

BUSINESS ENGLISH 高等院校商务英语专业核心课
精品系列教材

***International
Business & Economics:
Selected Readings
from
Latest Western Journals***

**最新西方报刊
经贸文章选读**

(第二版)

主 编 ◎ 张中宁 杨 跃

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第二版前言

中国改革开放已有 36 年,加入世界贸易组织也已 13 年,中国经济不仅深刻地融入全球经济之中,而且在创造自身经济发展奇迹、成为世界第二大经济体的同时,也成为世界经济发展的重要推动力量。世界经济的阴晴冷暖对中国经济的影响越来越广泛和持久,而中国自身的发展也关乎世界经济的健康运行,成为世界各国政府和财经人士共同关注的焦点。当前的世界经济形势使我国在国际商务领域既面临前所未有的挑战,又拥有空前广阔的机遇。为了更好地抓住机遇、迎接挑战,中国企业急需外语熟练,熟知国际贸易惯例、国际金融和法律知识、具备跨文化交际能力并能轻松阅读外刊经贸类文章以获取有用信息的复合型经贸人才。《最新西方报刊经贸文章选读》正是为培养熟悉国际经济环境、通晓国际商务知识、能熟练进行跨文化商务交际并能从外刊报道中迅速获取有用信息的高素质、外向型、具有国际视野的复合型国际商务人才而编写的一套应用型教学用书。

《最新西方报刊经贸文章选读》是商务英语专业最传统、最核心的课程之一,也是经贸英语(商务英语的前身)一诞生就随之开设的“老三门”(外贸函电、外贸口语、西方报刊选读)课程中的一门。作为商务英语专业必修的课程之一,本书的使用对象是高等院校商务英语专业三、四年级的学生,也可供国际贸易、市场营销、工商管理、电子商务、公关与文秘等专业的本专科学生和广大对商务英语感兴趣、有志于在外贸行业或外企工作的英语自学者使用。同时,本书还可为参加商务英语、国际贸易专业自考的学生顺利通过《外刊经贸知识选读》课程的考试提供针对性很强的重要辅导和训练。

本书内容由“政经热点”“商贸聚焦”“财经纵横”“股市风云”“国际营销”等五大主题单元构成,共 18 课。这些主题单元既涵盖商务英语学科的重要知识点,也包括财经类外刊方方面面的内容。每单元以一个主题为中心,各课均紧紧围绕该单元主题精选文章。绝大多数文章选自有世界影响力的英美主流新闻类或财经类报刊和媒体,如《时代》周刊、《经济学家》、《商业周刊》、《金融时报》、《华尔街日报》、《纽约时报》、《财富》、《福布斯》、《新闻周刊》、《市场观察》、《每日电讯报》、《大西洋月刊》、《华盛顿邮报》、《卫报》、《每日快报》、《亚洲时报》等,几乎囊括了西方有影响力的财经报纸和杂志。因此,选材广泛、内容全面、观点新颖、语言地道、材料时新、可读性强是本书的重要特点。不过,需要在此特别指出的是,正由于本书的文章都出自西方媒体,内容较多地反映了西方的意识形态和价值观念,我们不能期望从每篇文章都能读到纯粹客观的报道和评述。相信各位读者会用唯物辩证的态度去辨析各篇文章表达出来的观点。

本书每篇课文的编写体例如下:

1. 课文理解:该部分所选材料都是具有一定代表性,符合该单元主题,能反映某一时期或较长历史阶段中国或世界在某领域中的发展趋势,并能够使学习者感兴趣的₁主题文章。文章均出自西方有影响的刊物。考虑到使用对象主要是商务英语、国际贸易、国际商务和工商管理专业三、四年级的学生,故阅读量大致保持在 2 000 个英文单词左右。课文的编排、设



计处处体现以学习者为本的思想。例如,文中的单词画线,便于学习者对照查找;需要注释的部分也在文中一一标出。本部分由以下几个小部分构成:

A. Pre-reading Questions: 让学生先带着问题阅读,培养学生良好的阅读习惯,符合阅读教学的规律。

B. Words & Expressions: 在文中用实线标出需要注释的生词,方便学习者查找,体现人性化设计的理念;单词给出的意思、词性、音标一定是文中所体现的那种,并且尽量精炼、易懂、好记。

C. Proper Names: 主要对选文中出现的大量人名、地名、专有名词进行简要注释,在文中用虚线标出,方便查询。

D. Notes to the Text: 对课文中出现的难句进行注释,并给一些专门的政治、经贸术语提供解释或背景知识介绍。

2. 综合练习:

A. 同义词语辨析、有关课文理解的是非题或选词填空题:用来帮助提高学习者商务英语方面的词汇量和对课文的理解能力。

B. 商务术语翻译(英译汉、汉译英):通过练习使学习者加深对商务术语的理解,掌握其表达方法;本部分有时也提供课文段落翻译(从文中选出经典段落让学生练习英汉互译的能力)供学习者练习。

C. 课文问答:就课文内容提一些理解性问题,加深学生对课文的理解和掌握。

D. 自由讨论:就文中提到的一些事件、问题或观点进行开放式讨论,帮助学生正确理解文章内容,训练学生分析问题、解决问题的能力和口语表达能力。

3. 报刊介绍:就选文来自的报刊及其背景进行介绍。

4. 读报习得:介绍、讲解与报刊阅读相关的知识、技能、技巧,或就课文中出现的重要经贸方面的知识进行较为详细的解说。

5. 延伸阅读:提供一到两篇与课文内容相关、最新发表的阅读文章,以扩大学习者的阅读量,帮助提高学习者的阅读能力。

6. 参考答案:全书最后给出部分练习的参考答案,方便学习者自学自查。

此外,为了方便读者快速了解每篇课文的主要内容,目录中对每课的相关部分采取了中英文对照排列的形式。

在本书策划和编写过程中,我们得到了首都经济贸易大学出版社领导和该社编辑孟岩岭老师的大力支持和帮助,在此表达我们最真诚的谢意。

本书由张中宁主编,负责全书内容的选择、安排、体例的制定、全书的修改、统稿和编写组织工作。本书各参编人员编写的课文或完成的工作如下:张中宁(第1,2,3,4,5,6课和书中每一课Section D和E部分——第15,16课的E部分除外);余利青(第7,8课)、范继花(第9,10,11课)、杨跃(第12,13,14课)、王丽君(第15,16课)、王俏(第17,18课)。

另外,本书在编写过程中还得到对外经济贸易大学中国世界贸易组织研究院许多领导和老师的关心和帮助。对外经济贸易大学博士生导师戴长征教授、商务英语教学方面的专家丁崇文、张翠萍、陈小全等教授对本书的顺利完稿也给予了很多支持和鼓励。在此,对以上各位老师的辛勤工作和对所有关心和帮助我们的各方面人员表示衷心的感谢。

在本书的编写过程中,编者参考、借鉴了许多国内外出版的有关书刊,还有部分资料和



图片来自于互联网,谨在此向这些书刊的编者、作者、相关网站和人员表示衷心的感谢。

由于时间仓促,水平有限,书中难免存在一些不尽如人意之处,谬误在所难免,恳请同行、有关专家学者和广大读者不吝赐教,以使本书在今后的修订中质量更上一层楼。

张中宁

2015年5月25日

于 Anderson Academic Commons, DU

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JANUARY 22, 2007

UNIT 1 Hot Issues in World Politics and Economy

TIME

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CHINA

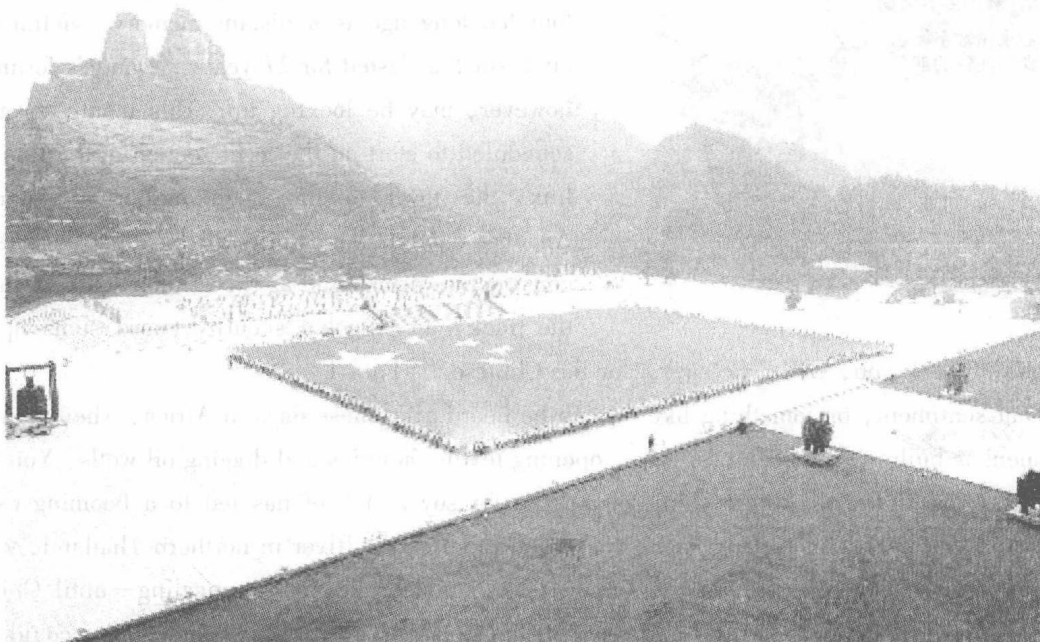
DAWN OF A NEW DYNASTY

With the U.S. tied down in Iraq, a new superpower has arrived. Here's how to deal with it.

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Lesson 1

Latest Economic and Political Achievements of China



Section A: Text Comprehension

I. Pre-reading Questions

1. How do local people feel towards the Chinese investments in Africa and some other places around the world?
2. What is the most immediate priority for China's leadership according to author? And why?
3. What has forced Chinese government to learn the art of international diplomacy?
4. Do all the top U. S. officials think that China's behavior has changed recently? And Why?
5. What makes the U. S. less visible in Southeast Asia than it once was?



China: Dawn of a New Dynasty

Excerpt from TIME Magazine Cover Story, Jan. 22, 2007

By Michael Elliott

人性化小贴士:

- ★文中用实下划线标示后文中有注释的单词;
- ★虚下划线标示后文中有注释的专有名词;
- ★右上角数字标示课后注释的部分。



The railroad station in the Angolan town of Dondo hasn't seen a train in years. Its windows are boarded up, its pale pink façade crumbling away; the local coffee trade that Portuguese colonialists founded long ago is a distant memory, victim of a civil war that lasted for 27 years¹. Dondo's fortunes, however, may be looking up. This month, work is scheduled to start on the local section of the line that links the town to the deep harbor at Luanda, Angola's capital. The work will be done by Chinese construction firms, and as two of their workers survey the track, an Angolan security guard sums up his

feelings. "Thank you, God," he says, "for the Chinese." [Para 1]

That sentiment, or something like it, can be heard a lot these days in Africa, where Chinese investment is building roads and railways, opening textile factories and digging oil wells. You hear it on the farms of Brazil, where Chinese appetite for soy and beef has led to a booming export trade. And you hear it in Chiang Saen, a town on the Mekong River in northern Thailand, where locals used to subsist on whatever they could make from farming and smuggling—until Chinese engineers began blasting the rapids and reefs on the upper Mekong so that large boats could take Chinese-manufactured goods to markets in Southeast Asia. "Before the Chinese came here, you couldn't find any work," says Ba, a Burmese immigrant, taking a cigarette and Red Bull break from his task hauling sacks of sunflower seeds from a boat onto a truck bound for Bangkok. "Now I can send money back home to my family." [Para 2]

You may know all about the world coming to China—about the hordes of foreign businesspeople setting up factories and boutiques and showrooms in places like Shanghai and Shenzhen. But you probably know less about how China is going out into the world. Through its foreign investments and appetite for raw materials, the world's most populous country has already transformed economies from Angola to Australia. Now China is turning that commercial might into real political muscle, striding onto the global stage and acting like a nation that very much intends to become the world's next great power. In the past year, China has established itself as the key dealmaker in nuclear negotiations with North Korea, allied itself with Russia in an attempt to shape the future of central Asia, launched a diplomatic offensive in Europe and Latin America and contributed troops to the U. N. peacekeeping mission in Lebanon. With the U. S. preoccupied with the threat of terrorism and struggling to extricate itself from a failing war in Iraq, China seems