

全国应用型本科商务英语系列规划教材

商务英语综合教程

第一册

主编 王素芬 林梅
副主编 张丽娟 徐雪

对外经济贸易大学出版社

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商务英语综合教程 第一册

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出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程 1-4》、《商务英语听说》、《商务英语口语》、《商务英语口译》、《商务英语阅读》、《商务英语写作》、《外贸英语函电》、《商务英语翻译》、《商务知识导读》、《国际经贸文章选读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》、《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

对外经济贸易大学出版社
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前言

编写宗旨

《商务英语综合教程》为“全国应用型本科商务英语系列规划教材”的综合教程用书，是为应用型本科院校商务英语专业、英语专业商务或外贸方向的学生编写的英语基础课教材。该教材在编写中，充分考虑了应用型本科院校商务英语专业的特色和实现为地方或区域经济建设发展服务，着重培养面向生产、管理、服务一线的应用型商务英语人才的目标。

《商务英语综合教程》在编写设计上，重视语言技能、商务知识及综合应用能力的培养。突出了以下几个特点：

1. 主题鲜明。本教程采用每一单元设一个主题的形式。主题选自现代生活和商务活动中的最新题材。各单元间具有内在的联系，由浅入深，循序渐进，前后呼应，使学生们的学习过程具有系统性和连贯性。

2. 内容实用。考虑到本书的使用对象，本教程在编写中，尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点，力求将语言学习和对商务知识的了解紧密结合，将语言学习贯穿于了解现实生活和商务活动中的各种语言表达和处理问题的过程中，从而实现商务沟通和交际的目标。

3. 形式多样。各单元练习形式多样，兼顾听、说、读、写、译等各个方面。在培养学生英语语言应用能力的同时，帮助他们更好地掌握和运用商务活动相关技能。

体例说明

《商务英语综合教程》为“全国应用型本科商务英语系列规划教材”的综合教程用书，是为应用型本科院校商务英语专业、英语专业商务或外贸方向的学生编写的英语基础课教材。

本教程每单元的第一部分是导入练习，是与单元主题密切相关的口语表达练习，目的是帮助学生将对将要学习的单元内容有一个初步的认识，为主课文的学习做铺垫。

第二部分是主课文部分，由读前提问、课文、注释、听力和相关练习构成。读前提问通过问题的形式，导入主课文内容，帮助学生更好地理解主课文的知识点。注释提供课文中涉及的商务、文化等背景知识，帮助学生了解不同文化背景和知识。课文后是听力练习，进一步强化课文的相关内容。课文词汇表和短语表达，按字母顺序排列，便于学生对词汇及词语的了解和学习。练习的形式围绕文章主题大意、重要细节的理解以及词汇、重点句型的应用而设计，形式多种多样，旨在帮助学生通过不同形式的练习，掌握语言点和知识

点，从而提高学生的语言应用能力。

第三部分是补充阅读部分，为一篇与主课文有关的阅读材料，侧重从文化的角度对所学习的内容进行补充，使学生在学语言的同时，了解相关的文化内容，旨在培养学生的跨文化意识。针对此部分的练习形式为阅读理解和判断正误。

第四部分是写作部分，每单元设有写作模板和写作练习。训练学生学写不同的商务应用文，如电子邮件、备忘录、便条、信函、报告及其他商务文件等。

第五部分是小组展示部分，以小组为单位设置任务，第一、二册围绕日常活动情景设立应用练习项目活动；第三、四册围绕商务活动设立商务情景下的应用项目活动，学生以小组的形式完成相应的书面或口头任务。此部分旨在培养学生的团队协作意识和团队合作能力。

本教程配有辅导用书，包括对教材中主课文的重点和难点的讲解和例句，主课文和补充阅读的中文译文，所有练习的参考答案等。

本教程配有由外籍专家朗读的录音光盘和 ppt 电子课件。

使用说明

本教程共四册，第一、二册侧重基础英语语言知识和技能的学习和应用，第三、四册侧重英语语言和商务双重知识和技能的学习和应用。每册十个主单元和两个复习单元，供一个学期使用。

本书编写中，我们参考了大量国内外有关书籍和资料，在此向有关作者和提供资料的单位表示衷心的感谢。同时也感谢有关部门和专家的支持和帮助。

由于水平所限，加上时间有限，难免有疏漏和不当之处，敬请专家和广大读者批评指正。

编 者
2011 年 12 月

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College Life

Teaching Objectives

1. Learn to write and talk about college life as a freshman.
2. Learn to have a discussion on worries and concerns in college life.
3. Be able to recognize the style of the text—exposition.
4. Be able to understand and use the key expressions which appear in the text.



Lead-in

Speaking

Talk about college life.

1. Use the following sentence patterns to talk about your college life.

A: College is a place...

B: Unlike high school...

C: Your first day in college...

D: ...as much as you can...

2. Work in pairs and talk about the aspects you concern about your college life.



Text

Pre-reading questions:

1. As a freshman, what is your first impression of your college?
2. Have you felt confused since you entered the college?
3. What are your most concerned matters?

College Is Way More Than Higher Education

By Meghan Semple

release [riˈli:s] v. 释放, 使

自由; n. 释放, 放出

variety [vəˈraɪəti] n. 种种,

各种各样

a variety of 各种各样的

trepidation [ˈtreɪpɪdeɪʃən]

n. 恐惧, 惴惴不安

episode [ˈepɪsəʊd] n. 插曲

acquaintance [əˈkweɪntəns]

n. 熟人, 相识

extra-curricular [ˈeːkstrə-

kəˈrɪkjʊlə] adj. 课外的

participate [pɑːˈtɪsɪpeɪt]

v. 参与, 参加

participate in 参与, 参加

signal [ˈsɪɡnəl] v. 发信号,

作为信号; n. 信号

session [ˈseʃən] n. 学期

glimpse [ɡlɪmps] n. 一瞥,

一看; v. 瞥见

avail [əˈveɪl] n. 效用, 利

益; v. 有利, 有用

ramble [ˈræmbəl] v. 漫步,

漫谈

stuff [stʌf] n. 东西; v. 塞满

The first day of college begins with hopes and dreams of a new future. You walk around the college, where the buildings will become a second home to you as you **release** yourself into a **variety of** lectures.

Your first day is filled with **trepidation** as you imagine what college life will be like. Of course you have watched “Beverly Hills 90210” and “The College Years” and have seen the picture perfect episodes, describing a life of parties and fun times and you wonder what **acquaintances** you’ll make and what **extra-curricular** activities at college you will be **participating in**.

The college buzzer rings **signaling** the start of the first information **session** and you join the herd of other college students fresh out of their last year of high school, looking around for just a **glimpse** of anyone you might know, somebody that you could talk to and perhaps enjoy your college days with, to no **avail**. The college information session begins and as it continues, you sink into your chair as they **ramble** off all the general **stuff** that you already knew, because you studied the college handbook as required before attending. You are thinking what all this college stuff is about.

College is about the closing of one chapter of your life, and the beginning of another. It's a time of expanding and **growing into** adulthood. There is a lot of focus on the higher education **aspects** of attending college, and it's really much more than that.

College is a time to get to know who you are, and what you may want to do in your life. College gives you an **opportunity** to spread your wings, and learn about things which serve and support you in a "safe" environment. College is a time to network, and relationship with other people.

Some of the most important questions you can ask yourself is: What do I like? What am I interested in? What subject do I **lose myself in**? There will be some required courses and those may not jazz you, but your major should be something that fits like a glove. If you are unsure, don't **commit to** any one course of direction until you have **determined** that. There is an **abundance** of college options, so take your time in choosing the one that best suits your needs. It will save you a lot of time and money and **aggravation, in the long run!**

grown into 长成, 演变为
aspect ['æspekt] n. 方面

opportunity [ˌɒpə'tju:niti]
n. 时机, 机会

lose oneself in 被完全吸引
commit [kə'mit] v. 置于某
种状态下, 使承担义务
commit to 置于……之中,
致力于

determine [di'tə:min] v. 决
定, 下决心

abundance [ə'bʌndəns]
n. 充足, 大量

aggravation [ˌægrə'veɪʃən]
n. 恶化, 烦恼

in the long run 从长远看来



(405 words)

(www.fccollege.com/)

Notes

1. Beverly Hills 90210 (Paragraph 2): **Beverly Hills, 90210** is an American drama series that aired from October 4, 1990 to May 17, 2000 on Fox and was produced by Spelling Television in the United States, and subsequently on various networks around the world. The show followed the lives of a group of teenagers living in the upscale, star-studded community of Beverly Hills, California and attending the fictitious West Beverly High School and, subsequently, the fictitious California University after graduation.
2. The College Years (Paragraph 2): **The College Years** is a sequel to the *Saved by the Bell*

series which ran from September 14, 1993 to February 8, 1994, lasting one season. *The College Years*, the cast dealt with college life at the fictional California University, with the six characters getting into different situations each week while remaining under the watchful eye of their resident director and later the Dean of Students.

Listening

I. Listen to the following passage twice and fill in the blanks with what you hear.

Keep in mind that college life is quite different from high school life. You may feel that college life is 1. _____. You do not know how to deal with plenty of spare time. But I think college life will 2. _____ wonderful as long as you make it meaningful. In fact, you can do anything that you are interested in. Do not be 3. _____. When you become a college student, it means you begin to lead another new life. Studying in college is a brand new start of your life. You can 4. _____ to study hard for better scores. Library is a good place for 5. _____ to study in.

II. Listen to the following passage twice and choose the best answer to each question.

- I received a scholarship from one of the elite American universities, _____.
A. Yale B. Harvard C. Columbia D. Wellesley
- The Chinese undergraduates who got American University scholarship are _____.
A. from Shanghai and Beijing
B. from middle-class families in the big urban centers of China
C. from Changsha and Ningbo
D. sent back to teach English
- The overwhelming majority of Chinese undergraduates major in _____.
A. art B. sports C. economics D. geography
- At Yale, almost all Chinese undergraduates do part time job as _____ from the start.
A. homework grader B. computer assistant
C. lad assistant D. dishwasher
- What made the Chinese student famous in Yale several years ago?
A. His athletic talents.
B. He was a versatile sports man.
C. His enthusiastic participation in sporting events.
D. All of the above.

Text Comprehension

I. Answer the following questions.

1. What do you feel at the start of your first college day?
2. What is in your mind during your first information session?
3. What is the purpose of going to college?
4. What are the important questions you can ask yourself?
5. Why should a student choose his/her major very carefully?

II. Decide whether each of the following statements is true (T) or false (F) or not mentioned in the text (NM).

1. Your first day of college is filled with fear because you don't know how to choose your major. ()
2. "Beverly Hills 90210" and "The College Years" have shown you how to deal with your college days. ()
3. College is the end of a phase in your life, and the start of another. ()
4. College is a place where you know various people and establish relationship with others. ()
5. You will have to choose your major carefully because once you have made your determination it will never be changed. ()

III. Explain in your own words the following sentences taken from the text.

1. You walk around the college, where the building will become a second home to you as you release yourself into a variety of lectures.
2. It's a time of expanding and growing into adulthood.
3. College gives you an opportunity to spread your wings, and learn about some thing which serve and support you in a "safe" environment.
4. There will be some required courses and those may not jazz you, but your major should be something that fits like a glove.
5. If you are unsure, don't commit to any one course of direction until you have determined that.

Vocabulary Exercises

I. Match the words with their definitions.

| | |
|------------------|--|
| () aggravation | 1. a number or collection of different sorts of the same general type |
| () abundance | 2. set free; let go |
| () commit | 3. a person with whom you are acquainted |
| () determine | 4. a great quantity; plenty |
| () avail | 5. take part in, involve in |
| () release | 6. the time during which a school holds classes |
| () acquaintance | 7. to make use of something useful or helpful while you have the opportunity |
| () session | 8. to put into a particular place or state |
| () variety | 9. to form a firm intention or decision |
| () participate | 10. a state of anxiety about something bad that might happen |

II. Choose a word or phrase that best completes the following sentences.

determined opportunity release aggravation
signal abundance acquaintance glimpse

1. Her encouragement _____ me to carry on with the work.
2. Plants also _____ the gas into the atmosphere.
3. At the party there was food and drink in _____.
4. Should old _____ be forgot and never brought to mind?
5. The first-generation Americans viewed the country as a land of _____.
6. Millions of people came to the zoo just to catch a _____ of the penguins.
7. I like riding the subway because I can avoid the _____ of morning traffic.
8. Bitterness, on the other hand, can _____ that a food is unsuitable, possibly toxic.

III. Fill in the blanks with phrases or expressions from the text. Change forms if necessary.

lose oneself in

grow into

commit to

participate in

a variety of

in the long run

1. She has _____ a beautiful young lady.
2. Students come from _____ company backgrounds.
3. Romance is likely if you _____ unusual forms of entertainment.
4. We _____ these values to guide our decisions and our behaviors.
5. These are things that will put people to work, but also that will strengthen our economy _____.
6. My worries go away whenever I _____ a mystery.

IV. Read the passage and fill in each blank with the appropriate word or phrase given below.

offered

place

enters

broad

program

nonprofit

focus on

opportunity

degree

like

Life at Fairfield University

When it comes to receiving an education, Ali Abdul Majeed says it makes you a better person as well as those that cross your path in life. "Education is real important for the person if he is in the United States or any 1. _____ else because education raises you to a different level intellectually and increases your knowledge that is what makes you a better person in the community and give you a 2. _____ idea about the world and people and you can help people, the society and the community we live in."

The 24 year old has come a long way from home to attend Fairfield University located in Fairfield Connecticut. "I am from Iraq, Baghdad and I choose to come here because there is a 3. _____ called Iraqi Student Project. This program is from a 4. _____ organization, they choose a rescue student from Syria and Jordan that had to discontinue their education in Iraq because of the war and give them the 5. _____ to come to the United States and complete their education," he says.

“So in Fairfield University they 6 _____ me a full scholarship. I applied there and it worked.”

Ali Abdul wants to eventually go to dental school when he finishes so instead of having one major he has taken on two. “I am doing a double major Biology and Math. And I am doing a pre-dental program. I was in dental school before, so biology and dentistry is my field, I like to study and I choose Math because I am doing really well in Math and it is like a hobby for me. I like doing math problems and things 7. _____ that so I choose these two majors,” he says. “Biology and Math, but I am doing a pre-dental program so that the procedure from Biology to elected basic sciences and then I will be able to go to dental school.”

Being at Fairfield University and getting to know his peers have been enjoyable Ali Abdul says. As he 8. _____ his sophomore year, Ali says his class load will increase and he will 9. _____ courses dealing with his major as well as starting a club for international students. “Now, I am in the health professional program which is for the students who want to proceed in health professions in the future and I am taking more major classes, I’m taking organic Chemistry and I am taking Biology and I have been accepted in the honors program for the coming years,” he says.

Not being able to go home to visit has been challenging Ali Abdul says. With the war going on in Iraq, Abdul says he must first finish his 10. _____ before going home.

Translation Exercises

I. Translate the following sentences into English.

1. 从长远来看，这不仅能为人们带来工作而且能加强我们的经济。(in the long run)

2. 许多电影都是在世界范围内同时发布的。(release)

3. 他长成了一个帅气的小伙子。(grow into)

4. 如果你失业了，那就每天都行动起来。(commit to)

5. 我很快被这美景吸引住了。(lose oneself in)
