

全国商务英语研究会推荐教材

精读

(学生用书)

Intensive Reading

4

总主编 虞苏美
主 编 张 逸



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新编商务英语系列丛书



内容提要

《新编商务英语精读(4)》为“新编商务英语系列丛书”之一。本书共10个单元,每单元由阅读I(Reading I)、阅读II(Reading II)以及扩展性练习(Extended Activities)组成。本书旨在寻求语言能力培养和商务英语知识学习的最佳结合点,即在全面培养学生英语语言综合能力的同时,熟悉各种商务活动,了解商务方面的知识。本丛书适用于商务英语专业的学生。本书另配录音磁带。

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前 言

经过全体编者的努力和辛勤劳动,《新编商务英语精读》终于付梓了。这是一套将培养英语语言能力与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及广大英语爱好者。

对于语言能力,英语教学界已基本达成共识:语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题以及如何在各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。本书通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

考虑到本书的使用对象,我们尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是本书的一大特色。基于此,本书为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握必要的商务知识。可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

《商务英语精读》共分6册,分3个学年,6个学期使用。本书为整套教材的第4册,共10个单元,每单元由三大部分组成:阅读 I (Reading I)、阅读 II (Reading II) 以及扩展性练习 (Extended Activities)。每单元以一个主题为中心,编排相关的课文和练习。这种主题单元 (thematic unit) 的优点是,它在提供密集的信息 (information density) 的同时,注意了文体的多样性 (style variety),使学生的语言和文化意识 (awareness) 都能得到提高。第4册的单元主题分别是广告、商务交际、企业文化、家庭、旅游观光、公共关系、现代化办公、生产、汽车、保险等。所选课文材料新,语言地道,能真实地反映当代英语的特点,更能引起学生的学习兴趣。

前言

阅读 I 包括阅读预习 (Pre-reading)、课文 (Text)、生词和词组 (New Words and Expressions)、注释 (Notes)、课文练习 (Exercises) 和后阅读活动 (Post-reading)。阅读预习主要用于激发学生阅读课文的兴趣, 将本主题的知识 and 学生所学过的相关知识进行沟通, 同时为阅读课文做心理准备。课文长度为 500 词左右, 生词和词组采用中英文双解, 便于学生从英语理解词义。注释以英语为主, 内容包括语言难点和文化背景知识, 在难度较大的地方我们加注了中文。练习部分包括阅读理解、词汇练习等, 以加强学习效果, 使学生学会运用所学的语言知识。后阅读活动是一个交际性任务, 旨在使学生将课文所学的内容融会贯通、举一反三, 用于各种交际活动。

阅读 II (Reading II) 是阅读 I 的补充和加强, 由课文和练习组成。阅读 II 的课文内容与阅读 I 的课文内容相关, 课文后配有注释、阅读理解、词汇理解等练习, 以加深对课文的理解。练习包括听写 (Dictation)、用法专项练习 (Special Use)、翻译 (Translation) 和完形填空 (Cloze)。听写练习是针对我国学生设计的, 其目的是为了提高学生手耳并用的能力。用法专项练习是关于语法知识的练习, 注重实用。翻译练习主要复习阅读 I 和 II 所学的词语, 同时学习翻译的技巧。完形填空的题材也与单元主题相关, 此练习一方面使学生对主题有更多的了解, 另一方面也是语言能力的训练, 提高学生对英语的理解力和运用能力。

扩展性练习 (Extended Activities) 包括: 功能与结构、实用阅读、基础写作、词汇扩展、商务世界和幽默时光等。功能与结构主要训练在各种情景中语言的运用; 实用阅读是阅读各种商务实例的练习; 基础写作从句子和段落的写作着手, 练习写作的基本技巧, 分别介绍了句子和段落的写作、电话留言、便条、备忘录、电子邮件、电传等商务常用文体的写作并配以相应的练习。词汇扩展是对单元主题有关词汇的进一步扩展; 商务世界介绍商务和文化方面的小知识。这些练习对语言基本功进行深入的系统训练, 并对商务知识作进一步的扩展。

本书的教学宜采用交际教学法, 教师可根据教学要求组织学生进行各种活动, 鼓励学生用英语完成交际任务。有些练习没有标准答案, 教师可视学生的具体情况给予评价。对于本教材的使用, 教师可根据教学的具体情况, 决定取舍, 不必拘

前言

泥于一种模式。

本教材的老版《商务英语精读》出版后受到广大大专院校师生的欢迎,他们对本书提出了许多有益的建议,在此谨表谢意。这次修订增加了一些板块,使内容更充实;加强了课堂的交际活动,使之更生动活泼、贴近生活;对词汇和语法的练习也作了调整和修改;使学生的语言知识更扎实。

在这套教材的编写中,我们得到了高等教育出版社领导和编辑的帮助,国内外的外语教学专家也给了我们很多启示,华东师范大学外语学院和英语系的领导非常支持和关心我们的工作,外语学院资料室的同志也为我们提供了很多资料。在此,对所有关心和帮助过我们的各方面人员表示衷心的感谢。同时,我们也诚恳地希望外语教学界的同仁和使用本书的师生,对本书提出宝贵的意见和建议,使本书的质量能更上一层楼。

编者

于 2005 年 12 月

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1

UNIT

Advertisement



Reading I



Pre-reading

I. Brainstorming: Work with your partner and write out as many words or expressions as possible about advertising.

Advertising Media:*television,*

Advertising Methods:*jingles,*

Verbs Related to Advertising:*promote,*

II. Pairwork: Discuss the following questions with your partner.

1. What are the basic elements of a typical advertisement?
2. What do you think makes a good advertisement?
3. What is your favorite advertisement? Describe it and tell why you like it most.
4. What will affect the success of TV commercials?
5. How does the Internet differ from other conventional advertising media?



Text

Advertising

- 1 Almost everyone in Britain and North America is exposed daily to continuous advertising, in the press, on television and on hoardings. Newspapers,

magazines and television companies are dependent on advertising for a large part of their income. Glossy magazines and the supplements to Sunday newspapers frequently contain full-page colour 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. About 64 percent of total advertising expenditure is on advertising in the press and 30 percent on television advertising.

- 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. All newspapers have a selection called "classified ads" where small advertisements or announcements are listed under various headings. Free newspapers, which are delivered weekly to most homes, have the highest advertising content of all newspapers.
- 3 One of the most powerful and pervasive types of advertising is that of television, and slogans used in television commercials often become popular catchphrases. 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. Similar commercial advertising is carried by the independent radio stations, BBC television and radio (and in the USA, CBC and PBS), however, carry no advertising.
- 4 Manufacturers often use other methods of promotion to advertise their products. Sometimes they arrange to send leaflets with details of a particular product inserted in a magazine or newspaper, or posted to a person's home. Free samples of new products are often also delivered. A firm may telephone people at home to tell them about a new service or brand of product, perhaps with a special "introductory offer" to persuade them to buy. 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 another. In towns,

advertisements are seen on almost every street, both on individual shops and on hoardings and posters. Stores place eye-catching notices in the window to tempt people in, and advertisements are put on buses and taxis, and inside trains on the London underground.

- 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. Tobacco companies frequently use this method.
- 6 Advertising on British television is subject to strict regulations. Current legislation limits advertising to 7 minutes an hour between 6:00 and 11:00 pm and advertising breaks may not be inserted in certain kinds of programmes, such as school broadcasts. On independent radio, advertising is restricted to a maximum of 9 minutes per hour.
- 7 Recently, changes were made in the law so that some professional groups that were previously not allowed to advertise their services, may do so. These include solicitors and family doctors in Britain and lawyers in the USA.
- 8 In Britain advertising in the press, the cinema and on posters is controlled by the Advertising Standards Authority, which aims to ensure that advertisements are "legal, decent, honest and truthful". The public has the right to complain to the authority for any reason, about an advertisement. The Independent Broadcasting Authority (IBA) is responsible for controlling advertising on television.

New Words and Expressions

- | | |
|---|---|
| 1. hoarding /'hɔ:diŋ/ | n. large board for displaying advertisement = (US) billboard 大广告牌 |
| 2. glossy /'glɒsi/ | a. smooth and shiny 光亮的 |
| 3. supplement /'sʌpliment/ | n. additional section added to a newspaper (报纸的)增刊 |
| 4. expenditure
/ɪk'spendɪtʃə(r)/ | n. amount of money spent 支出额 |
| 5. heading /'hedɪŋ/ | n. word or words put at the top of a page, section of a book, etc. as a title 标题 |
| 6. pervasive /pə:'veɪsɪv/ | a. present and perceived everywhere 无处不在的 |
| 7. catchphrase (or catch phrase) /'kætʃfreɪz/ | n. a short sentence or an expression that becomes well-known because it is often used by, and later associated with, a famous person, esp. an entertainer on TV 引人注意的话;流行的话 |
| 8. channel /'tʃænəl/ | n. a particular television station 电视频道 |
| 9. schedule /'skedʒu:əl/ | n. programme of planned events 预定计划表 |
| 10. leaflet /'li:flɪt/ | n. printed sheet of paper that contains kind of information, usu. distributed free of charge 散页印刷品;传单 |
| 11. nuisance /'nju:səns/ | n. an annoying thing, person or behavior 讨厌的物、人或行为 |
| 12. poster /'pəʊstə(r)/ | n. large notice displayed in a public place 招贴 |

- | | |
|----------------------------------|---|
| 13. eye-catching /'aɪ,kætʃɪŋ/ | a. striking and noticeable 招眼的; 引人注目的 |
| 14. tempt /tempt/ | v. to attract 吸引 |
| 15. sponsor /'sponsə(r)/ | v. (of a person or firm) to pay for a sporting event, a concert, etc. in order to set publicity for themselves 赞助 |
| 16. prominently /'prɒmɪnəntli/ | ad. conspicuously 惹人注意地 |
| 17. tournament /'tuənəmənt/ | n. series of contests between a number of competitors until just one person or team emerges the winner 联赛 |
| 18. regulation /ˌregjʊ'leɪʃən/ | n. rule or restriction 规则 |
| 19. legislation /ˌledʒɪs'leɪʃən/ | n. laws passed by a government 法律 |
| 20. restrict /rɪ'strɪkt/ | v. to put a limit on 限制; 约束 |
| 21. maximum /'mæksɪmə/ | n. greatest amount, size, intensity, possible or allowed 最大量、体积、强度等 |
| 22. ensure /ɪn'ʃʊə(r)/ | v. to make sure 确保 |

* * * * *

- | | |
|------------------------|--|
| 1. (sb.) be exposed to | to be introduced to 接触 |
| 2. aim to/at | to point or direct towards someone or something 瞄准; 对准 |
| 3. be subject to | to be obliged to obey sth./sb. 必须服从某事/某人 |
| 4. limit sb./sth. to | to set a limit or limits to what sb. can do or have, control sth. so that it is within certain amount or degree 限定 |

Notes

1. glossy magazine: magazine printed on high-quality shiny paper, with many photographs, coloured illustrations, etc. We also say “glossy photograph”, which is photograph printed on shiny paper.
2. specialized advertising: advertising designed for a particular purpose.
3. classified ads: small advertisements placed in a newspaper or magazine by people offering or requesting jobs, furniture, cars, houses, etc. Also called “want ads”. (分类广告)
4. independent channels: television stations financed by private rather than government money.
5. ITV: Independent Television (in Britain), ITV is privately owned and provides popular programmes. It gains profit through advertising.
[(英国)独立电视台]
6. Channel 4: one of the four main British TV channels. It started in 1982 and has the obligation to provide distinctive programmes aimed at minority tastes. The other three channels are BBC1, BBC2, ITV. BBC1 and BBC2 are publicly owned and provide serious programmes. There is no advertisement on these two channels.
7. BBC: British Broadcasting Corporation. (英国广播公司)
8. CBC: Canadian Broadcasting Corporation. (加拿大广播公司)
9. PBS: Public Broadcasting Service, funded by government and individual donors. [(美国)公共广播公司]
10. introductory offer: special price offered on a new product to attract customers. [(为打开销路的) 优惠价]
11. direct marketing and telephone “shots”: leaflets sent by post to potential customers and telephone calls made to sell goods.
direct marketing: selling goods or services without using shops but by using postal and telephone services or calling at people's homes to obtain orders.
shot: free leaflet sent by post to customers.

12. mailing list: list of names and addresses of persons, to whom advertising material, etc. is to be sent regularly. (邮寄名单)
13. London underground: underground railway in London. (伦敦地铁)
People there also call it "tube" (e. g. a tube station, a tube train, to go by tube), while in America "subway" is used (e. g. a subway station).
14. Independent Broadcasting Authority (IBA): 英国独立广播机构
15. Advertising Standard Authority (ASA): 英国广告标准局



Exercises

I. Read the text carefully again and discuss the following questions.

1. What advertising media are mentioned in the text?
2. Who depend largely on advertising for their income?
3. What do national newspapers concentrate more on?
4. What are a high proportion of advertisements in local newspapers devoted to?
5. What are "classified ads"?
6. What is one of the most powerful and persuasive types of advertising?
7. What advertising methods are mentioned in the text?
8. Why do many people in Britain and the USA regard marketing and telephone "shots" as a nuisance?
9. What do they do to escape from this "nuisance" then?
10. What advertising method do many large companies usually adopt?
11. What are regulations concerning advertising on British television?
12. What organization is responsible for controlling advertising in the press, the cinema and on posters in Britain?

II. Choose the best answer to complete the following sentences.

- () 1. _____ is NOT mentioned in the text.
- a. The legislation and regulation on advertising in Britain