

ENGLISH FOR BUSINESS

商业英语教程(二)



商业阶梯英语

Progressive Skills

上海外语教育出版社

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《商业英语教程》联合编写组编著

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前 言

随着我国对外开放政策的实行，商业工作迫切需要有一支掌握商业英语的营业员及经营管理的骨干队伍，以进一步做好涉外接待服务工作。为此，上海外国语学院、上海市第一百货商店及上海市商业职业技术学校联合编写了这套《商业英语教程》。

《商业阶梯英语》系本教程的中级教材，从介绍我国轻、纺、手工、土特名产等商品的特点和性能角度出发，並以此作为语言背景材料，提供有针对性的语言表达法。全书三十课，收入常用单词2000个，常用词组及短语近300个。课文题材丰富多样，实用性和知识性並重，每课配有插图。除对课文中语言难点作注解外，还系统地介绍了语法和词法知识，並配有结合课文和语法要点的多样性练习，书后附有参考译文和总词汇表。

本教程主要供商业职业学校学习商业英语用，每周拟安排8学时，每学年为320学时，原则上每学年学完一册。本教程也适合作为培训商业职工和干部的外语短训班的教材，每周可安排6学时，每学年约240学时。本书配有英美人士的全套录音，对职工自学进修该教程提供了极大的方便。

在编写和试用本书的过程中，上海外国语学院、上海市商业一局及上海市黄浦区教育局的有关领导给予我们热忱鼓励和大力支持。同时，上海市商业职业技术学校的领导和广大教师给了我们很大的帮助。编者在此谨表诚挚的谢意。

《商业英语教程》联合编写组

一九八六年八月

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Lesson One

Text, Buy Me a Chinese Embroidered Silk Blouse
Dialogue, What a Nice Blouse!
Grammar, The General Outline of English Grammar

Text

Buy Me a Chinese Embroidered Silk Blouse

April 9, 1986

Dear Dad,

I'm very pleased to get your letter of Feb. 11, 1986. I've been busy all these days rehearsing the Chinese play "Family". It is adapted from the novel by Ba Jin, the famous Chinese novelist. Everybody here seems very interested in it. But, unfortunately, the dresses for the leading actor and actress are not available here. From your letter, I have learned that Chinese silk costumes have a long history and are famous for their excellent workmanship. You said you had seen a top-quality hand-embroidered silk costume. It is worth about one hundred dollars and it takes more than two months' tailoring. It really sounds incredible! I wonder if you could buy two suits of that quality for the hero and the heroine. If the hand-embroidered ones cost too much, the machine-embroidered ones will do, too.

Dad, Mom once told me she'd very much like to have an embroidered coat in a Chinese style. She had seen it in a Hong Kong magazine. In fact it was a Chinese-style frock. It looked very nice indeed. Since China is a country with a very long history noted for its beautiful costume, Chinese-style frocks have a special charm. I believe you know why she likes it so much.

I know you're coming back from China very soon. Could you please buy me an embroidered silk blouse in the latest Chinese style? I'm now very much interested in Chinese embroidery. I hope you can give me some idea of the four leading types of Chinese embroideries when you return.

With love,

Charlotte

New Words and Phrases to the Text

letter /'letə/ <i>n.</i> 信	history /'histəri/ <i>n.</i> 历史
dear /diə/ <i>a.</i> 亲爱的	famous /'feiməs/ <i>a.</i> 著名的
busy /'bizi/ <i>a.</i> 忙碌的	to be famous for 以...著称的
rehearse /ri'hə's/ <i>vt.</i> 排练	top /tɒp/ <i>n.</i> 顶点, 最高度
play /plei/ <i>n.</i> 戏、话剧	worth /wə.θ/ <i>a.</i> 值, 价值...
adapt /ə'dæpt/ <i>vt.</i> 改编	tailoring /'teɪləriŋ/ <i>n.</i> 做工, 制作
novel /'nɒvəl/ <i>n.</i> (长篇) 小说	incredible /in'kredəbl/ <i>a.</i> 难以置信的
Ba Jin 巴金 (人名)	hero /'hiərəu/ <i>n.</i> 男主角
novelist /'nɒvəlɪst/ <i>n.</i> 小说家	heroine /'herəɪn/ <i>n.</i> 女主角
seem /si:m/ <i>vi.</i> 好象, 似乎	mom /mɒm/ <i>n.</i> 妈妈
unfortunately /ʌn'fɔ:tʃənɪtli/ <i>adv.</i>	Hong Kong 香港 (地名)
不幸地	magazine /,mæɡə'zi:n/ <i>n.</i> 杂志
leading /'li:diŋ/ <i>a.</i> 主要的, 第一位的	fact /fækt/ <i>n.</i> 事实
actor /'æktə/ <i>n.</i> 男演员	in fact 事实上
actress /'æktɪs/ <i>n.</i> 女演员	noted /'nəʊtɪd/ <i>adj.</i> 著名的
available /ə'veɪləbl/ <i>a.</i> 可用的, 可得到的	be noted for 以...闻名
learn /lɜ:n/ (learned /lɜ:nd/, 或 learnt /lɜ:nt/ <i>v.</i> 熟悉, 知道	frock /frɒk/ <i>n.</i> (女用) 上衣
costume /'kɒstjʊ:m/ <i>n.</i> 服装	charm /tʃɑ:m/ <i>n.</i> 魔力, 魅力
	latest /'leɪtɪst/ <i>a.</i> 最新的, 最近的
	explain /ɪks'pleɪn/ <i>vt.</i> 解释, 说明

Dialogue

What a Nice Blouse!

(Mr. Simon and his wife, Mrs. Emily Simon, are choosing some embroidered blouses. Miss Ye, a shop assistant, is waiting on them.)



E: I think this blouse is a little too fussy for me. Maybe something simpler would be more appropriate.

S: Never mind. Try it on and see if it fits.

E: Darling, don't you think it's a little too narrow across the shoulders?

S: Oh, no. But it seems a shade tight round the waist. Is a bigger size available?

Y: I'm sorry. Size 44 is the biggest we've got in stock.

E: Are you likely to get any bigger ones in?

Y: I'm afraid not.

S: All right. The style is perfect for your figure. I think it's good for a woman of your age. Only the color...

E: Yes, I don't quite like the color, either. It's too loud. Would you please bring me a purple one?

Y: How does this look?

E: What a nice blouse!

S: Yes. It matches your plaid skirt perfectly.

E: I'm quite satisfied with it. Thank you.

Y: You are welcome.

New Words and Phrases to the Dialogue

fussy /'fʌsi/ *a.* 过分装饰的
 maybe /'meɪbi/ *adv.* 或许
 simple /'sɪmpl/ *a.* 简单的, 朴素的
 appropriate /ə'prəʊpriət/ *a.* 适宜的
 darling /'dɑːlɪŋ/ *n.* 心爱的, 亲爱的
 shade /ʃeɪd/ *n.* 稍微, 少许
 round /raʊnd/ *a.* 绕一圈的, 圆的
 stock /stɒk/ *n.* 备料

in stock 有现货
 likely /'laɪkli/ *a.* 可能的
 figure /'fɪɡə/ *n.* 身材
 loud /laʊd/ *a.* (衣服颜色等) 俗艳的, 过分花哨的
 purple /'pɜːpl/ *n.* 紫色
 match /mætʃ/ *vt.* (品质、颜色) 相配
 plaid /pleɪd/ *n.* 方格花纹、方格呢

Notes

1. I've been busy rehearsing...
be busy doing sth. 或 be busy with sth. 为常用句型, 意为“忙于做某事”。
例如:
We are busy cleaning our counter.
我们在忙于擦柜台。
She is busy with her homework.
她正忙于做功课。
2. It is adapted from the novel by Ba Jin, the famous Chinese novelist.
“the famous Chinese novelist”是 Ba Jin 的同位语, 句子中的同位语常用逗号隔开。
3. You said you had seen a top-quality...
此句中的 you had seen 系过去完成时, 由助动词 had 加动词的过去分词构成, 表示该动词的动作比另一个过去的动作先发生。
4. ...and it takes more than two months' tailoring. months' 读作 /mʌnθs/
5. I wonder if you could buy...
由连接词 if 引出的从句为 wonder 的宾语从句。
6. Since China is a country with...
“Since”在本句中为连接词, 意为“因为”, “鉴于”。
7. I believe you know why she likes it so much.
“you know why she likes it so much”是“believe”的宾语从句, 而在这个宾语从句中, “why she likes it so much”又是“know”的宾语从句。
8. the four leading types of Chinese embroideries 是指 Hunan, Suzhou, Sichuan and Guangdong embroideries, 即湘绣, 苏绣, 蜀绣和粤绣。
9. ...to get any bigger ones in.
“get ... in”意为“进货”。

Grammar

The General Outline of English Grammar

语 法 概 论

从本册起我们将在每一课课文中安排比较系统的语法内容。

英语语法包括词法 (Morphology) 和句法 (Syntax) 两大部分。

一、词法 (Morphology) :

词法研究的对象是各种词的形式及其用法。英语中的词可以根据词义、形式特征及其在句子中的作用分为十大词类 (Parts of Speech) ;

词 类	英语名称及缩略形式	作 用	例 词
名 词	Nouns (n.)	表示人或事物的名称	sweater, China, shop-assistant
形容词	Adjectives (adj.)	表示人或事物的特征、形状和性质	green, small, good
数 词	Numerals (num.)	表示数目或顺序	one, ten, second, eighth
代 词	Pronouns (pron.)	用于代替名词, 数词等	one, it, many
动 词	Verbs (v.)	表示人或事物的动作或状态	go, buy, know
副 词	Adverbs (adv.)	表示动作特征或性状特征	hard, very, carefully
冠 词	Articles (art.)	用在名词前, 帮助说明其意义	有不定冠词 a, an 和定冠词 the
介 词	Prepositions (prep.)	用在名词、代词等前面, 说明它与别的词之间的关系	in, on, of
连 词	Conjunctions (conj.)	用来连接词与词或句与句	and, but, or
感叹词	Interjections (int.)	表示说话时的感情	oh, ah, well

以上十大词类中, 前六种可在句子中独立担任成分(如名词可作主语、宾语等, 动词可作谓语等), 称为实义词(Notional Words)。冠词、介词和连词在句子中不能独立担任任何成分, 称为虚词(Form Words)。感叹词一般不构成句子的一部分, 因而可视为特殊的一类。

英语中的词, 所属词类不同, 形态变化也会随之不同。学习单词时必须注意它的词类和词形变化。有些词还可以属于几个词类。例如: work(工作; 动词和名词); fast(快; 副词和形容词)。

二、句法(Syntax):

句法研究的对象是句子的每个组成部分及其安排的规律。一个句子由每个功能不同的部分所构成, 这些部分叫做句子成份。英语的句子成份有以下几种: 主语(the Subject)、谓语(the Predicate)、表语(the Predicative)、宾语(the Object)、定语(the Attribute)、状语(the Adverbial)、和同位语(the Appositive)等。

从句子结构来说, 句子可分为下面三种类型: 简单句(Simple Sentences)、并列句