



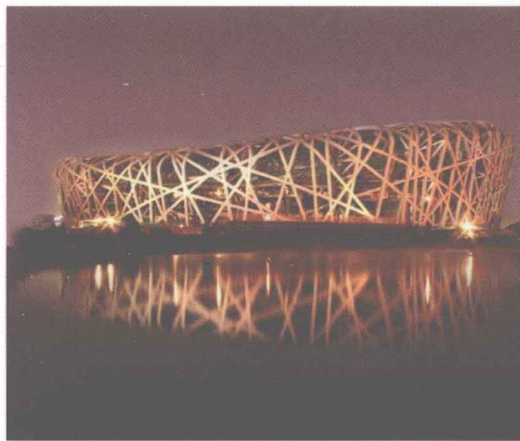
# 用英语说中国

INTRODUCE CHINA IN ENGLISH

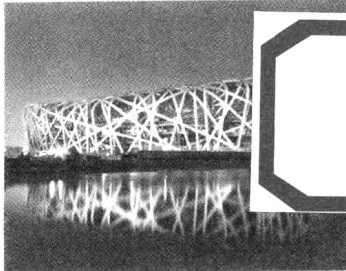
辉煌建设

Splendid Development

◎ 主编 刘 玮 浩 瀚



 科学技术文献出版社



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## 内 容 简 介

新中国成立后,中国经济呈现出复苏态势,改革开放以后,中国经济更是迅猛发展。现在中国已逐渐跻身于世界经济强国之林,为向世人展现中国改革开放的发展成果,本书着重向读者介绍了当今中国经济建设各领域中所取得的辉煌成绩,双语再现,全面生动。

全书共分两章,21个单元,内容分别为各行各业发展、中国的新政策和改革两大部分。

本书适合具有中级以上英语水平的读者参阅。

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科学技术文献出版社是国家科学技术部系统唯一一家中央级综合性科技出版机构,我们所有的努力都是为了使您增长知识和才干。

# Foreword

## 前言

中国是一个历史悠久的文明古国。古老的中华民族文化辉煌灿烂、历久不衰。当代中国在秉承优秀传统文化的同时,与时俱进,在世界民族发展的队伍中傲然前行。随着中国国民经济及对外交流的发展,各行各业取得了辉煌的业绩,特别是2008年奥运会申办成功以后,更推动了中国经济的发展。随着奥运会的步步临近,向世人更多地介绍中国现代化建设的发展成果更是势在必行。为此我们特别推出了《用英语说中国——辉煌建设》这本书。

全书分为:各行各业发展、中国的新政策及改革两大部分。全方位地介绍了中国近些年的发展及各种新政策。

本书每部分内容分栏为:

**流畅精句:**选择了贴切、简单、实用的语句,采用英汉对照的形式,让你脱口而出。

**精彩片段:**选用典型的、具有代表性的文章段落,介绍详细、具体、一目了然,可让读者获得学习英语和了解中国发展的双重丰收。

**文化链接:**用汉语讲述相关知识背景,可以让大家更深层地了解中国的发展轨迹。

**妙词连珠:**鲜活、亮丽词汇,为你脱口而出打下坚实基础。

用英语说中国,不仅让中国走向世界,也让世界更多地了解中国。

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# 1 各行各业发展

## *Overview of the Development*

### U 电子产品 Unit 1 Electronics



#### Key Sentences

流畅精句

1. The cost advantage is still one of the primary factors driving such impressive growth in electronics.  
成本的低廉依然是电子产品发展迅速的基本因素之一。
2. Labor costs in mainland China are about one sixth of those in Taiwan and one tenth of the US.  
中国大陆地区劳动力成本是台湾的 1/6, 是美国的 1/10。
3. But the real growth potential lies in China's huge domestic market.  
但是真正的增长潜力来源于中国巨大的国内市场。
4. China's consumer electronics industry sales were reported to total nearly US \$ 80 billion in 2006, a figure expected to be US \$ 100 billion by 2007.  
中国电子产品 2006 年销售额将近 800 亿美元, 有望在 2007 年达到 1000 亿。
5. Although imports or foreign brands still make up a significant share of sales, domestic companies marketing their own brands have flourished to rival the market shares of multinationals like Sony and Toshiba.





虽然进口品牌仍占很大份额,但国内的一些公司已经在像索尼、东芝等这些跨国大公司充斥的市场中有了自己的市场份额和竞争力。

6. **Lenovo Group is China's largest IT company and tops China's computer sales over Dell.**

联想集团是中国最大的 IT 公司,在中国电脑销量已超过戴尔公司。

7. **Companies like Changhong—China's largest television producer, Konka, and TCL, hold large shares in the electronics market.**

像长虹——中国最大的电视机生产商、康佳及 TCL 王牌已经在电子市场上占有很大份额。



## Wonderful Paragraph

### 精彩片段

#### Paragraph 1

## C 中国电子产品 China's Electronics

China's rise to economic glory over the past quarter century began from an array of manufacturers churning out toys, bags, shoes, and other cheap commodities. Simple electronics figured into the mix early on, but were far behind the rest of the world in terms of intricacy and quality. But in the past decade, China's electronics industry and IT sector has boomed, to become the nation's largest industry, and the third largest in the world.

With cheap labor as its key initial attraction, a growing number of factories were set up in the late 1980's and early 1990's doing subcontracted assembly and OEM manufacturing for foreign markets. The cost advantage is still one of the primary factors driving such impressive growth. Labor costs in mainland China are about one sixth of those in Taiwan and one tenth of the US.

But the real growth potential lies in China's huge domestic market. In today's urban China, the latest household and personal technology is as widespread as in developed nations. China seems to have avoided entirely



the problem of resisting change which is such a factor of more mature markets.

A 2006 report by Global Sources confirms the continuing trend in consumption growth and more advancing technology. China's consumer electronics industry sales were reported to total nearly US \$ 80 billion in 2006, a figure expected to be US \$ 100 billion by 2007.

Propelled by the huge domestic consumer market, China's electronics sector has expanded into a diverse and comprehensive industry. Although imports or foreign brands still make up a significant share of sales, domestic companies marketing their own brands have flourished to rival the market shares of multinationals like Sony and Toshiba. Lenovo Group is China's largest IT company and tops China's computer sales over Dell, the number two contender. Haier presently claims the title of fourth among the world's white goods (large household appliances) manufacturers, with about 30% of the Chinese domestic market. Companies like Changhong-China's largest television producer, Konka, and TCL, hold large shares in the electronics market.

The Pearl River Delta region in southern China was the first place to see the boom in China's electronics industry and remains the focal point of activity.

Operations in the Yangtze River Delta, including Shanghai, Suzhou and Hangzhou, are newer and therefore generally have a slight technological advantage over those in Guangdong. The region's high-tech industry experienced a huge influx of operations from Taiwan in the late 1990's. Suzhou is now the world's largest laptop computer producer, for instance.

The northern coast has also emerged as a high-tech leader. Qingdao is home to names such as Haier and Hisense, two of China's best known domestic brands. Dalian has become a center for IT, with operations of IBM, Hewlett Packard, Microsoft, Dell, Sony, and other IT celebrities.



*Paragraph 2*

## **C**2006—2007 年, 中国移动电视产业报告 **China Mobile TV Industry Report, 2006—2007**

It has two aspects—non-portable receiver (vehicle mobile TV) and portable receiver (handset mobile TV) and mainly about the development of mobile TV industry and also provides some operational strategies.

The mobile TV's types is adopting digital broadcasting technologies. The receiver can be fixed on bus, subway, city railway, taxi or some other public places, and it also can be fixed on hand-hold equipments, such as mobile phone, laptop, PMP, and super portable PC etc.

Most of the Areas Adopting DVB-T as Digital Terrestrial TV Standard.

There are three kinds of Digital Terrestrial TV Standards: DVB-T, ATSC and ISDB-T. Most of the countries and regions in Europe adopt DVB-T; Only Japan adopts ISDB-T; North America adopts ATSC; China, Mongolia and South America have not defined their standards. There are still 16% of countries and regions intended to adopt DVB-T.

*Paragraph 3*

## **D**中国的数字电视 **igital Terrestrial TV in China**

China basically defined the digital terrestrial TV' standard, but still takes time before put into practice

Currently, the standards in China that have been industrialized are Tsinghua University's DMB-T, Shanghai Jiao Tong University's ADTB-T, Academy of Broadcasting Science's TiMi and DVB-T from Europe.

Though the standard is delayed to be issued over and over again, the Digital Terrestrial TV has been broadcasted in 43 cities. It has spread from bus, taxi to subway, railway, ferry, building and city emergency management information system. Most of these regions adopt Tsinghua University's DMB-T and DVB-T from Europe. Shanghai adopts Shanghai Jiao Tong University's ADTB-T.



**Paragraph 4**

## **T**从 DMB 到 DVB-H 手机电视标准的发展 **V Handset Standard Develops from DMB to DVB-H**

There are two kinds of network to transmit TV handset program: one is based on mobile telecommunication network, the other is based on broadcasting network. Currently, broadcasting network develops prior to mobile telecommunication network. S/T-DMB and DVB-H standards develop faster than Media FLO and, the development of T-DMB in Korea and China has become highlighted. MediaFLO and ISDB-T standards from America and Japan are mainly used for their own countries. Among these standards, S-DMB was the first one used for commerce and that was adopted by Korea in May 2005. Then in Dec 2005, the S-DMB was replaced by T-DMB in Korea. TV Handset based on DVB-H standard has been officially used for commerce since May 2006. Considering from the view of the world, DVB-H has great potential for development.

**Paragraph 5**

## **G**基于不同标准的手机电视全球销售额 **Global Sales of TV Handsets Based on Different Standards**

The global sales of TV handsets that supporting S-DMB standard reached 4.46 million units in 2005. It is forecasted that by the end of 2009, the global sales of TV handset will exceed 42 million units. The sales of TV handset that supporting DVB-H standard will greatly increase in the near future.

The Diversification Trend of China's TV Handset Standards, the Providers of TV Handset Solutions will take Multi-model and Multi-frequency-range as the Access to Market.

In China, there will be many TV handset standards at the same time. Currently, among the three trial cities, Shanghai adopts T-DMB/L-Band frequency range; Beijing and Guangzhou adopt T-DMB/Band-III. Nokia has



been looking for the opportunity to test its DVB-H TV handset standard in China. Furthermore, Tsinghua University is developing its DMB-TH standard based on DMB-T.

**Paragraph 6**

## **P**数字电视的普及率 **ervasion Ratio of Digital TV**

It is obvious that the digital TV pervasion ratio in China is much lower than that of the globally average level, even a bigger gap between UK and USA respectively. Reasons for this are various, including policy, fund and the lack of content, etc.

China's cable TV (CATV) industry has a history of 30 years up to 2006 and through years of development, CATV is now the largest cable TV network throughout the world and becomes one of the most important components in China's radio TV industry. Currently, China's digital TV is mainly cable digital TV relying upon the CATV network.

Digital mobile TV realizes the broadcasting and receiving of digital programs through radio digital signal emission and ground digital receiver, taking buses, taxis, subways, light rails, business cars and personal cars, etc as its carriers. In a sense, mobile TV has become the best information channel of some citizens.

China started to transmit CCTV programs nationwide with communication satellites in 1985. For the past 21 years, China has made a great progress in satellite broadcasting & TV technology. The adoption of satellite digital compression technology elevates the signal quality of TV programs from CCTV or provincial broadcast TV stations and expands the population coverage of broadcast and TV. Thanks for the satellite television 1 226 million Chinese are covered in 2005, with a coverage ratio of 95.81%, much higher than 68.3% in 1985. Yet due to a certain policy factor, live broadcast of digital TV in China is still being restricted to some extent. Anyway, nothing can hinder its development trend in the long term.

Though compared with developed countries, China is lagged far be-



hind in the field of digital TV, yet it made rapid progress in 2005; altogether 4.13 million Chinese subscribed digital TV, increasing by over twofold compared to the previous year. Among them, 3.97 million were digital cable digital TV subscribers.



**Cultural Links**  
文化链接

## 中国电子产品生产的优势

电子政务的建设推动了电子产品生产的发展。北京奥运工程的建设,以及各地提出建数字省、信息港、光谷、硅谷、软件园、微电子园区等等,把信息产业作为支柱产业给以支持,无疑给电子产品生产带来了新的活力。

有较好的发展机遇。主要表现在三方面:一是随着跨国公司不断将 IT 生产制造业务转移到中国,越来越多的跨国公司投资重点逐渐由加工、制造向培训、研发等知识型领域延伸,设立研发机构。这将进一步推动中国电子产品结构的优化与升级,推动产品由低端产业链向高端产业链、由信息技术大国向信息技术强国的跨越式发展。二是中国具有成本低和人才多等综合优势。作为具备这些条件为数不多的发展中国家,中国正成为全球信息产业资源优化配置的重要市场集散地。三是中国正在进行大规模信息化建设,电子政务、电子商务、企业信息化、城市信息化、社区信息化等多方面信息化建设,为电子产品生产提供了强大市场需求。

国内企业走出去为生产自己电子产品奠定了基础。2002 年以来,中国通信企业、家电企业不断到非洲、中东欧国家投资办厂,带动通信设备和家电产品向这些新市场的出口快速增长。譬如长虹、海尔、联想、北大方正、华为、中兴、中国联通、中国移动等企业,他们以境外办“窗口”、建立研发中心等形式,或以境外投资办厂、建立国际营销网络等方式,或以跨国并购、境外上市等途径,已经有了一定的实力和技术力量,为实现自己的电子产品奠定了基础。

电子产品生产基本完成了原始积累。一些软件企业不断调整企业内部机制,加快中国香港地区或国外上市步伐,谋取更大发展空间;一些软件企业与国外企业加强战略合作,实施优势互补,成立联合实验室、研发中心、解决方案中心等;一些电子产品生产企业不断加大企业软件研发力度,提高软件新品种开发能力,使嵌入式软件产品比例迅速提高。



## Vocabulary

### 妙词连珠

closed circuit television 闭路电视	light emitting diode 发光二极管
very large scale integrated circuit 超大规模集成电路	optical sensor 光敏传感器
electromagnetic field 电磁场	silicon valley 硅谷
electrodynamics 电动力学	infrared TV system 红外电视系统
electrooptic-Q-switch 电光 Q 开关	infrared photography 红外摄影
electrooptic lay 电光层	exciton 激子
electrooptic prism 电光棱镜	IC A/D converter 集成 A/D 转换器
electrooptic modulation crystal 电光调制晶体	electrostatic image dissector 静电析像管
electrooptic modulator 电光调制器	electrostatically suspended gyro 静电悬浮陀螺
electrosynthesis 电合成	automatic controller for corridor illumination 楼道照明自动控制器
electrochemical machining 电解加工	automatic switch for street lamp 路灯自动控制器
electronic brain 电子计算机	FM broadcast 调频广播
electron-hole recombination 电子空穴载流子	
electron flow 电子流	



# U 零售业

## Unit 2 Retail

### Key Sentences 流畅精句

1. China's retail industry has a big market capacity.  
中国的零售业有很大的市场。
2. In the urban market, the toothpaste products are developing towards top level.  
在城市市场中,牙膏业发展非常迅速。
3. In the rural market, the sale of the products at low prices will rise promptly.  
在农村市场低档价位的产品销量很好。
4. Since the late 1990s, its market capacity has maintained a growth of 5% per year.  
从 20 世纪 90 年代起,它以每年 5% 的份额增长。
5. With the quick increase of foreign funds coming into china's commercial industry, the competition in commercial industry is becoming extremely fierce.  
随着外资涌入中国经济产业,商业的竞争越来越激烈。
6. With the national economy keeping a stable development, the retail industry is also in a stage of relatively stable growth.  
随着国民经济的稳定发展,零售业也在稳步发展中。
7. With the increase of citizen's consumption level, cars and houses have become common consumer goods. The consumption structure has begun a new change.  
随着城镇居民消费水平的增长,汽车与住房成为主要消费产品。消费结构发生了新的变化。





8. While most domestic makers are struggling to survive.  
许多国内品牌在竞争中博得生存。
9. In 2006, China's tobacco industry experienced recovery growth, with increase in both output and sales revenue.  
2006年,中国的烟草行业增长很快——产量与销量都很大。



## Wonderful Paragraph 精彩片段

### Paragraph 1

## F 在中国的外国零售业 Foreign Retail Enterprises in China

Foreign retail enterprises began trickling in as early as 1992, and over 350 such enterprises were operating by 2000 under various local sanctions, but only 40 of them had gained proper approval from the central government. A crackdown followed, presumably in anticipation of WTO entry, requiring foreign investors to conform to a set of strict regulations passed in 1999. These regulations limited investors geographically to capitals and single-city administrative regions and set tough requirements on assets and profitability.

Regulations were again changed on WTO entry with the unveiling of a new plan for the retail sector's transformation. These rules initially stipulated even more constrictive geographical limits, minority partnership for foreign firms in joint ventures with domestic enterprises, and limits on the number of ventures and their branch networks. After two years, these constraints were softened and have now been dropped completely.

The world's two largest retailers, Wal-Mart of the US and Carrefour of France, both endured hard times for nearly a decade following their debuts in China. Carrefour, China's largest foreign retailer with over 100 stores open to date, saw its first profitable year as late as 2003. That same year, Wal-Mart was still reporting net loss, having done so consecutively each year since its introduction to China in 1996.