



浙江省高校系列教材建设项目 ● 商贸英语系列
高职高专商务英语实训系列教材

总主编◎沈银珍

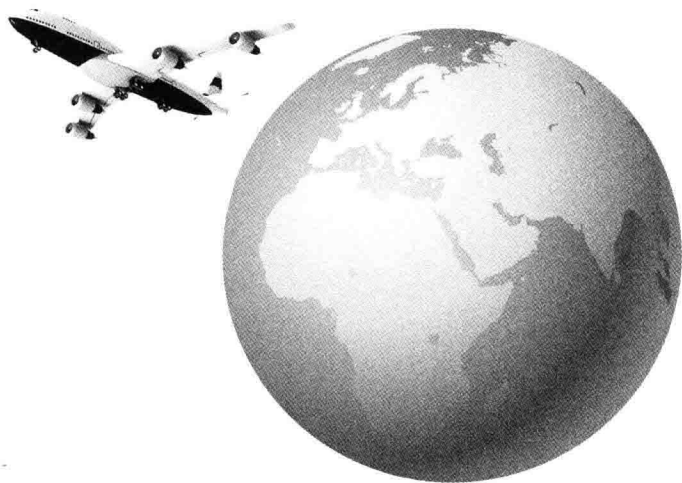
• 商务英语听力 (上)

主 编 曹深艳 王娟萍

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总序

改革开放以来的 30 余年中,随着我国对外开放力度的不断加大,尤其是中国加入世界贸易组织以后,越来越多的企业急需商务英语人才以应对来自国际、国内的竞争压力。正是在这一形势下,商务英语才得以迅猛发展,商务英语专业人才也备受青睐。

在我国融入世界经济一体化的背景下,几十年前的国际贸易英语和英语函电等课程的教学模式已经远不能适应时代的要求。同时,商务英语的内涵和外延意义与过去相比也发生了根本性的变化,全国范围内国际商务英语教学规模也日渐扩大。据不完全统计,全国近 800 所大学已经开设了商务英语专业或方向。而且更多的大学将获得教育部批准开设商务英语专业,商务英语专业将像星星之火遍布我国各大专院校。

作为专业,商务英语的重要性毋庸置疑。专业的进一步发展需要教材的支撑。然而,目前商务英语教材,尤其是针对高职院校商务英语专业的教材建设还不能尽如人意,系统、实用的商务英语教材更是凤毛麟角。正是针对这一需求,作为“浙江省高校系列教材建设项目:商贸英语系列”的“高职高专商务英语实训系列教材”应运而生。该系列教材主要针对高职高专国际贸易实务、商务英语、应用英语及相关专业而设计,以“工学结合、能力本位”的职业教育理念为指导,力求解决高职高专商科类专业学生在职场环境下的英语应用能力。

本套教材具有以下特点:

1. 单元主题内容突出,中心明确,脉络清晰,反映商务、旅游及日常生活中的主要话题。
2. 行业知识和职业技能互相渗透,编写原则以就业为导向,以职业能力为本位,以岗位要求和职业标准为依据。
3. 教材取材真实。着眼于企业的实际业务情况,所体现的工作过程翔实,内容新颖、明确,可操作性强。篇幅控制合理,难易度适中。
4. 单元编排清晰合理,练习设计内容丰富,形式灵活多样,针对性强,有利于能力的培养。

本系列教材由教育部高等学校高职高专英语类专业教学指导委员会委员、浙江省大学外语教学研究会高职高专分会会长、浙江经贸职业技术学院国际贸易系主任沈银珍教授担任总主编,每个分册主编分别为:《外贸英语函电》——金华职业技术学院徐腾飞;《外贸英语口语》——浙江经济职业技术学院李宏亮;《商务英语听力》——浙江金融职业学院曹深艳;《商务英语阅读》——湖州职业技术学院李丹;《商务英语工作项目实训》——浙江经贸职业技术学院刘旭平;《商贸英语评估手册》——浙江经贸职业技术学院沈银珍;

《商务英语写作》——台州职业技术学院纪淑军。

任何教材的编写都会受到各种条件的制约,很难做到尽善尽美,因此需要不断修订和更新。希望师生们在使用该系列教材时能充分发挥灵活性和创造性,把教学的过程变成商务英语教学探索研究的过程,不断发现新问题,以帮助作者进一步修订和完善教材。

沈银珍

2011年7月





前言

为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划, 加快高等职业教育改革与发展的意见》(教高[2006]14号)和《关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)文件精神, 结合当前社会经济发展趋势对商务英语人才培养的要求, 我们组织了具有多年高职商务英语教学经验的一线教师, 针对高职学生实际, 编写此套教材。

本书在充分调研的基础上, 以培养职业能力为核心, 以工作任务为主线, 按照工作流程进行编写。在教材内容选取上, 参考国内外最新研究成果, 采用近年来国内外商务实践活动的真实案例, 使教学内容贴近国际贸易活动的实际。在内容组织上, 按照商务活动的流程, 采用项目、情景模拟, 任务驱动等模式进行编写, 使学生具备基本的商务基础知识和英语交际能力, 能够结合具体场景对听力材料信息进行准确摄取、归纳、分析和推理, 进行有效的商务沟通。《商务英语听力》的总体设计主要具有以下特点:

1. 突出应用: 每单元的主题紧紧围绕当代商务活动的某一方面, 按照循序渐进的原则进行从易到难、层层深入的讲解; 同时配有相关的商务技巧和语言表达的练习, 使学生在掌握商务场景中语言技能的同时, 掌握相关的商务知识。

2. 课证融合: 每个单元后面均配有大学英语四六级考试、全国国际商务英语考证和剑桥商务英语考证等相关职业资格证书的听力训练, 方便学生进行自主学习, 并且根据自身水平和职业需要, 进行有针对性的训练, 为学生发展职业能力奠定基础。

3. 趣味学习: 本书的内容设计主要针对高职高专英语专业学生学习实际, 在确保教材准确性的基础上注重语言难度的控制。同时, 每个单元后面均配有经典英文歌曲或笑话, 以调节学生学习状态, 提高学习兴趣。

该教材主要面向高职高专商务英语、国贸、国商、会展等专业学生, 也可供金融、经贸等在职人员业务培训使用。该教材还配套了电子光盘, 方便教师课堂教学和学生课后自主学习使用。

该教材分上、下两册, 每册 12 个单元。建议在第二学年分上下两个学期使用, 每学期设 36 课时, 每周 2 节。教师可根据实际需要可对每单元的内容进行删减和补充。

由于编者水平有限, 教材中难免会存在不少欠缺之处, 敬请专家、同行批评指正。

教材编写组
2011 年 9 月

Contents

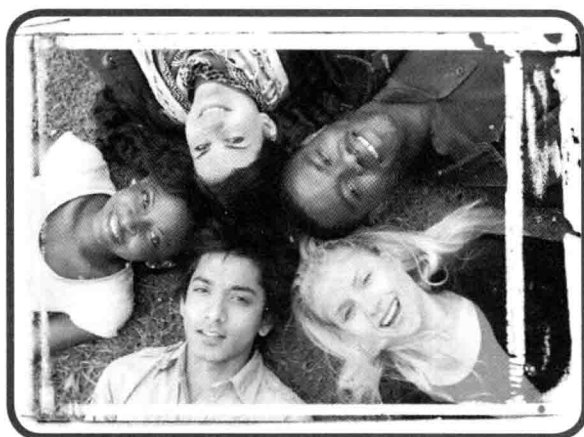
Unit 1	Talking About Jobs	1
Unit 2	Interviews	11
Unit 3	Introduction	21
Unit 4	Making Calls	29
Unit 5	Making Appointments	37
Unit 6	Arranging Meetings	45
Unit 7	At the Airport	55
Unit 8	Business Banquet	67
Unit 9	Business Entertainment	77
Unit 10	Company Presentation	87
Unit 11	On a Factory Tour	101
Unit 12	Product Presentation	113
Quiz		125

Unit 1

Talking About Jobs



Introduction



In today's tough job market, you need more than just a degree to get a job. Exchanging job information either with classmates or teachers can help graduates learn lots of job information as well as some tactics of successful job-hunting, which can be very beneficial to their future.

Learning Objectives

After learning this unit, you will be able to know:

- basic expressions concerning job-hunting;
- some tactics of successful job-hunting;
- how to exchange job information with others.

Part I Warm-up Activities

1. Describe the following pictures and work out who they are.



2. Work in pairs and ask your partner what his or her ideal job is and why.

Part II Listening Tasks



Task 1

Amy and Peter will graduate from college soon. However, Peter is puzzled about his future. Listen carefully and identify the reasons given by Amy why graduates need to find a job.

1. To be social and successful.
2. Work makes a useful person.
3. Accumulate lots of experience.
4. Support oneself and one's family.
5. Earn money for many different things in life.
6. Learn a lot of things.
7. Keep ourselves up with the high developing society.

Reasons: _____



Task 2

Janie and Michael are good friends. They are talking about Michael's recent internship. Listen carefully and choose the best answer to each question.



Language Notes

glitch

n.

(设备、机器等的)小故障, 失灵, 技术性的小毛病



in-house	<i>adj.</i>	自身的, 内部的
program	<i>v.</i>	为(电脑)设计程序
certificate	<i>n.</i>	证明书, 执照
maximize	<i>vt.</i>	取……最大值, 最佳化
vertically	<i>adv.</i>	垂直地

- What does Michael work as in his internship?
 - A bartender in a bar.
 - A cashier in a supermarket.
 - A computer technician assistant in a corporation.
- Does Michael need to produce any reports?
 - Never.
 - Occasionally.
 - Often.
- When is the organizational meeting held?
 - At the beginning of the month.
 - At the end of the month.
 - At the end of the week.
- What does Michael think of his internship?
 - It's promising.
 - It's interesting but stressful.
 - It's boring but easy.
- Has Michael decided to stay after the internship?
 - Yes.
 - No.
 - It depends.



Task 3

Susan and Mike are talking about their friend Jason and his job. Listen carefully and choose the best answer to each question.



Language Notes

internship	<i>n.</i>	实习, 见习
resume	<i>n.</i>	〈美〉(个人)简历
tough	<i>adj.</i>	棘手的, 费劲的
networking	<i>adj.</i>	建立关系网络的



1. Why is Jason unhappy?
 - A. He is not feeling very well because he has got a flu.
 - B. He had to quit his internship.
 - C. He hasn't found a job.
2. What has he been doing lately?
 - A. He's been working at a job.
 - B. He's been looking for a new job.
 - C. He's been contacting his friends and relatives for help.
3. What does Susan think about his quitting?
 - A. He is free to do so.
 - B. That isn't very wise.
 - C. He made a great choice.
4. Which of the following reasons isn't true for Jason's leaving the internship?
 - A. His boss was treating him badly.
 - B. There was little chance for advancement.
 - C. The pay was too low.
5. What suggestion does Mike make for Jason?
 - A. Visiting other friends at their jobs.
 - B. Looking for work in another city.
 - C. Going to networking groups.
6. Why did Jason buy the new clothes?
 - A. Just to make himself happy.
 - B. To make the best impression possible at his job interviews.
 - C. To give it to his father as a birthday gift.



Task 4

An expert on employment is talking about how to find a job. Listen carefully and answer the following questions.



Language Notes

tactic	<i>n.</i>	战术, 策略
ample	<i>adj.</i>	充足的, 丰富的
surf	<i>vi.</i>	做冲浪运动
sporadically	<i>adv.</i>	偶发地, 零星地





Pre-listening

What factors do you think are important to land a job? Tick them and then compare with your partner.

- | | | |
|---------------|------------------------|----------------|
| () degree | () certificates | () abilities |
| () money | () family background | () confidence |
| () friends | () working experience | () resume |
| () interview | () dress | () appearance |



Post-listening

Listen to the expert's ideas of successful job-hunting and answer the following questions.

1. What are the tactics mentioned in the passage?

2. How can a person get an interview according to the passage?

3. Why is it necessary to talk to people who are on a level above you in your desired industry?

Part III Scenes in Real Business World



Language Notes

order	<i>n.</i>	订购, 订货
for one's sake		为……起见, 为了……好
tip	<i>n.</i>	小费
regular	<i>adj.</i>	定期的, 定时的; 固定的; 正常的



Task 1

Listen carefully and judge whether the following statements are true (T) or false (F).

- The customer is new to the coffeehouse. ()
- One of Wendy's friends introduced her to this part-time job. ()
- Wendy took this part-time job because she has to support her family. ()
- Wendy's major is International Business. ()
- The customer gave Wendy some tips and she accepted it. ()
- Wendy will bring some chocolates as the customer wished. ()



Task 2

Listen again and then find a partner to act it out.

Part IV Knowledge Link

I. Tips for Job-hunting

1. Use network

Think of the people you know—relatives, friends, professors, classmates, co-workers at summer jobs, and others. Make more of an effort to meet with people, and use these conversations to ask their advice, to make them aware of your job search, to learn more about their jobs or their organizations, and to get the names of others who might be useful in your job search.

2. Target your resume

Make sure your resume is targeted to the employers who receive it. Make sure your resume is easy to read and the most important details stand out. Make more than one resume if you are applying to more than one industry.

3. Be prepared

You should have a copy of your resume at all times. It is also a good idea to have fresh copies of your resume prepared in case you are called to an interview at the last minute.

4. Create a contact database

Write down all the employers you contact, the date when you sent your resume, any contact made, people you talk to, and notes about those contacts. Keep a notepad with you at all times—take notes as soon as you hear about an opportunity or when you leave an interview. Get into the habit of updating your database daily.

5. Make a list

Make a “to do” list every day. This will help you organize your list of priorities and keep you focused on finding that perfect job.

6. Try the buddy system

Link up with a friend who is also hunting a job. Arrange to speak weekly and report on accomplishments, best practices, and future plans.

7. Learn how to talk about yourself

Throughout your job search you will speak with many people at different levels. You must be comfortable having conversations about yourself with other people. Keep in mind that you never know who may end up being useful to your job-hunting.

8. Prepare an elevator speech

You never know who you'll meet in an elevator, in line at the coffee shop, or on the street.



Know what your skills are and how to communicate with them. You should be able to tell prospective employers and others you meet what you can offer. You should also be able to talk about how your skills relating to the industries that interest you.

9. Find out all that are about employers in your field

Remain current on any issues or developments in the field, read trade journals or professional publications, and read the newspaper. It is extremely impressive during an interview if you know about the latest merger or coup in the industry.

10. Practice for each interview

Practice is the key to interviewing well. Friends, relatives, and career services counselors can help you formulate strong answers to questions you might not anticipate. Look at the list of possible questions on the interviewing section and prepare yourself.

11. Follow-up with leads immediately

If you find out about a position late in the day, call right then. Don't wait until the next day.

12. Stay confident

Job-hunting takes time and energy. Remain confident, but prepare yourself for challenges ahead. Don't get disgruntled if you are still looking for a job and it seems that everyone you know has an offer. Most students find their jobs after graduation.

Useful Expressions

How's your job-hunting?

I've got two job offers recently.

I'm unemployed.

I'm looking for work.

I'm doing an internship.

I've got a part-time job.

I've got a full-time job.

Is it difficult to find a job?

I do some voluntary work.

Many students go abroad to study on a work-study program.

We can earn some money by doing some part-time jobs.

What is the prospect of getting a job nowadays?

Can a graduate work without a work permit?

I picked up a lot from case-studies of business administration.

I had the chance of internship in this company last summer.

Part V Autonomous Study

I. Tips for Section A of CNBECT (Level 1) Listening

本考试涵盖语言和商务两方面的内容:语言方面测试国际商务环境中英语听、说、读、写、译能力;商务方面涉及国际商务中的常见业务,突出国际贸易实务,是对国际商务英语交际能力的测试。就听力而言,要求能够听懂语速为 130 词/分钟左右的商务会话或陈述,能掌握其要点和相关细节,并领会说话人的态度、感情和真实意图;内容涉及日常问候、接听电话、约会安排、招聘面试、会议组织、产品描述、价格谈判等商务活动。一级考试的听力部分有 Section A, B, C 三个部分。本单元主要讲述 Section A 的做题技巧。

Section A 的考核点为商务信息捕捉,以填空的形式出现。商务信息的考核点基本为电话号码、企业名称、人名、地名、数量、分数、时间、价格等。电话号码为 6~8 位单个数字的朗读,非常容易听懂,关键点是在听录音之前快速浏览题目时找到考核电话号码的 statement。企业名称、人名、地名等所有和名称有关的名词在 Section A 的考核中也都是会拼读出来的,所以只要在听录音前快速浏览题目时找到考核名称的 statement,这道题就变成考核听写字母了。考核数量时要注意听关键词,即 billion, million, thousand 和 hundred。切记听写英文数字时要从前往后写,一边听一边写。听完整个数字再回写是不可取的,因为瞬时记忆有着太大的不稳定性。在考核数量的 statement 中往往有 units 这个词,这个词一出现就暗示考生这个 statement 中要考核数量。百位数很简单。关键是看到 % 或 percent 这样的符号或单词时,带着心理准备去听取相关数据。时间部分,掌握那些自己不常用也经常听不到的时间表达就可以了,如: 07:00—seven a.m., 12:00—midday, 15:25—three twenty-five p.m., 24:00—midnight。

II. Listening Practice—Section A

Directions: In this section, you will hear five short sentences. Each sentence will be spoken twice. At the end of each sentence there will be a pause. During the pause, you are required to fill in the corresponding blank according to what you've heard.

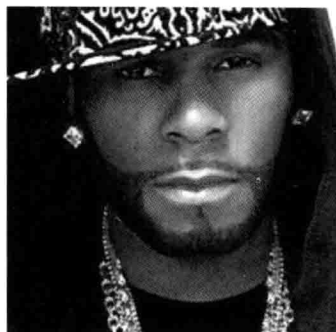
1. The time Mr. Malay arrives at the airport is _____.
2. Mr. North's extension number is _____.
3. The unit price quoted is US\$ _____.
4. The former HR manager was _____.
5. The destination address of the parcel is _____.

CIF, Puerto Limon.

19, Copenhagen, Denmark.

III. Listen for Fun—I Believe I Can Fly

这首歌是歌手 R. Kelly 在 1996 年为飞人迈克尔·乔丹 (Michael Jordan) 的电影 *Space Jam* (《太空大灌篮》) 自己作词、作曲、演唱的。《I Believe I Can Fly》成为他最伟大的单曲之一，并在 1997 年度第 40 届格莱美颁奖中一举获得了最佳影视歌曲 (Best Song Written Specifically for a Motion Picture or for Television)、最佳 R&B 男歌手 (Best Male Rhythm & Blues Vocal Performance)、最佳 R&B 歌曲 (Best Rhythm & Blues Song) 三项大奖。



I Believe I Can Fly

I used to think that I could not go on,
And life was nothing but an awful song.
But now I know the meaning of true love.

I'm leaning on the everlasting arms.

If I can see it, then I can do it.

If I just believe it,

There's nothing to it.

I believe I can fly;

I believe I can touch the sky.

I think about it every night and day,

Spread my wings and fly away.

I believe I can soar.

I see me running through that open door.

I believe I can fly;

I believe I can fly;

I believe I can fly.

See I was on the verge of breaking down;

Sometimes silence can seem so loud.

There are miracles in life I must achieve,

But first I know,

It starts inside of me, oh.

If I can see it,

Then I can be it;

If I just believe it,

There's nothing to it.

I believe I can fly;

I believe I can touch the sky.

I think about it every night and day,



Spread my wings and fly away.

I believe I can soar.

I see me running through that open door.

I believe I can fly;

I believe I can fly;

I believe I can fly.

Hey, cuz I believe in me, oh.