

• 专门用途英语 (ESP) 系列 •

现代国际商务英语

刘法公
南佐民

编著

MODERN
ENGLISH
FOR
INTERNATIONAL
BUSINESS

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Modern English For International Business

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前 言

专门用途英语 (English for Specific Purposes) 为宁波大学校级重点学科、浙江省重点扶持学科 (B 类)。《专门用途英语 (ESP) 系列·现代国际商务英语》是由宁波大学外语学院专门用途英语研究所组织编写的一套丛书之一。该学科着重研究英语在使用过程中由于行业、团体、功能等因素而产生的变体及其规律, 主要研究方向为: 一、语体研究, 以英语功能题材的变体为研究对象, 通过分析、归纳和总结各种不同功能语体的文本, 从语义、语法、语用、修辞和语篇各个角度, 探讨各种功能语体的特殊性, 总结其规律性; 二、教学论研究, 以专门用途英语教学理论和课堂模式为主要对象, 采用以学生为中心的交际教学方法, 通过教改实验, 总结出一套适合本学科教学的方法; 三、专门用途英语的翻译理论与实践, 重点研究此类变体文本的翻译的特殊性和规律性。

中国的改革开放和外向型经济的发展要求我国高等院校培养的英语专业毕业生既要有过硬的英语运用能力, 也要有扎实的国际商务知识。近年来, 许多高校开办的外贸英语专业、特殊用途英语专业、实用英语专业、科技英语专业, 都努力把某一学科的专业知识与英语技能相结合, 培养学生的实用综合能力。《现代国际商务英语》一书就是为适应培养学生这一综合能力的特殊用途英语教学之需要而编写的, 旨在使学生在国际商务英语的语境中比较系统地学习国际贸易、国际金融、国际投资、国际营销、国际项目管理等领域的基础知识, 也使学生学习国际商务知识, 集中强化商务英语技能, 掌握其领域的英语术语、文体和语言特点, 从而也使我们高校走出一度所特有的“学国际贸易的学生不能讲英语, 学英语的学生不懂国际贸易”的教学误区。

为了达到这种教学目的, 本书在编写上有以下特色:

1. 把国际商务的主要领域按由浅入深的原则分编成 16 个单元, 以点带面, 侧重实用, 即: 引言与要论、国际贸易政策、货物质量解说、货物定量、包装与打码、货价的确定、国际交货、货运保险、国际结算、贸易谈判与签定销售合

同、出口合同实施、国际贸易协作、进出口策略、直接对外投资要素、国际营销、外汇交易。

2. 每单元集中讨论一个专题, 讨论中穿插理解问题, 供师生课堂口语交流。概念中有理论; 分析中有实例, 重点突出; 层次分明, 论述与描写均体现该专题的英语风格和词语表达特色。

3. 每单元分三大部分, 即: 课文、练习、语言特点分析。每单元有2至4组练习题穿插于课文中间, 边学边练; 学练结合。每组练习集中复习刚学过的内容, 使专业知识与英语语言技能训练相结合。

4. 每单元设有“语言特点分析”一节, 从现代英语研究的角度分析该单元所涉商务领域的英语句法、词法、词汇以及特殊表达法的规律和特色, 理论领先, 举例相佐, 提纲挈领, 以提高学生对特殊用途英语的应用能力。

5. 本书涉及国际贸易的最新知识, 采用现代商务英语编写, 具有很强的时代感和国际通用性。书后附有主题索引, 便于查阅。

本书适于作高等院校外贸英语、商务英语、国际贸易、国际金融及国际经济管理专业的教材, 也可作非涉外专业学生的选修课教材。本书可供三资企业、涉外单位、经济管理部门的工作人员作商务英语培训教材或自学参考书。

本书由宁波大学外语学院副院长刘法公副教授负责全书的编写、统稿以及语言特点分析的写作, 南佐民副教授参编本书10万余字, 并为本书的前期编写做了大量工作。本书的部分章节已在宁波大学外语学院、宁波大学成教学院的外贸英语专业学生中作为内部教材使用两年, 效果良好。

在本书的编写、出版过程中, 宁波大学外语学院院长赵伐教授对全书作了具体指导, 宁波大学外语学院专门用途英语研究所所长陈明瑶副教授提了许多改进建议并为本书的排版提供及时帮助, 重庆出版社为出版此书倾注了很多精力, 在此一并谨致以衷心的感谢。

由于编者水平所限, 疏漏之处实属难免, 恳请学界同仁及读者不吝指正。

编者

1998年3月

内 容 提 要

本书旨在让读者在国际商务英语的语境中学习英语的特殊语体和术语，在提高英语水平的基础上掌握国际商务的基本知识。本书分 16 单元，主要介绍国际贸易政策、货物质量、货物定量、包装与打码、货价的确定、国际交货、货运保险、国际结算、贸易谈判与签定销售合同、国际贸易协作、直接对外投资要素和国际营销及外汇交易等内容。每个单元均有课文、口语训练、英语特点分析。本书适用于作高等院校外贸英语、商务英语、国际贸易、国际金融、国际经济管理等专业的教材，也可作非涉外专业学生的选修课教材。三资企业、涉外单位、经济管理部门的工作人员可选此书作商务英语培训教材或自学参考书。

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