

<<商务现场口译>>

图书基本信息

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前言

随着经济活动日趋全球化，中国的国际地位日益提高，不同经济、政治、文化背景的交往空前广泛，国际间多层面、多目标、多方式的交流也非常活跃，商务现场口译人才在国际交往和交流中的作用日趋重要。

今天，我国对外开放正在不断地向更深、更广的领域拓展，这些趋势都对商务英语人才的素质提出了更高的要求，对商务英语的专业教学提出了更严峻的挑战。

我们迫切需要培养一大批既通晓商务知识，熟悉国际商务环境，善于跨文化交际，又掌握口译技巧的商务口译人才。

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内容概要

“ 高职高专商务英语实践系列教材 ” 以全新的视角实践了商务与英语一体化、教学与评估一体化的教学理念，是一套具有国际视野和中国特色的教材。

本教材充分体现了高职高专商务英语专业 “ 以实践为核心，以英语为主线。

以商务为背景 ” 的教学模式，引入多元化教学评估体系，全英文编写，重点培养学生的商务实践能力

。《商务现场口译》是一本训练学生进行初级英汉和汉英口译的教材，有如下特点： 内容丰富：每单元包括口译技巧、常用表达、文化背景知识、商务沟通技巧以及多种实训练习，体现知识性、实用性和可操作性。

模式新颖：按照译前准备、现场口译、译后评估三个阶段安排教学，将不同的商务主题与实用的口译技巧相结合。

注重评估：设计师生协同评估、小组互评和学生自评活动，巩固训练效果采用多元化、立体化的评估方式，切实提高学生的实践能力。

教师用书提供学生用书的练习答案和MP3的录音文本，其突出特点在于每个单元均配有真实的口译笔记范例。

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书籍目录

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章节摘录

Play the CD of Text A again. Ask the students to catch more details and improve their notes while listening. Then have the students retell the speech in their own words with the help of their notes. Play the CD of Text A again paragraph by paragraph, ask the students to interpret during the pauses with the help of their notes. Choose some students as representatives to do it in class. When the students have finished, give the reference notes and target text.

Thank you for that kind introduction, Mr. Chairman. I'm very pleased to be able to talk to you today about changes in the four sales areas and how your company can benefit from these changes. If you have any questions during my talk, please stop me and ask. The main thing I want to say is that all companies must be ready for continuous change, and prepared to meet those changes. If you look at the screen, you can see the changes in our sales composition over the last ten years. The left side shows the four major sales areas: industrial machinery, robots, computers and, at the bottom home appliances. As you can see on the graph, the percentage of sales in two areas, namely, industrial machinery and home appliances, has decreased since 2003. For example, if you look on the right, you can see industrial machinery sales have decreased from 39 to 29 percent and home appliances have declined from 42 to 28 percent. On the other hand, sales of robots and computers have increased. The rise in robot sales has been especially sharp. Here is 2003: 4 percent; 2004: 9 percent; 2005: 16 percent.

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