

黄为之 黄锡之 编著

经贸高级汉语口语

Business Chinese (Advanced)

下册

BOOK TWO

华语教学出版社

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BUSINESS CHINESE (ADVANCED)

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华语
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下册

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前言

《经贸高级汉语口语》，是系列教材“经贸汉语口语”中的最后一本。《经贸初级汉语口语》和《经贸中级汉语口语》已于 1992 年后分别出版过英汉、日汉对照两种不同的版本。这两种教材，除了我校留学生教学使用外，全国各地的大专院校和有关培训单位，也陆续采用；美国、日本、韩国、新加坡、西班牙等国家的大学，也纷纷引进。根据教学情况看，各方面的反应都比较好。

这本《经贸高级汉语口语》，遵循《初级》和《中级》的编写原则和风格，仍然以经济贸易生活为基本内容，但专业性更强。除了有关商品学知识的汉语学习外，更偏重于国情知识和经贸文化知识的学习。换句话说，这本教材教授的，不是一般意义上的经贸汉语，而是更高层次的经贸文化。从本书的目录可以看出，上册包括了经贸文化的一些宏观问题，下册是微观问题。在谈论微观问题时，我们的标题，常常是用“与”字连接起来的两部分。比如“茶与茶文化”，前一部分，谈的是“商品”本身，如“茶”的色、香、味、形、原料、制作等等，是从事经贸工作的人应该了解的商品学知识；后一部分，则是与该“商品”相关的广泛的文化知识，比如它的历史源流，它的现状和未来趋势，它在政治、经济、文化、

社会习俗、伦理诸方面产生的影响等等。二十世纪 80 年代以后,企业文化在经济发达国家日益受到重视。90 年代以后,中国也出现了“文化热”,虽然“文化”一词有用得过滥的非议,但那些有价值的企业文化思想,还是在中国的企业界和理论界扎下了根,并已经在我们的生活中产生了巨大的社会效益和经济效益。中外无数雄辩的事实说明,谁想进入高层次经贸活动领域并获得成功,谁就必须认真学习经贸文化、企业文化,特别是学习市场目标国的国情和文化,具有丰富的跨国文化知识。本书就是从从这个角度,为培养高级经贸人才提供的教材。

《经贸初级汉语口语》和《经贸中级汉语口语》的课文,用的是对话体。《经贸高级汉语口语》为适应内容的需要,课文则用了力求口语化的散文,在练习的编写上充分体现口语教材的特点。这种编写方法,会便利教学,达到教学目的。

《经贸高级汉语口语》的每一课分为四个部分,即课文、生词、注释和练习。每一课的练习由三部分组成。第一部分是课文内容会话练习;第二部分是课文词语练习和一些问答和讨论题;第三部分是一篇短文,内容是商用语言文化,是现代经济生活中常用的成语、典故,大都有生动的故事;学习这些语言文化,对今天的商务交际和经营,都会有裨益。全书最后,是课文英文翻译和生词总表。

本书内容十分丰富,编写时力求意到而言不尽,给师生教与学都留下了较大空间,学生可以充分发挥自己的主观能动性,教师授课也有充分的游刃有余地。

“经贸汉语口语”系列教材初级、中级、高级三册,是国家对外汉语教学领导小组的规划教材。对这套教材的编写和出版,国家对外汉语教学领导小组给予了具体指导和大力资助。我校副校长黄震华教授,在长达数年的时间里,坚持完成了这一套书的英文注释和翻译。本书的英文译文经英国专家 Mr. John Hilton 校阅。众多教师在使用初级、中级两册书的过程中,为我们提供了

许多宝贵的实践经验,对我们编写高级本和修订初级本、中级本,教益匪浅。在此,我们对所有关心、支持、帮助我们的领导和同志们,表示深深的谢意!

黄为之 黄锡之

1999年3月

PREFACE

Business Chinese (Advanced) is the last of its series, the other two being *Business Chinese (Elementary)* and *Business Chinese (Intermediate)*. Since 1992, the Chinese-English and the Chinese-Japanese editions of the elementary and intermediate books have been published, which, apart from being used for foreign students at the University of International Business and Economics, have been used by many Chinese institutions of higher learning and introduced to universities in the USA, Japan, Korea, Singapore and Spain. They have been well received by all judging from the teaching and learning performances.

The present book, following the principles and style of the elementary and intermediate books, takes business and economic life as its main content, but with a higher level of specialization. Apart from the Chinese language related to the study of commodities, it lays special emphasis on the situation of China and the knowledge about culture as reflected in business and economic life. In other words, what the present book teaches is not merely business in the ordinary sense, but culture in business and economic

life, which is at a more advanced level. It can be noticed from the contents that Volume 1 of the present book deals with some macro aspects of the field and Volume 2 tackles the micro aspects. In discussing the micro subjects, the titles we use normally consist of two parts which are linked together with an “and”. For instance, in “Tea and Its Culture”, the first part refers to the commodity itself, the color, flavor, taste, shape, and its production, i. e., the knowledge of the commodity that anyone engaged in business and economics should know; the second part introduces broader cultural knowledge related to that commodity, such as its historical development, its present and potential future and its influence in such aspects as politics, the economy, culture, social customs, and ethics. Since the 1980s, corporate culture has received closer attention with each passing day. During the 1990s, China has also witnessed the “cultural heat”. Even though there has been a tendency to overuse the word “culture”, the valuable concept of corporate culture has taken root among Chinese theorists and in China’s business circles. It has produced enormous social and economic benefits. Innumerable facts both in China and elsewhere in the world have proved eloquently that whoever wishes to enter and be successful in high-level business and economic activities must earnestly study culture as reflected in business and economic life as well as corporate cultures, especially the actual situation and culture of the country which is their target market, and develop a high-level of cross-cultural awareness. The present book aims at training high-ranking business executives from the cultural perspective.

All the texts in the elementary and intermediate books were in conversation form. To cooperate with the content, the texts in *Business Chinese (Advanced)* are in the form of colloquial prose,

with the characteristics of an oral course exemplified in the exercises. We believe that this approach will facilitate both teaching and learning and help attain the study goals.

Each lesson in *Business Chinese (Advanced)* is divided into four parts, i. e., the text, new words, notes, and exercises. The exercises of each lesson consist of three parts. The first part is a conversation on the content of the text. The second part includes exercises on the words and expressions of the text, and questions and discussions. The third part is a short passage dealing with the culture related to business and economic life. Most of the passages contain vivid stories, with idioms and literary quotations that are frequently used in present-day business and economic activities. Learning these linguistic and cultural items will be beneficial to business communication and management. At the end of the book is the English translation of all the texts and the vocabulary list.

The present book is rich in content, and in the course of writing the book, we try to express the main ideas without exhausting every detail, thus leaving ample space for maneuver both for the teachers and the students. The students can bring into full play their own initiatives, and the teachers can do their job with skill and ease.

This series has been planned by the State Leading Group for the Teaching of Chinese to Foreign Learners, who has given ample guidance and support to the writing and publication of the present series. Professor Huang Zhenhua, Vice-President of the University of International Business and Economics, has made painstaking efforts for several years running in finishing the English annotations and the translation of all the texts. The English version of the present book has been polished by Mr. John Hilton from Britain.

Numerous teachers have provided us with their teaching experiences in using the elementary and intermediate books of this series, which has supplied us with tremendous help in the writing of the present book and for revising the previous two books. We would like to express our heartfelt thanks to all the above-mentioned leaders and colleagues who have given us their concern, support and help.

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第十六课 饮食与饮食文化 (上)

Lesson 16 Diet and Its Culture (1)

说起中国人的“吃”，世界上的人无不交口称赞，这是因为中国有独特的烹调艺术和饮食文化。

中国的烹调，可谓源远流长。从文字学看，“烹调”二字就很有些说道。“烹”字下边从“火”，就是用火烧鸟兽之肉，变生吃为熟吃。据考古证实，中国人远在北京猿人时代(绝对年代不少于 69 万年)，就已经用火“烹”食了。1927 年北京猿人被发现时，北京周口店猿人洞穴内还有木炭、灰烬的痕迹。而在 8000 年前，中国人就已经用陶器烹煮食物了。“烹”食的出现，才在真正意义上把人类和动物区别开来，这是人类的一大进步。但是人类如果只知用火烧熟食，那么人类还是处在低级阶段；人类向高级阶段发展的标志之一，就是日益追求食物的精美，不但讲究美味可口，而且讲究赏心悦目。于是人类在烹的同时或在烹的基础上，开始用各种作料、各种方法，把食物调制、料理得色、香、味、形俱佳。这就是“烹调”艺术的出现与发展。汉字中又有一个“膳”字，“美”字。按许慎

《说文》的解释,“膳”,即“善”;“美”,“羊大为美”,“羊大则肥美无比”;又说,“美”,即“甘”,是“五味之一”,“五味之美”皆曰“甘,引申之,凡好皆谓之美”。在我国古代,羊是一种主要膳食,所以说,“美与善同意”。按许慎的这种解释,我们古人常说的“用膳”,就不只是为了吃饱肚子,而同时也在追求美的享受。可见,我国的“烹调”艺术,有多么古老的历史,在汉字出现的同时,“烹调”艺术,就已经出现并受到人们的高度重视了!

事实上,食必求饱,然后求美,是人类社会的一个共同规律。从“茹毛饮血”生食,到“钻木取火”熟食,到“食不厌精,脍不厌细”,烹调技艺的不断发展,刺激人类逐渐摆脱只求果腹的原始阶段,进入对饮食的养身和色、香、味、形美学欣赏的全面追求,以至最终形成不同地区、不同民族、不同国家的饮食习惯和饮食文化,全世界人民几乎走过了同样的道路。

饮食文化,是中国文化的一个重要组成部分。而中国饮食文化的独特,首先是由于它的烹调艺术的独特。中国地域广阔,物产丰富,民族风俗和地方特色各异,这就为我国烹调艺术的产生,提供了深厚的基础。中国的历史悠久,又使中国的烹调文化因长期积累而得到极大的丰富与发展。据文献记载,至少在春秋时代,中国就已经出现了“庖丁”、“膳夫”这样的从事烹饪工作的人员,有了“庖正”一类专司烹饪工作的官员。“庖丁解牛”,赞叹其技艺之高超娴熟;“越俎代庖”,说明职务有所专司,不得庖代。在当时,已经出现了油、盐、醋、糖、酒、姜一类调料,这使烹调艺术发生了一次大飞跃。孔子对菜肴制作

就有很多讲究,甚至到了苛求的地步,“割不正(刀工不合要求)不食”,“不得其酱(调料不讲究)不食”,“失饪(火候没掌握好)不食”,“色恶(菜肴颜色不好)不食”等等。到了汉代,已经有炖、炒、煎、煮、酱、腌、炙各种烹调方法;到唐、宋,中国烹调进入了一个崭新时代,不仅烹调方法和菜肴品种极大丰富了,而且日益讲究佳肴、造型、色彩、美器的相映生辉。明、清以后,中国的烹调艺术渐呈鼎盛。

旧时代的宫廷、官府、豪门、富商,极尽铺张挥霍,每宴必山珍海味,水陆杂陈,因此也把中国的烹调技艺运用到登峰造极。就说达官显贵们吃的满汉全席,所用一套银质餐具就有 400 多件,菜肴 196 道,包括了汉族和少数民族菜肴中的全部精品,有大菜燕窝、鱼翅、驼峰、熊掌、烧乳猪、烤全羊等;有小吃甜点烧麦、蒸饺、蛋糕、银丝细面等;有时鲜瓜果橙、柑、柚、荔枝、莲子等。这近 200 道菜,按严格的进餐程序端来,席间还要吟诗、作画、弈棋,吃完一顿满汉全席,足足要用三天三夜! 据北京仿膳饭庄的师傅介绍,一次,几位日本朋友去吃满汉全席,分了六餐才吃完。

中国的饮食文化,经过几千年的丰富和发展,在各地不同的饮食习惯和食物条件的基础上,形成了各地独具特色的菜肴品种和风味,即不同的菜肴系列。归纳起来,就是通常说的八大菜系:川菜、鲁菜、粤菜、闽菜、苏菜(主要指淮扬菜)、皖菜、浙菜、湘菜。其中最著名的是川、鲁、淮、粤四大菜系。

川菜品种十分丰富,可分为家常味型、鱼香味型、五

香味型、麻辣味型、椒盐味型等各种系列的菜肴。中国有句话叫“五味俱全”，川菜在五味之外，又多香、麻两味，所以又有人说“吃在中国，味在四川”。川菜不但味全，而且味重，尤以麻辣著称。川菜有不少高档菜肴，但多数是老百姓爱吃的家常菜，所以在改革开放后的今天，餐饮业空前发展，竞争激烈，川菜独领风骚，川菜馆遍布全国各地的大街小巷，生意最为火爆。

鲁菜，本是山东菜，在中国辽元时代(公元907~公元1368)，传入北京，很快进入宫廷，与北方大漠少数民族风情相融合，形成了富贵豪华的宫廷菜。满汉全席、全羊席、全猪席、全鸭席，都显出一种皇家气派；燕窝、鱼翅、驼峰、熊掌，都是席上珍品；世界闻名的北京烤鸭，也是源于山东，所以至今吃烤鸭，还必须佐以山东人爱吃的大葱蘸酱。

淮菜，也叫淮扬菜，是指扬州、江浙一带的菜肴。江南是“鱼米之乡”，山水清秀，人也清秀，因此菜肴制作也特精细，原汤原汁，不失本味，咸甜适度、清淡爽口。油爆虾、松鼠鳜鱼、西湖醋鱼、莼菜三丝汤等，都是淮扬名菜。我国晋代有个人叫张翰，因秋风起而思吴中（今苏州）莼菜鲈鱼羹，终于弃官还乡，可见淮扬菜的历史悠久了。

粤菜，是由广州菜、潮州菜、东江菜和海南菜组成的，因为地处南大门，受西方饮食文化的影响较久，所以菜肴品种繁多，几乎什么东西都可以入菜。有一句流行语，“上海人什么都敢穿，北京人什么都敢说，广东人什么都敢吃”。大多数人不敢吃的猫、蛇、鼠、猴等生猛走兽，都