



商务英语

综合教程

2

BUSINESS ENGLISH: AN INTEGRATED COURSE

学生用书 Student's Book



主编 王立非

副主编 许德金 陈俐丽

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前言

到2010年为止,教育部已批准了15所高等院校开办商务英语本科专业,《高等学校商务英语专业本科教学要求》(试行)也编写完成,即将问世,商务英语专业作为我国高等外语教育教学改革的一个全新的探索,已走上了符合学科规律的健康发展轨道。作为一个新专业的建设,教材建设是关键,而其中的综合教程又更为重要,代表着一个专业的水平和质量。《商务英语综合教程》(以下简称《综合教程》)就是在这样一个背景下诞生的,它是商务英语专业第一套按商务英语专业教学要求编写的教材,本套教材由对外经济贸易大学和上海外语教育出版社共同策划,全力打造。

教材以现代语言教育理论和教材设计理论为指导,结合商务英语语言和教学的特点,将多年的商务英语教学实践应用到教材编写中。《综合教程》1-4册专为商务英语专业本科一、二年级编写,可供商务英语专业学生、财经类院校本科生、其他各类经管商务类学生使用,也可作为社会各类商务英语读者学习商务英语的教材。

一、编写思路与特色

- ◆ 体现《教学要求》的培养目标,着重打牢语言基本功,商务专业素质与人文素养并重。编排和选材不仅注重学生正确世界观和道德观的形成,而且注重思维能力、创新能力和自主学习能力的培养。
- ◆ 强调语言、文化与商务三者的有机融合,语言技能、商务知识、文化知识按比例分配,培养学生的跨文化交际能力;兼顾同其他商务英语技能课程和商务专业课程的衔接。
- ◆ 每单元紧扣社会热点话题,选择不同难度和文体的课文,兼顾语言学习、商务通识、外国文化、中国文化;课文长短适中、语言精练,思想内涵深刻,语言可读性强,充分反映经济全球化时代的特点。
- ◆ 贯彻任务教学法,设计丰富多彩的学习任务,训练学生的交际能力和合作学习能力,符合当代外语教学思想和方法的发展趋势。
- ◆ 突出多媒体技术的应用,提供丰富的相关视频材料,加大语言学习的趣味性和输入的有效性,能调动学生课堂参与的积极性。

二、教材结构与使用建议

本套教材共分4册,包括学生用书、教师手册和多媒体光盘。每册共8个单元,每单元建议教学课时为5-6小时,每个单元围绕一个话题,三篇课文和配套视频资料相互联系又各有侧重,教师可以重点讲解一篇文章,引导学生阅读其余两篇课文,完成相应的练习。1-4册中的语言、商务、文化按比例合理分配,第1册比例为语言70%,商务与文化30%;第2册比例为语言60%,商务与文化40%;第3册比例为语言50%,商务与文化50%;第4册比例为语言40%,商务与文化60%。每单元的大体结构如下:第1部分:激活准备(词汇、内容、知识),第2部分:课文I(阅读理解检查),第3部分:课文II(阅读理解练习、视听练习等),第4部分:课文III(语言练习与小组作业),第5部分:语言训练(语言点、理解练习、学习技能、写作技能)。

本套教材由国内知名的外语教学专家主编,长期从事商务英语基础教学的教授和博士参与编写,英美语言专家审校,教材编写得到上海外语教育出版社领导和编辑的大力支持,在此表示衷心感谢。

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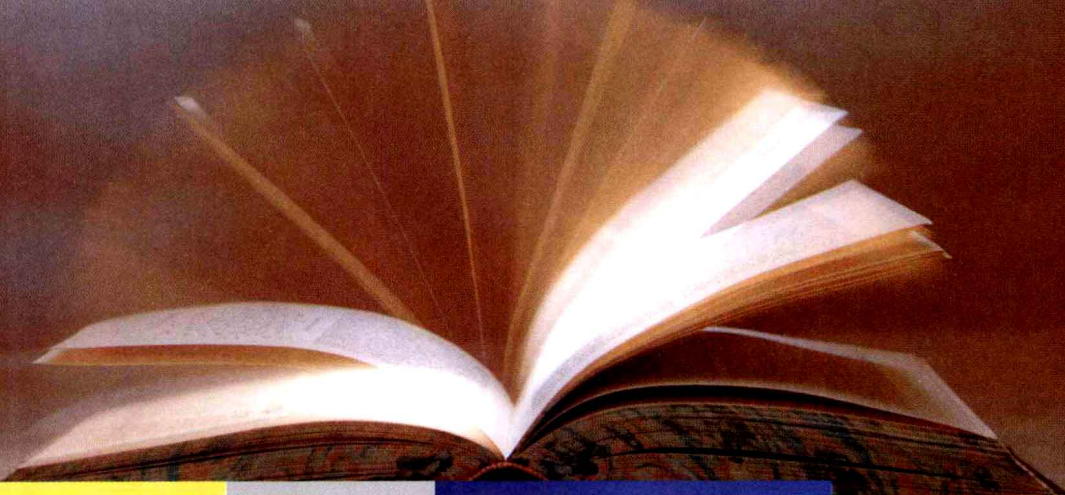
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The Business of Language and the Language of Business

Part One

Activation 1 Decide whether each of the following is more common in British English or American English. In some cases, they can be accepted by both British and American. Each question has only one correct answer.

- | | |
|---|---|
| <p>1. Programme (spelling) — Did you see that new programme last night?
A British B American C Both</p> <p>2. Apartment (vocabulary) — Small apartment buildings line the street.
A British B American C Both</p> <p>3. Area code (vocabulary) — What is the area code for this district?
A British B American C Both</p> <p>4. Queue (vocabulary) — We had to queue for three hours to get into the concert.
A British B American C Both</p> <p>5. Stingy (vocabulary) — She gave him a kiss for his birthday. She's rather stingy!
A British B American C Both</p> | <p>6. Fortnight (vocabulary) — We'll be away for a fortnight.
A British B American C Both</p> <p>7. Do over (expression with preposition) — Can I do that over?
A British B American C Both</p> <p>8. Monday through Friday (expression with preposition) — The reading room is open Monday through Friday.
A British B American C Both</p> <p>9. That it be done (grammar) — It's very important that it be done.
A British B American C Both</p> <p>10. Real nice (grammar) — It was real nice to see you again.
A British B American C Both</p> |
|---|---|

2 Explain the meaning of the following terms.

Brits	computerese	Esperanto	gender
globalization	Internettery	laissez-faire	lingua franca
monoglot	phonebabble	teenspeak	

3 Have you heard of the following people? Reorder the names according to the time of birth.



Joseph Addison



Daniel Defoe



Jonathan Swift



Sir Henry Yule

Part Two

Text 1

Research and discussion: Fill out the form of the development of English.

Warm-up Activity

A Brief Chronology of English		
BC 55	Roman invasion of Britain by _____	Local inhabitants speak Celtic
449	Settlement of Britain by Germanic invaders begins.	
450–480	Earliest known Old English inscriptions	_____ (450–1100)
1066	William the Conqueror, _____, invades and conquers England.	
1150	Earliest surviving manuscripts in Middle English	_____ (1100–1500)
1348	English replaces _____ as the language of instruction in most schools.	
1362	English replaces _____ as the language of law. English is used in Parliament for the first time.	
1604	_____, the first English dictionary, is published.	Early Modern English (1500–1800)
1755	_____ publishes his English dictionary.	
1828	_____ publishes his American English dictionary.	Late Modern English (1800–present)
1928	The _____ <i>English Dictionary</i> is published.	

A World Empire by Other Means*

It is everywhere. Some 380 million people speak it as their first language and perhaps two-thirds as many again as their second. A billion are learning it, about a third of the world's population are in some sense exposed to it and by 2050, it is predicted, half the world will be more or less **proficient** in it. It is the language of globalisation — of international business, politics and diplomacy. It is the language of computers and the Internet. You'll see it on posters in Côte d'Ivoire, you'll hear it in pop songs in Tokyo, you'll read it in official documents in Phnom Penh. Deutsche Welle^① broadcasts in it. French business schools teach in it. It is the medium of expression in cabinet meetings in Bolivia. Truly, the tongue spoken back in the 1300s only by the "low people" of England^② has come a long way. It is now the global language.

How come? Not because English is easy. True, genders are simple. But the verbs tend to be irregular, the grammar **bizarre** and the match between spelling and pronunciation a nightmare. English is now so widely spoken in so many places that **umpteenth** versions have evolved, some so peculiar that even "native" speakers may have trouble understanding each other.

As a language with many origins — Romance, Germanic, Norse, Celtic and so on— English was bound to be a mess. But its **elasticity** makes it messier, as well as stronger. When it comes to new words, English puts up few barriers to entry. Every year publishers bring out new dictionaries listing **neologisms galore**. The past decade, for instance, has produced not just a host of Internettery, computerese and phonebabble (“browsers”, “downloading”, “texting” and so on) but quantities of teenspeak (“fave”, “fit”, “pants”, “phat”, “sad”). All are readily received by English, however much some **fogies** may resist them. 20

English speakers have not always been so **angst-free** about this *laissez-faire* attitude to their language. In the 18th century three writers — Joseph Addison (who founded the *Spectator*), Daniel Defoe (who wrote *Robinson Crusoe*) and Jonathan Swift (who wrote *Gulliver's Travels*)—wanted to see a committee set up to regulate the language. 25

Fortunately, the principles of free trade triumphed. The success or failure of a language **has little to do with** its inherent qualities “and everything to do with the power of the people who speak it.” 30

English moved with the times, and by the 19th century the times were such that it had spread across an empire on which the sun never set^③. It thus began its rise as a global language.

That could be seen not just by the use of English in Britain's colonies, but also by its usefulness much farther **afield**. When, for instance, Germany and Japan were negotiating their alliance against America and Britain in 1940, their two foreign ministers held their discussions in English. But however **accommodating** English might be, the real reason for the latter day triumph of English is the triumph of the English-speaking United States as a world power. Therein lies a huge source of friction. 35

The **merit** of English as a global language is that it enables people of different countries to converse and do business with each other. But languages are not only a medium of communication, which enable nation to speak unto nation. They are also **repositories** of culture and identity. And in many countries the all-engulfing advance of English threatens to damage or destroy much local culture. This is sometimes **lamented** even in England itself, for though the language that now sweeps the world is called English, the culture carried with it is American. 40

On the whole the Brits do not complain. Some may regret the passing of the “bullet-proof waistcoat” (in favour of the “bullet-proof vest”), the arrival of “hopefully” at the start of every sentence, the wholesale disappearance of the perfect tense, and the **mutation** of the meaning of “presently” from “soon” to “now”. But few mind or even notice that their old “railway station” has become a “train station”, the “car park” is turning into a “parking lot” and people now live “on”, not “in”, a street. 50

Others, however, are not so relaxed. Perhaps it is hardest for the French. Ever since the revolution 60



in 1789^④, they have aspired to see their language achieve a sort of universal status, and by the end of the 19th century, with France established as a colonial power second only to Britain and its language accepted as the lingua franca of diplomacy, they seemed to be on their way to reaching their goal. As the 20th century drew on, however, and English continued to **encroach**, French was driven on to the defensive. 65

French-speakers are far from alone. A law went into effect in Poland last year obliging all companies selling or advertising foreign products to use Polish in their advertisements, labelling and instructions. Even Germany, now the preeminent economic and political power in Europe, feels it necessary to resist the spread of **Denglisch**. 70

In India some people see English as an oppressive **legacy** of colonialism that should be **exterminated**. For the Indians, the pain felt at the encroachments of English may be tempered by the pleasure of seeing their own words enriching the invading tongue: Sir Henry Yule's 1886 dictionary, *Hobson-Jobson*, lists thousands of Anglo-Indian words and phrases. But for many peoples the triumph of English is the defeat, if not **outright** destruction, of their own language. Of the world's 6,000 or 7,000 languages, a couple **go out of business** each week. 75

Yet the **extinction** of most languages is probably unstoppable. Television and radio, both blamed for homogenisation, may, **paradoxically**, prolong the life of some by narrow-casting in minority tongues. And though many languages may die, more people may also be able to speak several languages: **multilingualism**, a commonplace among the least educated peoples of Africa, is now the norm among Dutch, **Scandinavians** and, increasingly, almost everyone else. Native English-speakers, however, are becoming less competent at other languages: only nine students graduated in **Arabic** from universities in the United States last year, and the British are the most monoglot of all the peoples of the EU. Thus the triumph of English not only destroys the tongues of others; it also isolates native English-speakers from the literature, history and ideas of other peoples. It is, in short, a thoroughly dubious triumph. But then who's for Esperanto? Not the staff of *The Economist*, that's for sure. 80 85 90

(Total Words: 1084)

* This text is taken from *The Economist*, December 20, 2001.

New Words and Expressions

proficient /prə'fɪʃənt/ *a.* able to do sth well because of training and practice 精通的, 熟练的

bizarre /bɪ'zɑː/ *a.* very strange or unusual 奇异的, 异乎寻常的

umpteen /ʌmp'ti:n/ *pron.* (informal) very many 数不清的, 无数的

elasticity /ɪ'læstɪsɪtɪ/ *n.* the quality that sth has of being able to stretch and return to its original size and shape 弹力, 弹性

neologism /ni:'blɒdʒɪzəm/ *n.* (formal) a new word or expression or a new meaning of a word 新词; 旧词新义

galore /gə'ləː/ *ad.* (informal) in large quantities 很多

fogy (*also* fogey) /'fəʊɡɪ/ *n.* (pl.-ies or ~s) person with old-fashioned ideas which he is unwilling to change 老顽固, 守旧者, 赶不上时代的人

angst /ɑːŋst/ *n.* (from German) a feeling of anxiety and worry about a situation, or about your life 忧虑, 苦恼 (尤指对于世界局势)

have little / everything to do with 与...无关 / 相关

afield /ə'fi:ld/ *ad.* far away from home; to or in places that are not near (esp. in the phrases far/farther/further afield) 远离 (尤指家乡); 到远方, 在远处

accommodating /ə'kɒmədeɪtɪŋ/ *a.* willing to help and do things for other people 乐于助人的, 善于适应新环境的

merit /'merɪt/ *n.* the quality of being good and of deserving praise, reward or admiration 值得称赞或奖励的品质, 价值, 优点

repository /rɪ'pɒzɪtəri/ *n.* (written) a place where a large number of things can be kept or stored 贮藏或存放物品之处所, (尤指) 仓库, 博物馆

lamented /lə'mentɪd/ *a.* (formal or humorous) (of sb/sth that has died or disappeared) missed very much 被哀悼的, 令人遗憾的

mutation /mju:'teɪʃən/ *n.* a change in the form or structure of sth 变化, 转变

encroach /ɪn'krəʊtʃ/ *v.* (~ upon sth) (formal) to slowly begin to cover more and more of an area 侵犯, 蚕食, 侵蚀

Denglish /'dɛŋɡlɪʃ/ *n.* sometimes spelled Denglish, a portmanteau of the words *Deutsch* and *English* 德式英语

legacy /'legəsi/ *n.* (pl. -ies) a situation that exists now because of events, actions, etc. that took place in the past (历史) 遗留问题

exterminate /ɪks'tɪ:mɪneɪt/ *v.* to kill all the members of a group of people or animals 彻底毁灭(一种族、一群人或动物), 消灭, 根除, 灭绝

outright /'aʊt'raɪt/ *a.* complete and total 率直的, 总共的, 完全的

go out of business 破产, 倒闭

extinction /ɪks'tɪŋkʃən/ *n.* a situation in which a plant, an animal, a way of life etc. stops existing 灭绝, 绝种

paradoxically /pə'rɒdɒksɪkəlɪ/ *ad.* containing two opposite ideas that make it seem impossible or unlikely, although it is probably true 似非而是地, 反常地, 自相矛盾地

multilingualism /mʌltɪ'lɪŋgwəlɪzəm/ *n.* speaking or using several different languages 使用多种语言(的现象)

Scandinavian /skændɪ'neɪvɪən/ *n.* inhabitant of Scandinavia, especially of Norway, Sweden, Denmark and Iceland 斯堪的纳维亚人(即丹麦、挪威、瑞典、冰岛人)

Arabic /'ærəbɪk/ *n.* the language of the Arabs 阿拉伯语

Notes to Text I

- 1▶ Deutsche Welle: DW is Germany's international broadcaster. It broadcasts news and information on shortwave, Internet and satellite radio in 29 languages (DW-RADIO). It has a satellite television service (DW-TV) available in four languages, and also DW-WORLD.DE, a 30-language online news site.
- 2▶ the tongue...“low people” of England: After the Norman Conquest in the 11th century, Norman French became the language of the court and of official life until the end of the 14th century. During these 300 or more years English remained the language of the common people. When the 14th-century vernacular revival came, dominated by Chaucer and Wycliffe, English was restored to its old place as the speech of all classes.
- 3▶ the sun never set: The phrase “The Empire on which the sun never sets” was first used to describe the Spanish Empire in the 16th century. In the 19th century it became popular to apply the phrase to the British Empire, especially during the Victorian era, when British world maps coloured the Empire in red or pink, vividly highlighting British imperial power spanning the globe.
- 4▶ the revolution in 1789: French Revolution. The event at the end of the 18th century that ended the thousand-year rule of kings in France and established the nation as a republic.

Comprehension Check

1 Reading for general ideas

Read the text through quickly and answer the following questions.

- 1 Why is English called the language of globalization?
- 2 In addition to being a medium of communication, what other roles do languages play?
- 3 How do people see the changes in English?

2 Reading for specific information

Read the text again more carefully and decide whether the following statements are true or false.

- 1 Though the genders in English are easier than some other languages, its rules concerning grammar, spelling and pronunciation are much more irregular and difficult to follow.
- 2 Germany and Japan were defeated by the English-speaking Americans and Englishmen because their prime ministers had some trouble in negotiating in English in 1940.
- 3 Not only the French, but people from other countries such as Poland and Germany, feel the urgency of defending the encroachment of the influence of English.
- 4 It is unnecessary for the Brits to learn any other foreign language because English is so widely used.

3 Further understanding

Discuss the following questions with your partner. Do not worry if you have different ideas.



- 1 In the text, the author writes “This is sometimes lamented even in England itself, for though the language that now sweeps the world is called English, the culture carried with it is American.” If you were an Englishman, would you feel regretful?
- 2 Nowadays, have you seen any influence of English words on Chinese? If so, give some examples and show your attitude towards this phenomenon.

4 Reading and making interpretations

Read the text again more carefully. Paraphrase the following sentences from the text, paying particular attention to the *italicized* words.

- 1 Truly, the tongue spoken back in the 1300s only by the “*low people*” of England has *come a long way*.
- 2 But however *accommodating* English might be, the real reason for the latter day triumph of English is the triumph of the English-speaking United States as a world power.
- 3 As the 20th century *drew on*, however, and English continued to *encroach*, French was *driven on to the defensive*.
- 4 But for many peoples the triumph of English is the defeat, if not *outright* destruction, of their own language.
- 5 Thus the triumph of English not only destroys the tongues of others; it also *isolates native English-speakers from* the literature, history and ideas of other peoples.

Part Three

Text II

Pre-reading Questions

- 1 What shall we be cautious of in an intercultural business talk?
- 2 Are jokes proper in business talks?

Key Words and Expressions

brush up
 dialectical /ˌdaɪ.əˈlektɪkəl/ *a.*
 lightweight /ˈlaɪtweɪt/ *n.*
 disconcerting /ˌdɪskənˈsɜːtɪŋ/ *a.*
 burst out

contingency /kənˈtɪndʒənsɪ/ *n.*
 tune into
 hilarious /hɪˈleəriəs/ *a.*
 condescending /kɒndɪˈsendɪŋ/ *a.*
 circumlocution /ˌsɜːkəmləˈkjuːʃən/ *n.*

be concerned with
 entente cordiale
 /ɜːnˈtaːnt kəˈdʒəl/
 in jeopardy

Talking Business? Watch Your Language*

Roger Collis

Ralph Waldo Emerson's counsel 150 years ago that "No man should travel until he has learned the language of the country he visits" is reflected in the current boom in language learning for business travelers. Berlitz, Europe's largest school, is said to have doubled numbers of its lessons since 1985.

The key to success, we are told, is to do business in the other person's language. But unless you can really cope in a language, it is usually best to save it for social chat.

English, of course, is now accepted as lingua franca for business travelers in most parts of the world. But forcing people to speak it when they are not completely fluent can lead to serious misunderstanding.



There was the case of a former German chancellor who was presented to the queen during a visit to London. He had brushed up his English for the occasion. But when he was introduced to her he said, "Who are you?" instead of "How are you?" She replied, "I am the queen of England." That's a true story.

A good compromise is for both sides to speak their own language, which may bring a dialectical, if not an entirely cultural, meeting of minds. Although it may be worth remembering the old German adage that you should sell in the other's language and buy in your own. For most people this means speaking through interpreters. But the ability to work well with one is a technique, a skill in itself. You have to make sure that your message

is well received in a cultural as well as a linguistic sense.

“You have to be very careful about using humor on formal occasions,” says Peter Pooley, a deputy director-general at the EC Commission in Brussels. “If you make an after-dinner speech in the U.K., you’re heavily criticized if you don’t make a joke; in France you’ll be criticized if you do. They’ll say, he’s a clown, he’s a **lightweight**, especially a politician. The British self-mocking humor is not understood.

“It can be quite **disconcerting** with simultaneous interpretation,” Pooley says. “You make a witty remark and those people listening in English laugh; then the French and Italians laugh; then there’s a pause because the Dutch and Germans are waiting for the verb at the end of the sentence before they get it. Meanwhile, you’re saying ‘yes, but to be serious I must make an important point.’ At which point the Germans will all **burst out** laughing.”

The Japanese seem to have found a face-saving solution to this **contingency**. The story goes of the Japanese interpreter who said recently: “The American gentleman has now started telling a joke. When he stops speaking, please laugh and clap loudly or I’ll be in trouble.”

Another solution when faced with strange English from a nonnative speaker is to **tune into** the French translation or hit the music button on your Walkman.

Alas, this is not possible in face-to-face meetings. Everything depends on the skill of the interpreter. Confusion generated by faulty translation is less **hilarious**. Experts recommend that both parties in a negotiation bring their own people to interpret for important discussions. It’s convenient, but dangerous, to rely on the home side’s interpreter, who may unconsciously represent the interest of his or her employer.

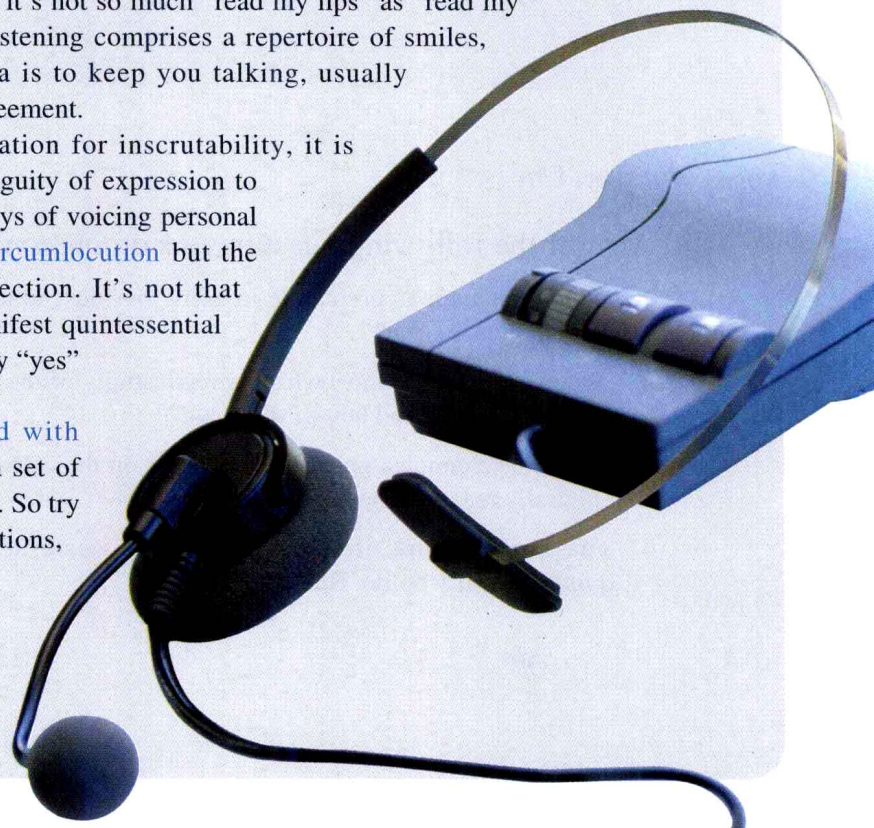
Keep sentences short and simple but avoid oversimplifying — which may give an impression that you’re **condescending** — and pause frequently. Avoid vague and imprecise expressions; use visual aids; and look at the person with whom you’re dealing — not the interpreter; look out for signs of confusion; keep eye contact when culturally appropriate (in the Far East it’s sometimes interpreted as aggressive or challenging behavior — only the occasional glance into another person’s face is considered polite).

When it comes to the Far East, it’s not so much “read my lips” as “read my mind.” The Japanese method of listening comprises a repertoire of smiles, nods, and polite noises. The idea is to keep you talking, usually misinterpreted by westerners as agreement.

If the Japanese have a reputation for inscrutability, it is because they have developed ambiguity of expression to an art form. They have delicate ways of voicing personal opinions. The British invented **circumlocution** but the Japanese have brought it to perfection. It’s not that they’re hypocritical. But they manifest quintessential politeness, which can mean they say “yes” when they really mean “no.”

The Japanese are **concerned with** saving face and have developed a set of rules to prevent things going wrong. So try to avoid saying no or asking questions, when the answer might be no.

Closer to home, there are defective cognates between languages like English and



French. The *entente cordiale* was in jeopardy when the French head office of its recently acquired subsidiary in the United Kingdom faxed: “We demand your latest profit figure...” Demander in French means to ask, not to demand.

Although we’re not yet able to tune into simultaneous interpreting at most business meetings, there is a galaxy of palm-size electronic gizmos that offer instant translations on the road. Some, like Seiko’s Dr. Voice (about \$240) come with voice cards that translate phrases both ways between Japanese, English and other languages. (Check pronunciation through the earphones.) The Epson Tran Ex Cyber Translator (about \$250) allows you to translate about 32,000 English words into Japanese by scanning printed text. Fuji sells a similar product, while Canon’s Wordtank (about \$300) has a range of applications for translation from several languages, such as English into Japanese or Japanese into English.

Do invest in one of the compact, new generation electronic translators. These are more than dictionaries, translating entire sentences. Some have synthesized voice cards that speak with a realistic accent in several languages.

Hold the Jokes. Don’t use humor, metaphors, analogies, or literary allusions that can lead to cultural as well as linguistic misunderstanding.

Pictures Talk. Do make use of visual aids — a picture can be worth a thousand words. And keep your sentences short and simple.

Hire an Interpreter. Don’t rely on one interpreter employed by the other side: He or she may subtly distort your views. Both parties should bring their own interpreters to crucial negotiations.

(Total Words: 1032)

* This text is taken from http://www.iht.com/articles/1993/06/25/frequent_0.php.

Comprehension Check

1 Answer the following questions according to the text.

- 1 Which language is preferable in doing business in another country, your mother tongue or the local language? Why?
- 2 According to the author, what is practicability of the old German saying “You should sell in the other’s language and buy in your own”?
- 3 Tell some examples given by the author on the discrepancy between linguistically received and culturally received meanings.
- 4 The Japanese are often interpreted by westerners as “inscrutable” while they are just quintessentially polite. How is the case?