

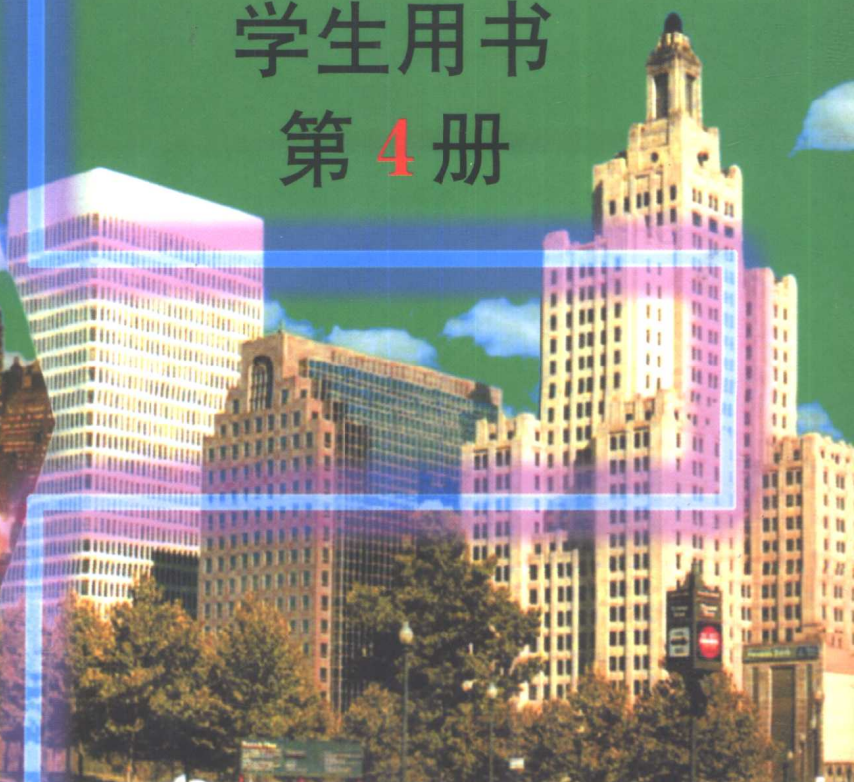


对外经济贸易各专业适用

商务英语

学生用书
第4册

BUSINESS ENGLISH



Into Business
with English
book 4
Student's Book



对外经济贸易大学出版社

Into Business with English

Book 4

Towards Communicating in English

商 务 英 语 （第四册）

对外经济贸易各专业适用

对外经济贸易大学出版社

(京)新登字 182 号

图书在版编目(CIP)数据

英语=INTO BUSINESS WITH ENGLISH BOOK FOUR 第四册 /《商务英语》编写组编著. —北京:对外经济贸易大学出版社,1995
对外经济贸易各专业适用·学生用书
ISBN 7-81000-589-8

I. 英… I. 英… III. ①英语-高等学校-教材②学生用书-英语-高等学校 IV. H31

中国版本图书馆.CIP 数据核字(94)第 01064 号

©Text, the Department of International Business Communications University of International Business and Economics, 1995

Edited by the UIBE Materials Development and Writing Project Team

©Illustrations in this book: Aidan Thorne, Ban Ruo & Trevor Grimshaw 1995

Text designed by D. Bruce Catt
in NewCentury Schoolbook 10pt
with 12pt and 15pt display

Text edited and formatted by
Trevor Grimshaw & Christine Thorne

商务英语(学生用书 第四册)

对外经济贸易大学出版社出版

对外经济贸易大学出版社

社址:北京惠新东街 12 号

邮政编码:100029

读者服务部电话:64968372

新华书店北京发行所发行

北京飞达印刷厂

14.75印张 377千字

787×1092 1/16

1995年7月北京第1版

2002年3月北京第4次印刷

ISBN 7-81000-589-8/II · 117

印数: 13001 - 18000

定价: 23.00元

Printed by the Press of the University of International Business &
Economics, Beijing 1995

Acknowledgements

The material in this book was written by the following British lecturers: Sue Bailey, Susan Croft, Trevor Grimshaw, Sarah Robinson, Christine Thorne and Tony Ward. The book was put in its final form by Christine Thorne and Trevor Grimshaw. Illustrations were done by Ban Ruo and Trevor Grimshaw. Ideas for some illustrations were provided by Aidan Thorne. Chen Li Li and Jiang Chun assisted in the production of the book. Chinese typing was done by Wang Yu. The following Chinese staff have also participated in the project: from GIFT: Zhou Qiming, Cao Xudong, Yu Honghong, Du Bo, Ye Qing, Zhang Cong, Jia Xiuting, Chen Qin and Zhang Kan; from SIFT: Wang Xin Sun, Ye Xin Guo, Chen Jie, Zhang Ying, Wang Yuanqing, Xu Dongfeng, Yu Chen, and Sang Huimin; from TIFT: Lin Su, Hao Yunzhi, Chang Lianrong, Liang Wei, Qiu Jing, Zhou Yi, Hu Wen Xiang; from UIBE: Huang Zhenhua, Li Ping, Yang Boning, Chen Li Li, Jiang Chun, Zhang Erhu and Chang Li. The following British lecturers have been associated with the project over the years: Sue Bailey, Bruce Catt, Susan Croft, Chris Defty, Judy Dyer, Trevor Grimshaw, Terry Jordan, Ricky Lowes, Yvonne Marsden, Angela O'Connell, Mary Rack, Sarah Robinson, Christine Thorne, Tony Ward and Patricia Warren. The Ministry of Foreign Trade and Economic Co-operation has provided continued financial support to the project. The Overseas Development Administration [ODA] through the Cultural Section of the British Embassy in Beijing has helped the project with personnel and equipment.

Test practice material was provided by the TEM 4 Project Team at Shanghai International Studies University in their booklet Syllabus for TEM 4, (1994) Shanghai Foreign Language Education Press, Shanghai, ISBN 7-81009-912-4.

We would also like to thank the following for kindly allowing us to use material from their publications:

Times Newspapers Ltd. for the article "Clever Dick"

Adrian Furnham for his article "Are you an optimistic or pessimistic boss?", published in the **Financial Times**

South China Morning Post Publications Ltd. for the articles "Dawning of the age of Richard Branson" and "Model pursues a monastic life"

Far Eastern Economic Review for the article "The East is Hot"

Leeds University Union for their "Exam Survival Guide"

Scientific American for the article "Marine reserves: saving the reefs"

The Economist for the map of Asia and for the articles "The Unclubbable British" and "Coming Top: a survey of education"

BBC Worldwide for book reviews and for articles about Sister Wendy Becket and Barry Norman

China Daily for the "green" cartoon and for the following articles: "You don't seem to be as angry in Asia", "Esperanto still striving for recognition" and "Joining hands around the world to mark Earth Day"

Newsweek for the articles "The End is Not at Hand" and "Is this the Future?"

The Guardian for the article "Lifeline for casualties of progress"

The Independent for the article "Fantasy fed by hot chocolate and summer snow"

The Radio Times for the survey questionnaire "How Green are You?"

World Wide Fund International for their advertisements.

We have made every attempt to contact the copyright holders of other material used in this book. However, we would be glad to rectify any omissions in the next edition.

序

中国的英语教学,历来十分重视教材,不少人把它比做一剧之本,教师与学生无不想得到一种好的、称心的教材。

在对外经济贸易大学即将庆祝四十周年校庆之际,新编的基础英语教材《Into Business With English》付梓了,使用自己编写的、结合对外经济贸易特点的、符合新的教学法原则的基础英语教材的愿望终于变成了现实。这是我国改革开放政策的产物,是团结协作长期努力的成果。

说它是改革开放政策的产物,是因为该教材是中英合作项目。在对外贸易经济合作部和国家教育委员会的支持下,于1987年被确定为两国文化教育合作项目之一。对外贸易经济合作部和英国驻华使馆文化处在人力物力上都作了投入,给予了很大的支持。

说它是团结协作的成果,是因为该项目在1987年由对外经济贸易大学发起,1990年之后广州对外贸易学院、上海对外贸易学院和天津对外贸易学院也加入到教材的试用和修改之中,该教材是四所院校共同协作的产物。它不仅凝聚着参与教材编写和试用的众多教师的大量心血,四所院校的其他教师也对教材的编写方针和初稿提出了不少修改意见。

说它是长期努力的成果,是说该教材从开始设计、编写、试用、修改、到定稿经过了较长的时间,从1987年算起,至今已有6个年头。第一册已五易其稿。全套教材将于1995年出齐。

本教材力图较多地贯彻交际法的教学原则,同时也考虑到中国学生学英语的诸多特点。课文中的经贸线索只是为课本制造一个联系对外经贸的氛围,课本的核心还在于贯彻基础英语教学的具体要求。编者还将教材与国家教委批准的《高等学校英语专业基础阶段英语教学大纲》作了对照,以使教材能符合大纲所规定的要求。本教材注重跨文化交流的问题,注意在打好英语基本功的同时,对中外文化进行一些对比和介绍。

在试用期间,编者在教师和学生中作了大量的调查,并根据他们的反馈,对教材作了反复修改,把师生们认为最有用和最有意思的各种练习保留下来。因此,同学们都认为上新教材有意思、有收获,教师们也认为使用新教材能充分发挥自己的主观能动性。

从这几年的使用效果来看,本教材是令人满意的。例如,对外经济贸易大学使用该教材的两个系,在高等学校外语专业教学指导委员会所组织的全国性英语专业四级统测和对外贸易经济合作部组织的部属院校英语统测中,平均成绩均比其他系为优;天津对外贸易学院使用本教材的一年级学生的听说能力有了显著的提高。如果说,测试的结果包含有多种因素,不完全是教材的功劳,那么,它至少已经说明,使用该教材是完全可以达到国家教委批准的英语专业基础阶段教学大纲的各项要求的。

本教材共四册,适于高等学校对外贸易英语专业基础阶段教学之用,也适用于对外经贸的其他专业如国际贸易、国际金融、国际工商管理、国际经济合作、国际经济法等专业的基础英语教学,亦可作为其他院系的学生和在职人员学习英语的参考。

由于本教材采用了一些与传统不甚相同的教学路子,为便于教师备课,提高教材的使用效果,每册均配有教师用书,对课本中涉及的语言现象、文化背景和如何组织学生活动等,均作了详尽的说明。本教材配有录音带。编者还正在设计与新的教材和教法相适应的测试系统。

我们清楚地知道,对教材的看法是仁者见仁、智者见智的。一方面,在使用某一种教材时,要注意它的编写原则和教学指导思想,以充分发挥其长处。另一方面,我们并不主张把教材当成束缚教

师与学生教学行为的紧身衣,教师和学生根据具体情况,可以灵活使用本教材,取长补短,以达到最好的教学效果。

在改革开放的形势下,与对外经济贸易相关的各种专业正如雨后春笋般在各校涌现。我们希望这套教材能给同行们一个参考,给同学们一种新的选择。我们愿通过这套教材,加强与各兄弟院校的联系、交流与合作,尤其是在基础英语教学的研讨方面。我们十分希望能得到各有关同行和同学们对教材的批评和建议。

愿我国的对外经济贸易事业欣欣向荣,愿我国为培养对外经济贸易人材服务的教育事业能兴旺发达,愿各有关院校能加强交流与合作,为探索适合我国情况的基础英语教学新路子而共同努力。

我相信,我们事业的前途是光明的。

副校长 黄震华教授
于对外经济贸易大学
1993年8月

Introduction

Towards Communicating in English

This book adopts a more communicative approach to the teaching of English in your first two years at college or university. This means that you will be expected to take more of an active role in class than you have previously had to do. Altogether there are four students' books and they are designed to make up a course of English for the first two years of your tertiary education.

The main purpose of these books is to let you learn new ways of studying English and to give you more opportunities to practise speaking and communicating in English. Because the material and methods used are different from most books you will have used in middle school, at first you may find it difficult to adjust to the new ways of learning. This is natural and you should not worry too much. However it is believed that the initial struggle will be worthwhile in the end, as you will develop new methods for helping yourself to improve your English.

Some Important Advice

Learning English does not stop outside the classroom. As well as doing work outside class time for your teacher, you will be expected to take responsibility for helping yourself to learn by reading other material in English. You should read anything at all which is written in English and which you find interesting. You will learn much quicker if you are interested in what you are reading.

You should buy a good dictionary such as the 'Oxford Advanced Learner's Dictionary' by the Oxford University Press [ISBN 0-19-431141-4 (flexicover)], or Collins 'Cobuild Student's Dictionary' by Collins [ISBN 0-000-370315-0], or one of the many Longman's Dictionaries that are currently available. In addition you will need a good reference book of English grammar such as Michael Swan's book 'Practical English Usage', published by the Oxford University Press [ISBN 0-19-431185-6] or, possibly, A. J. Thomson and A. V. Martinet's book 'A Practical English Grammar', also by Oxford, [ISBN 0-19-431342-5]. These are sometimes available in good book shops in China

What Does it Mean to Speak a Language?

In the past people thought that if you knew grammar, vocabulary and pronunciation you could speak a language. But now we realise that communicating in a language is much more than this. For instance, "Have you eaten?" is a perfectly grammatical question in English, but it is not appropriate as a greeting as it is in Chinese. Understanding the words and grammar of a sentence does not mean that we can understand its meaning.

Making Mistakes Is Part of Learning

You will have plenty of opportunity to practise and to try out the new language being learnt. Do not be afraid of trying to communicate and making lots of mistakes, this is a natural process and you will never learn English if you are too afraid to open your mouth or to make mistakes. To start with you may feel that you are able to speak more fluently than before but that you are less accurate. Do not worry about this, accuracy will follow.

Use of Dictionaries

Dictionaries are an important tool in language learning but their over-use can quickly become a bad habit and prevent you from using valuable language learning skills. It is a good idea to try to guess the meanings of unknown words from their context rather than looking up every word in the dictionary. After all, in a natural conversation, you would not be able to look up every word in the dictionary. After the lesson you may use your dictionary to give you a fuller idea of the meaning of a word and its pronunciation and use.

Into Business with English

Contents

	Page
Acknowledgements	(v)
Preface	(vii)
Introduction	(ix)
Unit 1: The Perfect Businessman?	1
Unit 2: Lifestyles	19
Unit 3: Food for Thought	33
Unit 4: Entertainments	49
Unit 5: The Arts	63
Unit 6: Comparing Cultures	75
Unit 7: Learning & Culture	91
Unit 8: English: A World Language	107
Unit 9: Green Issues	119
Unit 10: Tomorrow's World	135
Unit 11: Test Preparation A	145
Unit 12: Test Preparation B	149
Unit 13: A Research Project	167
Appendix 1: Tapescripts for Units 1 to 13	181
Appendix 2: Language Reference Boxes	207
Appendix 3: Cultural Glossary	219

UNIT 1

The Perfect Businessman?

Section 1: The Perfect Boss?

Reading

You are going to read a text about Richard Branson, a successful British businessman. The first part of the text is about the different businesses he is involved in.

Here is a list of different types of business:

transportation	media	sports
holidays	medicine	shops
music	computers	fashion
entertainment	arms	video

Which of these types of business does Richard Branson do?

Scan the text below and circle the categories of business which Richard is involved in.

Read the text very quickly. Don't worry if you don't understand every word: it's really not necessary.

Branson lives at a hectic pace. Last month, in between a quick skiing holiday, a Greek business trip, another family holiday in America, a video shoot in Paris and a trip to Ireland, he was in Britain buying jets and helicopters and promoting Virgin 1215, his new radio station. Next, he has to turn round his airline business, which made a small loss last year, and plan the rest of his empire's future growth: how much to put into the hotel and holiday interests, where to expand the retail and media arms. There is also growing interest in computer games, the movement into "virtual reality" entertainment centres, the new model agency, his medical charity The Healthcare Foundation, the joint ventures and the franchising.

There is constant publicity, yet even he finds it difficult to explain his popularity with the British public. "I suppose one reason is that people have benefitted a lot from our businesses", says Branson. The airline and the shops offer good value for money. The record company sells quality products. Richard's media stunts also help to boost his popularity: the ballooning trips and the sailing adventures. "You know, a lot of young people have grown up watching us do things like that. They themselves would love to have that kind of challenge..."

Now read the text again and answer this question:

Why is Branson such a popular man?

Section 1: The Perfect Boss?

Describing Someone's Character

Below is a list of adjectives which we can use to describe personality.

Work with the person next to you. Check the meaning and pronunciation of each word. Mark the stressed syllable in each word. Use your dictionary if necessary.

Circle the adjectives you would use to describe a very successful business person.

ruthless	friendly	even-tempered
modest	serious	ambitious
selfish	clean-living	dishonest
trusting	shrewd	considerate
likeable	popular	flashy

Do you think the adjectives you ticked are positive or negative?

Pre-Reading

Work in groups.

What kind of lifestyle do you think a typical successful business person has ?

What do you think his/her attitudes are towards the following:

work	housing	personal relationships
holidays	possessions	style of dress
food	social life?	

You are going to read the next part of the article about Richard Branson. Before reading the text, check the following items in the Cultural Glossary which is at the end of the book:

the Cotswolds	Jacuzzi	the jet set
Teflon	Vanity Fair	the Virgin Islands

Reading

Scan the text very quickly and answer these questions:

1. Which adjectives are used in the text to describe Richard Branson's character?
Are they the same adjectives you circled in the exercise above?

Unit 1: The Perfect Businessman?

2. Does Richard have the typical kind of lifestyle you discussed in your group?

What, if any, are the differences?

At 42, Richard Branson is extremely rich, uncommonly successful and more popular than ever. He remains the centre of attention. Last year Vanity Fair described him as "practically a national hero" in Britain. Last month he was hailed in a survey as "the ideal role model" by both teenagers and their parents. Some people wonder: "is he too good to be true?" But so far there have been no real scandals, no real dirt. He is Teflon man - nothing sticks. As he himself says, one of the benefits of constant media attention over the last few years is that he has been "pretty well vetted".

The Bransons are rich beyond most people's dreams. The trick - and this is another reason why the man is so popular - lies in not gloating over it. Branson is worth 475 million pounds. He owns two houses in Holland Park, London, and a mansion outside Oxford. His business empire owns the island of Necker in the Virgin Islands. He has swimming pools, Jacuzzis, tennis courts and even a fairground behind his Cotswold retreat.

But there is no sense of him sitting at home counting all his money. In fact, one of the most notable features of his well-documented life is that his tastes are decidedly boyish and ordinary.

He likes a beer, an Indonesian meal and sticky English puddings. He gets excited about chess and tennis, but he has no real hobbies. Unlike other rich men, he does not collect books, cars or horses. He hates clothes (his wife buys them), wears plain underwear, does not tint his hair, and has never bought a painting.

Friends joke that his worst vices are flirting with blondes in airports and inviting them to work for his Storm model agency. According to his executives, he can sometimes be arrogant; but he is never flashy. He has no desire to socialise with the jet set.

Staff say his business reflects his easy-going character. He is invariably cheerful, rarely losing his temper or taking offence. Branson is never comfortable discussing himself.

When asked why he seems to seek constant approval he answers: "I guess, erm, I guess it goes back to my upbringing. I was just brought up to behave in a decent way to people. So if someone waves at you, you smile back; if someone says hello, you have a chat. You don't have to be an unpleasant person to be a success".

When you have finished compare your answers to questions 1 and 2 with another student.

Is there anything that surprises you about Richard Branson?

3. According to the article, many people think Branson is "the ideal role model". What is a "role model"?

Describing People

You often need to be able to describe someone or yourself, either orally or in writing.

In what situations might you need to do this?

The next three exercises are concerned with describing people. Before doing the exercises you may like to look at Language Reference Box 1 in Appendix 2.

Section 1: The Perfect Boss?

Physical Characteristics

Below is a list of words which we can use to describe a person's physical appearance.

Put the words in the correct column.

Note that some words can go in more than one column.

almond-shaped, stout, pale, fair, neatly, straight, long, spotty, curly, casually, skinny, bobbed, round, slim, scruffily, skinny, sallow, elegantly, bloodshot, fat, lank, green, petite, formally, dark, chubby

Hair	Eyes	Complexion	Build	Way of dressing

Now put a cross (X) next to the words which you think are negative in meaning.

Adjectives of Personality

Match the adjectives in Column A with their opposites in Column B

Column A

polite
sensible
sincere
cheerful
talkative
generous
outgoing
mature
witty
sympathetic

Column B

selfish
shy
humorous
uncaring
rude
childish
silly
miserable
quiet
insincere

Now look at the adjectives of personality in the columns above.

Unit 1: The Perfect Businessman?

- a) Which adjectives describe emotional characteristics?
- b) Which describe intellectual qualities?
- c) Which describe moral characteristics?

Descriptions

Here are some more adjectives which can be used to describe a person's character:

dishonest, mean, easy-going, resourceful, big-headed, moody

Below are a number of descriptions.

Match each description with the appropriate adjective.

- 1. You never know where you are with her. One minute she's all smiles and the next she won't even speak to you.
- 2. He's the kind of person who gets on well with most people. He rarely loses his temper or gets upset about anything.
- 3. You can put her in any kind of difficult or strange situation, and she'll always cope with it. She'll always make the best of things.
- 4. Since he's written those books he's really full of himself. He's a real pain.
- 5. Would you believe it! She went for a job interview and actually lied about her qualifications!
- 6. Getting him to spend money is like getting blood out of a stone!

Writing

Write a description of a foreigner you have met, or a person you study with. Describe their physical appearance, as well as their character, gestures and habits.

Justify your use of adjectives.

e.g. She's a very generous person. Whenever she has any money, she always shares it with her friends.

Section 2: How to be a Success

Section 2: How to be a Success

Coping with New Words

One of the main difficulties which you face when reading is unfamiliar vocabulary. However, it is often possible to guess the meaning of a word from its context and/or by looking at its grammatical characteristics.

Below are ten sentences. Each of them contains a nonsense word.

Try to work out the meaning of the nonsense word from the context. Which part of speech does it represent? Think of a suitable real word which could take its place.

The first one has been done for you as an example.

- 1) He wrote a ***gumble*** to the hotel manager to complain.

Gumble is preceded by the article "a", so it must be a noun. It is something that is written. Therefore a suitable substitute would be "letter".

He wrote a ***letter*** to the hotel manager to complain.

- 2) She jumped on the train which was just ***blimping*** the platform.
- 3) I haven't been ***potting*** for weeks. I have an ear infection so I can't go.
- 4) She went to the store and bought two new ***cottles*** for her radio.
- 5) He plays the piano ***stropingly***. He should become a professional.
- 6) George returned with a heavy metal ***jimp*** to repair the engine.
- 7) The souvenir she brought me from Egypt was really ***zotty***. I put it in the cupboard and haven't looked at it since.
- 8) Ann loves ***froming*** over the hills near her home. She goes every week if the weather's fine.
- 9) Denise made some beautiful new long ***stricks*** for her bedroom. They make the window look very pretty.
- 10) He's very popular with his students. They all think he's a very good ***wicklet*** and they enjoy his lessons.

Unit 1: The Perfect Businessman?

Pre-Reading

Work in groups.

Look at the statements below and discuss them.

Which statements do you think are characteristics of a successful business?

- a. The business is run from a downtown office.
- b. The boss gives his executives individual responsibility.
- c. Executives earn large salaries for their hard work.
- d. Work at the office is serious business.
- e. Employees get a job for life.
- f. The company dismisses staff it no longer needs.
- g. Making money is the primary concern of business.
- h. People should come first in a company, even if it means making less money.
- i. The boss maintains a low public profile.
- j. The business is split up into smaller units.
- k. The company is run following traditional business methods.
- l. The boss is personally involved in only some of the business ventures in the company.

Reading

Now read the last section of the article on Richard Branson, which is on the next page.

Are the statements (a) to (m) true or false for Richard's company, the Virgin Group? Be prepared to justify your answers.

What Do You Think?

What do you think of the way Richard Branson runs his business?

Are you surprised by anything you have read?