

全国商务英语研究会推荐教材

精读

(教学参考书)

Intensive Reading

4

主编 胡启海
温雪梅



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前言

商务英语教学强调商业语境中特殊言语交际方式和特殊商务语言形式的运用。在编写商务英语教材的时候,要考虑到将语言知识、交际能力以及商务知识融于一体,使学生在在学习语言的同时,掌握必要的商务知识及商务技能。“新编商务英语精读”系列教材在这方面作了大胆的尝试。该教材试图通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,注重培养学生的实际商务英语交际能力。该套教材精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动之中。《新编商务英语精读》出版后,受到广大大专院校师生的欢迎。但美中不足的是,各册的配套参考书不齐全,特别是《新编商务英语精读4》,相对前三册来说具有一定的难度,如果缺乏配套的参考书,就会在教材的使用过程中给师生造成一定的教学与学习困难。为了满足广大师生的要求,特编写这本《新编商务英语精读4教学参考书》。

《新编商务英语精读4(学生用书)》分10个单元,每单元由三大部分组成:阅读I(Reading I)、阅读II(Reading II)以及扩展性练习(Extended Activities)。为此,我们在编写教学参考书的时候,结合学生用书的特点,进一步拓展教学的相关背景知识,为教学提供更详尽的语言知识,对课文的篇章结构知识和难句加以分析和阐释,并对教材中的扩展性练习提供相关文化背景知识或详细的参考资料和讲解。另外,在每单元之后还附了一套自测题供学生自主检测学习情况。

《新编商务英语精读4教学参考书》每个单元设置为课前预习(Part I Pre-learning)、课文学习(Learning Procedure)和课后自主测验(Self-study Test)三大板块。课前预习包括本单元教学目的(Aims for This Unit)和相关文化背景知识(Cultural Background)。课文学习板块包括阅读I和阅读II的词句部分、篇章结构分析和扩展练习参考三部分。阅读I和阅读II词句部分包括语言要点(Key Language Points)或注释(Notes)以及难句分析和翻译(Difficult Sentences)。阅读II的注释部分编写方式与阅读I的语言要点稍有不同,它包括词汇和短语的用法、例句及其相关背景知识。篇章结构分析(Structure of Reading I)对课文进行分段分析,以便加深对课文的理解。扩展练习参考部分包括词汇学习(Word

Study), 语法聚焦(Grammar Focus), 功能与结构(Function and Structure)及实用阅读(Practical Reading)四部分。其中词汇学习部分为教材扩展性练习中的词汇学习(Word Study)提供本部分单词的基本用法、例句、相关词组和相关搭配;语法聚焦提供教材中涉及的语法知识的详细讲解,功能与结构部分给出教材中该部分的相关背景知识;实用阅读部分给出教材中该部分的相关背景知识或答题要点。第三板块课后自主测验部分提供一套自测题,以供学生复习自查,并提供自测题参考答案,供教师和学生参考。

本书为《新编商务英语精读4(学生用书)》的配套参考用书,教师和学生均可使用。教学参考书只是一个工具,希望教师们在使用本教材时可根据学生情况及商务知识的基础灵活掌握,创造性地运用这个工具。在这套教学参考书的编写过程中,我们得到了高等教育出版社的领导和编辑的帮助,外语教学界的有关专家也给予了大力支持和关心。在此,对所有关心和帮助过我们的各方面人员表示衷心的感谢。

由于时间仓促、水平有限,疏漏和错误之处在所难免,欢迎各位专家和读者批评指正。

编 者

2007年10月

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Advertisement

● Unit 1 ●



Part I Pre-learning

1. Aims of This Unit

By the end of this unit, students should be able to:

- 1) have the basic knowledge of advertising;
- 2) understand how to persuade people;
- 3) master the use of present participle and past participle adjectives;
- 4) grasp the words and expressions related to advertising.

2. Cultural Background

Advertisement

As is known to all, angels and evils are poles apart. But is there anything that combines the two perfectly? Advertisement. With the growing influence of mass media, advertising invades every aspect of our lives. Whenever we turn on TV, look through a newspaper, open a mailbox, or surf on the Internet, advertisements would immediately jump into our sight. As they make things so attractive, we often end up buying things that we do not really need. Advertising not only adds to the price of the goods, thus harming the consumers' interest, but also imposes a kind of materialistic value upon the audience. But only part of the story-advertisements are informative as well as persuasive. They provide us with up-to-date information about the latest

products. Some advertisements are so elegantly presented that we are inspired or even moved. No matter it is an evil or an angel, advertisement has become an indispensable part of our modern life.

We live in a world of advertising. As potential consumers, we are endlessly bombarded with all kinds of product or service information from various media including newspapers, magazines, television, radio, posters and Internet, etc. Advertising provides a valuable service to society and its members, because it defines for consumers the meaning and the role of products, services, and institutions. It indicates the difference that exists between brands of products and alternative services, as well as the distinguishing characteristics of companies and institutions. Advertising also tells the consumer what a specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses. On the other hand, by making people aware of products, service and ideas, advertising promotes sales and profits. Finally, advertising is one of the major forces that are helping improve the standard of living around the world. Combined with all these communicational, marketing and social functions. Advertising becomes indispensable in the modern world.



Part II Learning Procedure

Reading I

1. Key Language Points

- 1) **glossy**: *a.* smooth and shiny 光亮的

glossy magazines: printed on high-quality glossy paper with many photographs coloured illustrations (esp. fashion magazines) 用有光纸印刷的杂志(尤指时装杂志)

【相关单词】

gloss: *n.* brightness or shine on a smooth surface 光泽、亮度

e. g. You can see the gloss on her hair. 你可以看见她头发的光泽。

- 2) **expenditure**

① *n.* the act of spending or using money 花费

e. g. expenditure of money on weapons 购买武器的开支

② *n.* the amount of money spent 花费(的钱)

e. g. an expenditure of \$500 on new furniture 购买新家具的 500 美元

3) channel

① *n.* a way by which news, information, etc. may travel (新闻、信息)传播途径

e. g. Your complaint must be made through the proper channels.
你必须通过恰当的途径投诉。

② *n.* a particular television station 电视频道

e. g. What's your favorite channel? 哪个是你最喜欢看的频道?

4) schedule

① *n.* a programme of planned events 计划表, 进度表

e. g. have a full schedule, i. e. have many things to do
a factory production schedule 工厂生产进度表

② *n.* list of items, etc. 清单, 明细表

e. g. a spare parts schedule 零件一览表
The attached schedule gives details of the shipment.
附上的清单包含了货运的细节。

5) **nuisance**: *n.* sth. that is inconvenient, annoying, or vexatious; a bother 令人讨厌的人或东西, 麻烦事

e. g. The noise was so loud that it was a nuisance to the neighbours.
那声音大得让邻居讨厌。

You are a confounded nuisance. Stop pestering me.
你这个可恶的家伙, 别再缠着我了。

6) poster

① *n.* a large notice displayed in a public place 招贴; 海报; 布告

e. g. a poster advertising the circus 宣传马戏团的海报

② *n.* a large printed picture 招贴画

e. g. Her bedroom is hung with posters. 她的卧室里挂着一些大画片。

7) **eye-catching**: *a.* striking and noticeable 招眼的, 引人注目的

【相关单词】

eye-catcher: *n.* sth. or sb. that is noticeable 引人注目的人(或物)

8) **tempt**: *v.* to attract 吸引

e. g. Nothing would tempt me to commit a crime. 什么也不能引诱我犯罪。

tempt sb. (into sth. /doing sth.)

e. g. The warm weather tempted us into going for a swim.

暖和的天气使我们很想去游泳。

9) **sponsor**

① *v.* (of a person or a firm) to pay for a sporting event, a concert, etc. in order to get publicity for themselves 赞助; 资助

e. g. an athlete sponsored by a bank 由银行赞助的运动员
a government-sponsored cheap textbooks scheme
由政府资助的廉价教科书计划

I am doing a sponsored swim on Saturday. Will you sponsor me?
星期六我要参加慈善游泳。你愿意赞助我参赛吗?

② *n.* a person, firm, organization, etc., that finances a project or an event for a radio or television program to advertise a product, etc. 赞助者

【相关单词】

sponsorship: *n.*

e. g. We are very grateful for his sponsorship. 我们很感激他的赞助。

10) **prominently**: *ad.* conspicuously 惹人注意地

【相关单词】

prominent *a.* noticeable, excellent 卓越的, 显著的

e. g. a prominent teacher 一位优秀教师

11) **regulation**: *n.* a rule or restriction 规章; 规定

e. g. rules and regulations 规章制度

traffic/fire/flood regulations 交通法规/防火条例/防洪条例

12) **restrict**: *v.* to put a limit on 限制; 约束; 限定

restrict sb. /sth. to sth.

e. g. Speed is restricted to 80 km in towns.

市内车速每小时不得超过 80 公里。

【相关单词】

restricted: *a.* having certain limitations 受限制的

e. g. restricted development/potential 受限制的发展/潜力

restriction: *n.* 限制

e. g. place/impose/enforce restrictions 实行限制

speed/price/import restrictions 速度/价格/进口限制

13) **maximum**: *n.* the greatest amount or size possible 最大量; 最大限度

e. g. maximum capacity 最大生产能力

maximum contrast 最大对比度

【相关单词】

minimum

① *a.* 最小的, 最低的

② *n.* 最小值, 最小化

14) **be subject to:** 必须服从于……

e. g. We are subject to the law of the local land. 我们必须服从当地法律。

2. Difficult Sentences

1) *Almost everyone in Britain and North America is exposed daily to continuous advertising, in the press, on television and on hoardings.*

[英译] All people in Britain and North America contact various advertisements everyday, for example, in the books, magazines, newspapers, on TV channels or on the large board stands along the street.

[要点] be exposed to: to be introduced to

expose: *v.* to uncover to make sth. visible; display 暴露; 展示

e. g. expose one's skin to the sun 使皮肤暴露于阳光下

When he smiled he exposed a set of perfect white teeth.

他笑时露出一口漂亮的白牙。

[汉译] 几乎每个英国人和北美人每天都会不断看到报纸、电视和广告牌上的广告。

2) *..., with the product service often carefully aimed to a particular type of reader (e.g. according to age, social status, profession, sex, etc.) in Britain.*

[英译] The advertisements of product service are often carefully divided according to the target customers' age, social status, profession, sex, etc.

[要点] aim to/at: 旨在, 目的在于

e. g. She is aiming at (i. e. trying to win) a scholarship.

她争取获得奖学金。

[汉译] ……在英国, 产品服务的广告往往根据服务对象的年龄、社会地位、专业、性别等仔细分类。

3) *National newspapers concentrate more on specialized advertising, especially for business and professional people, while local papers frequently have a high proportion of advertisements devoted to the sales of cars and houses.*

[英译] The advertisements in the newspapers issued all over the country are mostly for business and professional people. In contrast, the advertisements in local newspapers are usually sales information, such as the sales of cars and houses.

[要点] concentrate on sth. : to center on sth. 全神贯注于;集中于
e. g. This firm concentrates on the European market.

这家公司把工作重点集中在欧洲市场。

We must concentrate our efforts on improving education.

我们必须努力改进教育工作。

devote to

① to give (one's time/energy, etc.) to sb./sth. 致力于, 专心于
devote oneself/sth. to

e. g. I devote all my efforts to my task. 我全力以赴地工作。

② to set aside or apart for a specific purpose or use

e. g. The newspaper devotes four pages to the Olympic Games.

这份报纸用4页版面报道了奥林匹克运动会。

[汉译] 全国范围内发行的报纸上的广告往往是针对商人或者专业人士的专门广告,而在本地报纸上买卖信息占了很大的比例,如汽车、房屋的销售广告。

4) *All the independent channels in Britain, ITV, Channel 4 and the satellite stations include commercial breaks in their schedules, both between programmes and during them.*

[英译] All the independent channels in Britain, ITV, Channel 4 and the satellite stations has their own schedules, therefore we can see commercial breaks both between programmes or during programmes.

[要点] commercial

① a. of or for commerce 商业的, 贸易的

commercial law 商业法规, commercial activity 商贸活动

② a. making or intended to make a profit 营利的, 以获利为目的的

e. g. commercial theatre 商业剧院, commercial music 商业歌曲

Her novels are well written and commercial as well.

她的小说写得很好,销路也广。

③ a. (of TV or radio) financed by broadcast advertisements (指电

视或无线电广播)靠广告收入的,商业性的

e. g. I work for a commercial radio station.

我在商业广播电台工作。

④ n. advertisement on TV or radio (电视或无线电中的)广告

[汉译] 英国所有的独立电视台: 互动电视、第4频道、卫星电视在节目中途或者节目之间都穿插了广告时间。

- 5) *Many large companies sponsor popular events as well as individual athletes or players, using the opportunity to advertise their name prominently at the sports ground or on the individual's sportswear or equipment, at a football match or a tennis tournament, for example. Tobacco companies frequently use this method.*

[英译] Many large companies use the opportunity to make their name or logo appear at the sports ground or on the individual's sportswear or equipment as a kind of advertisement. Tobacco companies conduct their promotion a lot in this way.

[要点] as well as: in addition to

e. g. The editors as well as the proofreaders are working overtime.
编辑们和校对都在加班。

[汉译] 许多大公司都会出钱赞助一些活动或者个人选手,利用这个机会在体育场或选手的服装或者比赛器材上,在足球比赛或在网球锦标赛上为自己做广告。烟草公司就经常用这种方法打广告。

- 6) *Advertising on British television is subject to strict regulations.*

[英译] In Britain, TV advertising should obey strict regulations.

[要点] be subject to sth. /sb.

① to be obliged to, obey sth. /sb. , under the authority of sth. /sb.
服从某事物(某人),受某事物(某人)支配

e. g. We are subject to the law of the land. 我们必须遵守土地法。
Peasants used to be subject to the local landowner.
农民过去受地主的压迫。

② to often have, suffer or undergo sth. 常有、常遭遇某事

e. g. Are you subject to colds? 你常患感冒吗?
Trains are subject to delay(s) after the heavy snowfalls.
一下大雪火车就经常误点。

③ to depend on sth. as a condition 以某事物为条件;取决于某事物

e. g. The plan is subject to the director's approval.

该计划须经主管批准。

[汉译] 英国的电视广告有严格的管理条例约束。

- 7) *Recently, changes were made in the law so that some professional groups that were previously not allowed to advertise their services, may do so. These include solicitors and family doctors in Britain and lawyers in the USA.*

[英译] Recently, laws were changed, some specific business such as solicitors and family doctors in Britain and lawyers in the USA, who were not allowed to advertise their services, now may place advertisements for their services.

[要点] so that

① in order that 以便

e. g. I stopped so that you could catch up. 我停下来以便你能赶上。

② with the result or consequence that 因此, 所以

[汉译] 最近, 由于法规有所变更, 原来不能为自己的服务打广告的一些行业(如英国的诉讼律师和家庭医生, 美国的律师)现在都可以对公众宣传自己的服务了。

3. Structure of Reading I

Part I (Para. 1)

Introduction: The current situation of advertising in Britain and North America.

Part II (Para. 2~5)

Different forms of advertising.

- 1) (Para. 2) Advertisements in the newspaper.

National newspaper: specialized advertising.

Local papers: the sale of cars and houses.

Free newspapers: having the highest advertising.

- 2) (Para. 3) Advertisements on TV & through radio.

TV: the most powerful and pervasive type.

Independent channels: having commercial breaks.

Radio: carrying similar commercial advertising.

However, some stations carry no advertising.

- 3) (Para. 4~5) Other methods of promotion: leaflets, free samples, telephone "shots" on street, store window notice, ads on buses, taxis, inside trains, sponsoring events.

Part III (Para. 6~8)

Advertising controlling.

- 1) (Para. 6) Time limits.
- 2) (Para. 7) Laws changed to permit some services to advertise.
- 3) (Para. 8) Advertising is controlled by all authorities.

Reading II

1. Notes

1) scan

- ① v. to traverse (a region) with a beam from a radar transmitter 扫描, 扫掠
e. g. The radar scanned the sky for enemy planes.
雷达密切监视天空, 搜索敌机。
- ② v. to make a wide, sweeping search of 浏览
e. g. She scanned the newspaper over breakfast.
她吃着早饭把报纸浏览了一遍。

2) splice

- ① v. to join the ends of 把两端连起来
e. g. He can splice together the broken ends of ropes quickly.
他能把断了的绳子快速接起来。
- ② v. to perform a marriage ceremony; marry 结婚
e. g. Have you heard? John's just got spliced. 听说了吗? 约翰刚结了婚。

3) synchronize

- ① v. to make (motion picture sound) exactly simultaneous with the action
使声画同步
e. g. The sound on a film must synchronize with the action.
一部影片的声音和画面必须同步。
- ② v. to happen at the same time 同时发生
e. g. The wheels must synchronize as they revolve.
这些轮子须同速转动。

2. Difficult Sentences

- 1) *At the same time, however, advertisers may be unchaining a technological force that will turn much of the advertising business upside down.*

[英译] Advertisers may continue to develop new technologies, which may greatly influence the traditional line.

[要点] 该句主语是 advertisers, 谓语是 be unchaining, may 表示推测、预期, 宾语为 a technological force, that 引导定语从句。

[汉译] 与此同时, 广告商可能会研发出新的技术力量, 使广告业大洗牌。

2) ... the increased productivity and flexibility that technology brings.

[英译] The new technology speeds up productivity and makes production more flexible.

[汉译] ……新技术提高了劳动效率并使生产形式更为灵活。

3) Unlike the old system of splicing bits of film together and trying to synchronize the voices, music, and sound effects, these new systems let you work with all the parts on your computer screen; then they create a broadcast-quality videotape when you're finished.

[英译] With the new technology, when you are finished, there is a broadcast quality on the computer screen. Compared with the old technology to splice bits of film together and synchronize the voices, music, and sound effects, that is much easier.

[要点] 这是以 unlike 引导的比较结构, 将过去的电视广告制作工艺与现在的电视广告制作工艺进行比较。

[汉译] 现代的电视广告制作已经不像过去那么复杂, 把胶片一点点剪下来, 再与对白、音乐、音效同步配合。现代的工艺系统令你能在电脑上把所有这些一次完成, 并达到直接播放的质量。

3. Structure of Reading II

Part I (Para. 1)

Introduction: Technology is transforming the creation and transmission of traditional advertising.

Part II (Para. 2~4)

Advertising benefit from the new technology.

1) (Para. 2 ~ 3) Print and broadcast advertising benefit from the new technology.

① Print and broadcast advertising process before.

② Print and broadcast advertising process now.

2) (Para. 4) Television spots benefit from the new technology.

Part III (Para. 5)

The disadvantage brought by the technology to advertising.

If viewers end up in control, advertisers will have to completely rethink the nature of television advertising.

Word Study

1. assume

【基本用法】

1) *v.* to accept (sth.) as true before there is proof 假定, 假设

e. g. We cannot assume anything in this case.

在这种情况下我们无法作出任何揣测。

2) *v.* to begin to act in or exercise (sth.); undertake, take on 承担, 担任

e. g. He assumes his new responsibilities next month.

他下月承担新的职责。

2. unchain

【基本用法】

v. to free from or as if from chains; set free 使自由; 释放; 解放

【相关单词】

chain: *v.* ~ sb. /sth. (to sb. /sth.)

e. g. chain the dog to a tree 把狗用链条拴在树上

workers who were chained to a life of dull routine

受缚于日复一日乏味生活的工人们

~ sb. /sth. up

3. flexibility: *n.* 弹性; 适应性; 机动性

【相关单词】

flexible

1) *a.* capable of being bent easily without breaking 柔韧的; 有弹性的

e. g. flexible plastic tubing 弹性塑料管

2) *a.* easily changed to suit new conditions 灵活的; 可变通的

e. g. Our plans are quite flexible. 我们的计划非常灵活。

3) *a.* (of people) willing and able to change according to different circumstances; adaptable (指人)能随机应变的, 柔顺的

4. remote

【基本用法】

1) *a.* far away from other communities, houses, etc.; isolated [from] 偏远