

商经贸英语阅读

实用教程

上册

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序

莘莘学子在商经贸英语阅读实践中的困惑与渴望是什么？概括起来也许就是以下几点：

1. 原版英语课文生涩难懂，单词表和课文注解长达数页，令人生畏。真希望有一套教科书能将商经贸英语与阅读技巧有机地揉合在一起，对商业英语的阅读技巧从词篇入手，循序渐进到句篇、段落篇及至语篇，系统地作一番介绍，从而将打开阅读宝藏的钥匙交给我们自己。

2. 初涉商贸领域，专业知识本来就基础薄弱，加之要用外文来阅读理解，于是愈感到困难。真希望有一套英语阅读教材能从商经贸的基本概念、基本术语出发，提供航标导引我们逐步进入成套的商务程序，驶向广阔的专业海域；并能恰到好处地对每课内容做出专业上的提示和概述，借助提示的拐杖，使我们的登攀不那么艰难。

3. 读书苦，苦读书，求学问历来是桩苦差事。多么希望教科书在知识性之外再穿插趣味性，使阅读在轻松愉快的气氛中进行。

4. 就业之际，面对商务市场的各种需要，总觉得几年寒窗所学与现实需要不很接轨。真希望教科书实用性更鲜明，与人才市场需要扣得更紧，内容和选题与最新信息更衔接。

这套《商经贸英语阅读实用教程》的成功之处，正在于理解学生的困惑，解决了学生上述的渴求，切切实实起到了“钥匙”、“拐杖”和“航标”的作用。

本书共分上下册，由广东省成人高校先进学校、示范学校

——广东省经济管理干部学院以及广东商学院的教授们，经过多年的准备，总汇商、经贸英语教学的体会以及商、经贸企业工作的经验编写而成，是学院重点科研项目之一。本书构思独特，语言与技巧双向交汇，弥补了以往同类教材单向灌输专业英语内容、忽略方法技巧指导的不足；深入浅出，语言精炼生动，显示了编者深厚的功底；难度适中，容易上手，也便于自学，不失为普通高校、成人高校以及中专学校理想的商业英语阅读教材，也是所有商、经贸工作人员的理想自修课本。

黄 学

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前 言

本书由广东省成人高校先进学校、示范学校——广东省经济管理干部学院以及广东商学院的教授们经多年的准备，总汇多年商、经贸英语教学体会和在商、经贸企业多年工作的经验编写而成。本书具有以下独到之处：

1. 既具知识性，又具指导性。本书弥补了以往商经贸英语阅读教材单向灌输专业英语内容、忽略方法技巧指导的不足，将商、经贸英语与阅读技巧有机地揉合在一起，既鼓励学生学，又告诉他们怎样学，将打开阅读宝藏的钥匙交给他们。

2. 既具英语语言知识性，又具商、经贸专业知识性。专业知识基础薄弱，而原版英语课文生涩难懂，是目前初涉商、经贸界的莘莘学子在阅读上的又一难关。本书对每课的专业课题做了概述，语言精炼，深入浅出，为课文阅读做好了热身铺垫。

3. 专业领域广，集几大主要商务领域英语于一身。内容涵盖国内外贸易、市场营销、金融财会、经济管理、投资证券、合同招标等方面。

4. 鲜明的实用性，紧扣商务人才市场需要；且难度适中，是普通高校、成人高校、中专理想的商业英语阅读教材，也是所有商、经贸工作人员的理想自修丛书。

5. 由浅入深，容易上手。专业英语从商、经贸基本概念、术语出发，继而进入成套交易程序及广泛的专业范畴；阅读技巧从词篇入手，循序渐进到句篇、段篇及至语篇的理解把握。

6. 可读性强，趣味性浓。提炼连篇累牍的课文，浓缩成页

成页的单词表,穿插趣味小品,使阅读在轻松愉快的氛围中进行。

本套教材配有练习答案、参考译文以及试卷,可帮助减轻教师在备课、批改作业、出题等方面的教务负担。

由于编者水平有限,错误之处,诚请专家和读者予以指正。

编 者

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Lesson 1

Common Trade Terms & International Trade 常用贸易术语和国际贸易

Reading Skill 1

How to Deduce Word Meaning

Through Synonym & Antonym

如何利用同义与反义关系推测生词词义

在阅读实践中，为什么词汇量的扩展总是来得那么缓慢、艰难？为什么说记下一版版单词及其意思并不等于理解了它们？为什么一则重要的信息或一个幽默的故事会被我们读得兴味索然，甚至烦躁得读不下去？在翻开本书第一章准备痛苦地啃嚼之前，请大家先读几行文字，翻译几个生词：

When a person is hungry he cloeps. When he is thirsty he radgems a glass of water. When he hears a joke he gleks and when he hears sad news he slifs.

短短两行文字，可以在二十秒钟之内正确把握住其含义，也可花上两分钟、二十分钟乃至两个小时查遍手头所有字典而一无所获。这不仅仅是个英语水平问题，更重要的是你的选择——对阅读方法的选择。相信常识与逻辑，你可以轻松地推测出 cloep 意为 eat, radgem 意为 drink, glek 意为 laugh, slif 意

为 cry 或 feel sad; 如果你一如既往毫无保留地相信字典, 这便是一次痛苦且徒劳的实践, 因为这些“生词”都是凭空臆造出来的, 这也就是为什么语言学家们说单词本身没有意义, 是读者赋予它们意义的原因。

阅读中的生词像一组组暗礁, 阻挡我们到达不了知识的彼岸。除了借助常识与逻辑, 还有没有其它捷径可走, 有无技巧可言? 让我们再看几个例句。

例 1 The girl who used to be very vociferous doesn't talk much any more.

例 2 If you save some money and put it in the bank each month, the amount of your deposit will become larger and larger.

例 3 After receiving a lot of orders last week in New York, Mr. Li flied to Tokyo to look for a maxi-order.

例 4 This project is not only labour-intensive but also capital-intensive.

见到以上例句中的划线生词, 你是否习惯性地又翻开了字典? 让我们来做个尝试: 抛开字典, 借助上下文的暗示与线索推测出它们的意思。

如例 1, 该句上文的 used to 与下文的 doesn't talk much any more 形成对照, 间接告诉了我们: 现在这个不再怎么说话的女孩, 应曾经是个非常饶舌的孩子, vociferous 应为 talkative 的意思。

如例 2, 该句上文的 save ... money ... in the bank 这些词帮 deposit 做了个最好的界定——“存款”。

如例 3, 如果我们熟记一批常用词缀, 知道前缀 maxi- 意为“很大的”, 便可一目了然得知李先生飞东京是为了一张“大订

单”(maxi-order)。

如例4,我们先看该句中 labour-intensive 这个词,前半部分是个名词,后半部分是个形容词,合起来构成一个复合形容词,这是当代英语中最常见的一种构词法。已知 labour 意为“劳动力”,intensive 意为“集中的、加强的”,两个单词的意思稍加整合即为“需大量劳动力的”。那 capital-intensive 自然是“需大量投资的”意思了。

这个尝试说明,抛开字典这根拐杖,我们仍然能准确无误地理解各句的意思,我们可以从三条途径通达词义:A. 借助上下文提供的线索; B. 借助词的前后缀及词根; C. 借助构词法。本课从第一条途径起步——借助上下文提供的线索猜测生词词义。

上下文线索可归纳成五个基本环节:同义词、反义词、解释、举例、定义。本课着重介绍第一条途径的前两个环节,借助同义词与反义词的重述,来领略利用上下文线索猜测生词词义的妙处。

一、同义词 (Synonym) 的重述

在行文中,作者为了避免单调重复,常常使用几个不同的词来表达同一个意思;这些词通常互为同义或近义词,敏感的读者会马上注意到这点并利用它来译解生词。这类词通常带有并列连词 and、or 或破折号为标识,表示它们互属同一义域。

例1 The girl was churlish — rude, sullen, absolutely ill-mannered. (破折号之后的 rude、ill-mannered 是对 churlish 最好的注解。)

例2 If a UK firm wants to buy a machine from West Germany,

it must first convert pounds into marks and then exchange the marks for the machine. (主句中的 and 连接了 convert 与 exchange 两个动作, 而且是两个连贯的、亦步亦趋的动作。已知 exchange 意为“交换”, 即第二步骤是用马克换机器, 那第一步骤显然也是一种交换, 即: 将英镑换成 (convert into) 马克了。)

例 3 The buying and selling of a good in international trade gives rise to two transactions, not leads to just one. (我们知道下文的 lead to 意为“导致”, 国际贸易中物品的买卖既然 lead to (导致) 的不仅仅是一笔单项交易, 那么 give rise to (导致) 的就是两笔交易, 下文的 lead to 就是对 give rise to 的注释。)

例 4 Countries nowadays import many things which they can produce by themselves. Also, individuals purchase many things they can make by themselves. (上句中 with purchase 相对应的动词是 import, 从 also 这个词中可知这两个动词意思不相左, 两个动词一模一样的宾语则进一步表明它们的同义或近义身分, 不难猜出, purchase 大意应为“买进”。)

例 5 The modes, or the ways of payment in international trade can be divided into three types. (连接词 or 将 modes 与 ways 串在一起, 两词的同义关系一目了然, mode 即“方法、方式”的意思。)

以上例子里, 同义词都来得迅速痛快, 生词的注解在本句就可找到答案。然而在阅读实践中, 这种注解往往要通读整段乃至全文后才出现。下面我们从段落的层次来实践一下推断步

巧，注意下面段落中划线部分词的意义。

例 6 Two communication systems exist in most animals. One of these is the nervous (神经) system, which transmits electrical message from one part of the body to another. The other is the endocrine (内分泌) resnic, which controls our body functions. (该段落开章明义宣称动物有两个交际系统(systems),前面提到的神经系统用的是 system 这个词,后面的内分泌系统 resnic 这个词,不言而喻是 system 的同义词了。)

例 7 When we want to buy or sell things in a foreign country, the trade should be done with foreign ① currency. For example, if we want to buy a coffee machine from Germany, we should exchange our RMB for marks and then buy the machine with marks. If we want to ② purchase some coffee beans from the U. S. A., we should ③ convert RMB into US dollar first, and then exchange the dollars for coffee beans. Without this kind of money, the ④ transaction between countries won't be done.

通观全文不难发现,文中与划线部分有着同义关系的词分别有:

- ① Currency money, RMB, Mark, US dollar
- ② Purchase buy
- ③ Convert exchange
- ④ Transaction trade

二、反义词 (Antonym) 的重述

词语之间凡意义上存在着相反或对立关系的词可称反义

词。有时句子提供这样一个反义词来帮助理解词义。这类词通常以 *rather than*、*however*、*but*、*while*、*although*、*unlike*、*instead* 一类词为标识。

例 1 If you agree, write "yes"; if you dissent, write "no".

(该句中的 *yes* 与 *no* 构成一对反义词, 那么显然 *agree* 与 *dissent* 也互为反义, *dissent* 应为“不赞同”的意思。)

例 2 Rather than having clandestine meetings, they did the bidding quite openly from the very beginning. (从 *rather than* 这一标识可知, *clandestine* 与 *openly* 应为一对反义词, 即这项招标是公开而不是秘密的, *clandestine* 应为 *secret* 之义。)

例 3 Unlike domestic trade, the international trade is the foreign trade between one country and another. (*unlike* 这一标识告知, *domestic* 与 *international* 表达了一种对立关系, 常识也告诉我们既然贸易只有两大类, 非此即彼, *domestic* 不是跨国的国际贸易, 自然便是“国内”贸易了。)

例 4 Our shipment manager was talking all the time while the man from insurance company remained reticent. (连接词 *while* 表示转折关系, 那么 *talking (all the time)* 与 *reticent* 这一对词应表示对比或相反的概念, *reticent* 应意为“沉默寡言的”。)

下面我们从段落的层次来加深理解。

例 5 At first ice cream was a luxury in France. It was so expensive that only rich people had the money to buy it. Then in 1660, a young man from Italy opened an ice cream shop in Paris. This shop became so popular that many other ice

cream shops were opened. The ice cream became cheaper and commoner and entered ordinary houses in the end. (通读全段虽然都未能找到划线词 luxury 的反义词, 但与之有着同义关系的形容词 expensive, rich, 以及与这些形容词有着相反或相对关系的词 popular, cheaper, commoner 却为 luxury 提供了个大概意思: 稀有、贵重的奢侈品。)

- 例 6 Unlike the modern people who depend on each other in modern life, the ① primitive people were ② self-sufficient, i. e. they were ③ independent economically. Let's take ④ caveman as an example. A caveman did his own hunting and found his own shelter. He hunted food not for exchanging other goods but for stuffing his own stomach. He built a "house" not for selling but for staying for the night. Everything he did was just for providing for his own needs. While today's economic world is no longer such a simple one but a much more ⑤ complex one. Neither ⑥ individuals nor nations are self-sufficient now.

这篇短文以原始人的觅食、筑屋为例, 阐述他们为什么称为自给自足的人。划线词的意思, 都由它们的反义词作了最好的注脚, 通观全文不难发现, 文中与划线词有着反义或对立关系的词分别有:

生 词	反义、对立关系词	生词词义
① Primitive	<u>modern</u>	原始
② Self-sufficient	<u>depend on (each other)</u>	自给自足的
③ Independent	<u>depend on (each other)</u>	独立的
④ Caveman	<u>modern people</u>	洞穴人

⑤ Complex simple

复杂的

⑥ Individuals nations

个人

PRACTICE

I. Read each of the following sentences, noticing the underlined words. Then, write the meaning of the word either in English or in Chinese in the blank space. (阅读下列句子, 注意划线词, 用英语或汉语写出它们的词义。)

1. His shirt is clean, but his shoes are grubby. *dirty*
2. He felt tired and dizzy. *眩晕*
3. U. S. demand for fuels is growing steadily, and could double by 1985. But domestic supply is lagging.
4. A perambulator, or baby carriage, is very useful to mothers of young children.
5. Although a large number of people think the man to be guilty, I believe him to be innocent of the crime.
6. Computer has an enormous, a very powerful, influence on our lives.
7. The Sales Department failed to win such a maxi-order that the manager felt wretched, very unhappy.
8. His boss tried to comfort him but it made him more inconsolable. Nothing he said made him feel any better.
9. While bringing the goods to the destination, the seller not only must pay the cost and freight but also bear the insurance during the carriage.

10. In primitive society, people were content with food enough to keep them alive. But in civilized society, much more are required of food.

11. Read the following passages carefully, find out the synonym or antonym of each of the underlined words within or outside the passages. (仔细阅读下列段落, 找出每个划线词的同义或反义词, 尽量在本段落中寻找。)

1. A large ① supermarket is a complex business that requires good management. Robert manages a successful supermarket in a big city. He ② is in charge of 90 employees, and the store has about 15000 customers a week. Robert's job is not an easy one. He has many duties and ③ responsibilities.

① Supermarket

② Is in charge of

③ Responsibilities

2. I had an ① acerbic taste in my mouth after eating a strange ② jfoid. It looked like an apple, but not as sweet as an apple. However, after washing my mouth with ③ liquid, I felt better.

① acerbic

② jfoid

③ liquid

3. Goods are usually ① transported by train, by plane or by ship in international trade so that they can be sent from one country to another. For example, if Guangzhou want to import