



北京市高等教育精品教材立项项目

# 经济新闻英语

视听说

Multimedia Business English

胡春兰 编著

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

# MULTIMEDIA BUSINESS ENGLISH

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## **经济新闻英语视听说**

胡春兰 编著

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## 编者说明

加入世贸组织进一步加快了我国改革开放和经济建设的步伐,也对大学英语教学提出了新的需求。目前,经济类专业对学生的英语应用能力有了更全面的要求,与经济相关的交叉学科新专业相继开办,非经济专业的学生出于完善知识结构和就业的需要,也普遍产生了对经济英语的学习兴趣。在外语教学的社会环境正在发生巨大变革的今天,确实需要一种与时俱进、适应面广、直观而迅速地反映经济动态的英语教材。

本教材是为了满足上述需求,在充分调查同类教材现状的基础上编纂的。本教材的初稿曾用于北京中关村地区教学联合体 12 所高校跨校选修课程,从 2001 年起由胡春兰主讲。

本教材适用于经济、新闻、英语类专业的大学本科生和研究生,也适用于其他专业以及社会上有经济英语学习需求的读者。教学的目的是在进行应用英语能力训练的同时,使学生接触热门经济领域的信息,开阔眼界,培养复合型人才。

本教材选材特别突出一个“新”字。课文基本上取材于新近的英美电视财经新闻,以体现当代英语在词汇、语法、文体等方面的特色和发展趋势。在着眼于语言新鲜的同时,更多地着眼于内容的新颖,特别注意选择新经济领域和新经济趋势的题材。需要指出的是,由于课文取材于口语色彩浓厚的电视新闻,个别地方并不完全符合书面语的语法规范。

本教材共分 15 个单元,内容涉及世贸组织、证券、电子商务、假日经济、汽车业、市场营销、就业市场、金融、能源、金价、电信、技术对经济的影响、公司并购、经济犯罪和丑闻、经济形势等。内容归类主要依据当前媒体的关注热点。这些热点正是最有活力以及与国计民生关系最为密切的经济领域。每个单元两篇课文后各有一组练习,其中的 GROUP DISCUSSION 是为训练英语口语表达而设计的。选择话题的原则是尽量避免过分专业化,使非经济专业的学生也能有兴趣、谈得来。

各单元还提供了三种参考资料。一是相关的背景;二是该经济领域的术语;三是有关网址。提供这些参考材料是为了帮助有兴趣的学生提高搜集资料、特别是从互联网上搜集资料的能力。同时,这些资料也为练习中的 GROUP DISCUSSION 提供了有用的语言材料。

北京市教委对本教材给予资助,谨此致谢。

本教材是教学改革的新尝试,作者热诚希望使用者就书中的不当和不足之处赐教。如有意见和建议请发 e-mail 至 professor\_hu@yahoo.com。

与本教材配套的音像材料将陆续出版。

胡春兰

2003 年 2 月

# CONTENTS

<b>Lesson One</b>	<b>WTO</b>	1
Part A	News Stories and Exercises	
	Passage 1 WTO APPROVES CHINA'S ACCESSION	
	Passage 2 CHINA/U. S.; WTO TALKS	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Two</b>	<b>STOCK MARKET</b>	16
Part A	News Stories and Exercises	
	Passage 1 OLD ECONOMY/ NEW ECONOMY	
	Passage 2 OLD MARKET VS. NEW MARKET	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Three</b>	<b>E-BUSINESS</b>	29
Part A	News Stories and Exercises	
	Passage 1 AMAZON.COM	
	Passage 2 INTERNET SALES	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Four</b>	<b>HOLIDAY BUSINESS</b>	41
Part A	News Stories and Exercises	
	Passage 1 HOT TOYS FOR HOLIDAYS	
	Passage 2 VACATION PLANNING	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Five</b>	<b>AUTO INDUSTRY</b>	55
Part A	News Stories and Exercises	
	Passage 1 FRANKFURT AUTO SHOW	
	Passage 2 FRANKFURT MOTOR SHOW OPENS	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Six</b>	<b>MARKETING</b>	68
Part A	News Stories and Exercises	
	Passage 1 NEIMAN MARCUS	
	Passage 2 FARE WARS	
Part B	Background and Glossary	
Part C	Key to Exercises	

<b>Lesson Seven</b>	<b>JOB MARKET</b>	83
Part A	News Stories and Exercises	
Passage 1	JOB MARKET	
Passage 2	ASKING FOR A RAISE	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Eight</b>	<b>FINANCE</b>	100
Part A	News Stories and Exercises	
Passage 1	COLLEGE SAVINGS	
Passage 2	GREENSPAN / BANKING	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Nine</b>	<b>ENERGY</b>	114
Part A	News Stories and Exercises	
Passage 1	OPEC MEETING	
Passage 2	OIL PRICE UPDATE	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Ten</b>	<b>GOLD PRICE</b>	128
Part A	News Stories and Exercises	
Passage 1	GOLD PRICE UPDATE	
Passage 2	GOLD CRAWLS HIGHER	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Eleven</b>	<b>TELECOM</b>	141
Part A	News Stories and Exercises	
Passage 1	TELECOM EXPOSITION (I)	
Passage 2	TELECOM EXPOSITION (II)	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Twelve</b>	<b>TECHONOLOGY</b>	154
Part A	News Stories and Exercises	
Passage 1	HAND HELD COMPUTERS	
Passage 2	PAPERLESS SOCIETY	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Thirteen</b>	<b>MERGER</b>	166
Part A	News Stories and Exercises	
Passage 1	MCI BUYS SPRINT	
Passage 2	MERGER MADNESS	

Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Fourteen</b>	<b>BUSINESS CRIME AND SCANDAL</b>	180
Part A	News Stories and Exercises	
	Passage 1 MONEY LAUNDERING	
	Passage 2 WORLDCOM SCANDLE	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Lesson Fifteen</b>	<b>ECONOMIC SITUATION</b>	193
Part A	News Stories and Exercises	
	Passage 1 FED RATES	
	Passage 2 INFLATION UPDATE	
Part B	Background and Glossary	
Part C	Key to Exercises	
<b>Appendix:</b>		
VOCABULARY		206

# Lesson One

## WTO

### Para A News Stories and Exercises

#### Passage 1

### WTO APPROVES CHINA'S ACCESSION

China has been trying for 15 years to complete its WTO accession.

The documents adopted today by the Conference are the report of the Working Party for the Accession of China, which includes the terms of membership, and the schedule of China's commitments on market access for goods and services.

*"This is a historic moment for the WTO, for China and for international economic cooperation. China, one of the fastest-growing economies in the world, has made tremendous progress in the last decade in reducing poverty thanks to an economic system increasingly open to trade and foreign investment. Now this economy will be subjected to the rules-based system of the WTO, something which is bound to enhance global economic cooperation."* (WTO Director-General, Mike Moore)

*"We need to invite all members to formulate the international trade rules of the new century through equal participation and consultation, so as to enable more developing countries to share the opportunities and interests brought about by the economic globalization and to avoid the further widening of the gap between rich and poor."* (Chinese Minister of Foreign Trade and Economic Cooperation, Shi Guangsheng)

The Working Party concluded on 17 September almost 15 years of negotiations with China and agreed to forward some 900 pages of legal text for formal acceptance by the 142 Member governments of



the WTO.

## I. Words & Expressions

WTO	世界贸易组织
accession /æk'seʃən/ <i>n.</i>	加入
commitment /kə'mɪtmənt/ <i>n.</i>	承诺
be subjected to	服从于
be bound to	注定,一定会
enhance /ɪn'hɑ:ns/ <i>vt.</i>	增进
formulate /'fɔ:mjuleɪt/ <i>vt.</i>	规划,制订
conclude /kən'klu:d / <i>vi.</i>	结束

## II. Notes

1. the schedule of China's commitments on market access for goods and services 中国为商品和服务的市场准入所作承诺的时间表
2. thanks to an economic system increasingly open to trade and foreign investment 得益于一个对贸易和外资开放度不断增加的经济制度
3. rules-based system of the WTO 以规则为基础的世贸组织体制
4. which is bound to enhance global economic cooperation 这必将增进全球的经济合作
5. to share the opportunities and interests brought about by the economic globalization 分享经济全球化带来的机会和利益
6. forward some 900 pages of legal text 提交约 900 页的法律文本

## III. Chinese Version

### WTO 批准中国入世

中国为完成加入世贸组织的进程尝试了 15 个年头。

今天采纳的文件是中国加入世贸组织工作组的报告,其中包括成员条款,以及中国为商品和服务的市场准入所作承诺的时间表。

“对于世贸组织,对于中国,对于国际经济合作来说,这都是一个历史性的时刻。中国作为世界上增长最快的经济体之一,得益于一个对贸易和外资开放度不断增加的经济制度,过去 10 年中在减少贫困方面取得了重大的进步。如今,这一经济体将遵循世贸组织以规则为基础的体制,这必将促进全球的经济合作。”(世贸组织总干事迈克·莫尔)

“我们需要邀请所有成员通过平等参与和协商,制订新世纪的贸易规则,以使更多的发展中国家分享经济全球化带来的机会和利益,避免富国和穷国之间的差距进一步拉大。”(中国对外

经贸部部长石广生)

工作组在 9 月 17 日结束了和中国长约 15 年的谈判,并同意提交约 900 页的法律文本,供世贸组织的 142 个成员正式接纳中国入世。

## IV. Exercises

### **1. Listen to the passage and fill in the blanks:**

The documents [1] \_\_\_\_\_ today by the Conference are the report of the Working Party for the [2] \_\_\_\_\_ of China, which includes the terms of [3] \_\_\_\_\_, and the schedule of China's [4] \_\_\_\_\_ on market access for [5] \_\_\_\_\_.

“This is an historic moment for the WTO, for China and for international economic [6] \_\_\_\_\_. China, one of the fastest growing economies in the world, has made [7] \_\_\_\_\_ progress in the last decade in reducing [8] \_\_\_\_\_ thanks to an economic system increasingly open to trade and [9] \_\_\_\_\_. Now this economy will be [10] \_\_\_\_\_ to the rules-based system of the WTO, something which is bound to enhance global economic cooperation.”

### **2. Translate the following sentences orally into English:**

- 1) 中国首席贸易谈判代表已经离开北京前往日内瓦,以正式成员代表的身份参加世贸组织会议。
- 2) 工作组成员正在为中国加入世贸组织作最后的努力。
- 3) 中国期待着与其他国家紧密合作,建立国际经济新秩序。
- 4) 他表达了中国能在不远的将来成为世贸组织成员的希望。
- 5) 这次会议可望批准包括中国工作组报告在内的所有文件。

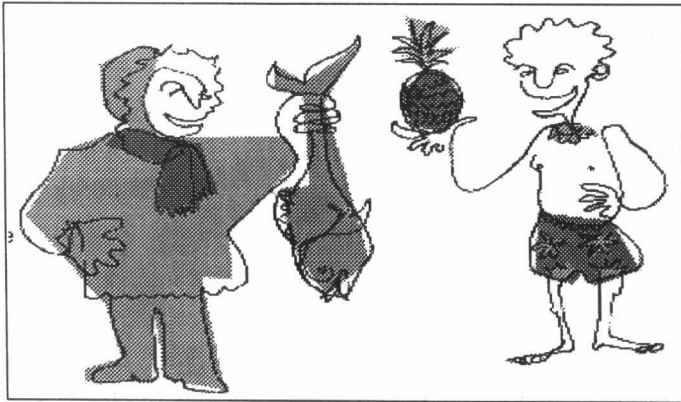
### **3. Translate the following sentences into Chinese:**

- 1) China's WTO accession and normal trade relations between China and the United States were expected to boost his company's business in China.
- 2) That meeting is expected to launch a new round of trade liberalization talks.
- 3) A statement said, “China and the U. S. agree that we should work together in Geneva to complete China's WTO accession.”
- 4) China has been trying for 15 years to join the WTO.
- 5) China has obtained agreements from all WTO members.

### **4. Write a reader lead for the passage.**

## 5. Group discussion:

See the following graphic and discuss in groups. Topic: "How to explain the role of the WTO?"



### Passage 2

## CHINA/U.S.: WTO TALKS

U.S. assistant Trade Representative Robert Cassidy arrived in Beijing Wednesday evening to try and resolve the remaining issues preventing China from joining the WTO.

Cassidy was to meet Chinese chief trade negotiator Long Yongtu on Thursday.

China's Xinhua News Agency quoted a foreign ministry spokesman as saying the fact that China and the U.S. are willing to resume negotiations was a good sign.

It was not clear whether Chinese and U.S. negotiators would finalize a deal during the talks, but Mr. Cassidy expressed optimism that the meetings would be fruitful.

*"We will be meeting with vice minister Long this morning and we hope to have some productive discussions."* (Robert Cassidy)

The U.S. government has pledged to intensify negotiations with the goal of sending a completed deal to Congress in June.

U.S. business and farm groups criticized the Administration for failing to secure an agreement during the recent visit to the U.S. of Chinese Premier Zhu Rongji.

Premier Zhu hoped to celebrate his U.S. visit with an agreement ending China's 13-year drive to join the WTO.

But Washington decided it could drive a harder bargain which they hoped could provide greater protection to textile manufacturers and steel makers.

U.S. officials say several other issues are still on the bargaining table, including banking, securities and the distribution of videos and sound recordings in China.

Mr. Cassidy will remain in Beijing until Sunday and possibly longer depending on how talks will progress.

## I. Words & Expressions

Trade Representative	贸易代表(美国政府内阁成员)
remaining /rɪ'meɪnɪŋ/ <i>adj.</i>	剩余的, 余留的
negotiator /nɪ'gəʊʃieɪtə(r)/ <i>n.</i>	谈判者, 谈判代表
quote /kwəʊt/ <i>vt.</i>	援引
finalize /'faɪnəlaɪz/ <i>vt.</i>	结束、完成(谈判)
productive /prəʊ'dʌktɪv/ <i>adj.</i>	富有成效的, 有成果的
pledge /pledʒ/ <i>vt.</i>	保证, 承诺, 发誓
intensify /ɪn'tensɪfaɪ/ <i>vt.</i>	加紧, 加大密度
Administration /əd,mɪnɪ'streɪʃən/ <i>n.</i>	行政当局(对美国总统及内阁的统称)
secure /sɪ'kjʊə(r)/ <i>vt.</i>	获得, 确保
bargain /'bɑ:ɡɪn/ <i>vi.</i>	讨价还价
textile /'tekstaɪl/ <i>n.</i>	纺织业
bargaining table	谈判桌
securities /sɪ'kjʊərɪtɪs/ <i>n.</i>	证券
distribution /,dɪstrɪ'bju:ʃən/ <i>n.</i>	发行
recording /rɪ'kɔ:dɪŋ/ <i>n.</i>	(音像)制品, 录制品

## II. Notes

1. try and resolve the remaining issues preventing China from joining the WTO 试图解决阻碍中国加入世贸组织的余留问题
2. quoted a foreign ministry spokesman as saying 援引一位外交部发言人的话说

3. intensify negotiations with the goal of sending a completed deal to Congress in June 加紧谈判,以期在 6 月份把完成的协议提交国会
4. business and farm groups criticized the Administration for failing to secure an agreement (美国)商业和农业组织批评行政当局没能达成一项协议
5. drive a harder bargain 提高要价,在谈判中采取更强硬的立场
6. issues are still on the bargaining table 问题仍然留在谈判桌上
7. possibly longer depending on how talks will progress 根据会谈的进展情况,也许会延长

### III. Chinese Version

#### 中美:世贸谈判

美国助理贸易代表罗伯特·卡西迪星期三晚上抵达北京,试图解决阻碍中国加入世贸组织的余留问题。

卡西迪将在星期四会晤中国首席贸易谈判代表龙永图。

中国的新华社援引一位外交部发言人的话说,中国和美国愿意恢复谈判是一个好的迹象。

中国和美国的谈判者能否在会谈中结束谈判还不清楚,不过卡西迪先生对会谈将取得成果表示乐观。

“我们今天上午将会见龙永图副部长。我们期望进行富有成效的讨论。”(罗伯特·卡西迪)

美国政府已经许诺加紧谈判,目标是在 6 月份把完成的协议提交国会。

美国商业和农业组织批评行政当局没能在中国总理朱镕基最近访美时达成一项协议。

朱总理原本希望能用一项协议庆祝他的美国之行,结束中国为期 13 年的谈判进程,加入世贸组织。

然而,华盛顿决定提高要价,他们希望为纺织业和钢铁业制造者提供更多的保护。

美国官员说,还有其他一些问题仍需谈判,其中包括银行、证券,以及在中国发行音像制品等问题。

卡西迪先生将在北京逗留到星期日,根据会谈进展的情况,他逗留的时间也许会延长。

### IV. Exercises

#### 1. Listen to the passage and fill in the blanks.

U. S. assistant [1] \_\_\_\_\_ Robert Cassidy arrived in Beijing Wednesday evening to try and resolve the [2] \_\_\_\_\_ preventing China from joining the WTO.

Cassidy was to meet Chinese [3] \_\_\_\_\_ Long Yongtu on Thursday.

China's Xinhua news agency [4] \_\_\_\_\_ a foreign ministry [5]

\_\_\_\_\_ as saying the fact that China and the U. S. are willing to [6]  
\_\_\_\_\_ was a good sign.

It was not clear whether Chinese and U. S. negotiators would [7] \_\_\_\_\_ a deal during the talks, but Mr. Cassidy [8] \_\_\_\_\_ that the meetings would be [9] \_\_\_\_\_.

“We will be meeting with vice minister Long this morning and we hope to have some [10] \_\_\_\_\_.”

**2. Translate the following sentences orally into English:**

- 1) 中国和墨西哥在日内瓦结束了有关中国加入世贸组织问题的双边谈判。
- 2) 签署双边协议标志着完成了同世贸组织成员的所有双边协议。
- 3) 这项双边协议充分显示了两国经济和贸易关系的良好意愿。
- 4) 他说,这将为中美之间永久性的正常贸易关系开辟道路。
- 5) 中国已经同美国和欧盟这两个世界上最大的贸易体分别达成了协议。

**3. Translate the following sentences into Chinese:**

- 1) Last year, the trade volume between the two nations amounted to US\$ 74.5 billion.
- 2) China and the U. S. announced an agreement on Saturday on farm subsidies and other remaining issues blocking China's bid to join the WTO.
- 3) The agreement clears the way for Washington to support China's accession to the WTO.
- 4) They met on Friday to settle differences over the issue of farm subsidies.
- 5) China insists that it should be treated as a developing country.

**4. Write a reader lead for the passage.**



## Background and Glossary

### I. Background

#### **1. How WTO Describes Itself**

The World Trade Organization (WTO) is the only international organization dealing with the global rules of trade between nations. Its main function is to ensure that trade flows as smoothly, predictably and freely as possible.

The result is assurance. Consumers and producers know that they can enjoy secure supplies and greater choice of the finished products, components, raw materials and services that they use. Producers and exporters know that foreign markets will remain open to them.

The result is also a more prosperous, peaceful and accountable economic world. Decisions in the WTO are typically taken by consensus among all member countries and they are ratified by members' parliaments. Trade friction is channelled into the WTO's dispute settlement process where the focus is on interpreting agreements and commitments, and how to ensure that countries' trade policies conform with them. That way, the risk of disputes spilling over into political or military conflict is reduced.

By lowering trade barriers, the WTO's system also breaks down other barriers between peoples and nations.

At the heart of the system — known as the multilateral trading system — are the WTO's agreements, negotiated and signed by a large majority of the world's trading nations, and ratified in their parliaments. These agreements are the legal ground-rules for international commerce. Essentially, they are contracts, guaranteeing member countries important trade rights. They also bind governments to keep their trade policies within agreed limits to everybody's benefit.

The agreements were negotiated and signed by governments. But their purpose is to help producers of goods and services, exporters, and importers conduct their business.

The goal is to improve the welfare of the peoples of the member countries.

## **2. How to Become a Member of the WTO**

### **Who can apply**

Any state or customs territory having full autonomy in the conduct of its trade policies is eligible to accede to the WTO on terms agreed between it and WTO Members.

### **The request for accession**

The accession process commences with the submission of a formal written request for accession by the applicant government. This request is considered by the General Council which establishes a Working Party to examine the accession request and, ultimately, to submit the findings of the Working Party to the General Council for approval. The Working Party is open to all Members of the WTO.

### **Conditions of entry**

After examining all aspects of the existing trade and legal regimes of the acceding government the Working Party goes into the substantive part of the multilateral negotiations involved in accessions. This determines the terms and conditions of entry for the applicant government. Terms and conditions include commitments to observe WTO rules and disciplines upon accession and transitional periods required to make any legislative or structural changes where necessary to implement these commitments.

### **Bilateral negotiations**

At the same time, the applicant government engages in bilateral negotiations with interested Working Party members on concessions and commitments on market access for goods and services. The results of these bilateral negotiations are consolidated into a document which is part of the final “accession package”.

### **The final “accession package”**

The “accession package” consists of three documents which represent the results of both the multilateral and bilateral phases outlined above. These are: a Report of the Working Party containing a summary of proceedings and conditions of entry, a Protocol of Accession, and Schedules of market access commitments in goods and services agreed between the acceding government and WTO Members.



### **Approval of the “accession package”**

Once both the Working Party’s Draft Report and Protocol of Accession and the market access commitments in goods and services are completed to the satisfaction of members of the Working Party, the “accession package” is adopted at a final formal meeting of the Working Party.

The documents are then presented to the General Council or the Ministerial Conference for adoption. Once approved by the General Council or the Ministerial Conference, the accessions package is redistributed as a non-restricted document.

### **Becoming a full member**

Once approved by the General Council of Ministerial Conference, the applicant is then free to sign the Protocol of Accession stating that it accepts the approved “accessions package” subject to ratification in its national parliament. Normally three months is given from signature of the Protocol of Accession for this to take place.

Thirty days after the applicant government notifies the WTO Secretariat that it has completed its ratification procedures, the applicant government becomes a full Member of the WTO.

## **II. Glossary**

### **AD 反倾销**

Anti-Dumping. Dumping occurs when a company sells its goods more cheaply in export markets than in home markets with the intention of hurting the foreign industry, and interjecting itself into their market.

### **Free Trade 自由贸易**

The concept that governments should not interfere in or regulate international business with restraints such as tariffs (import taxes or duties).

### **FTA 自由贸易协定**

Free Trade Agreement. An agreement between countries to reduce/eliminate tariffs on certain goods. When an FTA is formed between two or more WTO member countries,

they agree to lower their tariffs to zero between each other, but maintain their prior negotiated tariffs on the products of other WTO countries.

### **GATS 服务贸易总协定**

General Agreement on Trade in Services, est. Jan. 1995. Examples of services include banking, insurance, telecommunications, and transportation.

### **GATT 关税及贸易总协定**

General Agreement on Tariffs and Trade (in goods), est. Jan. 1948. The GATT, GATS and TRIPS are the three main WTO agreements that make up its multilateral trading system.