A NEW ENGLISH COURSE
For
BUSINESS STUDIES

新商务英语综合教程

Integrated Skills

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A New English Course for Business Studies

—Integrated Skills 4

新商务英语综合教程 4

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内 容 简 介

"新商务英语教程"系列教材采用话题、语言技能和任务紧密结合的编写原则，全书以话题为核心，语言技能为主线，精心设计的任务型活动贯穿每个教学单元。本书为《新商务英语综合教程4》，全书共8个单元，每单元由 Learning Objectives，Lead-in，Readings，Language Skills in Focus 和 Cultural Tips 5 个模块构成，以多种形式对英语阅读、翻译、写作和口语等基本技能进行综合性训练。

本教材可供高职高专院校商务英语专业和应用英语专业外贸和涉外文秘方向的学生在二年级下学期使用。

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　　《新商务英语综合教程》是一套供高职高专商务英语专业学生使用的专业基础课教材。本教材在研究近年来社会对高职高专商务英语专业毕业生需求的基础上，结合高职商务英语专业教学的特点，借鉴先进的英语教学理念，在选材及编写上力图突破原有教材编写体例，是一套将培养英语语言学习及应用能力与学习商务英语知识相结合的新教材。

　　《新商务英语综合教程》编写原则如下：一、加强英语应用能力的教学，重视学生综合语言能力的培养，既让学生打好语言基础，提高语言技能，又使教学内容密切结合学生今后实际工作需要。二、在培养学生英语语言能力的同时，注重学生商务知识和能力的培养，让学生熟悉各种商务活动，了解和掌握相关的商务知识。三、以实用性、实践性为原则，组织课程结构，以"必需"和"够用"为度，突出语言基础知识、基本技能、应用能力和商务知识的培养。四、合理安排教材结构，每单元围绕同一个主题进行循序渐进的语言技能和商务能力训练。五、精心挑选教学内容。每单元以商务内容的一个活动为主题，为学生提供商务英语阅读材料，使学生学习语言知识的同时，也掌握必要的商务知识。课文均选自英美原文，语言地道实用。

　　《新商务英语综合教程4》供第四学期使用，体例结构沿袭《新商务英语综合教程3》的安排。本册共8个单元，每单元各个模块包含如下内容。

　　Learning Objectives 此部分列出包括本单元主题层面、词汇层面及语言技能层面的学习目标。

　　Section A: Lead-in 此部分包括两个配有图片的问题，第一个问题承上，与上一单元课文内容相关，旨在让学生通过回答问题复习上一单元内容；第二个问题启下，旨在让学生了解本单元的主题和内容。所配图片亦与问题相关，目的是启发学生的思维，对所提问题进行创造性的讨论。

　　Section B: Readings 此部分包含两篇阅读课文。Text A：包括阅读预习问题（Pre-reading Questions）、课文（Text）、生词和词组（New Words and Expressions）、注释（Notes）和课文练习（Exercises）。阅读预习问题主要用于激发学生阅读课文的兴趣，将本单元主题的知识和学生已有的知识进行沟通，为阅读课文做好知识和心理的准备。课文长度为800~900字，生词比例控制在5%左右。生词和词组采用中英文双解，便于学生用英语理解词义。注释包括语言难点和文化背景知识，主要采用中文讲解，便于学生理解。在练习部分中，主要设有阅读理解练习（Reading Comprehension）、词汇练习（Vocabulary）、汉译英翻译（C-E Translation）等基础语言技能练习。同时增加了阅读理解选句子（Choose the best sentence to fill each of the following gaps），这一紧扣商务英语考题特色的题型，为学生练习多样的阅读能力提供了平台。Text B：围绕本单元的主题选材，是A课文的补充和加强。包括课文（Text）、生词和词组（New Words and Expressions）、注释（Notes）和课文练习（Exercises）。B课文的生词和词组没有单列词表，而是采用分栏的形式放在课文正文的旁边，便于学生的阅读，有利于学生的自主学习。课文练习包括阅读理解练习（Reading Comprehension）、词汇（Vocabulary）、完形填空（Cloze）、英译汉翻译（E-C Translation）等。完形填空的题材紧密结合本单元主题，题型与商务英语考

试题型一致，旨在使学生对主题有更多的了解，同时加强语言能力的训练，提高学生的篇章理解能力和对语言的运用能力以及应对职业资格考试的能力。

Section C: Language Skills in Focus 此部分包括翻译和写作两个部分。这一部分主要是对语言能力的综合训练，通过翻译及写作的结合，培养学生跨语言沟通及准确使用目标语输出信息的能力。本册翻译部分主要讲解常用的翻译技巧，从语态变换、数词和概数的翻译到商业广告的翻译等。通过翻译技巧的讲解及翻译练习的训练，可以为学生打下较好的语言基础，培养学生跨语言沟通的能力，同时练习中增加了和商务结合的句子的翻译练习，可以为学生参加全国国际商务英语考试打下基础。本册写作部分由第 3 册以句子写作为主转换到以篇章写作为主。从篇章类型和写作步骤的讲解入手，分析了学生日常写作中常接触到的写作任务的类型，并详细讲解了文章开头、结尾、文中承接的方法，深入浅出地将写作中应用的关键方法加以讲解，并设计了配套练习供学生学以致用，在理解的基础上通过实际操作来强化对写作的训练。通过本册对篇章写作的系统化训练，培养学生流畅、准确、逻辑清晰的表达能力及准确的书写能力，为学生日后的考试及工作中的实际需要打下基础。

Section D: Cultural Tips 此部分紧密结合日常商务活动的需要，以商务礼仪及跨文化交际为立足点，通过小建议、幽默图表等方式展示商务活动中所需的文化知识，为学生掌握日后工作所需要的具体情境礼仪打下基础，同时扩大信息量，从文化层面熏陶学生，以使学生能够跨越文化冲突，成为跨文化沟通的积极促进者。

本教材配有课文录音光盘、教师用书和电子课件供任课教师使用。

本教材的编写和出版得到了清华大学出版社和相关高职高专院校的大力支持。在编写过程中参阅了大量国内外英语教材及文献。北京联合大学英籍专家 Colin James Osland 对全书进行了文字审定，我们在此一并表示谢忱。为了使本教材进一步完善，编者希望使用本书的教师和学生提出宝贵意见，服务邮箱：wkservice@tup.tsinghua.edu.cn。

编者
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Corporate Culture

Learning Objectives

In this unit, you will learn

- to understand the meaning and the forming of corporate culture;
- to get basic information about business etiquette;
- to master the new words and expressions related to business etiquette;
- to transform active and passive voice in translation;
- to grasp the skills in writing typical characters of different types of literature.

Section A / Lead-in

What does the picture describe and what information can you get from it?

Section B / Readings

Pre-reading Questions

1. What, in your opinion, is corporate culture?

2. What is the function of corporate culture?

3. What kind of corporate culture do you like?

Corporate Culture，即企业文化，亦称组织文化，是由一个企业的价值观、信念、仪式、符号、处事方式等组成，被企业成员认同并共同遵循的基本信念和认知。本文论述了企业文化的内涵、体现方式、企业文化与社会环境的关系以及企业文化的种类，指出了积极企业文化对企业的重要作用。

Text A

What Is Corporate Culture?

Corporate culture is a set of characteristics that define a business. These characteristics involve employee attitudes, standards (policies and procedures), and **rites** and **rituals**. The culture of a company is connected to the characteristics found in the surrounding society, but it also has some **traits**, such as a hierarchy system, which are unique[1]. It can be negative, neutral, or positive, and although some businesses like to portray corporate culture as **static**, in most cases, it changes over time.

The attitude of those within a company is perhaps the most fundamental element of corporate culture. When **rank and file employees**, executives and managers are all **on the same page** as far as basic corporate values, it becomes possible to have general agreement on the relationships that must be **in place** to **accurately** reflect the desired set of characteristics for the business[2].

People in a business use their **collective** attitude to set standards that govern the operation of the business. Companies typically express these standards through the policies and procedures that define how the business will operate[3]. These policies and procedures include how different departments or functions relate to one another in the production process, the line of communication established between management and departmental employees, and rules governing acceptable employee conduct. Additional elements can be developed based on the policies and procedures adopted.

Corporate culture usually includes some rites or rituals. Examples are an annual holiday bonus, a week in the summer when the entire company **shuts down**, or even the naming of an employee of the month. Such rites help to **bond** people **together** and provide a sense of collective identity. Rites are not always a part of formal policy, but they become routine and expected due to an overall acceptance by those in the workforce.

In some ways, corporate and outside general cultures are connected. The society in which a business is located shapes the individual attitudes employees have **to a large extent** and it is those attitudes that are the foundation for the corporate environment. This is one reason why corporate characteristics vary so **drastically** from one region to another; the business is **socialized** and structured based on what people think and do outside of work—these activities vary by geographical region.

At the same time, the cultures found in businesses have traits that are not common to groups outside companies. Most businesses value a hierarchy system, such as low-level employee, manager, and CEO. The duties and **purviews** of each level of the hierarchy are often strictly **enforced**, and people tend to acknowledge that they must follow particular paths to move **upward** in the company. Outside of businesses, however, promoting equality and eliminating a class or **hierarchical** structure is usually a favorable goal. People often prize independence and the ability to approach different situations, problems, or goals from different **perspectives**.

When a company's personnel management team needs to hire an employee, they consider the culture of the business in addition to the candidate's skills and experience. The goal is to find employees who will be a good fit—that is, whose beliefs and behaviors **coincide with** those already present in the company. Members of management tend to believe that such consideration reduces the

chances of conflicts and makes it more likely that the new employee will **assimilate** and contribute efficiently. Two very similar candidates can be **set apart** when such considerations are integrated in the hiring process.

There are many ways of classifying corporate environments, but overall, the simplest way to rank them is as negative, neutral or positive. The label of "negative" usually means that workers do not feel comfortable, acknowledged, or supported. It is also associated with activities or policies that **go against** the outside general culture because **transition** between the two conflicting characteristic sets can be stressful. Another common issue is that the rites or policies **routinely** change and such changes can result in **confusion** or **inefficiency**. Such an environment may lead to both direct or indirect conflicts between employees.

The label of "neutral" means that the business neither supports nor hinders its employees. Productivity and subsequent market share are not impressive but are high enough to allow the company to continue operating[4]. This type of environment often occurs because there is no clear leadership in the business.

Companies with a "positive" corporate culture tend to see employees as their most valuable asset. They have clear objectives and push employees to meet them, but they are sensitive to personal and group needs. Collaboration is a hallmark with employees demonstrating high productivity and company **loyalty**.

Business environments are **rarely** static — they evolve over time as the attitudes of employees and the circumstances surrounding the company change. The changes sometimes happen very slowly and are not intentional, although, in other cases, business leaders make a conscious decision to make **modifications** in the company, such as giving employees more ways to provide their own input or feedback in order to foster a sense of collaboration and respect. Some employees have trouble with cultural shifts if they happen **abruptly** so most businesses are careful to provide a period of adjustment.

(848 words)

New Words and Expressions

rite /raɪt/	*n.*	a ceremony that is always performed in the same way, usually for religious purposes 隆重的仪式或典礼
ritual /ˈrɪtʃuəl/	*n.*	the ceremony that is always performed in the same way, in order to mark an important religious or social occasion（宗教等仪式的）程序，仪节
trait /treɪt/	*n.*	a particular quality in someone's character 人的个性；显著的特点
static /ˈstætɪk/	*adj.*	not moving, changing, or developing 静止的；稳定的；静态的
accurately /ˈækjətlɪ/	*adv.*	precisely, exactly, correctly, truly 准确地；精确地；正确地
collective /kəˈlektɪv/	*n.*	shared or made by every member of a group or society 集体的；共有的；全体成员的

drastically /'dræstɪklɪ/	*adv.*	extremely and suddenly 大大地；激烈地
socialize /'souʃ(ə)laɪz/	*v.*	to teach people to behave in ways that are acceptable to their society 使适应社会；使社会化
purview /'pɜːvjuː/	*n.*	the limits of someone's job, activity, or knowledge（工作或活动的）范围
enforced /ɪn'fɔrst/	*adj.*	made to happen, especially by things you cannot control 强迫的；强制性的
upward /'ʌpwərd/	*adv.*	moving or pointing towards a higher position;increasing to a higher level 上升地
hierarchical /ˌhaɪə'rɑrkɪk(ə)l/	*adj.*	(people or things) arranged or divided into levels of importance 分等级的；按等级划分的；等级制度的
perspective /pər'spektɪv/	*n.*	a way of thinking about something, especially one which is influenced by the type of person you are or by your experiences 态度；观点；思考方法
assimilate /ə'sɪmɪleɪt/	*v.*	to completely understand and begin to use new ideas, information etc 理解；吸收；同化
transition /træn'zɪʃən/	*n.*	when something changes from one form or state to another 过渡；转变；变迁
routinely /ru:'ti:nlɪ/	*adv.*	something done as a normal part of a process or job 例行公事地
confusion /kən'fjuʒ(ə)n/	*n.*	a situation in which you do not understand what is happening or what something means because it is not clear 不确定；困惑
inefficiency /ɪnə'fɪʃənsɪ/	*n.*	unskillfulness resulting from a lack of efficiency 低效；无效率；无能
loyalty /'lɔɪəlti/	*n.*	the quality of remaining faithful to your friends, principles, country etc 忠诚；忠实；忠诚度
rarely /'rerli/	*adv.*	not often 很少；罕有；不常
modification	*n.*	small change made in something such as a design, plan, or system 修改；改变
abruptly /ə'brʌptlɪ/	*adv.*	suddenly and unexpectedly 突然地；意外地
corporate culture		企业文化
rank and file employee		普通职工
on the same page		意见一致；（指某一群人）团结一心
in place		在适当的位置；适当
shut down		关门；停工
bond... together		联系在一起
to a large extent		在很大程度上
coincide with		巧合，同时发生
set apart		分开；隔开；留出（充当别用）
go against		反对；违反；不利于

Notes

1. *The culture of a company is connected to the characteristics found in the surrounding society, but it also has some traits, such as a hierarchy system, which are unique.* 一个公司的文化与它所处的社会环境的特征相关，但同时也有自己的独特之处，比如等级制度。

   第一个限定为 found 引导的后置定语修饰 characteristics，另一个为 which 引导的非限定性定语从句，对 traits 进行补充说明。

2. *When rank and file employees, executives and managers are all on the same page as far as basic corporate values, it becomes possible to have general agreement on the relationships that must be in place to accurately reflect the desired set of characteristics for the business.* 当公司普通员工、总经理和一般管理人员在企业基本价值观上达成一致意见时，就有可能形成大家认可的关系，并通过恰当运用来准确反应公司所需要的特质。

   整个句型中运用 when 引导的状语从句表条件，同时在主句中又运用了 that 引导的定语从句，对 relationships 进行补充说明。on the same page 意为"意见一致的"，in place 意为"恰当的，合适的"。

3. *Companies typically express these standards through the policies and procedures that define how the business will operate.* 公司通过规定如何使其运行的制度和章程以特别明确这些标准。

   that 引导的定语从句中运用了 how 引导的名词性从句作 define 的宾语。

4. *Productivity and subsequent market share are not impressive but are high enough to allow the company to continue operating.* 产量和市场份额都不突出，但是足够维持其经营。

   此句中注意不定式的用法：enough to do something；同时不定式中又运用了 allow somebody to do something。

Exercises

▷ **Reading Comprehension** ▷

I. Answer the following questions according to the text.

1) How many kinds of corporate cultures are mentioned in the text and what are they?

2) Why does the author say that the attitude of those within a company is the most fundamental element of corporate culture?

3) Why can some rites as holiday bonus be seen as corporate culture?

4) What is the relationship between corporate culture and outside general cultures?

5) When hiring employees, what are the personnel management team's concerns?

6) How do employees feel in negative corporate culture?

7) What benefits can employees get from positive corporate environment?

8) How do business leaders usually do to adapt its corporate culture?

II. Choose the best answer to each of the following questions according to the text.

1) What can we learn from the first paragraph of this passage?
   A. Corporate culture is the same as general culture of a society.
   B. Corporate culture can decide the running of a business with certain characteristics.
   C. Corporate culture includes the rules of a company that govern all the people.
   D. Corporate culture will stay all the same once it was formed.

2) In a company, different departments or functions relate to one another based on _____.
   A. the line of communications between employees
   B. policies and procedures of a company
   C. some acceptable behaviors of employers
   D. the obvious characteristics of a company

3) According to the standards of general cultures, which of the following actions is inappropriate?
   A. We should prize one's independence in dealing with personal matter.
   B. We should create an equal environment for everyone.
   C. We should solve a problem with different perspectives.
   D. We should try to limit our ability to a certain scope (e.g. sex, age or money).

4) What does the word "assimilate" in the sentence "...employees will assimilate and contribute efficiently" (Paragraph 7) probably mean?
   A. Having one's own beliefs and behaviors.
   B. Taking the company's culture as his/her own.
   C. Fully using one's skills.
   D. Sharing experiences with each other.

5) It can be concluded from the last paragraph that _____.
   A. business environment should keep moving slowly
   B. business leaders should wait for the changing of the world
   C. most businesses are faced with the trouble of cultural shifts
   D. business environments are changing with the outside circumstances

✍ **Vocabulary** ▶

III. Match the English words in Column A with the English explanations in Column B.

Column A	Column B
_____ 1. surroundings	A. to move towards or nearer to someone or something
_____ 2. collective	B. shared or made by every member of a group or society
_____ 3. region	C. happening or coming after something else
_____ 4. enforce	D. the objects, buildings, natural things etc that are around a person or thing at a particular time
_____ 5. approach	E. to make something happen or force someone to do something
_____ 6. subsequent	F. a large area of a country or of the world, usually without exact limits

IV. Fill in the following blanks with the words or phrases given below. Change the forms where necessary.

define	operate	bond together	in addition to
coincide with	classify	go against	demonstrate

1) The advertisement was timed to _____ the launch of his newest product, an imprint called pocket books.

2) Company finance is to provide funds for the everyday _____ of the business.

3) I have emphasized that you can attract anything into your field of potential as long as it does not _____ your highest good.

4) _____ the regular punishments, there are still some special forms of economic sanctions.

5) You can see how God designed us to _____ in families to love, support and provide for each other.

6) The study also _____ a direct link between company's main business and its profits.

7) When boundaries between countries are not clearly _____, there is usually trouble.

8) Its software can analyze digital images, including video, to recognize and _____ facial expressions.