

全国商务英语研究会推荐教材

精读

(教师用书)

Intensive Reading

2

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新编 商务 英语

新编商务英语系列丛书



高等教育出版社
HIGHER EDUCATION PRESS

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内容提要

《新编商务英语精读(1~6)(教师用书)》与《新编商务英语精读(1~6)(学生用书)》配套,为教师提供了各单元的教学背景知识、详尽的语言点分析和丰富的例句,还提供了操作性和借鉴性很强的教学提示和课堂活动素材。最后还附上了《学生用书》各单元的所有练习参考答案。本书适用于教授商务英语的教师。

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前言

《商务英语精读》出版后,承蒙广大师生厚爱,在全国各大专院校使用。笔者不断收到各校教师的来信来电,询问教师用书的编写情况。由于教学任务繁重,又因《商务英语精读》需要重新修订,教师用书一直是编者的一块心病。现在《新编商务英语精读》(1~4)已经出版,教师用书的编写也就提到工作日程上来了。

如何编写一本教师喜欢的教师用书呢?我们认为一本好的教师用书应符合以下几项原则:

1. 要提供教学的背景知识。
2. 详尽的语言点知识和丰富的例句。
3. 可操作的教学提示。
4. 更多的课堂活动素材。
5. 参考答案。

本着这些原则,我们在编写教师用书中体现了如下的特点:

1. 提供了教学的背景知识。在学习语言和商务知识并重的主题单元教学大纲中,背景知识使教师能够为学生提供更多的输入,使在学习语言知识的同时,学习商务知识。

2. 详尽的语言点知识和丰富的例句。语言知识的讲解仍是教学的重点,语言知识之于交际如同砖瓦之于建筑,没有语言知识,交际只是一句空话,因此教师用书在词语解释和语法运用方面下了很大工夫,尽量解释详细。同时学生学习语言需要有语境,大量的例句既为教师减轻备课的负担,又为学生提供了大量的语境。教师还可利用这些例句编写课堂练习。

3. 可操作的教学建议。课堂教学是教材的活化,从这个意义上说,每一位教师都能创造性地运用教材,使之适应自己的学生。作为教材的编写者,对教材的使用有自己的看法,为此我们提供一些教学建议,供教师参考。这些建议是我们的教学心得,是从课堂实践中得来的,因此具有较强的操作性。

4. 丰富的课堂活动素材。在强调语言交际功能的今天,丰富多彩的课堂活动是语言教学的必须,教师往往苦于找不到合适的课堂活动素材,教师用书在这方面为教师准备了不少素材,供教师在开展课堂活动时选用。

5. 参考答案。练习答案

前 言

是教师用书必不可少的,但由于语言的复杂性,书中的不少答案不是惟一正确的答案,又由于课堂活动的随机性,不可能有所谓的正确答案。因此教师用书中提供的答案有些只是参考答案。

教师用书第二册的每个单元设置五大板块:一、教学目的(Teaching Aim)列出本单元的重点。二、背景知识(Background Information)为教师提供相关的背景材料。三、语言文化要点(Language and Culture Focus)为 Reading I 和 II 的课文提供详细的注释和词汇、语法方面的知识,为 Extended Activities 中的 Function and Structure 提供文化和交际方面的注释,为 Practical Reading 提供阅读技能方面的注释。四、教学提示(Teaching Tips)提出一些教学的建议以及提供课堂活动的素材。五、练习答案(Key)。

教师是教学成功与否的关键,教师用书只是一个工具,希望教师能各显神通,创造性地运用这个工具,在教学中取得成绩。同时也希望广大教师不吝赐教,对本书提出宝贵的意见。

编 者

2006 年 10 月于华东师范大学

郑重声明

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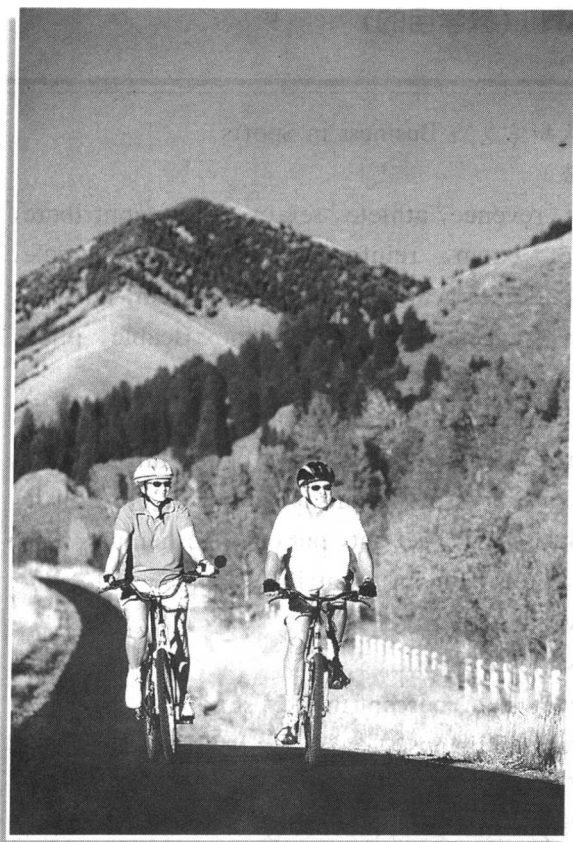
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UNIT

Sports and Business



I Teaching Aim (教学目的)

1. Cognitive Information (认知信息): Business in Sports

2. Language Focus (内容重点)

— **Key Words:** I . giant, revenue, athlete, retain, track, contribute, fit, logo, innovative, boom, reinforce, presence, principle, implement, strategy, endorse, gear, champion; II . loom, horizon, endorse, trendy, gym, rugged, sink, fancy, inextricable, pitch, transfer, hiking

— **Phrases:** I . move on, put sth. into practice, capitalize on, contribute to, name after, impose on, contract out, a fair share of, cash in, at the heart of, in turn, dream of, close to; II . roll in, prop up, call in, associate with, set out, put out, freshen up (with)

— **Word Study:** impose, praise, boom, contribute, implement

— **Useful Structures:** worth (of) *n.*

while doing sth.

with a ... percent market share

— **Grammar:** The Future Expressions

3. Communicative Skills (交际技能)

— **Expressions:** Expressions of "Complimenting"

— **Reading:** Catalogues

4. Lexical Knowledge (词汇学知识): suffixes: -er, -or, -ant, -ent, -ee, -eer



II Background Information (背景知识)

1. Overview of sportswear market

The sportswear industry includes both athletic footwear and apparel (garments). In the 1970s, athletic sportswear began to evolve from a

product line aimed at small and unique markets into a mainstream fashion product. The clear divisions between performance and fashion, function and style, formal and informal that once existed have become increasingly blurred. In the 1980s, the acceptability of casual dress on more occasions paved the way for sportswear to move into the mainstream clothing market. The trend was accompanied by a real increase in sports participation. Most athletic footwear (around 70%) is bought for leisure, casual or everyday use. Nike in particular has played an important role in transforming sports shoes and apparel into a fashion statement. Nike was not only the first to have its shoes produced in Asia; it was also the first in the marketing and advertising of athletic shoes. Today, practically all brand-name corporations have a business plan similar to that of Nike's strategy of focusing on the branding and marketing of sportswear.

In 2003, the total worth of the athletic apparel and footwear market was estimated at over 58 billion US dollars — of which the sportswear apparel sector (\$41,467) formed a much larger part than the athletic footwear sector (\$17,012). Puma, Fila, Umbro, Asics, Mizuno, Lotto, Kappa, and New Balance, have been labeled “B” brands because, in terms of their market share, they form a second rung of manufacturers in the sportswear industries, just below the market leaders or the so-called “A” brands: Nike, Reebok and Adidas.

The sportswear industry is very labor intensive. Therefore, most production takes place in low-wage countries. The majority of employees within the supply chains of sportswear companies are young and female and they inevitably work under unreasonable terms of employment and poor working conditions. These include short-term contracts that include no health or social benefits, long working hours and unpaid overtime, unhealthy and unsafe working conditions, poor wages due to the fact that payment is often tied to unrealistic production targets or piece-rate systems, and redundancy policies that offer inadequate severance pay compensation.

2. The International athletic apparel market

The international athletic apparel market is worth nearly 41.5 billion US dollars at the wholesale level. The US sporting goods market is the world's

largest, accounting for 41% of total sales, followed by the European Union, which accounts for some 38% of total sporting apparel turnover. Nike, Adidas, and Reebok comprise some 14% of this market. They dominate the market almost everywhere. Meanwhile, Fila, Puma and Umbro each comprise approximately 1% of market share, while Mizuno represents approximately 0.5%. The other brands, such as Lotto, Kappa, New Balance, represent less than 0.5% of market share. The international athletic apparel industry is less concentrated than athletic footwear with the top-20 brands still managing to account for some 36% of the global wholesale market.

3. The international athletic footwear market

Worldwide, the athletic footwear market is worth \$17.012 billion wholesale. While at the retail level, it is worth some \$25 billion. The US athletic sports shoe market is the world's largest, representing 47% (or \$7.8 billion) of the world's total sales, followed by the European Union at 31% (\$5 billion). Nike (34%), Reebok, and Adidas together account for 60% of this \$17 billion branded athletic footwear market. In the US, 70% of this market is controlled by Nike, Reebok and Adidas. This kind of dominance and concentration means there is little room for growth. This means that many athletic footwear companies have sought to expand their market share elsewhere internationally (i. e., Europe, Asia, and Latin America) as well as in new product categories such as sports equipment.



III Language and Culture Focus (语言文化要点)



Reading I

Notes

1. giant

1) *adj.* extremely large. 特大的; 巨大的

【例句】a giant US electronic corporation

giant panda 大熊猫

2) *n.* a man who is much bigger than usual. 巨人

3) *n.* a person of great ability. 伟人;卓越人物

【例句】sporting giants of the past

Shakespeare is a giant among writers.

2. *revenue n.* income, esp. that which the government receives as tax. 收入;国家的税收;岁入

【例句】The government was short of money because of falling oil revenue.

3. *athlete n.* a person who practices athletics. 运动员

【例句】sports athletes

[相关词]

athletic

① *adj.* of or concerning athletes or athletics. (无比较级)运动的;运动员的

② *adj.* 强壮灵敏的;似运动员的

【例句】of athletic build 像运动员般的体格

athletics n. the practice of physical exercises and of sports demanding strength and speed, such as running and jumping. 体育;(田径)运动

【例句】an athletics club/meeting 体育俱乐部;运动会

4. *move on*

1) to go away to another place. 离开;到另一个地方

【例句】We will move on to discuss the other question after we have solved this one.

The drunk was annoying people, so the policeman moved him on.

2) to change (to something different or new). 更换话题(工作等);有了新变化

【例句】I think we've talked about that subject enough; let's move on.

In my day you could only get them in black-and-white, but things have moved on since then.

5. *retain vt.* to keep possession of; avoid losing. 保留;保持;保有

【例句】She tried to retain her self-control/balance.

This village still retains its old world character.

His business has been taken over by a big corporation, but he still retains some control over it.

6. track

- 1) *n.* a course specially prepared for racing. (比赛用的)跑道

【例句】a race track

- 2) *n.* the course or line taken by something as it moves or travels. (物体移动的)路线;轨迹

【例句】These new weather satellites can follow the track of storms.

That's one approach to the problem, I suppose, but personally I think you're on the wrong track.

- 3) *n.* a line or set of marks. 足迹;踪迹;痕迹

【例句】The dog followed the fox's tracks into the woods.

He's escaped from the prison, but the police are on his track (= following him, esp. by looking for his tracks).

- 4) *vt.* to follow the track of. 追踪;跟踪

【例句】They tracked the criminal to his hiding place.

a space tracking station system 太空跟踪站系统

[相关搭配]

track and field: 田径运动

track events: 径赛项目

on the right track: 想得对;做得对

on the wrong track: 想得不对;做错

keep/lose track of: 了解/不了解……的动态;掌握/失去……的线索

【例句】I lose all track of time when I listen to this music.

It is difficult to keep track of all the new ideas and development in education.

track of record: (迄今为止的)成绩记录;业绩记录

【例句】The company has a good track of record in the export trade.

7. put into practice: to carry out. 付诸实施

【例句】We've made our plans, but now we must put them into practice.

8. capitalize on: to use to one's advantage. (为自己的利益而)利用

【例句】She capitalized on his mistake and won the game.

9. name after: to give the name of another person in order to honor the latter. 以……命名

【例句】The hamburger was named after a German food called Hamburg steak, not

because it contains ham, but in the meaning of “from Hamburg”.

There are many places, including schools and streets, named after John Muir.

Budweiser beer is named after a Czech town.

10. **logo**: *n.* a symbol or design used by a company as a mark on its product and in advertising. 标识;标志

【例句】The Longman logo, a small sailing ship, is on the cover of this book.

11. **Innovative**: *adj.* newly invented or introduced; different from, and esp. better or clever than, previous ones. 新发明的;革新的;有革新精神的

【例句】innovative printing techniques

innovative ideas

[相关词]

innovate: *vt.* to make changes, introduce new ideas, inventions, etc. 改革;革新;创新

innovation

- ① *n.* a new idea, method, or invention. 新观念;新方法;新发明

【例句】recent innovations in printing techniques

- ② *n.* the introduction of new things. 改革;革新;创新

【例句】If our industries shy away from innovation, we will never compete successfully with other countries.

12. **contract out**: (of a company, organization, etc.) to arrange by formal agreement to have a (job, services, etc.) done by another company. (公司、组织等)订合同把(工作等)承包出去

【例句】Many councils are contracting out services such as rubbish collection to private companies as a way of cutting costs.

13. **a fair share of**: have a reasonable proportion of.

【例句】If you want a share of/in the pay, you will have to do your fair share of work.

She's had more than her fair share of problems recently.

You've sure had every share of your bad luck, haven't you?

London needs a fair share of Government funding.

Don't allow mergers if farmers aren't paid a fair share of the retail price.

14. **cash in (on)**: to take full advantage of; benefit from. 利用;从……中获利

【例句】The company cashed in on its rival's difficulties by doubling production.

Hong Kong shares closed lower as investors cashed in on gains accumulated over the previous three days.

Some computer shops cashed in on the fear of the Millennium Bug.

15. **reinforce**: *vt.* to strengthen by adding men, material, etc. 加强; 加固

【例句】reinforced concrete 钢筋混凝土

Newspapers like this tend to reinforce people's prejudices.

Their arguments are strongly reinforced by the latest trade figure.

[相关词]

reinforcement *n.* 加强; 加固

【例句】The wall needs some reinforcement.

16. **presence**: *n.* being in the place. 在场; 出席; 存在

【例句】She was so quiet that her presence was hardly noticed.

Your presence is requested at the club meeting on Monday.

He never seemed at ease in my presence.

The concert will be performed in the presence of the Queen.

[相关词]

present: *adj.* (not before noun) in a particular place. 出席的

antonym: absent

【例句】Foreign observers were present at the elections.

present: *n.* something you give someone on a special occasion or to thank them for something. 赠品; 礼物

synonym: gift

【例句】I was searching for a present for Mark.

I gave her a very special present for her birthday.

Birthday/Christmas present

present: *adj.* (only before noun) happening or existing now. 现在的

【例句】the present situation

At the present time we have no explanation for this.

[相关搭配]

presence of mind: 镇定; 沉着

【例句】When the fire started in the kitchen, John had the presence of mind to turn