



College English Extensive Reading

for Science and Engineering

职场英语泛读教程

严姣兰 主编



职场英语泛读教程

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致 谢

本教程为 2014 年北京市重点、联合、委托项目——"三位一体市属高校大学英语教育改革模式研究"项目(项目编号: 2014-1h03)、2014 年本科生培养——教学改革立项与研究(市级)"北京石油化工学院大学英语应用能力口语测试研究立项"(项目编号: PXM2014-014222-000047)和 2014 年北京石油化工学院优秀管理专家资助项目——网络环境下大学英语教学改革及管理系统的研究与实践(项目编号: BIPT-POPME-2014)阶段性成果,谨致感谢。

前言

大学英语作为高等院校一门重要的必修课,长期以来一直被认为是孤立的公共基础课程,所教授的内容未能与学生未来的职业有效结合,很难满足不同工作岗位的实际需要。这一现状与社会需求之间的差距对新时期的大学英语教学提出了新的课题和新的要求。

《大学英语教学指南(征求意见稿)》教学要求明确指出:"大学英语在注重发展学生通用语言能力的同时,应进一步增强其学术英语或职业英语交流能力和跨文化交际能力,以使学生在日常生活、专业学习和职业岗位等不同领域或语境中能够用英语有效地进行交流。"目前,多数院校开设大学英语必修课程,部分选修课程及专业英语课程,但大学英语和专业英语之间缺少必要的衔接与过渡,难以有效激发学生的英语学习内驱力,难以培养学生的英语思维能力。大学英语教师应该帮助学生形成开放的、系统化的、有目标取向的思维模式。

《大学英语教学指南(征求意见稿)》提出,"大学英语教学以英语的实际使用为导向,以培养学生的英语应用能力为重点",本教程编写团队以此为指导,顺应大学英语课程改革的方向,通过广泛调研和充分论证,在深入了解社会、用人单位要求和理工科高校英语教学需求的基础上,精心编写了《职场大学英语泛读教程》。本教程旨在为学生大学英语和专业英语学习之间搭建桥梁;为学生在未来职场对英语的实际应用打下坚实的基础,为学生的英语学习和未来社会需求找准契合点。

教程编写团队成员均来自一线教师,具有丰富的教学实践经验。教程的编写在关注学生英语应用能力的同时,注重培养学生的专业意识,提高其专业学习兴趣。教程充分考虑学生在专业学习和日常工作中英语阅读的需求,以及当代理工类高校学生的知识结构和思维特点,强调课文的信息性和适度的抽象性。内容与理工类院校的专业相关,兼具通识性和可读性;题材多样化(说明文、故事、英语新闻、议论文、学术讲座等);文章全部选自英美人士撰写的原版英语材料,难度适中,语言地道,适合大学一、二年级公共外语学生泛读及选修课程使用。

本教程共 10 个主题单元, 20 篇文章。学生通过阅读同一主题下不同题材的文章, 从不同角度深化对每个主题的理解, 学会从多角度去理解和思考问题。习题设计体现实用性和灵活性的结合, 通过完成作业, 学生的视野得以开阔, 专业素养和英语应用能力得以提高。

鉴于编者水平有限,教程中难免存在疏漏之处,敬请广大读者批评指正,以期教程不断完善。

严姣兰 2015 年 5 月

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Unit One

Text A How to Change Your Culture: Organizational Culture Change

Brief Introduction

有人说一切都是文化,因此很难界定。笼统地说,文化是一种社会现象。然而,文化又具有传承性。企业文化,也称组织文化(Organizational Culture 或 Corporate Culture),以企业为本,是一种管理文化。它包括企业精神、道德规范、行为准则、历史传统、企业制度、文化环境、企业产品等。一个企业或公司文化的形成,绝非一日之功。这涉及从公司领导到下层职员,从公司的目标到员工的职务晋升等方方面面。

Lead-in Questions

- 1. Is culture an important part of a company?
- 2. If you can choose, what kind of company do you want to work in?

Text

How to Change Your Culture: Organizational Culture Change Susan M. Heathfield

- 1 Changing your organizational culture is the toughest task you will ever take on. Your organizational culture was formed over years of interaction between the participants in the organization.
- Organizational cultures form for a reason. Perhaps the current organizational culture matches the style and *comfort zone* of the company founder. Culture frequently echoes the prevailing management style. Since managers tend to hire people just like themselves, the established organizational culture is reinforced by new hires.
- 3 Organizational culture grows over time. People are comfortable with the current organizational culture. For people to consider culture change, usually a significant event must occur. An event that rocks their world such as flirting with bankruptcy, a significant loss of sales and customers, or losing a million dollars, might get people's attention.
- Even then, to recognize that the organizational culture is the culprit and to take steps to change it, is a tough journey. In no way do I mean to trivialize the difficulty of the experience of organizational culture change by summarizing it in this article, but here are

my best ideas about culture change that can help your organization grow and transform.

- When people in an organization realize and recognize that their current organizational culture needs to transform to support the organization's success and progress, change can occur. But change is not pretty and change is not easy.
- 6 The good news? organizational culture change is possible. Culture change requires understanding, commitment, and tools.

7 Steps in Organizational Culture Change

- 8 There are three major steps involved in changing an organization's culture.
- 9 (1) My earlier article discusses How to Understand Your Current Culture. Before an organization can change its culture, it must first understand the current culture, or the way things are now. Do take the time to pursue the activities in this article before moving on to the next steps.
- 10 (2) Once you understand your current organizational culture, your organization must then decide what the organizational culture should look like to support success. What vision does the organization have for its future and how must the culture change to support the accomplishment of that vision?
- 11 (3) Finally, the individuals in the organization must decide to change their behavior to create the desired organizational culture. This is the hardest step in culture change.

12 Plan the Desired Organizational Culture

- 13 The organization must plan where it wants to go before trying to make any changes in the organizational culture. With a clear picture of where the organization is currently, the organization can plan where it wants to be next.
- 14 Mission, vision, and values: to provide a framework for the assessment and evaluation of the current organizational culture, your organization needs to develop a picture of its desired future. What does the organization want to create for the future? Mission, vision, and values should be examined for both the strategic and the value-based components of the organization. Your management team needs to answer questions such as:
- 15 (1) What are the five most important values you would like to see represented in your organizational culture?
- 16 (2) Are these values compatible with your current organizational culture? Do they exist now? If not, why not? If they are so important, why are you not attaining these values?
- 17 Take a look at the rest of the actions you need to take to change your organizational culture.
- What needs to happen to create the culture desired by the organization? You cannot change the organizational culture without knowing where your organization wants to be or what elements of the current organizational culture need to change. What cultural elements support the success of your organization, or not? As an example,



- your team decides that you spend too much time agreeing with each other rather than challenging the forecasts and assumptions of fellow team members, that typically have been incorrect.
- In a second example, your key management team members, who must lead the company, spend most of their time team building with various members of the team on an individual basis, and to promote individual agendas, to the detriment of the cohesive functioning of the whole group. Third, your company employees appear to make a decision, but, in truth, are waiting for the "blessing" from the company owner or founder to actually move forward with the plan.
- In each of these situations, components of the organizational culture will keep your organization from moving forward with the success you deserve. You need to consciously identify the cultural impediments and decide to change them.
- 21 However, knowing what the desired organizational culture looks like is not enough. Organizations must create plans to ensure that the desired organizational culture becomes a reality.

22 Change the Organizational Culture

- 23 It is more difficult to change the culture of an existing organization than to create a culture in a brand new organization. When an organizational culture is already established, people must unlearn the old values, assumptions, and behaviors before they can learn the new ones.
- 24 The two most important elements for creating organizational cultural change are executive support and training.
- Executive support: Executives in the organization must support the cultural change, and in ways beyond verbal support. They must show behavioral support for the cultural change. Executives must lead the change by changing their own behaviors. It is extremely important for executives to consistently support the change.
- Training: Culture change depends on behavior change. Members of the organization must clearly understand what is expected of them, and must know how to actually do the new behaviors, once they have been defined. Training can be very useful in both communicating expectations and teaching new behaviors.

27 Additional Ways to Change the Organizational Culture

- 28 Other components important in changing the culture of an organization are:
- Create value and belief statements: use employee focus groups, by department, to put the mission, vision, and values into words that state their impact on each employee's job. For one job, the employee stated: "I live the value of quality patient care by listening attentively whenever a patient speaks." This exercise gives all employees a common understanding of the desired culture that actually reflects the actions they must commit to their jobs.

- Practice effective communication: keeping all employees informed about the
 organizational culture change process ensures commitment and success. Telling
 employees what is expected of them is critical for effective organizational culture
 change.
- Review organizational structure: changing the physical structure of the company to align it with the desired organizational culture may be necessary. As an example, in a small company, four distinct business units competing for product, customers, and internal support resources, may not support the creation of an effective organizational culture. These units are unlikely to align to support the overall success of the business.
- Redesign your approach to rewards and recognition: you will likely need to change
 the reward system to encourage the behaviors vital to the desired organizational
 culture.
- Review all work systems such as employee promotions, pay practices, performance management, and employee selection to make sure they are aligned with the desired culture. As an example, you cannot just reward individual performance if the requirements of your organizational culture specify teamwork. An executive's total bonus cannot reward the accomplishment of his department's goals without recognizing the importance of him playing well with others on the executive team to accomplish your organizational goals.
- 35 You can change your organizational culture to support the accomplishment of your business goals. Changing the organizational culture requires time, commitment, planning and proper execution—but it can be done.

From About. com: Human Resources

http://www.execterim.com/pdf/Organizationalculturechange.pdf

(1303 words)

Vocabulary

organizational a. 组织的 interaction n. 互动,交互 participant n. 参与者 echo v. 重复,效仿;随声附和 prevailing a. 占优势的;盛行的 hire v. 聘用;雇用;租用 n. [非正式用语]被雇佣的人 reinforce v. 加强,加固;强化 rock v. 震动;摇动 flirt v. 调情;玩弄;轻率地对待 bankruptcy n. 破产

customer n. 顾客
recognize v. 承认;认出,识别
culprit n. 罪犯; 肇事者
trivialize v. 轻视;使显得琐碎[不重要、不难等]
transform v. 变换,改变;转化
commitment n. 承诺; 致力
involve v. 包含;牵涉
pursue v. 继续;从事
accomplishment n. 成就;完成
mission n. 任务;目标

framework n. 框架;构架 assessment n. 评定;估价 evaluation n. 评价; [审计] 评估 strategic a. 战略上的,战略的 component n. 成分; 数 要素 represent v. 代表;表现;描绘 compatible a. 相容的;和谐的,协调的 challenge v. 挑战;怀疑 forecast n. 预测;预想 assumption n. 假定;设想 typically ad. 典型地;代表性地 agenda n. 日常工作事项;议程 detriment n. 损害,伤害 cohesive a. 有结合力的;紧密结合的 deserve v. 应受,应得 consciously ad. 自觉地;有意识地

identify v. 鉴定;识别,辨认出 impediment n. 妨碍;阻止 ensure v. 保证,确保 unlearn v. 忘却;抛掉以前的想法 executive a. 行政的;执行的 n. 执行者;经理,主管人员 consistently ad. 一贯地;一致地 communicate v. 传达;沟通,交流 expectation n. 期待;预期 commit to 交付;使致力于;对……作出承诺 critical a. 关键的 align v. (使)匹配;调整 distinct a. 有区别的;明显的,清楚的 internal a. 内部的;内在的 specify v. 明确提出;提出……的条件 bonus n. 奖金;额外津贴

Notes

- 1. Susan M. Heathfield 人力资源专家、管理与组织发展顾问、职业(培训活动)引导者 (facilitator)、培训师、作家。其作品主要关注人际关系、企业效率与发展、卓越管理、在线 媒体服务、领导力等。目前, Heathfield 是 TechSmith Corporation 的合伙人、董事会成员 以及人力资源顾问。
- 2. comfort zone 舒适区 舒适区是一种心理状态,处于此种状态,人们觉得熟悉、舒适,万事均在自己掌控之中,少焦虑。无论是一个国家还是一个人,如果安于现状,长期留在"舒适区",固守既有的习惯和行为,没有危机感,就不想改变,不思进取。

Exercises

I. Acquiring information

Directions: In this section, you are going to read ten statements attached to the text. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once.

- 1. Most people like to keep the way of working unchanged in an organization, since they are getting used to it.
- 2. To picture a desired future of the organization is a necessary part of setting a framework to assess the current culture of an organization.
- 3. You should first know which part of the current organizational culture needs to be changed before you can take any actions.
- 4. The organizational culture of an organization reflects the preference of its founder.
- 5. Creating value and belief statements can help all the employees to better understand the

desired culture the organization wants to achieve.

- 6. As to the bonus of an executive, it is necessary to take his department's goals and his ability to cooperate with his executive team members into consideration.
- 7. It is hard for people to take measures to change the corporate culture even though they have realized it is the cause of many problems.
- 8. It is vital for the executives of the organization to take the lead to change their own behaviors and support the change all the time.
- 9. If the different units of the same company compete for the products and other resources, rather than support each other, it is hard to create an effective organizational culture.
- 10. When people realize that the change of the organizational culture may contribute to more success and progress of the organization, the change is likely to occur.

A	C1	ı
Answer	Snee	ľ

1	2	3	4	5
6	7	8	9	10

II. Comprehension of the text

Directions: Answer the following questions based on the text.

- 1. How can the established organizational culture of an organization be reinforced?
- 2. Why do people want to stay at comfort zone?
- 3. Why must an organization plan where it wants to go before deciding to make any change?
- 4. Why is it more difficult to change the culture of an existing organization than to create a culture in a brand new organization?
- 5. Suppose Peter is an employee in an organization. He is smart, energetic, and creative. He brings a lot of customers for the organization. However, most of the time, he does not like to abide by the rules of the organization. Many employees complain his self-centeredness. If you are the leader of an organization, what will you do?

III. Vocabulary practice

Directions: In this section, there are ten sentences with blanks. You are requested to select one word for each blank from a list of choices given in a word bank. Read the sentences through carefully before making your choices. Each choice in the bank is identified by a letter. You may not use any of the words in the bank more than once.

A) Typically	B) compatible	C) challenge	D) pursue	E) involves
F) established	G) prevailing	H) occurs	I) impact	J) reflect
K) create	L) promotion	M) elements	N) customers	O) consistently

 Changing the culture of an organization is not an easy thing, which _____ taking many aspects into account.

2.	Changing the culture is more difficult than merely creating something new.
3.	the real estate sector leads the recovery of the economy, which means that it
	will often pick up before some other aspects.
4.	I understand it might be a when people come to a new company which they
	have never had any chance to know anything about before.
5.	If the culture of an organization contributes to the success and progress of that
	organization, there is no need to make great change of the culture.
6.	Only when the executives realize and take the lead to change their own
	behaviors abiding by the requirements of the new organizational culture, is it possible
	for that new culture really comes into being.
7.	The system of an organization should encourage all its employees to work hard
	and think for the benefit of the organization.
8.	It is necessary for all the employees to have a clear mind of the of the mission,
	vision and values of the organization on their jobs.
9.	Most of the time, the loss of will force the whole organization to start to
	reconsider what is wrong with the organization.
10	. Only when some significant event, is it likely for the executives to consider
	taking some change of the current organizational culture.
Ar	swer Sheet
	1 2 3 4 5
	6. 7. 8. 9. 10.

IV. Translation

A. Translate the following sentences into Chinese.

- 1. Changing your organizational culture is the toughest task you will ever take on.
- 2. To recognize that the organizational culture is the culprit and to take steps to change it is a tough journey.
- In no way do I mean to trivialize the difficulty of the experience of organizational culture change.
- 4. When people in an organization realize and recognize that their current organizational culture needs to transform to support the organization's success and progress, change can occur.
- 5. The organization must plan where it wants to go before trying to make any changes in the organizational culture.

B. Translate the following passage into English.

企业文化的形成都有其原因。也许是因为现有的企业文化与公司创始人的领导风格和心理舒适地带相吻合。公司文化与现行的管理风格相呼应。而且,公司管理人员一般都倾向于雇佣与自己的做事风格相似的员工,因此现有的企业文化又因新人的加入而进一步强化。

企业文化随着时间的推移而发展。每个人都熟悉公司的现有文化,并甘之如饴。除非有什么重大事件发生,比如破产的风险,销售额锐减,大批客户或大量美金流失,否则不会有人去考虑改变企业文化。即使意识到现有企业文化是一切问题的症结所在,要想做出改变,也绝非一日之功。

Text B What Is So Bad about Global Capitalism?

Brief Introduction

资本全球化(global capitalism),其实质就是资本主义的生产方式和自由市场经济的全球化。所以,全球资本主义又经常被称为"全球自由主义""全球市场经济""世界资本主义"和"资本主义的全球化"。全球化使得生产要素在世界范围内迅速流动,获得最佳配置,提高了资源的利用效率。然而,资本全球化也引起了一系列的问题。全球资源滥用、消耗加速,很多国家也因此越来越贫穷,社会福利锐减,社会矛盾加剧,人们的生活举步维艰。

Lead-in Onestions

- 1. Why does the author mention WTO, World Bank, and IMF?
- 2. How much do you know about global capitalism?

Text

What Is So Bad about Global Capitalism?

—Ten Sociological Critiques of the System

Nicki Lisa Cole

- In our view, global capitalism is distinct from previous versions of the economic system. The five key elements that make capitalism "global" are: 1. the fully globalized nature of the production and distribution of goods; 2. the flexible nature of a global pool of labor that corporations can choose from; 3. globalized circuits of accumulation and investment among wealthy corporations and individuals; 4. the existence of a global class of elite who set the agenda for production, trade, finance, and development; and, 5. a globalized form of governance, known as the transnational state, run by these elite via institutions like the WTO, World Bank, and IMF, among others. Now, let's take a critical look at the implications of these particular arrangements of capitalist relations of production. The following ten critiques are drawn from the work of sociologists William 1. Robinson and Saskia Sassen, the research of urban scholar Mike Davis, and on the philosophy and writing of Indian physicist and activist, Vandana Shiva.
- 2 Global capitalism is, to quote Robinson, "profoundly anti-democratic." A tiny group of global elite decide the rules of the game, and control the vast majority of the world's



resources. In 2011, Swiss researchers found that just 147 of the world's corporations and investment groups controlled 40 percent of corporate wealth, and just over 700 control nearly all of it (80 percent). This puts the vast majority of the world's resources under control of a tiny fraction of the world's population. Because political power follows economic power, democracy in the context of global capitalism is nothing but a dream.

- Approaches to development that agree with the ideals and goals of global capitalism do far more harm than good. Many countries that were impoverished by colonization and imperialism are now impoverished by IMF and World Bank development programs that force them to adopt free trade policies in order to receive development loans. Rather than increasing local and national economies, these policies pour money into the coffers of global corporations that operate in these nations under free trade agreements. And, by focusing development on urban sectors, hundreds of millions of people around the world have been pulled out of rural communities by the promise of jobs, only to find themselves un-or under-employed, and living in very crowded and dangerous slums. In 2011, the United Nations Habitat Report estimated that 889 million people—or more than 10 percent of the world' population—will live in slums by 2020.
- The neoliberal ideology that supports and justifies global capitalism undermines public welfare. Freed from regulations and most tax obligations, corporations made wealthy in the era of global capitalism have effectively stolen social welfare, support systems, and public services and industries from people all over the world. The neoliberal ideology that goes hand in hand with this economic system places the burden of survival only on an individual's ability to earn money and consume. The concept of the common good is a thing of the past.
- Global capitalism has marched steadily across the planet, swallowing up all land and resources in its path. Thanks to the neoliberal ideology of privatization, and the global capitalist imperative for growth, it is increasingly difficult for people all over the world to access the resources necessary for a just and sustainable livelihood, like communal space, water, seed, and workable agricultural land.
- Global capitalism spreads consumerism as a way of life, which is fundamentally unsustainable. Because consumer goods mark progress and success under global capitalism, and because neoliberal ideology encourages us to survive as individuals rather than communities, consumerism is our contemporary way of life. Desire for consumer goods, and the way of life they signal, is one of the key "pull" factors that draws hundreds of millions of rural peasants to urban centers in search of work. Already, the planet and its resources have been pushed beyond limits in Northern and Western nations. As consumerism spreads to more newly developed nations with global capitalism, the depletion of the earth's resources, waste, environmental pollution, and the warming of the planet are increasing to catastrophic ends.
- The globalized supply chains that bring all of this stuff to us are largely unregulated,

and systemically full of human and environmental abuses. Because global corporations act as large buyers rather than producers of goods, they do not directly hire most of the people who make their products. This arrangement frees them from any responsibility for the inhumane and dangerous work conditions where goods are made, and from responsibility for environmental pollution, disasters, and public health crises. While capital has been globalized, the regulation of the means and relations of production have not. Much of what stands for regulation today is a fake, with private industries examining themselves.

- The flexible nature of labor under global capitalism has put the vast majority of working people in very dangerous positions. Part-time work, contract work, and unsafe work are the norm, none of which bring benefits or long-term job security to people. This problem crosses all industries, from manufacturing of clothing and consumer electronics, to service sector work in the U. S., and even for professors at U. S. colleges and universities, most of whom are hired on a short-term basis for low pay. Further, the globalization of the labor supply has created a race to the bottom in wages, as corporations search for the cheapest labor from country to country, and workers are forced to accept low wages, or risk having no work at all. These conditions lead to poverty, food insecurity, unstable housing and homelessness, and troubling mental and physical health outcomes.
- The hyper-accumulation of wealth experienced by corporations and a selection of elite individuals has caused a sharp rise in wealth inequality within nations and on the global scale. Poverty among plenty is now the norm. According to a report released by *Oxfam* in January 2014, half of the world's wealth is owned by just one percent of the world's population. At 110 trillion dollars, this wealth is 65 times as much as that owned by the bottom half of the world's population. The fact that 7 out of 10 people now live in countries where economic inequality has increased over the last 30 years is proof that the system of global capitalism works for the few at the expense of the many. Even in the U.S., the wealthiest one percent captured 95 percent of economic growth during the recovery, while 90 percent of us are now poorer.
- Global capitalism fosters social conflict, which will only persist and grow as the system expands. Because capitalism enriches the few at the expense of the many, it generates conflict over access to resources like food, water, land, jobs and other resources. It also generates political conflict over the conditions and relations of production that define the system, like worker strikes and protests, popular protests, and protests against environmental destruction. Conflict generated by global capitalism can be short-term, or prolonged, but regardless of duration, is often dangerous and costly to human life. A recent and ongoing example of this surrounds the mining of *coltan* in Africa for smartphones and tablets, and many other minerals used in consumer electronics.
- Global capitalism hurts people of color, ethnic minorities, women, and children the most. The history of racism and gender discrimination within Western nations, coupled with the increasing concentration of wealth in the hands of the few, effectively prevents