

Audio-visual English for Professionals

专业英语视听说

ECONOMICS AND MANAGEMENT 1 经济·管理 1

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专业英语 视听说

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经济·管理 1

Economics and Management 1

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《专业英语视听说》教材是依据教育部《大学英语课程教学要求》的文件精神,聘请国内知名学者组成专家指导委员会,由全国 30 余所著名高等院校的外语教授和相关专业教授等教学专家联袂编写的一套视听说一体化教材。编写这套教材的目的是为了把现代科技和现代英语教育理念相结合,立足英语教学改革,更新教育观念,依靠多媒体技术和多样化课堂教学模式的支持,实现学生听、说、读、写能力的综合演练,从而改进和提高英语教学效果。全套教材以教育部最新公布的专业目录为依据,涉及文、史、经济、理、工、农、医等 20 多个学科方向,覆盖 100 多个专业领域,堪称目前国内最大规模的专业英语系列教材。

本系列教材有以下两个最突出的特点:

1. 教材内容板块精心设计,既注意借鉴国外教材的先进理念,吸纳多年来我国外语教学积累的经验,又充分照顾了中国学生的思维方式和英语学习习惯。这套教材包括视听说教学用书、DVD 教学光盘和点读笔三部分(点读笔属于可选项,老师和学生可以根据自己的实际需要选择是否使用),每册书都包含 16 篇短文和高清晰的配套视频资料。所有的音像视频资料均由澳大利亚 classroom video、德国 DW、加拿大 VEC 等公司提供版权,并经过国内专业英语权威专家组共同筛选审定,内容涉及面广、取材新颖、难易适度,充分反映了各个学科的最新学术成果和发展方向。纸质教材板块的设计充分考虑了中国学生学习专业英语的特点和目标,内容浓缩了大量的专业词汇和专业用法,反映了各个学科的基本理论和基本概念,内容包括:①引导部分(介绍该单元主题的背景知识、教学重点、难点等);②视听说演练(紧扣视频内容,设计视频主题讨论、完成视频问题等互动形式);③附录文章(围绕该单元主题,介绍某一方面的学科发展、前沿知识等内容)。教材中设计了大量的练习,练习的形式活泼多样,注意与视频内容的完美结合和有机互动,能够同时调动教师和学生双方的积极性,促使他们采用多媒体、多样化课堂教学模式,开展视、听、说综合实践演练活动,充分体现英语教学的实用性、文化性和趣味性。

2. 努力把现代科技引入课堂教学实践,从而提高教学的互动性、趣味性,改善教学效果。多媒体教学是现代教学改革的一个目标,如何利用好多媒体技术,使这个技术不仅在形式上,更在实质内容上改变课堂教学模式,实现多样化教学、互动性教学,



这也是现代教学改革的一个关键问题。这套教材在这个问题上进行了一次有益的尝试。配套视频资料、教材内文设计以及点读笔支持功能等都可以帮助师生在多模式教学的改革之路上大胆前行。

这套教材还支持点读笔的点读发声,变纸质无声读物为有声读物。用点读笔点击配套课本,就能发出相应清晰、标准的语音,点读笔内置扬声器,既可以外放,也可以用耳机收听,如果外接音箱就可供教师作教学示范和学生户外学习。点读笔还有复读、暂停等功能,支持 USB 下载,随身携带非常方便,满足很多自学者的需要。

本系列教材编写实施“精品战略”。首先由丛书编委会讨论确定教学大纲,然后依据大纲要求由作者编写,各分册主编统一统稿,最后由专家审定。从教材规划到教材编写、专家审稿、编辑加工、出版发行等,都有计划、有步骤地实施,层层把关,步步强化,使“精品意识”、“质量意识”贯彻全程。

值得提出的是,本系列教材在编写审定过程中,各个学科的专家对教材书稿进行了严格把关,提出精辟意见,对保证教材质量起到了重要的作用,为教材的编写出版创造了有利条件。在此表示感谢!

本系列教材在编写过程中,为了保持与英文的一致,译文均保留了英制单位。

本系列教材在吸纳传统经验,借鉴先进理念的基础上,进行了一定力度的改革与创新,在探索的过程中难免有不足之处,甚或错漏之处,敬请各教学单位、各位教学人员在使用过程中发现问题,及时提出批评指正,以便我们重印或再版时予以修改,使教材质量不断提高,更好地适应高素质、国际化专业人才的培养需要。

张勇先

2010年6月

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I. Lead-in Questions

1. What role does economics play in human's life?
2. What kinds of wants do people have?



II. Vocabulary

arise [ə'raɪz] *vi.* 出现, 发生, 起因于

fundamental [ˌfʌndə'mentl] *adj.* 基础的, 基本的

elementary [ˌelɪ'mentəri] *adj.* 初步的, 基本的, [化]元素的, 自然力的

shelter ['ʃeltə] *n.* 掩蔽处, 庇护所

pony ['pəʊni] *n.* 小型马

stylish ['staɪlɪʃ] *adj.* 时髦的, 漂亮的, 流行的

complementary [kɒmplə'mentəri] *adj.* 补充的, 补足的

recur [rɪ'kɜː] *vi.* 复发, 重现, 再来

purchase ['pɜːtʃəs] *vt.* 买, 购买

capital ['kæpɪtəl] *n.* 资本, 资金

screwdriver ['skruːdraɪvə] *n.* 螺丝起子

machinery [mə'ʃiːnəri] *n.* [总称] 机器, 机械

forklift ['fɔːklɪft] *n.* 〈美〉[机] 铲车, 叉式升降机

entrepreneur [ˌɒntrəprə'nɜː] *n.* 〈法〉企业家, 主办人

definite ['defɪnɪt] *adj.* 明确的, 一定的



III. Exercises for Listening

Exercise 1 判断下列句子的正(T)误(F)

- () 1. Needs are the three basic wants that all people, everywhere share, and they are food, transportation and shelter.



- () 2. The problem with wants is that they are unlimited. No matter how fast we satisfy them, there will always be more.
- () 3. Some wants are complementary, some wants are recurring, wants also change over time.
- () 4. Individual wants are things that we would like for ourselves. Collective wants are things wanted by the whole country.
- () 5. Land refers to some kinds of natural resources that can be used to help people satisfy wants.
- () 6. Capital refers to goods that are made to help make other goods or services.
- () 7. Money itself is not capital, because money is simply a concept that helps us exchange goods and services, it is not a resource.
- () 8. To make goods and services, land, labor and capital can function well respectively.
- () 9. A country's wealth is measured by its ability to satisfy the wants of its citizens.
- () 10. The problem with resources is that they are limited.

Exercise 2 翻译下列词汇

1. 个人欲望	2. 集体欲望
3. 生产要素	4. 自然资源
5. 矿产资源	6. 体力劳动
7. 资本货物	8. 消费品
9. 创造利润	10. 满足需要

Exercise 3 完成下列句子

1. This is _____ of human nature and has _____ by the human race as a whole.
2. Needs are the three basic wants that all people, everywhere share, and they are _____.
3. _____ we have satisfied these wants, that we can go about satisfying other, _____.



4. Individual wants are things that _____. We try to satisfy these wants by _____.
5. Things that we use to satisfy wants are called resources, or _____. Resources can be classified as _____.
6. Labor refers to human effort that can be used to _____. It isn't limited to purely _____; it includes _____ as well.
7. Money is not capital, because money is simply a concept that helps us _____. It is not a _____.
8. _____ land, labor and capital is called enterprise, and a person who does this is called _____.
9. Because resources are used to satisfy wants, we can measure a country's wealth, by measuring _____.
10. Japan, another wealthy nation, has a large _____, is highly capitalized and has many _____.

Exercise 4 讨论下列问题

1. Give some examples of resources, and talk about meanings and functions of them.
2. The rising prices of houses attract much social attention at present. Why do you think people pay so much attention to it?
3. Labor can be briefly classified as physical effort and mental effort. What are their functions in production?
4. Nowadays there is still a great gap in economic development level between the developing countries and the developed countries, and entrepreneur is an important factor that can contribute to this situation. How can entrepreneurs influence a country's economy?
5. The labor force in China used to be very rich, but the situation has changed. How does the labor force shortage come about? How will this phenomenon influence the economy both in China and in the world?



附录

课文:

The economic problem arises because people want to make their lives better. This is a fundamental part of human nature and has led to many fantastic achievements by the human race as a whole. In economics, instead of saying that people want things, we say that they have wants.

Some wants are more important than others. Needs are the three basic wants that all people, everywhere share, and they are food, clothing and shelter. It is only after we have satisfied these wants, that we can go about satisfying other, less urgent wants.

And one thing is certain there will be other wants. We might want to get a new dining suite. Or we might want to design a dress to go out in. Or we might want a pony, or a summer dress, or a VW convertible, or some stylish casual-wear, or a swimming pool with slippery dip and cascading fountain. The problem with wants is that they are unlimited. No matter how fast we satisfy them, there will always be more.

Some wants are complementary—for example if we satisfy our want for a bike, we will probably want a helmet, and a simple yet stylish cycling outfit to go with it.

Some wants are recurring—food and drink are the most obvious examples, but there are many others like shoes, shampoo, razors and tyres for the bike. Wants also change over time, because people change over time. There are some things that you might have wanted when you were five years old, that you don't want now, and in twenty years time your wants might be very different from your current wants.

Wants can also be classified as individual wants and collective wants. Individual wants are things that we would like for ourselves. We try to satisfy these wants by purchasing goods and services. Collective wants are things wanted by the community as a whole, like airports, libraries, public transport, and sports stadia. These are paid for by the government using taxes.

Things that we use to satisfy wants are called resources, or factors of production. Resources can be classified as land, labor, capital and enterprise.

Land includes all natural resources that can be used to help people satisfy wants. Things like forests, water, farmland, and mineral deposits. Even sunlight and wind can be



classified as land. Labor refers to human effort that can be used to produce goods and services. It isn't limited to purely physical effort, it includes mental effort as well. Capital refers to goods that are made to help make other goods or services. Tools like hammers, screwdrivers and ladders are capital goods—they make it easier to make other goods. A hammer is a capital good—it makes it easier to nail things together.

A nail gun is a more expensive piece of capital equipment that is designed for the same purpose. It is more expensive than a hammer, but it requires less physical effort, and is much faster—so we can produce more in the same amount of time. Imagine how much longer this job would take, if every nail had to be hammered in by hand. There are lots of specialized pieces of capital machinery that are used in factories to produce consumer goods, or other capital goods.

On a bigger scale, cranes, roads, railways, and forklifts are also capital. Money itself is not capital, because money is simply a concept that helps us exchange goods and services, it is not a resource. For example, when someone gets paid for doing their job, what they're actually getting is the value of their labor in an easily exchangeable form.

To make goods and services, land, labor and capital have to be combined. For example, mineral deposits, which are classified as land, on their own do not help to satisfy wants. They have to be dug up and processed, which usually requires human effort, which is labor, and machinery, which is capital, before they are useful. The ability to combine land, labor and capital is called enterprise, and a person who does this is called an entrepreneur. The entrepreneur identifies a want, then combines land, labor and capital to satisfy that want, in the hope of making a profit.

A country's wealth is measured by its ability to satisfy the wants of its citizens. Because resources are used to satisfy wants, we can measure a country's wealth, by measuring the amount and combination of its resources. This is why the U. S. A. is considered to be the wealthiest country in the world. It has lots of productive land, a large labor force, lots of capital equipment, and lots of entrepreneurs. All of these resources can be combined to satisfy a lot of wants.

Japan, another wealthy nation, has a large labor force, is highly capitalized and has many entrepreneurs. It is not as rich as the U. S. A. however, because it has a small amount of land compared to its population. So Japan has to buy many resources that are classified as land, like coal and iron, from other countries.



课文参考译文:

经济学问题的产生是因为人们想要生活得更好。这是人性的基本组成部分,整个人类也因此取得了一些非凡的成就。在经济学中,与其说人们想要一些东西,不如说是人们有一些欲望。

有些需要比其他的很多需要都重要。对于所有人来说,生存必需品是人的三大基本需要,包括食物、衣服和住房。只有当这些欲望得到满足时,我们才会去考虑其他的、不是很迫切的欲望。

有一件事情是可以肯定的,那就是人都会有其他的欲望。我们可能想要一个新的餐桌,或者一件名牌衣服,或者一只小马驹,或者一件夏装,或者福斯牌敞篷汽车,或者是时髦的衣服,又或者是后院的游泳池。欲望的问题在于它是无止境的。无论这些欲望多么快地得到满足,但总是还会有更多的欲望等着去实现。

一些欲望是附加的,随之而来的——例如,当我们得到一辆自行车时,我们就会想要一个头盔,然后我们还可能想要一套兜风时用的配套服饰。

一些欲望是循环的——食物和饮料就是最明显的例子,还有很多其他循环的需求,例如鞋子、洗发精、刮胡刀、自行车轮胎等。欲望也可能会随着时间的改变而改变,因为人本身随着时间的推移在发生变化。你五岁时想要的东西,当你长大时可能就不想要了。你二十岁时的欲望可能和你现在的欲望有很大的差别。

欲望也可以分为两类:个人欲望和集体欲望。个人欲望是一些能愉悦自我的东西,我们试图通过购买商品和享受各种服务来满足自我欲望。集体欲望是作为一个团体想要的东西,例如机场、图书馆、公共交通以及体育设施等。这些都是政府通过税收所得来修建的。

有一些我们用来满足欲望的东西叫做资源,或是生产要素。资源可以分为土地、劳动力、资本和企业。

土地是所有人们用来满足欲望的自然资源。这些东西包括森林、水、农田、矿产资源。甚至阳光和风也可以被划分为“土地”。劳动力是指人力资源,它可以生产东西和提供服务。它不仅仅是指单纯的体力劳动,也包括脑力劳动。资本指的是这样一类物体,它们对生产其他物品和服务业提供帮助。例如各种工具,像锤子、螺丝刀和梯子等都属于这样一类物体——它们能够使生产物品的过程变得容易。如锤子是资本一类的东西——它使钉东西变得更容易。

射钉枪是一种更贵的资本设备,它和锤子的功能是一样的。它比锤子更贵,但



它使人的体力劳动减轻,它也更快——所以我們能在同样的时间内钉更多的钉子。你能想象如果每一个钉子都是这样手工一个个钉进去的,那么这项工作将花费多长时间啊!在工厂中有一些专业的机器设备用来生产消费品,或是一些其他的资本物品。

在一个更宽泛的概念中,起重机、道路、铁路和铲车都是资本。钱不是资本,因为钱只是一个概念上的东西,它帮助人们对货物和服务进行交易,它不是资源。例如,当一个人获得他的工作报酬时,实际上他得到的是在交易形式中他自身劳动力的价值。

要生产物品和提供服务,土地、劳动力和资本这些要素要结合起来。例如,矿产资源必须被开采和加工才能使用。这通常需要人力,也就是劳动力,还有机器,也就是资本。而把这些联系起来的東西叫做企业,管理企业的人叫做企业家。企业家确定一个欲望,然后将土地、劳动力和资本联系起来满足欲望,并期待赢利。

衡量一个国家的财富就是看它满足国民欲望的能力。由于要使用资源来满足人的欲望,所以我們可以通过测量一个国家的总人数和所有资源的总和来衡量一个国家的财富。这就是为什么美国被认为是世界上最富有的国家。它有很多富饶的土地,广泛的人力资源,大量的资本设备以及很多企业家。所有这些资源联合起来满足了很多需求。

日本是另一个富有的国家,它有大量的劳动力、资本以及很多企业家。但是它没有美国富有,因为它的人均土地占有量很少。所以日本必须从其他国家进口一些被归入土地一类的资源,例如煤,铁等。

Keys to Exercises

Exercise 1 判断下列句子的正(T)误(F)

1. ☐ F 2. ☐ T 3. ☐ T 4. ☐ F 5. ☐ F
6. ☐ T 7. ☐ T 8. ☐ F 9. ☐ T 10. ☐ T



Exercise 2 翻译下列词汇

- | | |
|--------------------------|-----------------------|
| 1. individual wants | 2. collective wants |
| 3. factors of production | 4. natural resources |
| 5. mineral deposits | 6. physical effort |
| 7. capital goods | 8. consumer goods |
| 9. make a profit | 10. satisfy the wants |

Exercise 3 完成下列句子

1. a fundamental part ; led to many fantastic achievements
2. food, clothing and shelter
3. It's only after; less urgent wants
4. we would like for ourselves; purchasing goods and services
5. factors of production; land, labor, capital and enterprise
6. produce goods and services; physical effort; mental effort
7. exchange goods and services; resource
8. The ability to combine; an entrepreneur
9. the amount and combination of its resources
10. labor force; entrepreneurs

Exercise 4 (略)



I. Lead-in Questions

1. What are economic problems?
2. What is “opportunity cost”?



II. Vocabulary

satisfy [ˈsætɪsfai] *v.* 满足(需求)

alternative [ɔːlˈtɜːnətɪv] *adj.* 供选择的

forego [fɔːˈɡəʊ] *v.* 放弃

principle [ˈprɪnsəpl] *n.* 法则, 原则

opportunity cost 机会成本

fund [fʌnd] *n.* 资金

afford to 承担得起

roller blades 轮滑鞋

weigh up 掂量

invasion [ɪnˈveɪʒ(ə)n] *n.* 入侵

law and order 法规

employ [ɪmˈplɔɪ] *v.* 雇佣

devote to 把……专用于

left-over 剩余

output [ˈaʊtput] *n.* 产量

curve [kɜːv] *n.* 曲线图

implication [ˌɪmplɪˈkeɪʃən] *n.* 含意, 暗示

non-renewable resource 不可再生资源

vineyard [ˈvaɪnjɑːd] *n.* 葡萄园

profit [ˈprɒfɪt] *n.* 利润, 收益

TAFE Technical and Further Education in Australia 澳大利亚职业教育

labour [ˈleɪbə] *n.* 体力劳动; 脑力劳动

interest rate 利率

taxation [tækˈseɪʃ(ə)n] *n.* 税收

inflation [ɪnˈfleɪʃ(ə)n] *n.* 通货膨胀

unemployment [ˌʌnɪmˈplɔɪmənt] *n.* 失业

stimulate [ˈstɪmjələt] *vt.* 刺激

staff [stɑːf] *n.* 职员



III. Exercises for Listening

Exercise 1 判断下列句子的正(T) 误(F)

- () 1. There are enough resources to satisfy all of our wants, so we just decide which wants we will satisfy, and which we will leave unsatisfied.
- () 2. When we satisfy one want, we give up another want.
- () 3. Every time you purchase something, you pay an opportunity cost—it's something you could have bought with the money.
- () 4. The choice between buying capital goods, which satisfy present wants, and consumer goods is also very important.
- () 5. The economic problem means that we have to make best decisions about satisfying our wants.
- () 6. If people feel that economic conditions are going to be bad, they are sure to save their money, so that they will be unable to satisfy any wants.
- () 7. If the economic outlook is good, then firms are more likely to increase the size of work-force and production.
- () 8. In countries like Vietnam, wages are low and labour is cheap, so there is a lot of investment in capital goods, because it's cheaper to buy a crane to unload the boat than to hire employees.
- () 9. If the economy is going bad, the government may raise interest rates or increase taxation in an attempt to reduce inflation.
- () 10. Increased consumption means that firms are more likely to hire employees to meet demand, which should cause unemployment to fall.

Exercise 2 翻译下列词汇

1. 机会成本

2. 生产可能性

3. 商品产量

4. 非再生能源

5. 未来效应

6. 经济前景

7. 裁员

8. 商业决策

9. 降低税率

10. 刺激消费需求

Exercise 3 完成下列句子

1. However, resources are limited, and they have _____.
2. The economic problem, like life, is about _____.
3. If you buy the apple, you are _____ the orange, which is the opportunity cost.
4. In the model we assume that _____, and that society only produces two goods—bread and ovens. Bread is a consumer good, and ovens are capital goods. If we decided to _____, we might be able to produce 100 loaves a day. But this would mean that we _____.
5. Most economies however, _____ the curve. If there is unemployment, society is not using all of its resources, so output of goods and services will fall inside the curve.
6. If the population increases, or _____, the resources available to the economy are increased, and the production possibility frontier is pushed outwards. The same thing happens with _____, which allows us to use our resources more efficiently.
7. Limited resources and opportunity cost mean that _____ have future implications.
8. For example, if economic conditions are good, and people _____, it is more likely that they will spend money, and _____.
9. In countries like _____, wages are high and labour is expensive, so there is a lot of _____.
10. Everyday we _____ and opportunity cost.

Exercise 4 讨论下列问题

1. What's your understanding about the nature of economics?
2. Talk about the "opportunity cost" that exists in your everyday life, give your examples.