

图书基本信息

书名：<<21世纪高职高专商务英语系列教材 (上) >>

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前言

随着经济全球化程度的进一步加深,中国参与全球经济活动在深度和广度两个方面都达到前所未有的程度,与外界的经济联系日益频繁。

中国要想走在世界的前列,就必须向世界学习先进的科学技术和管理经验。

但无论是“走出去”还是“请进来”,都离不开语言的桥梁作用。

商务英语成为我国对外经济合作和商务交流的重要工具。

这一切对把商务英语作为一种技能的教和学提出了非常高的要求。

我们在编写《商务英语听说》的过程中,把商务英语听说能力当成一种技能来训练。

始终贯彻“学以致用”、“讲练结合”的原则,力图改变高职高专英语教学脱离实际、学用结合不密切、教学效果差和效率低的局面。

选题上着眼于实用,让学生学完就能使用;结构安排上不仅考虑到要循序渐进,强调听与说的“练”,以学生的“练”为中心,教师在“教”的过程中,组织和引导学生的“练”,又兼顾到把语言基础训练与实用商务英语交际能力的培养有机地结合起来。

《商务英语听说》分上、下两册,每册包含12单元,共24单元。

每单元由4部分组成,每部分紧紧围绕一个主题。

本教程的内容和结构体现了如下特点: 1. 每单元主题鲜明。

上册的12单元紧紧围绕涉外日常交际中的常见话题,基本上涵盖了《高职高专教育英语课程教学基本要求》中所规定的交际话题。

下册中的12单元围绕着外贸实务交际中的主要话题来编写。

2. 结构安排独具匠心。

每单元共有四部分:第一部分贴近英语应用能力考试的题型,听练本单元主题的典型表达方式。

第二部分模仿BEC的听力考试题型,内容安排上由易到难,先是关键词语填空,再是表达片断填空,最后是短句填空。

从关键词到关键句,逐步训练学生的听力。

第三部分主要训练学生说的能力,兼顾口语与口译。

先是就听力材料回答问题,然后模仿前两部分完成交际任务,最后是口译本单元主题的典型和常用表达内容。

内容概要

《商务英语听说(上)》涵盖了外贸实务交际中的常见话题,从听和说两个方面训练学生的外贸英语交际能力。

《商务英语听说(上)》共设12个单元,每单元由4个部分组成。

每个单元紧紧围绕同一个主题展开。

先易后难,循序渐进。

《商务英语听说(上)》兼顾英语应用能力考试A级听力部分和口试部分的题型以及BEC考试听力的题型;兼顾实用英语、商务英语和外贸英语;兼顾口语与口译。

同时,将深层次的文化背景阅读与实用语言教学相结合。

可作为商务英语专业和经贸类专业的听说课程教材使用,也可供有志于商务英语学习的学员和经贸商务领域的从业人员学习和参考使用。

书籍目录

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(4) State how far until the first turn either in blocks, miles, or the number of minutes to the first direction change. (If traffic is a major factor, do not use minutes.) (5) Tell the person what direction they need to turn in before telling them where (e.g., "turn left on Baker Street" instead of "at Baker Street, turn left"). (6) If the location of a turn is easily missed, give a piece of information for the person to know she/he has gone too far. (If you get to the underpass, you've gone too far.) (7) If the person is present with you, have him or her turn in the direction she/he is headed, and use hand signals to reinforce the directions. The more senses you use, the more likely the person is to remember. (8) Draw a simplified map if paper and pencil are available. (9) Ask if he or she understands and have him or her repeat the directions back to you. (10) Warnings—Don't give too much information. It only creates confusion. Just focus on what is essential, leaving out extraneous detail. Example: Go two blocks. Turn right on Jackson Avenue. Go approximately 3 miles. Turn left at the light onto Ambassador Rd. At the third traffic light turn left just after the car dealership. You're going to make the first right hand turn you can make. There will be a sign for RENTAL PROPERTIES. If you get to the bridge, you've passed it. The office is in the green building on the right hand side about fifty yards ahead.

Cultural Tips

1. Being in an unfamiliar city can be frightening. And finding an address can be like looking for a needle in a haystack. Don't be worried. Just ask someone for directions. However, city people usually give directions very quickly. You may find it difficult to follow what they're saying. Therefore, you'd better draw the route on a map as you're listening to the directions.
2. Easy way of finding a place: get the hotel to call a taxi and tell the driver the directions or your request. Best procedure:
 - (1) Get the name and address of the place you wish to visit.
 - (2) Talk to the hotel manager or someone that can read and write. If they get weak looking, or they hesitate to read, do not embarrass them and go to the next person.
 - (3) After you have found hopefully someone that speaks your language or English you can start to ask questions.
3. Brief introduction of public transportation in the United States:
 - (1) Most cities and towns have buses, subways or trains that take you to your destination. If you are loaded with luggage, then you should consider other options even though they are a little expensive than public transport.

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