

新世纪商务汉语系列教程  
New Century Business Chinese Series

# 初级商务汉语 精读 READING

## Business Chinese For Beginner

主编:董瑾  
编著:吴晓峰

外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

新世纪商务汉语系列教程  
New Century Business Chinese Series

# 初级商务汉语 精读 READING

## Business Chinese For Beginner

◎ 主编:董 瑾 ◎ 编著:吴晓峰  
◎ 翻译:赵咏冰

商

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

北京 BEIJING

## 图书在版编目(CIP)数据

初级商务汉语精读 / 吴晓峰编著. — 北京: 外语教学与研究出版社, 2007. 8  
(新世纪商务汉语系列教程)  
ISBN 978-7-5600-6899-2

I. 初… II. 吴… III. 商务—汉语—对外汉语教学—教材 IV. H195.4

中国版本图书馆 CIP 数据核字 (2007) 第 129699 号

出 版 人: 于春迟

责任编辑: 李彩霞

封面设计: 张 峰

版式设计: 王 薇

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 中国农业出版社印刷厂

开 本: 889×1194 1/16

印 张: 20.5

版 次: 2007 年 9 月第 1 版 2007 年 9 月第 1 次印刷

书 号: ISBN 978-7-5600-6899-2

定 价: 45.00 元

\* \* \*

如有印刷、装订质量问题出版社负责调换

制售盗版必究 举报查实奖励

版权保护办公室举报电话: (010)88817519

# 前言

2002 年秋, 我们针对来华留学生经贸专业本科生的需求, 组织编写了《新世纪经贸汉语系列教程》(中高级课程), 出版后引起了广泛关注, 也得到了使用院校的好评。5 年来, 经贸(商务)汉语的教学发生了巨大的变化。一方面, 在国际汉语教学整体持续升温的大环境下, 商务汉语的需求增长尤其迅猛, 无论是学历教育还是面向更广泛学习者的社会培训, 商务汉语都是最热门的课程之一。其显著标志便是 2006 年 10 月 BCT (Business Chinese Test) 在全球首次开考。另一方面, 这期间关于商务汉语教学与教材编写的学术研讨空前活跃, 令人鼓舞。专家学者以及一线老师对我们教材提出的宝贵意见和建议也促使我们不但要修订好已经出版的学历教育教材, 而且应该关注更广泛的商务汉语学习群体、研究他们的需求和兴趣。为此, 我们在外语教学与研究出版社的支持下, 组织编写了这套“新世纪商务汉语系列教程”初级系列。

“新世纪商务汉语系列教程”主要面向具有初级汉语水平(已掌握 500 左右的词汇)、准备进入经贸专业学习的外国留学生, 同时也可作为在华外国公司职员的自学用书, 包括:《初级商务汉语·精读》、《初级商务汉语·口语》和《初级商务汉语·听力》三册。

本套教材秉承我们一贯的“搭建以商务活动和经济生活为背景的语言学习平台”的理念, 同时具有以下主要特点:

## 一、入门型、普及型、低端化

商务汉语教材能不能编写低端教材涉及到我们对商务汉语内涵的认识。一年多来, 由于参与了国家汉办课题“全球商务汉语推广现状和需求情况宏观调研”项目, 我们对商务汉语和基于商务汉语的汉语国际推广有了新的认识。作为一种专门用途语言的教学, 商务汉语教学的内容首先取决于其教学目标和学习者的需求。事实上, 商务汉语学习的需求也有较大的差异: 有中高端需要, 也有低端需求。需求的差异性要求我们的教材有层次感和立体性。

调查表明, 对于在华企业一般外籍员工而言, 最为必要的培训项目是基本汉语技能和与工作相关的日常会话, 因为多数商务活动是用英文进行的, 而只有出于与其他员工交谈的需要, 进行必要的社会经济活动, 如去银行、订票等才需要用汉语交流。而对于学习经贸类专业的留学生这些潜在的商务活动人群而言, 初级教材不但能解决他们在汉语学习的初级阶段的日常生活用语, 同时也较好地衔接了他们专业课的学习, 因此初级商务汉语教材较好地满足了这两类学习者的需求。

## 二、实用性与实践性

从对汉语学习者的动机调查结果来看, 接近一半的人选择了“增加就业机会”, 加之其他实用目的的选项, 可见绝大部分汉语学习者是由于实用的目的, 商务汉语尤其如此。商务汉

语作为专门用途语言，需要突出商务汉语技能，将语言交际技能的训练和商务专业知识的讲授结合起来，因此必须强调实用性。本套教材结合留学生的生活实际，突出生活中的经济因素，核心课文全部情景化，为学习者营造真实的交际环境，强调交际策略和交际技能的训练。

### 三、融商务文化于语言学习

以前距离和时间是进行国际商务交往的最大障碍，现在文化差异已成为国际商务的主要障碍之一。跨越文化障碍是国际商务交往成功的保证。同样，学习商务汉语，离不开对商务文化特别是在汉语言环境下的商务文化的理解。而文化教学的目的不只是传授文化知识，还在于培养学生排除因文化差异而形成的交际障碍的能力。本套教材注重将中国的文化背景、社交礼仪乃至中国人的思维方式融入教材之中，将有助于学习者在未来实际商务活动中能与中国人进行更有效的沟通与交流。

本套教材在编写和出版过程中，得到了外语教学与研究出版社总编蔡剑峰先生以及汉语出版分社社长彭冬林先生的大力支持，责任编辑李彩霞、许杨二位女士为本套教材出版贡献尤多，在此深表感谢。同时也特别感谢对本套教材编写给予过指导的各位专家。我们期待着在教材使用中能得到来自各个方面的宝贵意见，以使之日臻完善。

董 瑾

2007年5月于北京

注：以上引用数据来自国家汉办课题“全球商务汉语推广现状和需求情况宏观调研”。



# PREFACE

During the fall of 2002, we compiled *New Century Business Chinese Series* (intermediate and advanced level) to meet the needs of the foreign undergraduate students majoring in trade and economics. It has gained wide attention and sound reputation among readers since publication. Five years since, great changes have taken place in the education of business Chinese. On the one hand, with the increasing popularity for Chinese language education around the world, there has been a dramatic increase in the demand for business Chinese language either in diploma education or in trainings designed for learners interested in Chinese language. The kick-off global test for Business Chinese Test (BCT) (October, 2006) symbolized the fact that business Chinese was one of the most popular courses. On the other hand, it is inspiring to have the academic discussions concerning business Chinese education and the compiling of the related teaching materials. The precious comments and suggestions provided by experts and scholars on our text books have urged us to concentrate not only on the perfection of the existing textbooks for diploma education but also on the wider learners and their requirements and interests. Therefore, we compiled the Preliminary Business Chinese Series under the support of Foreign Language Teaching and Research Press.

This set of text books is designed for foreign students of the preliminary level (with the vocabulary of about 500 words) who plan to study trade and economics. It can also be used for the self-study learners working in China. The set of text books includes *Business Chinese for Beginner · Reading*, *Business Chinese for Beginner · Speaking* and *Business Chinese for Beginner · Listening*.

This set of text books brings a lot of new features based on the concept of “building up the platform for language learning under the circumstance of trade and economic activities”:

## 1. Basic level for beginners

Thanks to the participation of the program “Macro Research on the Promotion of Global Business Chinese and Demand Status” by the Office of Chinese Language Council International, we gained new understanding on business Chinese and its worldwide promotion. As a specialized language teaching, the content should primarily be determined by its objective and target. Actually, there’s great difference in the demand of learning business Chinese from intermediate-advanced demand to lower one. Distinctions in learning

require the variation and multi-dimension in the compiling of the text books.

A survey shows that for the general foreign staffs working in foreign enterprises in China, the most necessary training is basic Chinese language skills and some work-related daily conversations, since most business activities are conducted in English while Chinese is only used to carry out regular communications with other staffs and in other necessary social and economic needs such as going to banks, booking tickets, etc. Business Chinese for Beginner has also satisfied the need of foreign students to solve their language problems for the initial days in China and make a smooth transition to their specialized study in Chinese in the future.

## **2. Being practical and practice-involved**

Nearly half of the people surveyed chose "to increase employment opportunity" as the intention to study Chinese, which is the ultimate purpose of business Chinese. It is the combination of language skills training and the delivery of economic knowledge, thus being practical is the major concern. This text book is based on the real life of foreign students, highlighting economic elements, to build an actual communicative environment for the training of communication strategy and skills.

## **3. Integration of commercial culture into language study**

In the past time, time and distance constituted the biggest barriers to international business, while cultural difference is considered the major one nowadays. Thus, the understanding of the commercial culture within the environment of the language is crucial for learning business Chinese. The aim for cultural education lies not only in the transmission of knowledge but also in the formality of the ability to overcome the obstacles imposed by cultural differences. This textbook integrates the Chinese cultural background, social etiquette and even the Chinese ways of thinking, which will enable learners to communicate more effectively in the real commercial activities with their Chinese counterparts in the future.

We would like to express our gratitude to Mr. Cai Jianfeng, Chief Editor of Foreign Language Teaching and Research Press and Director of Chinese Publishing Mr. Peng Donglin who offered us great support during the process of making the book. We especially acknowledge editors in charge Ms. Li Caixia and Ms. Xu Yang who contributed a lot in the publishing of the book. Special thanks go to each expert who has provided precious instruction for the writing of the book. We're looking forward to the precious comments from different readers and experts to make it better.

Dong Jin  
May 2007, Beijing

# 编写说明

作为“新世纪商务汉语系列教程”之一的《初级商务汉语·精读》是为汉语刚刚入门的学生编写的一本初级精读教材。本教材适合已经掌握了 500 左右生词的学生，特别是准备报考商务类或经贸类专业的学生。本教材的建议教学时数为每周 6 课时，可用一学年。

## 一、编写原则

### 1. 经贸特色

选择与留学生密切相关的经济生活话题，使学生在学常用词汇、简单句型和基本语法知识的同时，较快地适应和熟悉在华日常生活，并初步了解中国社会经济生活的现状。

### 2. 学生本位

围绕金源善、杰克和林大山的留学生活展开，最大程度上贴近留学生的真实生活，满足学生学汉语的实际需求，使学生学有所用，用有所获，提高学生学以致用能力。

## 二、编写体例

全书包括三个单元，每个单元包括五篇课文和一个单元综合练习。

第一单元——日常生活：介绍、租房、银行、购物、开支和第一单元综合练习。

第二单元——休闲娱乐：请客、上网、逛街、休闲、参观和第二单元综合练习。

第三单元——假期旅游：长假、交通、周末、信息、经济和第三单元综合练习。

1. 每课由导言、生词和短语、课文、注释、语法、实用文体、练习和阅读理解组成。

**导言** 介绍或引出课文的主要话题。

**生词和短语** 以《高等学校外国留学生汉语教学大纲》初等阶段词汇为依据，同时收入一些经贸常用词语。每个生词注有汉语拼音、词性和英文释义，并对容易出现偏误的词加以重点说明。每课书基础生词总量控制在 30 个以内，其中经贸类生词 8 个左右。

**课文** 由围绕同一话题的 3~4 篇 200 字左右的阅读材料构成。阅读材料既包括传统的短文和对话，也包括经济生活中各类常见的实用性文体。所有素材密切联系留学生的日常生活，具有实用性和趣味性的特点。课文后附“想一想，做一做”，既可作为课前预习要求，也可作为对课后复习情况的检查。

**注释和语法** 每篇阅读材料后，对重要的词语和语言点加以说明。语法以《高等学校外国



留学生汉语教学大纲》初等阶段要求为参照。语法点的编写既循序渐进又突出重点，尽量避免抽象概括，通过列举适量例子和简单说明培养学生的语感和综合概括能力。

**实用文体** 选择与课文内容相关的实用文体，帮助学生熟悉和掌握常见实用文体。

**练习** 每课题型丰富，客观题与主观题相结合，对课文涉及的重要知识点进行全面训练。

**阅读理解** 选择与课文有关的材料，设置 1~2 种题型，主要训练学生的快速阅读能力，并对课文话题加以扩展补充。

2. 综合练习全面强化整个单元所学的重要知识点，模拟 HSK 题型，让学生了解和熟悉，以利日后考试。

在本书编写和出版过程中，外语教学与研究出版社及其汉语分社的领导给予了大力支持，责任编辑提出了很多建设性的意见，在此谨表感谢。书中难免有疏漏之处，敬请各位专家和读者批评指正。

编 者

2007 年 4 月

# NOTES

*New Century Business Chinese Series · Reading* is a textbook for those students who have learned approximately 500 Chinese words, esp. those planning to apply for education in business field. The recommended teaching time for this textbook is 6 hours per week for one academic year.

## 1. Compiling Principles

### a) Emphasis on business Chinese

This textbook chooses topics concerning trade and economics are tailored to communication needs and the life of international students in China, which will help them not only learn necessary vocabularies, useful phrases and basic grammars of Chinese, but also get used to the life in China, as well as understand the economic situation in current China.

### b) Student-centered

Well-defined target audience is the principle on the minds of this textbook's compilers. It tells stories about the life of Jin Yuanshan, Jack and Lin Dashan as students in China and tries to make a description of truly typical life of international students in China. We believe the textbook will be a useful guidance for Chinese learners in China.

## 2. Paradigm of the book

This textbook includes three units. Each unit consists of five texts and one comprehensive exercise.

Unit one (Daily life) covers introduction, house renting, bank, shopping, budget and comprehensive exercise one.

Unit two (Entertainment) covers treating, internet surfing, stroll through streets, relaxation, visiting and comprehensive exercise two.

Unit three (Holiday trip) covers long vacation, traffic, weekend, information, business and comprehensive exercise three.

a) Each Lesson consists of introduction, new words and phrases, text, notes, grammar, practical writing, exercises and reading comprehension.

### Introduction

It introduces the main topic of the whole text.

### New Words and Phrases

The basic new words are selected on the basis of *Teaching Plan of Chinese for International Students in Higher Education*. This textbook includes extra business frequently-used vocabularies. Each word has Chinese Pinyin, English explanation and part-of-speech

label, and the easily confusing words are explained in details. There are a total of 30 basic words and approximately 8 business-related words for each text.

### **Text**

It consists of 3 or 4 reading materials with 200 words each for one article. These materials cover interesting short routine writing or dialogues concerning international students' daily life, and practical Chinese for professions. The "Think and Practice" part is specially designed for class preparation or review.

### **Notes and Grammar**

It explains the important words and language points after each reading material. Grammar selection refers to the requirements in *Teaching Plan of Chinese for International Students in Higher Education*. The simple grammar points appear before difficult ones. This is arranged for the purpose of improving learners' Chinese character learning ability step by step. We also give proper examples and concise explanations to avoid abstract concept, with the aim to improve learner's Chinese language sense and comprehensive skills.

### **Practical Writing**

Some practical Chinese literary forms relevant to the content of each text is strictly selected.

### **Exercises**

It has ten types of exercises. The questions cover all important points in each text and are used as a comprehensive training.

### **Reading Comprehension**

Choose some materials relevant to the text, and design 1 or 2 types of exercises for them. This is arranged for fast reading and to extend the specific topic in each text.

b) Comprehensive exercise mixes up all points in a whole unit for further training. It uses HSK format as another way of testing students' command of language points in general and make them prepared for future HSK examination as early as possible.

I would like to thank leaders in Foreign Language Teaching and Research Press and Chinese Publishing for their great support for the constructive suggestions. Suggestions and comments from experts and readers are welcome regarding any potential mistakes of this textbook.

Compiler  
April, 2007

## 目录 Contents

第一单元	日常生活	1
Unit One	Daily Life	
第一课	介绍同学	2
Lesson One	Introducing classmates	
第二课	租赁房屋	21
Lesson Two	Renting House	
第三课	银行取款	40
Lesson Three	Drawing Money from the Bank	
第四课	超市购物	58
Lesson Four	Shopping in Supermarket	
第五课	学习理财	78
Lesson Five	Money Management	
第一单元综合练习		96
Comprehensive Exercise One		
第二单元	休闲娱乐	101
Unit Two	Leisure and Entertainment	
第六课	请客吃饭	102
Lesson Six	Entertaining Guests	
第七课	网络时代	119
Lesson Seven	The Age of Internet	



第八课	“老字号” 和小商店	136
Lesson Eight	“Time-honored Brands” and Small Shops	
第九课	旅游与健身	156
Lesson Nine	Tourism and Body Building	
第十课	参观工厂	174
Lesson Ten	Visiting the Factory	
第二单元综合练习		192
Comprehensive Exercise Two		
第三单元	假期旅游	198
Unit Three	Holiday Travel	
第十一课	“黄金周” 长假	199
Lesson Eleven	The “Golden Week” Holiday	
第十二课	北京的交通	216
Lesson Twelve	Traffic in Beijing	
第十三课	周末 “农家乐”	234
Lesson Thirteen	“Countryside Recreation” at Weekends	
第十四课	旅行准备	253
Lesson Fourteen	Travel Preparation	
第十五课	旅游与经济	271
Lesson Fifteen	Tourism and Economy	
第三单元综合练习		290
Comprehensive Exercise Three		
总生词表		297
Vocabulary		



第一单元 日常生活  
Unit One Daily Life

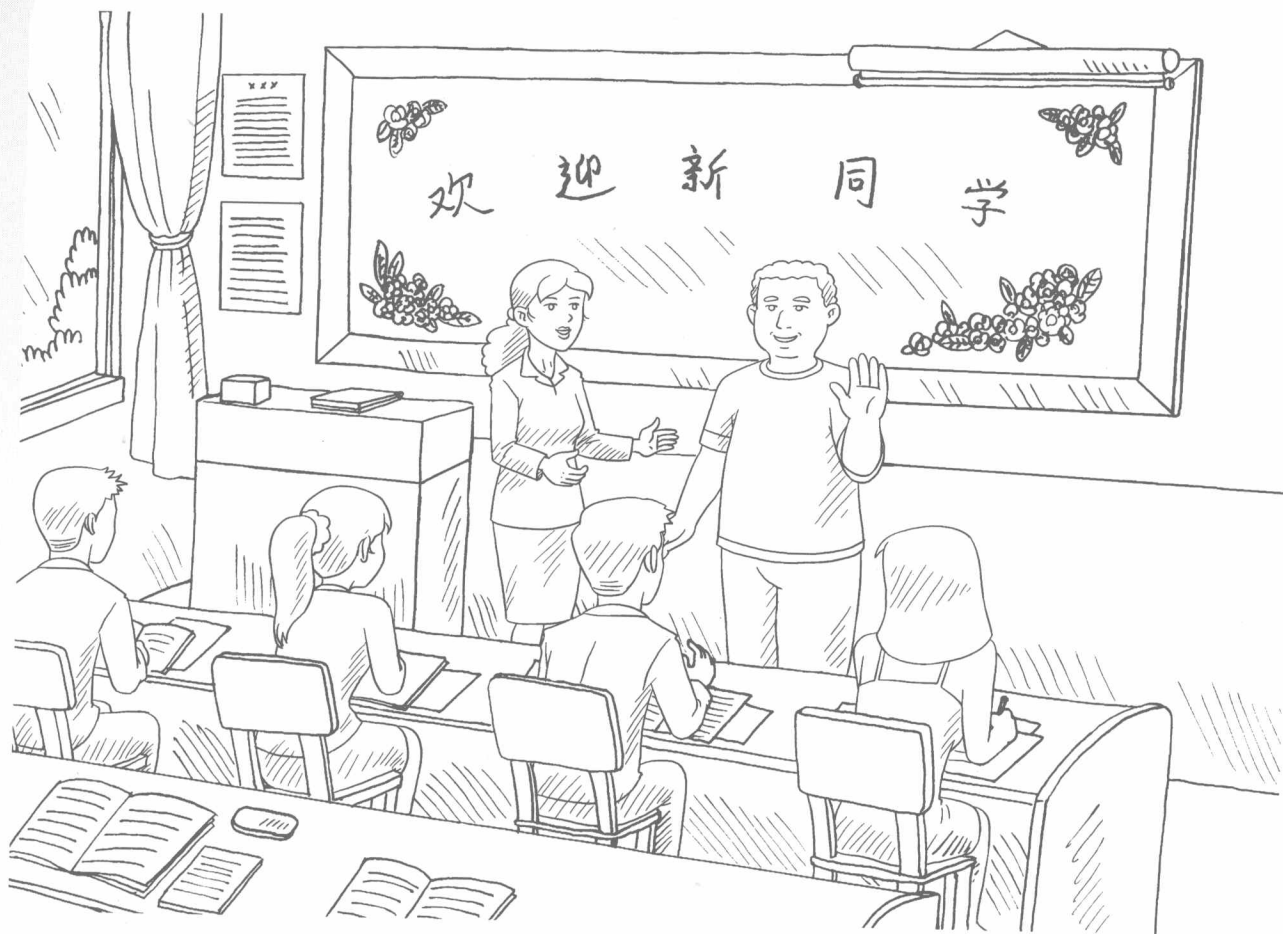


# 第一课 介绍同学

## Lesson One Introducing Classmates

今天是开学第一天。这一天，大家已经盼望很久了。我们的学校是什么样的？我们的班级是什么样的？还有新同学、新朋友又是什么样的？

韩国留学生金源善记下了她在开学第一天的见闻和感想……



## 生词和短语 New Words and Phrases

课文 Text

注释 Notes

语法 Grammar

实用文体 Practical Writing

练习 Exercises

阅读理解 Reading Comprehension

1. 介绍	[动] jièshào	introduce
2. 盼望	[动] pànwàng	expect
3. 见闻	[名] jiànwén	what one sees and hears
4. 感想	[名] gǎnxiǎng	impressions, thoughts, reflections
5. 刚刚	[副] gānggāng	just now
6. 来自	[动] láizì	come from
7. 报考	[动] bàokǎo	enter for an examination
8. 所	[量] suǒ	(m.) for houses, schools, hospitals, etc.
9. 国际贸易	[名] guójì màoùyì	international trade
10. 专业	[名] zhuānyè	special field (of study)
11. 服装	[名] fúzhuāng	costume
12. 公司	[名] gōngsī	company
13. 生意	[名] shēngyi	business
14. 工商管理	[名] gōngshāng guǎnlǐ	business administration
15. 金融	[名] jīnróng	finance
16. 市场	[名] shìchǎng	market
17. 营销	[名] yíngxiāo	marketing
18. 班长	[名] bānzhǎng	monitor
19. 从事	[动] cóngshì	be engaged in
20. 销售	[动] xiāoshòu	sell
21. 同桌	[名] tóngzhuō	deskmate
22. 性格	[名] xìnggé	character, personality
23. 活泼	[形] huópo	lively

24. 打成一片	dǎchéng yípiàn	become one, get along with
25. 位于	〔动〕 wèiyú	lie in
26. 交通	〔名〕 jiāotōng	traffic
27. 其他	〔代〕 qítā	other, else
28. 交流	〔动〕 jiāoliú	communicate



## 专有名词 Proper Nouns

- ▶ 对外经济贸易大学 Duìwài Jīngjì Mào yì Dà xué  
University of International Business and Economics (UIBE)
- ▶ 联合国 Liánhéguó  
United Nations (U. N.)

## 课文 Text

生词和短语 New Words and Phrases    注释 Notes    语法 Grammar    实用文体 Practical Writing    练习 Exercises    阅读理解 Reading Comprehension

1 ▶▶

我叫金源善，今年刚刚 19 岁，来自韩国。我现在在对外经济贸易大学学习汉语，因为我打算半年以后报考这所学校的国际贸易专业。

我爸爸在韩国有一家服装公司，经常要来中国做生意。所以我希望学好汉语和专业知识，将来能够帮助他。

2 ▶▶

我们班一共有 16 个同学，来自不同的国家。同学们有的来自亚洲，有的来自欧洲，有的来自美洲，还有的来自非洲。老师说，我们班就像一个小小的“联合国”。

我们班有 7 个同学和我一样，将来打算学习国际贸易。另外 8 个同学，有的想学工商管理，有的想学金融，有的想学市场营销，还有一个同学想学中文，因为他很喜欢中国文学。