

商务英语系列教材

商务 英语

精读

1

Intensive Reading

总主编 虞苏美

主 编 张 逸



高等教育出版社

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总主编 虞苏美

主编 张逸
编者 谢丹焰 周淳
汪玉枝 徐礼莱
孙佩君 陈凯
刘森 张逸



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021-62587650

网 址 <http://www.hep.edu.cn>

邮政编码 100009

传 真 010-64014048

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前 言

经过全体编者的共同努力和辛勤劳动,《商务英语精读》终于付梓了。这是一套将培养英语语言学习与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及非商务英语专业的英语爱好者。

对于语言能力,教学界已基本达成共识:语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题,以及如何在各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。本书通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了许多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

语言和文化之间存在着密不可分的内在联系,若不了解所学语言的文化,要想学好此语言几乎是不可能的,因而本书重视学习文化和学习语言的关系,在单元主题的遴选以及课文和练习的选材上,刻意为学生提供各种文化知识背景,其中包括商业文化知识背景。为提高学生的文化意识,本书还着重对不同文化之间的差异进行了比较。

考虑到本书的使用对象,我们尽可能地寻求语言能力和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是本书的一大特色。基于此,本书为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握必要的商务知识。可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

《商务英语精读》共计4册,分2个学年,4个学期使用。本书为第1册,共15个单元,每单元由三大部分组成:阅读I(Reading I)、阅读II(Reading II)以及扩展性练习(Extended Activities)。每单元分别以一个主题为中心,编排相关的课文和练习。这种主题单元(Thematic Unit)的优点是,它在提供密集信息(Information Density)的同时,注意了文体的多样性(Style Variety),使学生的语言和文化意识(Awareness)都能得到提高。第1册的单元主题分别是商务基本概念、营销、职业、工作、饮食习惯、宝石、形体语言、礼貌、电话、航空旅行、体育和商务、所有制、时



尚、消费者满足感、教育等,所选课文均摘自 20 世纪 80~90 年代的文章,因而其材料新颖,语言地道(本书配有磁带),能真实地反映当代英语的特点,更能引起学生的学习兴趣。

阅读 I 包括阅读预习(Pre-reading)、课文(Text)、生词和词组(New Words and Expressions)、注释(Notes)、课文练习(Exercises)和后阅读活动(Post-reading)。阅读预习主要用于激发学生阅读课文的兴趣,将本主题的知识和学生所学过的相关知识进行沟通,同时为阅读课文做心理准备。课文长度为 500 字左右,生词和词组采用中英文双解,便于学生用英语理解词义。注释以英语为主,内容包括语言难点和文化背景知识,在难度较大的地方我们加注了中文。练习部分包括阅读理解、词汇练习等,以加强学习效果,使学生学会运用所学的语言知识。后阅读活动是一个交际性任务,旨在使学生在将课文中所学的内容融会贯通、举一反三,用于各种交际活动。

阅读 II(Reading II)是阅读 I 的补充和加强,由课文和练习组成。阅读 II 的课文内容与阅读 I 的课文内容相关,课文后配有注释、阅读理解、词汇理解等练习,以加深对课文的理解。练习包括听写(Dictation)、用法专项练习(Special Use)、翻译(Translation)和完形填空(Cloze)。听写练习是针对我国学生设计的,其目的是为了提高学生手耳并用的能力。用法专项练习是关于语法知识的练习,注重实用。翻译练习主要复习阅读 I 和 II 所学的词语,同时学习翻译的技巧。完形填空的题材也与单元主题相关,此练习一方面使学生对主题有更多的了解,另一方面也是语言能力的训练,提高学生对英语的理解力和运用能力。

扩展性练习(Extended Activities)包括:语音练习(Phonetic Drills),功能与结构(Function and Structure),实用阅读(Practical Reading),词汇扩展(Additional Vocabulary),商务世界(Business World),幽默时光(Humor Time)等。语音练习包括语音、语调的复习和学习等;功能与结构主要是培养学生各种情景中运用语言进行口语交际的能力;实用阅读是一种应用性的阅读,要求学生阅读各种商务文体和图表实例,以提高他们在商务方面的阅读能力;词汇扩展是对单元主题有关词汇的进一步扩展,举一反三,增强学生的自学能力;商务世界介绍商务和文化方面的小知识,扩展学生的眼界。这些练习是对语言基本功进行深入、系统的训练,并对商务知识作进一步的扩展。

本书的教学宜采用交际教学法,教师可根据教学要求组织学生进行各种活动,鼓励学生用英语完成交际任务。有些练习没有标准答案,教师可视学生的具体情况给予评价。编者建议每单元的教学课时为 8 课时,教师可根据具体情况适度增删(8 课时的教学方案可参考文后的教学程序表)。

在本套教材的编写过程中,我们得到了高等教育出版社领导和编辑的帮助,国内外的外语教学专家给了我们很多启示,华东师范大学外语学院和英语系的领导非常支持和关心我们的工作,外语学院资料室的同志也为我们提供了很多资料。在此,我们全体编者对所有关心和帮助过我们的各方面人员表示衷心的感谢。同时,我们也诚恳地希望外语教学界的同仁和使用本书的师生,对本书提出宝贵的意见和建议,使本书的质量能更上一层楼。

Unit Teaching Procedure

(Suggested)

Session	Classroom Activities		Homework
I(1~2 periods)	Reading I	Pre-reading Text Words & Expressions Exercises 1~2	Exercises 3~6
II(3~4 periods)	Reading I	Check homework Word Study Post-reading	Reading II Text Comprehension (Special Use)
	Reading II	Dictation	
III(5~6 periods)	Reading II	Text Check comprehension Questions for discussion Guess the meanings of the words from the text Special Use	Translation Cloze
IV(7~8 periods)	Extended Activities	Check homework Phonetic Drills Function and Structure Practical Reading Additional Vocabulary	

编 者
于华东师范大学

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Essentials of Business

Reading

Pre-reading

1. Brainstorming: Work with your group to think out as many words / phrases / expressions as possible about business.

Persons or organizations in business	Places where business activities are being conducted	Other terms frequently used in business operation
company	department store	
		buy

2. Pairwork: Discuss the following questions with your partner.
 - 1) What do you think are business activities?
 - 2) Why do people do business?
 - 3) Have you any experience in a certain business before? What kind of business is it?
 - 4) What do you think is the most important quality a businessman should have?

Text

The Nature of Business

Business is the human activity related to material things. It is necessary for civilization. It is found in all societies, even the simplest ones. Business may include the production of goods: Making airplanes, building buildings, and constructing paper boxes are examples of production. It can also provide the financing for these activities. Lending money, trading stocks and bonds, and sell-



ing insurance policies relate to the securing of capital for business activities. Other forms of business include merchandising, which is the selling of products, and providing various services, such as accounting, distributing, and repairs. Business, then, is the activity of producing and distributing goods and services.



In our study of business, it is necessary to understand the four basic factors of production. These four factors are land, labor, capital, and entrepreneurship. What is meant by these four terms?

In order to produce things, it is necessary to use land. Here, the term “land” is used in the most general way. It refers not only to a piece of real estate where we might build a factory, but it also means all the raw materials used for production. Some of these raw materials are found on the earth’s surface, such as trees, which yield wood for lumber. Other raw materials

are found under the earth’s surface in mines and oil wells, and still other raw materials may be extracted from the air. All the raw materials for production come from the land, the air, and the oceans.

Labor refers to the use of mental or physical work to produce goods. Most labor changes raw materials into finished products and then distributes these to buyers. In industrialized countries, labor is generally more mental than physical. For example, in both manufacturing and agriculture, machines accomplish the very tiring physical work that unskilled laborers used to do. In other countries computers programmed robots and other forms of data processing equipment perform many of the jobs which used to require a lot of mental labor.



Therefore, to a certain extent the next factor, capital, can be used to replace labor or reduce the amount of physical and mental labor that humans have to use in order to conduct business.

In everyday language, capital means several things. The most general meaning is wealth or money. But it also refers to the equipment that money purchases. As one of the basic factors of production, capital is all of the things that workers use in production and distribution. It includes their tools, machines, and buildings such as factories and warehouses where goods are produced and stored. Capital, therefore, refers to anything that helps to produce and distribute goods.

Putting together land, labor, and capital to make something of value, is called entrepreneurship. The entrepreneur is the person responsible for controlling and directing the other three factors. The entrepreneur does not make things with his own hands unless he is also a worker. In a business the workers take orders from the entrepreneur. He is the leader, and the employees follow his direction.

Entrepreneurship includes some other important activities. The entrepreneur is responsible for initiating business activity. He must begin his business by bringing together the land, labor, and capital. Next, he must manage the business by deciding the general policies for business operation. In order to be successful, an entrepreneur must also be innovative. He must look for new products or new ways of making things, and new methods of distribution, or he must offer new services. He must be able to decide on the value of things that other people invent, whether it is a new toy, a new method of filing, or a new way of advertising. Finally, he bears all the risks of the business.

Everyone connected with a business shares in the risks of the business. When a company goes bankrupt, that is, becomes unable to pay its debts, it causes problems for many people. It is hard for the employees who may have to seek work elsewhere; the customers must look for another place to buy their products; creditors usually lose some of the money that they have lent to the company. But the entrepreneur takes the biggest risk. If the business succeeds or fails, he must pay them up to the limit of his ability to pay. If he is skillful — and lucky — the money he receives from his business venture will pay for the land, labor, and capital, and there will still be some extra money remaining for him. This extra money is the profit. If the money he receives from the business



venture is not enough to pay all of the costs, the difference is a loss.

New Words and Expressions

- | | |
|----------------------------------|--|
| 1. relate /rɪ'leɪt/ | v. to connect 联系; 涉及 |
| 2. construct /kən'strʌkt/ | v. to put or fit together; form 构成 |
| 3. finance /'faɪəns/ | v. to work in the business of providing money 理财; 融资 |
| 4. stock /stɒk/ | n. [usu. pl.] a portion of capital of a business company held by an investor 股份 |
| 5. bond /bɒnd/ | n. a certificate issued by a government or a company acknowledging that money has been lent to it and will be paid back with interest 有息债券; 公债 |
| 6. insurance /m'ʃʊərəns/ | n. guarantee of compensation for loss, damage, sickness, etc. in return for regular payment 保险 |
| 7. secure /sɪ'kjʊə/ | v. to make sure of getting (sth.) 获得 |
| 8. capital /'kæpɪtəl/ | n. money used in business 资本 |
| 9. merchandise /'mɜ:tʃənɪdaɪz/ | v. to buy and sell (goods) 买卖 |
| 10. accounting /ə'kaʊntɪŋ/ | n. the system of recording and summarizing business and financial transactions 会计学 |
| 11. distribute /dɪ'strɪbjʊt/ | v. to separate (sth.) into parts and give a share to each person 分发 |
| 12. factor /'fæktə/ | n. any of the forces, conditions or influences that helps to produce a result 因素 |
| 13. entrepreneur /ˌɒntrəprə'nɜ:/ | n. a person who starts or organizes a commercial enterprise 企业家 |
| 14. refer /rɪ'fɜ:/ | v. to mention or speak of (sb. or sth.) 提及 |



15. estate /ɪ'steɪt/
n. a large area of land developed for a specific purpose, e. g. for houses or factories 作某种用途的地区
[real estate 房地产]
16. yield /'ji:ld/
v. to produce 出产
17. extract /ɪk'strækt/
v. to take or get (sth.) out 取出
18. manufacture /ˌmænju'fæktʃə/
v. to make goods on a large scale 大量制造
19. accomplish /ə'kʌmplɪʃ/
v. to succeed in doing 完成
20. data /'deɪtə/
n. information collected for examination and consideration 数据
21. process /'prəʊses/
v. to perform operation on (sth.) in computer (用计算机)处理
22. conduct /kən'dʌkt/
v. to do; to carry on (business) 经营
23. purchase /'pɜ:tʃəs/
v. to buy (sth.) 购买某物
24. warehouse /'weəhaʊs/
n. a building where goods are stored 货仓
25. initiate /ɪ'nɪʃieɪt/
v. to put into operation 开始实施
26. innovative /ɪ'nəvətɪv/
a. introducing or using new ideas, techniques 革新的
27. share /ʃeə/
n. the part belonging to or owed by a particular person 股份
28. bankrupt /'bæŋkrʌpt/
a. not having enough money to pay debts 破产的
29. creditor /'kredɪtə/
n. a person or organization to whom money is owed 债权人
30. limit /'lɪmɪt/
n. a point or line beyond which something does not extend; boundary 限度
31. venture /'ventʃə/
n. a project, esp. a commercial one where there is a risk of failure 工作项目(尤指有风险的)
32. profit /'prɒfɪt/
n. financial gain 利润

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|---------------------------------|---|
| 1. relate ... to/ with ... | to connect (two things) in thought or meaning 将……联系起来 |
| 2. refer to ... | to mention or speak of (sth. or sb.) 提到; 涉及 |
| 3. be extracted from ... | to take (sth.) from (sth.) 从……中提取 |
| 4. be responsible for ... | to have the duty of looking after something 对……负责; 负责(某事) |
| 5. make ... of value | to make (sth.) worthwhile or valuable 使某物更有价值 |
| 6. decide on ... | to choose (sth. or sb.) after thinking carefully 作出决定 |
| 7. distribute ... to/ among ... | to separate (sth.) into parts and give a share to each person or thing 在……中分发; 分配 |

Notes

1. provide the financing for; conduct the business of providing money for.
2. insurance policies; documents which show the condition of an insurance contract (保险单).
3. the securing of capital; getting money for some business.
4. to a certain extent; to a certain degree.
5. up to; as far as; to and including.
e.g. Please count from 1 up to 10.

Everyone works, from the boy who sweeps the floor up to the President.

Exercises

1. Read the text carefully again and discuss the following questions.

1) What does "business" mean in the text?