



普通高等教育大学英语系列教材·应用型本科

INNOVATION COLLEGE ENGLISH

创新大学英语 读写译教程·教师用书·

A Reading, Writing and Translation Course

4

总 主 编◎王大伟

本册主编◎毛立群 韩新雷



华东师范大学出版社



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出版说明

为了满足高等院校大学英语教学改革的需要,我们专门组织编写了这套专门针对应用型本科院校的教材,供高等学校非英语专业本科生及同等程度的学习者使用。

随着全球化的日益发展,国际间的政治、经济、商业和文化交流活动越来越频繁,社会需要既掌握专业技能又懂外语的人才。新时代的大学生必须在学好本专业知识的同时,提高外语水平和实际运用能力,这样才能在激烈的竞争中站稳脚跟。因此我们所编的这套大学英语教材,既包含当前教学所需的最新、实用的内容,又融入新的教学理念和教学方法,以期从容应对日益增长的社会需求。

本套教材的编写十分注重构建真实的交际语境,以学生的需要为中心而设计,强调实用性,即为学生设计贴近实际应用的交际任务,通过互动练习,激发、鼓励学生的自主思考。本教材还通过设置目标、设置问题,让学生在达成目标、解决问题的过程中,以积极主动的态度来达到最佳的学习效果。此外,还特别针对应用型本科院校学生的实际需求,设计了不少生动有趣的模块。这些设计都是为便于学生理解、掌握和运用。

本系列教材邀请来自各高等院校的外语专家组成编写委员会。为了编好这套教材,我们曾多次召开编写会议。北京外国语大学、上海外国语大学、广东外语外贸大学、华中科技大学、华东师范大学、北京交通大学、华南理工大学、华东理工大学、东南大学、四川外国语学院、湖南师范大学、中南财经政法大学、上海理工大学、浙江工商大学、曲阜师范大学、扬州大学、上海海事大学、上海师范大学、北京第二外国语学院、三峡大学、北京师范大学珠海分校、九江学院、黄山学院、安阳师范学院、黄冈师范学院、合肥学院、嘉兴学院等高校的英语教育专家和一线教师,对教材的编写工作提出了宝贵的意见,在此谨表示衷心的感谢。

最后,我们希望本教材能为我国大学英语教学改革和创新作出一点贡献,同时真诚地希望英语教学专家、学者、大学英语教学一线教师以及广大读者对本套教材提出宝贵意见,以便不断改进,精益求精。

华东师范大学出版社

2009年6月

前 言

《创新大学英语读写译教程》第一至四册为读、写、译综合教材,供非英语专业本科学生使用,也可供程度相当的自学者使用。

英语语言基础在大学英语教学中的重要地位和作用是显而易见的。但由于学生入学时英语水平程度差异较大,不少大学英语教材在应用型本科院校中使用起来普遍偏难,教师授课困难较大。针对这些状况,我们编写本系列教材,希望能对解决这些问题作出我们微薄的贡献。

本教程以应用型本科院校学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知中学大纲中的大部分英语单词,并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生在英语语言知识和语言的实际运用能力方面,可以达到大学英语六级的水平;中等水平的学生能够达到大学英语四级水平,能够在工作中运用英语进行与工作相关的交际。

本教程的编写指导思想是全面打好学生英语基础,以课文为中心,由浅入深,循序渐进,进行语法、词汇等基础知识的综合教学;对学生的读、写、译等基本技能进行全面的训练,培养学生准确运用所学知识进行语言交际的能力。

教材的质量关系到国家人才的培养。为了编写出高质量的教材,本教程编写者怀着强烈的质量意识,踏踏实实、一丝不苟地工作,在整体编写中遵循如下理念:

丰富而实用的选材。精读教材课文的核心地位为英语教学学者所公认,因此我们在选材上付出的努力最多。本教程的所有课文力求内容丰富,题材各异,主题贴近生活与实际,视角触及面广,关注实用性。

精心而系统的练习。练习设计的重要性不亚于课文。丰富多样的练习活动能体现各种技能训练的要求,可为学生提供更多提高读、写、译等各项技能的机会,极大地增强学生学习语言的兴趣。

结构清晰,易于教学。教程形式活泼多样,与众不同,图文并茂,互动性强。每册教材的侧重点不同,但注意系统性和独立性的有机结合。本系列教程可成套使用,亦可根据使用者的实际情况选择使用。

本教程共分4册,即每学期一册。第一、二册在学生原有基础上,系统安排语法、阅读和写作等基础语言知识,其内容主要参考《大学英语课程教学要求》所列项目;第三、四册在巩固基本功的基础上,进一步加强语言实际运用能力的培养。每课授课时间可根据教学对象的水平和课程总体安排等情况,由教师酌定。每课内容构成如下:

- 精读课文(生词表、课文、注释、课文理解练习、与课文相关的词汇练习、语法练习)
- 选讲课文(生词表、课文、注释、课文理解练习、课后练习等)

- 语言在用(朗读、综合练习、职业技能)
- 写作专题

与本教程配套使用的视听说教程(1—4)是一套特色鲜明、易学易教的教材。大学英语实践性较强的听说训练均放在听说教材中;听说教程的主题与读写译教程、学生实际生活、大学英语四、六级考试及各类与工作关系密切的职业英语考试紧密衔接。

最后,本教程在编写过程中得到多位英语教学界专家的支持,在此一并对他们表示衷心的感谢。

大学英语系列教材编写委员会

2009年6月

编者说明

本教程偏重实用性,讲究学习效率,特别适合于应用型大学学生。

本教程的课文含有大量实用性材料,包括不少当今热点话题,写作练习也偏重应用,这些因素都有利于提高学生的就业适应性。本教程严格控制课文中的语言难度,绝大部分词汇是大纲内的词汇(只有少量热点新词汇和专用名词超纲),这有利于提高英语学习的效率,提高四级考试通过率。有些精读教材的第一册中便大量出现六级后词汇。某些现行教材中约有1/3的词汇,应用型院校多数学生一辈子也不可能掌握,浪费较大。本教程通过精心选材与编写,避免了这种浪费,确保学生所学内容都是有用的。

一、对象

本教程主要为非重点院校本科生编写。现有的大学英语教材主要由名牌大学负责编写,对非重点大学本科生来说,有时难度显得略大。

此外,现有大英教材的课文以文学性、学术性较强的内容为主,有利于学生打下扎实的语言基础,有利于今后考研、考博,而与今后工作岗位直接相关的内容偏少。但非重点院校的大部分毕业生将直接踏上工作岗位,更需要能学以致用用的英语。

有鉴于此,我们编写了一套新教材,根据应用型院校学生实际水平,严格控制语言难度,在课文选择上,对人文性与应用性的材料兼收并蓄,以适度提高学生的就业适应性。

二、教材内容与结构

1. 本教程每个单元的阅读文章(以及配套的《视听说教程》中的对话短文)都围绕同一话题而且内容各不相同,便于学生不断深入学习。

2. 教材含有很多实用性、应用性的材料,能让学生学以致用。

3. 本教程不但包括商务英语中的一些话题(如电话、会议、买卖、广告、公司运作等),还注意内容的新颖性,例如包含了电子通讯、次贷危机、房地产、股票等热点话题。

4. 本教程每单元安排3篇阅读课文,分别用于精读、半精读与泛读。

三、练习题的编写

1. 练习形式多样化,不但包含精读教材中的常见题型,而且包含各种考试题型。

2. 由于包含了大学英语四、六级考试的题型,所以应试效果较好。

3. 导入部分设计颇具特色的口语练习题,对有些口语题目提供了大量导入性的思考点和语言点,便于学生开展讨论。此外提供了口语问题的参考答案,以减轻教师备课的工作量。

4. 在各种练习题(如语法、短语动词、翻译、作文等)中,穿插了很多与校园生活、职场工作、经济活动相关的实用性例句,让学生尽可能多地浸泡在应用型语言之中。

5. 每个单元在8句汉译英练习后安排了(模拟)同声传译。在教师用书中我们提供

了基本符合原中文顺序的英译文,供教师参考。目前尚无人使用过这种看似十分简单的练习题型,但根据编者和部分同事多年的教学经验,这是使全班集体开口的简单易行的好办法,对活跃课堂气氛大有裨益。

6. 写作部分主要是各种形式的应用型写作练习,包括信函、通知、议事日程、会议记录、备忘录、博客、求职信、简历等。教材先给予指导,再提供写作的样板,最后要求学生自己独立写作。这一部分也包含大学英语四级作文应试指导,提供了实用词语,介绍如何有意识地使用高层次词语以便获取高分,推荐了迅速拓展思路、快速完成作文的具体办法。

王大伟
2009年6月

Bookmap

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Unit 3	Make Your Trade Show a Success	Using Trade Show Giveaways	Takeovers, Alliances, Mergers and Acquisitions	Reply to an Invitation
Unit 4	Different Modes of Transport	China's Plans to Build Its Own Passenger Jets	Communication	Exposition of Transport and Delivery
Unit 5	The Courage to Start Your Own Business	Business Incubation	Brands	Letter of Congratulations
Unit 6	Who Puts a Spoke in Mitsubishi's Wheel	GM: Go Green to Make Green	International Marketing	Sales Letter
Unit 7	The Threat of a Real Estate Bubble	Analysts Pessimistic about US Housing Market Outlook	Risk	Argumentation about Urban Lives and Properties
Unit 8	Possible Dangers Posed by Genetically Engineered Plants & Animals	Protein-based Computer Memories	Management Styles	Letters of Request and Reply
Unit 9	Smuggling or Selfuse?	The European Court Sides with Levi Strauss in Its Battle with Tesco	Ingredients of Marketing	Argumentation about the Economy
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Internal Operations of Companies

1

Introduction

Internal operating procedure is a company-wide formalised structure to handle specific operational activities. It is an essential supporting element in the creation of good planning and control within the growing company. In this unit, you will have a chance to read articles on internal operations of companies as well as the specific production processes.

Background Information

1. McDonald's

McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving nearly 47 million customers daily. At one time it was the largest global restaurant chain, but now it has been surpassed by multi-brand operator Yum! (KFC, Taco Bell and others) and sandwich chain Subway.

In addition to its signature restaurant chain, McDonald's Corporation held a minority interest in Pret A Manger until 2008, and owned the Chipotle Mexican Grill until 2006 and the restaurant chain Boston Market until 2007. The company has also expanded the McDonald's menu in recent decades to include alternative meal options, such as salads and snack wraps, in order to capitalize on growing consumer interest in health and wellness.

Each McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. The corporation's revenues come from the rent, royalties and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's revenues grew 27% over the three years ending in 2007 to \$22.8 billion, and its operating income grew 9% to \$3.9 billion.

McDonald's primarily sells hamburgers, cheeseburgers, chicken products, French fries, breakfast items, soft drinks, milkshakes, and desserts. In response to obesity trends in western nations and in the face of criticism over the healthiness of its products, the company has modified its menu to include such healthier alternatives as salads, wraps and fruit.

2. Franchisee

Franchising refers to the method of practicing and using another person's business philosophy. The franchisor grants the independent operator the right to distribute its products,

techniques, and trademarks for a percentage of gross monthly sales and a royalty fee. Various tangibles and intangibles such as national or international advertising, training, and other support services are commonly made available by the franchisor. Agreements typically last from five to thirty years, with premature cancellations or terminations of most contracts bearing serious consequences for franchisees.

Franchising has been around for many centuries but did not come to prominence until the 1930s, when the establishment of electricity, vehicles, and, in the 1950s, the Interstate Highway system helped propel modern franchising, most notably franchise-based food service establishments. According to the International Franchise Association approximately 4% of all businesses in the United States are franchisees, with the majority being McDonald's franchisees.

3. Offshore outsourcing

Offshore outsourcing is the practice of hiring an external organization to perform some business functions in a country other than the one where the products or services are actually manufactured or developed. It can be contrasted with offshoring, in which the functions are performed in a foreign country by a foreign subsidiary. Opponents point out that the practice of sending work overseas by countries with higher wages reduces their own domestic employment and domestic investment. Many customer service jobs as well as jobs in the information technology sectors (data processing, computer programming, and technical support) in countries such as the United States and the United Kingdom have been or are potentially affected.

4. ISO 9001

ISO 9001 is a family of standards for quality management systems. ISO 9001 is maintained by ISO, the International Organization for Standardization and is administered by accreditation and certification bodies. The rules are updated, as the requirements motivate changes over time.

Some of the requirements in ISO 9001:2008 (which is one of the standards in the ISO 9000 family) include:

- a set of procedures that cover all key processes in the business;
- monitoring processes to ensure they are effective;
- keeping adequate records;
- checking output for defects, with appropriate and corrective action where necessary;
- regularly reviewing individual processes and the quality system itself for effectiveness; and
- facilitating continual improvement.

A company or organization that has been independently audited and certified to be in conformance with ISO 9001 may publicly state that it is "ISO 9001 certified" or "ISO 9001 registered". Certification to an ISO 9001 standard does not guarantee any quality of end products or services; rather, it certifies that formalized business processes are being applied.

Although the standards originated in manufacturing, they are now employed across several types of organizations. A "product", in ISO vocabulary, can mean a physical object, a service, or software.

Pre-reading Tasks

Identify what you believe to be the qualifications every employer requires of a job applicant by entering (Y).

- (Y) To be a part of the solution, not a trouble maker
- () To be capable of finishing tasks with the help of others
- (Y) To be loyal to the company
- (Y) To easily adjust to a new working environment
- (Y) To be easy to work with
- () To be talkative
- (Y) To work hard with enthusiasm
- () To pry into other people's affairs

Discussion Questions:

Sample Answer

1. Internal operations are activities that take place internally within a company. These practices vary from company to company. It often refers to the infrastructure or "bones" that support the company operations using management tactics and skills. Internal accounting and personnel recruitment fall into this category.
2. There is no denying that some people get into top management by using connections, but many more are promoted according to their performance. A promotion needs to be a "win-win" for both the person that gets promoted and his company. Promoting people with more merits will surely boost employees' morale to work even harder. Then the boss himself will benefit.

Text A

Comprehension

- I. 1. N 2. Y 3. N 4. NG 5. Y
- II. 1. Looking within for a prospect has some advantages. For example, it increases employees' working efficiency. Workers will be more motivated to do their best if they feel their talent is recognized and their efforts will be rewarded in the form of promotion. Besides, promoting individuals from within helps staff gain new skills and experience, thus benefiting corporate development in the long run. And the main disadvantage of in-house succession may be there is no fresh blood into the company, hence maybe no new ideas, and the decision-makers may miss an opportunity to contribute to their company's diversity.

2. When a company continually hire from the outside for its senior management, it sends a negative signal to its entire workforce that there is little room for advancement within the company and that the management cares little about its employees' future. Besides, such movement may cause friction amongst some employees, thus affecting their working morale.

Language Focus

Vocabulary

- I. 1. dipped 2. edged 3. due 4. franchisees 5. heir 6. on somebody's mind
7. in-house 8. Junk food 9. worldwide 10. misfortunes
- II. 1. veteran 2. indifferent to 3. massive 4. revitalizing 5. hostile 6. hastily
- III. 1. give in 2. took in 3. call in 4. cut in 5. hand in 6. let in 7. coming in

Cloze

1. subject 2. utilizes 3. integration 4. prime 5. against 6. connection 7. ensures
8. manner 9. across 10. corresponding

Translation

- I. 1. Lenovo, the world's third-largest PC seller, saw its share of the Chinese market dip to 31.3 percent in the first quarter from 36 percent in the fourth last year. However, it remains the No. 1 player in the Chinese market.
Lenovo, the world's third largest PC manufacturer, still holds onto its leading position in China despite the fact that its PC market share fell from 36 percent in the fourth quarter last year to 31.3 percent in the first quarter this year.
2. Several famous Chinese writers and calligraphers attended and addressed the convention.
Several renowned Chinese writers and calligraphers were at the conference to deliver speeches.
3. Remodeling the Higer Bus was fruitful: it is the first type of bus to have annual sales of 5,000 in China; it is also the first type of bus to employ a high-power oil-saving engine and the disk brake technology that is used in cars.
Remarkable results have been achieved in reforming the Higer Bus: the first annual sales surpassed 5,000 in China; the first implementation of disk brake technology, commonly applied to cars; the first use by a bus of a high-power oil-saving engine.
4. Our company wants a person with a steady hand at the wheel rather than a youth born yesterday.
Our company is in need of veterans rather than young novices.

5. Tea exports were 721 tons, bringing in foreign exchange of US \$2.92 million, up 240 percent and 170 percent respectively from a year earlier.

Tea exports registered 721 tons, earning foreign exchange of US \$2.92 million, up 240 and 170 percent respectively year on year/ from the previous year.

6. Many experts believe as long as the national economy stays on course, China will outpace Japan as the world's second largest economic power by around 2050.

As many experts predict, China will probably edge out Japan as the world's second largest economy around 2050 if its national economy proceeds as planned.

7. Backed by preferential policies, the Binhai New Area will become the new engine for Tianjin's development and make the city worthy of the name "Economic Center of North China".

Enjoying preferential policies, the Binhai New Area will lead the growth of the Tianjin economy and make the city the "Economic Center of North China" in a real sense.

8. Why should a supposedly intelligent person ask such a stupid question? Unbelievable!

It is unbelievable that a supposedly intelligent person should pose such a foolish question.

9. He looked as though he had something on his mind, with his brows puckered in a frown.

A deep furrow between his brows showed he was worrying over something.

10. The successful launch of the Long March 1 is evidence that China has edged into the lead globally in space program.

China's space research is at an internationally advanced level, as evidenced by the successful launch of the Long March 1.

II. (Omitted)

Text A 参考译文

内部员工挑大梁,麦当劳有惊无险

Charlie Bell 四月份上任成为麦当劳的首席执行官,而一个月后他被诊断患上了癌症。11月22日股市收盘后,麦当劳宣布 Bell 已辞职,麦当劳将在一年里第三次易首。接下来股市开盘后,麦当劳的股票价格几乎没有下跌,反而震荡上行。毕竟麦当劳又一次迅速地作出回应,果断地任命了新的执行官。

Bell 本人也是在前任总裁 Jim Cantalupo 因心脏病突然去世之时临危受命当上总裁的。Jim Cantalupo 本来要在麦当劳加盟商大会上发言,但就在会议前数小时,他突发心脏病离世。Jim Cantalupo 是麦当劳的退休元老,于2003年1月重新出山整顿公司事务。当时麦当劳因为店面脏乱差,服务态度差,人们对垃圾食品心存谨慎,销售额逐步下滑。Jim 走马上任后,制订了重振计划,通过大规模营销行为得以实施。他还任命 Bell 为首席运营官。Bell 被公认为 Cantalupo 的继位者,因此 Cantalupo 去世后董事会决定任命这位44岁的澳大利亚人为公司元首。

可仅仅数周后,董事会便担忧,如果 Bell 也病倒了,那公司该何去何从。或许 Bell 自己也有同样的顾虑,所以他不断推荐60岁的副总裁 Jim Skinner,称其为掌舵的好手。Skinner 先生精通海外业务,现已成为麦当劳的总裁,而原先美国业务区的负责人 Mike Roberts 加入

了董事会,成为了首席运营官。

那 Roberts 是新一任的继任者喽?可能吧!麦当劳已在全球推出更加健康的食物—沙拉和烤三明治。麦当劳已成功转型:不是单纯地依靠开新的门店创收,而是通过升级现有的 31 000 家加盟店。在 Roberts 的带领下,美国市场博得头筹,去年十月美国市场的销售额较上年增加了 7.5%。

新的领导班子要做的是继续实施重振计划。其他国家的消费者对美国品牌有政治抵触,在这些海外市场,重振计划更要加大力度执行。这项任务对领导层来说是极大的挑战。公司内部连任是应对挑战最好的方法吗? Skinner 和 Roberts 都是公司元老,他们在 20 世纪 70 年代就加入了麦当劳。近期的学术研究表明,从公司内部事先选定继任者好过匆匆敲定一位公司外的人选。Bell 和 Roberts 就是很好的例子,是麦当劳平稳解决高层危机的功臣。

Text B

Comprehension

1. C 2. A 3. B 4. B 5. B

Translation

1. 公司把生产外包给境外生产技术不发达的地区,靠雇用很多廉价劳动力赚得高生产回报,而不投资开发生产技术,这种生产回报并不能反映真实的生产能力。
2. 从劳动力角度考虑,外包威胁着发展中国家,那里的工人们普遍得不到保障。这种威胁又反映了全球化的总体进程。
3. 总的来说,美国民众对于外包的指责停留在将生产管理移至国外所产生的相关成本上。

Word Practice

1. productivity 2. contradiction 3. retain 4. discharge 5. By and large 6. without regards to 7. Offshore 8. legislative 9. entity 10. reflective of

Text B 参考译文

外包的后果

为了节省成本采取境外外包的做法通常会影响公司的实际生产力。公司把生产外包给境外生产技术不发达的地区,靠雇用很多廉价劳动力赚得高生产回报,而不投资开发生产技术,这种生产回报并不能反映真实的生产能力。生产外包有时会产生下述让人费解的矛盾。一个使用数控机床的美国工人的产值低于第三世界国家一个使用原始工具的工人,仅仅因

为以美元计算后者的工资较低。

然而,真正提高生产率有赖于生产效率更高的工具与运作方法,这才可能使工人工作效率更高。虚假的生产率提高是由于将工作转交给了廉价劳动力,而没有顾及真正的生产率。选择虚假的而非真正的生产率模式,只会导致公司落伍,因为公司靠的是加班加点,而不是提高真实生产率。

从劳动力角度考虑,外包威胁着发展中国家,那里的工人们普遍得不到保障。这种威胁又反映了全球化的总体进程。尽管外包生产在某种程度上以某种形式惠及了欠发达国家抑或整个人类社会,比如说工资涨了,生活水平提升了;但这些改善都是无保障的。再者,“外包”也被用来定义将公司的部门、装备出售给某一服务外包供应商的行为。此服务供应商在困难时期能留住外包雇员或短期解雇他们。被外包的雇员因此常感觉自己是被出去的水,有去无回。

在过往的美国总统大选中,“外包”又变成了烫手的政治问题,选举双方的争端集中在外包对美国本土劳动力的冲击。前美国民主党候选人 John Kerry 指责部分美国公司将生产外包,逃避应该支付的税。

总的来说,美国民众对于外包的指责停留在将生产管理移至国外所产生的相关成本上。上周举行的一项民意调查的结果显示,71%的美国投票人认为海外外包有损国家经济,而另有62%的投票人表示美国政府应当对外包企业采取法律制约,例如政府可以对这些企业多征税。

Additional Language Points for Texts A and B

Text A

dip

1) vi. 下降

Finally, at about half past six, the sun dipped below the horizon.

终于,大概六点半,太阳落到了地平线下。

The ball can't keep balance here, because the land gently dips to the north.

球在这里不能保持平衡,因为地面向北微微倾斜。

2) vt. 蘸,浸

Dip your chips in ketchup; it adds flavor!

蘸番茄酱吃薯条更有味道!

He thought for a while, then dipped the brush into ink and wrote swiftly.

他想了一想,然后拿笔蘸了墨,飞快地写起来。

edge

1) vi. 慢慢移动

The child edged to the door with his eyes fixed on the television screen.