



商务部十二五规划教材



全国高职高专商务英语专业基础教材

学生用书

Students' Book

# 商务英语综合教程

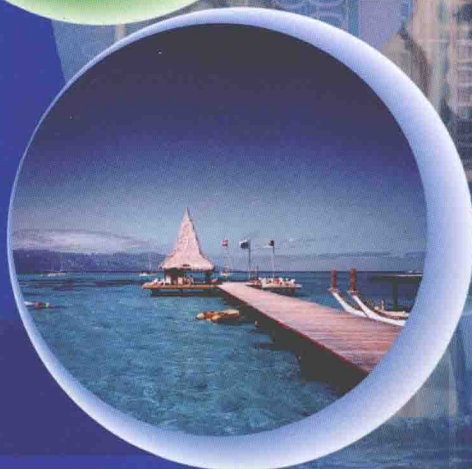
# BUSINESS ENGLISH

## 2

## AN INTENSIVE COURSE

总主编：徐小贞

主 编：左亚辉



中国商务出版社

CHINA COMMERCE AND TRADE PRESS

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# 商务英语综合教程 2

## BUSINESS ENGLISH

An Intensive Course

( 学生用书 )

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**BUSINESS ENGLISH-AN INTENSIVE COURSE ( STUDENTS' BOOK )**

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# 前 言

工欲善其事，必先利其器。教材之于教师，犹如琴谱之于琴师。一本好的琴谱会让琴师充分展现其精湛的演奏技法，奏出余音绕梁的乐曲。同样，一部好的教材会让教师完美演绎其高超的教学方法，教出引人入胜的课程。编写一套教师和学生能用、好用和耐用的高职高专商务英语专业“综合英语”课程的《综合教程》是我们多年的梦想。自2006年举办“全国国际商务英语考试”以来，我们与众多兄弟院校交流频繁。一线专业教师和学生认为推出这样的教材非常必要和紧迫。经过多位专家和商务英语教学团队两年的策划和编写，并作为自编讲义在我院商务英语专业试用基础上，本套教材如今终于同师生们见面了。

《商务英语综合教程》作为高职高专英语专业语言基础教材，主要服务于商务英语专业师生，兼顾应用英语、旅游英语和英语教育专业教学。本套教材服务的课程为英语专业的“综合英语”，为商务交际、市场营销、国际贸易实务等课程奠定英语语言基础。正如教材名称所示，我们将“综合英语”和“商务英语”两个理念有机地融合到教程中，更能满足我国高职高专英语教育的现实需求。单纯强调语言能力操练的“综合英语”无法满足学生未来职业的需要；富有复杂商务知识和业务操作的“商务英语”又将学生拒之门外，因为他们还没有商务知识的铺垫。处理好“英语”和“商务”二者的平衡关系并力求有机地将“商务”和“英语”融合在教程中是本套教材的特点和探索。

本套教材的主要特色体现在“商务语境下的语言运用”，将语言基本功的培养融入商务的题材、体裁、任务和情景中。我们策划单元主题为商务话题，任务场景为商务情景，练习任务为商务模拟。在“Business Practice”部分，我们模拟商务环境，设计了信息判断和问题讨论等任务，引导学生用英语解决商务中的问题；在“Business Centre”部分，我们选用商务活动中使用的真实语言素材，如办公设备使用手册、商品广告、招聘启事、商务单证和商务函电等，通过实操性较强的练习任务培养学生商务语境下的语言应用能力。同时，教材坚持“精读”课程的理念，旨在培养语言基本功，提高学生英语交际能力。“综合英语”课程教材不应该是单项专业技能课程教材如听力教程、口语教程、阅读教程、翻译教程和写作教程等教材内容的简单复加，而应是围绕培养学生听、说、读、写和译五项能力的多个素材、多项练习任务的有机统一体。我们以单元话题为经，以练习任务为纬，用语言素材编织着教程这张网。单元话题覆盖着当代大学生生活的主要方面，并跟随着他们成长的轨迹而逐步加深提高；练习任务因学生能力培养需要而设，充分调动学生学习的主动性，循序渐进，螺旋上升；语言素材，无论主课文还是商务应用阅读材料，行文规范、难度适中，成为培养语言能力的载体。主课文强调丰富性、思想性和人文性，商务应用阅读材料关注通俗性、实用性和时代性。

语言是文化的载体，语言能力需要文化滋润，商务英语交际能力同样需要在丰厚的文化底蕴上培养，以提高大学生文化素质和营造大学文化的文化育人理念正大行其道。本套教材在话题选取、文章选材和任务设计等方面注重以文育人，用商务文化滋养学生的英语运用能力，期待能为有志于商务英语学习者带来全新的体验和提升。

编 者

2014年1月

# 编写与使用说明

本套教材秉承“一切为了学生，一切为了教师，一切为了教与学”的宗旨，满足学生、教师和管理者的多元需求。对于教师，本教材符合授课流程和授课形式，方便其课堂操作和课后作业布置、课程测评；同时为教师的个性发挥留有余地。教师用书中汇入学生用书内容，对开排版，对应编排页码，便于教师使用。对于学生，本教材话题新颖、接近现实，版式活泼、一本多用，集课本、笔记本、作业本于一体。对于教学管理者，本教材符合新的专业教学标准，有助于教学的改革和创新。

本套教材有如下特色：

**1. 流程导向：**充分考虑教与学的流程，听与说领先，读为中心，兼顾写与译。富有变化的内容和体例有机组成每一个完整单元，十个单元循序渐进，相辅相成。教学互动任务设计利于活跃课堂气氛。单项技能练习编写科学细致，便于课堂操练。

**2. 课证一体：**利用编写者多来自全国国际商务英语考试中心的优势，将教材和该考试紧密地联系在一起，保证教材学习者能比较好地掌握考纲内容。

**3. 任务教学：**把项目教学法同任务教学法有机融合，实现课内课外结合、课堂教学和社会实践结合、语言知识讲述和语言技能操练结合。部分任务模拟职场真实活动，具有很强的实践特色。

**4. 自主学习：**自主学习模块既是课堂教学的补充，满足自主学习需求，更注重传授学习策略和学习方法，培养学生自主学习能力。

**5. 多元大纲：**结构大纲、功能大纲为主，兼顾情景大纲、任务大纲，优先考虑交际法、兼蓄语法-翻译为主的折中主义教学方法，满足不同的学习习惯和不同的教学方法的需要，兼顾了不同地区和学校不同教学水平的现状。

**6. 实用体例：**在“Lead-in”部分，用“听”或“说”的任务引出话题，引出单元的主题相关词汇。在“Language Lab”部分，在两篇主课文后采用多种形式的练习反复操练语言点、词汇解释、单词用法、词语搭配、句子结构、篇章布局等。在“Business Centre”部分，我们选取商务活动中使用的语言素材，设计了商务化的任务，培养学生英语应用能力。在“Self-study Room”部分，安排了学习策略、阅读中国和文化学习模块，开拓学生视野，培养综合素质。

本套教材分为四册，定位为高职高专商务英语、应用英语、旅游英语和英语教育专业教学用书，满足这些专业前两个学年四个学期“综合英语”课程教学需要。每册分为10个单元，按照每学期100课时左右（每周6或8课时）设计。每册围绕10个话题（College、Learning、Food、Fashion、Sports、Travel、Technology、Money、Environment、Career）展开，内容的深度和广度逐册呈现出螺旋式上升。

本套教材编写模块和使用建议见右表（以第一册第一单元College为例。教学有法，教无定法。“学生活动”和“教师活动”仅供参考）。

本册教材分为学生用书和教师用书，配有教学课件，由首个国家级商务英语专业教学团队深圳职业技术学院应用外国语学院商务英语专业和中国商务出版社联合制作。中国商务出版社总编辑钱建初先生以其丰富的商务阅历和出版经验，首先提出编写建议，在教材定位、素材选

College				
单元模块		编写内容	学生活动	教师活动
Lead-in	Lead-in	图示与听说： 大学与大学生生活	识别大学标识、看图 说话、听说	展示、引导、点评
Language Lab	Text A	阅读通识文章： 为什么上大学	略读了解课文结构与 大意；精读学习语言 与文化	导入、讲解、赏析
	Vocabulary A	词汇、短语与注释	查阅、朗读、识记	领读、正音、释义
	Reading Comprehension A	三组阅读理解任务： 结构分析与课文理 解、概括	完成三组任务（Task 3可以为课后作业）	引导、检查、答疑
	Vocabulary and Structure	六组语言练习任务： 单词、词组与句子	完成六组任务（Task 4、6可以为课后作 业）	指导、检查、小结
	Text B	阅读商务主题文章： 大学生兼职工作	阅读学习商务知识与 文化	导入、讲解
	Vocabulary B	词汇、短语与注释	查阅、朗读、识记	答疑
	Reading Comprehension B	两组阅读理解任务： 课文理解与概括	完成两组任务	检查、拓展
	Business Practice	两组商务练习任务： 职责排序、兼职利弊 分析	完成两组任务	检查、指导、点评
	Translation	实用翻译技巧： 增词法	完成翻译练习任务	讲解、点评
	Writing	实用英文写作： 三种文体	完成写作练习任务	讲解、点评
Business Centre	Business Centre	阅读商务文本	完成练习任务	指导、检查；比较 中外大学入学程序
Self-study Room	Learning Tactics	自主学习策略： 学习策略的转变	讨论、归纳	检查、讨论；比较大 学与中学学习策略
	Reading China	中国商务阅读： 国外的汉语教学	阅读、讨论	检查、讨论、介绍 孔子学院
	Culture Learning	外国文化赏析： 名人的大学之路	阅读、调研	检查、讨论、指导 学生获得网络信息

择和教材特色等方面给出了宝贵意见，并对教材编写进行全程指导。对外经济贸易大学黄震华教授、常玉田教授对本套教材的策划和编写给予了全方位指导，天津商务职业学院王乃彦教授和山东外贸职业学院商务英语系主任陈祥国提出了许多宝贵建议，深圳职业技术学院外籍教师Michael Brendon Kopko通读并修改了书稿，在此一并表示衷心感谢。

由于编者水平有限，疏忽在所难免。希望使用者不吝赐教，批评指正，以便再版时更正和改进。

编者  
2014年1月

# Contents

Unit	Theme	Language Lab				Business Centre	Self-study Room			
		Lead-in	Reading A	Reading B	Translation		Writing	Learning Tactics	Reading China	Culture Learning
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2 P19	Learning	Learning Activities	Of Studies	Where Can the English Major Take You?	Criteria of Translation	Writing Supporting Details	Summer School Program	Learning to Speak II	China's English-learning Market	Polyglots Stories
3 P37	Food	Food Choices	Learning to Cook	Starbucks Marketing Strategy	Processes of Translating	Writing a Concluding Sentence	Food Safety Certificates	Learning to Speak III	Chinese Investment in New Zealand's Diary	Pancake Day
4 P55	Fashion	Fashionable Activities	A Designer's Perfect Day	Fashion Retail	Competence of a Translator	Writing a Unified Paragraph	Apparel Purchase Order	Learning to Read I	China First Lady's Impact on Fashion	Wedding Dress
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7 P109	Technology	Technology's Impact	Presidential Address on "Challenger" Tragedy	Wal-Mart's Supply Chain	Free Translation	Writing a Thesis Statement	Space Travel Press Release	Learning to Read IV	Huawei's Patent Power	Great Inventors
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10 P163	Career	Occupation Choice	Round Pegs in Square Holes	An Interview with Jack Welch	Translation Techniques	Writing a Concluding Paragraph	U.S. Unemployment Rate	Learning Culture II	Mia Yun's Career Story	Women's Professions in the Past

# Unit



- Lead-in
- Language Lab
- Business Centre
- Self-study Room

# College



*“Universities are where the wisdom we cannot afford to lose is preserved from generation to generation.”*

*Lawrence H. Summers*

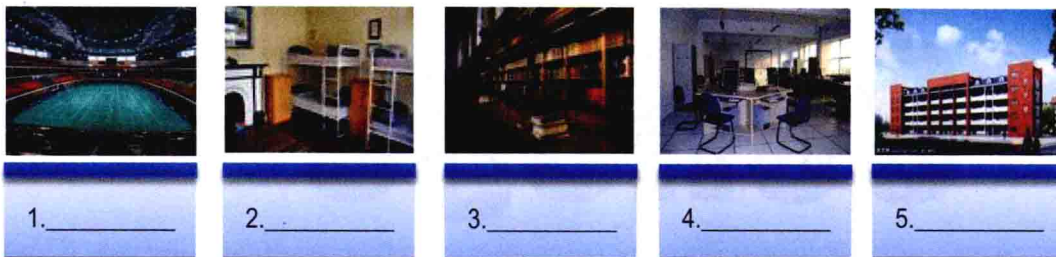
## **Unit Objectives:**

- Language: Listening for details in college tuition fees  
Reading about the liberal arts  
Talking about self-employment  
Knowing about definitions of translation  
Writing a topic sentence
- Business: Understanding small business ideas for college students  
Knowing key traits of a student entrepreneur  
Getting information from a college club ad



# Lead-in

**Task 1** Identify the following campus facilities.



**Task 2** Tell your classmates what you think of your college life.



**Task 3** Listen and fill in the following blanks.

Tuition Fees of Three Medical Colleges in California

College	Rank	Tuition (\$)
Stanford University	1) _____	2) _____ per quarter
USC Keck School of Medicine	3) _____	4) _____ per year
University of California—San Francisco	5) _____	6) _____ per year

# Language Lab

## Text A

### Critics of the Liberal Arts Are Wrong

1 The question of whether our government should promote science and technology or the liberal arts in higher education is not an either-or proposition, although the current emphasis on preparing young Americans for STEM-related fields can make it seem that way.

2 A report released by the American Academy of Arts and Sciences in June, 2013 acknowledges the critical importance of technical training, but also asserts without equivocation that the study of the humanities and social sciences must remain central components of America's educational system at all levels. Both areas are critical to producing citizens who can participate effectively in our democratic society, become innovative leaders and benefit from the spiritual enrichment that the contemplation of ethics, morals, aesthetics and the great ideas over time can provide.

3 In a time of great economic uncertainty and insecurity, parents and students who have invested heavily in higher education fret about graduates' job prospects as technological advances and changes in domestic and global markets transform professions in ways that reduce wages and cut jobs. Under these circumstances, it is natural to look for what may appear to be the most "practical" way out of the problem: "Major in a subject designed to get you a job" seems the obvious answer to some, though this ignores the fact that many disciplines in the humanities characterized as "soft" often, in fact, lead to employment and success in the long run. Indeed, according to surveys, employers have expressed a preference for students who have received a broadly based education that has taught them to write well, think critically, research creatively and communicate easily.

4 Moreover, students should be prepared not just for their first job but for their fourth and fifth jobs, as there is little reason to doubt that people entering the workforce today will be called upon to play many different roles over the course of their careers. The ones who will do best in this new environment will be those whose educations have prepared them to be flexible. Those with the ability to draw upon every available tool and insight—gleaned from science, arts and technology—to solve the problems of the future and take advantage of the opportunities that present themselves will stand themselves and the U.S. in good stead.

5 In May 1780, while away in France, John Adams wrote to his wife expressing his hopes for the progress of the American experiment. "I must study politics and war that my sons may have liberty to study mathematics and philosophy. My sons ought to study mathematics and philosophy, geography, natural history, naval architecture, navigation, commerce and agriculture, in order to give their children a right to study painting, poetry, music, architecture, statuary, tapestry and porcelain." Granted, there were poets and musicians in America in his time, but what Adams was really expressing was "the truth that a country must have a sufficient level of wealth, stability and security before large numbers of its citizens can engage in pursuits broader than the basic struggle for survival that war and politics—the substitute for war—address". Despite the economic woes, the U.S. is a wealthy nation. The country has the capacity to create and maintain an educational system that trains young people in science, math, history, art and other disciplines, at the very highest level. Will we continue to fulfill the worthy vision for the nation that Adams set forth?

**Notes**

higher education: 高等教育

STEM: 指 Science, Technology, Entertainment and Mathematics, 科学、技术、娱乐和数学

American Academy of Arts and Sciences: 美国艺术与科学研究院

John Adams: 约翰·亚当斯, 美国第二任总统

**New Words**

critic /'krɪtɪk/ <i>n.</i>	批评家; 评论家
promote /prə'məʊt/ <i>v.</i>	促进; 提升
either-or /'aɪðər'ɔ:(r)/ <i>adj.</i>	非此即彼的
proposition /,prɒpə'zɪʃən/ <i>n.</i>	命题; 提议
release /rɪ'li:s/ <i>v.</i>	公布; 公开发表
acknowledge /ək'nɒlɪdʒ/ <i>v.</i>	承认
assert /ə'sɜ:t/ <i>v.</i>	坚称; 坚持
equivocation /ɪ,kwɪvə'keɪʃən/ <i>n.</i>	含糊其辞
innovative /'ɪnəʊvətɪv/ <i>adj.</i>	富有革新精神的; 革新的
contemplation /,kɒntem'pleɪʃən/ <i>n.</i>	沉思; 凝视
enrichment /ɪn'rɪtʃmənt/ <i>n.</i>	丰富; 充实
aesthetics /i:s'θetɪks/ <i>n.</i>	美学
uncertainty /ʌn'sɜ:təntɪ/ <i>n.</i>	不确定, 不可靠
heavily /'hevɪli/ <i>adv.</i>	很多, 大量
prospect /'prɒspekt/ <i>n.</i>	前景; 前途
insecurity /,ɪn'sɪ'kjʊərətɪ/ <i>n.</i>	不安全, 无把握
domestic /də'mestɪk/ <i>adj.</i>	国内的; 家庭的
ignore /ɪg'nɔ:(r)/ <i>v.</i>	忽视; 不理睬
discipline /'dɪsɪplɪn/ <i>n.</i>	学科; 纪律
broadly /'brɔ:dlɪ/ <i>adv.</i>	广泛地; 多方面地
moreover /mɔ:'rəʊvə(r)/ <i>adv.</i>	此外; 而且
enter /'entə(r)/ <i>v.</i>	加入; 参加
flexible /'fleksəbl/ <i>adj.</i>	灵活的
insight /'ɪnsaɪt/ <i>n.</i>	洞察力; 洞悉
glean /gli:n/ <i>v.</i>	仔细收集
stead /sted/ <i>n.</i>	替代; 接替
liberty /'lɪbətɪ/ <i>n.</i>	自由; 许可
philosophy /fɪ'lɒsəfɪ/ <i>n.</i>	哲学; 人生观
naval /'neɪvəl/ <i>adj.</i>	军舰的; 海军的
commerce /'kɒmə:s/ <i>n.</i>	商业; 贸易
statuary /'stætʃʊəri/ <i>n.</i>	雕像艺术; 雕塑
tapestry /'tæpɪstrɪ/ <i>n.</i>	织锦; 花毯
porcelain /'pɔ:səlɪn/ <i>n.</i>	瓷器
address /ə'dres/ <i>v.</i>	探讨
woe /wəʊ/ <i>n.</i>	困难; 灾难
vision /'vɪʒən/ <i>n.</i>	愿景

**Phrases & Expressions**

fret about	担心, 发愁
stand in good stead	对……很有利

**Personal Notes**

## Reading Comprehension

**Task 1** Read the text and fill in the blanks in the table.

Critics of the Liberal Arts Are Wrong	
Questions	Details & Answers
<b>Why are they wrong?</b>	<ul style="list-style-type: none"> <li>• Education               <ul style="list-style-type: none"> <li>A The study of the humanities and social sciences must 1) _____ of America's educational system at all levels.</li> <li>B Both areas 2) _____ producing citizens who can participate effectively in society.</li> </ul> </li> <li>• Employment               <ul style="list-style-type: none"> <li>A Many disciplines in the humanities lead to employment and success 3) _____.</li> <li>B Employers express a preference for students with 4) _____.</li> <li>C Students should be prepared to be called upon to 5) _____ over the course of their careers.</li> </ul> </li> </ul>
<b>Can we make it?</b>	<ul style="list-style-type: none"> <li>A A country must have a sufficient level of 6) _____.</li> <li>B The country has the capacity to 7) _____ that trains young people at the very highest level.</li> </ul>
<b>Conclusion:</b>	Americans should continue to 8) _____.

**Task 2** Choose the one that best completes each of the following statements.

1. We can infer from Para. 1 that \_\_\_\_\_.
  - A. it is quite a challenge for the government to promote the liberal arts
  - B. it is the responsibility of the government to emphasize the liberal arts
  - C. American people are changing their attitude toward higher education
  - D. STEM-related fields are more popular than the liberal arts in the U.S.A.
2. According to a recent report by the American Academy of Arts and Sciences, \_\_\_\_\_.
  - A. people are not very sure about the contributions of the liberal arts to the society
  - B. it's better for people to study the humanities and social sciences when in college
  - C. the study of the humanities and social sciences is as necessary as technical training
  - D. both areas are critical for people to pursue a satisfying job and an easy life in the future
3. Some students and parents worry about job prospects, because \_\_\_\_\_.
  - A. they cannot adapt to the constantly changing marketplace
  - B. there are many college graduates competing for a position
  - C. there are not many job opportunities and wages are reduced
  - D. they cannot afford to invest so much in their higher education
4. According to surveys, employers prefer NOT to hire students who \_\_\_\_\_.
  - A. can write well and think critically
  - B. have received a broadly based education
  - C. focus on liberal arts while ignoring sciences
  - D. can research creatively and communicate easily
5. From John Adams' remarks, we can learn that \_\_\_\_\_.
  - A. he was very proud of his achievements
  - B. different generations have different interests in life
  - C. he was worried for there were rarely poets and musicians in his time
  - D. people may pursue more when having sufficient level of wealth, stability and security

**Task 3** Complete the following summary with the hints in the brackets.

Americans are putting (*emphasis*) 1) \_\_\_\_\_ preparing young people for STEM-related fields. A recent report released (*acknowledge*) 2) \_\_\_\_\_ of both technical training and the study of the humanities and social sciences. In a time of (*economic*) 3) \_\_\_\_\_, parents and students fret about job opportunities and reducing wages. When (*look for*) 4) \_\_\_\_\_ the most “practical” way out of the problem, they ignore the fact that many disciplines in the humanities (*lead to*) 5) \_\_\_\_\_ in the long run. In fact, employers prefer those students with (*education*) 6) \_\_\_\_\_. Moreover, when playing many different roles (*course*) 7) \_\_\_\_\_ their careers, those whose educations have prepared them (*flexible*) 8) \_\_\_\_\_ will succeed. According to John Adams, a country must have a sufficient level of wealth, stability and security before its citizens can (*engage in*) 9) \_\_\_\_\_ broader than the basic struggle for survival. And now the country has the capacity to create and maintain an educational system at (*level*) 10) \_\_\_\_\_. Will we continue to fulfill the worthy vision for the nation that Adams set forth?

## Vocabulary and Structure

**Task 1** Match the underlined words in Column A with their corresponding meanings in Column B.

A		B	
1.	an either-or <u>proposition</u>	a.	within one country
2.	<u>to acknowledge</u> the importance	b.	carefully, in order to judge what the good and bad aspects of sth are
3.	in <u>domestic</u> and global markets	c.	deep understanding
4.	<u>innovative</u> leaders	d.	statement; suggestion
5.	<u>to fret</u> about job prospects	e.	freedom
6.	to think <u>critically</u>	f.	to recognize
7.	to draw upon every available <u>insight</u>	g.	problems and troubles
8.	to have <u>liberty</u> to study mathematics	h.	imagination
9.	economic <u>woes</u>	i.	to worry about sth
10.	the worthy <u>vision</u>	j.	creative, revolutionary

**Task 2** Complete the following sentences with the words given below. Change their forms where necessary.

1. People have to move to other areas in \_\_\_\_\_ of work.
2. We need a foreign policy that is more \_\_\_\_\_.
3. Helen was \_\_\_\_\_ to senior manager.
4. This policy could threaten the peace and \_\_\_\_\_ of the region.

character    flexible  
 liberal      practical  
 prefer      promote  
 pursuit     stable  
 survive     uncertain

5. The doctor told his wife he had a fifty-fifty chance of \_\_\_\_\_.
6. Bright colors \_\_\_\_\_ his old paintings.
7. She had a feeling of \_\_\_\_\_ about her future.
8. They gave their children a great deal of \_\_\_\_\_. They could make their own decision.
9. Many elderly people expressed a strong \_\_\_\_\_ to live in their own homes.
10. It doesn't sound like a very \_\_\_\_\_ solution. It may be useless.

**Task 3** Rewrite the following sentences with the expressions from the text.

fret about

in the long run

set forth

stand sb in good

stead

take advantage of

1. Worrying about it won't help.
2. The Prime Minister declared the aims of his government in a television broadcast.
3. Prices are bound to rise eventually.
4. My coat has been helpful to me this winter.
5. They made good use of the hotel's facilities.

**Task 4** Study the italicized parts in the English sentences and translate the Chinese sentences into English.

**Model:**

0. A. Those with the ability to draw upon every available tool and insight will *stand themselves and the U.S. in good stead*.  
B. 多年的训练对他很有利。  
His years of training were standing him in good stead.

1. A. *The question of* whether our government should promote science and technology or the liberal arts in higher education is not an either-or proposition.  
B. 最近我对选择哪个工作机会的问题感到很烦恼。
- 

2. A. *In a time of* great economic uncertainty and insecurity, parents and students fret about graduates' job prospects.  
B. 在竞争激烈的时代，教育尤为重要。
- 

3. A. *Under these circumstances*, it is natural to look for what may appear to be the most "practical" way out of the problem.  
B. 在这种情况下，我发表评论是不明智的。
- 

4. A. *Granted*, there were poets and musicians in America in his time, but what Adams was really expressing was "the truth that a country must have a sufficient level of wealth".  
B. 的确，这个计划不是十全十美，但还是可行的。
-

5. A. *Despite* the economic woes, the U.S. is a wealthy nation.  
B. 尽管我们尽全力保留这所学校，政府还是决定把它关闭了。
- 

**Task 5** Fill in the blanks with the proper relative words, if necessary.

**Model:**

0. In a time of great economic uncertainty and insecurity, parents and students \_\_\_\_ have invested heavily in higher education fret about graduates' job prospects.  
In a time of great economic uncertainty and insecurity, parents and students **who** have invested heavily in higher education fret about graduates' job prospects.
1. The boy and his dog \_\_\_\_\_ were believed to be lost in the woods were rescued this morning.
2. Can you remember the scientist and his theory \_\_\_\_\_ we have learned?
3. Mary was introduced to a young soldier and an old professor \_\_\_\_\_ sat next to her.
4. Who \_\_\_\_\_ has common sense will believe such nonsense?
5. She is no longer the sweet girl \_\_\_\_\_ she used to be.

**Task 6** Paraphrase the following sentences from the text, paying attention to the underlined parts.

**Model:**

0. Critics of the liberal arts are wrong.  
People who expressed their opinions of the good and bad qualities of various forms of creative work such as art, literature and etc. are not right about the liberal arts.
1. The question of whether our government should promote science and technology or the liberal arts in higher education is not an either-or proposition.  
\_\_\_\_\_
2. The study of the humanities and social sciences must remain central components of America's educational system at all levels.  
\_\_\_\_\_
3. Many disciplines in the humanities characterized as "soft" often, in fact, lead to employment and success in the long run.  
\_\_\_\_\_
4. The ones who will do best in this new environment will be those whose educations have prepared them to be flexible.  
\_\_\_\_\_
5. Will we continue to fulfill the worthy vision for the nation that Adams set forth?  
\_\_\_\_\_

**Text B**

## Small Business Ideas for College Students

1 College students consider working at fast food restaurants as the best option to earn money. However, starting a small business can also prove to be a great idea to earn extra money without taking much time. Let us have a look at the different options available for earning money while continuing the studies.

2 **Tutoring.** It is a perfect business for students who want to earn only as much money as is required to cover their monthly expenses. Consider teaching subjects like mathematics, science and English at the beginning.

3 **Freelancing.** The activity of freelancing includes writing for newspapers, doing photography, etc. It is a creative job and one doesn't have to invest anything beforehand. However, there are a lot of uncertainties involved in this activity. For example, one may not get paid if the client isn't satisfied.

4 **Laundry Service.** Starting a laundry service is one of the good business ideas for students to earn money. One can advertise this small business through mouth publicity. Since washing clothes is quite a boring job and not many people are ready to do it, one could find a better business opportunity in this work. A good washing machine, capable of washing large loads would prove to be helpful in easing off your work. Moreover, you could also save time for studies and other extracurricular activities.

5 **Cleaning.** Just like laundry, you could think of starting a cleaning business. College students always need an affordable cleaning service. Being a college student yourself, you would find it easy to market your service and thereby, prosper in this business. You can add food-delivery to this service of cleaning. It won't require you to search for a market separately. This way, you get to learn new tricks of the business.

6 **Data Entry Jobs.** It is a kind of job that can be done even by a layman since it doesn't require much skill except for speedy typing. It is a good source of free-time income for students. Basic knowledge of handling computers is enough to a data entry job. A data entry job is considered amongst the most popular online businesses for college students.

7 **Setting up a Website.** A person who is good at working with websites and computers as a whole can try out this activity. You could earn more than enough for a month's expenses through this endeavor. However, setting up a website requires in-depth knowledge of programming languages and the functioning of computers. In short, it is a geek's job to set up a fully functional website.

8 **Entertainment.** If a person is fond of playing a musical instrument like piano, guitar, etc., he/she should try to earn money by performing at wedding receptions, parties or other such occasions.



**Notes**

extracurricular activities: 课外活动  
 data entry: 数据输入  
 musical instrument: 乐器

**New Words**

available /ə'veɪləbl/ *adj.* 可用的, 有效的  
 tutor /'tju:tə(r)/ *v.* 个别教授, 个别指导  
 freelance /'fri:lɑ:ns/ *v.* 当自由撰稿人、自由职业者  
 photography /fə'tɒgrəfi/ *n.* 摄影  
 publicity /pʌb'lɪsəti/ *n.* 宣传  
 affordable /ə'fɔ:dəbl/ *adj.* 担负得起的  
 delivery /dɪ'livəri/ *n.* 递送(信件, 货物)  
 layman /'leɪmən/ *n.* 外行人, 门外汉  
 speedy /'spi:di/ *adj.* 快速的  
 source /sɔ:s/ *n.* 源头, 来源  
 endeavor /ɪn'devə(r)/ *n.* 努力  
 in-depth /ɪn'depθ/ *adj.* 深入的  
 geek /gi:k/ *n.* 发烧友, 怪杰  
 functional /'fʌŋkʃənəl/ *adj.* 有作用的, 有功能的  
 reception /rɪ'sepʃən/ *n.* 招待会, 宴会

**Phrases & Expressions**

cover the expense 支付费用  
 ease off 减轻

**Personal Notes**

**Reading Comprehension**

**Task 1** Decide whether the following statements are TRUE (T) or FALSE (F).

1. One could earn much more than enough for a month's expenses through tutoring.
2. Freelancing is creative. However, it involves a lot of uncertainties.
3. Cleaning and food delivery can be developed together because they usually share the same market.
4. In-depth knowledge of handling computers and programming language is required to do a data entry job.
5. Setting up a website gets high return but also requires professional knowledge and skills.

**Task 2** Listen to the recording and fill in the blanks to summarize the text.

Instead of taking part time jobs at fast food restaurants, starting a small business is a good way for college students to earn extra money. Usually 1) \_\_\_\_\_ can only earn enough money to cover their monthly expenses. Freelancing and setting up a website produces higher return while being more challenging. 2) \_\_\_\_\_ is creative but involves a lot of 3) \_\_\_\_\_. Setting up a website requires 4) \_\_\_\_\_ knowledge of programming and computers. On the contrary, data 5) \_\_\_\_\_ can be even done by a 6)