

● 国际商业英语广播课程

● 高等经贸院校教学用书

国际经贸 英语教程



ENGLISH FOR BUSINESS

李 平 胡毅斌 主编

中国国际广播出版社

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前 言

《国际商业英语》广播课程是由中央人民广播电台和对外经济贸易大学于1988年开办的，延续至今已举办了七期，正式报名参加函授或自由收听的学员人数近10万。大量事实说明，开办这样的广播课程符合广大有志于投身国际商贸活动的听众的要求，适应了社会主义市场经济发展的需要。正因为如此，它自开播以来，就一直受到各方面的瞩目，具有很强的生命力。特别令人鼓舞的是，这一节目受到了党和国家领导人的关注。中共中央政治局常委、国务院副总理、原经贸部部长李岚清同志和全国人大常委会副委员长、原国务院副总理田纪云同志，都曾亲临我校视察和指导广播教学工作，从而更坚定了我们办好这一广播课程的信心和决心，为落实科教兴国战略尽一份应尽的力量。

十几年来，我们本着对学员高度负责的精神，不断更新节目，补充更换内容，提供面授辅导，增加函授答疑并通过强化学籍管理，严格考试和结业，选拔优秀学员到我校参加奖学金班学习，提高了教学质量，使节目越办越好。1998年3月，经贸大学继续教育学院同中央人民广播电台科教部对这些年来办学的效果和经验进行了认真的评估，决定根据国家当前经济建设发展的新形势和新需要，开办第八期广播函授课程。

1999年,是我国外贸事业面临更大发展的一年。随着国家外贸审批制度向登记备案制度改革,大批私营企业和民营企业将直接进入对外贸易渠道。为了帮助这些企业的从业人员熟练地使用英语,切实掌握国际经贸知识,我们编写了这套《国际经贸英语教程》作为第八期广播函授教学用书。全书共70课,分上下两册,下册27课至34课为补充阅读材料。内容涉及股票、期货、现货、国际贸易实务、跨国公司、世界银行、国际货币、营销学、广告宣传、企业管理、公共关系、价格体系、国际经济、贸易机构、企业文化、贸易谈判等几十个选题,以国际贸易为主线,涵盖国际经贸业务的诸多方面,文字规范易懂,实用性很强,是一本融语言学习和知识传授于一体的适用性很强的教材。我们相信,学员通过对本书的学习,将在提高英语能力和把握相关知识方面获得双收益。

本套教程由对外经济贸易大学继续教育学院和中央人民广播电台科教部共同组织编写,由李平和谢毅斌二人担任主编,具体负责该书的组织策划、统稿和审校工作。特邀本校交流学院李平、瞿秀芳、左放军和继续教育学院冯建国、高永胜、陈坚、谢毅斌等7位教授、副教授参加编写。中央人民广播电台的高级编辑张力和我院顾问鲍世修教授对本书也做了大量的审校工作;中央人民广播电台英语组的王丽君、吴纯美、赵国辉同志,我院外语培训部(原外贸英语中心)的王蔚、高永胜、安玲等同志对本书的顺利完成自始至终给予了很大支持,特此致谢。

本书适合于公私营外经贸企业、三资企业和涉外企业的广大职工、各经贸类大专院校、中等专业学校的师生以及广大外贸英语爱好者使用。我们希望大家踊跃参加广播函授《国际经贸英语教程》的学习,为开创我国对外经贸新局面做出新贡献。

对外经济贸易大学

继续教育学院

1999年2月

1

International Trade

There is no country in the world which functions as a closed economic system; nor does anybody advocate autarchy (self-sufficiency). International trade transactions refer to the exportation of goods or services from one country to another, which is the importing country.

International trade plays a very important role in the economic development of most of the nations. The value of foreign trade of a number of countries is more than 50 percent of their GNP. The enormous volume of foreign trade implies that for many a dynamic enterprise, the potential market is not confined to the national frontiers. And for a good number of large companies the overseas market is not a secondary market but the primary market. The large and expanding world market often offers greater growth and profit opportunities than the domestic market. No wonder the multinational corporations have been growing fantastically and now dominate many sections of the international market. Even for many small and medium size enterprises the overseas market

is very important.

A developing economy with an impressive development plan requires large imports of capital goods, technology, raw materials and other inputs and consumer goods to carry out the plan effectively. As imports are financed by exports, which help to gain foreign currency to import the badly needed raw materials, technology and equipment, the capacity of a nation to import obviously depends on its export performance.

The task of export marketing, however, is not an easy one in most cases. As most countries are vigorously promoting exports and also because of the tremendous growth of multinational corporations, the international market, in most instances, is characterized by intense competition on an extensive scale. Exporting is made further difficult by the growing "protectionism".

参考译文

国际贸易

世界上没有哪个国家是一个封闭的经济体系;也没有人提倡闭关自守(自给自足)。国际贸易是指将商品或服务从一个国家出口到另一个国家,即进口的国家。

国际贸易在许多国家的经济发展中起着非常重要的作用。许多国家的对外贸易额占其国民生产总值的 50% 以上。对许多充满活力的企业来说,巨大的对外贸易量意味着其潜在市场不仅仅局限在国内。对许多大公司来说,海外市场是主要的市场而不是次要的市场。不断扩大的世界大市场常常比国内市场提供更多的发展和获利机会。难怪跨国公司一直在以惊人的速度发展并且控制着国际市场的许多领域。即使对许多中小型企业来说,海外市场也是很重要的。

一个具有宏伟发展计划的发展中国家,为有效地实行其发展计划,可能需要大量进口资本货物、技术、原材料和消费品及其它产品。由于进口依靠出口来融资,出口获得的外汇可用来进口急需的原材料、技术及设备,因此一个国家的进口能力显然取决于其出口业绩的好坏。

然而,出口销售在大多数情况下并非易事,由于大多数国家都在积极地促进出口而且还因为跨国公司在以惊人的速度增长,国际市场多以大规模的激烈竞争为特点。日益蔓延的“保护主义”更使出口难上加难。

WORDS AND EXPRESSIONS

function	v.	运作,起作用
advocate	v.	提倡,倡议
autarchy	n.	自给自足,闭关自守
transaction	n.	交易,买卖

GNP (Gross National Product)		国民生产总值
enormous	a.	巨大的;大量的
dynamic	a.	有生气的;有活力的
enterprise	n.	公司;企业
potential	a.	可能的;潜在的
confine	v.	把……限制(于某范围中)
be confined to…		局限于……
expand	v.	扩大;扩展
multinational	a.	跨国家的;多国的
corporation	n.	股份(有限)公司
dominate	v.	支配;控制
impressive	a.	给人深刻印象的;难忘的
capital goods		资本货物;生产资料
raw material		原材料
input	n.	(金钱、劳力、努力等的)投入;注入
consumer goods		消费品
effectively	adv.	有效地
foreign currency		外国货币;外币
capacity	n.	能力;才能
vigorously	adv.	强有力地;积极地
tremendous	a.	(大小、数量、程度)惊人的;巨大的
characterize	v.	以……为特点(特征)的
on a…scale		……规模的(地)

protectionism

n. 保护主义

NOTES

- 1** ...many a dynamic enterprise许多充满活力的企业句中的 many a (或 an, another) (后接单数名词) 表示“许多的”、“多的”、“一个又一个的”。例如:

Many a man would welcome such a chance.

许多人会欢迎有这样的机会。

Many a pickle makes a mickle.

(谚)积少成多。

- 2** ...the potential market is not confined to the national frontiers. 市场潜能不仅仅局限在国内。

此句用的是被动语态结构。被动语态由助动词 be 加及物动词的过去分词构成。助动词 be 有人称、数和时态的变化。被动语态表示句子的主语是动作的承受者。下面是常用时态的被动语态举例:

Electricity is widely used in our daily life.

电广泛用于日常生活中。(现在一般时)

China's first TV station was set up in Beijing in 1958.

中国第一座电视台于 1958 年在北京建成。(过去一般时)

A lecture on western culture will be given in the auditorium tomorrow afternoon.

明天下午将在礼堂里举行一次关于西方文化的讲座。
(将来一般时)

A new shopping mall is being built near our school.

我们学校附近正在建一个购物中心。(现在进行时)

A new railway station was being built in the city when we got there last year.

去年我们去那个城市时,那里正在建一个新火车站。
(过去进行时)

In recent years the computer technology has been greatly developed.

近年来,计算机技术得到了很大的发展。(现在完成时)

By the end of last year the railway had been completed.

到去年年底那条铁路已经建成。(过去完成时)

3 No wonder... 并不奇怪;不足为奇;十分自然。

类似的说法还有 little wonder、small wonder 和 what wonder。例如:

No wonder you couldn't find the book—it had fallen behind the chair.

难怪你找不到这本书,它掉在椅子背后了。

It's no wonder you can't sleep when you eat so much.

你吃得那么多当然睡不着了。

4 A developing economy... requires large imports of capital goods. 发展中国家……需要大量进口资本货物(生产资料)。

本句中的 capital goods 意为“资本货物”、“生产资料”。
与 capital 一起组成的短语还有:

capital assets	固定资产
capital budget	资本预算;基本建设预算
capital equipment	固定设备;资本设备
capital expenditure	资本支出;置产费用;基建费
capital flight	资本外流
capital flow	资本流动
capital intensive industries	资本密集型工业

EXERCISES

1 Comprehension questions on the text:

1. What is international trade?
2. How does it come into being?
3. Why is international trade important in the economic development of a nation?
4. How can an economy carry out its development plan effectively?
5. Is it easier or more difficult to do international trade today? Why?

2 Translate:

1. 国际贸易是指国家之间的商品与服务交易。
2. 对外开放对我国的经济发展起着至关重要的作用。
3. 要使商品与服务具有竞争力,就不应局限于国内市场。
4. 市场经济是以产品之间的激烈竞争为特点的。

5. 中国正在大规模地实行其经济发展计划。

3 Fill in the blanks with proper prepositions:

1. Because we are international, and operate _____ the world, we have to be keenly aware _____ economic change and budgeting policies worldwide.
2. Most firms would require, however, that these strategic alternatives be related _____ the customary investment allocation procedures of a firm.
3. He advised us to start exporting to West Germany, but _____ a small scale _____ first.
4. Not only must your people be aware _____ the need _____ change, but they must also realize the high risk involved _____ not changing.
5. The prices of manufactured goods, _____ the other hand, remain unchanged, _____ a rule, for weeks or months, so buyers can place orders _____ the basis _____ a manufacture's printed price list.
6. Joint ventures are a form of business relations which involves, _____ varying degrees, pooling of assets, management and a sharing of profits and risks according _____ a commonly-agreed formula.
7. Over 100 commodity exchanges, which swap everything from equipment _____ raw materials, have mushroomed _____ recent years throughout the Russian Republic.

2

Why Import and Export?

In today's complex economic world, neither individuals nor nations are self-sufficient. Nations have utilized different economic resources; people have developed different skills. This is the foundation of international trade and economic activities.

International trade, the exchange of goods and merchandise between nations, take place for many reasons. First, no nation has all of the commodities that it needs and raw materials are scattered around the world. Second, international trade occurs when a country does not have enough of a particular item to meet its needs. It often consumes more than it can produce internally and thus must import. Third, one nation can sell some items at a lower cost than other countries. Finally, international trade takes place because of innovation or style.

Each country has to import the articles and commodities it does not itself produce, and it has to earn foreign exchange to pay for them. It does this by exporting its own manufac-

tured articles and surplus raw materials. Thus the import and export trades are two sides of the same coin, and both can have beneficial effects on the home market. Imports create competition for home-produced goods; exporting gives a manufacturer a larger market for his products, so helping to reduce the unit cost. In each case the effect is to keep prices in the home market down.

But there may be factors that compel governments to place restrictions on foreign trade. Imports may be controlled or subjected to a customs duty to protect a home industry, or because the available foreign exchange has to be channeled into buying more essential goods. And exports, too, may be restricted, to conserve a particular raw material required by a developing home industry.

参考译文

为什么要进出口?

在当今复杂的经济社会里,不论是个人还是国家都不是自给自足的。不同的国家使用不同的经济资源;不同的人拥有不同的技能,这就是国际贸易及经济活动的基础。

国际贸易即国家之间的货物与商品交换,其产生有很多原因。首先,没有一个国家拥有其所需的一切商品,且原材料分布于世界各地。其二,当一个国家没有足够的某一特定商

品来满足自身需求时,就需要有国际贸易。当一个国家的国内生产不足以满足其消费需求时就必须进口。其三,某国销售产品的成本较其他国家更低。最后,技术革新或产品的款式变化也会导致国际贸易的产生。

每个国家都需进口其自身不生产的货物和商品,并且得挣外汇来支付进口。于是该国通过出口其制成品和过剩原材料来挣取外汇。因此进口贸易和出口贸易是同一事物的两个方面,二者皆可对国内市场产生有利影响。进口商品给国产商品带来竞争;出口则给生产者提供更大的市场,从而有利于降低单位产品的成本。二者的目的均是为了降低国内市场商品的价格。

但是,也有一些因素迫使各国政府对外贸加以限制。为了保护国内某一工业或者为了用有限的外汇来购买更急需的商品,政府可能对进口加以控制或征收关税。同样,为了保护国内某一正在发展的工业所需要的某一特定原材料,其出口也会受到限制。

WORDS AND EXPRESSIONS

complex

a. 复杂的

self-sufficient

a. 自给自足的;依靠自己的

utilize

v. 利用;采用

resource

n. (通常用复数形式
resources)资源;物资

merchandise	n.	(集合名词)商品
commodity	n.	(常用复数形式 commodities)日用品;生活 必需品;商品
scatter	v.	使……分散
consume	v.	消费;耗费
internally	adv.	在(从)内部地;在国内
innovation	n.	革新;创新
foreign exchange		外汇
manufactured articles		制成品
surplus	a.	剩余的;过剩的
two sides of the same coin		同一事物的两个方面
beneficial	a.	有利的;有益的
unit cost		单位产品成本
compel	v.	强迫;迫使
place restrictions on		对……加以限制
be subjected to		使经受;使蒙受(常用被动 语态)
customs duty		关税
available	a.	可利用的;有用的
channel into		把……导向;把……用于
conserve	v.	保存;保护

NOTES

1 neither ..., nor... 既不, 也不, 既非, 也非

(1) neither 和 nor 之后接同一词类的词, 或同一词类的短语。例如:

I have neither time nor money.

我既没时间也没钱。

(2) “neither...nor...” 为主语时, 谓语动词须与 nor 之后的名词一致。例如:

Neither he nor I am well-educated.

他和我都没受过良好教育。

2 First, ... Second, ... Third, ... Finally 本课书第二段中的这些词为序数词, 分别表示“第一”、“第二”、“第三”和“最后”的意思, 用于陈列重点, 陈述概念、想法等。值得注意的是:

(1) First, Second, Third... 亦可用 Firstly, Secondly, Thirdly 来替代。另外, First 亦可用 First of all, 但没有 Second/Third...of all 的用法。

(2) 不可将 at first 与 first 混为一谈。at first 使用于一般过去时中, 用以叙述过去的状态, 表示“起初”之意, 而 first 则是用以强调次序的, 故两者用法不同。in the end 则表示“最后”, 常与 at first 搭配使用。例如:

At first, I felt out of place among new students. In