

BUSINESS ENGLISH

商务英语(本科)系列教材



商务英语听说

BUSINESS ENGLISH
LISTENING AND SPEAKING

杨昆 宋晓星 主编

清华大学出版社



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内 容 简 介

本书根据高等院校英语专业教学大纲的要求,按照剑桥商务英语证书考试的模式,并结合中国学生的特点编写。全书15个单元,以企业日常商务活动内容为us,每单元包括6个部分:学习目标、热身练习、听力训练、情景对话、语言要点和口语训练。在编排上以具体的商务场景为主线,突出语言结构和功能,注重听说训练有机结合。

本书既适用于本科英语、国际贸易、工商管理、经济管理等专业的教学,也可作为商务英语工作者的岗位培训教材,对于广大参加剑桥商务英语证书考试者亦是一本非常有益的考试辅导手册。

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序 言

随着我国改革开放和社会主义市场经济的快速推进,中国经济已经连续 30 多年保持着持续高速增长的态势,并进入了一个最为活跃的经济发

展时期。近年来,随着我国加入 WTO 后有关承诺条款的逐步兑现,众多外资工商企业纷纷抢滩登陆、进军中国市场,不仅使我国迅速融入全球经济一体化进程,而且也更加凸显中国市场的国际化特征。

外向型经济依靠外语工具支撑,国际贸易、商务活动的顺利开展需要大批英语人才作保证。商务英语涉及国际贸易、商务往来、通关报检、运输仓储、会展旅游等各领域,并在国际交往、商务活动、文化交流、促进经济发展、丰富社会生活、构建和谐社会、弘扬中华文化等方面发挥着越来越大的作用,因而成为我国经济发展的重要支撑,在我国外向型经济发展中占有举足轻重的位置。

当前,面对世界经济的迅猛发展和国际市场激烈竞争的压力,我国企业要生存就必须走出国门,中国经济要发展就必须参与国际竞争。为此急需大量既懂专业知识,又掌握外语工具的新型商务英语人才。加强商务英语的推广普及,加速商务英语专业知识技能型应用人才的培养,已成为我国经济转型发展亟待解决的问题。

需求促进专业建设,市场驱动人才培养,针对我国高校商务英语教材陈旧,知识老化而急需更新的问题,为了配合“北京市国际化大都市”的建设,适应国家经济发展、满足社会商务英语人才市场需求,扶助“中、小、微”企业发展,也为了解决学生就业问题,在北京联合大学、燕山大学、北京交通大学、山西大学、北方工业大学、郑州大学等全国 10 多所高校的支持下,我们组织多年从事商务英语教学和实践活动的国内知名专家教授及业界精英,共同精心编撰了此套教材,旨在提高我国商务英语专业大学生和从业者的专业技术素质,更好地服务于我国外向型经济。

本套教材作为普通高等院校商务英语专业的特色教材,融入了商务英语最新教学理念,强化“听、说、读、写、译”理论与实践的紧密

结合,注重岗位技能应用方法、应用能力的培养训练,并为中国教育部考试中心与英国剑桥大学考试委员会联合组织的剑桥商务英语证书(Business English Certificate)考试打好基础。

本套系列教材根据高等院校“商务英语”专业教学大纲和课程设置,包括:《商务英语阅读》、《商务英语写作》等5本教材。教材的出版对商务英语从业人员的教育培训,对帮助学生尽快熟悉商务英语操作规程与业务服务,毕业后能够顺利走上社会具有特殊意义。

本套教材既可作为普通高等院校“商务英语”专业教学的首选教材,也可以作为商务、贸易、工商企业在职员工的培训教材。

牟惟仲

2013年10月

将整国中,世前整外西将整国市义主会并研意其革新国典普读
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前言

外语既是敲门砖,也是对外交流的主要工具。商务英语是开展国际化经济活动的基础,也是提升涉外企业核心竞争力的关键。商务英语在国际贸易、商务活动、商务谈判、商务会议、市场营销、会展旅游、涉外文化交流合作中发挥着非常重要的作用,并在我国服务经济中占有极其重要的位置,因而越来越受到我国教育界与企业界的高度重视。

商务英语听说是商务英语专业非常重要的课程,也是涉外企业就业者所必须熟练掌握的基本知识技能。当前,面对全球经济一体化进程的加快和国际商贸激烈的市场竞争,对从业者专业技术素质的要求越来越高,社会经济发展和国家产业变革急需大量具有理论知识与实际操作技能的商务英语听说专门人才。保障我国外向型产业经济活动的顺利运转,加强现代商务英语从业者应用技能培训,强化专业业务素质培养,既是加快我国与国际经济接轨的战略选择,也是本教材出版的目的和意义。

《商务英语听说》是一本具有全球化视野和鲜明时代特征的教材。本书根据国际商贸和我国涉外经济发展的新形势,依据高等院校英语专业教学大纲要求,按照剑桥商务英语证书考试的模式,并结合商务英语听说的语言特点和翻译原则编写而成。全书共 15 个单元,以企业日常商务活动内容为主,每单元包括 6 个部分:学习目标、热身练习、听力训练、情景对话、语言要点和口语训练。在编排上以具体的商务场景为主线,突出语言结构和功能、听说训练的有机结合。

本书作为高等教育商务英语专业的特色英语教材,严格按照国家教育部关于商务英语本科“培养具有扎实的英语基础,宽阔的国际化视野,合理的国际商务知识与技能,掌握经济、管理和法学等相关学科的基本知识和理论,具备较高人文素养和跨文化交际与沟通能力的复合型人才”的教育教学要求,根据教育教学改革与国际商贸业务接轨的实际需要,设计教材的体例和内容,使其更贴近现代经济发展实际,更符合社会用人和学生就业需要,从而更好地为国

家经济建设服务。

由于本书融入了商务英语听说最新的实践教学理念,力求严谨,注重与时俱进,具有结构合理、流程清晰、知识系统、内容翔实、语言真实自然、练习形式活泼多样、突出实用性、注重应用性等特点,并为参加中国教育部考试中心与英国剑桥大学考试委员会联合组织的剑桥商务英语证书(Business English Certificate)考试打好基础,因此本书既可以作为高校本科、专升本及自学考试商务英语、国际贸易、工商管理、经济管理等专业教学的首选教材,也可以作为商务翻译工作者的岗位培训教材,对于广大参加剑桥商务英语证书考试者亦是一本非常有益的考试辅导手册。

本教材已被北京联合大学列为“十二五”校级本科规划教材建设项目。

本教材由李大军进行总体方案策划并具体组织,杨昆和宋晓星主编,杨昆统改全稿,由具有丰富教学与实践经验的商务英语专家张殿恩教授审订。作者分工:牟惟仲(序言),杨昆(第1单元、第2单元、第3单元、第4单元、第8单元),怀宁宁(第3单元、第8单元),郑毅(第5单元、第7单元),周志杰(第6单元、第11单元),刘丽霞(第9单元、第10单元),宋晓星(第12单元),杨昆、李峥(第13单元),杨昆、安锦兰(第14单元),杨昆、胡嫣茹(第15单元),华燕萍(文字修改和版式调整),李晓新(制作教学课件)。

在教材编著过程中,我们参阅借鉴了国内外有关商务英语听说等方面的最新书刊资料,并得到有关专家教授和商贸企业经理的具体指导,在此一并致谢。为配合本书的使用,我们提供配套的电子课件,读者可以从清华大学出版社网站(www.tup.com.cn)免费下载。限于编者的水平及经验,书中纰漏在所难免,恳请同行和读者批评指正。

编者

2013年12月

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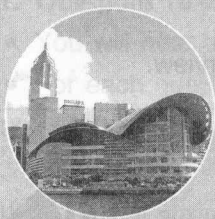
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Unit 1

Selling Yourself

Learning Objectives

- To be able to introduce yourself effectively in a business setting
- To know your strengths and weaknesses
- To greet and make small talks in business contexts
- To talk about your company

Lead-in

1. Listen to the importance of selling yourself. Fill in the missing words and phrases.

If you want to be _____ in life, business, or relationships, you must learn one simple secret. That secret is that you must learn how to sell yourself. The idea of “selling yourself” essentially means “to _____”. It’s usually a concept referred to when trying to get something—like a new job or a _____. A lot of people have a hard time selling themselves because they feel like it’s arrogant. People are often taught that self-promotion is vain or bigheaded. Truth be told, it’s a necessary part of business. It’s your _____ to make others sit up and notice your work. You are your own biggest supporter. There is nothing wrong with acknowledging your _____. In fact, it’s a very wise and necessary career move.

2. Work in pairs. Discuss how to sell yourself effectively and write them down.

Believe in Yourself

Be Real and Authentic

...



Listening Practice

1. Questions 1-12

- You will hear two conversations.
- Write one or two words or a number in the numbered spaces on the forms below.



Conversation One (Questions 1-6)

Look at the form below.

You will hear a man being asked some questions in a job interview.

Applicant: Steven (1) _____

Steven is coming to have a (an) (2) _____ as requested.

Interviewer: Anne Smith

It's not difficult for Steven to find the company because he is (3) _____ this area.

Steven was (4) _____ to this company by Mr. White.

Steven's date of birth: (5) _____

Steven's marital situation: (6) _____



Conversation Two (Questions 7-12)

Look at the form below.

You will hear a man introducing himself in a job interview.

Applicant's personality: (7) _____

Applicant's strength: (8) _____

Applicant's weakness: (9) _____

Friends' comment on the applicant: (10) _____

Applicant thinks a good team player should be: (11) _____

Applicant's favorite sport: (12) _____

2. Questions 13-17

- You will hear five short messages about how to sell yourself.
- For each message, decide what the speaker is saying.
- Write one letter A—H next to the number of the message.
- You will hear the five messages twice.

13. _____
14. _____
15. _____
16. _____
17. _____

- | | |
|---|---------------------------------|
| A | be authentic |
| B | be positive |
| C | be patient |
| D | believe in yourself |
| E | present yourself professionally |
| F | share your experience |
| G | share your knowledge |
| H | be aggressive |



3. Questions 18-22

- You will hear the speaker talking about business small talk.
- For each question (18-22), mark one letter (A, B or C) for the correct answer.

18. Small talks are _____ conversations.
- a. formal b. casual c. business
19. The most obvious reason why people make small talks is to _____.
- a. get to know you b. fill time c. be polite
20. If someone is reading a book or writing a letter at the office, will you make a small talk with him or her?
- a. Yes b. No c. Not mentioned
21. "How did you start working in this company?" or "What's the work environment here like, from your perspective?" They can be regarded as the business conversation starters. They are the topic of _____.
- a. using the context b. exploring the job c. exploring the organization
22. "What do you think of the speakers so far?" It can be regarded as business conversation starter. It is the topic of _____.
- a. using the context b. exploring the job c. exploring the organization



Situational Dialogues

Dialogue 1 Meeting and greeting a stranger

A: It's nice to meet you. My name is Frank.

B: I'm Jianghua. It's a pleasure to meet you.

A: What was your name again?

B: Jianghua. My family name is Jiang, and first name is Hua. Please call me Steve, my English name.

A: So, Steve. Are you Chinese or Japanese?

B: I'm Chinese.

A: Your English is fluent.

B: Thank you.

A: Steve. What do you do for a living?

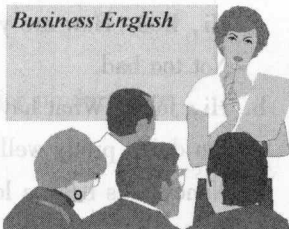
B: I went to the University of Washington and majored in

English Literature. I went to graduate school because I really enjoyed learning. Afterwards, I started my career at Boeing as a web content editor. I've been there for 3 years now. How about you?

A: That's great. I work at the public library. Could you tell me a little about you? Steve.

B: I'm an easy going person that works well with everyone. I enjoy being around different types of people and I always challenge myself to improve at everything I do.

A: That's cool. It was nice meeting you.



B: Yeah. It was a pleasure meeting you.

Dialogue 2 Making introduction in a business setting

A: Hello, I don't think we've met. Sam Zhang.

B: Bill Johnson. Pleased to meet you.

A: And what company are you from, Mr. Johnson?

B: Canadian-Sino Trade Association. I'm the sales representative for this region.

A: Ah, yes. I know your company. I once attended the Charity Ball your company held last year. Your business is expanding very rapidly at the moment.

B: Yes, we're doing quite well in China. What about you? Who do you work for?

A: I'm running a small software company. I work for myself. We specialize in the Virtual Reality technology.

B: It's a growing market.

A: Yes, but a very competitive one. Mr. Johnson.

B: Please call me Bill.

A: Ok, Bill. This is my business card.

B: Thanks. And this is mine.



Useful Expressions for Business Greeting and Introduction

1. Greeting a stranger

a. Hi, my name is John. It's nice to meet you.

It's a pleasure to meet you. I'm Tom.

b. What do you do for a living?

I work at a hotel. / I work in a company. / I'm a student.

2. Greeting someone you know

a. Hi, Bob. How are you?

Not too bad.

b. Hi, John. What have you been up to?

I'm doing pretty well. How about you?

c. Nancy, it's been a long time, how are you, ma'am?

I'm pretty busy at work these days. Fortunately, everything is great.

d. Hey, Jack. It's good to see you. What are you doing here?

Hi, Mary. What a surprise! We haven't seen each other for a long time. I'm here to attend a business show. How have you been?

3. Informal introduction

a. I'd like you to meet my co-worker, Collin Beck.

Collin, this is Susan Palmer.

Nice to meet you.

Business
English

