



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  
主 编 程 可



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 1

# 新商务英语阅读教程 1

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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，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《新商务英语阅读教程1》，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的外贸和涉外文秘方向一年级学生使用。

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《新商务英语阅读教程》是“新商务英语教程”系列教材的主干教材之一。编写此套教材旨在为高职高专商务英语专业及应用英语专业学生提供适合学生的英语水平及阅读能力、有效提升他们的专业与职业素养的专业基础课教材，为培养应用型、技能型、职业型国际商务贸易人才服务。

《新商务英语阅读教程》共4个分册。全套教材本着“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。若配合本系列教材中的《新商务英语综合教程》和《新商务英语听说教程》各分册使用，则能帮助学生更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。

本教材为《新商务英语阅读教程1》，分为8个单元。每单元设计为4个部分，Section A 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商务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 是快速阅读训练（Fast Reading）的课文，设计的思路是培养学生在有限的时间内快速、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、技能训练短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 C 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，在此一并表示谢忱。

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

2014年7月

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# Introduction

## Learning Objectives

**In this unit, you will learn**

- to understand the importance of making proper introductions;
- to get basic information about the self-introduction;
- to master the new words and expressions related to making introductions;
- to apply the reading skill—understanding main points and supporting details.

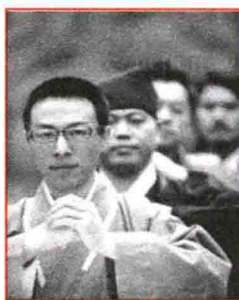
## Section A / Lead-in

### I. Can you name the following ways of greeting?

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



(1)



(2)



(3)



(4)



(5)



(6)

A. Kissing on the cheek  
D. Hand kissing

B. Hugging  
E. Bowing

C. Hand shaking  
F. Holding fist salute

### II. Describe the above pictures.

Directions: Work in pairs to describe the above greeting ways you know best.

## Section B / Embracing English

### Text A

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

1. Why do we have to make a self-introduction?
2. What can we say for making a self-introduction to other people?
3. What do you think is a successful self-introduction?

## Introducing Yourself Makes an Impact!

Here it is, the all-important moment your **palms** have been **sweating** about.<sup>1</sup> Everyone wants to make a good first **impression**, and a winning self-introduction is a good way to start. It may be at school, at church, in the workplace or at a team building game. We all know a great deal about ourselves! So sell yourself and make a good impression. The **stage** is all yours—**insight** into you—for a great impact and impression!<sup>2</sup>

Remember the purpose for introducing yourself. Whether you are making a **personal** introduction or being introduced for the purpose of making a **contact**, your first impression is **critical** to your **success** at leaving a good impression upon a new person. Always remember that the introduction's **sole** purpose is to let all those **involved** and being introduced know who is who.<sup>3</sup> Sounds simple but remember that everyone involved is forming opinions **based on** your appearance, speech, clothing, words and **manners**. First impressions can either make or break you.

Get fully prepared for introducing yourself. You only have a few minutes, so you cannot tell your **audience** everything about yourself. So, choose 3 or 4 main areas of your life and **elaborate** with a few key ideas on them. **Depending on** your age and the **composition** of your audience, you may select a few of the following topics to include for further discussion: your education and **qualifications**; your work experience; your family and background; your future **ambitions** and dreams; favorite hobbies; or something that the audience may find surprising to learn about you.

Take **practical** steps for introducing yourself. Self-introduction is also the key to go success, because you are starting from a **baseline** position where they have no experience of who you are or what you are like.<sup>4</sup> Some basic steps may work to **ensure** great introductions and consequently great first impressions.

Stand up or **lean** down. If you start introducing yourself as you're getting up out of your chair, it's **guaranteed** that people will miss some of what you're saying. You should try to put yourself **on equal ground**. This is respectful but it also enables you to meet the person **eye to eye**.

Be **confident**. As you start you should always show confidence. If you are not confident about yourself, make the necessary changes in order to be able to give yourself this **edge**. **In addition**, be prepared and confident in your story. While you certainly do not want to give the appearance as **boastful** or prideful, people need to know that you believe in what you are saying, and your attitude will go a long way toward assuring them that you do.

"Smile and shake and smile and shake". Everyone will agree that this is perfect advice. We were meeting new people so what do you do? When you meet someone new you smile, showing yourself to be friendly, and offer a firm handshake which is a most popular **gesture** of friendship.

Pay careful attention to your speech. Remember your goal is not only to make someone's **acquaintance** but also to have the chance to share your story and thinking. Communication involves listening, understanding and speaking. Involve yourself in all three of these activities during your speech. Be attentive and just be careful not to **embarrass** or upset your audience.

Manners matter learning to **interact** with grace and **etiquette** is very important for your success.

Your personality and style is one of the key things you have either going for or against you. Remember it has been rightly said that no matter what you are doing or where you are going, you are always the **constant**.<sup>5</sup>

Share a **quote** with your audience. Find a quote that is significant and meaningful to your life. Memorize it and conclude your **icebreaker** speech with a powerful quote that leaves the audience with insight into YOU!

There you go, easy peasy!<sup>6</sup>

(664 words)

## New Words and Expressions

<b>impact</b> /'ɪmpækt/	<i>n.</i>	powerful effect that something, especially something new, has on a situation or person 影响; 作用
<b>palm</b> /pɑ:m/	<i>n.</i>	the inside part of your hand from your wrist to the base of your fingers 手掌
<b>sweat</b> /swet/	<i>v.</i>	to pass sweat through the skin because you are hot, ill, or frightened 出汗
<b>impression</b> /ɪm'preʃən/	<i>n.</i>	an idea or opinion of what something or someone is like 印象
<b>stage</b> /steɪdʒ/	<i>n.</i>	the area in a theatre that is often raised above ground level and on which actors or entertainers perform 舞台
<b>insight</b> /'ɪnsaɪt/	<i>n.</i>	a clear, deep, and sometimes sudden understanding of a complicated problem or situation 洞察力, 眼光
<b>personal</b> /'pɜ:sənəl/	<i>adj.</i>	relating or belonging to a single or particular person rather than to a group or an organization 个人的
<b>contact</b> /'kɒntækt/	<i>n.</i>	communication with someone, especially by speaking or writing to them regularly 交往; 联系, 联络
<b>critical</b> /'krɪtɪkəl/	<i>adj.</i>	of the greatest importance to the way things might happen 紧要的, 关键性的; 危急的
<b>success</b> /sək'ses/	<i>n.</i>	the achieving of the results wanted or hoped for 成功
<b>sole</b> /səʊl/	<i>n.</i>	being one only; single 单独的; 唯一的
<b>involve</b> /ɪn'vɒlv/	<i>v.</i>	to include someone or something in something, or to make them take part in or feel part of it 使卷入, 连累; 牵涉
<b>manner</b> /'mænər/	<i>n.</i>	polite ways of treating other people and behaving in public (常用复数) 礼貌; 规矩
<b>audience</b> /'ɔ:diəns/	<i>n.</i>	the group of people together in one place to watch or listen to a play, film, someone speaking, etc. 听众, 观众
<b>elaborate</b> /ɪ'læbəreɪt/	<i>v.</i>	to add more information to or explain something that you have said 详细制定; 详尽阐述
<b>composition</b> /kəm'pəzɪʃən/	<i>n.</i>	the parts, substances, etc. that something is made of 构成; 构图; 成分

<b>qualification</b> /ˌkwɒlɪfɪˈkeɪʃən/	<i>n.</i>	an ability, characteristic, or experience that makes you suitable for a particular job or activity 资格, 职权; 能力
<b>ambition</b> /æmˈbɪʃən/	<i>n.</i>	a strong wish to achieve something 雄心, 抱负
<b>practical</b> /ˈpræktɪkəl/	<i>adj.</i>	relating to experience, real situations, or actions rather than ideas or imagination 实际的; 实用的
<b>baseline</b> /ˈbeɪslɑːn/	<i>n.</i>	a line or measurement that is used as a starting point when comparing facts (用于比较的) 基础, 起点
<b>ensure</b> /ɪnˈʃʊə/	<i>v.</i>	to make something certain to happen 保证; 担保
<b>lean</b> /liːn/	<i>v.</i>	to (cause to) slope in one direction, or to move the top part of the body in a particular direction (使) 倾斜, 屈身
<b>guarantee</b> /ˌɡærənˈtiː/	<i>v.</i>	to make something certain to happen 保障; 保证……免受损失
<b>confident</b> /ˈkɒnfɪdənt/	<i>adj.</i>	the quality of being certain of your abilities or of having trust in people, plans, or the future 自信的
<b>edge</b> /edʒ/	<i>n.</i>	an advantage over other people 优势
<b>boastful</b> /ˈbəʊstfəl/	<i>adj.</i>	praising yourself and what you have done 自夸的; 爱自夸的
<b>gesture</b> /ˈdʒestʃə/	<i>n.</i>	a movement of the hands, arms, or head, etc. to express an idea or feeling 姿势; 手势
<b>acquaintance</b> /əˈkwetməns/	<i>n.</i>	a person that you have met but do not know well 相识的人, 熟人
<b>embarrass</b> /ɪmˈbærəs/	<i>v.</i>	to cause someone to feel nervous, worried, or uncomfortable 使窘迫; 使不好意思, 使局促不安
<b>interact</b> /ˌɪntərˈækt/	<i>v.</i>	to communicate with or react to 互动
<b>etiquette</b> /ˈetɪket/	<i>n.</i>	the set of rules or customs that control accepted behaviour in particular social groups or social situations 礼节; 礼仪
<b>constant</b> /ˈkɒntənt/	<i>adj.</i>	happening a lot or all the time 始终如一的; 坚定的; 忠实的
<b>quote</b> /kwəʊt/	<i>n.</i>	(informal for quotation) a phrase or short piece of writing taken from a longer work of literature, poetry, etc. or what someone else has said 引语, 引文
<b>icebreaker</b> /ˈaɪs,breɪkə/	<i>n.</i>	1) something that you say or do to make people less nervous when they first meet 打破僵局的话语或行为 2) a strong ship that can break a passage through ice 破冰船
<b>base on</b>		使建立在……基础上
<b>depend on</b>		依靠; 信赖
<b>on equal ground</b>		平等地
<b>eye to eye</b>		眼对眼的
<b>in addition</b>		另外; 此外; 加之

## Notes

1. *Here it is, the all-important moment your palms have been sweating about.* 是时候了，你为之焦虑不安而又最重要的时刻到了。

当将 *here* 或 *there* 提前至句首时，一般要对句子加以倒装；此句中的 *Here it is* 是部分倒装，作为一种强调句式，有加强语气的作用。

2. *The stage is all yours—insight into you—for a great impact and impression!* 这是你的舞台，要洞察自我，展现自我风采和魅力。

此句中 *be all yours* 的意思是“都是你的；全部属于你”，表达的语气很强烈。

3. *Always remember that the introduction's sole purpose is to let all those involved and being introduced know who is who.* 时刻牢记介绍的唯一目的是让所有在场的人和被介绍的人能相互认识 and 了解。

此句中的 *all those involved and being introduced* 是省略结构，其完整的形式是 *all those who are involved and (all those who are) being introduced*，是由 *and* 连接的并列结构，后面结构中相同的成分被省略，使得语言形式上更简洁。

此句中的 *who is who* 做 *know* 的宾语，前一个 *who* 是主格，后一个 *who* 是宾格；直译为“谁是谁”，和中文的表达类似，但在意义上，前者指“被介绍的某人”，后者则指“（这人）是干什么的”。

4. *... you are starting from a baseline position where they have no experience of who you are or what you are like.* 你是基于这样一个情况（做自我介绍），你的观众并不了解你是谁，也不知道你是什么样的人。

此句中的 *who you are* 和 *what you are like* 是 *or* 连接的并列结构，做 *of* 的宾语。

5. *Remember it has been rightly said that no matter what you are doing or where you are going, you are always the constant.* 要记住有句老话说得好：不管你干什么，也不管你去向何方，你都永远是你自己。

此句中的 *it* 是形式主语，真实主语是 *that* 引导的主语从句。在这个从句中，*no matter* 所连接的句式是由 *or* 连接的并列结构，其完整形式应该是 *no matter what you are doing or (no matter) where you are going*。翻译上的句式应该是“不管……，也不管……”。

6. *There you go, easy peasy!* 快行动吧，很容易的一件事。

*easy peasy* 完整的写法是 *easy peasy, lemon squeezy*，一个俗语，一般见于儿童语言场合，是“非常非常简单”的意思（*something very easy and simple*），有时也直接说成 *easy-peasy*。

## Reading Comprehension

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

1. What is the purpose of making self-introduction?
2. What topics can we take for making the self-introduction?

3. How to prepare a great self-introduction?
4. What practical steps, according to the author, are important for self-introduction?
5. Why do we have to pay careful attention to the introduction speech?

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

1. Where can we possibly make self-introduction to every other people presented?
  - A. At a team building conference.
  - B. Over a telephone conversation.
  - C. In a school library.
  - D. During a concert.
2. What is the purpose for introducing yourself?
  - A. To let all those people involved and you know each other.
  - B. To let all those people involved notice your appearance.
  - C. To let all those people involved accept your opinions.
  - D. To let all those people involved listen to you.
3. What is the first count for preparing introduction topics?
  - A. Your age and the composition of your audience.
  - B. Your appearance for making introduction.
  - C. Your purpose of making introduction.
  - D. Your speech for making introduction.
4. What kind of topics can you select to include in your introduction?
  - A. Educational background.
  - B. Family relationship.
  - C. Future marriage.
  - D. Meaning of life.
5. Why should you be careful to the introduction speech?
  - A. You will never make your audience embarrassed or upset.
  - B. You and your audience are on the equal ground.
  - C. Your audience may not understand your speech.
  - D. Your audience are not interested in your story.



## Vocabulary and Structures

### I. Find the definition in Column B that matches the words in Column A.

#### Column A

1. palm
2. sweat
3. impact
4. critical
5. ensure
6. boastful
7. baseline
8. manners

#### Column B

- A. the inside surface of your hand, in which you hold things
- B. polite ways of behaving in social situations
- C. the effect or influence that an event, situation etc has on someone or something
- D. something is very important because what happens in the future depends on it
- E. to make certain that something will happen properly
- F. talking too proudly about yourself
- G. a standard measurement or fact against which other measurements or facts are compared, especially in medicine or science
- H. to have drops of salty liquid coming out through your skin because you are hot, ill, frightened, or doing exercise

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

- A. choose a few main areas of your life with a few key ideas on them
- B. the introduction's sole purpose is to let all those involved know each other
- C. paying careful attention to your speech and to your manners
- D. introduction's key function aims at gaining more social experience
- E. where they have no experience of who you are or what you are like

Everyone wants to make a good first impression by making a winning self-introduction. When you are making a personal introduction or being introduced, always remember that 1) \_\_\_\_\_. And for your personal introduction, you cannot tell your audience everything about yourself. So, 2) \_\_\_\_\_. Self-introduction is also the key to go success, because you are starting from a baseline position 3) \_\_\_\_\_. You may take some basic steps to ensure great introductions, such as, standing up or leaning down, showing confidence, smiling to offer a firm handshake, 4) \_\_\_\_\_, these are very important moves for your success in good self-introductions.

## Text B

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

1. Why is making introductions important in our daily life?