



高等职业教育
商务英语类课程规划教材

CENTURY BUSINESS ENGLISH

世纪商务英语

综合教程 I
(学生用书)

新世纪高职教材编委会组编

总主编 陈威 栗景妆 主编 陈威 赵凌



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总序

《世纪商务英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会,是一个由全国 100 余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程,见证了我们的与众不同:编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起,我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识,也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式,更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中,关于教材建设理念的独到解释非常值得一提。这一理念可简述如下:所谓教材建设,就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中,这一理念不仅已成为我们的核心指导原则,而且它的深受高职教学单位欢迎的结果,也鼓舞了我们实现任何高职教材特色建设的勇气。

然而,高职英语教材特色建设的情形则有所不同。就其实用性而言,高职与非高职的英语教育并无本质区别,加之我国高职教育发展的历史尚短,高职英语优秀人才的累积也略显不足,因而,许多早期高职英语教材的编写,宁可倚重非高职院校的英语教师参与,有其积极的意义。但是,按照我们教材建设的上述理念,如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作,就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上,编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此,我们并没有从一开始就贸然地启动这个项目,而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积,若干专业英语类相关教材建设的成功尝试,以及对公共英语相关项目的具有积极意义的探索和准备之后,才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难,但终能如愿以偿,在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言:我们相信用心与努力胜过相信经验与资历。编委会有一个信条:在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法,在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念,也

正在英语教材建设中显现其非凡魅力。在我们高职一线教师所立足的英语教学实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《综合教程》、《听说教程》、《口语教程》与《阅读教程》、《函电与单证》、《写作训练》等在内的高职商务英语系列教材——《世纪商务英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职商务英语教育人才,期待着收获一个更好更切合高职商务英语教学实际的教材品牌。

新世纪高职教材编委会

2004年6月

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Unit 1

College Life



Listening



Listen to the following passage twice and fill in the blanks with what you hear on the tape. Then score yourself.

New Words: familiar laughter elect enrollment

A College Student

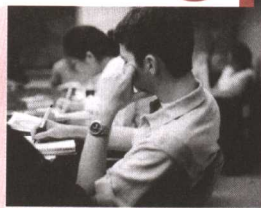
Mary is a new student in this (1) _____. She was the first of her (2) _____ to come. She didn't know anyone (3) _____ in her class, but she greeted everyone she (4) _____. In no time, she became familiar with (5) _____ in her class. Everyone likes her because she always (6) _____ at others.

She often tells (7) _____ stories so there is always laughter (8) _____ she is. She was elected the (9) _____ a month after enrollment. She is always (10) _____ to help others.

(83 words)

Score: _____

In-class reading



Read the passage below and choose the best answer to each of the questions within 15 minutes. Then score yourself.

Homesickness, How to Combat It

1 You have not been away from home much and now you are _____

heading off to college. You know you have heard of others *quitting* school, coming back home and just getting a job to *ease* their minds. Do you want to be the next coming home? The following are some ideas and *tips* just *in case* you are feeling homesick and ways to *cure* yourself.

2 Use email — a fast and *effective* way to *communicate* with anyone back home. You can write letters every day to someone different and have email coming to you every day — *keeping* you *up to date* on all the happenings. If you do not have a computer in your *dorm*, go to the campus computer center and use a free email *account*.

3 Call home — calling and talking to whomever you miss most will make you feel good inside. Hearing *actual* words and realizing that you are missed as well do make you feel wanted and more confident about yourself while you have to be away from home.

4 Send postcards — allowing yourself to express your need *releases stress* within you.

5 Go home once a month for the first five or six months — just over night on the weekend. You will slowly notice that nothing much will change while you are away at school, and you may even notice that you feel more at home “away” at your dorm as you make friends and new *acquaintances*.

6 Write your feelings down in a *journal* — expressing every *emotion* that you are going through at the time. Go back once every two weeks or so and reread what you have written since you have been at college. You will notice that even on the continued “homesick” days, you will not be as sad or *depressed* as you once were. You will notice your life getting better and you will feel better deep inside.

7 Visit your hometown page on the *web* — looking through pictures and reading local news stories will keep you in touch with your feelings for home.

8 Students that get homesick will generally feel better as time goes on, and as your *schedule* gets more *hectic*, you will feel less homesick!

(363 words)

Score: _____

v. 朝...方向走去

v. 离开; 放弃

vt. 减轻或消除痛苦

n. 提示 / 万一

v. 治愈

adj. 有效的 /vi. 交流

使跟上时代

n. (=dormitory)

宿舍 /n. 账户

adj. 真实的

v. 释放; 缓解 /n.

压力

n. 熟人

n. 日记

n. 感情; 情绪

adj. 沮丧的

n. 网络

n. 时间表

Comprehension check

1. What does the author mainly talk about?

A. A few ways available to overcome homesickness.

- B. How to combat your roommates.
- C. Quitting school and getting a job.
- D. Going home every two weeks.

2. Which of the following is NOT suggested by the author?

- A. Going home once a month for the first few months.
- B. Calling home when you miss them.
- C. Studying hard.
- D. Sending email to anyone you can contact.

3. What does the word "hectic" in the last paragraph mean?

- A. Very exciting.
- B. Busy and with many activities.
- C. Not busy.
- D. Very fast.

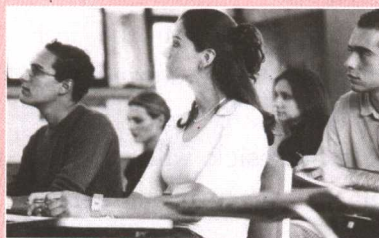
4. Why does the author say email is a fast and effective way?

- A. Because it is convenient for people to contact anyone they like.
- B. Because it can keep people knowing things interesting them.
- C. Because it saves time and money.
- D. All of the above.

5. This passage indicates that _____.

- A. being free is an effective way to overcome homesickness
- B. your family will change a lot while you are away at school
- C. keeping in touch with your family and your acquaintances is an effective way to overcome homesickness
- D. you will notice some interesting things in your journal

Text



Are you coming to college with strong motivation or just to please your parents? Are you ready for college life?

Fall from University Grace¹

1 Just as Adam² was driven out of Eden, I was kicked out of university; but

while his fault was eating the fruit from the tree of knowledge, mine was ignoring the tree. After my failure in the first year of university, I realized the reasons why I failed: lack of career goals and too much independence.

2 Without career goals, I lacked direction and motivation. About halfway through my final year of high school, my parents insisted on my going to university. To silence their nagging, I told them I wanted to be an engineer. Though I got high marks in maths, physics and chemistry, I was tired of them. My dislike grew in the first four months. I failed all my science courses in the first year.

3 If I had been more motivated, I might have passed those courses, but I just wasn't ready for university. In fact, I wasn't ready for any career.

4 Why didn't I change to another program or just drop out? First, my parents had paid for my tuition and I feared they would pull out their financial support and my pocket money. Second, my longing for knowledge was still cloudy, so even if I changed, I would still lack direction. I remained in the program, hoping that my marks would improve.

5 Snow fell in mid-December, I had failed all my courses in the final exam. But I didn't care, neither did my friends. We bragged of our freedom from our parents. When we were not in the bar, we were playing cards or invited to parties held by other students. I got drunk without being punished. No angry mother awaited my returning home at five in the morning. My independence was exciting; freedom, having denied me for eighteen years, was mine to enjoy and abuse. But freedom had its price: nobody told me to study harder; no one told me to take responsibility for my actions. On Christmas Day, I found a "Withdrawal from University" notice in my stocking.

6 Because I was not mature enough to accept the responsibility for my own future and because I abused my rights of independence, I failed my first year of university. The causes of my failure have taught me maturity and responsibility, and in the future I will not ignore the tree of knowledge again. Falling from Eden was enough to teach Adam; the same is true for me.

Words and Expressions

abuse /ə'bjuz/.....	<i>v.</i>	to use wrongly 滥用;虐待;辱骂
	<i>n.</i>	improper use or handling 滥用;虐待;辱骂;陋习;弊端
await /ə'weit/.....	<i>vt.</i>	to wait for 等候
brag /bræg/.....	<i>v.&n.</i>	to talk too proudly about what you have done, what you own, etc. 夸耀
career /kə'riə/.....	<i>n.</i>	职业;事业;生涯
course /kɔ:s/.....	<i>n.</i>	课程;过程;路线;跑道;一道菜

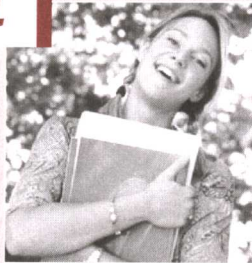
	<i>v.</i>	追猎;急行;运行;流动
deny /di'nai/.....	<i>v.</i>	to refuse to allow someone to have or do something; to say that something someone has said about you is not true 拒绝;否认
direction /di'rekʃn/.....	<i>n.</i>	指导;方向;趋势;(常用复数)指示;用法
failure /'feiljə(r)/.....	<i>n.</i>	失败;失败者;缺乏;失灵;故障;破产;疏忽; <美>不及格
final /'fainəl/.....	<i>adj.</i>	最后的,最终的;决定性的
	<i>n.</i>	the last and most important game; the examination students take at the end of the term
financial /'faɪnænʃl/.....	<i>adj.</i>	connected with money 财政的;金融的
ignore /ɪg'nɔ:/.....	<i>vt.</i>	不理睬;忽视
independence /,ɪndɪ'pendəns/.....	<i>n.</i>	独立;自主
lack /læk/.....	<i>vt.&vi.</i>	缺乏;没有
	<i>n.</i>	缺乏;短缺的东西
longing /'lɒŋɪŋ/.....	<i>n.</i>	渴望
mature /mə'tjuə/.....	<i>vt.</i>	使成熟
	<i>vi.</i>	成熟;到期
	<i>adj.</i>	成熟的;到期的;充分考虑的;(票据等)到期的
maturity /mə'tjuəri'ti/.....	<i>n.</i>	成熟;完备;(票据)到期
motivate /məu'ti'veɪt/.....	<i>vt.</i>	引起动机;促起;激发
motivation /,məu'ti'veɪʃən/.....	<i>n.</i>	动机
nagging /'næŋɪŋ/.....	<i>n.</i>	唠叨;挑剔
	<i>adj.</i>	唠叨的;挑剔的
program /'prəʊgræm/.....	<i>n.</i>	课程;学习计划;节目;程序;纲要
	<i>vt.</i>	规划;拟……计划;安排……入节目
	<i>vi.</i>	安排节目;编程序
responsibility /rɪs,pɒnsə'bɪlɪti/.....	<i>n.</i>	责任;职责
stocking /'stɒkɪŋ/.....	<i>n.</i>	长袜
tuition /tju:'ɪʃən/.....	<i>n.</i>	学费
withdrawal /wɪð'drɔ:əl/.....	<i>n.</i>	退学;收回;撤退;退回;取消

Notes

1. fall from grace: 失去天恩; 堕落
2. Adam and Eve (亚当和夏娃): Both Adam and Eve were created by God. They lived in Eden(伊甸园), a beautiful garden God created for them. God told them

that they could eat fruits of all trees except that of the tree of knowledge. But Satan(撒旦,魔鬼), in the form of a serpent(大毒蛇), lied to Eve that eating the fruit would make her as wise as God. Eve believed him and ate it. She then gave some to Adam, God knew what they had done, and came looking for them. As punishment, God cursed the serpent by condemning him to always crawl in the dust. God told Eve that she would be punished with painful bearing of children and also by being second to Adam, instead of being his equal. God told Adam that instead of a life of light work in the garden, he would have to work hard and toil and sweat just to survive. Also, while Adam and Eve would not die immediately, their earthly existence would come to an end someday and they would die. As a final punishment, God drove Adam and Eve out of the beautiful Garden of Eden, never to return.

I can do it



Read and think

I. Answer the questions in the fewest possible words, not exceeding 10 words.

1. Why was Adam driven out of Eden?

He was cast out of Eden because he _____

2. Why did the author want to be an engineer?

3. Why did the author fail all his courses in his final examination of the first year of university?

He failed all his courses because _____

4. What does the word "them" refer to in the sentence "I was tired of them" in Para. 2?

It refers to _____

5. How long did the author think he had had no freedom?

Read and develop

II. Learn the prefixes below. Complete each sentence with an appropriate word given in the box. Change the form if necessary.

in- →	● a prefix in some adjectives or nouns, expressing the meaning of “in” or “inside”	→	inland
	● a prefix in some verbs, expressing the meaning of “make something in”	→	indoor
		→	input
		→	include
ex- →	● a prefix used in some verbs expressing the meaning of “make something out”	→	exclude
		→	export
	● a prefix in some adjectives expressing the meaning of “out of” or “outside”	→	external
		→	expose

1. This medicine is for _____ use. Don't drink it.
2. Every year China _____ a large number of cotton goods to foreign countries.
3. Anyone without an ID card _____ from going on board a plane.
4. Detailed instructions _____ in the booklet.
5. A beginner needs more _____ in learning English, which means he should read more and listen more.
6. By swimming alone, he _____ himself to danger.
7. The beautiful house has an _____ swimming-pool. You can swim without worrying about the bad weather.
8. Generally speaking, people in the _____ cities have fewer chances to see the sea.

III. Complete the following sentences with the proper forms of the given words or phrases.

tuition	be tired of	take responsibility for	insist on	ignore
pull out	drive out of	independence	remain	lack

1. I was enjoying a new feeling of _____, because I could decide everything by myself.
2. Either she didn't see me wave or she deliberately _____ me.
3. The poor girl was _____ the house by her cruel step-mother.
4. Gary's real problem is that he _____ confidence.
5. Robin _____ my going to New York with him.
6. I _____ the boring speech.
7. In America, most college students pay their _____ by themselves.
8. My husband _____ full _____ organizing the trip.
9. Due to their abusing the money in the construction, the government _____ their financial support.
10. I won't _____ at the same job for a long time.

IV. Follow me to learn "there be", and fill in the blanks with proper forms of "be".

There be

1. **There is** a man and two women in the room.
 2. **There are** some students standing at the gate.
 3. **There has never been** anybody like you.
 4. **There is certain to be** trouble at the factory.
 5. **There seems to be** a tree in the distance.
1. There _____ (not) any mistake since she did the job.
 2. There is certain _____ a person who loves you.
 3. There _____ no probability of living without air for human beings.
 4. There _____ many flowers and a tall tree in the courtyard.

V. Correct the mistakes in the following sentences. Each sentence has only one mistake.

1. There are a glass and two cups on the table.
2. Look, there is a boy come.
3. It is surprising that there are not any objection.
4. There have a fox which is very greedy.
5. There are five students fail in the exams.

Read and translate

VI. Translate the following phrases into English.

- | | |
|--------------|-------------|
| 1. 被赶出学校 | 5. 留在原专业 |
| 2. 缺乏职业目标 | 6. 零用钱 |
| 3. 为了使他们不再唠叨 | 7. 退学通知 |
| 4. 辍学 | 8. 滥用了独立的权利 |

VII. Translate the following sentences into Chinese.

1. But while his fault was eating the fruit from the tree of knowledge, mine was ignoring the tree.
2. I feared they would pull out their financial support and my pocket money.
3. When we were not in the bar, we were playing cards in somebody's room or invited to parties held by other students.
4. We bragged of our freedom from our parents.
5. Freedom, having denied me for eighteen years, was mine to enjoy and abuse.

VIII. Read the English sentences, paying attention to the italicized words. Then translate the Chinese into English after the models.

Model 1

Just as Adam was driven out of Eden, I was kicked out of university.

Just as he cannot speak Chinese, I cannot speak English.



Translate

正如我们曾经经历过地震一样,他们经历了洪水。
正如他不会唱歌一样,她不会跳舞。

Model 2

My dislike of them *grew* in the first four months of university.

My love for her *grew* since I got more time to stay with her.



Translate

在刚上大学的最初一个月里,我的思乡之情与日俱增。
随着我们相处时间的增加,我们的了解与日俱增。

IX. Translate the Chinese sentences into English with the words or phrases given.

1. 亚当和夏娃因偷食禁果而被上帝逐出伊甸园。(drive/kick out of)
2. 我担心我的父母会取消我的学费和零用钱。(pull out)
3. 我不喜欢学习理科,我弟弟也不喜欢。(neither)
4. 夏天食物很容易变坏。(get)
5. 只要你努力,成功就会等着你。(await)

