

图书基本信息

书名：<<新编商务英语口语。
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前言

近年来,越来越多的外语教育专家和教师认识到外语学习的目标应该有两个:即把某一种外语作为“知识”来学习,或把这一种外语作为“交际工具”来学习。

前者主要以“语法”为重点研究对象和以“精确”为评估标准,引导学生将绝大部分精力和时间用于句子结构的分析和比较。

因此,以“知识”为学习目标的外语专业学生有能力把目标语的各种句子结构和语言特色评析得头头是道,但不一定有能力将他的评析用目标语完整清晰地表达出来。

社会上流传的所谓“哑巴英语”的说法也是这种学习目标的定位结果。

对我国的绝大部分外语专业的学生来说,外语学习的目标无疑应是“交际工具”。

对于这部分学生,教师只有把外语学习的重点落实在提高学生的目标语运用能力上,才有可能将学生真正置于一种近似的“自然语言学习环境”中,通过“学会表达”——“正确表达”——“清晰正确表达”——“完整清晰正确表达”这样一种循序渐进的自然过程,达到全面提高学生交际能力的教学目标。

《新编商务英语口语》是在老版《商务英语口语》的基础上,以心理学、教育学和外语学习理论为编写指导思想,在语言材料选用和课文结构设计上贯穿了“学用结合,重在运用”的原则。

课文内容着重反映当代日常和现实商务活动的真实情景,练习活动丰富,实用性强。

本教材虽然是专门为学习商务英语的高等院校的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。

内容概要

《新编商务英语口语4》以外语教学理论为编写指导思想，在语言材料的选用和课文结构设计上贯穿了“学用结合、重在运用”的原则。课文内容时代感强，着重反映当代日常生活和现实商务活动的真实情景。交际活动十分丰富，具有很强的实用性和可操作性。

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章节摘录

The U . S . Economy and Technological Change The United States is currently in its ninth year of economic expansion , an exemplary accomplishment by any standard . Growth of output has remained vigorous , unemployment is lower than it has been in nearly thirty years , and yet , despite the tautness in labor markets , there have been no obvious signs of emerging inflation pressures . From the perspective of small businesses , the 1990s have provided a challenging and positive environment for developing and marketing new ideas . Even the most reclusive among US cannot help but be aware of the surging growth of young high-tech firms and the flashy presence of new Internet businesses . But times seem to have been good for expanding traditional lines of business as well . Our regional Federal Reserve Banks consult regularly with representatives from their small business communities . The feedback that we have received from these groups and information from surveys of small businesses such as those taken by the National Federation of Independent Business have revealed high levels of business optimism in recent years . The most common complaints other than dissatisfaction with the tax structure have centered on the difficulty of filling jobs with qualified workers in the midst of strong competing demands for labor . While troublesome, such concerns are also indicative of an expanding economy that is productively competing for scarce resources . For the vast majority of small businesses , access to credit has not been a top concern in this expansion , but many business owners are quite anxious about the future as the familiar ways of financing business undergo sometimes dramatic changes .

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