

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) Reference Book

商务英语综合 教程(上册)辅导用书

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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主 编 刘玉玲 房玉靖

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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。

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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。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。

本书是《商务英语综合教程》的教学参考书,编写内容分为四部分:

- 一、相关专业术语解释;
- 二、语法知识讲解及补充练习;
- 三、课后练习参考答案;
- 四、课文译文。

本书分上、下两册,由刘玉玲、房玉靖主编,张怡参编,姚颖、刘媛、秦亚娟、马国志、陈丽萍、孙爱民、陈子扬老师参加了部分编写。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
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Unit 1

Advertising

Related Technical Terms

1. advertising

making a product or service known to the public esp. in order to sell it, by using the various media, or means of spreading information, including newspapers, magazines, radio, television, street signs, boardings, direct mail, etc. 广告, 广告业, 广告学, 尤指以销售为目的, 采用各种媒介或信息传播工具, 包括报纸、杂志、电台、电报、马路招牌、招贴板、直接信函等, 使公众了解某种产品或服务。

2. advertising agency

office which plans, designs and manages advertising for other companies. 广告公司, 广告代理

3. advertising medium/media

types of communication used in advertising such as television or the press 广告媒体/介, 用于刊载广告的不同类型的传播载体, 如电视或报刊

4. advertising space

space in a newspaper set aside for advertisements 广告版面

5. advertising Standards Authority (ASA)

independent body which oversees the system of self-regulation in the British advertising industry 广告标准管理局: 英国广告业监督自律系统的一家独立机构

6. below-the-line

advertising which is not paid for (such as work by staff members at an exhibition) and for which no commission is paid to an advertising agency (as opposed to media advertising, which is "above-the-line") 线下广告: 非付费广告和无需向广告公司支付佣金的广告

7. sales targets

the amount of sales a representative is expected to achieve 销售目标

8. target market

market in which a company is planning to sell its goods 目标市场

Grammar — Passive Voice

I. 语态概说

例题解析

例 1. The book _____ (translate) into English.

[答案] has been translated

[解析] 当句子的主语是动词表示动作的承受者时,使用被动语态。例如:

— He is respected by everybody.

例 2. The child _____ (punish) by his father.

[答案] got punished

[解析] 表示突然、偶然或意外发生的不幸或不愉快的事情时,在口语或非正式文体中, get 也可以用作被动语态的助动词。即常用于下述情况:

— Poor John got run over by a car.

此外,强调变化或渐变过程及动作结果时也常用 get。例如:

— More and more people are getting attacked in the underground these days.

— The picture got damaged when we were moving.

II. 被动语态的时体形式及特点

例题解析

例 1. The book _____ (translate). (该书正在翻译中)

[答案] is being translated

[解析] 在被动语态中,强调动作的进行时应用进行体

例 2. The house _____ (paint). (房子已经在刷漆了)

[答案] has been getting painted

[解析] 被动语态的谓语动词没有完成进行体,因此,此句只能用完成体代替

例 3. It happened _____ (talk about) when I got there.

[答案] to be talked about

[解析] 不定式的被动语态没有进行体,因此,和情态动词或半助动词连用时只能用一般体,不定式表示动作正在被进行。该句属此种情况。

例 4. Another school _____ (build) here by the end of this year.

[答案] will be built / will have been built

[解析] 不定式的被动语态虽然有完成体,但常用一般体不定式表示,当然也可以用完成体不定式。该句属此种情况。

III. 被动语态的用法

例题解析

判断下列例题应用主动语态还是被动语态并译英文:

例 1. 他在战争中被打死了。

[答案] 被动 He was killed in the war.

[解析] 当说话人不知道或不易指出动作的执行者时,需用被动。例如:

— The typewriter hasn't been used for years.

例 2. 他被授予 5 000 元奖学金。

[答案] 被动 He was awarded a scholarship of \$ 5,000.

[解析] 当动作的执行者不言自明或无需指出时,需用被动语态。例如:

— This book was first published in 1957.

例 3. 那些窗子应该打开。

[答案] 被动 The windows ought to be opened.

[解析] 当讲话人更关心因而更想突出动作承受者时,需用被动语态,此时,动作的执行者通常不表示出来。例如:

— These instructions must be followed precisely.

例 4. 又一架飞机被一伙恐怖分子劫持了。

[答案] 被动 Another plane has been hijacked by a group of international terrorists.

[解析] 当说话人更强调动作的执行者,把它当作信息中心用作介词宾语置于句尾时,需用被动语态。例如:

— America was discovered by Columbus.

例 5. 你不应该在这里抽烟。

[答案] 被动 You are not supposed to smoke here.

[解析] 为了某种缘故,如有礼貌,措辞技巧等,说话人有意避免提及动作的执行者时,需用被动语态。该句属此种情况。例如:

— You are expected to finish the task in time.

例 6. 据说他是一个老实人。

[答案] 被动 He is said to be an honest man.

[解析] 有些动词在某些结构中必须使用被动语态,该句就是如此。例如:

— He was born in 1980.

例 7. 凡是听说过他的想法的人都笑话他。

[答案] 被动 His idea was laughed at by everyone who heard of it.

[解析] 动作执行者有较长的名词短语表示时,为了使句子平衡,也需用被动语态,本

句就是如此。例如:

— He was fascinated by the art and literature of the ancient world.

IV. 被动语态句型转换

例题解析

例题:将主动句变被动句。

例 1. Duffy painted this picture.

[答案] The picture was painted by Duffy.

[解析] 该句变被动句后,by 引导的介词短语是状语,并非句中不可缺少的成分,如果动作的执行者无关紧要,可以把它省去。例如:

— Somebody has cleaned the room.

— The room has been cleaned.

只有在强调动作的执行者或省去动作执行者不清楚时必须用 by 引导介词短语。

例 2. We must write to him.

[答案] He must be written to.

[解析] 少数不及物动词加作状语的介词短语也可转换成被动语态。例如:live (in), pay (for), sit (on) 等。

例 3. She looked after the children very well.

[答案] The children were looked after very well.

[解析] 有些用作及物动词的短语动词也可转换成被动语态。此外,还有“动词 + 副词”。例如:

— We are working out the plan.

— This plan is being worked out.

“动词 + 名词 + 介词”

— We should pay attention to the smallest detail.

— The smallest detail should be paid attention to.

及“动词 + 形容词 + 介词”等均可将主动句变被动句。

例 4. Tom's father gave him a model plane on his birthday.

[答案] Tom was given a model plane on his birthday.

或 A model plane was given to Tom on his birthday.

[解析] 可以用直接宾语或间接宾语中的任何一个作被动语态的主语,但通常用间接宾语。

例 5. We ought to keep the room clean.

[答案] The room ought to be kept clean.

[解析] 将句中宾语定为被动语态主语,宾语补语须置于被动语态谓语动词的后面。能用于上述结构的动词有: consider, call, find, leave, like, make, prefer, make, think,

want 等。

例 6. People say that Peter has quit his job.

[答案] It is said that Peter has quit his job.

或 Peter is said to have quit his job.

[解析] 当谓语动词为 admit, expect, find, know, report, say, think, consider, believe, understand 等常用 “It + be + 动词 ed 形式 + that 从句”。该句属此种情况。

V. 使役被动

例题解析

例 1. Why don't we _____ the house _____ (paint)?

[答案] get/ have... painted

[解析] 被动语态通常表示主语为动作的承受者。英语里还有一种特殊的结构, have/get...-ed 分词, 表示宾语承受某种动作。这里的 have/get 是使役动词, -ed 分词是作宾语的补语, 因此称为使役被动语态。例如:

— I had my car cleaned.

— I got my car smashed up in the accident.

(含主语遭受不幸的意思也用此结构)

— Can we have/get the program changed?

(通常表他人动作, 也可以表示句子主语的动作时也用此结构)

— You should make your view known.

(表示主语有意使宾语承受句中动作或使宾语处于某种状态时, 可使用使役动词 make 来代替 have 或 get)

VI. 情态动词的被动语态

例题解析

用所给动词的主动语态或被动语态完成句子:

例 1. James _____ the news as soon as possible. (should + tell)

[答案] should be told

[解析] 该句属情态动词的被动语态。例如:

— Meat must be kept in a refrigerator.

例 2. The class for the next semester is too large. It _____ half, but there is not enough money in the budget to hire another teacher. (ought to + divide)

[答案] ought to be divided

[解析] 该句属情态动词的被动语态

VII. 静态被动语态形式

例题解析

使用一般现在时或一般过去时将所给的动词变成静态的被动语态。

例 1. I _____ (excite) at/by the prospect of going abroad.

[答案] was excited

[解析] 有些主动句变被动句后不再表示动作而表示状态,成了系表结构,动作的执行者可以用其它介词引导。该句就属此种情况。例如:

— We were worried about her silence.

— I am interested in Chinese art.

VIII. 不能用于被动语态的及物动词

例题解析

例题:如可能,将主动语态变被动语态:I have a sister.

[答案] 该句不能变被动语态。

[解析] 不能说 A sister is had by me. 由于表示状态的及物动词,虽然可以带宾语,但通常不用于被动语态。常见的这类动词有:have,表示“有”;表示“包含、容纳”的动词:contain, hold;表“适合”的动词 become, fit, suit, befit;表示相互关系的动词 equal, lack, possess, resemble 及表示其它意义的状态动词 fail, last 等。例如:

— We had a game of chess.

— This room can hold fifty people.

— My shoes don't fit me.

— He possessed great wealth.

— He failed his driving test.

上述例句均不可以变被动语态。

IX. 主动语态形式表被动意义

例题解析

例 1. 如可能,将主动语态变被动语态。

This book hardly sells.

[答案] 该句不变被动语态为宜。

[解析] 其属于被动语态不如主动语态常用的情况,即常用主动语态形式表被动意义。

常见的有下列几种情况:有些不及物动词如:burn, drive, fasten, keep, let(= rent), lift, look, lock, open, play, print, sell, shut 等,在否定句中常用主动语态形式表被动意义。例如:

— The safe doesn't lock.

例 2. Clothes iron more easily when damp.

[答案] 不变

[解析] 有些不及物动词如: burn, clean, cook, cut, digest, drive, eat, increase, iron, lock, peel, photograph, play, read, record, sew, sell, shut, wash, wear 等在肯定句中和副词 well, easily, badly 等连用时,常用主动语态形式表被动意义。例如:

— Nylon washes well.

— This knife won't cut.

例 3. This clock winds up at the back.

[答案] 不变为宜

[解析] 有些不及物动词如 begin, close, open, stop, wear, wind up, fill, blow 可以在肯定句中单独用主动语态形式表示被动意义。该句属此种情况。例如:

— Her hair was blowing in the wind.

— Does the window open inwards or outwards?

例 4. These orange tastes very nice.

[答案] 不变为宜

[解析] 联系动词 feel, smell, sound 和 taste 表示给人以某种感觉时,实际也是用主动表被动。例如:

— Silk feels soft.

注意:用主动语态形式表被动意义的句子的主语通常是物而不是人,因为它实际上是动词表示动作的承受者,除联系动词外,上述例题中的动词通常都可以作及物动词。

Grammar Exercises

Change the sentences into passive voice where necessary.

- 1) A strange thing happened yesterday.
- 2) Jackie scored the winning goal.
- 3) My cat died.
- 4) The cup fell to the floor.
- 5) The assistant manager interviewed me.
- 6) It rained hard yesterday.
- 7) A hurricane destroyed the small fishing village.
- 8) Dinosaurs existed millions of years ago.
- 9) The children seemed happy when they went to the zoo.
- 10) The solution to my problem appeared in a dream.
- 11) People grow corn in Iowa.

- 12) Peter came here two month ago.
- 13) Someone made this antique table in 1734.
- 14) Someone stole my purse.
- 15) Someone was making the coffee when I walked into the kitchen.
- 16) Jim's daughter drew that picture, my son drew this picture.
- 17) My sister's plane will arrive at 10:35.
- 18) Is Professor Rivers teaching that course this semester?

参考答案

- 1) no change
- 2) The winning goal was scored by Jackie.
- 3) no change
- 4) no change
- 5) I was interviewed by the assistant manager.
- 6) no change
- 7) The small fishing village was destroyed by a hurricane.
- 8) no change
- 9) no change
- 10) no change
- 11) Corn is grown in Iowa.
- 12) no change
- 13) This antique table was made in 1734.
- 14) My purse was stolen.
- 15) The coffee was being made when I walked into the kitchen.
- 16) That picture was drawn by Jim's daughter. This picture was drawn by my son.
- 17) no change
- 18) Is that course being taught by Professor Rivers?

Key to Exercises

Text

I. Omitted

II.

1.

Noun	Adjective	Noun	Adjective
price	priceless	speech	speechless