

新时代大学商务英语系列教材
New Century College Business English

总主编：王正元

商务英语读写教程 1

主 编：张 萍

副主编：张若昕 李 敏

审 校：(英) Russel Taylor



BUSINESS ENGLISH

新时代大学商务英语课程建设工程项目



机械工业出版社
China Machine Press

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PREFACE

伴随经济全球化和我国经济国际化的进程,国内外大中型企业、跨国公司 etc 对既懂商务又会英语复合型人才的需求与日俱增,这也促进了我国高等教育商务英语专业的快速发展。目前,全国有 700 多所高等院校开设了外贸英语、商务英语等课程,工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程,部分院校甚至设立了商务英语专业。近几年来,全国性的商务英语教学、学术研讨会频频召开。我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设,各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材,以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语,国外大学多将其归为 ESP (English for Special Purposes)。目前,我们国内这样系统的专业教材并不很多。王正元教授领衔总主编、由全国二十余所大学四十余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共 14 本,包括读写、视听说、写作、口译,涵盖了商务英语的基本主体课程,编著者基于“商务知识 + 英语能力 = 核心竞争力”的编写理念,力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富,英语操练有的放矢,凸显了人才培养规格,给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观,体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来,商务英语是我们这个时代经济发展催生的新事物,它必将在市场经济的强劲需求中茁壮成长。为更好地培养复合型人才,英语教材的建设任务是繁重的。这套教材需要在使用中逐步完善提高,以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长 博士生导师 徐子健

2008 年 10 月

前言

PREFACE

1. 本套教材编写指导思想及目标

为了编写这套教材,我们反复地学习了教育部高等学校英语教学大纲,访问了毕业生用人单位,举行了英语毕业生座谈会,广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出:“我们也应当清醒地面对这样一个现实,即我国每年仅需要少量外语与文学,外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作,而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等结合的复合型人才,培养这种复合型外语及专业人才是社会主义市场经济对外语专业提高的要求,也是新时代的要求。”我们将这一精神作为我们这套教材编写的指导思想,并努力使这套教材达到这样的目标:

- 1) 教材内容要有较强的时代性、实用性、针对性、系统性。
- 2) 安排好商务英语专业知识、语言训练及文化背景知识。
- 3) 教材要有利于培养学生英语思维力、创新力、语用能力。
- 4) 运用任务型的教学方法,为学生自己学习提供平台。

2. 本套教材编写的理念

努力使这套教材满足三个要求:全球化经济发展对人才规格的要求;学生就业求职的要求;商务英语专业学科建设的要求,突出“商务知识+英语能力=核心竞争力”的编写理念:

- 学习反映全新商务知识的英文语篇,掌握现代商务理念。
- 模拟走进商务语境,拓展国际商务视野。
- 结合案例商情,训练英语交际能力。
- 运用视、听、说先进教学手段,给学生带去体验学习英语的快乐。

3. 本套教材的特点

这套教材不同于以文学、文化为内容,以传授知识为主要目的的教材,而是以培养商务英语交际能力为目标的教材,教材编写突出以下特点:

- 1) 商务知识的实用性。本套教材内容包括了商务背景、市场营销、战略管理、国际贸易、金融常识、人力资源、企业文化、企业案例等商务实用知识。
- 2) 语言学习的认知性。本套教材各课的 Reading 部分,根据不同的语篇采取了语篇视点、认知参照点、框架、图式等分析方法对课文分析作了提示,以培养学生的语篇分析能力

和快速获得信息的能力。

3) 完成任务的体验性。教材安排了以案例 (Case) 或话题 (Topic) 为内容的讨论或演练, 让学生在商务交际中体验和完成某项商务任务。

4) 商务知识的可延伸性。教材在内容安排上注重商务知识的延伸, 注重商务、语言、文化、行动的结合及文本引申讨论。

我们在编写这套教材时, 还兼顾了这样一些关系: 商务知识与英语能力的关系; 完成任务与英语专业四、八级考试的关系; 英语基础与商务知识的关系。精读课每个单元都安排了听、说、读、写、译项目, 每个项目都给出了要点提示, 并提炼出语法聚焦, 尽量使这套教材充分体现: 以商务知识为载体、以培养英语交际能力为目的、坚持以市场需求为导向、以培养创造力为宗旨、重视英语专业四、八级考试规格。

4. 本套教材的构成及使用建议

本套教材共 14 本, 包括:

精读课: 商务英语读写教程 1-8 册

视听课: 商务英语视听说教程 1-4 册

商务口译: 商务英语口译教程

商务写作: 商务英语写作教程

本套教材使用建议:

年 级	一年级		二年级		三年级		四年级	
学 期	上	下	上	下	上	下	上	下
读写教程	1	2	3	4	5	6	7	8
视听说	1	2	3	4				
商务口译							√	√
商务写作					√	√		

本套教材是集体科研和多所院校合作的成果, 北京外国语大学、广东外语外贸大学、东北财经大学、上海财经学院、天津外国语学院、北京工商大学、广州大学、辽宁大学、天津商业大学、兰州商学院、哈尔滨工程大学、大连海事大学、哈尔滨商业大学、河北经贸大学、沈阳师范大学、燕山大学等高校几十名教授、专家、教师参加了本套教材的编写工作, 付出了艰辛的劳动。

本套教材的编写还得到了许多同事和朋友的大力帮助, 10 余名美国、英国、加拿大外籍语言专家分别审读了各册书稿, 辽宁大学张东辉老师、燕山大学姜炼老师为本套教材中的视听说教程做了大量高难度的视频、音频处理工作, 对外经贸大学副校长、博士生导师徐子健教授为本套教材写了序言, 我对大家的工作和帮助深表感谢。

“新时代大学商务英语系列教材”编委会的全体成员为这套教材付出了汗水和艰辛, 但教材中一定还有很多不足, 欢迎批评指正。我们愿乘商务英语发展的东风, 和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语教材建设。

总主编 王正元

2008 年 5 月

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Unit 1



Financial New York

Objectives

- ▶ **Listening** To have a general knowledge of New York City
- ▶ **Reading** To identify New York City's finance as a frame and New York City's change as viewpoint words
- ▶ **Vocabulary Drills** To learn types of useful terms and exercises
- ▶ **Grammar Focus** To practice "which" as modifier and "-ing" form
- ▶ **Speaking Skills** To be able to present something you like or dislike
- ▶ **Translation Drills** To practice using the translation technique Diction (I)
- ▶ **Writing Drills** To grasp general principles of business writing

Listening

Text A

on Page
219

A Warm up with the words and phrases before listening to the recording.

finance /'faɪ'næns/ *n.* the management of money 财政; money 资金

density /'densɪti/ *n.* inhabitants or housing units, per unit of area 密度

thriving /'θraɪvɪŋ/ *adj.* prosperous 兴旺的

gallery /'gæləri/ *n.* a building, an institution, or a room for the exhibition of artistic work 展览馆, 画廊

rival /'raɪvəl/ *v.* to compete to be equal of; to match 竞争, 对抗, 相匹敌

n. competitor 竞争者, 对手

mingle /'mɪŋɡl/ *v.* to be or become mixed or united 混合; 混入

Naples /'neɪplz/ *n.* a resort city of Southern Italy 那不勒斯 (意大利南部港口城市)

residential /ˌrezi'denʃəl/ *adj.* relating to homes rather than offices or businesses 住宅的, 居住有关的

ensemble /ɑ:n'sɑ:mbəl/ *n.* a unit or group of complementary parts that contribute to a single effect, especially <法>全体

precipitation /pri'sɪpi'teɪʃən/ *n.* the quantity of such water falling in a specific area within a specific period 某一特定时期内特定区域的降水数量

Answer

keys on
page 252

B *Listen to the recording, then fill in the blanks with the missing words you heard.*

New York City is the business and 1 capital of the world, and the 2 of the United Nations. It is 3 because of its high residential density and 4 population, its hundreds of high buildings, its 5 central business district, its 6 public transportation system and its 7 neighborhoods. Concert houses, museums, galleries, and theaters 8 a unit of cultural 9 rivaled by few cities. In 2000, the population of the 10 region was 21,199,865.

C *Answer the following questions after listening to the recording.*

1) Which of the following expressions is not mentioned on the tape to describe New York Harbor?

- A. The largest.
- B. The finest.
- C. Beautiful.
- D. Ice-free throughout the seasons.

2) New York harbor consists of two major rivers: _____.

- A. the Hudson River, the Passaic River
- B. the Hudson River, the Upper Bay
- C. the Upper Bay, the East River
- D. the Atlantic Ocean, the Passaic River

3) New York City has a _____ climate.

- A. both dry and hot
- B. neither cold nor hot
- C. cold
- D. hot in summer and cold in winter

4) New York City shares the same latitude with _____.

- A. Amsterdam
- B. Italy
- C. Naples
- D. England

5) In 1624, _____ established the City.

- A. the Italian
C. the Dutch

- B. the English
D. American

D Questions and Answers.

- 1) What organization has New York City as its home?
- 2) What was the population of New York City in 2000?
- 3) Where is New York City located?
- 4) What were the other two names for the City before it was named New York?
- 5) Who gave it the name New York?

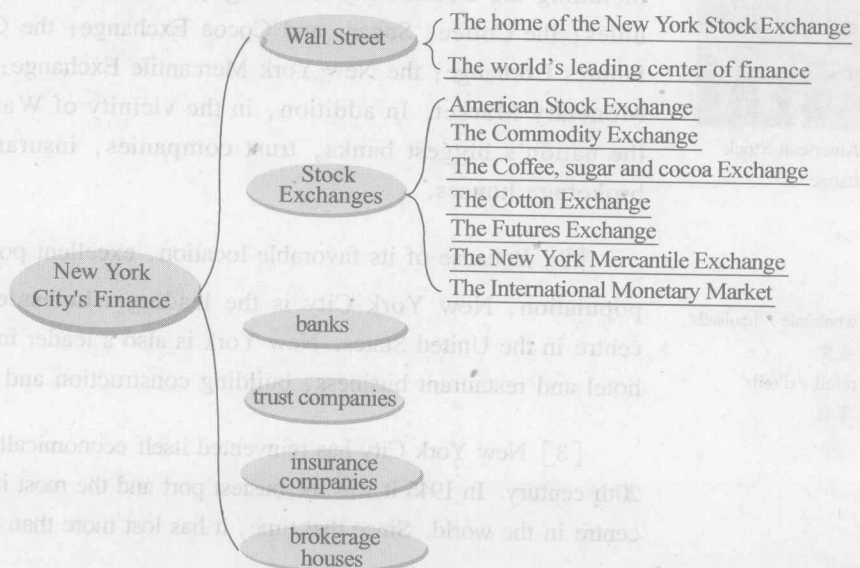
Reading

► The Structure of City's Finance

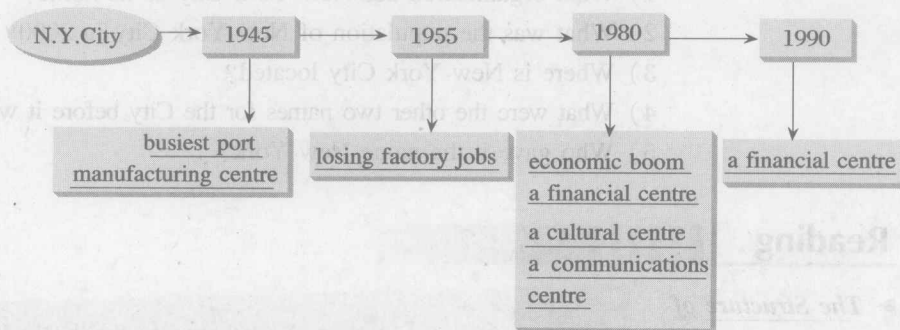
Before you start to read the text, the basic frame analysis can be beneficial to call attention to the details of the paragraphs as well as the organization of the text. The frame analysis of New York City's finance and the viewpoints of the figures about New York City's change from a manufacturing centre to a financial centre may help you understand why New York City is the business and financial capital of the world.

Teacher's Tips

A Read Paragraph [1], Text B, and try to find out viewpoint words and elements to New York City's Finance.



B Read Paragraphs [3], [4] of Text B, and you may find the viewpoint words 1945, 1955, 1980, 1990. From these viewpoints, you can tell New York City's change from a manufacturing centre to a financial centre.



Text B

Reading Notes



① Wall Street



② American Stock Exchange

③ wholesale /'həʊlseɪl/

n. 批发

④ retail /rɪ'teɪl/

n. 零售

Financial New York

[1] New York City is the business and financial capital of the world, and many leading national and international corporations have their headquarters there. The city's financial centre, **Wall Street** ①, is the world's leading centre of finance and the home of the nation's most important securities market, the New York Stock Exchange. The same area contains the nation's second largest exchange, the **American Stock Exchange** ② and several smaller exchanges, including the Commodity Exchange, which deals in metals, rubber, and hides; the Coffee, Sugar, and Cocoa Exchange; the Cotton Exchange; the Futures Exchange; the New York Mercantile Exchange; and the International Monetary Market. In addition, in the vicinity of Wall Street are many of the nation's biggest banks, trust companies, insurance companies, and brokerage houses.

[2] Because of its favorable location, excellent port facilities, and large population, New York City is the leading **wholesale** ③ and **retail** ④ trade centre in the United States. New York is also a leader in communications, the hotel and restaurant business, building construction and manufacturing.

[3] New York City has reinvented itself economically in the last half of the 20th century. In 1945 it was the busiest port and the most important manufacturing centre in the world. Since that time, it has lost more than 800,000 of its 1 million

⑤ longshoremen

/'lɒŋʃə:mən; (US) 'lɒ:ŋ/

n. US docker 码头装卸工

factory jobs. Although more than 100,000 **longshoremen**^⑤ once worked its docks, fewer than 10,000 did so in the late 1990s. Activity on the waterfront was decimated by a combination of intense competition from other US ports and technological changes such as containerization, which allows ships to be loaded and unloaded by far fewer workers. Between 1955 and 1980, the city also lost jobs as corporations left the city, moving to nearby suburbs or to other parts of the country. Companies found that they could cut the cost of office rentals, wages, and taxes that they had paid in the city.

[4] Since 1980, however, New York has experienced an economic

boom^⑥, particularly in new service industries that provide services to individuals and businesses in such fields as finance and banking, health services, education, restaurants, and sales. It has also solidified its reputation as a financial, cultural, and communications centre. New York City's banks and law firms have prospered. The metropolitan region's **well-paid**^⑦ managerial class has worked to integrate the world economy with that of the United States, through the influence of the city's stock market, investment banks, and currency traders. New York's stock market, the largest in the world, has a profound influence on finances around the world. In addition, the city's investment banks are extremely influential in establishing the value of foreign firms and currencies. By the end of the 1990s, every important financial institution in the world had a presence in New York, and Wall Street had become **synonymous with**^⑧ high finance.

Manhattan^⑨ is the headquarters of the nation's television and radio networks, making it the heart of the mass media in the United States. The headquarters of most of the nation's major publishing houses and advertising agencies are also clustered in Manhattan's Midtown.

[5] Today, commercial and financial services, commerce, and tourism provide the main economic support for New York City. The majority of New York's workers are employed in service industries, working in medical and other health services, motion-picture entertainment, hotels and lodging houses, advertising, radio and television, and personal services such as laundries, beauty parlors, and barber shops. The next largest number of New Yorkers work in the retail and wholesale trade, and followed by those in government jobs. The rest work in finance, insurance and real estate, manufacturing, transportation and public utilities, and contract construction.

([http://encarta.msn.com/encyclopedia/761576416/4/New_York_\(city\).html](http://encarta.msn.com/encyclopedia/761576416/4/New_York_(city).html))

⑥ boom /'bu:m/

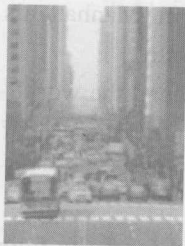
n. 繁荣

⑦ well-paid

请举出 3 个 well + 过去分词的例子

⑧ synonymous /si'nɒni

məs/ with 与……意思相同



⑨ Manhattan

Vocabulary Drills

Answer

keys on
page 252

A Form-Meaning Matching Drill.

- | | |
|-------------------|---|
| 1) exchange | a) business company |
| 2) corporation | b) a dock worker loads and unloads ships |
| 3) trust company | c) to bring back into existence or use |
| 4) reinvent | d) to give one thing for another, place where stocks and shares are bought and sold |
| 5) longshoreman | e) commercial bank or other corporation that manages trusts |
| 6) communications | f) to convert (a dock, ship, etc.) |
| 7) decimate | g) means of communicating, e. g. roads, railways, telephone and telegraph lines between places, or radio and TV |
| 8) containerize | h) to conflict great destruction or damage on |

B Replace the underlined words or expressions in the following sentences with proper phrases or expressions from the text that fit the original meanings.

- 1) Because of its advantageous location and large population, Manhattan has become a leading business borough in New York.
- 2) Since there are a lot of important securities markets near Wall Street, it is the world's leading centre of finance.
- 3) Many important manufacturing industries are clustered in Manhattan's Midtown, which makes it more like a leading financial centre.
- 4) New York's stock market has a great impact on finances around the world.
- 5) Economy was badly ruined during the 1950s in the country because of unemployment.

C Cloze. Fill in each blank with the most appropriate word from the four choices given below.

It might appear to any casual visitor who may have 1 a few rides about town in a taxicab that all New Yorkers are filled with a loudmouthed ill will toward each other. The fact of the matter is, though, that 2 cold and cruel things seem on the surface, there 3 never been a society of people in all history with so 4 compassion for its fellow man. It clothes, feeds, and houses 15 percent of its own 5 1. 26 million people in New York are