

大学商贸英语 经贸专业教程

罗 汉 编著

COLLEGE BUSINESS ENGLISH
A COURSE FOR ECONOMY AND TRADE



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前 言

本教程是经济学和贸易学专业英语的基础教材。全书共有课文 20 篇,素材选自经济学英语专著,注重基础性、科学性、知识性,不仅适应相关专业教师授课和学生学习的需求,也适合其他相邻专业的人员进行自学。

本教程课文正文部分所选的材料均是原文,无任何文字改动之处,这样做的好处是,读者能看到未经改动的原文。

本教程在每篇课文之后,安排了课文中经济学术语的中英文释义,语言要点的解释,短语、句子和段落的中译英和(或)英译中练习,问题和讨论题目以及多项选择题练习。

课文阅读是本教程的重点之一,因其涉及经济学和英语语言知识,因此本教程提供了一些必要的术语释义和语言要点的解释。整篇课文的参考译文见本教程的教学参考书。

翻译练习是本教程的重点之二,在强化和巩固课文中经贸专业知识的同时涉及到了一般的翻译技巧,短语、句子和段落的翻译要求是不同的,英汉语言也是有差异的,因此英汉互译需要多多练习和琢磨。授课教师可以结合翻译技巧方面的编著和教程,进一步帮助学生领会和提高英汉互译的技能。

问题和讨论是本教程的重点之三,主要是强化专业英语的思维和表达能力。有些问题和讨论是开放性的,也可以部分要求口头或书面完成,或自行增删。由授课教师根据教学情况灵活安排。

多项选择题是本教程的重点之四,用于检验专业知识是否扎实和全面,题意要理解,运算要准确。

本教程可以作为各类大学的经济学、贸易学、金融学、投资学、管理学等专业经济英语的教材,又可作为其他从事经贸工作的人士学习和提高经济英语的读物。

本教程配有教学参考书一册。

本教程的编撰得到了复旦大学出版社徐惠平先生等的热情鼓励和扶持,编者在此表示衷心地感谢。复旦大学经济学院 03 级和 04 级部分硕士研究生,为本书材料的收集、整理提供了宝贵的帮助和意见,在此编者一并表示感谢。

本书的舛误之处,请专家和读者不吝指正;本书的失责之处,由编者承担。

罗 汉
2007 年 7 月

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Unit One

Part I

1. Text: Economic Choice—the Production-Possibility Curve
2. Economic Terms
3. Language Point

Part II Exercises: Translation

1. Translate the Following Phrases
2. Translate the Following Sentences
3. Translate the Following Chinese Passage into English
4. Questions & Discussion Topics

Part III Exercises: Multiple Choices

Unit One

Part I

1. Text

ECONOMIC CHOICE — THE PRODUCTION-POSSIBILITY CURVE

Another point that comes out quite clearly when we think about the notion of scarcity is that economic problems frequently involve *choice*. We want all these various goods, but we cannot produce them all at once. We must therefore choose — either this or that, but not both. Scarcity forces choice on us, and a great many economic problems are concerned with the choices a society must make: What particular goods shall we produce? What scarce resources should we use in producing this or that good? And so on. Scarcity forces choice upon society, and the mechanisms employed in making economic choices are quite as significant facts about a society as are its political system or the way it organizes its family life. Indeed, as is obvious, these economic, political, and social matters are usually very much interrelated.

The problem of choice can also be illustrated by means of a simple diagram. We should probably pause here to point out that economists often find graphs and diagrams useful in explaining their subject to others and in understanding it themselves. Indeed, it will be worthwhile lingering a moment on Figure 1-1. It not only illustrates the choice problem very conveniently but also shows how graphs can be used to organize and expand our thinking about economic problems.

The diagram is called a *production-possibility curve*, or a *transformation curve*. In order to draw it, let us imagine a hypothetical society that is capable of producing only two products: food and steel. The technologists in the society have given us the information contained in Table 1-1. They have told us the maximum amount of steel we can produce for each possible amount of food that is produced. We begin by producing zero

units of food; i. e., all our resources are going into steel production. We then begin diverting our resources from steel to food production, until finally, when we are producing 175 million bushels of food, there are no resources left, and steel production is zero. The table, in theory, describes all the possible combinations of food and steel that the society can produce — its *production possibilities* — when all its resources of land, labor, and machines are fully employed.

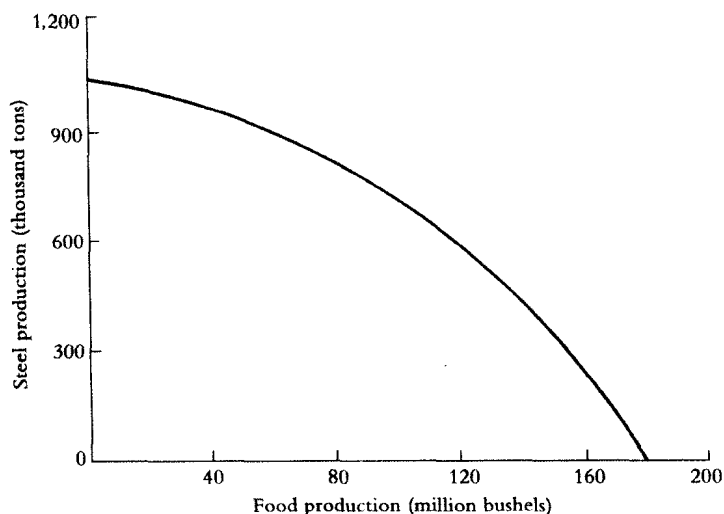


Figure 1-1 Production-Possibility or Transformation Curve

This curve graphically presents the hypothetical data from Table 1-1. It shows the characteristic bowed-out shape of the production-possibility curve.

TABLE 1-1

WHEN FOOD PRODUCTION IS (million bushels)	THEN THE MAXIMUM POSSIBLE STEEL PRODUCTION IS (thousand tons)
0	1,050
20	1,035
40	990
60	930
80	840
100	720
120	595
140	410
160	190
175	0

The figures from Table 1-1 have been displayed graphically in Figure 1-1. First, the data were plotted as points on the graph, and then the points were joined together with a continuous line, forming the curve shown in Figure 1-1.

Now this diagram is nothing but a representation of the material presented in Table 1-1. Basically it gives us no new information — but it does show us something that is not obviously read from the table: the *shape* of the production-possibility curve. We notice, in particular, that the curve is bowed-out or, technically, “concave to the origin”; it is not simply a straight line from the X (vertical) axis to the Y (horizontal) axis.

What does this bowed-out shape mean? And why is it a fairly characteristic shape for the production-possibility curve?

The *meaning* of the shape of the curve is fairly easy to see. It states that as we increase our production of one commodity it will be harder and harder to get still further units of that commodity. Harder in what sense? Harder in the sense that we will have to give up more units of the other commodity to add another unit of the first commodity. In other words, as we increase food production, we shall have to give up more and more units of steel to increase our food production by one unit.

The meaning of this last statement is illustrated in Figure 1-2. In the portion of the curve indicated by the Roman numeral I, we are producing relatively little food and a great deal of steel. To increase food production by a given amount a is relatively easy — we have to give up only b_1 steel to do so. Now contrast this with the situation in area II. Food production is much higher here. To increase food production by the same amount as before (a), we must now give up much more steel; i. e., b_2 is much greater than b_1 . And the same would, of course, be true if steel production instead of food production were to be increased.

This, then, is what the shape of the curve *means*, but now we ask: *Why* does it have this particular shape? The fundamental answer to this question derives from the fact that not all productive agents and resources — *factors of production*, economists usually call them — are equally well suited to the production of different commodities. If *all* commodities were the product of *one* factor of production — say, homogeneous labor — then there would be no need for the curve to bow out as it does. But this is obviously not so. In our particular case, steel production requires iron ore while food production requires fertile, cultivable soils. Now there is no reason to expect that the best farming land will also be the land containing the richest iron deposits — quite the

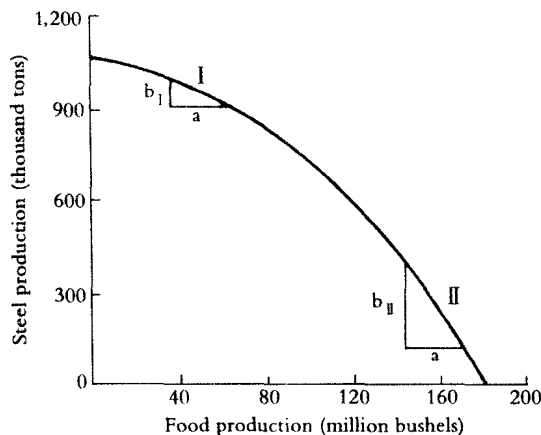


Figure 1-2 The shape of the production-possibility curve illustrates this important generalization: as we produce more of one good, we must usually give up more of other commodities, to increase production of that good still further.

contrary, in fact. What happens then as we keep increasing our food production?

In the beginning, when we are producing a great deal of steel and almost no food, we are using excellent cultivable soil in our search for whatever bit of iron ore it may yield. By giving up just a bit of steel production, we release this rich land to the farmer and consequently gain a great deal of food production for a relatively small loss (b_I) of steel. As we keep increasing our food production, however, the situation changes. Now all the really good farming lands have been used. If we wish to increase food production any more, we must take over the land rich in iron ore but relatively poor for crops. This means that to get the same increase in food production we must make major sacrifices (to the amount of b_{II}) in our steel production.

Thus, it is empirically (though not universally or necessarily) true that it usually costs us more to produce more of a particular good, the more of it we have. The *opportunity cost* — the steel we have to give up to get more food — generally goes up as we proceed further and further in any one line of production.