 When you form a first impression of someone, which of these is most important to you? Rank them from 1 (most important) to 5 (least important).


the way they look at you
the way they dress
the way they speak
their job or who they work for
the way they shake your hand or greet you

- 2 What other things are important when you form a first impression? Think of at least two.



Sigourney Weaver as Katherine in *Working Girl*

DESCRIBING IMPRESSIONS

 Work in pairs and answer these questions.

- 1 Which of the adjectives in the box would normally describe people in the following?

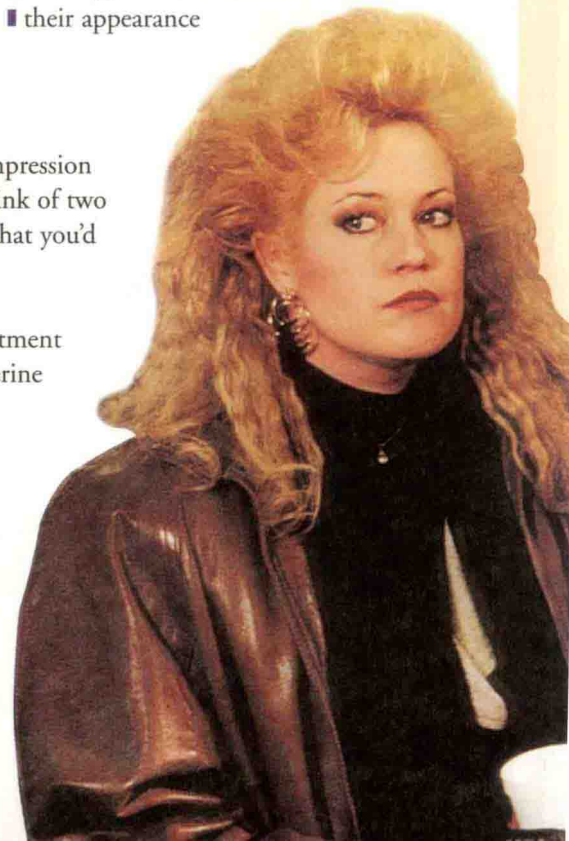
simple tough
accommodating
elegant accurate
punctual impeccable

- their dealings with others
- their approach to their work
- their appearance

- 2 Which of these adjectives describe the kind of impression that you'd like to create in your business life? Think of two other adjectives that describe the kind of image that you'd like to have.


WORKING GIRL

Working Girl is a movie set in a Wall Street investment bank. In the scene opposite, the new boss, Katherine (Sigourney Weaver), calls her assistant, Tess (Melanie Griffith), into her office for their first meeting.




Tess at the start of the movie

THE SCRIPT

 Read the script at the bottom of the page and answer these questions.


- 1 What qualities does Katherine expect Tess to have?
- 2 How does she think that Tess should dress?
- 3 What's her opinion of the way that their department has performed in the past?

KATHERINE'S LANGUAGE

 Look again at the script and answer these questions.



- 1 What do you think that Katherine means by these four phrases?
 - People's impression of me starts with you.
 - I'm never on another line, I'm in a meeting.
 - I want your input, Tess.
 - It's a two-way street on my team.
- 2 Why do you think she says 'call me Katherine'?

DRESS CODE

 Look again at the saying of Coco Chanel that Katherine quotes and then talk about these questions.

- 1 Do you think that Coco Chanel's idea about the way that women should dress also applies to men?
- 2 Does her idea apply to all areas of business? (Think about industries such as advertising, engineering and software development.)

WORKING GIRL AND YOU

- 1  Is Katherine the kind of person that you'd like to have as your next boss? Explain why or why not.
- 2  Katherine is very clear about the way that a businessperson should behave. In what ways are your ideas different?

KATH So, Tess, a few ground rules. The way I look at it, you are my link with the outside world. People's impression of me starts with you. You're tough when it's warranted, accommodating when you can be. You're accurate, you're punctual and you never make a promise that you can't keep. I'm never on another line, I'm in a meeting. I consider us a team, Tess, and as such, we have a uniform — simple, elegant, impeccable. 'Dress shabbily, they notice the dress; dress impeccably, they notice the woman.' Coco Chanel.

TESS And how do I look?

KATH You look terrific. You might want to rethink the jewellery. I want your input, Tess. I welcome your ideas and I like to see hard work rewarded. It's a two-way street on my team. Am I making myself clear?

TESS Yes, Katherine.

KATH And call me Katherine.

TESS OK.

KATH So, let's get to work, shall we? This department's profile last year was damn pitiful. Our team has got its work cut out for it. Thanks.



Tess's new look

Business jargon

IMPLEMENT OR DO?

The business guru, Peter Drucker, said this about the language that businesspeople sometimes use.

The moment people talk of 'implementing' instead of 'doing', and of 'finalising' instead of 'finishing', the organisation is already running a fever.

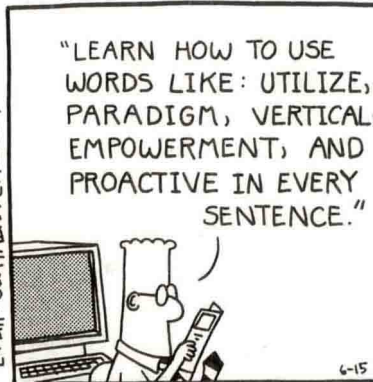
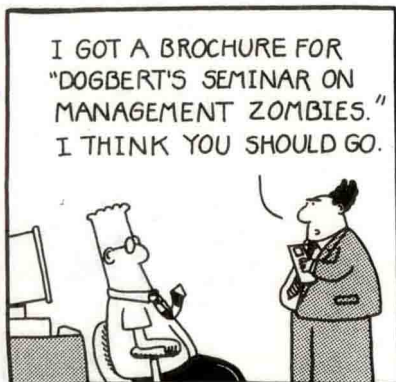


What point do you think that Drucker is trying to make?


**DOGBERT'S
MANAGEMENT
SEMINAR**


Scott Adams' cartoon characters Dogbert and Dilbert star in the world's most popular satire on modern business life. Look at the cartoons and answer these questions.

- 1 What does Scott Adams think about business jargon?
- 2 Do you think that Peter Drucker would agree with him?



JARGON WORDS


- 1  Which of these jargon words do you recognise? Do you know what any of them mean? (If you're really curious, look them up in a dictionary!)

paradigm utilize vertical **proactive** empowerment

- 2  How would you say this sentence in more conventional English?

I WANT TO DIALOGUE
WITH YOU ABOUT
UTILIZING RESOURCES.

JARGON AND
DEFINITIONS

-  Here are five of the most common pieces of business jargon of the past decade. All of them describe influential business ideas. Look at the jargon words and their definitions and answer the questions below.

business process re-engineering is when a business tries to improve its performance in every area by completely redesigning systems and processes rather than just by changing existing ones.

management by walking about (MBWA) is the idea that managers can manage in the best way by visiting places where operations are carried out and by talking to employees.

empowerment is when workers in a company are given more responsibility by being allowed to organise their own work and make decisions without asking their managers.


a portfolio worker is a professional person who works for many different companies or individuals.

total quality management is the management of systems in a company to make sure that each department is working in the most effective way to improve the quality of goods produced or services provided.

Longman Business English Dictionary

- 1 Which idea is all about getting products and services right first time, rather than checking them for errors when they're finished?
- 2 Which idea tells companies to take a blank piece of paper and imagine that they're starting their business all over again?
- 3 Which idea makes managers less powerful?
- 4 Which idea tells managers to get out of their offices?
- 5 Which idea describes people who are independent and run their own careers?

JARGON AND YOU

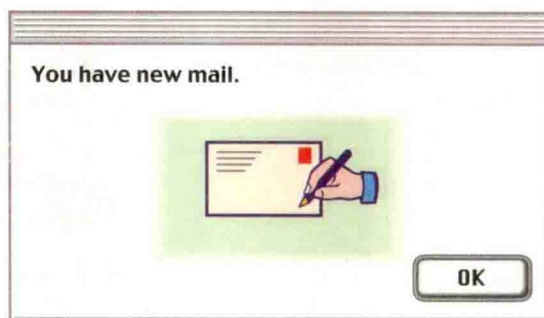
-  Discuss these questions.


- 1 Do you think that the terms above are useful in understanding modern business? Explain.
- 2 Why do you think that jargon is so common in business and other technical fields?

Doing business 1 E-mail

E-MAIL IMPRESSIONS

Imagine that you're part of an Internet discussion group for learners of business English around the world. One day the e-mail below arrives from a new member of the group.



 Read the e-mail and then talk about these questions.

- 1 Which one of these adjectives do you think describes the writer of the e-mail?

helpful *confident* *friendly* *intelligent* *arrogant*

- 2 What is wrong with the tone of this e-mail? Underline any words or phrases which seem inappropriate.
- 3 What is wrong with the content of the e-mail?
- 4 Would you reply to this e-mail? If so, what would you say?

Subject: Free advice!
From: Duncan Gunn
To: Everybody

1 Item 64 Bytes

Message Text 1

Hello everybody!


Please allow me to introduce myself. My name is Duncan Gunn and I run a number of thriving businesses from my offices just outside Geneva. I'm completely trilingual (French, Russian and, of course, English), so I'm joining this group because I thought that some of you might be interested in my views on your use of the English language.

I'm sure you'll be delighted to hear that my advice is absolutely free. However, if any of you are thinking of purchasing an educational book, may I recommend an excellent supplier, [Bart Books](#). Equally, I'm sure that several of you are currently planning a holiday — if so, why don't you try [Tzu Hols](#)?

Please contact me with any question you like and I'll do my best to answer.


With best wishes to you all!

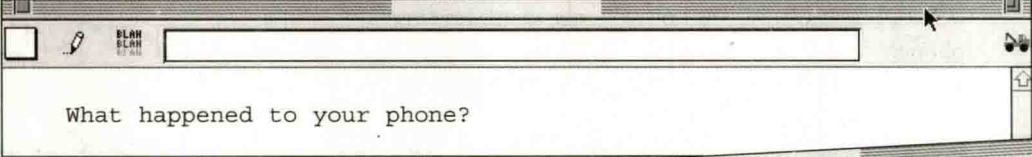
INTRODUCING YOURSELF

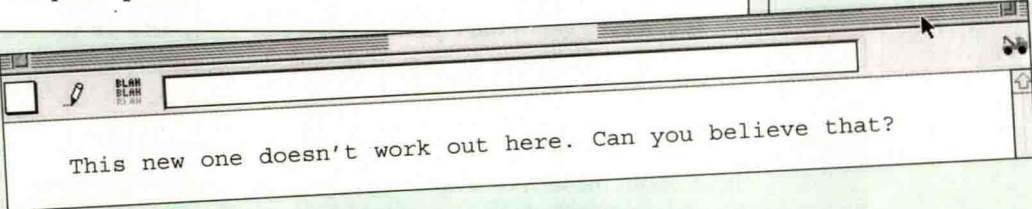
- 1 Imagine that you want to join an e-mail discussion group about learning business English. Write a short e-mail (on a piece of paper) that introduces yourself and explains what you do and why you want to join the discussion group.
- 2  Exchange 'e-mails' with a partner. Read your partner's e-mail and talk about these questions.
- 1 Whose style do you think is more suitable for e-mail — yours or your partner's?
- 2 When you read the e-mail, did you want to find out more about that person? How could they make themselves sound more interesting?

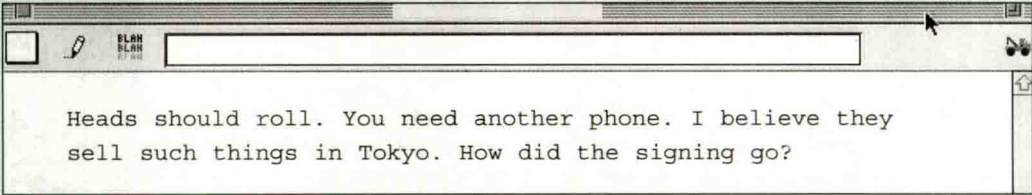
KATHRYN AND MIKE

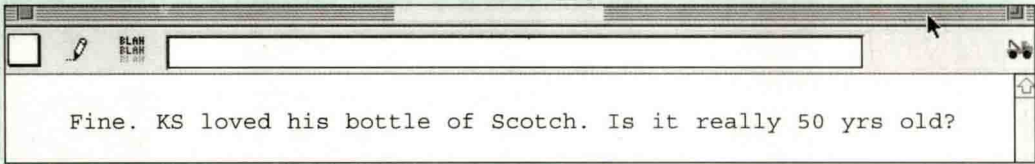
This is an extract from the novel *The Business* by Iain Banks. It's an e-mail conversation between a senior executive called Kathryn Telman and one of the people who reports to her, Mike Daniels. Daniels is in Tokyo to sign a contract with a man called Kirita Shinizagi.

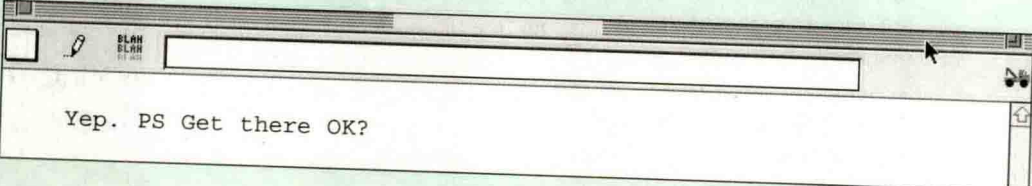
1  Read the e-mails and then answer the questions below.

1  What happened to your phone?


2  This new one doesn't work out here. Can you believe that?

3  Heads should roll. You need another phone. I believe they sell such things in Tokyo. How did the signing go?


4  Fine. KS loved his bottle of Scotch. Is it really 50 yrs old?

5  Yep. PS Get there OK?


- 1 Which e-mails are from Kathryn and which are from Mike?
- 2 What's Mike's problem?
- 3 Has Mike succeeded in getting the contract signed?
- 4 What present did Mike give to Mr Shinizagi?

2  Is this the kind of e-mail that you would expect work colleagues to send to each other? Why or why not?

E-MAIL CONVERSATIONS


1  Have an 'e-mail conversation' by writing on a piece of paper which you pass back and forth between you. Each message should have no more than two sentences in it. Choose one of these subjects.

- a programme you saw on TV last night
- the price of mobile phones
- what you're planning to do at the weekend
- what happened to you on your way to work or to the class

2  When you've exchanged at least five messages each, one person in each pair should continue the conversation with a partner from another pair.


Doing business 2 Telephoning

GETTING THROUGH

 Talk about these questions.

- 1 What phrases would you normally use to ask for someone on the phone?
- 2 What problems do you have in getting through to the person you want? Make a list.
- 3 If you can't get through to the person you want, what do you do? Think of a solution for each of the problems that you listed in 2.

A RUSER

 Read this extract from Po Branson's *Nudist on the Late Shift* — a book about the lives of people working in the hi-tech industries of California's Silicon Valley — and then answer the questions below.

CLAUDIA is what is known in the headhunting trade as a 'ruser', meaning one who performs ruses, one who uses surreptitious methods to trick receptionists into giving out names and job descriptions of employees at Silicon Valley companies. She sells these names to research firms which in turn sell them to headhunters.

Claudia works her cellular phone. She dials the Netscape operator, asks for the Website division. When she's connected, she says, 'Hi, yeah, this is Sarah Velarde with the Lilith/Women in Rock Music Festival, and we'd like to give out free tickets to the concert at the Shoreline Amphitheater next week to any female programmers. Laurie Anderson wants to take a moment to recognize them, have the crowd cheer, that sort of thing.'

Claudia listens for a second. Even when communicating by phone, she talks with her hands.



'Well, I'm supposed to send them the tickets directly ... Uh-huh ...' She arranges to phone the next day to get the names of those who want to attend.

- 1 How does a 'ruser' make a living?
- 2 Why do you think that the names of employees are so valuable in Silicon Valley?
- 3 In your own words, describe Claudia's 'ruse'. Would you be deceived by it?




Avant garde performance artiste Laurie Anderson is popular with many hi-tech workers.


RUSING AND ETHICS

-  Which of these statements is closest to your opinion of rusing? Explain your choice.
 - The logic of the free market encourages rusing, so there's nothing wrong with it.
 - Rusing should be illegal.
 - Nobody suffers as a result of rusing, so it's fair enough.
 - Rusing is based on deception, so it's morally wrong.
-  Can you think of any situations in which you might use a ruse like Claudia's?


TWO RUSES

-  Quickly read the continuation of the extract. Then listen to the two phone calls. Match each call to one of the ruses described.


Other common ruses: posing as a reporter; posing as a conference organizer wishing to send literature to product managers; and pretending she's a Pac Bell technician stuck up on a telephone pole outside the building, who needs to verify extensions. One of her favorites is calling a company operator and saying, 'Last night I was playing tennis and got in a doubles game with a programmer from Netscape. I gave him a ride home, but he left his tennis racquet in my car. Now I can't remember his name. Dave or Don or something.'

-  Choose three adjectives from this list to describe each of the receptionists in the phone calls.

suspicious *cynical* *sympathetic*
polite **cautious**
efficient *helpful* **curt**

-  If you were choosing a receptionist, which two of the qualities above would be most important to you?

RUSING ROLES

-  Play the following roles. In each case the receptionist should be as helpful and polite as possible.
 - Take turns to be ruser and receptionist in the situations that are mentioned in the second part of the extract, but are *not* on the recording.
 - Again, take turns as ruser and receptionist, but this time the ruser should think of their own ruse to get through to the person that they want to speak to.

Issues

Creating an impression

THE COMPANY MAN

This is the novelist Paul Auster's description of his first experience of business life. As a young man, Auster invented a game and arranged a meeting with a businessman from a large toy company to try to sell him the idea.



Read the text and then talk about the questions below.



Paul Auster

The shortest meeting

My talk with the company president turned out to be one of the shortest meetings in the annals of American business. It didn't bother me that the man rejected my game (I was prepared for that, was fully expecting bad news), but he did it in such a chilling way, with so little regard for human decency, that it still causes me pain to think about it. He wasn't much older than I was, this corporate executive, and with his sleek, superbly tailored suit, his blue eyes and blond hair and hard, expressionless face, he looked and acted like the leader of a spy ring. He barely shook my hand, barely said hello, barely acknowledged that I was in the room. No small talk, no pleasantries, no questions. 'Let's see what you have,' he said curtly, and so I reached into my briefcase ...

Hand to Mouth by Paul Auster



Company man

- 1 What impression does the company executive try to create?
- 2 Do you think that this is a good image for this kind of person? Explain why or why not?
- 3 How would you feel in Paul Auster's position?
- 4 Has anything similar happened to you or to anyone you know? Tell the story.