高等学校英语专业系列教材 求知STEM
Textbook Series for Tertiary English Majors

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Readings from English Newspapers and Magazines

英语报刊阅读 2

（经济类）

主 编 张雨金

重庆大学出版社

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内容提要

《英语报刊阅读2(经济类)》是《求知高等学校英语专业系列教材》的一部分,目的是给学生提供英语报刊杂志中经济类题材的文章,扩大学生的知识面,使他们了解并跟踪经济世界及其发展动态。本书包括16个单元,每个单元包括3篇课文。课文A为课堂精读课文。为便于学生预习,课文A列附了详尽的生词解释、专业词汇解释和背景材料解释。课文B和课文C是同题材的扩展内容,教师可根据学生水平和课时多少,自主安排。除此之外,每个单元还包括了杂志简介、相关网站以及思考题等内容,供学生自学选用。本书供英语专业3、4年级学生使用,同时亦可作为具有相应英语水平的一般研究工作者、经济类专业学生的参考书或自修课本。

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总 序

进入21世纪,我国高等教育呈现快速扩展的趋势。为适应社会、经济的快速发展,人才的培养问题已经比我国任何一个历史时期都显得更为重要。当今,人才的能力和素质的衡量越来越多地采用国际标准,人才的外语水平自然地也越来越受到培养单位和用人单位的重视,由此引发了对大学外语教学模式、教材和检测机制的新一轮讨论,掀起了新一轮的大学英语教学改革。作为外语师资队伍和外语专业人才培养的高等学校英语专业,相比之下,在教学改革思路、新教材开发和新教学模式探讨等诸方面均显得滞后。尽管高等学校外语专业教学指导委员会英语组针对当前高校发展的新形式和外语专业人才培养的新规格、新模式和新要求,修订出了新的《高等学校英语专业英语教学大纲》,并结合21世纪外语人才培养和需求的新形势,制定了由教育部高等教育司转发的《关于外语专业面向21世纪本科教育改革的若干意见》,就英语专业的建设提出了指导性的意见,但在实际工作中这两个文件的精神尚未落实。

为此,重庆大学出版社和外语教学界的专家们就国内高等学校英语专业建设所面临的新形势作了专题讨论。专家们认为,把"大纲"的设计和"若干意见"的思想和理念变为现实的一个最直接的体现方式,就是编写一套全新理念的英语专业系列教材;随着我国教育体制的改革,特别是基础教育课程标准的实施,适合高等学校英语专业教学需要的教材也应做相应的调整,以应对中小学英语教学改革的新要求;高等学校学生入学时英语水平的逐年提高和就业市场对外语人才需求呈多元化趋势的实际,对高等学校英语专业的人才培养、教学模式、课程设置、教材建设等方面也提出了严峻挑战,应对这些挑战,同样可以通过一套新的教材体系来实现。

迄今为止,国内尚无一套完整的、系统的英语专业系列教材;目前已有的教材出自不同的出版社,编写的思路和体例不尽相同;现有的教材因出版时间较早,内容、知识结构、教学方法和手段已经不能适应新的发展要求;传统的教材设计多数基于学科的内在逻辑和系统性,较少考虑学习者的全面发展和社会对人才需求的多元化。

自2001年开始,在重庆大学出版社的大力支持下,我们成立了由华中、华南、西南和西北地区的知名专家、学者和教学一线教师组成的《求知高等学校英语专业系列教材》编写组,确定了系列教材编写的指导思想和总体目标,即以《高等学校英语专业英语教学大纲》为依据,将社会的需求与培养外语人才的全面发展紧密结合,注重英语作为一个专业的学科系统性和科学性,注重英语教学和习得的方法与规律,突出特色和系列教材的内在逻辑关系,反映当前教学改革的新理念并具有前瞻性;锤炼精品,建立与英语专业课程配套的新教材体系,推动英语专业的教学改革,培养高素质人才和创新人才。

系列教材力求在以下方面有所突破和创新：

第一，教材的整体性。系列教材在课程类型上分为专业技能必修课程、专业知识必修课程、专业技能选修课程、专业知识选修课程和相关专业知识课程等多个板块。在考虑每一种教材针对相应课程的特性和特色的同时，又考虑到系列教材间相互的支撑性。

第二，学生基本技能和实际应用能力的培养。在课程的设计上充分考虑英语作为一个专业来培养学生的基础和基本技能，也充分考虑到英语专业学生应该具备的专业语言、文学和文化素养。同时，教材的设计兼顾到社会需求中对英语专业学生所强调的实际应用能力的培养，除考虑课程和英语专业的培养目的，课程或课程体系应该呈现的学科基本知识和规范外，充分考虑到教材另一方面的功用，即学生通过教材接触真实的语言环境，了解社会，了解文化背景，丰富学生的实践经验。在教材编写中突出强调“enable”，让学习者在实践中学习语言、文学、文化和其他相关知识，更多地强调学习的过程，强调学生的参与，以此提高学生的实际应用技能。

第三，学生的全面发展。对高等学校英语专业学生而言，英语不仅是一门工具，更重要的是一个培养学生人文素质和跨文化意识的学科专业。系列教材强调合作性学习、探索性学习，培养学生的学习自主性，加强学习策略的指导。通过基础阶段课程的学习，使学生在语言知识、语言技能、文化意识、情感态度和学习策略等方面得到整体发展；在高年级阶段则更多地注重学生的人文精神、专业理论素养、中外文学及文化修养的培养。

第四，教材的开放性。一套好的教材不应该对课堂教学、老师的施教和学生的学习拓展有所制约，应给使用教材的教师和学生留有一定的空间，要让学生感到外语学习是一件愉快的事，通过学习让人思考，给人以自信，引导人走向成功。系列教材的总体设计既考虑严密的学科系统性，也考虑独具特色的开放性。不同地区、不同类型的学校，可以根据自己的生源和培养目标灵活地取舍、选用、组合教材，尤其是结合国内高等学校中正在探讨的学分制，给教与学一个多维度的课程体系。

我们希望通过这套系列教材，来推动高等学校英语专业教学改革，探讨新的教学理念、模式，为英语专业人才的培养探索新的路子，为英语专业的学生拓展求知的空间。

《求知高等学校英语专业系列教材》编委会

2004 年 8 月

前 言

《英语报刊阅读 2(经济类)》是一本针对我国高等院校英语专业"英语外报外刊选读"课程而编写的教材，目的是给学生提供英语报刊杂志中的经济类题材文章，扩大学生的知识面，使他们了解并跟踪经济世界及其发展动态。

随着世界经济一体化，各国间的经济、文化交流日益频繁，社会对英语专业学生知识结构的要求也相应提高，要求学生不仅仅把英语作为工具帮助他人，而且自己也应具备相应的专业知识，未来能够从事某一行业的工作。通过对外报外刊多行业文章的学习和理解，学生在已拥有的英语专业知识的基础上，将自己的知识面拓展到更广阔的经济知识领域。由于已经有了扎实的英语基础，学生对经济类的文章将不会感到特别棘手；相反，他们会觉得这恰恰弥补了纯语言学习的缺陷。我们相信这本以全新理念和指导思想编写的教材，将成为多数学生毕业后保存在自己书架上的一本随时参阅的备用书。

《英语报刊阅读 2(经济类)》供英语专业 3、4 年级学生使用，同时亦可作为具有相应英语水平的一般研究工作者、其他经济类专业学生的参考书或自修课本。

《英语报刊阅读 2(经济类)》包括 16 个单元，每个单元包括 3 篇课文。课文 A 为课堂精读课文。为便于学生预习，课文 A 列出了详尽的生词解释、专业词汇解释和背景材料解释。课文 B 和课文 C 是同题材的扩展内容，教师可根据学生水平和课时多少自主安排。除此而外，每个单元还包括了杂志简介、相关网站以及思考题等内容，供学生自学选用。

选材新颖、取材广泛、释义准确是本书遵循的 3 大原则，也是本书区别于其他教材的 3 大特点。本书以当代世界经济发展为主线，围绕 16 个经济热点问题，从多个侧面生动地反映了当今世界经济的发展状况。本书所选的文章均出自英语国家原版报刊与杂志，包括 *Business Week, Economist, Forbes, Fortune, Times, Business Economics, International Herald Tribune* 和 *Washington Post* 等 8 种。选文内容涉及经济法、世界贸易组织、跨国公司、管理、金融、财务、投资、风险和战略等多个方面。

考虑到英语专业学生的经济知识基础，编写时我们特别注意选择那些较为通俗易懂的文章供学生阅读。16 个题材所涉及的专业知识，相互之间有一定的联系，而且几乎与时代同步，故可读性强。我们相信，通过本书的教与学，不仅能使学生有效扩大知识面，而且更能适应当代社会不断发展的需要。

本书从讨论选题、选阅报刊、编辑注释历时一年多。在这一年的编选、注释过程中,我们得到了诸多人士的鼓励、支持和帮助。值此书问世之际,我们对他们表示衷心的感谢。

首先我们要感谢西安交通大学外语部的主任白永权教授,他多次关心本书的编写进展情况,并提出了不少宝贵的建议。还有,西安交通大学教务处的马兆明副处长、秦华、王学德和王新英老师,会计学院的李琨老师,经济金融学院的李华敏和蒲小莉老师,图书馆的王子安、秦静波、雷继华和李葳等老师,在此书的编撰过程中都提供了不少的帮助和便利,并提出了宝贵的意见,在此一并致谢。

另外,我们还要特别感谢西安交通大学经济金融学院的张京鹏教授。作为本书的审校,他除了仔细阅读全书的初稿之外,还为我们提供所需的材料,并提出了很多建设性的建议。没有张教授的热心支持和帮助,本书就不可能如此顺利地完成。

在本书的编撰过程中,我们遇到了一些疑难问题,曾经多次请教美国专家 Jim Swiderski 先生和 John, Sandy Gilfillan 夫妇以及比利时的 Florent Buttiens 先生。在此,我们对他们的无私帮助也表示深深的感谢。

这里,我们还要感谢重庆大学出版社的外语编辑周小群和李奉栖两位老师,没有他们的鼓励和支持,本书也是很难和读者见面的。

最后,我们还要向我们的家人道一声谢。在过去的一年中,特别是在本书编写的定稿阶段,他们默默地承担了诸多的家务,不抱怨,不责怪。可以说,没有家人的体贴和支持,这本书亦无法如期完成。

限于编者们的知识和阅历,书中难免有不妥之处,恳请广大读者不吝批评指正,我们将十分感谢。

编　者

2004 年 8 月

CONTENTS

Unit 1 Globalization

Text A

Before the class: Read the text as the assignment in advance. Surf the Internet on the subject and try to collect the related information as much as possible. Take your collections to the class and get ready for the class discussion.

Words you need to know

abolish	to end (an activity, custom, etc.) officially
afflict	to make (someone or something) suffer physically or mentally
ammunition	facts and reasoning used in trying to win an argument
bandit	an armed robber, especially one of an armed band
component	any of the parts that makes up a whole (especially of a machine or system)
cosset	to pay a great deal of attention to making (a person) comfortable and contented; to treat very kindly
elite	the riches, most powerful, best educated, or most highly trained group in society
espouse	to (decide to) support an aim, idea, etc.
incentive	an encouragement to greater activity

initiative	the first action or movement, often intended to solve a problem
intrinsical	being part of the nature or character of someone or something
levy	to impose a tax; to use government authority to impose or collect a tax
redress	to put right (a wrong, injustice, etc)
red tape	silly rules, full of details, that delay (especially government) business
rhetoric	speech or writing that sounds fine and important, but is really insincere or without meaning
stack	to make into or form a neat pile
staunch	firm, dependably loyal
strangulation	the act of killing someone by pressing on his throat so that his can not breathe
the lion's share	the greatest part; most

Words related to business

bloc a group of nations, political parties, or people (esp. politicians) that act together

Common Agricultural Policy (CAP) The European Union (EU) policy towards agriculture. This includes a price support scheme which has led to excess production. As the supported prices are generally above world market levels, there is also an external tariff, and export subsidies are used to enable surplus products to be exported. Various grants to farmers are also available. The CAP absorbs up to two-thirds of total EU expenditure, raises the cost of living for EU consumer, damages non-EU farmers, and created great difficulties in reaching agreement in the Uruguay round of World Trade Talks.

developing country Also known as less developed country (LDC), a developing country is a country with less advanced technology and / or lower income levels than the advanced industrial countries. Most LDCs have high dependence on primary sectors in their production, and more so in their external trade. Most have low average incomes, though a few of the smaller oil exporters, such as Kuwait, have per capita incomes comparable to those in industrial countries. Being an LDC is a matter of degree. Many countries in Sub-Saharan Africa are LDCs on any possible criterion, but many of the newly industrialized countries (NICs) such as China have a mixture of very poor primary producing sectors and more advanced industry. Members of the Organization for Economic Cooperation and Development (OECD) are not classed as LDCs, although Turkey, which is a member, has lower per capita income than some NICs. The former planned economies of the ex-USSR and Eastern Europe present similar problems of classification: Tadjikistan is clearly an LDC, whereas the Czech Republic and Russia are clearly not, but many are hard to classify.

European Union (EU) The name since 1993 of the former European Community (EC). The EU was formed with twelve members: Belgium, Denmark, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, and the United Kingdom. Austria. Finland, and Sweden joined in 1995; further applications to join from several other countries including the Czech Republic and Turkey are pending.

foreign direct investment an investment made by a foreign person or organization in a particular country, or the total value of this type of investment

globalization 1. the process by which social institutions become adopted on a global scale; 2. the process by which a business or company becomes international or starts operating at an international level

industrial countries Countries whose GDP and exports contain a large share of industrial production. The list of countries which could be described as industrial is continually changing. The International Monetary Fund (IMF) uses the name for the group of mainly advanced economies included in the *Organization for Economic Cooperation and Development* (*OECD*). This group includes the United States, Canada, Japan, Turkey, Australia, New Zealand, and eighteen European countries: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. This definition omits the newly industrialized countries (NICs), including Brazil, Korea, and Singapore, and the countries of the former Soviet Union and Central and Western Europe, of which several, including Russia and the Czech Republic, are heavily industrialized.

multinational a firm conducting business in more than one country, through branches or subsidiary companies

Organization for Economic Cooperation and Development (*OECD*) An international organization set up to assist member states to develop economic and social policies to promote sustained economic growth with financial stability. OECD members have been mainly free-market industrialized countries: in Europe this includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the UK. Outside Europe, the OECD includes Australia, Canada, Japan, New Zealand, Turkey, and the United States. Mexico became the first newly industrialized country (NIC) to join, in 1993, and the Czech Republic the first former planned economy to join in 1995.

outsource to obtain (goods, especially component parts) by contract from a source outside an organization or area; to purchase labor or parts from a source outside the company rather than using the company's staff or plant.

revenue Monetary amount of annual sales, including returned merchandise and discounts, i.e., is the top monetary figure from which costs are subtracted to determine net income. Or we may simply say it refers to money coming in, income, esp. that which the government receives as tax.

subsidiary = subsidiary company, a company which is connected but of second importance to the main company

subsidy money paid, esp. by the government or an organization, to make prices lower, make it cheaper to produce goods, etc.

tariff a duty or duties levied by a government on imported or sometimes exported goods

World Economic Forum An independent international organization committed to improving the state of the world. The Forum provides a collaborative framework for the world's leaders to address global issues, engaging particularly its corporate members in global citizenship.

World Trade Organization (WTO) The world trading system founded at the Uruguay round of the General Agreement on Tariffs and Trade (GATT in 1994), to supercede GATT and to implement the measures agreed at the Uruguay round by 2002. WTO's aims are to continue the work of GATT in agreeing international trading rules and furthering the liberalization of international trade. WTO has wider and more permanent powers than GATT and extends its jurisdiction into such aspects of trading as intellectual property rights. The highest authority of WTO is the Ministerial Conference, held at least every two years. WTO has 97 member states and a further 32 GATT contracting parties.

Questions for group-discussion before reading

1. How do you explain the term "globalization"?
2. In what way do you think globalization may affect your life? Does it have more upsides or more downsides?

WHY WE SHOULD EMBRACE GLOBALIZATION

By Peter D. Sutherland[1]

The key difference between our era of globalization and the last one, which ended with the Great Depression[2], is that, for the first time, many companies are operating on a global basis. Although this change has raised fears among some people in both industrial and developing countries, it offers new and exciting opportunities for raising living standards worldwide.

1 The dramatic growth in cross-border investment and international trade over the past two decades, combined with the explosive growth in global communications and technology, is what most people think of when they think of globalization. *Foreign direct investment* (FDI) flows, which totaled $ 160 billion in 1991, soared to $ 1.1 trillion in 2000. And, while the volume of international trade also expanded dramatically (16-fold over the past 50 years), trade in **components** has grown even faster than trade in finished goods — components now make up about a third of world exports of manufactured goods, as firms increasingly *outsource* the parts they used to produce at home to *subsidiaries* or firms overseas.

Antiglobalization Myths

2 Some antiglobalization campaigners find something **intrinsically** sinister in corporations' operating across borders. They seem to believe that, in general, multinational corporations care about nothing more than paying exploitation wages and avoiding taxes. The evidence, however, contradicts these generalizations: real wages have risen in the countries that are attracting FDI, and corporate tax *revenues* have been rising, not falling. Moreover, the local presence of internationally active companies creates strong pressures to raise local standards rapidly in the key areas of management, technology, and environmental quality and thus enables the host country to participate more effectively in globalization. I am convinced that the vast majority of *multinationals* conduct their affairs properly. (There are exceptions, of course, but