

国际商务英语  
本科核心课程教材  
International Business English



丛书总主编◎翁凤翔

# 国际 经济英语

English for International Economics

本册主编◎朱海霞



上海交通大学出版社  
SHANGHAI JIAO TONG UNIVERSITY PRESS

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## 内容简介

《国际经济英语》以经济学基础知识为主线,以英语语言为载体,让读者迅速有效掌握西方经济学的主要内容,同时增强英语语言的实际应用能力。本书的特色是实用性和系统性,让读者一方面掌握相关专业英语词汇和表达方式,另一方面了解西方经济学的基本框架。本书共有16个单元,内容包括微观经济学和宏观经济学,每个单元由阅读、听力、专业讲解、词汇注释和口语练习五部分构成,内容深入浅出,同时配有相应的翻译练习,教师备课手册(内含参考答案)和PPT课件,可至<http://www.jiaodapress.com.cn/vdown.aspx>下载获取,或致电上海交通大学出版社外语图书事业部(021—60403063)免费获取。

本书适用于高等院校商务英语专业、英语专业高年级学生,可帮助他们了解经济学基础知识、掌握经济学领域英语语言,同时也可作为经济学入门的参考书。

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# 序

商务英语如今在大学里是一个热门专业,究其原因不难发现,这些年来,商务英语专业毕业的大学生在商务领域的就业市场中比纯英语语言文学专业的毕业生具有更强的竞争力,因为他们除了具有扎实的英语语言基本功外,还系统地学习了经济学、管理学、国际商法、跨文化商务交际学等领域实用的基本知识。同时,商务英语专业学生还需要到公司、企业实习,获取直接的国际商务工作经验以便在未来的工作中能更快地适应工作。由此可知,商务英语专业的学生具备了在跨文化国际商务环境中更有效地与人沟通和处理各种事务的能力。

学习商务英语首先需要学好普通商务英语,打下商务英语的语言基础,然后学习专业商务英语。不论是在校的商务英语专业的学生还是公司、企业员工或其他商务英语爱好者,都需要系统地学习商务英语专业知识。

商务英语专业从过去的英语专业下的一个方向发展成为教育部批准为大学本科专业(2012年,教育部本科专业基本目录编号:商务英语,050262),证明了商务英语适应时代的发展,满足了就业市场对具备商务知识的英语人才的需求。

在商务英语专业发展的同时,商务英语学科(学科名称为:商务英语研究,Business English Studies, BES)也取得了长足的发展。商务英语学科成为一级学科外国语言文学项下的二级学科,满足了研究生教育的学科需求。

目前我国大学非商务英语专业的学生也十分重视商务英语的学习,因为他们认识到在公司企业就职需要自己不仅具有扎实的英语基本功,而且必须懂得商务知识。他们通过学习商务英语熟悉国际商务的业务知识和基本技能,这样才能在求职就业时更具竞争力。

此外,从国家对高校商务英语专业的课程要求可以获知,商务英语专业学生的知识结构更符合当今社会的用人标准。一般来说,商务英语专业除了开设英语语言技能课程外,还要求开设经济、管理、商法、跨文化商务交际等课程。这些课程一般用汉语教学,主要传授国际商务有关领域的专业知识。由于这些课程不是语言课程,教师重点讲授的是国际商务知识。



但是,将英语与国际商务知识结合起来的“专业商务英语”则让学生在学习国际商务基本知识同时也掌握了有关专业的英语表达方式,从而在未来的国际商务工作中能尽快进入角色。

何谓“专业商务英语?”

商务英语涵盖了“专业商务英语”、“普通商务英语”等内容。

“普通商务英语”指的是承载国际商务各领域而非某一国际商务领域知识的英语。英语语言商务专业(即商务英语专业)学生在低年级所学习的包含国际商务内容的听、说、读、写、译课程的英语即是“普通商务英语”。商务英语教材若包含了国际贸易、国际金融、国际商法、国际营销、国际物流等国际商务领域的内容便属于普通商务英语教材。例如本系列商务英语教材中的《国际商务英语写作》、《国际商务英语阅读》、《国际商务英语口语口译》、《国际商务英语听力》就属于普通商务英语教材。另外,剑桥国际商务英语证书考试的一些教材包含了如 Company structure, Stocks & shares, Trade fairs, E-business, Corporate culture, Global sourcing 等国际商务内容也属于普通商务英语教材。

“专业商务英语”是相对普通商务英语而言的,指的是承载国际商务某一专门领域的英语,如《国际金融英语》、《国际营销英语》等。公司、企业等组织有关国际商务某个领域内容的英语也属于“专业商务英语”,如进出口公司的英文单证属于国际贸易英语。

如前所述,商务英语专业学生最明显的优势是“商务英语”。商务英语是由英语和国际商务交叉复合而成的,是具有国际商务特征的英语。所以,商务英语专业学生所学习的承载国际商务信息的英语更为实用。他们学习了大量的具有国际商务特征的英语,同时还掌握了国际商务基础知识和跨文化商务交际的基本技能。正是这种国际商务专业特征使商务英语学生在就业市场中具有明显的竞争优势。

“国际商务英语核心课程教材系列”总共11本,其中4本是普通商务英语教材《国际商务英语听力》、《国际商务英语阅读》、《国际商务英语写作》、《国际商务英语口语口译》,7本专业是商务英语教材(如《国际贸易英语》、《国际金融英语》等)。一般说来,商务英语专业学生需要学习这些课程,因为这些课程是商务英语专业的核心内容。此外,对公司企业的员工,本系列也非常实用。例如,从事公司管理的人员,可学习本系列中的《国际商务管理英语》,从事国际金融工作的人可以学习《国际金融英语》。

由此可知,本系列主要使用者为在校商务英语专业本科学生、有志于从事国际商务工作的非商务英语专业大学生以及已在公司企业就职的员工。

翁凤翔

教育部高校英语专业教学指导分委员会商务英语专业教学协作组专家组成员

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# 前言

本书以提高高等院校商务英语专业、英语专业学生的英语语言实际应用技能为宗旨,以经济学的基本概念和基础理论为核心内容,通过课文阅读、课堂练习和案例分析口语练习,使学生对经济专业相关基础知识的英语水平有所提高。

通读本书的学习,读者可以了解经济学理论的基本框架,认识经济学基本概念和理论,掌握经济学思考问题的方法,开拓思维、丰富知识,提高英语语言专业水平,从而适应新时代对跨学科人才的需求。

本书以经济学基本内容为基础,重在培养学生的英语语言实际应用能力。作为兼具经济学专业基本知识培养与英语语言实践训练功能的教程,本书的课文内容基于国内外主流经济学教材,具有系统性和理论性,同时考虑英语专业学生的特点,深入浅出,引导他们逐步进入经济学科的殿堂,突破传统英语专业学生的思维定式,扩展语言专业学生的知识体系,提升学生经济专业英语的地道性和准确性,培养具有实用型语言能力的工作者,是较为理想的“英语语言+经济学”的专业商务英语教材。

本书由上海海事大学朱海霞担任主编,孙佳运、闫文宇和周蓓蓓担任副主编,参与编写的还有窦婉筠、曹璐、陈颖、黄华星、冯萌凌和胡光英。其中,具体的编写分工为:孙佳云编写第1、2、3、4和13单元;闫文宇编写第5、6、7、8、15和16单元;周蓓蓓编写第9、10、11、12和14单元;窦婉筠和曹璐负责汇总、整理格式、语言校对。陈颖、黄华星、冯萌凌和胡光英进行材料收集。朱海霞确定主题、编写大纲,负责全书的总策划、编写体例及所有编务工作,并总撰和审读全部书稿。

我们在此对本教材所选材料的原刊出单位和机构以及相关的著作者表示真诚的谢意!同时,本书能够顺利出版,要感谢上海交通大学出版社的大力支持,尤其要感谢一直呵护本系列教材的总主编翁凤翔教授。

由于编写较为仓促,书中的不足之处,欢迎读者指正赐教。



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## Part I Reading

## Unit 1

## Fundamentals of Economics

## 经济学基础知识

## Pre-reading questions

1. What is the definition of economics?
2. What factors affect the economy?

## Scarcity and Efficiency

Scarcity and efficiency are the two basic concepts of economics. Scarcity refers to the fact that resources are limited, while efficiency refers to the way in which resources are used. The study of economics is concerned with the allocation of scarce resources to satisfy the unlimited wants of individuals. The major definitions of economics are: 'the study of the behavior of individuals and societies as they make choices about how to allocate scarce resources' and 'the study of the production, distribution, and consumption of goods and services'. The important questions that economists ask are: What are the goals of the economy? How can we achieve these goals? What are the costs of the economy? How can we minimize these costs?

- Explores the behavior of the different markets, including the labor market and the goods market.
- Examines the impact of government policies on the economy, while others are more and suggest ways that resources of the poor can be better used in running the economy.



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## Part I Reading

### Text 1

#### Pre-reading questions

1. What is the correlation between scarcity and efficiency?
2. What factors may affect the economic efficiency?

## Scarcity and Efficiency — The Twin Themes of Economics

Scarcity and efficiency are the twin themes of economics. So before we start our chapter, we must define — what is economics? Over the last half-century, the study of economics has expanded to include a vast range of topics. What are the major definitions of these growing subjects? The important ones are that economics:

- Explores the behavior of the financial markets, including interest rates and stock prices.
- Examines the reasons why some people or countries have high incomes while others are poor and suggests ways that incomes of the poor can be raised without harming the economy.
- Studies business cycles — the ups and downs of unemployment and inflation along with policies to moderate them.<sup>①</sup>
- Studies international trade and finance and the impacts of globalization.
- Looks at growth in developing countries and proposes ways to encourage the efficient use of resources.
- Asks how government policies can be used to pursue important goals such as rapid economic growth, efficient use of resources, full employment, price stability, and a fair distribution of income.

This list is a good one, yet you could extend it many times over. But if we boil down all these definitions, we find one common theme:

**Economics is the study of how societies use scarce resources to produce valuable commodities and distribute them among different people.**

Behind this definition are two key ideas in economics: **that goods are scarce and that society must use its resources efficiently.** Indeed, economics is an important subject because of the fact of scarcity and the desire for efficiency. And the three key questions of economics are: What to produce, how to produce, and for whom to produce.

### Scarcity

Whenever individuals or communities cannot obtain everything they desire simultaneously,

they must make choices. Choices occur because of scarcity. Scarcity is the most basic concept in all economics. **Scarcity means that society has limited resources and therefore cannot produce all the goods and services people wish to have.**

Scarcity exists because resources are insufficient to satisfy our every desire. Resources are the inputs used in the production of the things that we want. Production can be defined as virtually any activity that results in the conversion of resources into products that can be used in consumption. Production includes delivering things from one part of the country to another. It includes taking ice from an ice tray to put it in your soft-drink glass. The resources used in production are called factors of production, and some economists use the terms resources and factors of production interchangeably.<sup>②</sup> The total quantity of all resources that an economy has at any one time determines what that economy can produce.

Factors of production can be classified in many ways. Here is one such classification:

- Land. Land encompasses all the nonhuman gifts of nature, including timber, water, fish, minerals, and the original fertility of land. It is often called the natural resource.
- Labor. Labor is the human resource, which includes productive contributions made by individuals who work, such as Web page designers, iPad applications creators, and profession of all football players.
- Physical capital. Physical capital consists of the factories and equipment used in production. It also includes improvements to natural resources, such as irrigation ditches.<sup>③</sup>
- Human capital. Human capital is the economic characterization of the education and training of workers. How much the nation produces depends not only on how many hours people work but also on how productive they are, and that in turn depends in part on education and training. To become more educated, individuals have to devote time and resources, just as a business has to devote resources if it wants to increase its physical capital. Whenever a worker's skills increase, human capital has been improved.
- Entrepreneurship. Entrepreneurship (actually a subdivision of labor) is the component of human resources that performs the functions of organizing, managing, and assembling the other factors of production to create and operate business ventures. Entrepreneurship also encompasses taking risks that involve the possibility of losing large sums of wealth on new ventures. It includes new methods of doing common things and generally experimenting with any type of new thinking that could lead to making more income. Without entrepreneurship, hardly any business or organization could operate.

Given unlimited wants, it is important that an economy makes the best use of its limited resources. That brings us to the critical notion of efficiency. **Efficiency denotes the most effective use of a society's resources in satisfying people's wants and needs.** By contrast, consider an economy with unchecked monopolies or unhealthy pollution or government corruption. Such an economy may produce less than would be possible without these factors, or it may produce a distorted bundle of goods that leaves consumers worse off than they otherwise could be — either situation is an inefficient allocation of resources.

In economics, the term economic efficiency refers to the use of resources so as to maximize the production of goods and services.<sup>④</sup> An economic system is said to be more efficient than another (in

relative terms) if it can provide more goods and services for society without using more resources. In absolute terms, a situation can be called economically efficient if:

- No one can be made better off without making someone else worse off.
- No additional output can be obtained without increasing the amount of inputs.
- Production proceeds at the lowest possible per-unit cost.

These definitions of efficiency are not exactly equivalent, but are all encompassed by the idea that a system is efficient if nothing more can be achieved given the resources available.

In economics, we say that an economy is producing efficiently when it cannot make anyone economically better off without making someone else worse off. The essence of economics is to acknowledge the reality of scarcity and then figure out how to organize society in a way which produces the most efficient use of resources. That is where economics makes its unique contribution.

A knowledge of economics will allow us to analyze and assess the values of policies and decisions made by politicians. And it will help us to become more aware of the current and future problems of our society and therefore better able to cope with them. We are all consumers and most of us read the newspapers, so it is up to us to understand what is going on. Even our own personal decisions are often affected by the state of the economy, so we could make better choices if we understood the way the economy operates. An economy is often affected by factors such as the use of technology, the actions of the government, industrial relations, and overseas trade.<sup>⑤</sup> All of these influences result in constant change. Prices seem to rise constantly. Some jobs are no longer available while new types of jobs appear. Changes in employment and prices affect almost everyone.

In short, economics is, like sociology, law and politics, a study of one aspect of human behavior. It is important and relevant to all of us because it is concerned with such everyday activities as buying things, getting a job, using a bank and paying tax. Economics is concerned with people's wants, in particular their material wants, and how they can be satisfied.

## Words and expressions

allocation *v.* 配置; 分配; 分配额(或量); 划拨的款项; 拨给的场地

assemble *v.* 集合; 收集; 装配

assess *vt.* 评定; 估价; 对(财产、收入等)进行估价(作为征税根据)

boil down 浓缩; 蒸煮; 煮浓

bundle *n.* 包; 捆; 束

corruption *n.* 腐败, 堕落; 腐化, 贪污; 舞弊, 贿赂

conversion *n.* 变换, 转变; 改装物; 财产转换, 兑换

denote *vt.* 表示, 指示

encompass *vt.* 包含或包括某事物; 包围

entrepreneurship *n.* 企业家能力/职能

extend *vt.* 伸展; 给予; 延长; 发出(邀请、欢迎等)

fertility *n.* (土地的)肥沃; 肥力; 丰产; <生>繁殖力

human capital 人力资本

industrial relations 劳资关系

inflation *n.* 膨胀; 通货膨胀; 夸张; 自命不凡

interchangeably *adv.* 可交换地, 可交替地

interests rate 利率

irrigation *n.* 灌溉; 水利; [医]冲洗; 冲注洗剂