



国家“十二五”职业规划教材  
经全国职业教育教材审定委员会审定

新商务英语教程

A NEW  
ENGLISH COURSE  
*For*  
BUSINESS STUDIES

新商务英语阅读教程

Reading Skills

总主编 杨亚军 周瑞杰 谢职安  
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清华大学出版社



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新商务英语教程

# A New English Course for Business Studies

## —Reading Skills 2

# 新商务英语阅读教程 2

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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。本教材为《新商务英语阅读教程2》，全书共8个单元，每单元由 Learning Objectives, Lead-in, Embracing English, Extending Your English 和 Self-evaluation 5个模块构成，在扩大阅读量的同时对英语阅读基本技能进行训练。

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一年级下学期使用。

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《新商务英语阅读教程》是清华大学出版社“新商务英语教程”系列教材的重要组成部分，是高职高专院校商务英语专业学生的专业基础课教材，属于“新商务英语教程”系列教材的主干教材之一。国内传统的英语阅读教材难以适应高职高专商务英语和应用英语专业学生的职业发展需求，因此，针对高职高专学生的实际英语水平和职业发展的需要，我们编写了这套《新商务英语阅读教程》，旨在为高职高专商务英语专业和应用英语专业培养应用型、技能型、职业型人才的教學提供素材最新、理念最新、训练手段最新、能够为高职高专师生喜闻乐见的优质教学资源。本教材各分册与同系列的《新商务英语综合教程》及《新商务英语听说教程》横向贯通，各单元主题一致，技能训练各有侧重又相互配合，力求给学生提供听、说、读、写、译各项基本技能的全方位训练。

本套教材本着“围绕商务相关主题学习知识和复现知识”的原则，以话题为核心，以阅读学习和技巧训练为主线，采用英语语言知识和商务知识有机结合的编写方式，注重语言知识和商务知识紧密衔接，非常适合高职高专英语专业学生的学习能力和水平。本套教材选文题材广泛、内容丰富，涵盖金融、财经、管理、外贸、电子商务等诸多商务领域，使学生既能提高英语阅读理解能力，又能系统地掌握商务英语的基本词汇及其表达方式。若配合本系列教材的其他分册使用，则更能系统地掌握商务英语的基本词汇及其表达方式，全面地获得有关商务的基本知识。

本套教材共4个分册，本书为第2册，全书分为8个单元，每单元设计为4个部分。Section A 以与本单元主题相关的导入学习为主要内容，这部分的构建注重图文并茂，以调动学生的视觉，从各方面投入本单元的学习；同时能让师生“先入为主”地了解每单元的教学主题，使师生双方都处于主动地位。Section B 由课文 Text A 和 Text B 及相应练习组成，其中 Text A 作为主课文使用，目的是有针对性地培养英语专业学生的综合阅读能力，通过练习注重词汇的多层次使用和词汇学习策略（记忆、扩展）的介绍，同时兼顾已学的语言知识、商务知识及阅读技能的复现。Text B 是快速阅读（Fast Reading）训练的课文，设计的思路是培养学生在有限时间内快速、准确地获取主要信息的能力，此部分可在课堂规定的时间内完成。课文后的练习设计关注语篇呈现，适当拓展，即引导学生学会如何学习相关知识，而非只关注结果。Section C 专门针对某项阅读技能来指导和训练学生，并以此为原则来选择文章和设计练习，这部分由阅读技巧讲解、阅读课文及相应的练习组成，其设计特别强调阅读技巧的讲解与运用的体现。以上3个部分练习的设计在关注学生语言知识和阅读技能训练的同时，注重培养学生的

学习策略、情感和文化等素养。每单元的 Section D 是专门设计的 Self-evaluation, 思路是鼓励学生不断反思自己的学习过程, 肯定进步, 找出问题, 不断优化学习方式。学生的评价结果也有利于教师及时发现教学中存在的问题, 调整教学内容和教学方法。

为了解决学生词汇量少、阅读量小和阅读速度慢的难题, 每单元的课文之后还附有词汇表, 且有注音, 词汇表使用双语, 让学生通过英语学英语; 课文后还对一些难词难句加了注解, 并将平时提及较少的人名、地名列在注释中, 有些还加注了必要的商务背景知识, 对引导学生扩大知识面有一定启迪和裨益。

本套教材第 1、2 册内容相对容易, 题材较为广泛, 目的在于提高学生的阅读速度和扩大词汇量; 第 3、4 册难度有所增大, 选材中易于掌握的应用型题材占有一定的比例, 并且专门针对目前主流的商务英语证书考试设计了练习题型。

本教材可供高等职业学校、高等专科学校以及成人高等学校商务英语专业的学生在一年级第二学期使用, 亦可用作爱好英语的非商务英语专业学生的自学课本。各学校在使用本教材时可根据学生英语及商务知识的基础灵活掌握。

本教材在编写过程中参阅了大量国内外英语教材及文献, 同时听取了许多专家的宝贵意见和建议, 北京联合大学的英籍专家 Colin James Osland 对全书进行了文字审定, 在此一并表示衷心感谢。

由于时间仓促, 水平有限, 错误和疏漏之处在所难免, 敬请读者批评指正。

编者  
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# Human Resources

## Learning Objectives

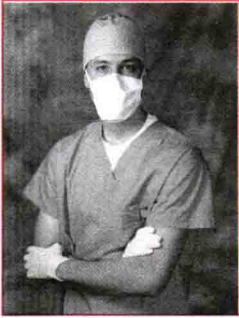
### In this unit, you will learn

- to understand the importance of HR to an organization;
- to get basic information about employers' HR needs at different stages;
- to master the new words and expressions related to HR;
- to grasp the reading skill—skimming to get gist / implied information.

## Section A / Lead-in

### I. Can you name the jobs with the help of the pictures?

Directions: Match the words or expressions in the box with the pictures.



(1)



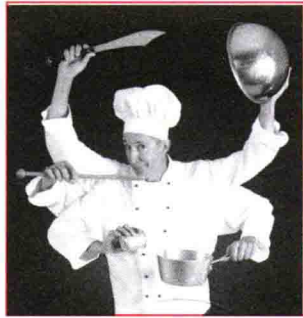
(2)



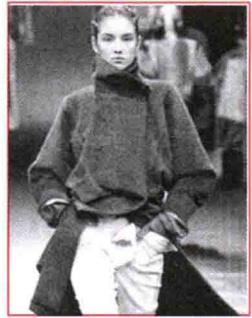
(3)



(4)



(5)



(6)

A. Fire fighter  
D. Cook

B. Nurse  
E. Doctor

C. Fashion model  
F. Judge

### II. Describe the above pictures.

Directions: Work in pairs to describe the future job you most possibly want to take.

## Section B / Embracing English

### Text A

Pre-reading Task: Answer the following questions before reading the text.

1. Why is HR important to an organization?
2. What services does an HR department provide?



### 3. What kinds of specialists work in HR department?

#### HR Is Important to an Organization

Human resources (HR) department plays a very important role within an organization. HR professionals in a business provide **a number of** services to employees. An efficiently run human resources department can provide an organization with structure and the ability to meet business needs through managing the company's most valuable resources—its employees.<sup>1</sup> When employees believe that HR treats them as its internal customers and offers services with that in mind, their **perception of** HR throughout the **workforce** will be **enhanced**. HR is important to organizations in 10 specific areas, ranging from strategic planning to company image.

HR strategic management leaders take part in corporate decision-making. They make current staffing assessments and predict future workforce needs based on business demand. They have the knowledge of how human capital affects organizational success. Thus, they use the knowledge to improve the company's bottom line.

HR **compensation** specialists develop realistic compensation structures. They make company wages competitive with other businesses in the same industry. They also make company wages competitive with those companies who are competing for employees with similar skills. They conduct a lot of wage and salary investigation to keep compensation costs **in line with** the organization's current financial status and expected revenue.<sup>2</sup>

Benefits specialists can reduce the company's costs associated with turnover, **attrition** and hiring replacement workers. They are important to the organization because they have the necessary skills to negotiate group benefit packages for employees. The benefit packages should be kept within the organization's budget and consistent with economic conditions. They **are** also **familiar with** employee benefits which are most likely to attract and keep workers.

Employers have a responsibility to provide safe working conditions. Workplace safety and risk management specialists from the HR area must make sure that the company obeys U.S. **Occupational Safety and Health Administration** regulations. They maintain accurate work **logs** and records, and develop programs that reduce the number of workplace injuries and death. Workplace safety specialists also train employees to increase safety awareness and safely handle dangerous equipment and **hazardous** chemicals.

HR employee relations specialists minimize the organization's exposure related to unfair employment practices. They identify, investigate and solve workplace issues which, if were left unattended, could become **out of control** and make the organization involve in legal matters, such as federal and state **anti-discrimination** and **harassment** laws.<sup>3</sup>

HR training and development specialists are responsible for developing new employee orientation, which is a necessary step in setting up a strong employer-employee relationship. The training and development area of HR also provides training that supports the company's fair employment practices and employee development. In this way, HR is able to pick out **aspiring** leaders for **supervisory** and management roles.



Employee relations specialists in HR help the organization achieve high performance, morale and satisfaction levels throughout the workforce. They create ways to **strengthen** the employer-employee relationship. They make employee opinion surveys, manage focus groups and seek employee input to see whether employees have job satisfaction. They also find out methods that can help the employer keep good working relationships.

HR **recruiters** manage the employment process from reading resumes to arranging interviews to hiring new employees. Usually, they determine the most effective methods for recruiting applicants, including assessing which applicant tracking systems are best suited for the organization's needs.

HR professionals work closely with hiring managers to make good hiring decisions, according to the organization's workforce needs. They provide guidance to managers if the managers are not familiar with HR or standard hiring processes. They try their best to ensure that the company gives offers to suitable candidates.

HR workers check regularly whether the organization obeys the federal and state employment laws. They complete necessary paperwork for documents to ensure that the company's employees are qualified to work in the U.S. They maintain applicant flow records, written **affirmative** action plans and **disparate** impact analyses. (642 words)

## New Words and Expressions

- perception** /pə'sepʃ(ə)n/ *n.* the way that you think about something or the impression you have of it 知觉; 理解; 看法
- workforce** /'wɜ:kfɔ:s/ *n.* the total number of people who are employed by a particular company 劳动力; 员工总数
- enhance** /in'hɑ:ns/ *v.* to improve the value, quality or attractiveness of something 提高, 增强
- compensation** /kɒmpen'seɪʃ(ə)n/ *n.* the money that someone who has experienced loss or suffering claims from the person or organization responsible, or from the state 补偿金
- attrition** /ə'trɪʃ(ə)n/ *n.* the decrease in the number of students or employees caused by people leaving and not being replaced (学生或雇员) 人数减少
- occupational** /ɒkjʊ'peɪʃ(ə)n(ə)l/ *adj.* relating to a person's job or profession 职业的
- log** /lɒg/ *n.* an official written account of what happens each day, for example, on board a ship 日志
- hazardous** /'hæzədəs/ *adj.* dangerous, especially to people's health or safety 有危害的
- anti-discrimination** /'ænti dɪskrɪmɪ'neɪʃən/ *n.* of the law or the practice of a fair consideration of a person without favour of the class or culture that a person belongs to; the law on the right of people to be treated equally (法律或实践等) 反歧视; 反歧视法
- harassment** /hə'ræsmənt/ *n.* when someone behaves in an unpleasant or threatening way towards you 骚扰

<b>aspiring</b> /ə'spaɪərɪŋ/	<i>adj.</i> to describe someone who is trying to become successful in a particular career 有志向的
<b>supervisory</b> /'sju:pəvaɪzərɪ/	<i>adj.</i> involved in supervising people, activities, or places 管理的; 监督的
<b>strengthen</b> /'streŋθ(ə)n/	<i>v.</i> to make a relationship or link closer and more likely to last for a long time 巩固
<b>recruit</b> /rɪ'kru:t/	<i>v.</i> to select people and persuade them to join an organization or work for it 招收; 招募; 聘用
<b>affirmative</b> /ə'fɜ:mətɪv/	<i>adj.</i> an affirmative word or gesture indicates that you agree with what someone has said 肯定的
<b>disparate</b> /'dɪsp(ə)rət/	<i>adj.</i> fundamentally different from each other in quality or type 迥然不同的
<b>a number of</b>	许多; 若干
<b>in line with</b>	符合; 与……一致
<b>be familiar with</b>	熟悉
<b>out of control</b>	失去控制

## Notes

1. *An efficiently run human resources department can provide an organization with structure and the ability to meet business needs through managing the company's most valuable resources — its employees.* 一个运转高效的人力资源部门通过管理公司最有价值的资源——员工，为企业建立组织结构，满足业务需求。

动词不定式 *meet business needs* 放在名词 *ability* 后面作定语。*through managing...* 是介宾短语作状语，表示方式。破折号后面的 *its employees* 起同位语作用，与破折号前面的 *the company's most valuable resources* 指的都是员工。

2. *They conduct a lot of wage and salary investigation to keep compensation costs in line with the organization's current financial status and expected revenue.* 他们做了许多份工资和薪水调查，以确保支付的报酬费用与本机构目前的财务状况和预期收益相符。

宾语 *wage and salary investigation* 后面紧跟动词不定式作状语，表示目的。介词短语 *in line with* 后面用了两个并列结构 *the organization's current financial status* 和 *expected revenue*，它们是介词 *with* 的宾语。

3. *They identify, investigate and solve workplace issues which, if were left unattended, could become out of control and make the organization involve in legal matters, such as federal and state anti-discrimination and harassment laws.* 他们识别、调查并解决工作场所出现的问题，这些问题如果置之不理，就会失控，使机构卷入诸如反歧视和性骚扰这类法律事件。

本句用了三个并列的谓语动词 *identify, investigate* 和 *solve* 表示并列关系。宾语 *workplace issues* 后面是 *which* 引导的定语从句。插入语 *if were left unattended* 中省略了主语 *workplace issues*，用的是虚拟语气，意思是“如果工作场所出现的这些问题不被(人力资源部门)注意到”。虚拟语气用来表示说话人的主观愿望或假想，而不表示客观存在的事实。在虚拟语气中，表示与现在事实相反的情况，主句用情态动词 *would/could/should/might*+ 动词原形，而 *if* 引导的条件状语从句用过去式(动词 *be* 多用 *were* 这个形式，不考虑人称变化)。



## Reading Comprehension

### I. Answer the following questions according to the text.

1. What are the most valuable resources of a company?
2. How many specific areas are related to HR's work, according to the text?
3. Why does HR conduct a lot of wage and salary investigations?
4. What would happen if workplace issues were left unattended?
5. Who decides the methods for recruiting applicants?

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

1. What do strategic management leaders usually do?
  - A. Developing new employee orientation.
  - B. Training employees to increase safety awareness.
  - C. Making staffing assessments and taking part in corporate decision-making.
  - D. Making company wages competitive with other businesses in the same industry.
2. What is the responsibility of workplace safety specialists?
  - A. Negotiating group benefit packages for employees.
  - B. Developing programs that reduce workplace injuries and death.
  - C. Helping the organization achieve high performance and satisfaction levels.
  - D. Minimizing organization's exposure related to unfair employment practices.
3. Why do training and development specialists develop new employee orientation?
  - A. It meets the organization's workforce needs.
  - B. It is required by federal and state government.
  - C. It makes the organization avoid involving in legal matters.
  - D. It is necessary to set up a strong employer-employee relationship.
4. Who has the professional knowledge to help the organization achieve high performance, morale and satisfaction levels?
  - A. Benefits specialists.
  - B. Compensation specialists.
  - C. Employee relations specialists.
  - D. Training and development specialists.
5. How does HR ensure that the organization obeys the related laws?
  - A. To make employee opinion surveys.
  - B. To keep benefit packages within the organization's budget.
  - C. To support fair employment practices and employee development.
  - D. To complete necessary documents about employees' working qualification.




**Vocabulary and Structures**
**I. Find the definition in Column B that matches the words in Column A.**

Column A	Column B
1. occupational	A. to improve the value or quality of something
2. recruit	B. the way that you think about something
3. enhance	C. relating to a person's job or profession
4. log	D. dangerous, especially to people's health or safety
5. anti-discrimination	E. an official written account of what happens each day
6. perception	F. the law on the might of people to be treated equally
7. hazardous	G. to select people and persuade them to join an organization
8. strengthen	H. to make a relationship or link closer and more likely to last for a long time

**II. Make the best choice to fill in the blanks with the given options in the box.**

- A. develop realistic compensation structures
- B. achieve high performance, morale and satisfaction levels
- C. take part in corporate decision-making
- D. assess which applicant tracking systems are best suited for the organization's needs
- E. maintain accurate work logs and records

Human resources (HR) department can provide an organization with structure and the ability to meet business needs through managing the company's most valuable resources—its employees. HR strategic management leaders 1)\_\_\_\_, which makes current staffing assessments and predicts future workforce needs. HR compensation specialists 2)\_\_\_\_ that set company wages competitive. Benefits specialists can reduce the company's costs associated with turnover, attrition and hiring replacement workers.

Workplace safety specialists 3)\_\_\_\_, and develop programs that reduce the number of workplace injuries and death. HR employee relations specialists minimize the organization's exposure and liability related to unfair employment practices. HR training and development specialists are responsible for developing new employee orientation. Employee relations specialists in HR help the organization 4)\_\_\_\_. HR recruiters manage the employment process. HR professionals work closely with hiring managers to make good hiring decisions. HR workers ensure that the organization does what is required or expected from the federal and state employment laws.



**Text B**

**Pre-reading Task: Answer the following questions before reading the text.**

1. What kinds of employees should be hired for the success of your business?
2. How can you attract the best and smartest talents to your organization?
3. In what ways are training and development necessary for the employees?

**People Power Your Business**

Your business has unique people opportunities and challenges. Here is a basic human resources **framework** for any business.

First of all, you need to hire employees for the success in your business. Your successful people choices can help you **fire up** your growth engine and build a productive, exciting, **thriving** company environment. After the product or service idea that your organization was founded to provide, the people who will build the dream with you are your most important resource.

Your challenge is to build a strong pool of candidates—likely people who are **currently** successfully employed elsewhere. Recruit the most capable people you can find, people who are able to **wear many hats** and **hit the ground** joining your organization. You don't have a lot of time to train and develop people with potential, so hire the currently capable whenever possible for your **foundational** staff.

Use current staff to help you evaluate how well each potential candidate will “fit” in the existing organization culture. The right **intermix** of people is very important. Remember to hire people who can perform multiple tasks and who thrive in an environment of self-direction and personal **motivation**.<sup>1</sup>

After hiring the right persons for your business, you need to consider compensation and benefits. Your compensation and benefits establish the foundation for your success with the people you employ.

Know and understand the compensation packages offered for similar positions in your industry. Consider unusual benefit

framework *n.* 框架, 结构

fire up 发动 (机器等)

thriving *adj.* 繁荣的, 兴旺的

currently *adv.* 现在, 目前

wear many hats 身兼数职

hit the ground 积极着手进行, 充满干劲地

foundational *adj.* 基础的, 基本的

intermix *n.* 混合

motivation *n.* 动机; 激励