

高职高专“十一五”规划教材




总主编◎何兆熊 本册主编◎井升华

Contemporary  
Business English A Reading Program

# 当代商务英语

## 阅读教程 2

学生用书

 华东师范大学出版社



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# PREFACE

## 前言

在本书之前,我与华东师范大学出版社未曾有过任何合作,这次应约编写《当代商务英语阅读教程》大概是出版社考察了我的外语教学思路和以往出书内容后认为我比较适合这本教材的编写工作。因此我倍感压力和社会责任,同时也为我长期主张的外语教学思路得到了实践的机会而高兴。我要首先感谢出版社对我的厚望。

顾名思义,《当代商务英语阅读教程》在内容上突出的应该是“新”、“商务”;在性质上是“阅读”,这里“新”、“商务”、“阅读”就是本教材编写的依据。当今创新在各行各业都受到鼓励,我想教材编写也应有创新,作者恰逢创新时代多创意、网络时代多链接的好时机,教材编写能否体现这一时代特征是教材成功与否的关键。

本教材在选材过程中力求“泛”,但绝不是“泛而无边”,本书是“泛”而不离商务,紧紧围绕“商务”,寸步不离。

本教材尝试以话题为基础的内容英语教学(Topic-based Content English)。笔者认为,内容英语教学(Content-based Instruction)完全适用于我国商务英语教学。在教材编写上还可以借鉴国外已经很流行的以话题为基础的语言教学(Topic-based Language Teaching and Learning),不同的专业可以选择不同的话题(或内容),商务英语专业可以选择的话题与其它英语专业以及非英语专业可选择的话题有很大的不同;不同专业可以选择与专业相关的话题,可以有主话题(chief topics 或 course topics)和次话题(minor topics),可以做到话题主次分明。商务外语专业选用的主话题可以成为非外语专业的次话题,而外语专业的次话题可以成为某个非外语专业的主话题。某些涉及对外交往的内容英语话题可以作为英语专业以及非英语专业的主话题。这种以话题为基础的内容英语教学可以给英语教学带来很大的机动性和选择性,也为实用型英语教学创造了有利条件。因为每个话题都具有其共核语言和词汇,任何专业方向相同或者不相同的英语教学,只要涉及该话题,就离不开其共核语言和词汇。这些话题有如“活页文选”,教师可以从实际出发,根据需求确定以话题为基础的英语教学的内容,可以不断充实某个专业的以话题为基础的内容英语教学。还可以不断补充新内容,以及不断听取学生意见改进教学内容、更新话题。

本教材分(1)(2)两册,每册16个单元,在编排上尝试适合于以话题为基础的内容英语教学模式,每个大单元分为4个片段(Extract)和2个链接:“文化链接”和“相关链接”。每个片段在内容上可以独立存在,它与其它片段在话题内容上有关联,有一定系统性;“链接”涉及与话题有关的背景材料,当中有人文因素较强的故事性的文体阅读。但这并不限制教

师课堂教学选材的独到做法。教师若以一个单元的“文化链接”为课堂教学重点,而把片段内容作为学生自己阅读的材料,也未尝不可。

本教材练习主要是为了让学生更好掌握与话题内容相关的语言知识和词汇而设计的。练习中也不忘拓宽该话题知识面以及该话题常用表达和词汇。作者意图是通过内容掌握词汇,通过词汇熟悉内容。这些内容和词汇具有实用价值,必将在今后实际工作中产生效益和作用。因此,在本教材(2)里,词汇练习进一步加强。

南京正德学院外语系井俊参与了本教材的编写。教材编写过程中,作者在出版社安排下,在一些学校进行了调研,听取了教师和学生的意见,在初稿出来后还在个别学校进行了试用并再次听取学生和教师对教材改进意见和建议。在此特别要对给予支持的常州纺织职业技术学院等院校外语系领导、教师和学生表示感谢。

在此还要对华东师范大学出版社的编辑李恒平、周鑫两位先生表示感谢,他们对教材提出许多积极的、建设性的意见。

井升华

2007年12月



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# Unit 1 汽车与交通

**Topic-based Content:** Automobiles and Transportation

**Topic Reading:** Extracts of Automobiles and Transportation



我国的汽车工业正在迅猛发展中,这是令人鼓舞的。然而建立在车轮上的美国几十年前就有过这样的评论:汽车是一个 mixed blessing,今天我们应该如何应对?在发展上,我们是要走别人走过的路还是要走别人没有走过的路?

## *Extract 1: Automobile Industry*

Automobile Industry, industry that produces automobiles and other gasoline-powered vehicles<sup>1</sup>, such as buses, trucks, and motorcycles. The automobile industry is one of the most important industries in the world, affecting not only the economy but also the cultures of the world. It provides jobs for millions of people, generates billions of dollars in worldwide revenues<sup>2</sup>, and provides the basis for a **multitude** of related service and support industries. Automobiles revolutionized transportation in the 20th century, changing forever the way people live, travel, and do business.

The automobile has enabled people to travel and transport goods farther and faster, and has opened wider market areas for business and commerce. The auto industry has also reduced the overall cost of transportation by using methods such as mass production (making several products at once, rather than one at a time)<sup>3</sup>, mass marketing (selling products nationally rather than locally)<sup>4</sup>, and globalization of production (assembling products with parts made worldwide)<sup>5</sup>. Between 1886 and 1898, about 300

**Word  
Workshop**



**multitude** *n.* a large number of people or things



## Word Workshop

**mobility** *n.* the state or quality of being mobile

automobiles were built, but there was no real established industry. A century later, with automakers and auto buyers expanding globally, automaking became the world's largest manufacturing activity, with nearly 58 million new vehicles built each year worldwide.

As a result of easier and faster transportation, the United States and world economies have become dependent on the mobility that automobiles, trucks, and buses provide. This **mobility** allowed remote populations to interact with one another, which increased commerce. The transportation of goods to consumers and consumers to goods has become an industry in itself. The automobile has also brought related problems, such as air pollution, the emission of greenhouse gases that contribute to global warming, congested traffic, and highway fatalities<sup>6</sup>. Nevertheless, the automobile industry continues to be an important source of employment and transportation for millions of people worldwide.

Automobile manufacturers are among the largest companies in the world. These corporations are often multinational, meaning they are partially owned by several foreign companies<sup>7</sup>. These companies often share parts, use parts made in foreign factories, or assemble entire cars in foreign countries<sup>8</sup>. The three major automobile manufacturers in the United States — General Motors Corporation, Ford Motor Company, and DaimlerChrysler AG<sup>9</sup> — provide much of the industry's total direct employment in the United States, but increasingly foreign automakers, such as Toyota Motor Corporation and Nissan Motor Co., Ltd.<sup>10</sup> — are building automobile **assembly** plants in the United States.

Automotive parts manufacturers are another large section of the U. S. auto industry, comprising about 5,000 firms, including Japanese, European, and Canadian companies. These firms supply the original equipment market (for manufacture) and the replacement parts market (for maintenance and repair)<sup>11</sup>. By some estimates, for every job created in the automobile assembly industry, three to four jobs are created in the automotive parts industry<sup>12</sup>. Numerous other industries support the automobile industry. These include the insurance, security, petroleum, and

**assembly** *n.* assembling of components



roadway design and construction industries<sup>13</sup>. Still other industries, such as motels, drive-in theaters, and fast-food restaurants<sup>14</sup>, owe their existence to the mobility provided by the automobile.

The automobile industry directly influences the economies of the United States and other countries around the world. In a typical year, the U. S. automobile industry generates between 12 and 14 percent of manufacturers' shipments of durable goods (products designed to last at least three years)<sup>15</sup>. Automobile production **consumes** large amounts of iron, steel, aluminum, and natural rubber. The automobile industry also consumes more copper, glass, zinc, leather, plastic, lead, and platinum than any other U. S. industry.

Rising imported car sales<sup>16</sup> in the United States during the 1980s threatened the economic strength of U. S. automakers. Domestic sales rebounded in the 1990s, but as the 21st century began, foreign carmakers resumed making inroads in U. S. car sales. Ford saw its car and truck market share in North America fall to about 17 percent in 2005, returning to its percentage share in the 1980s, and General Motors saw its North American market **share** drop to 26 percent in 2005.

Automobiles as we know them today are the product of centuries of tinkering and innovation<sup>17</sup>. Automobile production has grown from small companies making simple so-called horseless carriages to international corporations that mass-produce advanced, reliable automobiles for consumers<sup>18</sup>.

In the 15th century, Italian inventor Leonardo da Vinci envisioned possibilities for power-driven vehicles<sup>19</sup>. By the late 17th century, English physicist Sir Isaac Newton had proposed a steam carriage<sup>20</sup>, and by the late 18th century French army captain Nicholas-Joseph Cugnot<sup>21</sup> had actually built one. By the mid-1800s, the **popularity** of steam vehicles began to decline because they were dangerous to operate and difficult to maintain. At about the same time, inventors became interested in the internal-combustion engine<sup>22</sup>.

At the start of the 21st century, the trends of global trade and manufacturing flexibility<sup>23</sup> continue. Computerization<sup>24</sup> continues to



### Word Workshop

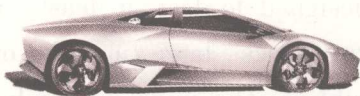
**consume** *v.* to use up

**share** *n.* a part or portion of something

**popularity** *n.* being liked by many people/appeal to a mass audience

be a major part of auto design and manufacture, as do the search for alternative fuels and more efficient automobile designs<sup>25</sup>.

The auto industry of the future will be characterized by vanishing boundaries between countries and companies, between suppliers and manufacturers, between engineering fields, between departments (that is, marketing, design, and finance), between labor and management, and between automotive and consumer electronics<sup>26</sup>. Companies that rapidly adapt to unpredictable and **dynamic** events will prevail.



## Word Workshop



**dynamic** *adj.* energetic/  
active



## Notes

1. 其他汽油为动力的车辆。
2. 世界范围的收益。
3. 大规模生产(同时生产多种产品,而不是只生产一种产品)。
4. 大规模营销(全国范围销售而不仅是当地销售)。
5. 全球化生产(用世界各地生产的部件装配产品)。
6. 大气污染、造成全球变暖的温室气体排放、拥挤的交通以及高速公路惨剧等。
7. 这些公司通常是跨国公司,即这些公司由几个外国公司共同拥有。
8. 在国外组装的整车。
9. 美国通用汽车公司,福特汽车公司及戴姆勒汽车公司。DaimlerChrysler AG 于 1998 年由德国 Daimler-Benz AG 和美国 Chrysler Corporation 合并形成,其在纽约证券交易所上市代码为 DCX。该公司在 2006 年《财富》全球 500 强中排列第七,在汽车行业仅次于排列第五的美国通用汽车公司。
10. 丰田汽车公司及尼桑汽车有限公司。
11. 这些公司(为厂家)提供原设备市场以及(为维修)提供替换部件市场。
12. 据估计,在汽车组装行业里每增加一个工种,就会给汽车配件业提供 3 到 4 个就业机会。
13. 保险业、证券业、汽油及道路设计和建设产业。
14. 汽车旅馆,坐在车内观看的戏院及快餐馆。
15. 耐用品(准备至少用 3 年的产品)。
16. 不断增加的进口汽车销售量。
17. 经过几个世纪的完善和革新的产物。
18. 从生产简单的所谓没有马的车的小企业到大规模生产的先进可靠的消费者汽车的国际化大企业。
19. 意大利发明家列奥纳多·达·芬奇(1452—1519,意大利文艺复兴时期画家、雕塑家及建筑师)预见过动力驱动车辆的可能性。



20. 艾萨克·牛顿爵士提出的蒸汽汽车。
21. 法国军官尼古拉·约瑟夫。
22. 内燃机。
23. 全球贸易发展趋势和生产的灵活性。
24. 计算机化。
25. 寻找替代能源以及更加有效的汽车设计也在继续。
26. 消费电子产品。



## 相关链接 Related Link: Brands of Cars

### 有关一些世界名牌汽车标识、商标名称的由来

你肯定已经知道不少世界名牌汽车的商标名称及标识,但你知道有关名称或标识的来历吗?下面介绍几个:

1. 奥迪(Audi)(Audi来自拉丁语,Hear的意思)是我国引进的第一辆高档轿车。其标识——四个连环圆圈表示起初的四家公司,后来组合为一家,即德国大众汽车公司生产的奥迪。因此,标识的含义为兄弟四人手挽手。轿车标志是四个连环圆圈,象征公司成员平等、互利、协作的亲密关系和奋发向上的敬业精神。

2. 宝马(BMW)的蓝天白云螺旋桨标识中,内外双圆圈,在双圆圈环的上方标有“BMW”字样,这三个字母是德国宝马公司全称“Bayerische Motoren Werke AG”(德文“巴伐利亚汽车工厂”)的首位字母缩写。BMW今天已成为全球高级轿车领域的王牌公司之一。

3. 大众(Volkswagen)的标识采用了叠加的VW字样,VW是两个德文单词Volks Wagen的缩写字首的组合(意为People's car,大众车)。

4. 本田(Honda)的生产商本田汽车公司是本田集团的主要成员。1982年本田成为第一家进入美国本土进行生产的日本公司。标识中字母H是“本田”日文拼音“HONDA”的第一个大写字母。其汽车商标中“HM”是“HONDA MOTOR”的缩写,两个字母上鹰的翅膀,象征着本田的技术和本田公司飞跃向前、前途无量。

5. 凯迪拉克(CADILLAC)是为了纪念一位名叫凯迪拉克的法国军官命名的,这款车还选用凯迪拉克家族的族徽,一个缀有7颗闪光珍珠的王冠。还有一些名牌汽车以人名命名的,如:福特、林肯、劳斯莱斯等。

6. 劳斯莱斯(Rolls & Royce)是亨利·罗伊斯和查理·罗尔斯共同生产的名车,劳斯莱斯的标识是两个“R”字母的重叠,据说象征着亨利·罗伊斯和查理·罗尔斯你中有我,我中有你,体现了两人融洽和谐的关系。其商标是一尊“飞翔女神”雕塑。第一辆劳斯莱斯诞生于英国曼彻斯特。1998年劳斯莱斯公司被大众汽车集团并购。

7. 丰田(TOYOTA)的标识乍一看犹如牛仔帽,实际上由三个外形相似的椭圆环巧妙地组合在一起,中间好像是方向盘中的T字,是其英文名称“TOYOTA”的第一个字母。它象征用户的心与汽车厂家的心是连在一起的,相互信赖。椭圆代表地球,反映出要把自己的产品推向全世界的愿望。此外,在日语中,‘TOYO’的意思是“丰富的/大量的”,



‘TA’是稻米的意思。

8. 马自达(Mazda)的标识犹如一朵郁金香,其中的“V”象征展开的双翼。用马自达的口号来描述是“The creativity, the sense of mission, the gentleness and flexibility that are Mazda.”代表着马自达的无限的创造力。

9. 现代(Hyundai)汽车的公司全名 Hyundai Corporation,总部设在韩国首都首尔。



## Exercise

### True or False

1. According to the passage, it is in the 20th century that the first automobile has been produced and has forever changed the way people live, travel, and do business.

2. With methods of mass production, mass marketing, and globalization of production, the overall cost of transportation has been reduced by the auto industry.

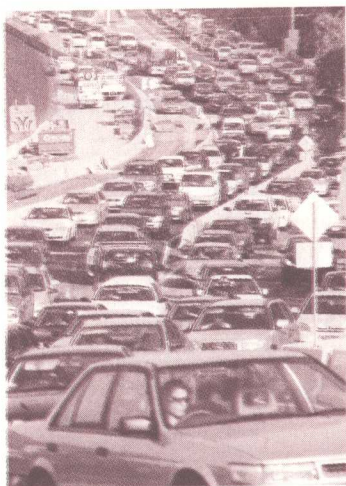
3. Problems brought by the automobile industry, such as air pollution, have made the industry no longer an important source of employment and transportation for millions of people worldwide.

4. It can be inferred from the passage that when two people have found their jobs in automotive parts industry, eight people can find their positions in automobile assembly industry.

5. Industries supported by the automobile industry include the insurance, security, petroleum, roadway design and drive-in theaters.

6. General Motors' North American market share dropped to 26 percent in 2005 because of the rising sales of imported cars.

## Extract 2: Traffic Congestion and Its Solution



Traffic congestion in United States is now a top concern of residents across the country. According to the Federal Highway Administration (FHWA)<sup>1</sup>, since 1995 traffic flow has been the only roadway characteristic out of eight that has experienced a decline in public satisfaction levels.

The sentiment is expressed in areas around the country. For example, according to 2000 and 2001 surveys in Houston<sup>2</sup>, congestion has become the number one issue, more important than the economy and crime,



which topped the charts in previous surveys. In Atlanta<sup>3</sup>, 63 percent of residents favored expanding transportation options or reducing sprawl, compared to 22 percent who favored expanding roads. Across the country, the FHWA found that 7 of 10 respondents favored expanding existing public transportation<sup>4</sup>, while fewer than 4 in 10 favored building more highways to ease traffic problems.

### *The Solution Added Emphasis on Public Transportation*

Our options are clear. To relieve congestion, our emphasis — and investment priority — must shift toward dramatic expansion of high-capacity public transportation systems<sup>5</sup>, including light rail, heavy rail, commuter rail, bus rapid transit (BRT), express bus services and transit/HOV lanes<sup>6</sup>. This must be coupled with targeted investments in and better management of the current highway network.

Public transportation reduces the number of vehicles on the road and vehicle miles traveled. The Maryland Department of Transportation<sup>7</sup> estimates that

a full rail car removes 200 cars from the road.

a full bus removes 60 cars.

a full van removes 12 cars.

Public transportation reduces hours of delay in major travel corridors. Increased public transportation use reduces delays for both public transportation riders and highway users. According to an FTA study of six urban corridors served by high-capacity rail transit.

1) Public transportation passengers saved 17,400 hours daily over auto travel in the corridors.

2) Remaining road users in the corridors saved 22,000 hours of delay per day due to the absence of vehicles from public transportation users.

3) Travelers on surrounding roads in the corridors saved an additional 20,700 hours daily as *spillover congestion*<sup>8</sup> were reduced.

4) These reductions represent a savings of \$225 million annually in the six corridors analyzed.

5) Public transportation generates substantial savings to the economy. The FTA values the aggregate benefits from transit-related congestion relief<sup>9</sup> at \$19.4 billion annually. Another study indicates that every dollar of public funds invested in public transportation returns up to \$6 in economic benefits in urban regions<sup>10</sup>.

Public transportation reduces the need for highway expansion. Highway expansion has become increasingly difficult and controversial. There is not space, money and public support to add roadway capacity needed to create and sustain acceptable conditions.