

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

An Integrated Course in
Business English(I)

商务英语综合 教程(上册)

刘玉玲 房玉靖 主编



对外经济贸易大学出版社

University of International Business and Economics Press

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(上册)

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出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社联合对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院、天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等院校推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。本套教材面向三个层次：研究生、本科和高职高专。

研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》共11册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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前 言

随着经济活动日趋全球化,中国的国际地位日益提高,不同经济、政治、文化背景的交往空前广泛,国际间多层面、多目标、多方式的交流也非常活跃,商务英语人才在国际交往和交流中的作用日趋重要。今天,我国对外开放正在不断地向更深、更广的领域拓展,这些趋势都对商务英语人才的素质提出了更高的要求,对商务英语的专业教学提出了更严峻的挑战。我们迫切需要培养一大批既通晓商务知识、熟悉国际商务环境、善于跨文化交际,又掌握商务英语的高素质人才。《商务英语综合教程》旨在为全国的外经贸发展培养出更多合格的商务英语人才,以满足不断扩大的市场需求。

目前,对我国的高职高专教育而言,全面推进素质教育是改革的根本任务,而在素质教育实施过程中,构建符合素质教育要求的新的教育课程体系,已成为素质教育实施的核心。其中,如何适应课程改革发展的需要,建立既符合素质教育要求,又能促进学生成长、教师发展、学校教学质量提高的教育评估体系,已成为课程改革中的一项重要任务。特别是在加入 WTO 以后,中国高职高专教育体制的国际化已不可避免。在这样的背景下,我们在原有教学经验的基础上,主动与行业接轨,积极引进《全国国际商务英语证书》中科学的教学指导思想和先进、实用的育人理念,在教学中切实实行以学生为中心的教学方法,重在过程的教学评估,强调核心技能的素质教育实践,最终编写了这套教材。

本套教材的宗旨是:用英语传授经济贸易的基础理论和基础知识,对学生进行全面的、严格的经贸基础理论教育和经贸专业英语语言技能的培训,使学生既掌握经济贸易知识,又能用英语从事外经贸工作。

本套教材的编写内容及编写特点简介如下:

1. 专业性强:本书紧扣经贸专业知识,以“必须、够用”为原则,突出实用性和针对性。

2. 选材实用:在选材方面注意了文章的时效性、语言的质量和典型性,以最新鲜的商务语言传递最新的国际商贸信息和当今商务热点。取材宽泛、语言规范、内容系统、时代感强、重难点突出、解析透彻清楚,集知识、趣味和实用为一体。

3. 内容丰富:介绍国际经贸的一些做法、惯例与程序,传送现实有用的经济信息。文章涵盖的主题有:贸易、营销、管理、国际金融、广告媒体、商务法律、国际投资、商务沟通以及国际竞争,等等。读者在了解经济方面知识的同时将学到地道的英语。

4. 结构新颖:每单元由五部分组成,文章语言真实地道,信息量大,主题一致,便于巩固。通过解读课文,学生可以了解专业知识;培养良好的听、说、读、写、译的习惯;提高思考、解决问题的能力;扩大词汇量。为了减轻学生压力,课文后设立了课文注释栏目,对文章中出现的生词、短语、术语、难句等作了详尽的解释。此外,文章

后面设有形式多样、内容丰富的练习题，目的在于帮助学生解读文章、巩固所学知识、训练读、写、译的技能及表达能力。

5. 技能培养：本教材注重把语言技能的训练与专业知识有机结合起来。习题中有些问题属于开放式的，要求学生理论联系实际，认真独立地思考问题、深入探究问题、最终解决问题。在这一过程中学生的表达能力同时得以锻炼。

此外，此书用作教材，要求相应的教学模式来实践其理念。本书的编写强调互动式、自主性的学习，提倡营造活跃的课堂气氛，使学生轻松学习而又有所收获。

本教材分上、下两册，由刘玉玲、房玉靖主编，张怡、刘媛、姚颖、陈丽萍、马国志、秦亚娟、孙爱民、陈子扬参编。本书的编写得到了对外经济贸易大学出版社的鼎力支持和帮助，在此致谢。

编 者
2007 年 4 月

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Unit 1



In our daily life, we meet various kinds of advertisements. They have become an important part of our lives and economy. It's difficult to say whether ads play good or bad roles in our lives.

Advertising

1 Advertising is a way of bringing information to the public for the purpose of selling a product, a service, an idea, or an event. The information is transmitted by means of the printed word or over the air. It may be presented as a simple statement of fact, or as is more frequently the case, it may be offered in colorful or even emotional language. All advertising is intended to stimulate people to do some specific thing, such as buy a product, order a service, join an organization, attend a meeting, or think sympathetically about a situation. Each advertisement is paid for by a person, a group, an organization, or a business enterprise seeking to advance his or its goals.

2 In a modern society, everyone uses advertising in one way or another. A person may obtain a job by answering a classified ad. He may decide to join an organization whose advertisements express ideas that appeal to him. In choosing food, products and other items of daily living, he is usually guided or influenced by advertising. Advertisements may also influence his choice of a vacation spot, restaurant, or recreational activity.

3 Product advertising is closely related to selling and, in most cases, is part of an overall selling program. Such advertisements are intended to make people familiar with products and eager to buy them. This type of advertising is an indirect selling tool, because

the actual selling job is done later in a retail store or by a salesman who calls on the buyer. However, advertisements are also used for direct selling. Mail-order advertisements are intended to do the complete selling job without the help of salesmen. Almost all product advertising is a profit-seeking business operation.

4 Many services, such as television repair or a course in dancing, are also advertised for profit-making purposes. On the other hand, organizations and governmental agencies devoted to public welfare advertise certain services with no thought of profit. The advertising of free chest X rays and polio shots are examples of such non-profit advertising.

5 Ideas are advertised for a variety of reasons. A large corporation may sponsor ads that give information about scientific ideas on which it is doing research. The intention is to build up a favorable image of the corporation so that customers will have confidence in its products. Idea advertising is frequently used during a labor strike. Both the company and the union may try to gain public support by presenting their sides of the dispute. In idea advertising, the question of profit may be involved only indirectly.

6 Events may be advertised for either profit or non-profit purposes. For example, public museums and privately owned art galleries both advertise forthcoming exhibits of paintings and sculpture. Sports events and other types of recreational activities are advertised regularly for the purpose of attracting an admission-paying audience.

7 Every business seeks a sound program for attracting customers. In practically every such program some form of advertising is used. The type of advertising selected and the amount of money devoted to it depend on the nature of each individual business.

8 Small retail stores, for instance, get their customers from their immediate neighborhoods. In such cases, advertising may be limited to the use of window banners that inform people passing by of special sale prices on desirable merchandise. Handbills listing merchandise and prices may be distributed, and small advertisements may be inserted in local newspapers.

9 A department store in a large city has a more complicated problem. It has to draw its customers from areas far beyond walking distance of its location. A much more aggressive advertising program is therefore necessary. Department stores use a combination of advertising methods. They run advertisements in newspapers and other periodicals, mail brochures and catalogues to potential customers, and insert special advertisements in monthly statements to charge-account customers. Many department stores also advertise on the radio and television.

10 A manufacturer does not usually deal directly with the people who use his products. He sells his products to them indirectly through retail outlets. Therefore his selling problem has two aspects: He must convince storekeepers that it will be profitable for them to stock the things he manufactures, and he must induce thousands or millions of unseen people to buy his products from storekeepers in various places. This kind of selling calls for both trade

advertising and consumer advertising. The manufacturer places advertisements in trade magazines that are read by retailers who sell his type of product. He then undertakes more costly advertising to appeal to the consumer.

11 Advertisers know from practical experience that products, old or new, cannot be forced on people. In the modern economy “the consumer is the king.” Customers are free to buy what they want. Much money is spent on research in an effort to understand the consumer’s desires. In spite of these efforts to please the public, customers are often fickle. They switch their preferences from one brand to another or from one type of product to another. In many instances no advertising, however clever or persuasive, can keep people from making such changes. On the other hand, advertising itself is often the cause of the customer’s decision to change products.

12 Advertising has had a tremendous influence on people’s lives. However, many people sharply disagree as to whether this influence has been bad or good.

13 Advertising has certainly played an important part in making modern goods and services available to the general public. It hastened consumer acceptance of such new products as automobiles, telephones, electric refrigerators, and frozen foods. Advertising continues to popularize new products of modern industry by presenting them in colorful phrases and glamorous illustrations. It seeks to make each product represent a new and better way of life. In its total effect, advertising has built up a concept of gracious living that was unknown and indeed impossible before mass production. (990 words)



NEW WORDS

transmit *v.* 传送, 传播

print *v.* 印刷

frequently *adv.* 时常地

colorful *adj.* 丰富多彩的, 吸引人的

intend *v.* 打算, 想要

stimulate *v.* 促进, 激励

attend *v.* 出席

sympathetically *adv.* 富有同情心地

goal *n.* 目的, 目标

appeal *v.* 有吸引力, 引起兴趣

guide *v.* 引导, 指导

spot *n.* 地点

recreational *adj.* 娱乐的, 消遣的

program *n.* 计划, 大纲

familiar *adj.* 熟悉的

eager *adj.* 渴望的

mail-order *n.* 邮购, 函购

complete *adj.* 完全的, 完成的

profit-seeking *adj.* 企图获利的

course *n.* 课程, 过程

profit-making *adj.* 赢利的

devoted *adj.* 献身……的, 专用于……的

chest *n.* 胸腔

ray *n.* 射线

polio *n.* 小儿麻痹症

shot *n.* 注射

non-profit *n. / adj.* 无利 / 非赢利的

image *n.* 形象, 映像

confidence *n.* 信任, 信心

strike *n.* 罢工

dispute *n.* 争论, 争执

museum *n.* 博物馆

privately *adv.* 私人的, 不公开的

gallery *n.* 美术陈列室, 美术馆

forthcoming *adj.* 即将到来的, 即将出现的

exhibit *n.* 展览, 陈列

painting *n.* 油画, 水彩画

sculpture *n.* 雕塑(品)

admission-paying *adj.* 购票入场的

audience *n.* 观众, 听众

practically *adv.* 实际上, 事实上

immediate *adj.* 最接近的

neighborhood *n.* 地区, 街坊

banner *n.* 旗

insert *v.* 登载(广告等), 插入

draw *v.* 招徕, 吸引

beyond *prep.* 在(向)……的那边, 远于

aggressive *adj.* 积极的, 进取的, 有闯劲的

periodical *n.* 期刊, 杂志

brochure *n.* 小册子

potential *adj.* 潜在的, 有可能的

outlet *n.* 批发商店

convince *v.* 使确信, 使信服

storekeeper *n.* (美) 零售店店主

stock *v.* 贮备, 备有

induce *v.* 引诱, 劝使

unseen *adj.* 看不见的

undertake *v.* 从事, 着手

fickle *adj.* (在感情等方面) 易变的, 无常的

preference *n.* 选择, 偏爱

persuasive *adj.* 有说服力的

hasten *v.* 促进, 加速

acceptance *n.* 接受, 承认

popularize *v.* 普及, 推广

glamorous *adj.* 有魅力的

illustration *n.* 插图, 说明

gracious *adj.* 优美的, 雅致的

PHRASES & EXPRESSIONS

for the purpose of 为了……的目的

by means of 用; 通过

over the air 通过广播或电视

be intended to 旨在

appeal to 对……有吸引力; 投……所好

be related to 与……有关

overall selling program 全面销售计划

be familiar with 熟悉; 通晓

be eager to 渴望

be devoted to 献身于; 专用于

build up 树立; 建立

idea advertising 宣传某种观点的广告

immediate neighborhoods 近邻

window banners 用作广告的橱窗小旗

inform sb. of sth. 把某事通知某人

special sale prices 大减价

handbills listing merchandise and prices

列举商品和价格的传单

far beyond walking distance of 远离

a much more aggressive advertising program

一个更加积极的广告计划

potential customers 潜在顾客

charge-account customers 记账顾客

deal with 交往;应付;处理

be forced on 被强加于

in an effort to 努力

in spite of 不顾;不管

NOTES

1. Advertising is a way of bringing information to the public for the purpose of selling a product, a service, an idea, or an event.

广告是向公众提供信息的一种方式,目的在于推销产品,提供劳务,宣传某种观点或介绍某项活动。

2. It may be presented as a simple statement of fact, or, as is more frequently the case, it may be offered in colorful or even emotional language.

这是用连词 or 连接起来的一个并列句。其中 as is more frequently the case 可视为非限定性定语从句或方式状语从句。

3. Each advertisement is paid for by a person, a group, an organization, or a business enterprise seeking to advance his or is goals.

每一则广告费将由那些寻求更高目标的个人、团体、组织或企业予以支付。

4. He may decide to join an organization whose advertisements express ideas that appeal to him.

appeal to 是“对……有吸引力”的意思,如:

The system of buying goods on the installment plan appeals very much to the public.

分期付款购物的办法深受广大群众的欢迎。

5. Such advertisements are intended to make people familiar with products and eager to buy them.

familiar with products 和 eager to buy them 均为形容词短语,在句中和 people 一起作 make 的复合宾语。“make + 名词或代词的宾格 + 形容词”是一个常用句型,如:

The Association of National Advertisers performs a variety of services to help its members make their advertising more productive and profitable.

全国广告者协会向其成员提供各种服务项目,以便有助于他们刊登的广告更能发挥其效用和更加有利可图。

6. On the other hand, organizations and governmental agencies devoted to public welfare advertise certain services with no thought of profit.

devoted to public welfare 是形容词短语,在句中作 organizations 和 agencies 的后置定语。

be devoted to 意为“献身于;专用于”,如:

This magazine is devoted to economics.

这个杂志专登经济方面的文章。

The amount of money devoted to advertising depends on the nature of each individual business.

广告费用的多少取决于各个商业的性质。

7. Both the company and the union may try to gain public support by presenting their sides of dispute.

both... and... 是并列连词,在句中连接两个同等成分。

8. In such cases, advertising may be limited to the use of window banners that inform people passing by of special sale prices on desirable merchandise.

在这样的情况下,广告可能只限于利用橱窗小旗告诉过路行人,他们需要的商品正在大减价。

(1) 现在分词短语 passing by 在此作定语,修饰前面的名词 people。

(2) be limited to 作“限于;限定为”解,如:

The height of new buildings in this city is now limited by law to forty-five feet.

现在这个城市新建筑物的法定极限高度为四十五英尺。

(3) inform sb. of sth. 是“把某事通知某人”的意思,如:

Did you inform the post office of the change of your address?

你是否通知了邮局你的地址变动了?

9. They run advertisements in newspapers and other periodicals, mail brochures and catalogues to potential customers, and insert special advertisements in monthly statements to charge-account customers.

他们在报纸和其他刊物上刊登广告,给那些潜在顾客邮寄宣传品和商品目录,并每个月在寄给记账顾客结账单时附上特别广告。

10. A manufacturer does not usually deal directly with the people who use his products.

制造商通常不与其产品用户直接打交道。

deal with 是一个常用词组,其意思是“交往;应付;处理”,如:

We have dealt with that foreign trade firm for twenty years.

我们与那家外贸公司往来已有二十年了。

I don't know how to deal with so many business letters.

我不知道该如何处理这么多的商业函件。

EXERCISES

Comprehension of the Text

I. Answer the following questions according to the text.

1. What is advertising?

2. What are product advertisements intended to do?
3. How do the small retail stores advertise their merchandise?
4. Why doesn't a manufacturer directly deal with the people who use his products?
5. What are the principal media in advertising?

Language Skills

II. Word Study

1. The suffixes *-ful*, *-less* are used to form adjectives from nouns, e. g. help→helpful.
Now complete the following table.

Noun	Adjective	Noun	Adjective
price		speech	
grace		beauty	
success		regret	
doubt		harm	

2. Fill in the blanks in the sentences with the words or expressions given below.

stimulate	appeal to	convince	devote	combination
distribute	attract	transmit	present	influence

- (1) The World Cup final is being _____ live to over fifty countries.
- (2) Her sense of humor _____ to him enormously.
- (3) Praise always _____ him to make greater efforts.
- (4) I don't want to _____ you either way, so I won't tell you my opinion.
- (5) He _____ all his efforts to his students.
- (6) They _____ a sum of money to the college in memory of their son.
- (7) Does any of these designs _____ you?
- (8) In an XO-operative profits are _____ among the work-force.
- (9) The firm is working on a new product in _____ with several overseas partners.
- (10) What she said _____ me that I was mistaken.

3. Multiple Choice.

- (1) What you wrote is not related _____ the topic given.
A. with B. to C. of D. about
- (2) My brother is deaf so he has to use a hearing _____.
A. help B. machine C. aid D. assist
- (3) _____ your orders, I cancelled the meeting.

- A. In accordance with B. In around with C. On behalf of D. On account of
- (4) The European style dress has been _____ by people in many parts of the world.
A. observed B. reserved C. adopted D. followed
- (5) To gain market share they would have _____ below established producers initially.
A. to price B. to pricing C. price D. priceless
- (6) The urgency of the situation requires that we _____ an immediate decision.
A. make B. makes C. making D. made
- (7) Where did you _____ your excellent English?
A. take up B. pick up C. pick out D. heed up
- (8) Mrs. Brown is so _____ about her housework that servants will not work for her.
A. special B. especial C. peculiar D. particular
- (9) Although salmon may travel hundreds of miles from where they were spawned, they will _____ return there to lay eggs.
A. reluctantly B. ultimately C. apparently D. consequently
- (10) Oxygen is a kind of gas _____ unites with many substances.
A. where B. which C. that is D. who

III. Grammar — Passive Voice.

1. Complete the following sentences.

- (1) It is reported that _____ (该不明飞行物昨晚在新泽西州被看到).
- (2) By this time next year, these new houses _____ (已经建成了).
- (3) May I use your computer? Mine _____ (正在修理).
- (4) _____ in the accident yesterday (没有人受伤).
- (5) The books _____ (不能带出室外).

2. Fill in the blanks with the passive voice of the words given in the blankets.

- (1) We tried, but the window _____; it was painted shut. (couldn't + open)
- (2) These books _____ to the library. (have to + return)
- (3) Children _____ to respect their elders. (should + teach)
- (4) Mary _____ about our change in plans. (has to + tell)
- (5) The entire valley _____ from their mountain. (can + see)

Business Knowledge Extensions

IV. Translate the following sentences into English.

- 公司和工会都可以阐明自己在争论中的观点来争取公众的支持。
- 刊登这样的广告,旨在让人们熟悉产品,并渴望买到它。