



新世纪高职高专英语专业教材

XINSHIJI GAOZHIGAOZHUAN
YINGYUZHUANYEJIAOCAI

高职高专 实用英语口语教程

English

(基础篇)

主编：袁伟征 李细平

湖南科学技术出版社





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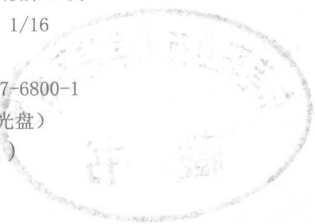
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前 言

随着世界经济全球化步伐的加快,我国对外开放的深度和广度的不断加快,我国与世界其他国家之间的国际交流与合作日趋广泛。我国对外贸易的超常规发展,国外公司的大量进入及其本土化经营,对国际经贸人才的需求量也与日俱增。面对这种新形势,目前迫切需要培养一批既有国际经济贸易基础知识,又有从事对外经济贸易活动时能用英语进行顺利沟通的实战型人才。为了适应这一需求,我们组织高职高专院校英语教育专家、一线英语教师、行业专家、企业从业人员和外籍教师合作编写了《高职高专实用英语口语教程》,分基础篇和高级篇两分册。

本套教程是按照教育部高等教育司颁布的《高职高专教育英语课程教学基本要求》(试行),根据商务英语口语的课程标准和全国国际商务英语认证与培训资格证考试(口试)编写。本套教程紧密结合我国外贸业务的实际,采用层层递进的任务驱动模式,即以国际商务活动的要求和工作模块为主要内容,以“必需”、“够用”为原则,突出实用性和针对性,在内容和形式上充分体现服务学生和以就业为导向的思想。

《高职高专实用英语口语教程》(基础篇)按照商务接待与贸易洽谈中涉及的口语表达需求编排内容,主要内容涉及整个涉外商务活动中的典型工作任务,包括电话交际、问候、介绍、议程和约会、商务旅行、公司介绍、产品介绍、工厂访问、商务宴请、商务旅游、商务会议、促销和营销12个项目,每个项目涉及多个任务,同一项目下的各个任务在功能上保持一定的完整性,各任务之间有一定的渐进性、延续性和拓展性,层层向前推进。本书以完成一个个具体的任务为线索,把内容蕴含在每个任务之中,使学生在运用已有知识完成任务的过程中发现问题、解决问题,主动地掌握新知识和新技能。本教程每个项目包括背景知识、任务、小贴士、常用表达、练习、补充阅读6个主要部分。每个项目前有教学目标,包括知识目标、能力目标和素质目标3项,以明确本项目的学习目的和要求。课后习题形式多样并与口语实践交际环环相扣,有补全对话、英汉互译、口语交际等,这种开放式练习形式重在鼓励学生自主组织团队协作活动,侧重巩固训练、拓展词汇与表达,熟练掌握常用句型,提高外贸英语口语交际能力,有利于学生顺利通过各类英语等级考试和职业资格考试。附录中提供任务的参考译文和评价表,参考译文是为了方便学生自主学习,每个项目后的个人评价和团队评价表,给学生提出了学习要求,也给学生指明了努力的方向,同时也是对学生学习情况的评定。本书每单元“任务”的对话录制了光盘,方便学生进行口语练习和听力训练。

编写本套教程的目的是为了使商务英语、国际贸易等专业的学生在走上工作岗位后能够迅速适应对外贸易业务活动的需要,帮助他们熟悉国际商务活动形式,系统地学习和掌握实用英语口语的表达,使学生具备用英语与国际友人沟通、和外资公司洽谈业务的能力,提高学生国际商务活动中正确使用英语进行表达的能力,以满足企业第一线对日常能处理涉外办公业务和商务信息的专门人才的要求。

本套教程的主要特点如下：

1. 倡导“工学结合、任务驱动、项目导向”的要求。本套教程的每个项目都有明确的工作任务，将外贸业务活动的工作任务定位为商务英语口头交际，并将此任务分解到整个工作单元和工作过程；将商务英语表达这一工作过程融入学习过程，工作场地融入教学场地，工作情境融入教学情境之中。

2. 以外贸业务流程中的不同环节为项目，项目下设置不同的任务，较完整地体现了外贸业务各环节中可能遇到的口语情境。在创设的情境下学生主动完成每个项目下设的各个任务，使学生能在创设的情境下得到各个实际工作环节的实践锻炼。

3. 语言简洁，表述清晰，专业性强。融英语语言和外贸实务为一体，融思考和动口为一体，凸现了显性能力与隐性能力培养的结合。

4. 突出应用为主、够用为度、贴近实际的原则，有助于培养学生尽快掌握技能，成为应用型、复合型、外向型的外贸人才。

5. 独创性。国内英语口语类教材种类繁多，大多倾向于交际中的单个环节。本书首次将交际口语、沟通礼仪和技巧等紧密结合起来；练习题的设计摆脱了书面表达的老套路，侧重训练学生的现场口译能力和培养学生的团队合作精神；在内容的编排上，吸纳了项目驱动递进式教学法的思想；附录中的个人评价表和团队评价表的编排设置是口语教材的首创。

本套教程适合作为高等职业院校、高等专科学校、继续教育学院等大专层次的商务英语专业、国际贸易专业教材，也可作为市场营销与策划、电子商务、经贸英语、企业管理、工商管理 and 人力资源管理等专业经济管理类专业的辅修教材，还可作为从事国际贸易的从业人员的自学或参考资料。

本书由袁伟征、李细平主编，主要编写人员有罗霞、安敏娜、徐焱伟、唐金玉、肖吉、袁伟征、唐静、陈蓉、关键、秦琦、陈梅梅、邱桂林、刘颂、皇甫姝瑜、蒋焕新、蔡华、邹瑶、温雪梅、李细平、尹文辉、邵毅、田可等。ICEWORD LTD. 外贸销售经理丁银芳、湘潭保利贸易有限公司经理王佑良和湘潭职业技术学院的外籍教师 Willow Merewood 分别对本套教程的编写提出了许多宝贵的建议，湖南科学技术出版社为本套教程的顺利出版提供了大力的支持和帮助，在此一并表示感谢！

编者配合本书编写了电子教案和练习参考答案，以方便教师们资源共享。如有需要，请联系 405982177@qq.com。

由于编者水平有限，加上时间仓促，书中疏漏和不足之处在所难免，敬请广大读者批评指正，以便在以后的重印与修订中不断完善。

编者

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Contents

Unit 1 Telephone Communication	1	Tasks	32
Background Information	1	Tips	34
Tasks	2	Useful Expressions	34
Tips	3	Activities	35
Useful Expressions	4	Supplementary Reading	37
Activities	4	Unit 6 Company Introduction	39
Supplementary Reading	6	Background Information	39
Unit 2 Greetings	8	Tasks	40
Background Information	8	Tips	42
Tasks	9	Useful Expressions	42
Tips	11	Activities	43
Useful Expressions	11	Supplementary Reading	45
Activities	12	Unit 7 Products Introduction	47
Supplementary Reading	13	Background Information	47
Unit 3 Introduction	16	Tasks	48
Background Information	16	Tips	50
Tasks	17	Useful Expressions	50
Tips	18	Activities	51
Useful Expressions	19	Supplementary Reading	53
Activities	19	Unit 8 Factory Visiting	55
Supplementary Reading	21	Background Information	55
Unit 4 Agenda and Appointments	23	Tasks	56
Background Information	23	Tips	58
Tasks	24	Useful Expressions	59
Tips	26	Activities	59
Useful Expressions	27	Supplementary Reading	61
Activities	27	Unit 9 Business Lunch	63
Supplementary Reading	29	Background Information	63
Unit 5 Business Trip	31	Tasks	64
Background Information	31	Tips	66

Useful Expressions	66	Supplementary Reading	83
Activities	67	Unit 12 Promotion and Marketing	
Supplementary Reading	68	86
Unit 10 Sightseeing	70	Background Information	86
Background Information	70	Tasks	87
Tasks	71	Tips	88
Tips	73	Useful Expressions	89
Useful Expressions	73	Activities	89
Activities	74	Supplementary Reading	91
Supplementary Reading	76	Appendix	93
Unit 11 Business Meetings	78	Appendix I Translation for Reference	
Background Information	78	93
Tasks	79	Appendix II Tables	117
Tips	81	Reference Books	141
Useful Expressions	81		
Activities	82		

Unit 1 Telephone Communication

Teaching Goals

Knowledge Goals: To enable students to be familiar with different purposes of telephone calls.

Competence Goals: To enable students to know how to make an effective conversation on the line.

Quality Goals: To enable students to express themselves properly and fluently in telephone communication.



Background Information

For businesses large and small, effective telephone communication is a requirement. From the time a call is initiated until it is terminated, you and your company are being

evaluated by the person on the other end of the call. Taking the time to learn techniques for good telephone communication makes every call you take or make more effective. The following points are to be remembered when giving a phone call.

1. Make sure your greeting gets the call off on the right foot.
2. Get to the reason for the call or getting to the meat of the call.
3. Arrive at a resolution or determine whether a resolution has been achieved before hanging up the phone.
4. Thank the person on the other end of the phone for his or her time.



Tasks



Task 1 Ask a Favor on the Phone

Situation: Suppose you are Ann, a staff of Chengtai Trading Company. You are receiving a call from Mr. Anderson, one of your customers in Canada. He wants you to reserve a room in order to attend the Canton Fair this April.

Ann: Good morning. This is Chengtai Trading Company. What can I do for you?

Mr. Anderson: Good morning. This is Anderson from Canada. Could I speak to Ann?

Ann: This is Ann speaking. I'm very glad to hear your voice, Mr. Anderson.

Mr. Anderson: I will attend the Canton Fair this April. I wonder if you could do me a favor to book a room?

Ann: Of course. How many days will you stay here?

Mr. Anderson: About a week. And I'll fly to Guangzhou on April 14.

Ann: Do you have any requirements for the hotel and the room?

Mr. Anderson: A single room near the exhibition hall is preferable.

Ann: OK. I'll send an email to you with reservation details this week.

Mr. Anderson: Thank you very much. You have been a big help.

Ann: You're welcome. I'm looking forward to seeing you soon.



Task 2 Leave a Message

Situation: Suppose you are Tina, manager of the Overseas Sales Department. You are phoning Mr. George Webster, but his secretary receives the call.

Secretary: Hello. This is Mr. George Webster's office.

Tina: Hello. I'd like to speak to Mr. Webster.

Secretary: Sorry, he is in meeting now.

Tina: Could I know when he'll be free?

Secretary: Hold on please, and let me check the memo. Oh, he won't be free till 6 p. m.

Tina: Well, how about asking Mr. Webster to give me a call tomorrow morning?

Secretary: OK. Could I know your phone number?

Tina: Yes. It's 0731-2862-8286 from China.

Secretary: 0731-2862-8286, right?

Tina: Yes. And my name is Tina Ling. T-I-N-A L-I-N-G.

Secretary: T-I-N-A L-I-N-G from China. OK. I'll leave the message on his desk.

Tina: Thank you very much. Good bye!

Secretary: Good bye Tina!



Task 3 Dial the Wrong Number

Situation: Suppose you are Linda Liu in BNC. You are giving a phone call to Mr. Black in Fortune Company.

Receptionist: Good afternoon, this is Fortune Company. How can I help you?

Linda: Good afternoon. I'd like to speak to Mr. Black, please.

Receptionist: Mr. Black? Hold on, please. I'll put you through.

Mr. Black: Mr. Black speaking. Who's calling please?

Linda: This is Linda from BNC. Is this Henry Black?

Mr. Black: What? Henry Black? No, this is Leo Black, in the Sales Department. Henry Black is in the After-sales Service Office. I'm afraid you've dialed the wrong number.

Linda: Oh, sorry to have interrupted you! Can you give me Henry Black's extension, please?

Mr. Black: Sorry, I haven't got a directory on hand now. Would you mind calling the switchboard again? I'm sorry not to be of more help.

Linda: Oh, it doesn't matter. I'll call back to the receptionist. Thank you, anyway.

Receptionist: Good afternoon. How can I help you?

Linda: Good afternoon. This is Linda again. I'm afraid you gave me the wrong extension just now. I want to speak to Henry Black, not Leo Black.

Receptionist: Oh, there are two Mr. Blacks in our company. I'm sorry, I'll put you through right now. Please wait a minute.

Linda: OK.



Tips

1. Know the purpose of your call in advance.
2. Make sure you have all the documents you'll need before you dial the number.
3. Get rid of all distractions; turn off the radio, television, etc.
4. Listen carefully and confirm that you have understood every point. Don't hesitate to ask him/ her if you are confused.
5. Try to speak slowly and clearly for the other people may not understand you easily.
6. Don't rely on your memory; make notes during a call and rewrite these notes immediately after the call.
7. Make sure you sound polite and agreeable.

8. Make sure your call is brief. Try to avoid lengthy calls.
9. Don't try to be funny. If not, you may be misunderstood.
10. Smile while you're talking. Your listener can "hear" your smile.



Useful Expressions

1. Good morning, York Enterprises. How can I help you?
2. Who's calling, please?
3. I'd like to speak to Mr. Black.
4. Would you please put me through to Henry Black?
5. Hold on please. I'll put you through.
6. May I know your phone number?
7. Sorry, he is in meeting now.
8. OK. I'll leave the message on his desk.
9. Mr. Black's speaking. Who's calling please?
10. I'm afraid you've dialed the wrong number.
11. I'll put you through right now. Please wait a minute.
12. The line's busy.
13. I'm sorry, I am confused. Could you repeat it, please?
14. I'm sorry, I can't hear you very well. Could you speak a little bit louder, please?
15. I'm looking forward to seeing you soon.



Activities

I. Complete the following dialogues with partners.

Dialogue One

- A : Hello. 22625845.
 B : Hello. May I speak to Larry?
 A : Sorry, _____ (您找谁)?
 B : Larry.
 A : There is no Larry here. _____ (请问您拨的什么号码)?
 B : 22625485.
 A : This is 22625845. I think _____ (您拨错号码了).
 B : Oh, I'm _____ (不好意思打扰您了).
 A : That's all right, bye.

Dialogue Two

- A : Hello, is that the Finance Department?
 B : Yes, _____ (这里是财务处).
 A : I'd like to speak to Alice Wu, please.
 B : _____ (我就是爱丽丝).

A : Hello, my name is Tony Brown, from Go Front Company. _____
(我打电话来) about the check we sent you.

B : Oh, you should speak to my colleague, Libby Hu. I'll _____ (帮
您接通) to her extension.

A : Thank you.

B : I'm afraid she's not in the office at the moment. Could you _____
(告诉我您的电话号码) and I'll ask her to call back.

A : Yes, certainly. It's 26689869.

II. Translate the following sentences into Chinese.

1. I'd like to place an order for your party dress from your catalog.
2. I'd like to buy the car on your TV commercial.
3. We have a bad connection.
4. Sorry, I didn't catch you.
5. Would you speak more slowly?
6. Can I have extension two-one-one, please?
7. Her line is busy at the moment. Can somebody else help you?
8. Just a moment. He is on his way now.
9. No one answers in Mr. Scott's office.
10. He is on vacation until next Wednesday.

III. Translate the following sentences into English.

1. 她在休产假。
2. 他到纽约出差, 要到7月22日才能回。
3. 我将尽快转达你的留言给她。
4. 对不起, 史考特先生已经转调到分公司。
5. 我没有收到你的传真的第三页。
6. 你的传真字太小很难看清楚。
7. 请问这星期能否跟史考特先生见个面?
8. 发生了一些急事。我俩的约会能不能延期?
9. 你说得对极了。
10. 对不起, 我没听清, 请你再说一遍, 好吗?

IV. Communicative activities.

Compose dialogues according to the following situations.

1. Compose a dialogue according to the following message.

To: Bill Green

Date: April 5

Time: 10:00 a. m.

Message

From: Lili Yang

Company: Evergreen Company

Telephone No.: 0086 - 731 - 8653 1234

Message: Call back, the order No. 567, urgent.

Taken by: Mike

2. Imagine that one of you works for Asiaprint, a printer firm, and the other for your customer, Bright Products, a company dealing in office supplies. You are talking about the samples sent by Asiaprint by telephone.

3. Amy Lin telephones Jack Smith to make an appointment. He wants to make it at 3:00 p. m. the next day, but it is not convenient for Mr. Smith, so they fix it at 10:00 a. m. the day after the next day. Make a telephone conversation about it.



Supplementary Reading

Smile and Use the Caller's Name

Smile

You may be tired of hearing it, but it's a good idea to smile. When you're on the telephone, imagine yourself talking face-to-face with the person. If you literally smile and show enthusiasm, you'll convey a more pleasant attitude by the tone of your voice. You may think I'm contradicting myself, since I explained earlier that body language does not play a part in telephone communication, but this is an exception. Even though your customer doesn't see you, your posture, body language, and facial expression will be communicated through the tone of your voice. The fact is, our hearing is so attuned to subtleties of speech that people can tell if you are smiling. Likewise, your customer can tell if you feel exhausted and are slouching at your desk. Customers can hear our attitude in our tone. The good news is that "feelings follow actions." If you force yourself to smile, you will actually begin feeling more enthusiastic. It sounds absurd, but it's true. In fact, some agents put a mirror at their workstation as a reminder to smile. Do whatever you can to monitor your attitude, and the interactions with your customers will improve.

Use the caller's name

This helps you establish rapport. Using names can really have a powerful effect. When I'm calling for support and the agent uses my name in the conversation, it makes me feel more valued—like I'm an individual and the agent cares enough about me to remember my name. Suddenly I feel more engaged in the conversation. Of course, whether you use first or last names depends on the type of service you offer and the culture of your organization. Using first names has a more powerful effect, but using last names can also be effective. One

rule of thumb is to address the customer the way they introduce themselves to you. If the customer said, "Hi, this Dr. Robert Walker in the lab," then address him thereafter as "Doctor Walker." Don't call him "Bob".

Tongue Twisters

1. She saw a fish on the seashore and I'm sure the fish she saw on the seashore was a saw-fish.
2. Blake's black bike's back brake bracket block broke.



Unit 2 Greetings

Teaching Goals

Knowledge Goals: To enable students to be familiar with the knowledge and strategies of different kinds of introduction.

Competence Goals: To enable students to know how to employ the knowledge and strategies of introduction into practical use.

Quality Goals: To enable students to express themselves fluently and properly about the topic.



Background Information

Greeting is the easiest conversation, which is made probably every minute and in every place. In business situations, proper greetings can help establish harmonious business ties and lead to friendly cooperation, while on the opposite side they can ruin your business. When meeting a new customer, you should greet him/her in a friendly way and enthusiastically, introduce yourself clearly and show your business card politely. When greeting an old customer, you should also send regards to his/her business and family.

A handshake is the most common form of greetings among foreigners and is customary when you are introduced to somebody new. It is only when you meet your friends whom you

haven't seen for a long time that you can kiss the cheek of the opposite sex. In Britain one kiss is generally enough.



Tasks



Task 1 Daily Greeting

Situation: Suppose you are Maggie, marketing manager assistant in Shanghai Textile Import & Export Corporation. Nancy is your colleague in Finance Department. You and Nancy meet on the way to company in the morning.

Nancy: Hi, Maggie! Fancy meeting you here.

Maggie: Hi, Nancy! Good morning.

Nancy: How are you doing this morning? You look so pale.

Maggie: I'm all right, thanks. Just a little tired.

Nancy: Late night?

Maggie: Yeah, I got home around twelve.

Nancy: You'd better have a rest today. After all, you see, health is the most important.

Maggie: If you were my manager, I wouldn't be so tired now.

Nancy: A lot of work to do?

Maggie: Yeah. Well, I must hurry now. I have to get to the airport by ten o'clock. See you.

Nancy: See you.



Task 2 Meeting at the Airport

Situation: Suppose you're Maggie, marketing manager assistant in Shanghai Textile Import & Export Corporation. Steven White is the purchasing manager of New York Trading Company. You are meeting Steven White at Shanghai International Airport.

Maggie: Excuse me, Sir. Are you Mr. White from New York?

Steven: Yes, that's right.

Maggie: How do you do, Mr. White. I am Maggie, assistant manager of Shanghai Textile Import & Export Corporation. I've come to meet you. This is my business card.

Steven: Thank you, Maggie. Nice to meet you.

Maggie: Nice to meet you, too. Welcome to Shanghai, Mr. White. Did you have a pleasant trip?

Steven: Yes, I enjoyed it very much.

Maggie: Anyhow, it's a long way to China, isn't it? I think you must be very tired.

Steven: That's true. But I'll be all right by tomorrow and ready for business.

Maggie: I'm sure. Let's go and get you checked into the hotel first. This way, please. My car is outside.

Steven: OK, thank you. Let's go.

Task 3 On the Way to Hotel

Situation: Suppose you are Maggie. You and Steven are talking about some relaxing topics in the car to the hotel.

Maggie: Mr. White, is this your first time to China?

Steven: No, I have been to several Chinese cities before, such as Beijing, Shenzhen and Hong Kong. But this is my first time to Shanghai.

Maggie: What's your impression upon China?

Steven: It's a great country. Every person is friendly and the food is delicious. I've heard that Shanghai is an amazing city.

Maggie: Shanghai is a legend city with a long history and characteristic culture.

Steven: Sounds great. Would you mind if I open the window?

Maggie: No, I wouldn't.

Steven: What is the building over there?

Maggie: It is the second highest building in China—the Shanghai World Financial Centre. Our office is on the 50th floor of it.

Steven: Fantastic!

Maggie: Here we are. We have booked a room for you in the Hilton Hotel.

Steven: It is so kind of you.

Task 4 Checking-in

Situation: You and Steven are checking in the Hilton Hotel.

Maggie: Good morning! My name is Maggie. I have booked a suite in the morning.

Receptionist: Good morning, Madame! Please wait a minute, let me check. Yes, it's reserved. A business suite, right?

Maggie: Yeah. But it is for this Mr. Steven White.

Receptionist: Mr. White, would you please show me your passport and fill in the form?

Steven: This is my passport.

Receptionist: You will stay here for one week from May 10th to 16th, right?

Steven: That's true. Here's the form.

Receptionist: Thank you. The room rate is 880 yuan per night. And the check-out time is before noon.

Steven: Does this charge include breakfast?

Receptionist: Yes, it does. And breakfast is offered from 7:00 a. m. to 10:00 a. m. Well, the deposit is 5000 yuan.

Steven: Thank you. Do you accept traveler's cheques?

Receptionist: Of course, Sir. Your room number is 1606. Here is your room card. If you need any other service, please contact the Room Service at 8818, they will come to help you.