



高等院校英语专业现代应用型教材

总主编 / 郗庆华

SELECTED READINGS
ON BUSINESS AND ECONOMICS

经贸英语
报刊选读

师 英 董志善 / 编著

南开大学出版社

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总 序

改革开放的深入，改变了人们对英语和英语教学的认识。在中国逐步向世界全面开放的过程中，英语作为一种通用语，在人们眼里已不再神秘，它只是中国与世界交流必不可少的语言工具。英语的教学目标也不再像几十年前那样，旨在培养少数英语语言精英，而是要培养各行各业急需的、能直接进行跨文化交际和双向语言沟通的千千万万普通劳动者。在这种新认识的驱动下，从 20 世纪后期起，各大学在继续传统英语专业教学的同时，都积极探索着新的英语教学模式，以培养中国社会飞速发展所需要的大量复合型应用英语人才——既能用英语同世界直接交流又懂一些专门知识与实务操作技能的现代化社会劳动者。

近 10 年来中国涌现出来的 300 多所民办独立学院，即源于上述这种认识。作为独立学院的英语专业，也明确提出了培养复合型应用英语人才的目标，所采用的教学模式是“英语+专业”，抑或“专业+英语”，即新型英语专业。

新型英语专业的培养目标符合当今中国社会发展的需要。因为与传统英语专业学生相比，新型英语专业的学生拥有前者所欠缺的专门化学科知识；而与其他学科的学生相比，他们又拥有后者所不具备的英语接收与表达能力。这些懂专业、会英语、能直接与世界交流与沟通的毕业生，是有着极大提高潜力和完善空间的复合型应用英语人才，为国家和社会所需要，因此就业面广，很受社会欢迎。

新型英语专业采用“英语+专业”的教学模式值得肯定，但要成功培养出符合社会需求的高质量复合型应用英语人才，则必须在课程设置、教材编写和教学模式等方面充分考虑到一个关键点，即英语教

学本身在培养目标上与其他学科的区别,将英语语言教学与有关专业学科教学适度、得当地结合起来。因为基础阶段的英语教学,主要是语言技能的训练,而非语言知识的传授,它不仅要求学生懂得词法、句法、语义及修辞、搭配等习惯用法,还要求学生用大量的时间进行应用练习,通过语言实践来掌握交流的基本功。只有当学生能熟练掌握并灵活运用他们所学的语言基础知识时,即能用英语自主表达个人意图并通过听说读写译等方式与他人自由交流时,学生才算学会了英语。而普通高校其他专业的本科教学则主要是知识的传授,只要学生学懂并记住书上的知识就可以了,至于运用,那是学生毕业以后走上社会工作时所要做的。因此,在新型英语专业的教学里,一定要围绕本科基础阶段英语教学的特点,选好相关的专业学科课程(如与外语应用结合密切的贸易、金融、管理、法律、旅游等)和适宜的教学方式(如增加老师或专家引导、学生自主创意的体验式教学:场景模拟、辩论、演讲等),使学生在有限的4年时间里,既能学好英语,又能学到相对适用的学科专业知识。如此才能尽早实现复合型应用英语人才的培养目的。

南开大学滨海学院即是一家颇具上述教学特色的独立学院,它诞生于沿海开放的领先地区——天津滨海新区,成长于北方环渤海经济圈提速发展的大环境,天时、地利都促成了该校“立足社会需求、打造应用型人才”的教学探索。滨海学院外经贸英语翻译专业所进行的课程与教材改革收效显著,极具借鉴意义和推广价值。该专业自2004年建立以来,一直尝试“英语+专业”这种新型英语专业的教学模式。他们在新生入学头两年狠抓学生的英语语言基础,从第三年起,用自编英语教材给学生开设国际贸易、对外经济、进出口实务、公司理财、工商管理、市场营销、国际商法、经贸文选、外贸书信函电等专业课程。已毕业的两届学生从业情况证明,他们的教学取得了不错的成果:作为一个三本独立学院的英语专业,他们的学生求职应聘适应面宽、选择面广,就业范围涵盖了金融机构、进出口公司、外资生产企业、投资或销售代理机构等;从事的工作含翻译、企业管理、市场营销、贸易

实务等；由于目标明确，兴趣得到释放，部分愿意提高自己的学生也能自觉学习，最终拿到国外大学的奖学金出国深造，还有的考取了全国著名重点大学的研究生。他们在全国英语专业四级考试中，一次通过率曾达到 72.6%，英语专业 8 级通过率曾达到 47%，考上研究生的学生也曾占到 13%（今后比例还会有提高）。细究其原因，是他们较好地做到了将英语与其他学科有机结合，能够学有所为、学以致用。

“滨海模式”的具体方法虽然需要“因地制宜”，但其指导思想顺应了时代的发展，符合国际化、现代化的要求，尤其是毕业生的受欢迎度更加证明，英语专业不同层次的教学目标应当多元化，教学模式及教材编写亦应随之改革，培养出更多真正能满足实际工作需要的人才。鉴于此，南开大学出版社组织了来自南开大学滨海学院、南开大学、天津外国语大学、天津师范大学、天津财经大学、天津工业大学、天津科技大学、天津城建学院、北京航空航天大学等高校的资深骨干教师，结合近几年的课堂经验与用人单位的信息反馈，着手编写这套“高等院校英语专业现代应用型教材”。这套教材的选题基本上围绕新型英语专业所选定的有关学科的专业课程设计，经过滨海学院两届毕业生的就业实践证明，这些课程适时适度地为学生储备了一定的专业或行业知识，得到用人单位的特别肯定和好评。参编人员均具有一线教学经验、精通所选专业并直接承担过新型教学任务，他们在教材的编写中注意保留专业课程精髓要点，语言深入浅出，适合独立院校和新型英语专业学生的英语水平，并努力将语言学习与专业学习融会贯通；同时适当安排文学文化类课程，使学生了解语言文化背景、提升相关文化素质；在编写加强学生英语基本技能的教材中，重点培养学生对语言的观察分析能力，并通过口笔译训练，使他们开动脑筋，悟懂道理，想出方法，解决问题，以提高双语交流的语言组织与表达能力，达到培养应用型英语人才的目的。

“滨海模式”与这套“专业现代应用型系列教材”是探索性的，但也是有启发性、前瞻性和创新性的。它为新型英语专业的教学和教

材的发展拓展了新的视野, 为培养我国急需的复合型应用英语人才的教材编写开辟了新的思路。我们希望, 这套教材的出版能够为独立院校乃至普通高校的英语教学提供有益的参考; 我们也相信, 会有越来越多的师生受益于不断完善的课程探索, 为新型人才插上腾飞的翅膀!

编 者

2009 年 8 月于南开大学

前 言

本书主要面向独立院校本科学生，是商务、经贸和经贸英语专业的阅读类教科书，文章全部选自英语国家近年出版的著名报刊和杂志，涉及许多商务和经贸的重要领域，文章难度和长度适中，比较适合教学使用。通过对本教科书所选文章的系统学习，学生可以对当今国际商务和世界经济及贸易的发展状况有一个初步的了解，基本掌握商务英语报刊文章的特点，提高阅读和分析此类文章的能力，最终从整体上提高英语语言水平和运用能力。

本教材涵盖四大部分：第一部分为全球和国家经济形势；第二部分为世界贸易；第三部分为金融；第四部分为管理。全书共分为十八个单元，每个单元均选取两篇课文，可由教师选择一篇在课上讲解，另外一篇可作为学生的课外阅读作业。为了帮助学生更好地理解课文，我们在课文的后面附有生词和短语表、专业术语表及注释。此外，还设计了各种练习。

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Part One

Global and National Economic Situation

Unit One

Text A Another Bush, Another Jobless Recovery

The jobs market looks bleak and the president's tax cut is unlikely to help.

Of all the signs that America's economy is sputtering, none is more striking than the jobs market. Overall unemployment, at 6%, is still relatively low, but this headline figure masks a much tougher reality. More than 500,000 jobs have disappeared in the past three months, pushing the total lost under George Bush above 2m. Long-term unemployment, at 1.9m, is at its highest for ten years. And these numbers do not include the large number of discouraged workers (people who would like to work but have given up looking) and the even larger number of underemployed (those who are working, but not as much as they would like to).

The weak jobs market is itself harming the chances of recovery. Consumers worried about losing their jobs are more likely to save their cash than spend it. And politically, the risks are even starker. George Bush senior famously lost the 1992 election during a jobless recovery.

Why is the job market so weak even though the economy is (just) growing? A big reason is the continued impressive growth in productivity. Ever more efficient firms need ever fewer workers, and with the economy barely growing that means job losses, particularly in some industries. According to economists at Morgan Stanley, hotels, airlines, restaurants and amusement parks, which together account for only around one in ten

private-sector jobs, contributed nearly half the job losses in the past three months.

Another deterrent to hiring people is the price of benefits. The growth in the cost of things like health-care insurance accelerated to 6.1% in the first three months of 2003, the highest rate since 1992, when costs were actually decelerating.

The result is not just that more people are losing jobs; they are staying out of work for longer. People who become unemployed now stay out of work on average for almost 20 weeks, the longest since early 1984. The proportion of workers who exhaust their unemployment benefits before they find work is the highest since record began in the early 1970s.

What will turn this gloomy picture around? Optimists reckon that many ingredients for an economic rebound are already in place. With the Iraq war over, the geopolitical uncertainty that hobbled business investment has fallen. Oil prices have fallen back, consumer confidence has shot up, share prices are well off their mid-March lows and spreads on corporate bonds have narrowed.

In testimony to Congress on April 30th, the best-known optimist, Alan Greenspan, argued that the economy was “positioned to expand at a noticeably better pace than it has during the past year”. At its meeting on May 6th, the Federal Reserve’s policy-making committee decided to keep short-term interest rates on hold.

But the central bank indicated that further rate cuts were possible, citing concerns about further falls in inflation. The committee split its assessment of risks to economic growth: these, it said, were evenly balanced between the upside and downside. But the probability of “an unwelcome substantial fall in inflation, though minor, exceeds that of a pick-up in inflation from its already low level”. The Fed, it seems, would be willing to cut rates to ward off deflation even if the economy rebounded. And if there were no rebound, it would be even more likely to

do so.

For the moment, though, monetary policy is causing less controversy than the other macroeconomic lever, fiscal policy. Ever since the end of the Iraq war, political Washington has talked about little else.

Mr. Bush is increasingly selling his tax-cut proposals as a job-creation package. In Arkansas this week he said that the 6% unemployment rate should serve as “a clear signal” to Congress: “we need robust tax relief”. The White House claims that if Congress passes tax cuts worth at least \$550 billion over ten years, it would create 1m new jobs by the end of next year. A long-awaited study by the administration’s number-crunchers is rumored to show that one-third of these new jobs would come from eliminating dividend taxation, while many of the rest would come from accelerating cuts in marginal income-tax rates.

A reform but not a stimulus

Sadly, Mr. Bush’s claims are not convincing. The notion that a tax plan’s ten-year price-tag provides any measure of its efficacy as a short-term stimulus is absurd. The central component of Mr. Bush’s tax plan—the elimination of dividend taxation—would improve the tax code and, probably, long-term growth, but it would do little to boost the economy now. Mr. Bush’s people say that ending dividend taxation would raise share prices, which in turn would boost spending. Most economists reply that the boost to share prices would be fairly undramatic (a 5%-15% jump is the consensus guess); and any effect on spending would be small and gradual.

For all his hustling, Mr. Bush’s original plan is being heavily modified in Congress. Both the House and Senate are in the process of passing different tax-cut bills.

On May 6th, the House Ways and Means Committee passed a \$550 billion tax package, whose central provision was to cut taxes on both

dividends and capital gains to 15%. As *The Economist* went to press, Charles Grassley, the chairman of the Senate Finance Committee, seemed to have won support from his fellow Republicans for a bill including \$430 billion of tax-cuts over the next decade. His bill would exempt the first \$500 of dividend income from taxation (which would mean most investors paid nothing). There would then be a sliding scale of cuts for richer investors who pay most of the tax. Altogether, it would cut dividend taxes by only a fifth—which would annoy Mr. Bush. Conservatives are also unlikely to be happy with a \$20 billion bail-out for the states.

That last provision could win Democrat support. Money for the states is part of Senator Tom Daschle's \$152 billion package—alongside tax credits for families and businesses and an extension and expansion of temporary federal unemployment insurance (which the White House is prepared to let expire at the end of May).

In the end, the Republican Congress looks likely to force through a stimulus package that is largely based around tax cuts. Some of these measures may be sensible long-term reforms, and returning money to taxpayers is seldom unpopular. But the stimulus will not create many jobs now, whatever Mr. Bush says.

Selected from *The Economist*

May 10, 2003 issue

New Words and Expressions

1. recovery *n.* 复苏

the period of the business cycle that follows a depression

2. bleak *a.* (形势、前景) 无望的, 黯淡的

(of a situation or future prospect) not hopeful or encouraging;
unlikely to have a favorable outcome

3. sputter *v.* (喻) 疲软地进行 (或进展)

If an activity sputters, it is weak and varied, and does not make