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English Digest

英语活页文选

English Digest

14



China's Booming Economy :
Do the Risks Outweigh the Opportunities

Be Your Own Boss

Private Colleges Under Siege

Overhyped and Underachieving

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※欣欣向荣的中国经济：风险与机会

※独立创业，做自己的老板

※美国私立大学正受到冲击

※潮人队：好梦难圆

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(以上文章选自近期 USA TODAY, NEW TIMES, TIME MONEY 等外刊)

China's Booming Economy: Do the Risks Outweigh^② the Opportunities?

- ①booming: 经济景
气的, 繁荣的
②outweigh: 超过

九十年代以来, 中国经济得到强劲的增长。颇有赶超日本, 直追美国之势, 引起了一部分美国人的恐慌。中国经济的繁荣为欧美国家的产品提供了广阔的市场。然而, 由于市场经济体制尚不健全, 也给他们的投资带来了一定的风险。那么, 进入中国市场对于他们到底意味着什么? 更多的是风险, 还是机会? 让我们听听美国经济学家怎么说。

"Those who take the freedoms of the private enterprise^③ system for granted should not forget that the government still is pulling many of the strings in the Chinese economy."

- ③enterprise: 企业

THIS IS A TIME of fundamental^④ change in the global marketplace. It's like the middle of the 19th century, when European nations dominated^⑤ the world economy, then the U. S. elbowed^⑥ its way into the club of industrialized nations.

- ④fundamental
根本性的
⑤dominate: 主宰
⑥elbow: 挤进

In the middle of the 20th century, when Western nations dominated the world econo-

my, Japan elbowed its way into the club. In both cases, the world economy continued to grow, if not to accelerate, although the monopoly^⑦ was broken. In absolute terms, each nation experienced growth in its production and exports, although their relative shares of the world market declined.

Today, China stands at the threshold^⑧ of a similar breakthrough^⑨. By some widely used measures, it already is a larger economy than Germany. China, in effect, is in a race with Japan for second place^⑩—just behind the U.S. There has been no dramatic equivalent^⑪ of the Berlin Wall coming down.

To state the obvious, business opportunities in China for Americans are numerous. Nevertheless, cynics^⑫ abound among Western business executives^⑬ living in China. They love to quote an imaginary^⑭ P. T.^⑮ Wang: “There’s a foreigner born every minute.” They also will tell you of a T-shirt on sale in Beijing: “If you’re too honest, you’ll always lose out.”

Nevertheless, signs of U. S. companies are frequent: Marlboro Man billboards^⑯, KFC restaurants, Motorola cellular phones^⑰, Elizabeth Arden cosmetics^⑱, and Nike sneakers^⑲. McDonald’s in Guangdong set a world record—14,000 customers in one day. When the local 7-11^⑳ opened, riot police were called into control crowds.

⑦monopoly:垄断

⑧threshold:门槛;
入口

⑨breakthrough:
突破

⑩is in a race with
Japan for second
place:和日本竞
争第二名的地位

⑪equivalent:
类似;等同

⑫cynics:
讽刺;怀疑

⑬executive:企业
高层领导人

⑭imaginary:
虚构的

⑮P. T. :
=pupil teacher

⑯billboard:
广告板

⑰cellular phones:
蜂窝式电话

⑱cosmetics:
化妆品

⑲sneakers:
胶底运动鞋

⑳7-11:
即指7~11连锁
店

Guangdong is Procter & Gamble's largest overseas market for shampoo.^{②①} Coca-Cola dominates the soft drink market with bottlers at 16 locations, and seven more are on the way^{②②}. Hainan Coconut Juice^{②③} simply is not a very strong competitor. Other U. S. firms that have invested at least \$100,000,000 in China include ARCO, Amoco, United Technologies, Pepsico, Lucent Technologies, General Electric, General Motors, Hewlett-Packard, and IBM.

To be sure, there often is a need to adapt foreign products to China's culture. Hasbro sells its GI Joe doll^{②④} as an "international hero," having changed the colors to the People's Liberation Army's camouflage green^{②⑤} and the Communist Party's red. Maxwell House sells instant coffee^{②⑥}—complete with premixed^{②⑦} packets of cream and sugar for a market not very familiar with the product.

Those who take the freedoms of the private enterprise economy for granted should not forget that government still is pulling many of the strings in the Chinese economy.^{②⑧} Companies that try to compete against domestic firms for the Chinese market may not find the path as easy as those that generate the high-tech products and exports^{②⑨} Chinese leaders are so anxious to see expand.

The Chinese are the original Yankee

- ②①shampoo:
洗发精;洗发剂
- ②②on the way:
在筹建之中
- ②③coconut juice:
椰子饮料;椰奶

- ②④doll:洋娃娃;
英俊的男人
- ②⑤camouflage green:
绿色伪装;
绿色的保护色
- ②⑥instant coffee:
速溶咖啡
- ②⑦premix: 预先混合物
- ②⑧pulling many of the strings in the Chinese economy:
对中国的经济有种种限制
- ②⑨those that generate the high-tech products and exports:
生产高科技产品以及对外出口的企业

traders. They know the great business potential that will be generated as a country with 1,200,000,000 people industrializes and they are trying their best to take advantage of it. They love foreign investment when it creates new jobs, pays taxes, and generates foreign exchange. Yet, from an American point of view, sometimes those exports compete against the products of the same company's factories located in other countries.

Thus, Motorola is encouraged to sell cellular telephones *and* to produce them in China. McDonnell Douglas and Boeing sell jet airplanes in China, *but* they involve local subcontractors^{③①} and train local maintenance people^{③②}. These companies are showing more sophistication^{③③} than some of the early entrants^{③④}, such as Schwinn. That U. S. bicycle manufacturer lost its business in China by transferring technology to local manufacturers without adequate protections.

Typically, a U. S. company faces the challenge of developing a presence in the China market in a manner very different from its experience at home or even in Western Europe. In China, there are few 100% American-owned companies. There mostly are joint ventures^{③⑤}, often with Chinese middlemen either from the mainland or elsewhere in Southeast Asia.

It is helpful to have some historical per-

③①subcontractor:

转包商;
次承包商

③②local maintenance people:
当地维护人员

③③sophistication:
富于经验

③④entrant: 进入者

③⑤joint ventures:
合资企业

spective^{③⑤} about China's role in the world. For most of recorded history, it was more developed than the West, more prosperous^{③⑥}, more sophisticated^{③⑦}, and more civilized. That is why they called themselves the "Middle Kingdom." Only in the past 500 years has the West been ahead. Of course, that's a long time for us, but the Zhou Dynasty in the first millennium BC^{③⑧} lasted that long. Naturally, most of us never heard of it.

China is on a road that could restore^{③⑨} its earlier greatness. By some economic measures, China is just behind Japan. If current trends continue, it could become number two early in the 21st century, right behind the U.S. in terms of economic output. Some optimists^{④⑩} (or, rather, pessimists^{④⑪}) think it will be number one later in the 21st century, but here we can take considerable satisfaction with a standard caveat^{④⑫}: Trends rarely move in a straight line, especially in China. There is no shortage of serious problems facing the Chinese people and their leadership—energy shortages, environmental degradation, infrastructure inadequacies^{④⑬}, and corruption and crime. Then again, there is the famous forecast attributed to Napoleon: "China is a sleeping giant. When it wakes, it will shake the world."

It is vital for Americans to understand events better in that exotic^{④⑭} part of the world

③⑤historical perspective: 历史的眼光

③⑥prosperous: 繁荣的

③⑦sophisticated: 高级的; 先进的

③⑧in the first millennium BC: 在公元前的第一太平盛世

③⑨restore: 复兴; 恢复

④⑩optimists: 乐观主义者; 乐天派

④⑪pessimists: 悲观主义者

④⑫caveat: 警告

④⑬infrastructure inadequacies: 基础设施的不足

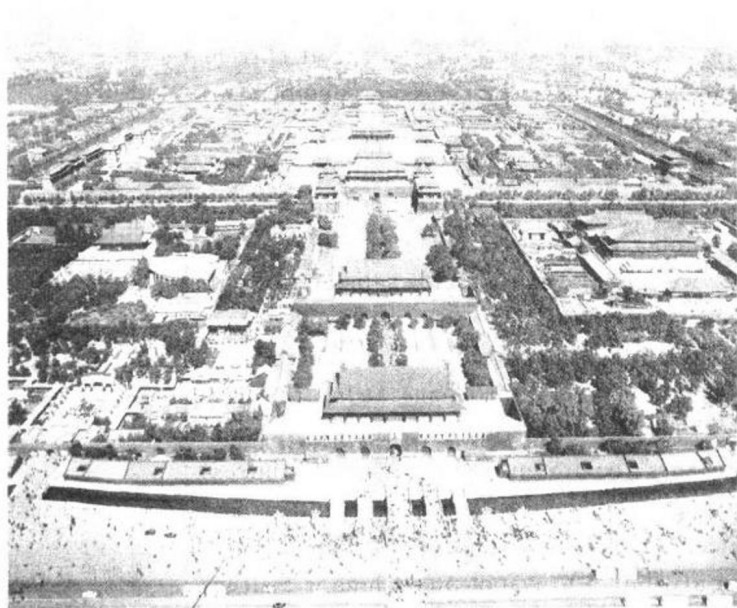
④⑭exotic: 奇异的

and not be on the outside trying to look in. China is the prime example of my standard forecast: In change, there is both threat and opportunity. My final point: In *feng shui*⁽¹⁵⁾ (Chinese numerology⁽¹⁶⁾), eight is a lucky number. Thus, I leave you with my favorite eight letters: Good luck!

[Selected from USA TODAY, November 1998,
written by Murray Weidenbaum]

⑮ feng shui: 风水

⑯ numerology: 命理学 (按出生年月日及其他数字测定命运的学说)



King Hussein's Legacy^①

五十年来,他在阿拉伯世界一直是谜一样的人物。他历经坎坷,几遭暗杀。晚年时候,他倡导了中东和谈,致力于维护中东地区的和平与稳定。在他逝世后,人们以不同的方式缅怀这位伟大的国王。

The main riddle^② in the Arab world over the last fifty years

It is not easy to describe the feelings of Israelis^③ about King Hussein's death. Our life depends very much on events in this region. State borders are too thin for us to feel safe after the change of power in Jordan. Arab states are comparatively recent and unstable entities^④, and it is difficult therefore to count on^⑤ the common sense of their citizens or some established national traditions.

Those who want to understand events in the Middle East should forget for some time about European criteria, Marxist dogmas^⑥ and Russian literature. In the Middle East, a blooming garden in ancient times turned into a barren desert during one and a half thousand years of religious wars and Turkish^⑦ domination, only few remember that "man is kind by nature", that "the history of mankind is the history of class struggle" and that "the voice

① legacy: 遗产;
遗教

② riddle: 谜, 谜一样的人物

③ Israeli: 以色列人; 犹太人

④ entity: 实体

⑤ count on: 依靠;
指望

⑥ dogmas: 教义;
信条

⑦ Turkish: 土耳其;
土耳其人的

of the people is the voice of God”.

Palestine^⑧ vs. Hussein

Having ascended the throne^⑨ in 1952, Hussein ruled for 47 years and set a record in this respect. During this time coups^⑩ were staged^⑪ in all Arab states—more than once in some of them.

In 1967, acting on the Arab League decision, Jordan took part with Egypt and Syria^⑫ in the aggression (Six-day War) against Israel. As a result, it lost the West Bank and East Jerusalem^⑬. Angry refugees, for whom this defeat was a historical mistake, fled to Jordan. As distinct from 1947, these people were united by a common misfortune and the inspiring ideology^⑭ of the “Palestinian revolution”. They believed it will free in a miraculous way all the peoples oppressed by colonialism. Needless to explain they used Soviet arms and partly Soviet phraseology^⑮. Within a few years they made ten attempts on the life of King Hussein and assassinated^⑯ several ministers and members of the royal family.

In 1970, the refugees began a civil war against the King and appealed to Syria for help. On September 1, the newspaper put out by FATH, the largest Palestinian organization, called for the overthrow^⑰ of King Hussein. On September 17, the rebels shelled^⑱ Amman^⑲, and three days later Syrian

⑧Palestine:

巴勒斯坦

⑨ascend the

throne:即位;

登基

⑩coup:政变

⑪stage:筹划

⑫Syria:叙利亚

⑬Jerusalem:

耶路撒冷

⑭ideology:意识

⑮phraseology:

词语

⑯assassinate:

暗杀;行刺

⑰overthrow:推翻

⑱shell:炮轰

⑲Amman:阿曼

(约旦首都)

armoured brigades^{②①} invaded Jordan and occupied its second largest city Irbid. The Jordanian army undertook an offensive, smashed up FATH bases round the country, and routed the Syrian tank brigades. More than 8,000 Palestinian rebels were killed and tens of thousands wounded. (According to other data, 20,000 Palestinians were killed.) To save their lives, many FATH fighters waded across the Jordan River and surrendered to Israeli troops. Some of the fighters fled to Lebanon^{②②}. September 1970 went down in the history of the Palestinian movement as "Black September".

It seems the September events (or US financial aid) finally convinced Hussein of the need for peace with Israel. Secret consultations^{②③} with Israeli diplomats were regularly held since the days of Abdullah^{②④} and in October 1970, for the first time after the death of the old king, a high-level meeting took place.

King Hussein is hardly a "dove"^{②⑤} in the European sense of the word. However, in his person Israel found a partner in negotiations for the first time. "Our Lord, send us an honest enemy", one poet said. Before negotiations with Hashemite^{②⑥} leaders Israel encountered only blind hatred in the Arab world without any reasonable grounds. King Hussein conducted negotiations to reach an agreement. Contrary to all theories, the will of one

②①armoured
brigade:
武装部队;
装甲部队

②②Lebanon: 黎巴嫩

②③consultation: 协商

②④Abdullah: 阿卜
杜拉 (约旦国王)

②⑤dove: 和平鸽

②⑥Hashemite:
Hashemite kingdom of Jordan
约旦的正式国名

man signifies very much in history.

In search of a peaceful idyll^{②6}

All Arab countries are governed today by more or less cruel authoritarian regimes^{②7}. To some extent, the authoritarian character is suited to the virtually feudal^{②8} structure of Arab societies and the lack of national solidarity.

Some 20 years ago, then in the reserve service, I and other soldiers guarded a construction project near Shkhema (the Arab name is Gablus). Palestinian builders, jovial^{②9} fellows of twenty and older, amiably invited us to their bonfire^{③0}. They explained that they prefer to work at Israeli projects not only because wages are higher there but also because conceited^{③1} Arab sheikhs-employers^{③2} do not regard them as equals and emphasize their superiority in every way. These boys studied in a westernized school and the idea of class inequality became alien to them. They showed lively interest in my origin and asked me about life in Russia. One of the questions amazed me: "What is the system in Russia? Do they have freedom like in our country, or do they have dictatorship^{③3} like in Jordan?" Thus, 20 years ago there were Palestinians in the "occupied territories" who regarded Israel as their home.

Of course, Jordan is an absolute monar-

②6 idyll: 田园风景

②7 authoritarian regime: 独裁主义政权

②8 feudal: 封建[制度]; 封建社会的

②9 jovial: 和气的

③0 bonfire: 篝火

③1 conceited: 狂妄自大的

③2 sheikhs-employer: 回教徒雇主

③3 dictatorship: 独裁政府; 独裁政治

chy^{③④} in which parliament^{③⑤} only listens to the king's will and approves it without reserve. During 47 years of his rule Hussein replaced about 50 prime ministers. He strove^{③⑥} to westernize and modernize his country. This process comes into conflict with the lack of freedom and may remind us of Peter the Great^{③⑦}, who modernized Russia against his will. Like Peter, Hussein could also behave sociably in the narrow circle. Israel's ex-premier Shimon Peres once told how he secretly met with the king in the London mayor's home ten years ago. To keep the rendezvous^{③⑧} secret, the mayor let the servants go and his wife had to serve the dishes. After dinner the king offered to wash plates.

Having concluded peace in 1994, Hussein flew over Israel on his plane and admitted that the Israelis had beautified their land. The king apparently wanted to turn his desert country into an orchard.^{③⑨}

The peaceful idyll was broken off several times, but Hussein managed to dispel doubts about Jordan's peaceful intentions. On March 13, 1997, a Jordanian soldier opened gun fire on a group of eight-form schoolgirls who had come on an excursion^{④⑩} to Jordan and killed seven of them. The king made an unprecedented^{④⑪} step by visiting the families of the killed girls and joining the ceremony of mourning for them. Of course, nothing could

③④monarchy:

君主国

③⑤parliament:

议会

③⑥strove:

strive 的过去式

③⑦Peter the

Great: 彼得大帝

③⑧rendezvous:

约会

③⑨orchard: 果园

④⑩excursion: 游览

④⑪unprecedented:

前所未有的

make up for the grief of parents, but Israelis appreciated the truly royal gesture^{④②} of Hussein, who knelt in the house of one of the killed girls.

In one of his interviews Israel's Trade Minister Natan Shcharansky, a former Soviet dissident^{④③}, said peace with neighbouring Arab states will be achieved when they come to democracy in the long run. Experts in world affairs say, however, that the situation is quite the reverse. As long as the people in the neighbouring Arab states obey their leaders, there is a chance to maintain peace because leaders can pursue a strategic policy with peaceful relations as one of its aims. But there will be no chance of peace for many years if violent instincts^{④④} and religious passions^{④⑤} flare up together with democratization.

Settling affairs quietly

In January of this year Hussein suddenly named his son Abdullah as successor. Born of the king's British wife, the 37-year-old prince did not prepare to inherit the crown^{④⑥}. He received military training in Washington and served in tank troops and air force. Until recently Abdullah was commander of the elite^{④⑦} security troops and enjoyed wide popularity^{④⑧} in the army. Perhaps this explains why Hussein named him as his heir. The loyalty of the army is essential for the stability of power in

④②gesture: 姿态

④③dissident:
持不同政见者

④④instinct: 本能

④⑤passion: 热情

④⑥inherit the
crown: 继承
王位

④⑦elite: 精锐

④⑧enjoy wide
popularity:
赢得广泛的尊敬
和爱戴

all Arab states.

King Hussein knew what hard legacy he left to his son. The international blockade of the Baghdad dictator^{④⑨} undermined trade between Jordan and Iraq. Unemployment in Jordan is close to 40 percent of the working population. Iraqi newspapers are woefully^{⑤⑩} concerned about the fate of the poor Jordanians, who live under the fearful threat of Zionist^{⑤⑪} aggression. Palestinian organizations keep quiet, but they did not forget “Black September”. Bedouin tribal chiefs^{⑤⑫} would like to put up more suitable candidates to the throne. Syria is prepared to “give fraternal^{⑤⑬} aid” and defend Jordan, as it already defended Lebanon. In such circumstances the military record of Prince Abdullah may prove useful, just as loyal Bedouin troops stood Hussein in good stead^{⑤⑭} in the past.

The heads of states and organizations from nearly all countries attended the funeral^{⑤⑮}. What did these cynical^{⑤⑯} veteran^{⑤⑰} politicians look for in the capital of a small and poor state? I think they looked for contacts first of all. The incredible situation, in which Israeli President Ezer Weizman could meet and even shake hands with PLO guerrilla^{⑤⑱} leader Naef Hawatmeh, and President Clinton could meet with Libyan dictator Caddafi^{⑤⑲}, offers many possibilities. In his lifetime Hussein established relations with all these people, and this

④⑨ the Baghdad dictator: 巴格达统治者(即萨达姆·侯赛因)

⑤⑩ woefully: 怜悯地

⑤⑪ Zionist: 拥护和支持犹太人复国运动的人

⑤⑫ Bedouin tribal chiefs: 贝多因部落首领(贝多因部落是一个居无定所的阿拉伯游牧民族)

⑤⑬ fraternal: 兄弟的

⑤⑭ stood Hussein in good stead: 对侯赛因国王颇有好感, 忠于侯赛因国王

⑤⑮ funeral: 葬礼; 遗体告别仪式

⑤⑯ cynical: 爱嘲笑的; 爱讥讽的; 愤世嫉俗的

⑤⑰ veteran: 老练的; 经验丰富的

⑤⑱ PLO guerrilla: 巴勒斯坦解放组织游击队

⑤⑲ Libyan dictator Caddafi: 利比亚统治者卡扎菲

shows that he was certainly an outstanding and charismatic^{⑥①} personality. He also remained independent in spite of the vicious principle "he who is not with us is against". The arrival of numerous leaders in Amman for the funeral, despite their urgent affairs, also means there is a real danger of the violation of the world balance as a result of the Jordan loss. Some fear this violation and others are anxiously waiting for it. However, there will be no other occasion to meet and think about what they saw.

Aware of the coming death, the king displayed a rare self-control and settled affairs quietly, as an honest official hands over his work to others before going on holiday. His kind smile was intended to encourage and console^{⑥②} his subjects^{⑥③}. To avoid false rumours after his death, Hussein publicly confirmed several times his fidelity^{⑥④} to peace with Israel.

Prince Abdullah vowed^{⑥⑤} to fulfil the will of the deceased, and it seems he will need no less self-mastery and courage for this purpose than Hussein had.

The idea that the world is not divided into two camps and it is not necessary to ally with one of it to live worthily is still new in the Middle East. By his life King Hussein created an impressive and inspiring precedent, but we have only taken this path.

[Selected from New Times, March 1999,
written by Alexander Voronel]

⑥①charismatic: 具有能引起大众狂热拥护而无法形容的领袖气质的

⑥②console: 安慰; 慰问

⑥③subject: 庶民; 臣民

⑥④fidelity: 忠实; 忠贞

⑥⑤vow: 宣誓