

听力指导：正式商业交流（1）？研讨会 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/183/2021_2022__E5_90_AC_E5_8A_9B_E6_8C_87_E5_c29_183493.htm Lesson One Formal Verbal Communication in Business I 正式商业交流（1）?? 研讨会 Part I Objectives Procedures of Seminars Leading and Commonly Used Sentence Structures 研讨会各个程序及常用句型 Questioning Techniques 提问技巧 A Leader and A Good Listener, At the Same Time 做好的听众，做好的领导者 Giving Criticism 提出批评观点的技巧 Part II The How-Tos Leading Seminars/ Questioning Techniques General procedures of a seminar/lecture 1) Self-introduction 2) Introduction of Topic 3) Describing sequences and timing 4) Highlighting information 5) Involving the audience 6) Giving instructions 7) Checking understanding 8) Asking questions 9) Clarifying questions 10) Evading questions 11) Inviting comments 12) Interrupting 13) Transitions 14) Reformulations 15) Closing Language Reference Self-introduction 自我介绍 Good morning, I ' m ---- and I ' ve been invited to give this talk/ presentation / lecture because--- I have done research in / I have a special interest in / my experience is in Introduction of Topic 话题介绍 In my presentation/talk/lecture today I shall be dealing with--- The subject of my ---- today is ---- What I ' d like to do today is introduce/suggest/ analyse/ describe / explain My topic/subject today is --- I shall be dealing with 2/3/4.... main areas/topics/subjects today Describing Sequences and Timing 程序介绍与时间安排 First I want to /spend a few minutes outlining

---/remind you of the background to/summarise the ----/explain---/
present--- Next I shall---/after that I will take the opportunity of
describing---/ Then we ' ll look at--- Finally I want to---
Highlighting Information 重点介绍 (Rhetorical questions) So, what
does that mean?/How can we interpret this?/What ' s the
explanation for this?/What are the implications of these findings?
(Change of focus) What that tells us is/What I ' m suggesting
is/What is clear is that (Introducing auxiliary verb) So clearly we do
need to--/Obviously they did understand that---/ Of course you do
wan to know why--- Involving the Audience 听者的参与 Let ' s
have a show of hands, how many of you agree with ---- I ' m sure
we all know what it ' s like to--- Let me ask you spend a couple of
seconds thinking about--- Well, what would you do, I wonder---
Just look around the room and take a note of /how many men are
wearing a tie---/how many people are wearing jeans---/the average
age of the participants Giving Instructions 给予指示 For this
exercise, we are going to work in pairs: groups of 3/4/5 Make a note
of these words/figures Read the paragraph on page --- Please note
that I shall be timing the exercise and you have exactly 7 minutes
Now complete the questionnaire and put your name in the top
left-hand corner Checking Understanding 随时观察听者反映 Is
everyone with me so far? Are there any questions at this stage?
Would anyone like me to run through that again? If you have any
problems with the detail, don ' t worry because all the information is
in your handout Asking Questions 询问问题 Direct
questions/open-ended: What/why/how/where/when Closed

questions : Do you/did you Delicate questions: I was wondering if/
could I ask you/ would you mind telling me/if it ' s not indiscreet I
' d like to know/might I ask/may I ask Clarifying Questions 澄清问
题 So you want to know about---/is it the figures that worry you/
when you say---do you mean---/If I ' ve understood the question
you want to know about--- Evading Questions 回避问题 That ' s
not really my field---/ that ' s a bit outside the scope of today ' s
topic/ I haven ' t got the precise information with me today/ that ' s
not really for me to say/I ' d need notice of that question to answer
you in full/this is not really the place to discuss that matter/ perhaps
that ' s a question for another meeting Inviting Comments 鼓励并
听取意见 Has anyone got any questions at this point? Would
anyone like to comment on that? Does anyone disagree with my last
point? Can anyone confirm my experience? If nobody has any
questions then I ' ll move on Interrupting 中断 I ' d like to discuss
it further, but I think it ' s time to move on Could I just stop you
there--- If I might just add---- I ' m sure we ' d all agree, but
perhaps we should get back to the main point Transitions 过渡 If we
could now turn to---/my next point is---/ what I want to do next is
---/ let ' s move on to---/that completes my analysis of---/so, now
we are going to---- Reformulations 总结 If I might just go over that
again---/so, in summary---/ just to remind you of the key facts/the
main points/ the advantages of---/my main arguments were---
Closing 结束 Thank you for listening to me today I hope you have
found my presentation useful Thank you for your attention
Questioning Techniques 提问技巧 Reasons for asking questions: To

obtain information To find out the opinions of other people To ask other people to contribute ideas To find out the reasons behind events To seek confirmation

The status of the questioner The questioner may have an official need to ask questions - work-role, legal power, etc., or the questioner may have an entirely personal curiosity to satisfy. If the role is official, the questioner needs to choose the questioning style with care in order to produce the required results. Questioning can be quite a threatening activity in some circumstances. For example, if the questioner wants information, then the person who has that information may feel that s/he is being asked to give up something that represents an advantage. If the questioner is merely curious in a social setting, then the important point is the level of delicacy of the question. In most cultures, very personal details such as how much money we earn is too private to form the subject of questions by others.

Choices of question style Closed v. open Closed questions permit only ' yes ' / ' no ' answers. They may therefore be more threatening than open questions because they leave no room for expansion or explanation. The questioner needs to decide if it would be more tactful to ask: Have you finished that report yet? Or How are you getting on with that report? The first question implies that the report is now due. the second merely asks for a progress statement. The open question allows the respondent to elaborate and does not have overtones of authority.

Wh- type questions Questions starting with question words: what, when, why, who, how, are open questions but they are also very direct. Too many questions like this have the flavour of an

interrogation and may make the person being questioned feel uncomfortable. It may be necessary to preface the questions with phrases that show the questioner is aware of the intrusiveness of the question: May I ask you... Could you tell me... Would you mind telling me... I wonder if I could ask you.... I would be interested in knowing... If it ' s not indiscreet, may I ask I know it ' s not really my business, but....

Facilitative styles of asking questions If the intention of the questioner is really to prompt the interlocutor in disclosing information freely, then question techniques may not be appropriate at all. Instead it might be better to echo and to reformulate in order to give the interlocutor the opportunity to expand.

Illustrative dialogue

A. Well, I live in a flat in a rather poor part of town.

B. Poor part of town...?

A. Yes, it ' s quite dirty and the streets are badly lit. That ' s why I don ' t like going out alone at night.

B. So you ' re frightened to go out alone?

A. Well, yes because we hear of attacks and muggings. That ' s why I want to leave. In this dialogue, speaker B doesn ' t try to take the initiative, but merely echoes and reformulates to prompt speaker A to say what worries her.

Part III Let ' s Talk Business

LEADING THROUGH CHANGE: Listening as a leader

Often, when we think of communication, we think of speaking, presenting, writing--delivering a message in some way. But an effective communicator is also adept at receiving messages. You won ' t budge people toward a goal if they don ' t feel that they ' ve had input, that they ' ve been heard and understood, and that the vision they ' re working toward is also their own vision. Listening to your

followers is the only way you can make this happen. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com