

# 商务英语

## *Business English*

孙虹 杨臣 主编

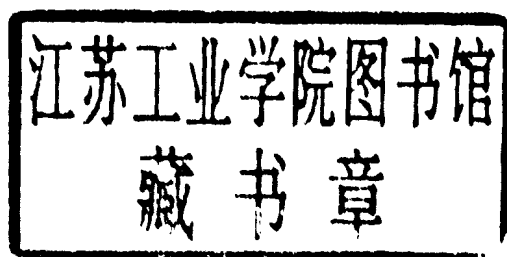


 中国标准出版社

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# 前 言

高等职业技术教育是我国高等教育的重要组成部分。大力发展高等职业技术教育,培养相当数量的既拥护党的基本路线,又适应生产、建设、管理、服务第一线需要的德、智、体、美全面发展的高等技术应用型人才,是实现我国高等教育大众化目标的必然选择。要实现培养高等技术应用型专门人才的培养目标,就必须搞好教材建设。

本教材是根据原国家教委1997年颁布的《全国成人高等教育英语课程教学基本要求(非英语专业专科用)》(以下简称《基本要求》)编写的,本套教材的目标是:(1)使学生掌握一定的英语基础知识技能;(2)使学生具有阅读和翻译有关商务英语资料的能力;(3)使学生掌握进行简单的日常和涉外会话的初步能力;(4)培养学生模拟套写简单信函等涉外商务应用文的能力。

本教材词汇起点为800词,分为上、下两篇。上篇主要目的是帮助英语水平低于《基本要求》规定的学生,复习巩固中学已学过的语音、语法、词汇,为下一步学习打下基础;下篇的重点是简单句的基本语法和基本句式的听、说、读、写、译等基本技能训练,并注意把语言基本功训练与实际涉外活动结合起来,使成人英语学习从一开始就能贯彻学用结合,学一点、用一点的原则。在侧重阅读基本技能训练和语法应用能力提高的同时,继续进行听、说、读、写、译的综合训练,并引入涉外交际资料的阅读、翻译和套写训练,将读、译、写技能的培训作为教学重点,把培养学生实际使用英语去处理商务工作中的涉外交际活动的的能力作为最终目标。为了便于初学者使用和学习,每单元后附有基本语音知识和基本语法知识。

本书共分上、下两篇,合计 20 个单元。本书由大连职工大学孙虹、杨臣主编。参加本书编写工作的有:杨臣(第 1、2、3、4、5 单元)、孙虹(第 6、7、8、9、10 单元)、张东(第 11、12、13、14、15 单元)、高飞(第 16、17、18、19、20 单元),全书最后由主编修订成稿。

在本书编写过程中,编者参阅了国内外有关的教材和文献,并得到各院校专家、领导和同行的大力支持,在此一并感谢。由于编写时间仓促,编写水平有限,书中疏漏在所难免,敬请广大读者不吝赐教,以便在使用中日臻完善。

编 者

2005 年 6 月

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# Unit 1 Job Interview

## Dialogue

### Tell Me about Your Working

Interviewer: Ms. Tracy, Please tell me about your working experience.

Tracy: Certainly. When I graduated from university in 2000, I worked for two years at one e-commerce company based in Sydney, called Sanfort. Then, I moved to Beijing where I work for another e-commerce company called E-Net.

Interviewer: Thank you. What about your qualifications?

Tracy: I have Bachelor Degree in Information Technology from Sydney University.

Interviewer: That's good. What about your duties in your current job?

Tracy: I'm in charge of developing new products, and marketing them to our customers through Internet.

## NEW WORDS AND EXPRESSIONS

Bachelor Degree 学士学位

current /'kʌrənt/ **adj.** 当前的

e-commerce /i:/'kɒmə(:)s/ **n.** 电子商务

experience /iks'piəriəns/ **n.** 经验、经历

graduate /'grædjueit/ **v.** 毕业

in charge of 负责

information /infə'meɪʃən/ **n.** 信息

interviewer /'intəvjʊ:ə(r)/ **n.** 面试人

qualification /kwɒlɪfɪ'keɪʃən/ **n.** 资历、资格

technology /tek'nɒlədʒi/ **n.** 技术

## Text

### Unemployment in the U. S.

Unemployment causes many hardships. Although the loss of income is perhaps the most

obvious, unemployment also damages self-esteem, harms family relationship and causes a loss of human lives.

After Chrysler Corporation closed its factory in India, Michigan, in 1998, the town's problems grew rapidly. "We've had one suicide, one attempted suicide, three mental breakdowns, some divorces, a lot of heavy drinking and others seeking emotional therapy," said Elsa Pant, 41 years old, a jobless auto worker.

In Kokomo, Indiana, which has 14% unemployment, neighbors were surprised when two jobless printers died of heart attacks and a laid-off autoworker was killed in an argument. Friends of these victims blame their death on the economy.

Research by one leading expert, Harvey Brenner of Johns Hopkins University, finds a historical link between unemployment and heart attacks, suicide, murders, alcohol abuse, mental breakdowns and crime. Even the birth rate declines during a recession, he says.

For most Americans, a job represents far more than just income. "When you have no jobs, it's like dying — except you don't stop breathing," says Elsa Pant. "Your whole source of motivation is gone." Without jobs, workers can lose their identities as breadwinners, their contact with co-workers and their daily routine.

Tom, another unemployment worker from Michigan said, "I can't stand sitting around and doing nothing. You get to hate it. You get to hate yourself. You get to hate everyone around you. I hate my kids growing up like this and seeing me without work. Everybody wants to be recognized socially, and while I was unemployed, emotional problems did arise. For instance my friends knew I was unemployed, and knew I couldn't afford to entertain. They didn't think I could afford it, and instead of asking us to go places with them, they ignored us. They wanted to save us the embarrassment of saying we couldn't afford to go. We all felt the social pressure. I say 'we' — my whole family was involved."

Feelings of hopelessness grow whenever unemployment workers are rejected in their research for new jobs. Money problems add to an unemployed worker's feelings of frustration. Eventually, laid-off workers can become emotionally depressed. The symptoms of this are suicide, illness, alcohol abuse and divorce.

## **NEW WORDS AND EXPRESSIONS**

abuse /ə'bjuz/ *n.* 滥用, 妄用

add to 增加,增添  
alcohol /'ælkəhɒl/ *n. & adj.* 酒精(的)  
argument /'ɑ:gju:mənt/ *n.* 争论,辩论  
arise /ə'raiz/ *v.* 出现,起来  
attempt /ə'tempt/ *v.* 企图,试图,尝试  
blame /bleim/ *v.* 把……归咎于,责备  
breadwinner /'bredwɪnə/ *n.* 养家糊口的人  
breakdown /'breɪkdaʊn/ *n.* 崩溃,瓦解  
contact /'kɒntækt/ *n.* 接触,交往,联系  
corporation /kɔ:pə'reɪʃən/ *n.* (美)有限公司  
decline /di'klaɪn/ *v.* 下降,衰退  
depressed /dɪ'prest/ *adj.* 消沉的,抑郁的  
embarrassment /ɪm'bærəsmənt/ *n.* 窘迫,为难  
emotional /ɪ'məʊʃənl/ *adj.* 情绪的,情感的  
entertain /entə'teɪn/ *v.* 招待,款待  
eventually /ɪ'ventʃuəli/ *adv.* 终于,最后  
for instance 例如  
frustration /frʌ'streɪʃən/ *n.* 灰心丧气,烦恼  
get to 开始,着手  
go places 到处游逛  
hardship /'hɑ:dʃɪp/ *n.* 苦难;受苦  
harm /hɑ:m/ *n.* 损害,伤害  
historical /hɪ'stɔ:rɪkəl/ *adj.* 历史上的,历史的  
identity /aɪ'dentɪti/ *n.* 身份;个性  
Indiana *n.* (美国)印地安纳州  
instance /'ɪnstəns/ *n.* 例子  
Kokomo *n.* 柯克莫(地名)  
laid-off /leɪd/-/ɔ:f/ *adj.* 被解雇的  
mental /'mentl/ *adj.* 精神的,心理的  
motivation /məʊtɪ'veɪʃən/ *n.* 动力  
obvious /'ɒbvɪəs/ *adj.* 明显的  
rapidly /'ræpɪdli/ *adv.* 迅速地  
reject /rɪ'dʒekt/ *v.* 拒绝  
relationship /rɪ'leɪʃənʃɪp/ *n.* 关系  
represent /reprɪ'zent/ *v.* 象征,体现,代表  
routine /ru:'ti:n/ *n.* 惯例  
self-esteem /selfɪ'sti:m/ *n.* 自尊(心)  
sit around 闲坐  
suicide /'sju:saɪd/ *n.* 自杀

symptom /'sɪmptəm/ *n.* 症状  
therapy /'θerəpi/ *n.* 疗法, 治疗  
unemployment /ˌʌnɪm'plɔɪmənt/ *n.* 失业  
victim /'vɪktɪm/ *n.* 受害者, 牺牲品

## Notes

1. Chrysler Corporation 美国克莱斯勒汽车公司
2. Johns Hopkins University 约翰斯·霍普金斯大学  
注: 该校位于美国马里兰州巴尔的摩市, 是国际上闻名的大学, 也是美国最好的大学之一。
3. Although the loss of income is perhaps the most obvious... 虽然收入的损失也许是最明显的……  
注: although (though)引导的句子是让步状语从句。汉语通常说“虽然……, 但是……”, 而英语只能用 although, 不能用 but, 但是可以用 yet, 如:  
Though the car is very cheap, yet I can't afford it at the moment.
4. I hate my kids growing up like this and seeing me without work. 我极不愿意我的孩子在这种情况下长大, 眼看着我失业。  
注: Growing up like this 和 seeing me without work 都是现在分词短语, 在此做宾语 kids 的补足语。
5. Everybody wants to be recognized socially, and while I was unemployment, emotional problems did arise. 每个人都想在社会上有地位, 在我失业的时候, 的确也产生过情绪方面的问题。  
注: 在这里, did 是用来加强语气的。
6. They didn't think I could afford it, and instead of asking us to go places with them, they ignored us. 他们认为我出不起钱, 就把我们撇开, 不邀请我们一起出去玩。

## Exercises

### 1. Answer the following questions according to the text.

- 1) What hardship does unemployment cause?
- 2) What happened after Chrysler Corporation closed its factory in Michigan?
- 3) Mr. Brenner found a historical link between unemployment and many things. What are they?

### 2. Check your understanding (Choose the correct answer according to the text).

- 1) In Kokomo, Indiana, there are very few people unemployed.  
 True       False
- 2) Social problems created by the recession will be solved as soon as the economy improves.  
 True       False

- 3) During the recessions the unemployed workers feel no social pressure.  
 True                       False
- 4) Families of the unemployed workers also suffer along with them.  
 True                       False
- 5) Feelings of hopelessness grow whenever the unemployed workers are rejected in their search for new jobs.  
 True                       False
- 6) For most Americans, a job represents much more than just income.  
 True                       False

**3. Fill the blanks with the words or expressions offered.**

apply for                      go along    in order to    in the middle of  
 turn right(left)    take                      walk out of    go straight ahead  
 in front of

Tracy is a fourth-year student in Zhongshan University. (1) be ready for graduation, she was (2) a job and preparing an application interview to be given by a famous joint venture. Yesterday she came to the reception desk (3) the hall of the company and was informed of the way to the interviewer's room. Then she (4) the corridor, (5) at the corner, and then (6) the lift. When she (7) the lift, she (8), and the room is (9) her.

**4. Cloze**

## New Jobs

A new company is hoping to create as (1) as 500 jobs in its factory and nationwide chain of stores. The company, *New Trend* was set (2) by Peter Dalton, a 36-year old businessman (3) Liverpool.

The company, (4) is due to start production early next year, will provide employment (5) 300 people in its factory on the edge of Liverpool. In 12 months' time, (6) will be a further 200 jobs, as the company begins opening shops in towns in (7) parts of Britain.

Peter Dalton also (8) to open a shop in New York. He hopes that (9) this shop proves successful, the chain (10) expand across the whole of North America.

'This project has (11) me over four years to finalize,' says Peter Dalton, 'and (12) that it's finally getting started, I'm really excited.'

- |                |             |            |
|----------------|-------------|------------|
| (1) a. much    | b. many     | c. lot     |
| (2) a. to      | b. in       | c. up      |
| (3) a. from    | b. at       | c. of      |
| (4) a. who     | b. which    | c. what    |
| (5) a. by      | b. on       | c. for     |
| (6) a. it      | b. they     | c. there   |
| (7) a. any     | b. all      | c. every   |
| (8) a. ' plans | b. planning | c. planner |
| (9) a. if      | b. unless   | c. whether |
| (10) a. could  | b. ought    | c. needs   |
| (11) a. took   | b. taken    | c. taking  |
| (12) a. so     | b. when     | c. now     |

**5. Translate the following into Chinese.**

In any society there is a serious problem when people do not have work; they can't buy goods and services, but they must live by some means — by public charity usually. Public charity is a burden on all other workers and taxpayers. Unemployment also leads to crimes; therefore, it is important to everyone that unemployment should be kept at a minimum.

**6. Reading comprehension**

## A Winning Idea

Andy Whiston left school at 16 hoping to make as much money as possible. At first, he worked for his father, who owned several shops in London. 'I learnt a great deal about running a business from being in a small shop. You find out that every penny matters.' Then he took a job as a salesman for a food manufacturer, and a couple of years later he was offered a job by his uncle. 'He asked me to manage a chain of bookshops he had in South Africa and taught me everything I know about management.'

When he came back to Britain, Andy was offered a job in London as a product development manager with an exciting new clothes company called Naismith's. He felt immediately at home there. "I found I really understood the fashion business and what influences products, so I was able to take the design team's ideas and turn them into commercially successful products."

One day in the warehouse he noticed a range of sports clothes that had been sent from a