



高职高专商务英语、应用英语专业规划教材

欧美概况与跨文化 商务交际视听说

编著 郑张敏 陆金英

顾问 都建明 陆金仙

审稿 郑智杰 张丽敏

European and
American Studies
and Intercultural
Business
Communication



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编者说明

本书旨在帮助 21 世纪的英语学习者在国际交往日益频繁的今天,进一步增强文化意识和跨文化意识,发展跨文化交际能力,以便在已成为“地球村”的世界上,在与他人的交往中能够如鱼得水、应付自如。选取的大部分试听材料体现了与时俱进的教学理念,尽可能体现教材的“时代感、新鲜感、成就感”。如奥巴马总统访华时在上海对话中国青年大学生的视频听力材料和当今世界形势的各种英语新闻等,让学生学到原汁原味的地道的英语口语。同时选取了一些名人英语演讲,从大学生创业的角度,激发他们的拼搏精神和积极向上的精神,如苹果电脑总裁在斯坦福大学的演讲所叙述的坎坷经历和成功的案例对当今大学生的创业有很好的启发作用。

第一章的内容以英国历史为主线。在英国历史上有“条条道路通罗马”之称。为了阐述英国的历史渊源,我们讲到了“罗马帝国”、凯撒大帝日记等史料,这是标志英国有文字历史记载的开始。英国本土民族凯尔特人除了被古罗马人征服融合外,还经历了北欧海盗和丹麦人的入侵,以及 1066 年诺曼人的征服。这些事件对英语语言和社会文化各方面均产生了深远的影响。近代英国对美国、加拿大、澳大利亚、中国、印度等国家的海外扩张促进了英国经济的快速发展。

第二章美国历史以美国的“大熔炉”文化为主要特色。本章阐述了美国在短暂的历史时期内的发展和崛起的过程。正如某些西方经济学家的断言:“When the United States coughs, the rest of the world catches cold.”(美国咳嗽时,全世界都感冒了。)由此可见它在世界经济中的地位。

近几十年来,经济的全球化(globalization of economy)、商业的国际化把分布在世界不同角落的人与产品聚集在了同一时空之下。因此第三章以 2010 年上海世博会作为其中的一个切入点,略述了各国经济文化的异同以及和中国的跨文化商务交际。如:荷兰国家展示馆中呈“8”字形的人行道迎合了中国文化中的民俗意识和某种文化底蕴;卢森堡国家展示馆的周围森林和堡垒(forest and fortress)的设计迎合了国名的中文音译,融合了中国文化;奥地利国家展示馆的设计为红、白色相间,红色体现了中国文化的喜庆色彩;沙特阿拉伯国家展示馆以沙漠为主题,他们的领导人声称:希望和中国人民共享并展示他们的生活经历,跨越时空则令人联想到中国唐代兴起的“丝绸之路”途经沙漠,将丝绸传播给了遥远的欧洲,供达官贵人享用。在第一章欧洲历史部分提到:



silk 为 emperor's clothes, 英国历史部分提到: take silk 为地位的升迁之意, 在整篇的布局上力求历史的连贯性和延续性。

本书的大部分材料选自伦敦 Kingfisher 出版社发行的历史百科全书 *The Concise History Encyclopedia* (London: Kingfisher Publications Plc, 2001) 和英国大英博物馆出版社出版的 *The British Museum Book of Chinese Art* (Edited by Jessica Rawson. London: British Museum Press, 1999) 等权威的著作。对有争议的历史事实有更加公正的立场和评判。例如: 对“茶叶”间谍罗伯特·福钧(伦敦园艺会领导人、英国著名植物学家)在武夷山进行物种资源窃取等行为在书中用了“steal”(偷窃)一词。由于中国红茶的俏销, 导致英国白银外流, 英国政府指示东印度公司派遣间谍。1842年后在中国的三年采集行程中, 他学习中文并穿中国人的服饰, 按照中国人的方式理了发, 加上了一条长辫子, 冒着生命危险乔装打扮成当地中国人。在回国时带回了 100 多种西方人没有见过的植物。他窃取了 2 万株茶树至印度的大吉岭, 结束了一直为中国茶垄断的茶市场。由于英国“偷窃”并合理利用了中国博大精深的工艺和技术, 原本是中国财源的茶叶工艺却变成了英国人致富的摇钱树。同样, 在知识产权特别受到保护的今天, 在当今纷繁复杂的跨文化商务交际活动中的竞争也是信息和技术的较量, 因此上海世博会期间各国的文化展示和商务交往是中国和世界沟通的桥梁。

在第四章“跨文化商务交际和我国在商贸领域取得的成就”中, 以大量简洁实用的统计图表展示了我国对外交流活动的成就。全国口语大赛、写作大赛和剑桥商务英语(BEC)中高级考试的题型也是以根据图表写作为主要形式, 因此本章的学习可以让学生既了解到当今的商务形势, 又培养了学生的英语使用能力。

每单元后面附有详细的注释, 既适合高校课程教学, 又便于广大自学者学习之用。

本教材共四章, 分为 61 课时, 并配有 61 个 PowerPoint 的教学课件。四套相关试卷针对相关章节, 并配有试卷的电子稿。同时听力视频材料等也刻录成 DVD 光盘, 赠送给使用本教材的兄弟院校老师, 以供教学参考之用。

在此告慰为我做出了最大牺牲、无私关心支持我的父亲——文博专业研究员、上海国际拍卖行的文物古玩鉴定专家张梅坤先生。同时向给予我孜孜不倦教诲的硕士生导师、浙江大学外语学院朱炯强、顾明华、徐至立、王之光等教授表示最诚挚的谢意。

本教材和上海海洋大学外语学院的郑智杰等老师合作编写。正是与该校在学术上互相交流、互相探讨, 更新教学理念, 才有了这本别具特色的教材。

郑张敏

2010年6月



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CHAPTER ONE

History of Great Britain

Unit 1 The Origin of the English Nation



Lead-in: Listening (PPT-1)

Listen to the video “Stonehenge decoded” carefully, and answer the following questions:

1. What did archaeologists newly-find in the remains of the Stonehenge?

2. Do you agree with the hypothesis that ancient people greeted the summer solstice Sunday at the ancient stone circle of the Stonehenge?

3. Why did Mr. Pearson suspect the Stonehenge was once a lost city and what evidence did he provide us?



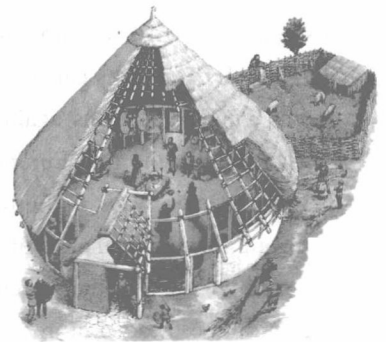
Reading

1.1 The Native Celts

The Celts were a loose grouping of tribes living in southern Germany from around 1500 BC. By Roman Times the Celts dominated much of Europe.

Around 500 BC, the Celts were the dominant European power.

They had expanded from in what is now southern Germany. They were not a nation but more a





confederation of individual tribes with a shared culture. Their influence eventually stretched from Spain to Britain, Germany and northern Italy and as far as central **Anatolia**.

Celtic roundhouses were made of **timber and thatch**, with **wattle-and-daub** (or sometimes stone) walls. Smoke floated out through the thatched roof, but rain was unable to seep in. Sleeping space was around the inside of the wall, while cooking and washing went on around the central fire.

1.1.1 The Celtic Life

The Celts traded with Rome, Greece and other countries, but they were not much influenced by these civilizations.

The Celts were tribal farmers who gathered around their chiefs' **strongholds**. These were often hill-forts, and some of them later became villages and towns. Most Celts were **homesteaders** and small farmers, living in a variety of tribes.

The Celtic stag-god **Cernunnos** or **Hurn** was **hammered and chiseled** onto the side of this large bronze **cauldron** around 1,900 years ago. Cernunnos was an important **deity** of the Celts, essentially a nature god associated with produce and fertility.



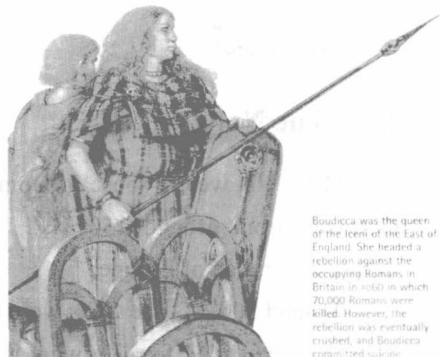
1.1.2 Power and Law

Each Celt was a free person with individual rights. Druidic justice was famous, and bonds of loyalty within each tribe was strong. The chiefs were elected by tribespeople, and the high kings by the chiefs. Both could be **deposed** if they did not do a good job.

1.2 Celtic Warriors

Known as fierce warriors (the women fought too), the Celts used iron to make their weapons and tools. In 390 BC they sacked Rome and in 280 BC they raided Greece and Anatolia, seeking booty. Sometimes they even fought among themselves. The Roman exploited this when conquering Gaul (France) and Britain. The British Celtic leader, Caradoc was betrayed by other Celts. Disunited, the British warriors lost their independence in 43—80 AD. The Celts came to accept Roman rule and later fought with the Romans against Germanic barbarians. The Celts were also the first European Christians. After the fall of Rome, Celtic ways in Europe survived only in Ireland, Cornwall, Brittany and parts of Wales and Scotland.

Boudicca^[1] was the queen of the Iceni of the east of England. She headed a rebellion against the occupying Romans in Britain in 60 AD, in which 70,000 Romans were



Boudicca was the queen of the Iceni of the East of England. She headed a rebellion against the occupying Romans in Britain in 60 AD in which 70,000 Romans were killed. However, the rebellion was eventually crushed, and Boudicca committed suicide.

killed. However the rebellion was eventually crushed, and Boudicca committed suicide.

1.3 Ancient Celtic Civilization

Stonehenge is a prehistoric monument located in the English county of Wiltshire, about 3.2 kilometres (2.0 mi) west of Amesbury and 13 kilometres (8.1 mi) north of Salisbury. As one of the most famous sites in the world, Stonehenge is composed of earthworks surrounding a circular setting of large standing stones and sits at the centre of the densest complex of **Neolithic and Bronze Age** monuments in England, including several hundred burial mounds. Archaeologists had believed that the iconic stone monument was erected around 2500 BC.



1.4 Celtic Religion—Druidism^[2]

1.4.1 Ancient Druidism

There is no evidence of **druids** predating the 2nd century BC. Greek and Roman writers on the Celts commonly made at least passing reference to Druids, though before Caesar's report merely as "barbarian philosophers". These writers were not concerned with ethnology or comparative religion, and consequently our historical knowledge of druids is very limited.

Demigod of magic, prophecy and illusion. Originally an ancient Welsh druid, priest and great magician who went mad after seeing his chief killed. He escaped to Caledon Forest, lived there and gained the gift of prophecy. He once grew feathers so he could leap from tree to tree.

Julius Caesar's *Commentarii de Bello Gallico*, book VI, published in the 50s or 40s BC, gives the first surviving and the fullest account of the druids.

1.4.2 Modern Druidism

Neo-druidism or **neo-druidry** (referred to simply as **Druidry** by some adherents) is a form of modern spirituality or religion that generally **promotes harmony and worship of nature**, and respect for all beings, including the environment. By other modern druids it is considered to be a philosophical movement that includes religious tolerance,





allowing its followers to be adherents of other religions, or to be atheists.

New Words and Expressions

Celt [kelt; selt]	<i>n.</i> 凯尔特人
dominate ['dɒmineɪt]	<i>v.</i> 支配, 占优势
confederation [kən.fedə'reɪʃən]	<i>n.</i> 结盟
Anatolia [ˌænə'teɪljə]	<i>n.</i> 安纳托利亚(亚洲西部半岛小亚细亚的旧称)
timber and thatch	木料和茅草
wattle-and-daub	<i>n.</i> 抹灰篱笆墙
stronghold ['strɒŋhəʊld]	<i>n.</i> 要塞, 据点
homesteader ['həʊm.stedə(r)]	<i>n.</i> 农场所有权人, 自耕农
stag-god Cernunnos or Hurn	牡鹿(Cernunnos 是凯尔特人的神祇, 是掌管林野以及狩猎的神灵)
hammered and chiseled	铸打并凿刻成的
cauldron ['kɔ:ldrən]	<i>n.</i> (=cauldron)大锅炉
deity ['di:ɪti]	<i>n.</i> 神, 神性
deposed [di'pəʊz]	<i>vt.</i> 免职, 废(王位)
Stonehenge ['stəʊnhendʒ]	<i>n.</i> (英国 Salisbury 平原上的)史前巨石柱
Neolithic [ni:əʊ'liθɪk] and Bronze Age	新石器时代和铜器时代
Druid ['dru:ɪd]	<i>n.</i> 德鲁伊教团员
demigod ['demɪgɒd]	<i>n.</i> 半神半人
neo-druidism	新德鲁伊教
atheist ['eiθɪɪst]	<i>n.</i> 无神论者

Notes

[1] Boudicca: 或者是 Boadicea, 意指胜利, 是东英格兰 Iceni 部落的女王。西元 60 年时, 她领导叛变以反抗罗马人, 摧毁 Colchester、St. Albans 的城市, 攻下伦敦, 可是最后她仍然败给罗马人, 她不愿受异族凌辱, 所以毒死自己以求了断。——Roma Ryan, 专辑《凯尔特人》CD 中的小册子。

恺撒大帝在公元前 55 年就开始了英国对英国的入侵, 但他从未在英国实现他的统治。那是在公元 43 年, Claudius 皇帝下令征服英国, 在这第二次入侵时发生了女王 Boadicea 的故事。Boadicea 被描述为一个可怕的、强有力的女人。一个罗马作家这样描述了她: “她非常高, 她的眼神好像会刺伤你, 她的声音洪亮刺耳, 她那浓密、红褐的头发垂到腰下, 她总是戴一个巨大的金色颈环, 穿一件用胸针固定的飘拂的格子斗篷。”——Cassius Dio, Terry Deary 引自《腐朽的罗马人》。

[2] **Druidism and Neo-druidism:** 德鲁伊教在不列颠的母系社会时代就已存在。但经过与罗马人的战争，以及基督教的竭力打压，公元 6 世纪到 16 世纪这千年中，很多德鲁伊教的传统渐渐融入人们的日常生活，甚至被基督教吸收消化，但教团本身却已销声匿迹。直到 16 世纪，随着早期德鲁伊宗教研究著作的翻译和印刷传播，欧洲人开始意识到他们的祖先并非愚昧无知的野蛮人，“德鲁伊教复兴”运动才逐步展开。时至今日，已有数个德鲁伊团体(Order)活跃在世界各地，他们将环保主义和泛爱主义融合到自己的信仰中，崇尚人与自然的和谐，使这个根植于古老传统的神秘宗教焕发出了前所未有的清新与活力。(图“当今德鲁伊组织 OBOD 对德鲁伊教的诠释——带有泛爱主义的意味”)

For more information, you can check out the following links:

http://www.baidu.com/s?wd=The+Native+Celts&ch=&tn=baofengyingyin_cb&bar=11

http://www.baidu.com/s?wd=Neo-druidism&ch=&tn=baofengyingyin_cb&bar=11



Unit 2 Britain and Roman Empire



Lead-in: Listening (PPT-1)

Listen to a movie clip, Shakespeare's famous tragedy—*Julius Caesar* carefully, and answer the following questions:

1. Why did Brutus and other alarmed Republicans assassinate Julius Caesar when Caesar became dictator for life?
2. What did Brutus say to persuade the Romans?



Reading

1.1 Roman Britain (55 BC—410 AD)

1.1.1 The Rise and Fall of Roman Republic

Rome was by then run by patricians (the ruling class). They expanded Rome's interests, first in Italy and later throughout the Mediterranean. There followed a struggle between the patricians and plebeians (ordinary people), which led to the writing of a legal code and to plebeian influence in government. This formed the backbone of the Republic.

The Romans soon established new cities, building order and prosperity and giving conquered peoples a form of Roman citizenship if they cooperated. By 44 BC the Romans ruled Spain, France, Europe south of Danube, Anatolia and Northern Africa. They dominated the Mediterranean—in less than 200 years, the Romans became the controlling force in the West.

When attacking a fortress, **legionnaires** would form a protective shield like this—a **testudo** (tortoise), that advanced slowly under fire from stones and arrows.

1.1.2 Julius Caesar's Influence upon English History

The Roman army, commanded by Julius Caesar, invaded England in 55 BC. During the invasion of England, Julius Caesar kept a diary in which he wrote what



he said and experienced in England. His diary marked the beginning of English recorded history.

The successful invasion of England by the Romans did not take place until a century later, in 43 AD, and it was headed by Roman Emperor **Claudius**. The Romans left Britain around 410 AD.

1.1.3 Shakespeare's Famous Tragedy—*Julius Caesar*^[1]

In 44 BC, Julius Caesar became dictator for life. Alarmed Republicans assassinated him, and soon after the Republic broke up.

Here is an excerpt from *Julius Caesar*:

Brutus: Be patient till the last. Romans, countrymen, and lovers! Hear me for my cause, and be silent, that you may hear; believe me for mine honour, and have respect

to mine honour, that you may believe: **censure** me in your wisdom, and awake your senses, that you may be the better judge. If there be any in this **assembly**, any dear friend of Caesar's, to him I say that Brutus' love to Caesar was no less than his. If then, that friend demand why Brutus rose against Caesar, this is my answer: —Not that I loved Caesar less, but that I loved Rome more. Had you rather Caesar were living and die all slaves, than that Caesar were dead, to live all free men? As Caesar loved me, I weep for him; as he was fortunate, I rejoice at it; as he was **valiant**, I honour him: but, as he was ambitious, I slew (kill) him. There is tears for his love; joy for his fortune; honour for his valour (bravery); and death for his ambition. Who is here so base that would be a **bondman**? If any, speak; for him have I offended. Who is here so rude that would not be a Roman? If any, speak; for him have I offended. Who is here so vile (hateful, shameful) that will not love his country? If any, speak; for him have I offended. I pause for a reply.

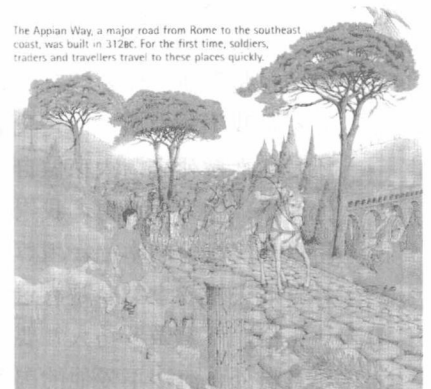
All: None, Brutus, None!

Brutus: Then none have I offended. I have done no more to Caesar than you shall do to Brutus.



1.3 Britain under Roman Empire

The final conquests, in the century following Augustus, had been in **Britain**, Syria, Palestine and Egypt. The Jews and the British had been difficult to beat, and the **Parthians** impossible. However, most of the conquered people adapted.



The Appian Way, a major road from Rome to the southeast coast, was built in 312BC. For the first time, soldiers, traders and travellers travel to these places quickly.



People in Gaul, North Africa, Syria, Britain and Hungary adopted Roman ways and thought of themselves as Roman citizens. Running a huge empire was difficult, and it was united by business, not religious or ethnic ties. Provincial peoples were allowed to get on with their lives, as long as they obeyed the rules set by Romans.

As the English proverb goes: "All roads lead to Rome."^[2]

New Words and Expressions

Danube ['dænju:b]	<i>n.</i> 多瑙河(欧洲南部河流)
Legionnaires [li:dʒi'nɛə(r)]	<i>n.</i> 罗马集团军
testudo [tes'tju:dəu]	<i>n.</i> 龟甲阵, 龟甲形大盾
Claudius ['klo:diəs]	<i>n.</i> 克劳迪亚斯(罗马执政官)
excerpt ['eksə:pt]	<i>n. & vt.</i> 摘录
censure ['senʃə]	<i>v.</i> 责难
assembly [ə'sembli]	<i>n.</i> 集会
valiant ['væljənt]	<i>adj.</i> 勇敢的, 英勇的
bondman ['bɒndmən]	<i>n.</i> 奴隶
Parthian ['pɑ:θiən; -θjən]	<i>n.</i> 帕提亚(Parthia)人
ethnic ['eθnik]	<i>adj.</i> 种族的

Notes

[1] 背景知识: 布鲁图演说出自莎士比亚所写悲剧《裘力斯·恺撒》。布鲁图是古罗马政治家, 与卡西乌合谋刺杀恺撒, 图谋恢复共和政体。汉语译文是在朱生豪译本基础上修改的(个别地方参照梁实秋的译本)。

布鲁图: 请耐心听我讲完。

各位罗马人, 亲爱的同胞们! 请你们静静地听我解释。为了我的名誉, 请你们相信我; 尊重我的名誉, 你们就会相信我的话。用你们的智慧批评我; 唤起你们的理智, 给我一个公正的评断。要是在今天的集会中, 有什么人是恺撒的好朋友, 我要对他说, 布鲁图也是和他一样爱恺撒。要是那位朋友问我为什么要起来反对恺撒, 这就是我的回答: 并不是我不爱恺撒, 而是我更爱罗马。你们宁愿让恺撒活在世上, 大家做奴隶而死呢, 还是让恺撒死去, 大家做自由人而生? 因为恺撒爱我, 我为他哭泣; 因为他幸运, 我为他高兴; 因为他英勇, 我崇敬他; 但因为他有野心, 我杀死他。我用眼泪回报他的爱, 用欢乐庆祝他的幸福, 用尊敬纪念他的英勇, 而用死亡制止他的野心。这里有谁愿意自甘卑贱去做奴隶? 要是有这样的人, 请说出来, 因为我已经得罪他了; 这里有谁愿意自居粗俗, 不愿做罗马人? 要是有这样的人, 请说出来, 因为我已经得罪他了; 这里有谁愿意自处下流, 不爱他的国家? 要是有这样的人, 请说出来, 因为我已经得罪他了。我

等待回答。

众市民：没有，布鲁图，没有。

布鲁图：那么我没有得罪什么人。我怎样对待恺撒，你们也可以怎样对待我。

[2] All roads lead to Rome: 英语谚语“条条道路通罗马”源自于罗马人对英国的统治的史实。

For more information, you can check out the following link:

http://en.wikipedia.org/wiki/Roman_Britain