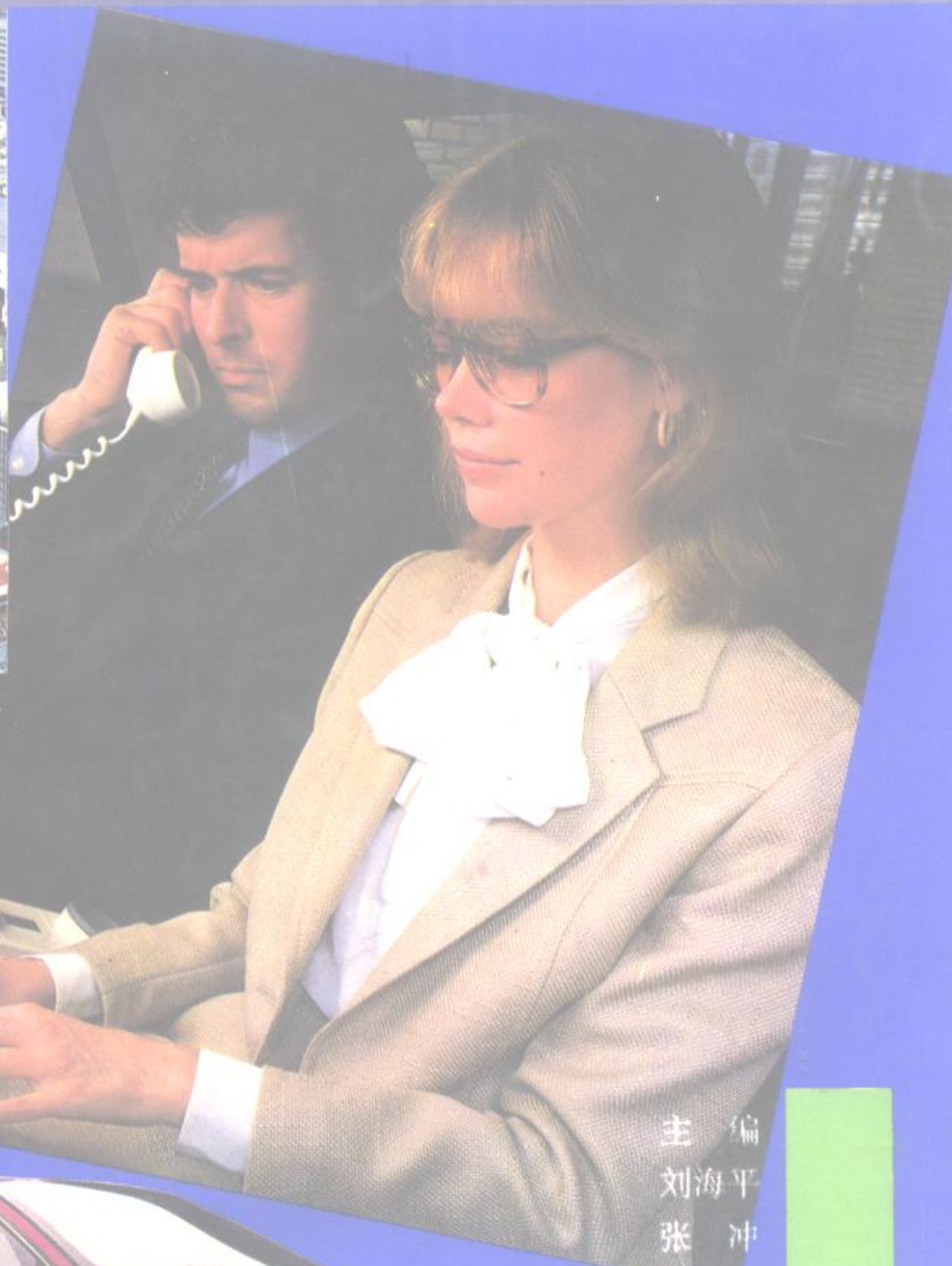
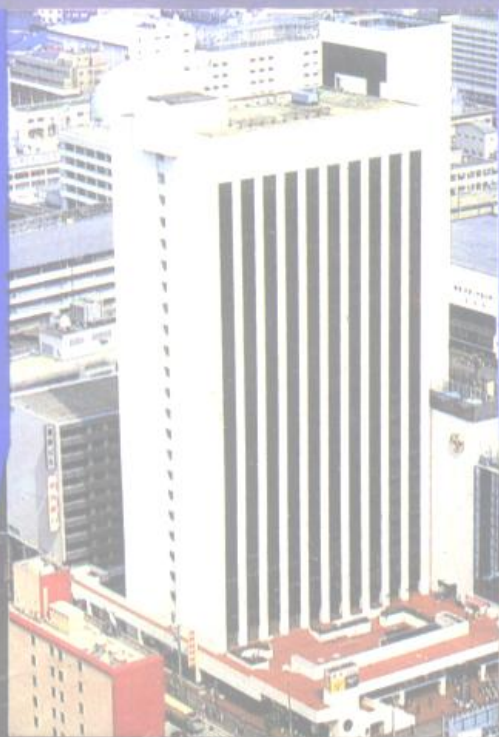


ENGLISH FOR INTERNATIONAL BUSINESS

国际商务英语教程



主 编
刘海平
张 冲
副主编
赵 宇
张玉兰
钱 青



南京大学出版社

English for International Business

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第一册

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《英语国际商务系列教材》

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序

《国际商务英语教程》由南京大学外国语学院国际商务系设计规划,由南京大学外国语学院国际商务系、英语系,南京师范大学外语系与苏州大学外语系的部分教师通力合作编写而成。它是计划编写的“英语国际商务系列教材”中首先推出的一套基础教程。

随着改革开放的不断深入和社会主义市场经济的逐步建立,我国已经成为世界经济大家庭中的一个生机勃勃、不可或缺的成员。我国与国外的经济往来与日俱增;外商、外资在我国开办的合资、独资企业,设立的办事处、代理机构如雨后春笋,星罗棋布;国有公司、集体企业以及私人企业家早已把眼光投向世界,办起许多跨国公司和境外企业。所有这些,都急切地需要我们培养出大批既能熟练使用英语、又有国际商务头脑的优秀人才。近年来,为适应这一变化了的形势,全国外语、商贸和财经院系都纷纷办起了外贸、外经、国际金融、国际财会、国际旅游等与国际商务密切相关的专业,招收了数以万计的学生。“英语国际商务系列教材”正是为了这些专业的本科生和大专生以及社会上有志于自学此道的青年而编写的。

编写教材,与从事任何其它创造性活动一样,贵在特色。目前市场上确有不少与国际商务有关的英语教材,但大多要不只重视英语语言教学,以文学和日常生活为内容,极少涉及商务;要不以商务为中心,而很少考虑英语学习的内在规律和我国学生的实际水平。《国际商务英语教程》的一个重要特色在于把英语语言技能的训练与国际商务观念的建立密切结合,通过阅读一些内容丰富、专业面广、程度适宜、富有趣味的商务方面文字,以及进行大量形式多样、生动活泼、针对性强的练习来帮助学生掌握英语。

《国际商务英语教程》全套四册,在全日制专业学习环境下,供两学年学完。每分册十六个单元,每个单元有一篇主要课文和一篇与之呼应的补充读物。这些文章取材新颖,大多选自最近一、二年内英美国家出版的报刊书籍,稍作压缩修改而成。尽管课文内容涉及国际商务种种观念与理论,但文字大多能深入浅出、生动活泼而不乏幽默。根据专业计划,学生以后还需分门别类地学习商务专业课程,因此,这里所选课文在内容上力戒过细过深,唯求将学生引入国际商务大厦之门,掌握基础原理、建立基本观念、培养新的思维方式,并通过一些企业管理及营销方面的成败案例分析,使之了解国际商务新动向,获取新认识。

每个单元中的语言练习设计,体现了多年来我国英语教学的成功经验和国外语言教学研究的最新成果,也部分吸收了全国专业英语统测使用的题型。针对我国学生在语音语调、基本词汇、语法掌握、交际活动、商务会话、英汉互译、实用写作等方面存在的问题,我们设计了七、八种不同类型的练习,对学生的语言应用能力逐项进行操练。考虑到中学已经系统地学过英语

语法,这里便以练习为本而摒弃了繁杂的理论说明。该教材语言教学的总体目标是以全国英语教学指导委员会制定的“专业英语基础阶段教学大纲”为基准,让学生大量阅读,反复训练,切实掌握英语听、说、读、写、译等基本技能,以望他们在今后变化多端、竞争激烈的国际商务活动中,能以其厚实的语言功底和灵活的商务头脑,左右逢源而游刃有余。

《国际商务英语教程》已在一定范围内给国际商务系及英语专业本科和大专学生试用,并按试用情况作了修改。这套教材自构思、编写到出版前后花了两年多时间,参编人员二十有余。无论是挥汗如雨的酷暑,还是呵气成雾的严寒,时常为了一字一句,编写人员查尽成堆资料,有时在电脑前一坐十几个小时,这里的辛劳,不言而喻。但是,大家明白,这套教材若没有原文作者的成果供借鉴参考,没有所在院系提供的多种保障,没有南京大学出版社社长时惠荣先生、总编任天石先生、外语编辑室主任钱厚生先生和责任编辑张倩小姐的支持与耐心,是绝不可能如期按质完成的。愿在此一并感谢。

刘海平

1994. 8. 8

前 言

本书为英语国际商务系列教材中《国际商务英语教程》的第一册(全套共四册)。使用者为国际商务各专业本科或专科一年级学生,以及具有相应英语水平的自学者。本册教程在编写上力求与我国现行的高中英语教学有一定的承继,全面培养学习者“听、说、读、写、译”的“五会”语言基本能力。在课文的语言程度、练习编排及词汇量等方面,参照现行大学英语专业相关年级教学大纲的要求,以期学习者在学完本册之后,在英语阅读理解、口头交际以及书面定作、翻译等方面的能力均有相当的提高。

本册共分十六个单元,使用者可根据每单元的长短及难易,以六至八学时学完。其中第一、二两单元为“预习单元”,每单元分为“句型练习”、“语言练习”和“语音游戏”三部分。通过大量的基本句型操练(“句型练习”部分)及生动活泼的情景对话活动和交际活动(“语言游戏”部分),培养学生听英语、说英语的习惯;同时在“语音练习”中进行一定的正音练习,力求在较短的时间里基本解决语音问题。第三至十六单元每单元由十一项组成,各项分述如下:

1. “预习”(Warming-Up):预习分为“词汇与短语”(Words & Expressions)及“课前提问”(Pre-Text Questions)两部分。“词汇与短语”列出本单元主要词汇,并辅以英语解释,必要时也附上汉语解释。“课前提问”主要就有关该单元课文的背景知识进行口头问答,为学习课文正文作做好准备。

2. “课文正文”(Text):正文主要选自近年来英美等英语国家有关国际商务领域的书刊报纸,并根据教材要求略加改动,为全教程的核心部分。

3. “理解与讨论”(Comprehension and Reflection):本项练习一般分为两部分,“理解”部分主要就课文本身的内容进行提问,考察对课文主旨、大意及基础语句的理解。“讨论”部分着重就课文内容以及与课文有关的问题展开讨论,扩大学习者的领会及表达能力。

4. “词汇学习”(Word Study):本项采取较为传统的以动词学习为主的方式,从本单元课文中选出三至四个较常用的动词进行深入学习。也列入了一些在商务中较为常用的词条。

5. “语音与语调”(Pronunciation and Intonation):继续在第一、二单元里开始的正音正调练习,本项在全教程中只出现于第一册。

6. “交际活动”(Communication Activities):本项练习设计了种种与国际商务有关或有用的口头交际的场合,特别注意语言的功能性运作。旨在不仅提高学习者口头交际时语言的流畅性,更提高他们使用语言的准确性与正确性。本项仅出现于教程第一册。

7. “词汇练习”(Vocabulary Exercises):本项主要配合“词汇学习”和课文中的单词、短语、

句型编排练习,扩大学习者正确使用书面语言的能力。

8. “语法复习”(Grammar Review):本项旨在全面复习学习者已经或应该已经学过的语法内容,故不作理论叙述,仅围绕一个方面编排练习。使用者可根据具体内容,自行参考英语语法书中的有关部分。

9. “翻译实践”(Translation Practice):本项分“汉译英”与“英译汉”两部分。“汉译英”以模仿翻译单句为主,巩固并提高学习者对本课课文中出现的一些词语及句型的掌握与使用能力。“英译汉”有直接取于课文某一段落的,也有另外编排的与课文有关的段落。翻译练习的目的是训练学习者准确、贴切的笔头双语交际能力。

10. “补充阅读材料”(Supplementary Reading):本项选用与课文内容相关的背景材料,以期在扩大学习者的词汇量及表达方式的同时,又扩大他(她)们对该单元课文及内容的了解。

11. “听力理解”(Listening Comprehension):本项练习安排了各种与国际商务有关的内容,要求学习者能基本听懂其内容和一些细节。本项既是对一般听力的补充,又是对本教程国际商务内容的补充。本项仅出现于教程第一册。

第一册课文的生词注释,采用英汉并用的方式,并逐渐减少汉语注释,以向除一些术语之外基本用英语注释的阶段过渡。为扩大学生的词汇总量,书后总词汇表中列入了“高等学校英语专业词汇表(三级)”中的大部分词汇。

本册教程在南京大学外国语学院英语系试用时,得到了师生的热情支持与配合,并对教程提出了不少宝贵意见,在此一并表示感谢。同时感谢在本册教程的电脑录入、编排等方面提供了各种帮助的同志。

由于本教程为一项将专业英语教学与国际商务教学全面结合的新尝试,加之编写时间紧迫,缺点错误在所难免,欢迎使用者及英语和国际商务教学界的专家学者批评指正。

张 冲

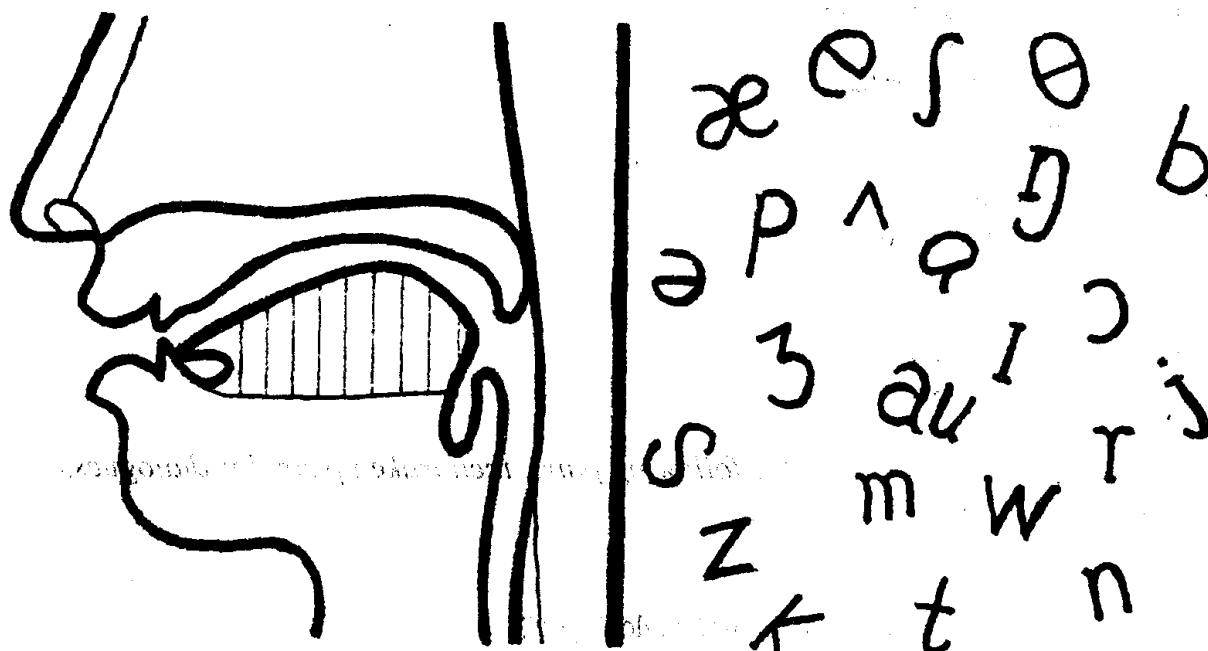
一九九四年十月

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Unit 1



Drills: Questions and Answers

I. Study the dialogue patterns, then make up short dialogues, using the groups of words that follow:

A)

- Are you a freshman?
- Yes, I am. (No, I'm not. I'm a sophomore.)

B)

- Is there a language lab in our school?
- Yes, there is.
- Where is it, please?
- In the classroom building.

C)

- Do you mind if I borrow your new textbook?
- Not at all. Here you are. (I'm sorry. I only have the old one.)

1. a department store / near the university / 5-minute walk (Pattern B)
2. borrow a pencil-sharpener / a pocket-knife (Pattern C)
3. an engineer / a teacher (Pattern A)
4. turn on the radio (Pattern C)
5. shut the door and the window / only shut the door (Pattern C)
6. tea / in the tin (Pattern B)
7. a video room / in the classroom building / on the fourth floor (Pattern B)
8. a meeting this afternoon / in the classroom (Pattern B)
9. a doctor / a nurse (Pattern A)

II. Study the alternative questions in the following dialogue, then make up similar dialogues, using the cues that follow:

- Shall we go by train or by bus?
- By bus.
- Would you like coffee or tea?
- Coffee, please.

1. stay at home, go to the movie
2. English novels, Chinese novels
3. watch TV, see a film
4. ride a bike, take a bus
5. mountain-climbing, swimming
6. classical music, pop music

III. Study the use of tag questions in the following pairs, then make up similar dialogues, using the cues that follow:

A)

- You always go to the library on Saturday, don't you?
- Yes, I do. (No, I don't. Sometimes I go there on Tuesday and sometimes on Thursday.)

B)

- Nobody was watching me, were they?
- No, they weren't.

C)

- I think you can go outing tomorrow, can't you?
- Yes, we can. (No, we can't. The weather broadcast says it's going to rain tomorrow.)

1. It's beautiful weather. (Pattern A)
2. You've had an accident. (Pattern A)
3. I hope you can come on time tomorrow. (Pattern C)
4. This handbag isn't yours. (Pattern B)
5. He speaks English very well. (Pattern A)
6. He likes his job, but he doesn't like his pay. (Pattern A)
7. On Saturday evenings, she would watch TV, but sometimes she would go to the movies. (Pattern A)
8. Jane seldom goes to the sports field to do physical exercises. (Pattern B)
9. I think he can pass the exam. (Pattern C)

IV. Study the use of negative questions in the following dialogues, then make up similar dialogues, using the cues that follow:

- Please give us something to eat, Mum. We haven't had supper yet.
- Haven't you had supper yet? What have you been doing all the evening?
- We've been watching TV.
- Oh, God!

1. He doesn't want to come to the party. He's busy.
2. We can't start the car. There's something wrong with the engine.
3. Tom wasn't accepted by the company. Because his English isn't good enough.

4. I don't know when we'll have the quiz. I was sick last week.
5. There aren't many apples left in the refrigerator. The children like them very much.

* * * *

— Won't you come into the living-room?
 — Yes, of course. (No, thank you.)

— Won't you have some more cake?
 — Yes, please. (No, thank you.)

1. help Tom with his lessons
2. have some more coffee
3. go outing on Sunday
4. ask the class monitor to collect the papers
5. asks Susan to ask her brother to repair the bike

V. Study the following dialogues, then make up similar dialogues using the given situations:

— Good morning, Madam. Can I help you?
 — I want a pair of shoes.
 — Which size?
 — Size six.
 — What color?
 — White.
 — Wait a moment, please. Is this pair OK?
 — Oh, I like it. Thank you very much.
 — You are welcome.

— Excuse me. May I ask you to repeat the answer, Mr. Jones?
 — Yes. The correct answer is "B".
 — I beg your pardon. Did you say "B" or "D"?
 — "B" as in "Boy".
 — Thanks a lot.

— Excuse me. May I speak to George, please?
 — I'm sorry he's not in. He's gone to school.
 — Can I leave a message?
 — Yes, of course.
 — Please tell him I'm sick, and can't go fishing with him tomorrow. Thank you very much.
 — That's all right.

1. A salesman and a customer who wants to buy a new shirt.
2. A mother and her daughter who wants to go out to a party. The mother agrees but asks the daughter to come home before 11 o'clock.
3. A phone call. One invites the other to the cinema. They'll meet in front of the cinema at 6:45.
4. A teacher and his student who doesn't know how to pronounce the word "science".

Phonetics Review: Vowels

I. Front vowels: /i:/, /i/, /e/, /æ/

1. /i:/

wheel knee sleep teach
leaf agree seem seed
easy east feel each
three years green leaves
seem easy team leaders
The dean is as busy as a bee.
A friend in need is a friend indeed.

leave
week
three
eat meat
repeat your needs

2. /i/

begin bridge this
any trip city
happy ready little
a busy city a big ship
little by little six pigs
His six-year-old sister is sick today.
A little learning is a dangerous thing.

pretty tip
give willingly
pin lip
bit by bit

a silver pin

3. /e/

against beg let set
strength held dress death
met ten lend send
seven desks fresh and energetic
the next text the best lesson
All's well that ends well.
East or west, home is best.

men
head
Henry
wet with sweat
get wet

4. /æ/

and happy cat bag
band hand land back
sad catch fact hat
hand in hand a happy man
a map of Japan a fat cat

apple
map

nap
a narrow track
a flat fact

5. More practice

a)

Alice: Is this seat free, please?

Betty: No, it isn't — I'm keeping it for Miss Grim.

Alice: Well, can I sit in this seat?

Betty: I'm afraid not — but that seat by the window is free.

Alice: Then I'll sit there.

Betty: But if you sit in that seat, you won't see a thing.

b)

Dad: Alfred owns a bank, Ann.

Ann: I'm going to marry Frank, Dad.

Dad: Harry owns a jam factory, Ann.

Ann: I want to marry Frank, Dad.
 Dad: Marry Alfred, Ann. Or marry Harry.
 Ann: Frank, Dad. I'm going to marry Frank.
 Dad: Ann, you're mad!
 Ann: Whether mad or not, I'm going to marry Frank, Dad.
 Dad: Oh!

II. Central Vowels: / ʌ /, / ə:/, / ə /

1. / ʌ /

come	bus	tunnel	love	thumb
enough	rough	cup	run	up
money	lung	pun	punish	publish
a funny monk		a young monkey		some luck
covered money		justice done		a rough tongue

Tom told the funny story just for fun.
 Hurry up. The bus is coming.

2. / ə:/

bird	mercy	urgent	thirsty	fur
learn	dirty	curtain	serve	occur
emerge	hurt	third	nervous	murmur
the Third World		the first turn		the dirty skirt
the worst word		her purse		the firm worker

The first turned out to be the worst.
 The early bird catches the worm.

3. / ə /

further	supper	doctor	woman	alive
arrive	summer	account	about	bottom
lecture	waiter	August	sugar	customer
become a member		better and better		in the corner
on the counter		look at the picture		bread and butter

Better late than never.
 The butcher, the baker, and the candlestick maker are all here.

4. More practice

Frank: Waiter!
 Waiter: Yes, sir?
 Frank: One steak, one fish.
 Waiter: One fish with pepper?
 Frank: Without pepper.
 Waiter: Some wine, sir?
 Frank: Do you have any German white wine?
 Waiter: German wine? No, I'm sorry, sir. We haven't any German wine. We have some French wine, white and red.
 Frank: That will do. A bottle of white wine, one steak, one fish without pepper.
 Waiter: Yes, sir.

III. Back vowels: / ɑ: /, / u /, / u: /, / ɔ /, / ɔ: /

1. / ɑ: /

cigar	sharp	laughter	far	arm
farm	large	party	father	start
hard	pass	basketball	jar	armchair

Father can't start the large car.

The dog barked in the dark yard.

2. / u /

book	good	cook	could	would
wool	woman	foot	butcher	stood
look	should	pull	sugar	push
a good book		shook his head		the butcher's hook

He put the hook in the bull's mouth by mistake and couldn't pull it back.

The woman stood in the woods.

3. / u: /

who	blue	cool	smooth	shoot
zoo	moon	boot	booth	stool
noon	tooth	fruit	loose	pool
rule	through	afternoon	spoon	boom
a blue moon		a couple of new stools		a huge boot

That new student wore a blue suit on an afternoon in June.

Who is listening to the music in the cool booth?

4. / ɔ /

song	upon	job	gong	of
was	want	watch	wallet	cotton
dog	borrow	fond	follow	washing
frost	doctor	foreign	socks	operate
long stockings		borrow a novel		sing a song

Tom wanted to buy a pair of cotton socks.

We were obviously shocked when we heard that the shop was robbed.

5. / ɔ: /

door	bought	court	floor	fork
board	saw	law	morning	lord
daughter	talk	ought	port	taught
wore	all	cause	small	more
the fourth floor		all in all	a short story	

George had four daughters who all like to listen to stories.

You ought to take a walk in the morning.

6. More practice

I'd Rather Be a Mother Than a Father

Charles: Where are the others?

Davis: They've gone to the swimming pool. Heather and her brother called for them.

Charles: Heather Father?

Davis: No, the other Heather — Heather Mother. I told them to stay together, and not to go further than Northern Cove.

Charles: Why didn't you go with them?

Davis: I'd rather get on with the ironing without them.
 Charles: In this weather? It's so hot here.
 Davis: Go and have a swim then.
 Charles: Another swim? I can't be bothered. I'll go with you, though.
 Davis: But all these clothes... Who'd be a mother!
 Charles: I'd rather be a mother than a father! All those hungry mouths to feed and fear!

IV. *Diphthongs*: / ei /, / ai /, / ɔi /, / əu /, / au /, / iə /, / ɛə /, / uə /

1. / ei /

May	say	day	rain	classmate
hate	late	tape	take	gate
waste	came	name	aim	baby
Labor Day		page eight		May Day

No pains, no gains.
 He came late yesterday.

2. / ai /

eye	bite	bike	die	sight
fight	might	night	hide	buy
like	write	why	fine	find
five times		a fine night		quite right

It's not the right time to cry.
 Time and tide wait for no man.

3. / ɔi /

join	point	destroy	toilet	boil
annoy	joint	appoint	hoist	choice
moist	soil	foil	avoid	voice

The toy fell into the boiling water and was destroyed.
 The boy was annoyed because he couldn't avoid the noise.

4. / əu /

soap	cold	bold	sold	go
told	toe	grow	throw	nose
show	slow	over	coat	boat

He hopes to grow roses in the snow.
 He always wears an old overcoat in cold weather.

5. / au /

shout	cow	mouth	powder	south
how	plough	about	proud	mouse
power	tower	allow	thousand	crowd

In the south, people still use cows to plough.
 I doubt the mouse could climb up the tower.

6. / iə /

pierce	idea	fierce	theater	sincere
clear	beard	year	material	serious
series	mysterious	cheerful	ear	tear

He was serious and sincere, but no one could hear him clearly.
 When he heard the news he smiled from ear to ear.