

高级实用英语系列教材



高级财经英语听说

Advanced English for Finance and Economics

主 编 江 春

 中国人民大学出版社

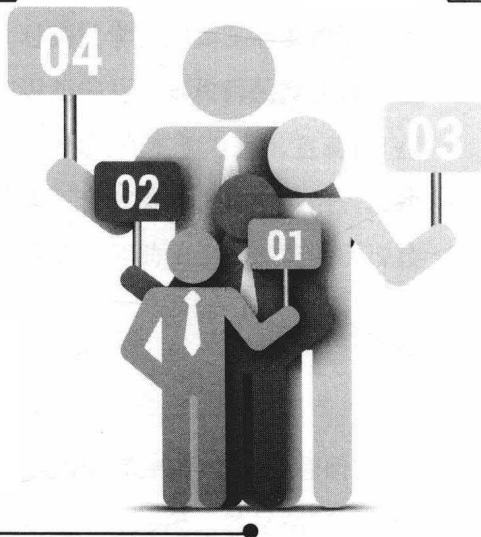
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教材编写背景

中国商务英语专业和财经专业发展较快，很多高校亟需优秀的商务英语教材。中国财经类高校的本科生和研究生英语听说课程需要高质量的英语听说教材。中国高校本科和研究生英语教学的现状是：学生入校英语水平逐年提高，对语言知识、商务知识和人文知识有了一定的了解，他们渴望将过去所学的被动的语法知识通过内化过程转变成实际的英语表达能力 (From language form to language use — internalization process)，以应对企业国际化和“一带一路”倡议的需要，同时在国际交往和谈判中展现良好的英语听说表达能力。本教材就是针对高校学生的真实需求和学习痛点，为提高他们的听说技巧和系统财经知识而编写。本教材的授课目的是加强高校英语教学的差异化和针对性，对学生的真实学习需求主动回应。本教材与商务英语综合教程、商务英语精读、金融英语、经贸英语、法律英语等 ESP 专门用途英语教程互为补充，目的是帮助学生锤炼英语听说技巧，提高综合商务理解能力和表达能力。

本教材的定位和教学目标

《高级财经英语听说》教材的定位人群是中国高校的本科生和研究生。针对学生国际化、高起点、精英式人才培养的实际情况，教材制定了科学系统的写作大纲，以期培养学生以下技能：1) 英语听说能力，特别是英语



听力技巧和表达技巧；2）收听国外经济新闻报道、访谈、讲话并加以吸收的综合表达能力；3）跨文化交际能力和商务案例解读技巧。鉴于中国的“一带一路”倡议，未来中国需要大量的能够至少讲一门外语，同时了解不同国家经济文化环境，能够独立进行“走出去”的国际化企业人才。作者希望在听力技能、表达技巧、跨文化和商务知识上，对学生进行培养和帮助。

本教材旨在培养学生的实际商务英语听说能力和沟通能力，同时，注重扩大学生在财经领域的词汇，特别是常用积极词汇。在对教材进行设计的过程中，以财经领域最重要的话题为依据，通过课堂大量的听力和口语案例活动，将学生在其他课上所学到的商务理论知识和课文里的商务词汇相结合，最终达到用专业商务词汇和专业理论知识进行沟通、评述和演讲的目的。

教材编写思路与特色

《高级财经英语听说》教材以精选的中西方媒体真实的新闻、访谈、评论、采访为听力材料，以经济、管理、营销、科技、金融和法律听力体裁为主要教学内容，集英语语言学习和国际财经知识的传授为一体，通过有指导的听力和口语练习，使学生掌握这类听力材料的语言特征和内容特点，熟悉国际财经环境，培养他们收集商务信息的能力，同时扩大和深化语用知识并锻炼理论联系实际的商务沟通能力。

考虑到近些年国际国内政治经济形势发生了巨大变化，科技创新，互联网+、共享经济、英国脱欧、反全球化趋势、智能互联车、亚投行、大飞机等新型的概念和领域层出不穷，因此本教材在经典听力主题内容的基础上，特别注重与时俱进，增加新趋势新内容。其次，教材充分体现财经内容的系统性和专业性。教材以人物和事件为主线，抓住每个领域的核心内容，精听与泛听相结合，以小见大，以具体见一般，帮助学生举一反三，高屋建瓴。



本教材具有以下特色:

1) 集知识语言与案例为一体,融听力与表达于一身。

教材将课文分为三部分: Part A 是商务新闻, Part B 是商务讲座或采访, Part C 是案例研讨。Part A 和 Part B 是精听部分,具有语料的典型性和经典性。话语材料广泛选自 *xinhua.news*、*China Daily*、*Global Times*、*The Economic Times*、*The Economist*、*Financial Times*、*Harvard Business Review*、TED、CNN、BBC、CRI、CCTV-9 和其他外媒的有关国际热点或中国的热点问题,通过提供多媒体听力材料链接的方式,让学生泛听,提供话题讨论的背景知识和语料。而 Part C 则是结合听力话题进行案例学习和研讨,通过学生课外知识拓展和材料的收集,然后翻转课堂到教室小组讨论表达,以达到增加语言的难度和专业知识的广度和深度。

2) 词汇的活跃性和听力技能培养的专业性。

听力技能分为精听和泛听,词汇的积极性和听力技能体现在练习的设计上。增加多样性和趣味性,提高学生的各项听力技巧,包括:辨音、听写、预测、综述、归纳、笔记、记忆、回答问题、推测潜在含义等能力。在内容的选择上,“听说”的阅读和听力输入首先保证所选课文语料词汇的活跃度和典型性。典型的听力材料反复听、反复说,这种内化过程才能体现这类文体共有的特点,这样的听力材料听懂了就可以较好地解读同类的听力材料而达到举一反三之效。

3) 教材安排体现商务知识的系统性。

教材听力内容和案例选题力求做到范围广而内容精,宏、微观领域并重,能够反映世界经济、贸易、管理发展的主流和新思路、新做法。听力材料的文体亦丰富多彩,包括:新闻报道、新闻述评、专题评论、焦点访谈、广告和人物专访。

考虑到各学校通行授课时间一学期为 16 周左右,教材设计了 15 章,按每周一章的进度,教师一学期可以讲完。建议教师充分利用现代教学技



术手段,加强师生互动,利用翻转课堂,以听促说,以有效提高学生的商务英语应用能力。

本教材配有教学 PPT、电子版教师用书和参考答案。读者可登录中国人民大学出版社主页 <http://www.crup.com.cn>, 搜索本书后下载相关资源, 或与 010-62512737, 010-62515580, huangt@crup.com.cn, jialk@crup.com.cn 联系索取相关教学资源。

江春

2018 年 3 月 28 日

于北京惠园

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Unit 1

Anti-globalization Trend

反全球化趋势



Learning Objectives

1. In this unit students will learn words and expressions related to the definitions of globalization and anti-globalization trend.
2. Students will be able to argue either in favor of or against globalization.



Background Reading

Criticism of Globalization

Criticism of globalization is skepticism of the claimed benefits of globalization. Many of these views are held by the anti-globalization movement. Globalization has created much global and domestic unrest in many countries. While the dynamics of capitalism is changing and each country is unique in its political makeup, globalization is a set-in-stone “program” that is difficult to implement without political unrest. Globalization can



be partially responsible for the current global economic crisis. Case studies of Thailand and the Arab nations' view of globalization show that globalization is a threat to culture and religion, and it harms indigenous people groups while multinational corporations profit from it. Although globalization has promised an improved standard of living and economic development, it has been heavily criticized for its production of negative effects. Globalization is not simply an economic project, but it also heavily influences the country environmentally, politically, and socially as well.

Economic Impact

Globalization has been described as an “uneven process” in Africa due to the global integration of some groups happening alongside the marginalization or exclusion of others. Therefore, the worldwide trade will have the restrictions on the growth of economy.

The Global Economic Crisis, the worst financial crisis since the Great Depression, can be partially attributed to neoliberal globalization. Although globalization promised an improved standard of living, it has actually worsened the financial situation of many homes and has made the financial crisis global through the influences of international financial institutions such as the World Bank. Globalization limits development and civilization to a path that only leads to a Western and capitalistic system. Because of the political and structural differences in countries, the implementation of globalization has been detrimental for many countries.

Political Impact

John Gray described globalization as a post-Cold War American triumphalism, and stated “global laissez faire is an American project.” Globalization is a project in which American ideals and values are executed and implemented into other countries. However, this effort has been criticized, mainly by the examination of America today. In America, there are high levels of economic and social inequalities as the gap between the rich and poor are great. Furthermore, America has the highest rates of incarceration. Anxiety due to economic uncertainty is great. The criticism that follows is that the implementation of the American system into other countries may reproduce these negative effects.

Globalization has fueled the rise of transnational corporations, and their power has vaulted to the point where they can now rival many nation states. Of the world's



one hundred largest economies, forty-two of them are corporations. Many of these transnational corporations now hold sway over many nation states, as their fates are intertwined with the nations that they are located in. Also, transnational corporations could offer massive influence regarding the Third World, and bring about more pressure to help increase worker salaries and working conditions in sweatshops. On account of doing the business globally, transnational corporations have the huge influence in many nation states.

In the process of implementing globalization in developing countries, the creation of winners and losers are often predetermined. Multinational corporations often benefit from globalization while poor, indigenous locals are negatively affected. Globalization can be seen as a new form of colonization, as economic inequality and the rise in unemployment have followed with its implementation. Globalization has been criticized for benefitting those who are already large and in power at the risk and growing vulnerability of the countries' indigenous population. Furthermore, globalization is non-democratic, as it is enforced through top-down methods.

Social and Cultural Impact

The collision between global and local cultures have created challenges in adapting to and reconciling the two. Globalization and the introduction of the Western culture in different countries have shown to produce bicultural identities, identity confusion, and self-selected cultures.

Bicultural identity is defined as one adapting to the global culture while simultaneously being familiar with local traditions. As a result, two identities are formed: global identity and local identity. One's global identity allows for him/her to participate and succeed globally by being able to relate to those outside of his/her local sphere. One's local identity allows him/her to still be relevant to family and friends nearby. Often, those experiencing globalization in their country are seen to develop a *hybrid identity*, an identity in which merges their global and local identities. This can also be seen with immigrants.

However, adapting to both cultures may be difficult, especially if the distance between the two cultures is great. In these cases, globalization may cause identity confusion, preventing the proper development of identity and self (Erikson's theory of identity formation). Similarly, globalization may create a crisis in which John Berry calls "marginalization," in which one is unable to identify with local culture due to the heavy



exposure of globalization and Western influences; however, he/she is also excluded from the global culture as well.

The Arab and Islamic countries see globalization as an attempt to instill Western superiority and a threat to the preservation of their cultural identity. Although differing views of globalization exist among Arab nations, a large percentage of Muslims see it to be imperialistic and a cultural invasion that attempts to destroy their heritage and cultural beliefs.

Despite the differing opinions of globalization, almost all acknowledge and believe that globalization is simply Americanism — the implementation of American cultures and ideals into other countries. The Western influence on media is also unwelcome. The Western control of media is viewed as a way to brainwash young Muslims to strip them of their nationality and cultural heritage. They also oppose the creation of a new, global, hegemonic culture, referencing the Quran which states that God has purposefully divided mankind into different nations and tribes. Arab intellectuals have stated that globalization rids the earth of human cultural diversity and civilizations' peculiarities, which many see as barbaric. Authors and publishers have expressed fear of Western ideals penetrating their nations.

(Source: https://en.wikipedia.org/wiki/Anti-globalization_movement)

Comprehension Questions:

1. What are the major criticisms made by the anti-globalization movement?
2. What are the negative economic impacts brought by globalization?
3. What are the negative political impacts brought by globalization?
4. What are the negative social and cultural impacts brought by globalization?



Loose-leaf Selective Listening

Part A

Business News

Directions: In this part, you'll hear two news reports. One is on "China's Role in Future Globalization" and the other one is on "Brexit Could Start Destruction of the EU



or Even Political Civilization.” Listen and complete the following exercises.

1. Read after me for new words and expressions

(1) slowdown	<i>n.</i>	减速, 慢下来
(2) open a new path		开启一条新路
(3) financial crisis		金融危机
(4) hit a block		受到打击
(5) anti-globalization trend		反全球化趋势
(6) discord	<i>n.</i>	不调和, 嘈杂声
(7) mechanism	<i>n.</i>	机制
(8) emergence	<i>n.</i>	出现, 崛起
(9) landscape	<i>n.</i>	形势; 情形
(10) free trade agreement		自由贸易协定
(11) poverty	<i>n.</i>	贫困
(12) destruction	<i>n.</i>	摧毁
(13) referendum	<i>n.</i>	公民投票, 公投
(14) traumatic	<i>adj.</i>	创伤性的; 痛苦的
(15) radical	<i>adj.</i>	激进的
(16) dissolve	<i>v.</i>	使终止; 解除

2. Background notes

(1) Boao Forum for Asia: 博鳌亚洲论坛

It was initiated by 25 Asian countries plus Australia on Feb. 27, 2001 and had its founding forum in Boao, a town in Qionghai County, Hainan Province in China. It is a non-official, not-for-profit and regularly held forum meant to provide a platform for international organizations, governments, enterprises and scholars to dialogue on a series of issues such as economy, social and environmental problems. Boao has now become a permanent headquarter for the forum.

(2) Belt and Road Initiative: “一带一路”倡议

2013年9月7日, 国家主席习近平在哈萨克斯坦纳扎尔巴耶夫大学发表演讲时表示, 中国愿同东盟国家加强海上合作, 使用好中国政府设立的中国-东盟海上合作基金, 发展好海洋合作伙伴关系, 共同建设21世纪“海上丝绸之路”。

The Silk Road Economic Belt and the 21st-century Maritime Silk Road, also known as the Belt and Road Initiative (B&R) or the Belt and Road (B&R), is a development



strategy proposed by Chinese President Xi Jinping that focuses on connectivity and cooperation between Eurasian countries, primarily the People's Republic of China, the land-based "Silk Road Economic Belt" (SREB) and the oceangoing "Maritime Silk Road" (MSR). The strategy underlines China's vision to take a larger role in global affairs, and the desire to coordinate manufacturing capacity with other countries.

(3) Greek Debt Crisis: 希腊债务危机

Sometimes it is also referred to as Sovereign Debt Crisis that started in December, 2009 when the Greek government publicized the budget deficit. Following that the top three world credit-rating companies all lowered Greek sovereign debt ratings that triggered a series of other debt crisis in other countries. The consequences are the bank squeezes and bankruptcies.

(4) Brexit: 英国脱欧

The United Kingdom European Union membership referendum, also known as the EU referendum or the Brexit referendum, took place on 23 June, 2016 in the United Kingdom (UK) and Gibraltar to gauge support for the country either remaining a member of, or leaving, the European Union (EU).

(5) Asian Infrastructure Investment Bank (AIIB): 亚洲基础设施投资银行

The Asian Infrastructure Investment Bank (AIIB) is an international financial institution proposed by the government of China. The purpose of the multilateral development bank is to provide finance to infrastructure projects in the Asian region. As of April 2, 2015, almost all Asian countries and most major countries outside Asia had joined the AIIB, except the US, Japan (which dominated the ADB) and Canada.

(6) European Union: 欧盟

The European Union (EU) is a political and economic union of 28 member states that are located primarily in Europe. The EU has developed an internal single market through a standardized system of laws that apply in all member states. EU policies aim to ensure the free movement of people, goods, services, and capital within the internal market. A monetary union was established in 1999 and came into full force in 2002, and is composed of 19 EU member states which use the euro currency.

3. Exercises

(1) **Directions:** Listen to the first news item carefully and complete the following passage by filling the missing information.



Despite the global economic 1) _____ and a rising anti-free trade trend, China's 2) _____ has opened a new path for economic globalization, conference guests said. After the 2008 Financial Crisis, the world economy and globalization hit a block, and are struggling amid impacts from the 3) _____ and Brexit in recent years.

According to Zeng Peiyan, vice-chairman of Boao Forum, the current anti-globalization trend is mainly caused by 4) _____ among international rules, financial distribution 5) _____, internal adjustment of economies, and increasing economic globalization.

Indian representative Sudheendra Kulkarni, head of the Observer Research Foundation, said the 6) _____ of Asia and developing countries has changed the global landscape, and China's Belt and Road Initiative will benefit the Asian-Pacific region. Australian Minister for Revenue and Financial Services Kelly O'Dwyer said the China-Australia Free Trade Agreement has 7) _____ potential, and Australia has already benefited from the agreement in agriculture and services.

Linda Yueh, head of the China Growth Center at Oxford, said China, as the second largest world economy, has 8) _____ hundreds of millions of people out of 9) _____ in the past 30 years, making great contributions to the world economy and economic globalization.

Former New Zealand Prime Minister Jennifer Shipley said it was the right moment for New Zealand and Australia to join the 10) _____. China has demonstrated great leadership in win-win cooperation with other regional countries.

(2) Directions: Listen to the second news item and decide whether the following statements are T (True) or F (False).

- 1) () A Brexit could be the beginning of the destruction of not only the European Union, but also the entire Western political civilization.
- 2) () European Council President Donald Tusk received an interview ten days after the referendum.
- 3) () Every family member knows: Divorce will impose serious harmful effects on all of them.
- 4) () Brexit would be bad for the European Union but good in some way for Britain both economically and politically.
- 5) () It will take at least seven years for Britain to put an end to current contractual connections and to negotiate new relationships with the EU if it leaves the union.

**Part B Interview****How Can a Country Benefit from Globalization?**

Directions: In this part you are going to hear an interview, in which an expert from the IMF will talk about globalization—definitions and benefits. Listen and complete the following exercises.

1. Read after me for new words and expressions

(1) inevitable	adj.	不可避免的
(2) irreversible	adj.	不可逆转的
(3) hostility	n.	敌对, 对抗
(4) dimension	n.	方面
(5) tap into		轻拍, 这里是“进入市场”的意思
(6) access to		(使用某物或接近某人的) 机会或权利
(7) unparalleled	adj.	无比的, 无双的
(8) per capita GDP		人均国内生产总值
(9) liberalization	n.	放松管制, 自由化
(10) disperse	v.	消散, 发散
(11) fare	v.	进展, 进行
(12) volatile	adj.	不稳定的, 易变的
(13) composition	n.	构成
(14) integral	adj.	构成整体所必需的; 完整的
(15) overlook	v.	忽略; 忽略
(16) constraint	n.	限制或约束
(17) be conducive to		有助于, 有益于
(18) debt relief		债务减免
(19) governance	n.	治理, 管理

2. Background notes**(1) IMF: International Monetary Fund 国际货币基金组织**

Headquartered in Washington, D.C., it is an international organization established