

<<商务英语听说>>

图书基本信息

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作者：马文冰 主编

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前言

听力和口语在职业学校的外语教学中一般被当作技能训练来处理。

教师更多地把时间放在了阅读和写作的教学上。

学生在英语学习中也是重读写、轻听说。

这种思想实际上忽略了听力在四项技能中的重要作用。

英语是表音文字，与表意文字，如中文，有很大的差别。

如果说中文是用眼睛来学的，那么英语就应该用耳朵来学。

现代英语教育理论认为，人的头脑对语音的记忆能力和识别能力往往大于对文字的认读能力。

储存在头脑中的语音信息，写出来就是文章，说出来就是口语。

识读的文字与头脑中的语音相匹配，则能理解所读的词句及文章，反之，则会出现阅读困难。

听英语的过程大概都是从识别单词开始的，再由单词扩展到词组和句子。

本书的编写就遵循着这个规律：首先，将生词或重点词放在句子中，让学生辨音；接下来，让学生在熟练识别单词的基础上识别句子；最后，把重点句子放在文章中，让学生在正常语速的信息流中，辨别所列出的句子。

如果单词是点，句子是线，那么接下来的就是面，即对整个篇章的理解。

这样一来，从点到线再到面，逐步突破听力难关。

学生的进步也在这个过程中从点到面地展开。

由于我们的任务布置得清晰、明确，而且任务量不大，同学时刻可以感受到自己的进步，很有成就感。

听的目的不仅是为了应付考试，而且是为了完成工作任务，进行功能交际。

口语的训练一方面要强调对语言的记忆能力，另一方面要强调将一些记住的资料重复出来，在不断的模仿练习中培养说英语的能力和兴趣。

我们认为，英语的听和说是一个硬币的两面，听是输入，说是产出，二者相互联系、密不可分。

现代英语教学强调的是交际教学法，更加注重对听说能力的培养。

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内容概要

现代英语教学强调的是交际教学法，更加注重对学生听、说能力的培养。

本书基于先进的英语教学理论，从学生就业和发展的需要出发，把听与说融合在一起。

从教学实践和学生掌握情况来看，这种思路是卓有成效的。

本书分为日常用语、商务流程、相关行业用语三个模块。

日常用语模块从找工作开始到办公室英语，进入工作状态后，分别介绍了接机、安排日程、宴请、观光和送别等内容。

商务流程模块包括产品介绍、报盘和发盘、定价、支付方式、包装、保险、运输和合同等内容。

相关行业用语模块包括会议、会展及营销英语等内容。

本书可作为国际商务专业和商务英语专业的教材，也可作为相关人员的参考用书。

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章节摘录

One of Chinas greatest treasures is her long , rich history. As early as 1.7 million years ago , the earliest humans evolved on this land. The first dynasty , the Xia Dynasty , dates to about the 21st century BC. For 4 , 000 years , feudalism was the dominant economic and cultural model. Then , in 1911 , the revolution led by Sun Yatsen brought the monarchy to an end. On October 1st , 1949 , modern China was founded as the Peoples Republic of China. Since then , China has developed independently and vigorously. Most recently , reform and opening-up policy has energized life in China. China is proud of her many people , long history , resplendent culture and distinctive customs. Among her greatest gifts to the world are the four great inventions (paper , gunpowder , printing and the compass) . Chinese arts and crafts , including painting , calligraphy , operas , embroidery and silk , are distinctive and unique. Martial arts , which have only recently begun to enjoy popularity in other parts of the world , have been part of Chinese culture for centuries , and Chinese literature testifies to the countrys rich heritage. And , of course , there is Chinese cuisine , which has been exported to every corner of the globe.

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