

全国应用型本科商务英语系列规划教材

商务英语综合教程

第二册

*An Integrated Course in
Business English Book 2*

王素芬 张丽敏 主编



对外经济贸易大学出版社

University of International Business and Economics Press



全国应用型本科商务英语系列规划教材

商务英语综合教程

第二册

主 编 王素芬 张丽敏

副主编 张丽娟 刘 宁

对外经济贸易大学出版社
中国·北京

图书在版编目 (CIP) 数据

商务英语综合教程. 第2册/王素芬, 张丽敏主编.

—北京: 对外经济贸易大学出版社, 2012

全国应用型本科商务英语系列规划教材

ISBN 978-7-5663-0365-3

I. ①商… II. ①王… ②张… III. ①商务 - 英语 -
高等学校 - 教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2012) 第 146479 号

© 2012 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

商务英语综合教程 第二册

王素芬 张丽敏 主编

责任编辑: 胡小平 杨 芳

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

唐山市润丰印务有限公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 230mm 12.25 印张 245 千字

2012 年 8 月北京第 1 版 2012 年 8 月第 1 次印刷

ISBN 978-7-5663-0365-3

印数: 0 001 - 3 000 册 定价: 29.00 元 (含光盘)

出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程 1-4》、《商务英语听说》、《商务英语口语》、《商务英语口译》、《商务英语阅读》、《商务英语写作》、《外贸英语函电》、《商务英语翻译》、《商务知识导读》、《国际经贸文章选读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》、《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

对外经济贸易大学出版社
外语图书事业部
2012 年 8 月

前言

编写宗旨

《商务英语综合教程》为“全国应用型本科商务英语系列规划教材”的综合教程用书，是为应用型本科院校商务英语专业、英语专业商务或外贸方向的学生编写的英语基础课教材。该教材在编写中，充分考虑了应用型本科院校商务英语专业的特色和实现为地方或区域经济建设发展服务，着重培养面向生产、管理、服务一线的应用型商务英语人才的目标。

《商务英语综合教程》在编写设计上，重视语言技能、商务知识及综合应用能力的培养。突出了以下几个特点：

1. 主题鲜明。本教程采用每一单元设一个主题的形式。主题选自现代生活和商务活动中的最新题材。各单元间具有内在的联系，由浅入深，循序渐进，前后呼应，使学生们的学习过程具有系统性和连贯性。

2. 内容实用。考虑到本书的使用对象，本教程在编写中，尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点，力求将语言学习和对商务知识的了解紧密结合，将语言学习贯穿于了解现实生活和商务活动中的各种语言表达和处理问题的过程中，从而实现商务沟通和交际的目标。

3. 形式多样。各单元练习形式多样，兼顾听、说、读、写、译等各个方面。在培养学生英语语言应用能力的同时，帮助他们更好地掌握和运用商务活动相关技能。

体例说明

《商务英语综合教程》为“全国应用型本科商务英语系列规划教材”的综合教程用书，是为应用型本科院校商务英语专业、英语专业商务或外贸方向的学生编写的英语基础课教材。

本教程每单元的第一部分是导入练习，是与单元主题密切相关的口语表达练习，目的是帮助学生将对将要学习的单元内容有一个初步的认识，为主课文的学习做铺垫。

第二部分是主课文部分，由读前提问、课文、注释、听力和相关练习构成。读前提问通过问题的形式，导入主课文内容，帮助学生更好地理解主课文的知识点。注释提供课文中涉及的商务、文化等背景知识，帮助学生了解不同文化背景和知识。课文后是听力练习，进一步强化课文的相关内容。课文词汇表和短语表达，按字母顺序排列，便于学生对词汇及词语的了解和学习。练习的形式围绕文章主题大意、重要细节的理解以及词汇、重点句型的应用而设计，形式多种多样，旨在帮助学生通过不同形式的练习，掌握语言点和知识

点,从而提高学生的语言应用能力。

第三部分是补充阅读部分,为一篇与主课文有关的阅读材料,侧重从文化的角度对所学习的内容进行补充,使学生在学语言的同时,了解相关的文化内容,旨在培养学生的跨文化意识。针对此部分的练习形式为阅读理解和判断正误。

第四部分是写作部分,每单元设有写作模板和写作练习。训练学生学写不同的商务应用文,如电子邮件、备忘录、便条、信函、报告及其他商务文件等。

第五部分是小组展示部分,以小组为单位设置任务,第一、二册围绕日常活动情景设立应用练习项目活动;第三、四册围绕商务活动设立商务情景下的应用项目活动,学生以小组的形式完成相应的书面或口头任务。此部分旨在培养学生的团队协作意识和团队合作能力。

本教程配有辅导用书,包括对教材中主课文的重点和难点的讲解和例句,主课文和补充阅读的中文译文,所有练习的参考答案等。

本教程配有由外籍专家朗读的录音光盘和 ppt 电子课件。

使用说明

本教程共四册,第一、二册侧重基础英语语言知识和技能的学习和应用,第三、四册侧重英语语言和商务双重知识和技能的学习和应用。每册十个主单元和两个复习单元,供一个学期使用。

本书编写中,我们参考了大量国内外有关书籍和资料,在此向有关作者和提供资料的单位表示衷心的感谢。同时也感谢有关部门和专家的支持和帮助。

由于水平所限,加上时间有限,难免有疏漏和不当之处,敬请专家和广大读者批评指正。

编 者

2011 年 12 月

Contents

Unit 1 Holiday

Lead-in	1	1
Text: Keeping You and Your Pockets Happy	2	
Supplementary Reading: A New Tradition for an Old Year	11	
Writing: Parts of an English Letter	14	
Team Task	17	

Unit 2 Travel

Lead-in	19	19
Text: Travel by Train in the U.S.	20	
Supplementary Reading: Sights and Sounds of Istanbul	30	
Writing: The Salutation and the Complimentary Close in an English Letter	32	
Team Task	34	

Unit 3 Traffic

Lead-in	35	35
Text: A Long Way to Go	36	
Supplementary Reading: Boston Ranked among the Worst in Nation for Hours Stuck in the Rush-hour Traffic	46	
Writing: The Body of an English Letter	48	
Team Task	50	

Unit 4 Shopping

Lead-in	51	51
---------	----	----

Text: The Art of Haggling	52
Supplementary Reading: Stop Supermarket Overspending	
Nine Easy Ways to Save	61
Writing: English Letter Styles	64
Team Task	65

Unit 5 Money

Lead-in	67	67
Text: Simple Rules to Get Rich	68	
Supplementary Reading: Start Early with Retirement Planning	77	
Writing: Invitation Letter	79	
Team Task	81	

Review 1

83

Unit 6 Climate

Lead-in	91	91
Text: Climate Secrets of Mariana Trench Probed	92	
Supplementary Reading: Global Warming Causes Severe Storms	102	
Writing: Letter of Acceptance of an Invitation	105	
Team Task	106	

Unit 7 Entertainment

Lead-in	107	107
Text: Zen Fighting	108	
Supplementary Reading: Gaming Goes 3-D	118	
Writing: A Thank-you Letter	121	
Team Task	122	

Unit 8 Cultures and Arts

123

Lead-in 123

Text: Culture in a Cup 124

Supplementary Reading: Versailles Palace 134

Writing: A Letter of Apology 137

Team Task 138

Unit 9 Environment

139

Lead-in 139

Text: When Recycling Is Bad for the Environment 140

Supplementary Reading: Can Future Olympic Cities Go Greener than Beijing? 150

Writing: A Letter of Congratulations 153

Team Task 154

Unit 10 Career

155

Lead-in 155

Text: Dreamers: Hunks of Junk 156

Supplementary Reading: What Job Suits Me? 165

Writing: A Letter of Sympathy 168

Team Task 169

Review 2

171

Vocabulary

179

Unit 1

Holiday

Teaching Objectives

1. Learn to write and talk about college life as a freshman
2. Learn to have a discussion on worries and concerns in college life
3. Recognize the style of the text—exposition
4. Understand and use the key expressions which appear in the text.



Lead-in

Speaking

Talk about your holiday.

1. Use the following sentence patterns to talk about your holidays.

A: Everyone knows that...

B: Once you...

C: ...is not as easy as...

D: The most... is...

2. Work in pairs and talk to each other about how you spend your money in your holidays.



Text

Pre-reading questions:

1. Do you buy gifts for your family members or friends during holidays? Why?
2. Can you keep your cheer intact during and after holidays? Why?

Keeping You and Your Pockets Happy

splurge [splɜːdʒ] *vt. & vi.* 乱花(钱); 糟蹋(钱); 挥霍
 dough [dəʊ] *n.* [美俚] 钱, 现钞

intact [in'tækt] *adj.* 完整无缺的; 未经触动的; 未受损伤的
 agree on 对……取得一致意见

make sense 有意义; 讲得通; 言之有理
 agree to 同意; 接受; 允诺

Financial experts offer practical tips on how to enjoy the season without splurging the dough.

By Cleofe Maceda, Staff Reporter

During this time of economic difficulty, it is wise to keep wallets in check when giving gifts and celebrating special occasions.

Financial experts have shared some practical tips on how you can keep your cheer **intact** during and after the holidays.

Gifts

Get your family members and friends to agree on a price limit and stick to it. Everyone will love the idea, considering that many people struggle at Christmas. Those with more cash to burn don't have to follow this, but it makes sense for them, too. Buying presents this way often forces people to be a bit more creative.

You can also form a group and call it "Secret Santa" and set the price limit for gifts. Drop the names of the group members into a hat and let each person draw one so they know who they are buying gifts for. Everyone will get one present only from the group and each member of the group buys only one present.

If you don't like setting a price limit, you can get your family to

agree to limit the number of gifts each person buys. Using the “Secret Santa” technique, each family member buys for just one family member, so everyone still gets one gift.

But to ensure your presents won’t go to waste, ask your loved ones to suggest possible gifts and buy something from the list that’s within your budget.

For gift **tags**, use your creativity to recycle old Christmas cards. It won’t hurt to re-use last year’s **ribbons**, too.

Christmas meals

Go to **venues** that offer meals inclusive of drinks and where **patrons** are dressed splendidly for the occasion to get into the **festive** mood. People usually pay their own at such events, which saves a cost burden for someone else.

If you insist on hosting your own party, do it in your own home or in a **communal** area of your apartment to save costs and ask everyone to bring a dish, something to drink or a present for people at the table so everyone gets something. You can also have a friend pass a hat for the collection of money for the hosts. People are generally happy to contribute or share the cost of a party.

To bring the costs down, you can organise a **brunch** instead of the traditional Christmas dinner. Brunch menus can include inexpensive dishes consisting of eggs and vegetables instead of meat. Also, try serving mixed drinks.

For a more fun get-together, take your guests to free or inexpensive local venues such as the beach or the desert, where activities are the **focal point**, not shopping or dining.

Dress for the occasion

Buying a new outfit in **Dubai** can be expensive, so if you want to look your best in more than one occasion and risk meeting the same people again, use colour to **accessorize** or change your getup for less amount of money.

For men, anyone with two different coloured bow ties will not

tag [tæg] *n.* 标签

ribbon ['ribən] *n.* (尤指用于捆扎或装饰) 缎带, 丝带

venue ['venju:] *n.* 举办地点; 举办场所; 会场

patron ['peitrən] *n.* 赞助人, 支持者; 保护人; 恩主

get into 进入; 陷入; 穿上; 习惯于

festive ['festiv] *adj.* (宗教) 节日的, 适合于节日的

communal ['kəmjunəl] *a.* 公用的, 公共的

brunch [brantʃ] *n.* 早午餐

consist of 由……构成

focal ['fəukəl] *adj.* 中心的; 很重要的; 焦点的; 有焦点的

accessorize [ək'sesəraiz] *n.* 为……加上附件

décor [dei'kɔ:r] 装饰

stuff [stʌf] v. 填充

tinsel ['tinsəl] n. (装饰圣诞树, 舞蹈服装的) (金属) 箔, 金属丝 [片], 闪亮的装饰

bauble ['bɔ:bl] n. 小装饰品, 小玩意

trinket ['trɪŋkɪt] n. 小装饰品, 小摆设

celebration [seli'breɪʃən] n. 庆祝

look the same twice and it's easy to get a waist-coat made to change the look of the suit. Some people have been getting away with their dinner jacket for more than 10 years.

Your dress doesn't have to be brand new in order to look good. Go through your wardrobe and try to mix and match some pieces. Check out the sales racks. You would be surprised to see that there are cool outfits and accessories buried somewhere for half the price.

Holiday décor

Get creative by making your own **stuffed** santas, stocking, snowmen, **tinsel** and **baubles** and other **trinkets**.

It can be fun and something children often enjoy. See what you can recycle from last year's decorations. Christmas cards can be expensive to buy in the shop, so try making your own to save money and give a more personal touch to the **celebrations**.



(642 words)

Listening

I. Listen to the following passage twice and fill in the blanks with what you hear.

1. _____ is the most important holiday in China. People take weeks of holiday time from work to prepare for and celebrate the New Year. A lot of effort and 2. _____ goes into making the New Year celebration festive. 3. _____ and tradition play a great role in the celebration. Red is the favorite color amongst Chinese people. Red 4. _____ fire which legend says drives away 5. _____ and bad luck. People dress in red, decorate with red and children are even given red envelopes of "lucky" money. 6. _____ light up the night sky and tradition say it is to help ward away evil spirits. Live blooming plants represent rebirth and new growth. Mounds of oranges and tangerines are typically given as gifts when visiting family during the 7. _____.

II. Listen to the following passage twice and choose the best answer to each question.

1. The traditional Chinese holidays _____.

A. are an extremely important part of Chinese culture

- B. are originated from Chinese mythology and folklore tales
 C. are associated with ancient farmer rituals
 D. are for celebrating harvests or prayer offerings
2. The most important Chinese holiday is _____.
 A. the Lantern Festival B. the Mid-Autumn Festival
 C. the Spring Festival D. the Double Ninth Festival
3. In the past, when the Chinese people used _____, the Spring Festival was known as the New Year.
 A. the Julian calendar B. the Gregorian calendar
 C. the Islamic calendar D. the lunar calendar
4. To distinguish the lunar New Year from the New Year by the Gregorian calendar, the lunar New Year was called _____ (which generally falls between the _____ period of January and mid-February).
 A. the New Year; last 10-day B. the Spring Festival; last 10-day
 C. the Chinese New Year; first 10-day D. the Spring Festival; first 10-day
5. The evening before the Spring Festival, the _____ New Year's Eve, is an important time for _____.
 A. lunar; a sumptuous dinner B. lunar; pleasant talk and games
 C. lunar; family reunions D. Gregorian; pleasant talk and games

Text Comprehension

I. Answer the following questions.

1. What is the passage mainly about?
2. In how many aspects do the financial experts offer practical tips? What are they?
3. How can you keep your cheer intact during and after the holidays?
4. If you don't like setting a price limit when buying gifts for your family, what can you do?
5. How can you ensure your presents won't go to waste?

II. Decide whether each of the following statements is true (T) or false (F) or not mentioned in the text (NM).

1. Financial experts offer some useful tips on how to enjoy the holiday. ()
2. Some people's feelings of happiness are damaged during and after holidays. ()

3. Buying gifts with a price limit can often make people spend more cash. ()
4. The "Secret Santa" technique makes each family member get at least one gift. ()
5. You could find some cool outfits and accessories on the sales racks for half the price. ()

III. Explain in your own words the following sentences taken from the text.

1. ...it is wise to keep your wallets in check...
2. ...how can you keep your cheer intact...
3. ...many people struggle at Christmas...
4. ...anyone with two different colored bow ties will not look the same twice...
5. See what you can recycle from last year's decorations.

Vocabulary Exercises

I. Match the words with their definitions.

() intact	1. spend extravagantly
() focal	2. money
() stuff	3. not damaged
() festive	4. giving information about something
() venue	5. the place where an event or meeting is held
() dough	6. relating to a period of celebration
() communal	7. shared or done by all members of a community
() brunch	8. relating to a focus
() tag	9. a late morning meal eaten instead of breakfast and lunch
() splurge	10. fill a container or space tightly with something

II. Choose a word or phrase that best completes the following sentences.

focal get into celebration communal
 festive splurge intact consist of