

CAMBRIDGE



高级商务英语听说

English for Business Communication

原著 [英] Simon Sweeney

改编 牛健



中央广播电视大学出版社

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北 京



CAMBRIDGE
UNIVERSITY PRESS

图书在版编目 (CIP) 数据

高级商务英语听说 / (英) 斯威尼 (Sweeney, S.) 原著; 牛健改编. —北京: 中央广播电视大学出版社, 2012.12

ISBN 978-7-304-05874-6

I. ①高… II. ①斯… ②牛… III. ①商务-英语-听说教学 IV. ①H319.9

中国版本图书馆CIP数据核字(2012) 第303582号

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This is an adaptation edition of the following titles published by Cambridge University Press:
English for Business Communication Student's Book 2nd Edition (ISBN: 9780521754491)

© Cambridge University Press 2003

English for Business Communication Teacher's Book 2nd Edition (ISBN: 9780521754507)

© Cambridge University Press 2003

English for Business Communication Audio CD Set (2 CDs) 2nd Edition (ISBN: 9780521754521)

© Cambridge University Press 2003

This adaptation edition for the People's Republic of China (excluding Hong Kong, Macau and Taiwan) is published by arrangement with the Press Syndicate of the University of Cambridge, Cambridge, United Kingdom.

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出版·发行: 中央广播电视大学出版社

电话: 营销中心 010-58840200 总编室 010-68182524

网址: <http://www.crtvup.com.cn>

地址: 北京市海淀区西四环中路 45 号 邮编: 100039

经销: 新华书店北京发行所

策划编辑: 许岚

责任版式: 韩建冬

责任编辑: 刘桂伟

责任校对: 王亚

责任印制: 赵联生

印刷: 北京雷杰印刷有限公司

印数: 0001~4000

版本: 2012 年 12 月第 1 版

2012 年 12 月第 1 次印刷

开本: 210mm × 297mm

印张: 14 字数: 450 千字

书号: ISBN 978-7-304-05874-6

ISBN 978-7-900776-34-1 (光盘)

定价: 44.00 元 (含光盘 1 张)

(如有缺页或倒装, 本社负责退换)

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前言

《高级商务英语听说》专为普通高校及各类成人高校本科层次商务英语专业的“商务英语听说”课程编写设计，供该专业学生及其他具有同等水平的学习者使用。本教材旨在通过专门、系统的听力技能训练和大量多样化的口语练习和实践，培养和提高学习者在涉外商务活动中所需要的英语听说技能，促进学习者商务英语交际能力的全面发展。

本教材是在引进英国剑桥大学出版社 (Cambridge University Press) 出版的 English for Business Communication 的基础上精心改编而成。引进原版教材的目的是保证教材在教学理念与教学方法上具有先进性；在教学内容上能够体现商务交际活动的全球普适性，可以呈现涉外商务交际活动中文化的多元性；保证语言真实、地道、自然，能够反映不同国家商务人士的语言特点及表达习惯。对原版教材进行改编，目的是使其能够适合中国国情，满足中国学生学习的需要，符合本科层次商务英语专业“商务英语听说”课程的教学要求。

本教材由文字教材和配套的录音 CD 构成，主要特点如下：

- 模块化教学设计。教学内容分为五个模块，分别涵盖五种典型的涉外商务交际活动及学习者需要掌握的技能：socialising（社交）、using the telephone（电话交流）、presenting（商务陈述）、taking part in meetings（会议交流）和 negotiating（商务谈判），培养学习者在涉外商务环境下的英语交流能力。
- 突出听说。教材含有八十余段不同的录音，约两个小时，讲话者来自世界各地，体现不同国家的英语口语及表达特点，使学习者了解并适应涉外商务交际活动中的语言及其背后文化的多样性。
- 强调学以致用。教材中设计了大量的仿真实践 (Practice)、角色扮演 (Role Play) 和学以致用 (Transfer) 之类的学习活动，需要学习者以两人或三人以上组成小组的方式完成。这类学习活动模拟或反映真实的涉外商务交际活动，使学习者身临其境，体验语言的真实应用。
- 助力自学。教材的每个单元都有大量的中文旁注，内容涉及学习指导和各类短语注释。每单元的结尾设有 Language Checklist（商务交际用语列表）、Skills Checklist（商务交际技巧提示列表）和 Quick Communication Check（自测练习）。教材在附录中提供了练习答案和录音文本 (Answer key and tapescript)。所有这些内容旨在帮助学习者自主学习，养成良好的自主学习习惯，提高自学能力。
- 商务化版式设计。教材版式设计清晰简洁，图文并茂，体现真实的商务情境，以激发和提高学习者的学习兴趣。

本教材由 15 个单元组成，建议在 15 个教学周内完成教学，每周学习 1 个单元，周学时为 4 学时。

本教材是集体智慧的结晶。前后参加本教材改编方案审定及教材审定工作的专家有：对外经济贸易大学黄震华教授、北京第二外国语学院马登阁教授、首都师范大学董启明教授、中央广播电视大学朱晓鸽教授和袁薇副教授。我们对审定专家精益求精的工作态度以及提出的宝贵意见深表敬意和谢意。

本教材由中央广播电视大学出版社与英国剑桥大学出版社合作出版。在此，我们十分感谢英国剑桥大学出版社大中华区总裁袁江女士、大中华区高级版权经理周岩女士以及中央广播电视大学出版社策划编辑许岚女士和责任编辑刘桂伟女士，她们高效的通力合作使本教材在短时间内由策划变为现实。此外，我们要特别感谢中央广播电视大学资源管理处的张思童女士，她为我们在教材建设诸多环节的各项申报工作提供了巨大支持和帮助。

虽经作者竭尽全力，但教材中恐仍会有不足之处，故恳请使用本教材的师生不吝指正，积极向我们反馈使用意见，以便我们再版时予以完善。请将反馈意见寄至：北京市海淀区复兴路 75 号中央广播电视大学外语学院（100039），或发送至邮箱：wyb@crtvu.edu.cn。

牛 健

2012 年 11 月

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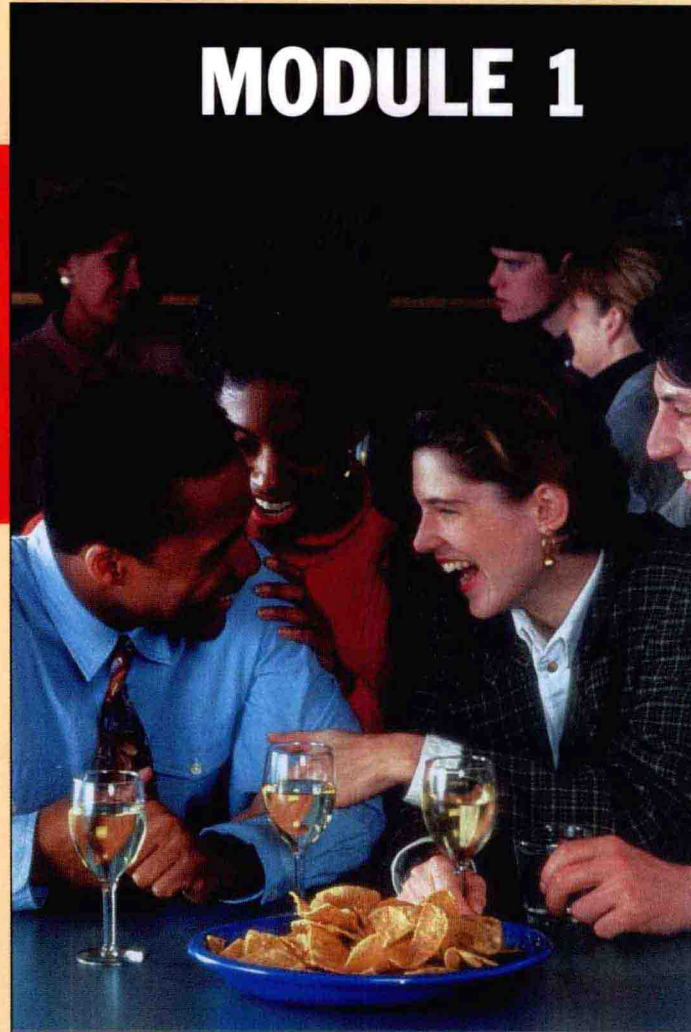
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MODULE 1

CULTURAL DIVERSITY AND SOCIALISING

在涉外商务活动中，你的商务伙伴可能来自世界各地，了解并尊重他们的文化是非常重要的。在本模块中，你将体会世界文化的多元性及其对商务活动的巨大影响，学习并掌握与国际商务伙伴交往的基本社交技能，如欢迎访客、聊天、发出（接受、拒绝）邀请、一起外出吃饭等。



1

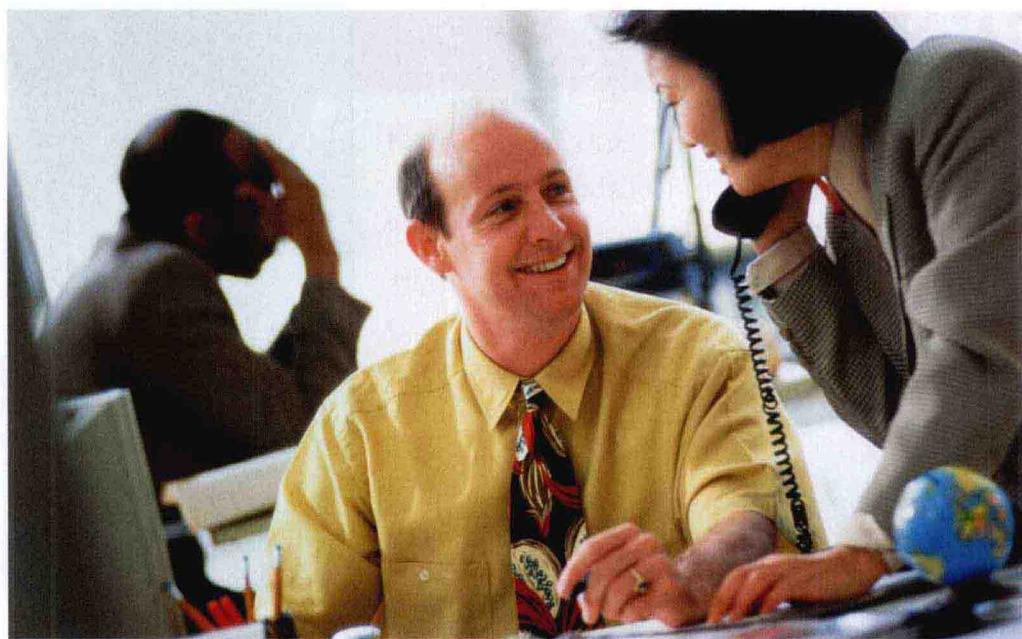
Building a relationship

AIMS

- Cross-cultural understanding (1) 了解不同国家的文化(1)
- Welcoming visitors 欢迎访客
- Small talk: keeping the conversation going 聊天: 让对话持续下去

1 Cross-cultural understanding (1)

从事涉外商务活动, 首先需要了解你的商务伙伴来自哪个国家、其文化习俗如何、基本的交际礼仪是什么, 这样才能与对方建立起良好的业务联系。



- 1 Look at the picture. In groups, discuss the situation. Decide what you think the people are talking about. Suggest various topics. Say what you think they are definitely not talking about. Then spend a few minutes acting out the conversation.
- 2 Read the text below. Identify the basic message implied by the text.

Eye contact

- In many Western societies, including the United States, a person who does not maintain 'good eye contact' is regarded as being slightly suspicious, or a 'shifty' character. Americans unconsciously associate people who avoid eye contact as unfriendly, insecure, untrustworthy, inattentive and impersonal. However, in contrast, Japanese children are taught in school to direct their gaze at the region of their teacher's Adam's apple or tie knot, and, as adults, Japanese lower their eyes when speaking to a superior, a gesture of respect.

act out the conversation
把对话表演出来

a shifty character
可疑人物; 狡猾的人

Adam's apple 喉结
tie knot 领结

a superior
上级; 领导; 长辈

Latin American cultures, as well as some African cultures, such as Nigeria, have longer looking time, but prolonged eye contact from an individual of lower status is considered disrespectful. In the US, it is considered rude to stare – regardless of who is looking at whom. In contrast, the polite Englishman is taught to pay strict attention to a speaker, to listen carefully, and to blink his eyes to let the speaker know he or she has been understood as well as heard. Americans signal interest and comprehension by bobbing their heads or grunting.

an individual
of lower status
下级; 晚辈

bob their heads
频频点头

A widening of the eyes can also be interpreted differently, depending on circumstances and culture. Take, for instance, the case of an American and a Chinese discussing the terms of a proposed contract. Regardless of the language in which the proposed contract is carried out, the US negotiator may interpret a Chinese person's widened eyes as an expression of astonishment instead of as a danger signal (its true meaning) of politely expressed anger.

a proposed
contract
建议的合同文本

Adapted from *Managing Cultural Differences, Fourth Edition*, by Phillip R. Harris and Robert T. Moran.
© 1996 by Gulf Publishing Company, Houston, Texas. Used with permission. All rights reserved.

3 If necessary, read the text again. Then comment on the following:

- observations about many people from the United States
- observations about the English
- an observation about Japanese children
- the meaning of lowering one's eyes in Japan
- why looking at someone for a long time may be considered disrespectful
- the meaning of widened eyes in Chinese culture.

4 Before receiving a visitor from a foreign country – or before travelling abroad – you need to think about the cultural issues that may affect the relationship.

- Suggest some basic research that you should do before receiving your visitor, or before travelling. What issues should you think about?

Note: After suggesting your own ideas, compare your list with the Skills Checklist at the end of this unit.

- Listen to the recording. An American, Peter Wasserman, who is the CEO of an international company, talks about what he thinks is important in preparing for business contacts with people from other cultures. He mentions several key areas to find out about. Identify six of them. Did you think of any of the same issues?

CEO
Chief Executive Officer
首席执行官

Discussion

In what way is the advice in this section useful when doing business? Look again at the Skills Checklist on page 12.

2 Welcoming visitors

第一次接待你的商务访客，该怎样交谈呢？请注意听录音。



What happens when a visitor arrives with an appointment to visit a company?
What are the typical stages of the first meeting? What conversations take place?

- ① **1 Listen to the recording in which Klaus Ervald arrives for a meeting with Lars Elstroem and Louise Scott of Evco S.A., a Swedish advertising agency.**
 - a) Is the meeting between Klaus Ervald and Evco formal or informal? Give reasons for your answer.
 - b) Do they know each other quite well?
 - c) Klaus has a problem. What is it?
- ② **2 Listen again. Think again about how Louise and Lars talk to Klaus.**

She interrupts him at the start. Is this acceptable?

They use first names. Is this right, given the situation?

Lars begins to talk about the programme for the day. Is this appropriate at this stage?
- ③ **3 Listen to the recording of Peter Marwood's arrival at SDA Ltd., in Sydney, Australia. He has to wait a few minutes and asks Stephanie Field for some assistance. Identify two things he needs and three things he does not need.**

advertising agency
广告公司

at the start
在开始阶段



Needs

- a) _____
- b) _____

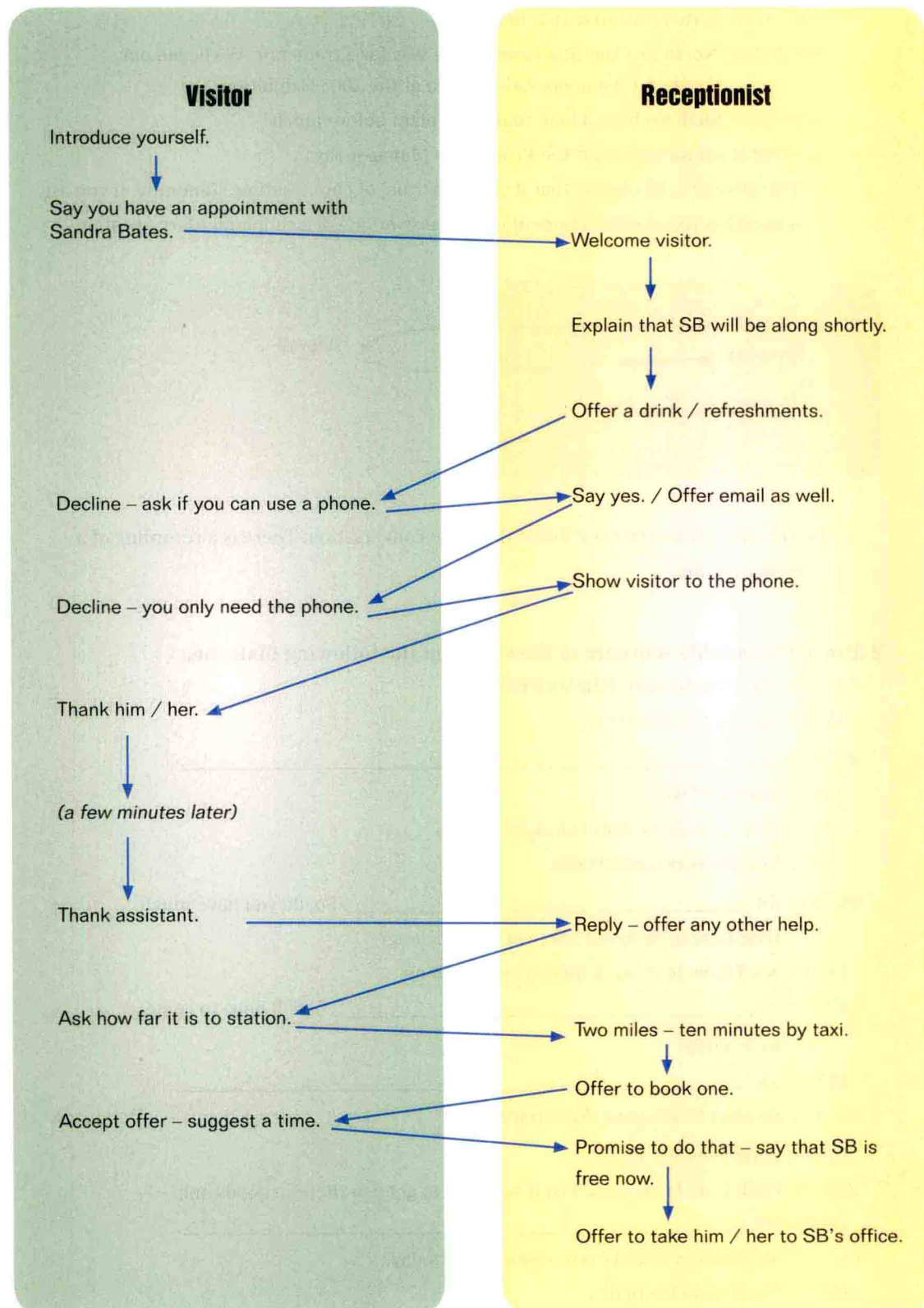
Does not need

- c) _____
- d) _____
- e) _____

Practice 1

Make a dialogue based on the following flow chart. If you need help, look at the Language Checklist on page 12.

flow chart 流程图



Now listen to the recording of a model answer.

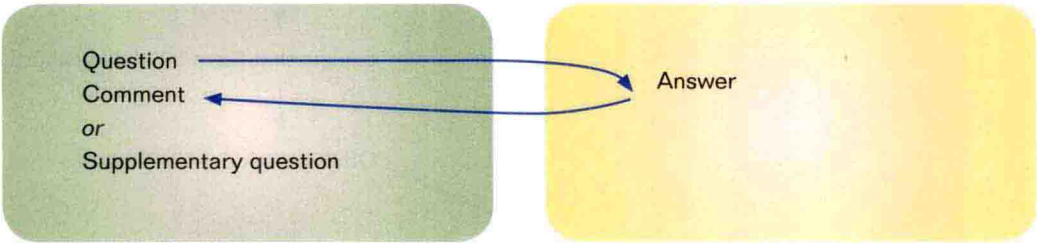
3 Small talk: keeping the conversation going

在聊天中，避免冷场是非常重要的，尤其当你是接待方的时候。那么，应该如何使对话持续下去呢？请注意听录音。

Production Manager
生产经理
a manufacturing plant
制造业工厂
a trade fair
商品交易会

1 Ruud Hemper from the Netherlands is visiting a customer in India. He is talking to the Production Manager of a manufacturing plant in Delhi. Listen to the recording of an extract of their conversation.

MANAGER: Is this your first visit here?
HEMPER: No, in fact the first time I came was for a trade fair. We began our Southeast Asian operations here at the 2003 Exhibition.
MANAGER: Shall we have a look round the plant before lunch?
a) What is wrong with what the Production Manager says?
The answer is, of course, that it breaks a 'rule' of conversation. Generally, if you ask a question you should comment on the answer or ask a supplementary question.

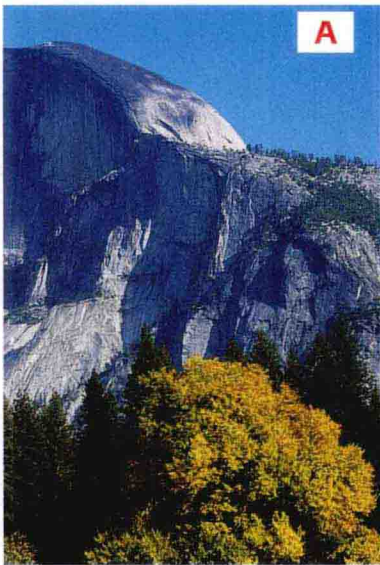


b) Now suggest a better version of the same conversation. There is a recording of a model version.

2 Provide a suitable sentence in the spaces in the following dialogue.

PETER: Have you been to Edinburgh before?
JANIS: No, it's my first visit.
PETER: (a) _____
JANIS: I'm sure I will.
PETER: And ... er, is the hotel all right?
JANIS: Yes, it's very comfortable.
PETER: (b) _____. So, do you have much time here in Scotland? Are you staying long?
JANIS: No, I have to go back tomorrow afternoon.
PETER: (c) _____. You'll have to come back again!
JANIS: (d) _____.
PETER: So what time's your flight tomorrow?
JANIS: Early evening, 18.35.
PETER: Well, I can book you a taxi if you like, to get you there in good time.
JANIS: (e) _____.
PETER: No problem at all. Was it a good flight today?
JANIS: No, it wasn't actually.
PETER: (f) _____. (g) _____?
JANIS: It was raining – quite hard. There was a lot of turbulence.
PETER: (h) _____.

a lot of turbulence
许多颠簸



A

3 Listen to the recording of four conversation extracts.

a) Match each of them to one of the four pictures below.



B



C



D

- b) Listen to each one again. In each case, suggest how you think the conversation might develop.
- c) Do you think any of the topics included would be unacceptable in a particular culture that you know about?

Practice 2

Look at the four pictures above and use each of them for two or three minutes of continual conversation with a partner.

Note:

- there should be no breaks of more than three seconds in your conversation
- listen carefully to what your partner says and pick up on specific points
- keep the conversation flowing.

pick up on
抓住对方谈话中
某一点进行评论

Role play 1

Work in pairs. Student A should look at File card 1A and Student B should look at File card 1B.

File card 档案卡

Role play 2

Keep the same A and B. Student A should look at File card 2A. Student B should look at File card 2B.

TRANSFER

Look at the Skills Checklist and prepare ideas on these topics in relation to a country you know well either through work or pleasure.
Discuss the country you choose with a colleague.

Language Checklist

Socialising (1)

Welcoming visitors

Welcome to ...

My name's ...

Arriving

Hello. My name's ... from ...

I've an appointment to see ...

Sorry – I'm a little late / early.

My plane was delayed ...

Introducing someone

This is ... He / She's my Personal Assistant.

Can I introduce you to ... He / She's our
(Project Manager).

I'd like to introduce you to ...

Meeting someone and small talk

Pleased to meet you.

It's a pleasure.

How was your trip? Did you have a good
flight / trip / journey?

How are things in (London)?

How long are you staying in (New York)?

I hope you like it.

Is your hotel comfortable?

Is this your first visit to (Berlin)?

Offering assistance

Can I get you anything?

Do you need anything?

Would you like a drink?

If you need to use a phone or fax, please say.

Can we do anything for you?

Do you need a hotel / a taxi / any travel information / etc.?

Asking for assistance

There is one thing I need ...

Could you get me ...

Could you book me a car / taxi / hotel / ... ?

Could you help me arrange a flight to ... ?

Can you recommend a good restaurant?

I'd like to book a room for tomorrow night. Can
you recommend a hotel?

Skills Checklist

Socialising (1)

Before meeting business partners and fellow professionals from other countries, you could find out about their country:

- the actual political situation
- cultural and regional differences
- religion(s)
- the role of women in business and in society as a whole
- transport and telecommunications systems
- the economy
- the main companies
- the main exports and imports
- the market for the industrial sector which interests you
- competitors.

You might also want to find out:

- which topics are safe for small talk
- which topics are best avoided.

If you are going to visit another country, find out about:

- the conventions regarding socialising
- attitudes towards foreigners
- attitudes towards gifts
- the extent to which public, business and private lives are mixed or are kept separate
- conventions regarding food and drink.

You might also like to find out about:

- the weather at the relevant time of the year
- public holidays
- the conventions regarding working hours
- leisure interests
- tourism
- dress
- body language
- language.