



高校专门用途英语 (ESP) 系列教材

ENGLISH *for* SOCIAL SCIENCES

Integrated Course

社科英语综合教程

主 编 戚佳鸣 程 佳
副主编 董莹莹 丁笑君
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清华大学出版社



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内 容 简 介

本教材主要面向应用型本科院校已完成基础阶段英语学习的人文社科类（非英语）专业学生，目的在于通过学习阅读专业相关文章，帮助学生巩固和扩充词汇，提高学生阅读分析、写作、翻译等综合能力，帮助学生从不同侧面了解专业知识，拓宽国际视野，提升综合文化素养，为进一步阅读专业文献打下良好基础。

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图书在版编目（CIP）数据

社科英语综合教程 / 戚佳鸣，程佳主编. —北京：清华大学出版社，2019

高校专门用途英语（ESP）系列教材

ISBN 978-7-302-51788-7

I. ①社… II. ①戚… ②程… III. ①社会科学-英语-高等学校-教材 IV. ①C

中国版本图书馆CIP数据核字（2018）第269517号

责任编辑：钱屹芝

封面设计：子 一

责任校对：王凤芝

责任印制：丛怀宇

出版发行：清华大学出版社

网 址：<http://www.tup.com.cn>, <http://www.wqbook.com>

地 址：北京清华大学学研大厦A座 邮 编：100084

社总机：010-62770175 邮 购：010-62786544

投稿与读者服务：010-62776969, c-service@tup.tsinghua.edu.cn

质量反馈：010-62772015, zhiliang@tup.tsinghua.edu.cn

印 装 者：三河市金元印装有限公司

经 销：全国新华书店

开 本：170mm×230mm 印 张：16.25 字 数：273千字

版 次：2019年1月第1版 印 次：2019年1月第1次印刷

定 价：62.00元

产品编号：078389-01

前言 Foreword

随着社会经济发展和企业用人需求的不断变化,我国高校的教学改革和教材建设在不断深化。《国家中长期教育改革和发展规划纲要(2010—2020)》提出要提高人才培养质量,“加大教学投入,重点扩大应用型、复合型、技能型人才培养模式”。在应用型人才培养的教学活动中,教材是教学活动的重要载体,是确保教育教学质量的关键。教材建设对推进教学改革及促进人才培养质量的提高有着重要的作用。

本教材主要面向应用型本科院校已完成基础阶段英语学习的人文社科类(非英语)专业学生,目的在于通过学习阅读专业相关文章,帮助学生巩固和扩充词汇,提高学生阅读分析、写作、翻译等综合能力,帮助学生从不同侧面了解专业知识,拓宽国际视野,提升综合文化素养,为进一步阅读专业文献打下良好基础。

本教材特色在于以学生的需求分析为基础,遵循相关性、真实性和实用性原则,选文紧扣专业方向,内容新颖,语言规范真实,练习设计多样。教材文章均选自国内外期刊杂志、网站或其他优秀教材,主题丰富,尽量涵盖人文社科各专业,包括市场营销、人力资源管理、财务管理、公共事业管理、经济学、金融学、国际贸易、社会学、新闻传媒和法学,体现了时代特点和文化背景,重视学生的兴趣需求。

本教材共设十个单元,单元内容丰富,练习灵活多样。每单元包含听、读、写和综合能力训练四个部分。第一部分为听力,通过与主题相关的视频学习,引导学生对单元主题的理解和思考,提高学生的听说能力。第二部分为阅读,由三

篇文章组成,采用基于内容的语言教学思路,注重培养学生的专业英语阅读技巧和批判性阅读能力。每篇文章后均附有生词和短语注释,并配有基于文章的阅读、词汇和翻译练习,练习形式多样,每个单元各不相同,既有传统的语篇分析和理解,也有开放性话题讨论。第三部分为写作,通过应用型写作训练,如 application letter、memo、questionnaire 等,帮助学生熟悉这些体裁的要素和框架,为其在今后的学习工作中运用做好准备。第四部分为综合能力训练,要求学生结合本单元所学的专业知识,通过文献查阅、数据分析等方法,完成小型的案例讨论和分析,培养学生的语言综合应用能力。

本教材内容全面、时代性强,适合作为高等学校非英语专业大学英语拓展类课程教材,使用者可根据所在学校的课程设置和学生的实际特点与实际需求灵活使用本教材。

本教材由南京理工大学紫金学院人文学院外语系社科英语课程教学团队共同合作完成,每位编者都有着多年的社科英语教学经验,也编写过应用型本科院校大学英语系列教材。从最初的资料收集到最后的定稿,每位编者都倾力参与,反复修订,不断完善每个部分的内容。同时,本教材还得到了南京理工大学紫金学院人文学院刘智芳院长的指导,还有许多专业教师对本书提出了宝贵意见,在此一并表示衷心的感谢。

由于编者水平有限,教材中不妥之处在所难免,诚请专家和读者提出宝贵意见。

编 者

2018年10月

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Unit

1

Marketing

Marketing is communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long-term relationships. Marketing blends art and applied science (such as behavioral sciences) and makes use of information technology.

Learning Objectives

1. Understand the importance of 5 Ps in the marketing mix and explain their functions.
2. Distinguish the differences among brand names, brand symbols and packaging.
3. Learn about the SWOT analysis.
4. Learn to write a commercial advertisement.

Part A Listening Task

Lead-in Activity

Watch a short video for its general idea and fill in the blanks with the words and phrases you hear in the video.

The Pros and Cons of Mobile Marketing

Mobile marketing comes in many forms and has many advantages and drawbacks. Smart phones and other 1._____ are firmly entrenched and mobile marketing campaigns may make sense for the businesses. There are many faces of mobile marketing.

SMS. SMS is much more 2._____ outside of the US due to strict regulations for companies which intend to text advertisements of deals to consumers. There are still a lot of money to be made through SMS marketing and the advantages for small businesses. When you look at the data, the 3._____ of a customer opening a text message and reading is much higher than any other platform.

Apps. With the rise of smart phones, applications or apps have been a 4._____ gold-rush for programs and business alike. Possibly, the most difficult part of app advertising is creating the need for the customer to 5._____ the app itself. One of the possible drawbacks of using apps and mobile marketing is that many users may download the app and never open it again.

QR Codes/MS Tags. Scanning that QR code with a 6._____ on your phone will bring you directly to a mobile website. The effectively active triggers 7._____ you from the real world to the digital world. Building that bridge has many advantages but the fear behind QR code campaign is that the buzz has faded and the industry has moved on.

In-Game Mobile Marketing. Marketers have compiled data and for a fee for finding the most effective games for your 8. _____ demographic. The opportunity for growth in this booming market is huge.

Privacy Concerns. The major weakness of any mobile marketing campaign is the tightrope of privacy versus 9. _____ which any business must walk. The consumer is liable to get annoyed with an overreach by an app or SMS campaign.

Blind Eye to a Boom. The benefits of a mobile marketing campaign 10. _____ the cons. It allows you to be creative and try more styles of advertising or seamlessly merge into your current advertising campaign. It allows you to directly engage with the user and instantly track results.

Part B Reading Task

Text A

The Business of Marketing¹

Edward Russell

1. Ask the average person on the street what marketing is and they'll tell you that it's about "selling stuff." That's fundamentally true, but marketing is not simply the act of sales, but how that sale is made. We are all surrounded by marketing 24/7 and each of us is already a marketer in our own way.
2. How do the professionals define marketing? According to the American Marketing Association, "Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."
3. The World Marketing Association defines marketing as "the core business philosophy that directs the processes of identifying and fulfilling the needs of individuals and organizations through exchanges which create superior value for all parties."

¹ This text is adapted from *The Financial of Marketing* by Edward Russell (2009).

4. And finally, the UK's Chartered Institute of Marketing says that "marketing is the management process for identifying, anticipating and satisfying consumer requirements profitably."
5. If we just look at the commonalities of these three definitions, we can see that, in essence, marketing is: a) discovering and giving consumers what they want and need, and b) doing this at a profit.

The 4 or 5 Ps of Marketing

6. Professor Jerome McCarthy of Michigan State University wrote a book in the 1950s and defined the 4 Ps of marketing: product, place, price and promotion. This book provided a clear structure to the oldest profession on the planet and became the very definition of marketing.
7. In order to better understand marketing, develop your own definition of the term. For example, I think of marketing as the manipulation of product, price, distribution promotion and people to satisfy consumers at a profit. Manipulation is a charged word, especially when we talk about manipulating people. However, manipulation is important because as a marketer, I control each of the tools of marketing and manipulate them to maximize impact on the market.
8. As a marketing manager, I manipulate what a product looks like, smells like, and feels like. I manipulate how much should be charged for my product. I manipulate tools in my promotion tool kit in hopes of enticing consumers to buy my product. There are the 4 Ps of marketing as highlighted by McCarthy. To these we have added a fifth P: people.

People

9. Marketers have debated for years whether "people" should be included as the fifth P of marketing. But without people, there is no point in marketing, which is why I include it here.
10. Practiced well, marketing revolves around the wants, needs and desires of people. Sometimes these needs are physical, such as nutritious food and clean water. Sometimes the needs are psychological, such as a need to impress. Sometimes the need is sociological, such as the need to fit into a culture, or the need to stand out. There are an infinite number of reasons for people to do what they do, want what they want and act as they do. Therefore, effective marketing should begin with an insightful understanding of the consumer.
11. However, few marketers actually begin with consumers. Why? Because most marketing

starts with the invention of some new product that there may or may not be a market for. “We’ve invented a better product. Now go find someone to buy it, which is all too often the sequence of events. Quite simply, this is why 80% plus of all new products in the US fail in their first year.”

12. No matter what we are selling, there will be some people that are more likely than others to want to buy it. For example, as a non-smoker, it would be a waste of time and money to try to get me to buy your brand of cigarettes. However, if I were a confirmed smoker, I might be interested in trying a new brand I’d never tried. Discovering your ideal target market and learning all you can about why they do and what they do will help you determine the best way to present your product to maximize interest.

Product

13. Your product is anything that can be offered for sale or use to another individual. It includes the quality of the product, the materials chosen, the color/size/scent/taste, every physical aspect of the product. It also includes the packaging of the product, the design and manufacturing of the product and any research and development underway to discover better ways to make the product. The product P covers everything that goes into the development of the tangible or intangible object.

Price

14. Price not only pays for your cost of goods and profit, it does much more. Price communicates quite a bit about the product and sets quality expectations. It also segments the audience into those who can afford it and those who can only wish they could. And finally, it even conveys how you should consume the product.
15. Even an established brand can charge too much or too little. For example, the VW Phaeton was a failure because VW had spent decades convincing us “the people’s car shouldn’t be expensive.” Similarly when the Porsche 914 became known as the “poor man’s Porsche” (due in part to its low entry-level price), the brand was doomed to failure.

Place

16. Place refers to where and how you sell your product and is also referred to as distribution. To get this P right, you have to decide whether to sell your product in an exclusive boutique or in a huge superstore. Will you make it widely available or in a select few stores? There are important strategic decisions that influence how your product is perceived and the price consumers will be willing to pay for it.
17. For example, how special would a Burberry coat be if you could buy it at a discount

store? Some products start with very exclusive distribution, establish a reputation for their brand and then expand distribution. Apple did this with their iPod, which started in exclusive Apple stores and online and is now widely available. Consider how your quality expectations change in regard to low-cost airlines such as Ryanair compared to British Airways. Place can set quality expectations.

Promotion

18. Any way you choose to promote your product is called promotion in marketing. This includes any form of marketing communication, such as advertising, public relations, sales promotion, event marketing, as well as any personal one-on-one selling you do.
19. There is another P that gets debated on a regular basis and that is "profit." All commercial businesses are in business to make a profit. Profits are good. With profits, businesses can pay their employees more; they can expand their business and hire more people; they can start new businesses. Profits are the lifeblood of capitalism.
20. There are thousands of ways to increase profitability. You can sell more, charge more, widen distribution, shrink distribution, cut the material cost of goods while keeping the same pricing, shrink the amount of product you are selling but increase the price or cut the cost of manufacturing by producing the product in the least expensive factory in the world.

Notes

1. **Marketing 24/7** refers to marketing 24 hours a day and 7 days a week. 全天候不间断营销
2. **American Marketing Association (AMA)** is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. 美国市场营销协会
3. **World Marketing Association (WMA)** is a professional organization for marketers, officially formed in 1996 at the AMA first global marketing leadership conference. 世界市场营销协会 (由美国市场营销协会创立)
4. **UK's Chartered Institute of Marketing** is the world's large organization for professional marketers, playing a key role in training, developing and representing marketing. 英国特许营销学会
5. **4 Ps of marketing** refers to product, place, price and promotion. 营销 4P 理论, 包括产品、渠道、价格和促销

6. **Marketing manager** is a manager who is responsible for facilitating the exchange of products between a company and its customers or clients. 营销经理
7. **VW Phaeton** refers to a luxury car made by Volkswagen. 大众辉腾（大众汽车公司生产的一款豪华轿车）
8. **Porsche 914** is a sports car built collaboratively by Volkswagen and Porsche. 保时捷 914（保时捷与大众汽车公司合作生产的一款跑车）
9. **Burberry** refers to a British luxury fashion house, manufacturing clothing, fragrance and fashion accessories. Its distinctive tartan pattern has become one of its most widely copied trademarks. 博柏利（英国奢侈品牌公司，又译为“巴宝莉”）
10. **Exclusive distribution** means something available only at particular shop. 独家经销
11. **Ryanair** is an Irish low-cost airline. 瑞安航空公司（爱尔兰廉价航空公司）
12. **British Airway** is the largest airline in the UK, based on fleet size, international flights and intentional destinations, and one of the largest airlines in the world. 英国航空公司
13. **Event marketing** refers to the activity of showing and advertising products or services to people in public places or at special events, such as trade shows or sports competitions. 事件营销

New Words and Expressions

1. marketer *n.* 商人；市场营销人员
2. stakeholder *n.* 参与者；投资者
3. philosophy *n.* 哲学；思想体系；哲学体系
4. commonality *n.* 共性，共同特征
5. manipulation *n.* 熟练的使用；操作；处理
6. entice *v.* 诱惑；诱使
7. revolve around 以……为主题；围绕
8. insightful *adj.* 领悟力强的；富有洞察力的
9. tangible *adj.* 有形的；实在的；可触摸的
10. intangible *adj.* 无形的；难以捉摸的；难以确定的
11. segment *v.* 分割
12. exclusive *adj.* 独有的；排外的
13. boutique *n.* 时装店；精品店
14. lifeblood *n.* 生命线；命脉
15. capitalism *n.* 资本主义

Content-based Exercises

Task 1

Find out different definitions of marketing and fill in the blanks accordingly.

Different definitions of marketing:

1. By the American Marketing Association

2. By the World Marketing Association

3. By the UK's Chartered Institute of Marketing

4. By the author

Task 2

Fill in the table about 5 Ps.

Five Ps	Connotations
1. _____	Marketing revolves around 2. _____. Effective marketing should begin with an insightful 3. _____.
4. _____	It is anything that can be offered for 5. _____ to another individual. It covers both 6. _____.
7. _____	It not only pays for your cost of goods and profit, but does much more, such as communicating about the product, 8. _____, 9. _____, and even 10. _____.
11. _____ or Distribution	It refers to where and how 12. _____.
13. _____	It refers to the way you choose to promote your product, such as 14. _____, 15. _____, 16. _____, 17. _____, as well as any personal one-on-one selling you do.