

新编商务英语系列丛书

# 新编 商务 英语

## 精读 考练学

Exercise

4

主编 贾 琰



高等教育出版社  
HIGHER EDUCATION PRESS

新 编 商 务 英 语 系 列 丛 书

新编商务英语

精读 学练考

4

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# 前 言

《新编商务英语精读学练考(4)》是《新编商务英语精读(4)(学生用书)》的同步自学辅导练习用书。该书与《新编商务英语精读(4)(学生用书)》的内容紧密相连,并对《新编商务英语精读》课文结构、语法、商务英语专业词汇、习惯用语、商务运作的特点及主要功能进行了详细阐述。本书旨在帮助学生巩固和扩展商务知识,提高商务运作能力。

本书共有 10 个单元,每单元由自学指导与练习两大块组成。其中自学指导部分又包含学习目的、文化背景、语言点、课文结构分析及课文概述、语法知识、商务英语常用句型表达等内容。为了使学生更系统地掌握和巩固所学商务知识,我们还编写了两套综合测试卷供学生练习时使用。

该书内容丰富,选材新颖,商务知识介绍详实,难度适中,实用性强。不仅可以作为学习商务英语的辅导手册,还可以作为大学生学习商务知识的教材及教师教授《新编商务英语精读》的参考书。

该书主编为贾琰,副主编为周金洁、程欣。具体分工如下:

第 1、9、10 单元 由贾琰编写;

第 2、3、6 单元 由周金洁编写;

第 4 单元 由焦蕾编写;

第 5 单元 由陈晨、贾琰编写;

第 7 单元 由程欣编写;

第 8 单元 由郭俊霞编写;

综合测试试题 由杨丽娜编写。此外,杨丽娜还编写了第 2 单元部分内容。

贾琰负责编写思路、协调、统稿。整体审阅、校对、定稿、编辑也由贾琰负责。此外,贾琰还对第 4 单元及第 6 单元的部分内容进行了改写。

为使本辅导书内容更加充实,在编写过程中,编者参阅了大量相关教材及文献,并得到了许多同行、专家及高等教育出版社领导和编辑的热心帮助和指导,在此一并致谢。

由于编写时间仓促,经验不足,书中难免存在错误和不当之处,敬请同行及广大读者指正,不胜感激!

编 者

2007 年 1 月

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# Advertisement

## ● Unit 1 ●

### I. Self-study Guidance

#### 1. Learning Aims

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

- 1) know advertising media and advertising methods;
- 2) know the advantages and disadvantages that advertising may bring us;
- 3) understand the function, purpose and development of advertising;
- 4) master the key words or phrases related to advertising;
- 5) use suitable words or expressions to persuade people.

#### 2. Cultural Background

##### 1) The History of Advertising

Advertising is a form of selling. For thousands of years there have been individuals who have tried to persuade others to buy the food they have produced or the goods they have made or the services they can perform.

But the mass production of goods resulting from the Industrial Revolution in the 19th century made person-to-person selling less efficient than it previously was for most products. The mass distribution of goods that followed the development of rail and highway systems made person-to-person selling too slow and expensive for almost all companies. At the same time, however, a growth in mass communication occurred — first newspapers and magazines, then radio

and television — that made mass selling possible. Advertising, then, is merely selling — or salesmanship — functioning in the paid space or time of various mass communication media.

The objective of any advertisement is to convince people that it is in their best interests to take an action the advertiser is recommending. The action may be to purchase a product, go to a showroom to try the product, use a service, vote for a political candidate, make a contribution, or even to join the Army. Like any personal salesperson, the advertisement tries to persuade.

Advertising as a business developed first and most rapidly in the United States, the country that uses it to the greatest extent. In 1980 advertising expenditures in the United States exceeded 55 billion dollars, about 2 percent of its gross national product on advertising. Brazil 1.1 percent, Japan 0.88 percent, and West Germany 0.87 percent.

Almost every company in the United States that manufactures a product, that provides a service, or that sells products or services through retail outlets uses advertising. Those that use it most are companies that must create a demand for several products or services among many people residing in a large area. In 1980 Sears, Roebuck & Company, the largest advertiser in the United States, spent more than 700 million dollars in national and local communications media. Procter & Gamble spent 650 million dollars, primarily in national media. General Foods Corporation spent 410 million dollars, predominantly in national media. The 28th largest United States advertiser in 1980 was the United States government, promoting such projects as recruitment for the military service.

While advertising brings the economies of mass selling to the manufacturer, it produces benefits for the consumer as well. Some of those economies are passed along to the purchaser so that the cost of a product sold primarily through advertising is usually far less than one sold through personal salespeople. Advertising brings people immediate news about products that have just come on the market. Finally, advertising pays for the programs on commercial television and radio and for about two thirds of the cost of publishing magazines and newspapers.

## 2) Product Advertising

Product advertising is an important part of the marketing mix. Its aim is to

increase sales by making a product or service known to a wider audience, and by emphasizing its positive qualities. A company can advertise in a variety of ways, depending on how much it wishes to spend and the size and type of audience it wishes to target. The different media for advertising include television, radio, newspapers, magazines, the Internet and direct mail. The design and organization of advertising campaigns is usually the job of an advertising agency.

### 3) Corporation Advertising

Corporation advertising is not directly concerned with increasing sales of a product or service, but more with the brand image, or picture, a company wants to present to the public. Public relations experts specialize in organizing activities and events which generate positive publicity for companies. Unusual advertising campaigns sometimes get extra publicity for the company by way of media reports about the campaign.

## 3. Language Points

### 1) Key Words

#### Reading I

- ① **glossy** *adj.* 光滑的;光亮的;虚饰的  
e. g. glossy magazine 精美的杂志  
The cat's fur is soft and glossy.  
He may have glossy manners, but Gordon's no gentleman.
- ② **expenditure** *n.* 开支,支出(额);花费  
e. g. The total welfare/public expenditure has risen since the year 2000.  
The work should be produced with minimum expenditure of time and money.  
Make sure you have enough in the current account to meet expenditure.  
Both brands had heavy advertising expenditure.
- ③ **pervasive** *adj.* 无处不在的;遍布的  
e. g. Nowadays the influence of television is pervasive.  
We all felt the all-pervasive mood of apathy.
- ④ **schedule** *n.* 预定计划表,进度表;日程表  
e. g. I've got a very full (= busy) schedule today.



We finished the project three weeks ahead of schedule.

We had to work a lot of overtime to meet the strict production schedule.

**schedule** *v.* 确定时间

e. g. The meeting was originally scheduled for March 12th.

The Grant Prix is scheduled to take place on July 4th.

⑤ **nuisance** *n.* 讨厌的人/物或行为; 损害

e. g. Most people found him an awful nuisance.

It is an awful nuisance having builders in the house all day.

He was charged with committing a public nuisance.

⑥ **tempt** *v.* 吸引; 引诱; 使感兴趣; 考验; 试探

e. g. Charlotte was tempted into parting with \$20 for the painting.

Some restaurants are tempting us with delicious food.

Did you ever feel tempted to cheat?

**temptation** *n.* 诱惑; 诱惑物

e. g. I had the constant temptation to look out of the window.

Keep your valuables locked away so as not to put temptation in the way of thieves.

⑦ **tournament** *n.* 比赛; 锦标赛, 联赛

e. g. Several top teams have agreed to play in the tournament.

When the World Cup Soccer Tournament was held in that country, lots of people queued up for days on end in order to get a ticket.

The loser will be out of the tournament.

⑧ **maximum** *adj.* 最大量的; 最大限度的

e. g. Race cars speed at the maximum speed.

**maximum** *n.* 最大量; 最大限度

e. g. In the exam, allow yourself a maximum of 30 minutes per question.

Temperature will reach a maximum of 38°C tomorrow.

He is using his talent to the maximum.

⑨ **ensure** *v.* 确保; 保证

e. g. All the necessary steps had been taken to ensure their safety.

We must take steps now to ensure the survival of these animals.

It is important to ensure that every child in remote area can receive primary education.

## Reading II

⑩ **assume** *v.* 假定,假设;承担;担任;就职

e.g. I automatically assumed that you knew about this.

I think we can safely assume that this situation will continue.

It is reasonable to assume that the economy will continue to improve.

The new mayor of this city will assume office next month.

The animals assumed their normal resting position.

**assumption** *n.* 假定;设想;承担;担任

e.g. Your argument is based on a set of questionable assumption.

She's always making assumptions about how much money people have.

The law works on the assumption that it is preferable for children to be with their mother.

Everyone is expecting the assumption of office by the new boss.

⑪ **apply** *v.* 申请;应用;适用

e.g. New technology is being applied to almost every industrial process.

In some cases, tribunals fail to apply the law properly.

This rule doesn't apply to foreigners.

⑫ **visual** *adj.* 视觉的;形象的;栩栩如生的

e.g. The movie has a powerful visual impact.

Television news brings us visual imagines from around the world.

**visualize** *v.* 想像;设想

e.g. It is difficult to visualize how the town must have looked years ago.

I could visualize the scene in the classroom.

⑬ **complicated** *adj.* 复杂的;难解的

e.g. The situation seems to be getting more and more complicated.

This is where the story gets complicated.

**complicate** *v.* (使)变复杂

e.g. These events will greatly complicate the situation.

The issue is complicated by the fact that a vital document is missing.

**complication** *n.* 复杂化;(使复杂的)原因

e.g. We always try to avoid unnecessary complication.

Further complications arose when the newspapers published an interview with the prisoner's family.

⑭ **import** *v.* 输入;进口

e. g. He is importing information from one computer into another.

They used to import wool from Australia.

**import** *n.* 进口; 输入; 要旨; 意义

e. g. The value of annual imports rose rapidly.

The government decided to prohibit the import of toxic waste.

This is a matter of great import.

⑮ **potentially** *adv.* 潜在地; 可能地

e. g. I know that I was in a potentially dangerous situation.

The benefits of computerized ordering are potentially very great.

**potential** *n.* 潜能; 潜力

e. g. You aren't using your computer to its full potential.

She shows potential as a teacher.

John could see the potential for his product.

⑯ **emerging** *adj.* 新兴的; 发展初期的

e. g. How a person thinks about time can kill him, according to Dossey, a pioneer in the emerging science of chronobiology.

**emerge** *v.* 显现; 浮现; 暴露; 形成

e. g. The door opened and people began to emerge into the street.

The world is only slowly emerging from recession.

One thing emerges very clearly from this study.

Several facts started to emerge from my investigation.

The Pacific region has rapidly emerged as a leading force on the world stage.

⑰ **intrude** *v.* 打扰; 干涉; 侵入; 把……强加于

e. g. I was very concerned about her but I didn't want to intrude.

Civil Right campaigners say the new laws will intrude on people's personal freedom.

One of their planes intruded into our airspace.

Don't intrude your views on others.

**intruder** *n.* 入侵者

e. g. He was stabbed when he tackled an intruder armed with a knife.

I don't belong here. I feel like an intruder.

**intrusion** *n.* 闯入; 侵扰

e. g. I really resented his intrusion in a family matter.

How do you deal with the constant intrusions of the media?

**intrusive** *adj.* 打扰的;插入的

e.g. Planning permission (建筑许可) was refused on the ground that the proposed building would be “visually intrusive”.

I found their question quite intrusive.

## **2) Key Phrases**

### **Reading I**

① **be/feel/become/leave exposed to** 暴露于……; 使处于……的作用下/影响下

e.g. Depletion of the ozone layer leaves the earth's surface increasingly exposed to harmful radiation from the sun.

The country became highly exposed to the vagaries of international markets.

The report revealed that workers had been exposed to unacceptably high levels of radiation.

② **be dependent on** 依赖于;取决于

e.g. Many of the patients are closely dependent on the staff for day-to-day emotional support.

The country is heavily dependent on oil and gas imports.

How much you get paid is dependent on how much you produce.

The land is dry and wholly dependent on irrigation.

③ **concentrate ... on** 把注意力等集中于;全神贯注

e.g. The bank tends to concentrate on short-term lending.

He concentrated mainly on the driving and spoke very little.

Doctors are aiming to concentrate more on prevention than cure.

We should concentrate our efforts on work this month.

④ **a (high) proportion of** (大)部分的

e.g. A high proportion of the people are illiterate in that country.

Quite high proportions of their incomes are spent on fuel.

The chart shows government spending expressed as a proportion of national income.

The unskilled section of the working class was diminishing as a proportion of the workforce.

⑤ **be subject to** 隶属的,受……支配的;易受……的

e.g. While you are in this country you are subject to its laws.

He is subject to ill health.

Your planning application is subject to review by the local council.

We are subject to Universal Copyright Convention.

⑥ **be restricted to** 仅限于; 使在……度内

e. g. Access to the documents remains restricted to civil servant.

The sale of alcohol is restricted to people under the age of 18.

The demand is restricted to the left side of the brain.

⑦ **limit ... to** 限制在; 限定在

e. g. The teaching of history shouldn't be limited to dates and figures.

We must limit ourselves to one gallon of water per day.

The prime minister has pledged to limit classes to maximum of 30 pupils.

Our remit limits us to recommendations concerning the law of insolvency.

**Reading II**

⑧ **apply to** 应用/运用于; 适用于; 关系到

e. g. New technology is being applied to almost every industrial process.

These restrictions do not apply to us.

This applies to us as much as to them.

⑨ **open up** 开发; 提供新的机会/可能性; 开设; 开办

e. g. They saw the new railway as a means of opening up the far west of the country.

A move to New York would open up all kinds of exciting new possibilities.

When you have got a qualification like that, so many career opportunities open up.

Fast food restaurants are opening up everywhere.

⑩ **forget about** 忘记; 不再去想

e. g. In the excitement I forgot all about my little brother.

Oh yes! I almost forgot about the party.

Charles seems to have forgotten about what happened.

⑪ **transform ... into** 使变成

e. g. The place was transformed from a quiet farming village into a busy port.

He seems to have miraculously transformed into a first-class player.

In the last 20 years, China has been transformed into an advanced industrial power.

As we all know, a steam-engine transforms heat into energy.

⑫ **end up** 结束; 告终; 最终到来; 最终成为

e. g. I ended up paying for everyone on the table.

If he continues to steal, he'll end up in prison.

Illegally imported reptiles such as snakes and crocodiles often end up as shoes, belts and handbags.

We ended up in Shanghai of all places.

⑬ **intrude into** 干涉; 打扰; 侵入

e. g. It would be very insensitive to intrude into their private grief.

The suspicion that he is dishonest has firmly intruded into my mind.

### 3) Useful Structures

① “with + 名词 + 分词(或介词短语)”为一常见结构

A. 表示伴随状况

e. g. The teacher entered the classroom, with books in his hand.

With tears of joy in her eyes, she saw her daughter married.

B. 作原因状语

e. g. With prices going up so fast, we can't afford to buy a house.

With the exams coming next week, we have no time to play.

C. 作条件状语

e. g. With this money added, we will have enough money to travel.

With conditions in every way favorable, he might succeed.

D. 作定语

e. g. Show me the form with your name on it.

It was a large room, with bookshelves covering most of the wall.

② 句子的并列

并列是英语句子扩展的主要方式之一,也是一种重要的修辞手段。英语句子的每个要素可以并列,一个句子也可以和其他句子并列。如果按照对等连接所表示的意思来考虑,并列句可分为7类,例如:

A. 表示增补。构成表示增补意思的并列句主要由 and 连接,此外,还有一些副词或词组。这些副词或词组可以与 and 搭配,也可借助分号(;),单独构成并列句。

e. g. She washed the children's faces and gave them their breakfast.

This is the first problem to settle; in addition, there is another matter to consider.

I don't want to go, and besides, I am tired.

The price is too high; moreover, it is in an unfavorable location.

- B. 表示对比。除了 and 以外,表示对比关系的连接词还有: but, while, yet, still, however, whereas, nevertheless,等。

e. g. I am old, but you are young.

You like sports, while I'd rather read.

Addison was not a speaker, yet he was an admirable writer.

Everything went against him, still he persisted.

This news may be unexpected; nevertheless, it is true.

- C. 表示选择。构成这类并列句的连接词主要是: or, nor, else, otherwise,等。

e. g. You may do it, or you may ask someone else to do it.

He can't do it, nor can I, nor can you, nor can anybody.

He must be joking; else he's mad.

- D. 表示关联。这种并列句由关联连接词构成。英语中常用的关联连接词有: both ... and ..., not only ... but also ..., either ... or ..., neither ... nor ..., on the one hand ..., on the other hand 等。

e. g. He both speaks and writes English.

I not only heard it, but also saw it.

Either I will find a way, or I will make one.

He neither ate, nor drank.

On the one hand, you shouldn't be shy; on the other hand, you mustn't forget your manner.

- E. 表示结果和推理。这类并列句较多,可以按语体来划分: a. 用于口语体的由 and, so 构成; b. 用于一般场合的由 accordingly, thus 构成; c. 用于正式场合的由 consequently, hence, therefore 构成。

e. g. He heard an explosion and he phoned the police.

They cost a lot of money, so you should use them carefully.

It rained; accordingly, the football match was postponed.

It was already late; thus, we decided to go home.

Something unforeseen had happened; therefore, he failed to come.

- F. 表示因果关系。表示因果关系的并列句由并列连词 for 构成。因果并列句与原因状语从句是有差别的。因果并列句表示推断的原因,原因状语从句表示直接原因。

e. g. The oil must be run out, for the light went out. (推断原因)

The light went out because the oil ran out. (直接原因)

G. 表示条件和关系。表示条件关系的并列句通常由 and 构成, 连接词往往可以省略。

e. g. No pains, no gains.

Like father, like son.

Work hard, and you'll succeed.

#### 4) Difficult Sentences

##### Reading I

- ① *Glossy magazines and the supplements to Sunday newspapers frequently contain full-page color advertisements of different kinds, 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. (Para. 1)*

**要点** 该句结构简单, 但是句中包含了一个“with + 名词 + 过去分词”结构, 该结构在本句中作伴随状态, 对各种各样的广告进行解释说明。

**译文** 印制精美的杂志和星期天报纸的增刊, 经常登载整版彩色的不同种类的广告, 这些广告往往是针对英国的某一读者群(按年龄、社会地位、职业及不同性别)的产品服务广告。

- ② *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 sale of cars and houses. (Para. 2)*

**要点** 该句为并列句, 第二分句由 while 引导。while 在此句的作用相当于 whereas。

**译文** 全国性的报纸重点登载一些特殊用途广告, 尤其是针对商业和专业人士的广告; 而地方性报纸经常登载的是关于汽车和房产销售的广告。

- ③ *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. (Para. 3)*

**要点** 该句为简单句, 要点为 commercial breaks in their schedules 的翻译, “break” here means pauses between television and radio programmes, especially when advertisements are broadcast.

**译文** 英国所有独立的电视节目频道, 如(英国)独立电视台、电视4频道和卫星转播频道都插播商业广告节目, 既在两档节目之间也在某一节目中插



播广告。

- ④ *As more of these direct marketing and telephone “shots” are used both in Britain and the USA, many people regard them as a nuisance and ask for their names to be taken off the mailing lists, which are often sold by one company to other. (Para. 4)*

**要点** 该句为主从复合句。主句为 many people regard them as a nuisance and ask for their names to be taken off the mailing lists; 句首 As 引导的句子为原因状语从句; which 引导的句子为非限制性定语从句, 修饰 mailing list。

**译文** 在英国和美国, 由于直销和电话销售业务越来越多地被使用, 许多用户把这样的销售看成是令人讨厌的事情, 因此用户们要求把他们的名字从邮寄名单上删除, 这些邮寄名单通常是由一家公司卖给另一家公司的。

- 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. (Para. 5)*

**要点** 该句较长, 但是结构简单。句中 using the opportunity to advertise their name ... or a tennis tournament 为现在分词短语作状语, 表示伴随状态。

**译文** 一些大公司赞助某些受关注的事件以及某个运动员, 例如: 在运动场上; 在某个运动员的运动服上; 在运动员使用的设备上; 在一场足球比赛中。一场网球联赛中, 利用这样的机会打上突显他们名字的广告。

- ⑥ *Recently, changes were made in the law so that some professional groups that were previously not allowed to advertise their services, may do so. (Para. 7)*

**要点** 该句为复合句。主句为 changes were made in the law, so that some professional groups ... may do so 为结果状语从句, 从句的主语与谓语被定语从句 that were previously not allowed to advertise their services 隔开。

**译文** 最近, 法律方面有了一些变化, 原先不允许为他们的服务登载广告的一些专业团体, 现在可以这样做了。

## Reading II

- ⑦ *At the same time, however, advertisers may be unchaining a technological force that will turn much of the advertising business upside down. (Para. 1)*