

全国高职高专商务英语精品系列教材

徐美荣 总主编

英美国家概况 (英文版)

A Survey of the UK and the US
(English Edition)

林琳 主编



对外经济贸易大学出版社

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出版说明

目前,以就业为导向、以企业需求为培养目标是高职教育的发展方向 and 趋势,提高学生的职业能力和竞争力是高职教育的根本。对外经济贸易大学出版社特组织了具有丰富教学经验的高校骨干教师和企业用人单位的专家共同组成编写队伍,通过对近几年高职英语专业学生的职业岗位群所需能力的调研,完成了行动领域归纳和典型工作任务分析,确定了学习领域和学习情景设计,以加强与行业联系与合作为基础,以真实工作任务为依据,进一步选择和整合教学内容,为高职学生量体裁衣地编写了这套系列教材。本套教材包括《商务英语精读》、《商务英语听力》、《商务英语口语》、《英美国家概况(英文版)》、《商务英语翻译》、《国际商务秘书》、《商务英语谈判》、《跨文化商务交际》和《实用英语语音语法》等。

本系列教材在编写理念、编写形式和教学内容上都对传统英语教材进行了颠覆性的改革,突出了以下特色:

1. 编写理念先进,具有实用性和前瞻性。

以先进的教学理念为指导,教材设计以培养高等职业教育学生的职业能力为目标,紧紧围绕行业实际需求,突出实用性,职业性和开放性。

2. 以工作过程的实际需要为依据,确定实用的教学内容。

在教学内容的组织安排过程中,我们以学生职业能力培养、日常生活和真实工作需要为依据,选取整合教学内容,科学设计单元主题、教学任务和实训内容,力求达到教、学、练一体,课堂教学与实际应用相统一。

3. 重视语言教学规律,加强对学生听、说、读、写、译综合能力的培养。

在教学任务设计过程中,我们以整体语言教学理论为指导,将听、说、读、写融为一体,把培养学生一定的英语交际能力作为提高其职业素养的重要任务,并且明显加大了英语听说、写作,特别是商务英语实用交际能力的训练。

4. 以学生为中心,以培养学生自主学习能力和创新能力为目标。

本套教材设计和开发以学生为中心,明确学生的需求,能够深度了解学生感兴趣的活动和主题,设计一些模拟的商务工作情境,激发学生的学习兴趣,培养学生自主学习能力和创新能力。

5. 版式新颖,教学活动设计多样化。

教材设计符合认知规律,版式设计图文并茂,能够激发学生的学习兴趣。教学活动多样化,贴近生活和工作实际,如情境设计、角色扮演、案例分析和实战模拟等为学生提供一个仿真的应用商务英语的环境。

总之,本系列教材既覆盖英语基础知识又体现商务英语的专业性和职业性,从而达到知识的完整性。其宗旨是通过学习有关商务活动的真实的、新颖的语言材料,培养学生学习商务英语的兴趣和国际商务沟通能力,提高听、说、读、写、译方面的基本能力,

英美国家概况 (英文版)
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提高商务工作者的基本素质,掌握商务工作过程必要的商务知识,商务基本礼仪、经济、贸易等方面的基础理论和管理经营理念;能够胜任用英语进行对外经贸活动方面的工作,将语言知识、交际技能、文化背景知识和商务知识融为一体,为进行真实交际的商务活动而服务,为学生进一步学习其他商务英语专业知识打下坚实的基础,使之成为 21 世纪复合型、国际型和应用型商务人才。

本系列教材的适用面广泛,既可以作为国际经贸、国际金融等涉外专业的商务英语教材,也可以作为英语专业商务英语教材,还可以作为大学英语选修课教材和行业培训教材。

本系列教材是在职业教育发展的新形势、新要求下做出的一种尝试,编写水平有限,书中疏漏在所难免,恳请各位专家和同行不吝赐教,以便在使用中日臻完善。

大连职业技术学院
对外经济贸易大学出版社
2013 年 8 月

Preface

前言

《英美国家概况（英文版）》是专为各类高职高专院校（包括电大、成人教育学院、自考等）英语专业一、二年级学生编写的教材。通过介绍英国和美国的地理、历史、政治、经济、教育、文化等背景知识，帮助学生提高对文化差异的敏感度，提升商务语言在工作情境中的综合运用能力；拓展有关知识从而深化语言基础、提高阅读效果和写作效果，提升有效交际能力；帮助学生以史为鉴，对东西方文化差异进行思考和分析，提高文化修养和公民意识；综合运用其他语言和商务课程的知识 and 技能进行团队合作，提升创新思维能力和有效解决问题能力。《英美国家概况（英文版）》集时代性、实用性、趣味性为一体，以能力培养为主线，以易教与易学的思路设计学习模块，整体编排从课堂教学实际出发，充分发挥学生的主观能动性，促使学生思考，鼓励学生积极参与教学活动，锻炼学生运用语言知识的实际能力。

本书的主要特色是以能力培养为主线，将工学结合、强调有效沟通、多元评估和多样性等要素植入每个章节中，具体表现为以下几个方面：

- 知识目标和能力目标（Objectives）介绍：指导读者如何学习本章内容，达到具体的能力目标。
- 名人名言（Quotations）：引导读者思考本章主题。
- 跨文化差异的问题（Understanding Diversity）：提升读者的跨文化意识，提高跨文化交际的有效性。
- 批判性思考问题（Thinking Critically）：引导读者如何结合个人经验和所学内容来应对实际工作场合的真实挑战。
- 能力培养（Skill Builder）：帮助读者强化对所学知识和技能的应用。
- 总结（Summary）：帮助读者更好地反思所学的知识和技能。
- 练习（Work Sheet）：每章结束后有 3 项练习，Work Sheet 1 是提升读者对所学知识和概念的理解的练习；Work Sheet 2 是提升读者对章节内容的概况能力的练习；Work Sheet 3 是针对课文相关内容进行批判性思考的练习。

对《英美国家概况（英文版）》的教学建议是每单元 2 个课时，其中英国历史、美国历史各 4 个课时，一学期完成全部教学。建议在首次授课时，学生分组。之后的每节课都可以以小组报告的形式对课上及课下的内容进行收集和整合。在学期期末以在线杂志的形式上传，达到课堂创新能力的培养和服务社会能力的提高。

英美国概况（英文版）
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在本书在编写过程中得到辽宁师范大学宋兴蕴副教授的支持和鼓励，大连职业技术学院何伟莲教授提供了修改意见，大连职业技术学院张莉副教授提供了建设性框架，和辽宁师范大学梁敏和赵淑对各章习题和案例进行了筛选。王泰人为本书提供了美国风景照片。借此机会一并向他们表示最诚挚的谢意。

为方便教师更好地开展立体化教学，本书另配有答案，电子课件，请登录 www.uibep.com 下载。

本书中难免存在纰漏之处，敬请相关院校和读者在使用本书的过程中给予关注，并将改进意见和建议及时反馈给我们，以便修订时加以完善。

编者 大连职业技术学院 林琳
2013年7月

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Part One

The United Kingdom

Chapter 1

Geography

Objectives

After studying the material in this chapter, you should be able to:

1. describe the location of the UK;
2. identify the different parts of the UK;
3. explain how the geography influences people's life;
4. illustrate what is Englishman like.

QUOTATION

When people say England, they sometimes mean Great Britain, sometimes the United Kingdom, sometimes the British Isles—but never England.

How to be an Alien by George Mikes

INTRODUCTION

The following is the brief history of the UK.

- **1536**—Act of Union joins England and Wales
- **1707**—Act of Union unites Scotland and England, together with Wales to form the **Kingdom of Great Britain**.
- **1801**—The Irish Parliament voted to join the Union. The then Kingdom of Great

Britain becomes the **United Kingdom of Great Britain and Ireland**.

- **1922**—Name changed to **United Kingdom of Great Britain and Northern Ireland**, when most of the Southern counties in Ireland choose independence.



I. The Nation

The official name of the UK is the “United Kingdom of Great Britain and Northern Ireland”. It is a political term rather than a geographical union. Great Britain is the political entity made up of England, Scotland and Wales, including their offshore islands. It does not include the Isle of Man, the Channel Islands or Northern Ireland. British Isles is a geographical rather than political name. It includes all the main and offshore islands of Great Britain and Ireland, as well as the Isle of Man and the Channel Islands.

The United Kingdom is situated in Western Europe. It is bordered on the south by the English Channel, which separates it from the continent of Europe. It is bordered on the east by the North Sea and on the west by the Irish Sea and, the Atlantic Ocean lies between the British Isles and America. The United Kingdom’s only land border with another nation is between Northern Ireland and the Republic of Ireland. It lies between 50 and 60 degree north latitude, and roughly between 2 degree and 8 degree west longitude. The prime meridian of 10 degree just passes through the old observatory at Greenwich.

The UK is made up of:

- **Great Britain** (the formerly separate realms of England and Scotland, and the principality of Wales.)
- Northern Ireland (also known as Ulster)
- **Numerous smaller islands** including the Isle of Wight, Anglesey, and the Scilly, Orkney, Shetland, and Hebridean archipelagos.

UNDERSTANDING DIVERSITY

Can you match?



British Isles



England



Wales



Scotland



Great Britain



UK

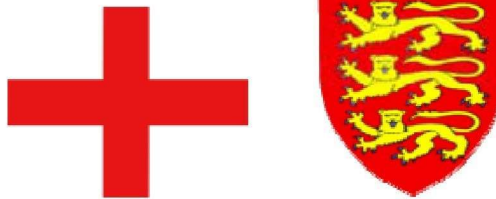


II. England

England is the biggest country in Britain, and boasts the largest city in Europe—London. It's also home to over 60 miles of beautiful coastline and some of the world's best tourist attractions. England is divided into nine distinct regions, each claims its own unique personality, history and culture—from the rolling hills of the Cotswold's and charming Cornish villages, to the bustling city life of London and the dramatic coastlines of the North East.

Nearly 84% of the population of the UK lives in England, mainly in the major cities and metropolitan areas.

The three national symbols of England are the St. George's cross (usually seen as a flag), the red rose and the *Three Lions* crest (usually seen as a badge).



England—St. George's Cross and Three Lions Crest

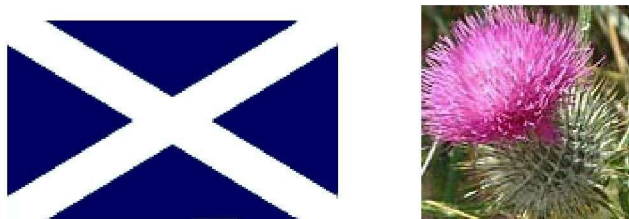


III. Scotland

Stunning cities, breathtaking scenery, haunting history, wonderful festivals and warm friendly people, Scotland is all of these and more.

Scotland is a mountainous country in the north of the island of Great Britain and shares a land border to the south with England and is bounded by the North Sea on the east and the Atlantic Ocean on the west. Its capital city is Edinburgh.

From the inimitable variety of rural and island landscapes, to the amazing individuality of its cities, including the elegance of the capital Edinburgh, Scotland is a proud and passionate place with an impressive heritage and vibrant culture and identity.



Scotland—Thistle and Scottish Bluebell

SKILL BUILDER

Scotland is famous for...

- 1.
- 2.
- 3.



IV. Wales

Wales, bordered by England on the east, is a country with a colourful history and spectacular landscapes, including three National Parks and five Areas of Outstanding Natural Beauty.

Wales is rich in history, culture, myth and legend. Known as “the land of castles”, it is home to 641 fortress—more per head than anywhere else in the world. Wales is also home to vibrant cities, traditional villages and great tourist attractions. Welsh—the native language—is spoken by many people here, and is one of the oldest languages in the world.



Wales—Daffodil

SKILL BUILDER

Why doesn't the Welsh dragon appear on the Union Flag? What would it look like if it did?



V. Northern Ireland

Northern Ireland is the smallest country in Britain, and is situated in the northeast corner of Ireland. It is steeped in history, culture and myth.

Northern Ireland lies in the northeast of the island of Ireland, covering 5,459 square miles (14,139 km²), about a sixth of the island's total area. Northern Ireland is the second most