

徐惠忠 孟 俭 编著

经济英语听力教程

A LISTENING COURSE IN ENGLISH FOR ECONOMIC PURPOSES

国际商务英语系列教材

复旦大学出版社

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前 言

随着我国改革、开放的深入,中国和世界经济联系不断加强,交往增多。英语作为广泛使用的语言工具,在帮助我们了解世界,发展与别国的经济关系,扩大交流方面起了十分重要的作用,在涉外经济教学中的份量日益加重。

在多年经济专业英语教学实践中,我们深感培养学生听能对英语学习者来说是一项重要而又艰难的任务。尽管他们在基础英语学习阶段接触过大量各种体裁的英语,但对经济专业英语的理解,特别是听力理解还必然会有许多困难。为了帮助学生尽快提高听懂经济内容的英语的能力,因此我们编写了这本经济英语听力教程。

本教材属专业英语范畴,包含经济和英语两方面的知识,适用对象是已通过大学英语四级考试或达到中级英语水平的经济专业学生或其他有关人员。

全书共有十六个单元。每个单元由四部分组成,包括练习、词汇和短语。此外,还配有美国之音的经济新闻作为辅助听力材料。书中还配有两个听力测试。书后还收录了十六个单元的练习答案和录音稿,供教师参考或学生自学时参考。

本书课文部分选用美、英等国的书刊材料录音,部分是原声资料。我们在选材中考虑语言实用性的同时,尽量涵盖经济领域的诸多方面,力求取材多样,内容丰富。

本书练习的设置以培养学生的听能为目的,并参考了全国大学英语六级考试的听力要求。练习形式既包括传统的多项选择题、是非题、问题回答以及概述等,也有全面培养学生的语言技能听写型练习,使用者在提高听能的过程中,要努力养成记录的习惯,做到听写结合。

我们力求推出一本能满足经济专业学生需要的听力教材。但由于材料有限,手头缺乏同类教材作参考,我们只是凭经济专业英语教学经验编写,学识有限,时间仓促,教材中难免会有些差错或不足之处,望各位使用或关心的人士给予批评、指正。另外,经济活动是动态的,变化很快,有些材料会因时间的流逝而过时,但我们考虑语言学习之需要而收之,请使用者能理解。

最后,我们要对复旦大学出版社的领导及陈锡鏢同志对我们编写工作的支持,复旦大学世界经济系专业英语教研室同仁对我们的鼓励和帮助,以及参加录音工作的外籍人士一并表示感谢。

编者

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Unit One Advertising

Part 1. You will hear four short passages about advertising. Listen carefully and fill in the missing information after you have finished listening.

1. Advertising is often _____ as a communication tool of fairly _____. In fact, advertising is as old as _____. It has always been necessary to bring _____ together. The only thing that has changed over the centuries is _____ of the advertising function.
2. **What does the word advertising bring to mind?** TV and radio _____? Newspaper ads? Magazine ads? _____? Supermarket _____? Certainly all of these are advertising. You may, _____, think of all the money spent on advertising and wonder how it _____ the already high cost of living or whether it could be better spent on _____ or in helping _____ and _____ or for more research on disease. The fact is that _____ a year is spent on American advertising, which in its various forms accosts us from

early morning news programs until _____
at night.

3. It is clear that the great majority of _____
are made to create product _____. Firms
use advertising because it is an important _____.
It carries out this _____ by provid-
ing _____, making product comparisons,
encouraging customers to _____, and pre-
senting _____ in favor of _____.
We have also seen that advertising has other func-
tions of great importance _____. It sup-
ports the _____ and keeps them free from
_____ or special-interest control. _____
is assured by _____ of
hundreds of advertisers.

4. Advertisements often _____ that, because
someone has been successful in one field, he should be _____
in other fields. The advertiser knows that
there are _____ because they are famous
sportsmen, _____, and he believes that if
we discover that _____, we will want to
use it too. This is why so many advertisements _____
_____.

Part I. In this part, you will hear a monologue, in which the
speaker comments on advertising. Listen carefully and
answer the following questions.

1. The speaker gives three examples of ideas that come from ad-

- vertising. What are they?
2. According to the speaker, what do TV commercials tell us about certain products?
 3. What kind of work does his friend Karen do?
 4. What kinds of ideas does she get excited about?
 5. How concerned is Karen about the quality of the product that she's trying to sell?
 6. What does the speaker think of Karen's idea about advertising?

Part III. Two persons are talking about the change of a promotional appeal. Listen to the conversation carefully and then do Ex. A and Ex. B.

Ex. A. Multiple Choice

1. The two speakers in the conversation are _____.
 - a. an advertising agent and a client
 - b. colleagues in a company's sales department
 - c. colleagues in an advertising agency
 - d. colleagues in a travel agency
2. The old slogan is _____.
 - a. "Comfort in Beauty and Fragrance"
 - b. "Beauty in Fragrant Flowers"
 - c. "Fragrant Flowers Kiss You after Shower"
 - d. "Comfort after Shower"
3. The Company's advertising agency is in _____.
 - a. Hong Kong
 - b. Macau

- c. China
 - d. Singapore
4. What is probably the newly developed product of the company?
- a. A kind of soap.
 - b. A kind of shower cream.
 - c. A kind of perfume.
 - d. A kind of shampoo.
5. When and where will there be a news conference?
- a. Hong Kong next Wednesday.
 - b. Hong Kong next Thursday.
 - c. Singapore next Wednesday.
 - d. Singapore next Thursday.
6. At the news conference, all except _____ will be invited.
- a. potential customers in the neighboring countries
 - b. representatives of the local trade press
 - c. journalists from neighboring countries
 - d. news writers who are willing to write about the product in their paper

Ex. B. Questions

- 1. Why should the company change the old slogan?
- 2. What will they do to promote the sales of their new product?

Part IV. You are to listen to a passage about the oldest forms of advertising in ancient China. After you have finished listening, do Ex. A and Ex. B.

Ex. A. Multiple Choice

1. Before entering politics, Lüshang was _____.
 - a. a romantic poet
 - b. a watermelon vender
 - c. a butcher and a tea merchant
 - d. an oil peddler
2. Who are especially well-known for their loud voices?
 - a. Oil peddlers.
 - b. Watermelon vendors.
 - c. Sesame-seed cake vendors.
 - d. Empty bottle collectors.
3. When did hawking for sale start in China?
 - a. In the Zhou Dynasty.
 - b. In the 11th century B. C. .
 - c. In the 8th century B. C. .
 - d. Not stated.
4. The way of hawking was used for all except _____.
 - a. mending pots and kettles
 - b. mending percussional instruments
 - c. collecting scrap iron
 - d. collecting empty bottles
5. The oil vender would strike the washman's clapper _____ to show his gratitude to the customer.
 - a. three times
 - b. four times
 - c. twice
 - d. six times

6. All the following forms of advertising are mentioned except _____.

- a. distribution of samples
- b. hawking for sale
- c. striking the washman's clappers
- d. using percussional instruments

Ex. B. Spot Dictation

1. Later with the _____ of the number of the street peddlers, hawking for sale _____ became very popular. The _____ venders are especially well-known for their _____ voices. In the _____, one's mouth would _____ just hearing them singing out how _____ their watermelons were. It's very interesting to _____ that, _____, the watermelons became less popular, even the peddlers' tune _____.
2. To _____ its customers, peddlers used _____ percussional instruments to _____ or _____ sounds, which saved a lot of _____. The _____ used by these venders had two small _____ of the gong could produce loud sound. _____ were also used to _____ the customers.

VOCABULARY

sophistication [səˌfɪstɪˈkeɪʃən] n.	复杂; 精致; 成熟
commercial [kəˈmɜːʃəl] n.	商业广告
accost [əˈkɒst] v.	勾引; 吸引
feature ['fi:tʃə] v.	以……作为特征物
publicity [pʌbˈlɪsɪti] n.	宣传; 广告
deodorant [diːˈəʊdərənt] n.	除臭剂
vendor ['vendə] n.	卖主; 小贩
booming [buːmɪŋ] a.	发生隆隆声响的
percussional [pəˈkʌʃnəl] a.	打击乐的
solicit [səˈlɪsɪt] v.	诱惑; 招徕
washman's clapper n.	洗衣棒
grating ['greɪtɪŋ] a.	使人烦躁的

SPECIAL TERMS

advertising expenditure	广告费用
product awareness	产品意识
mass media	(复)大众媒介
promotional appeal	促销方式
beauty series	美容化妆品系列
direct mail shot	直接邮寄(投递)
official launching	正式发布

Unit Two Securities

Part I. In this part you will hear five news items about the stock market. You are advised to take notes while listening. After you have finished listening, fill in the missing words and figures.

1. New York — On _____ today, the Dow Jones Industrial Average was up _____ points, closing at _____. Trading was _____ million shares.
2. Tokyo—Prices on the Tokyo Stock Exchange _____ yesterday. The 225-issue Nikkei Stock Average gained _____ points, or _____ per cent, closing at 15,765. 97. On Monday, the average had shed _____ points, or _____ per cent.
3. London—Shares on the London Stock Exchange _____ on Thursday. The blue-chip Financial Times Stock Exchange _____ index closed at 3029. 6, up _____ points. _____ was 451. 3 million half an hour _____

____, and up from _____ million at the same time Wednesday.

4. Hong Kong — The current _____ gained momentum yesterday on the Hong Kong Stock Exchange, _____ share prices _____ per cent to another _____ in sharply higher _____. The _____ Hang Seng Index soared 152.36 points to _____. It gained _____ points Wednesday to hit the previous _____ close.

5. Shanghai—The SSE A-share index _____ around the _____ last week and ended up losing ground. The index finished last week at _____, down _____ points, or less than 1 per cent from the previous week. The _____ swayed between _____ and _____ and finally closed last week at _____, inching up _____ points, or _____ per cent, from the previous week.

Part II. You're to hear a passage about "bulls and bears". Listen carefully and then do Ex. A and Ex. B after you have finished listening.

Ex. A. Multiple Choice

1. A "bull" refers to _____.
a. an investor who expects stock prices to rise

- b. an investor who expects stock prices to decline
 - c. a rising stock price
 - d. a falling stock price
2. "Bears" expect stock prices to _____.
- a. fluctuate
 - b. drop
 - c. rise
 - d. soar
3. During the Great Depression, _____ made a great deal of money.
- a. the bulls
 - b. the bears
 - c. stockbrokers
 - d. IBM
4. If the market is going down, the only way to recover your investment is to _____.
- a. replace the stock at a higher price
 - b. buy more shares of that stock.
 - c. hang on to the stock
 - d. sell the stock

Ex. B. Questions

1. What does "buying long" mean?
2. What does "selling short" mean?
3. Why can selling short be very risky?