商务英语系列教材

BUSINESS ENGLISH

商务英语

泛读 2

Extensive Reading

总主编 虞苏美

主 编 吴长镛

高等教育出版社

商务英语系列教材

商务泛读英语

2

总主编　虞苏美

主　编　吴长镛

编　者　印丕杰　戴红珍

宋　梅　吴长镛

Extensive Reading

高等教育出版社

图书在版编目(CIP)数据

商务英语泛读.第2册/吴长镛主编.—北京:高等教育出版社,2001.1

ISBN 7-04-008682-4

Ⅰ.商… Ⅱ.张… Ⅲ.商务-英语-高等学校:技术学校-教材 Ⅳ.H31

中国版本图书馆CIP数据核字(2000)第78808号

责任编辑 周俊华 **特约编辑** 许振华 **责任印制** 蔡敏燕

版式设计 杨歆颖 李 颖 **封面设计** 乐嘉敏 李 颖

书 名	商务英语泛读(第2册)		
主 编	吴长镛		
出版发行	高等教育出版社		
社 址	北京市东城区沙滩后街55号	**邮政编码**	100009
电 话	010-64054588 021-62587650	**传 真**	010-64014048 021-62551530
网 址	http://www.hep.edu.cn		
排 版	南京理工排版校对公司		
印 刷	商务印书馆上海印刷股份有限公司		
开 本	787×960 1/16	**版 次**	2001年1月第1版
印 张	24	**印 次**	2001年1月第1次
字 数	400 000	**定 价**	24.00元

前　言

《商务英语泛读》是商务英语系列教材之一，教材中的语言材料均选自当代英美报刊杂志以及某些商务专著，其内容新颖、涉及面广。本教材旨在通过较大量的阅读，使学生巩固已学的基本词汇和语法知识，扩大词汇量，加强语感，提高英语阅读能力。若配合本系列教材的其他分册使用，则更能系统地掌握商务英语的基本词汇及其表达方式，全面地获得有关商务的基本知识。

考虑到商务英语初学者的英语语言基础尚不扎实，以前又很少接触商务材料，我们对教材中涉及商务知识的阅读材料作了精心设计：随着学生在其他专业课中商务知识的逐步增加，本教材中商务材料所占的比例由小到大。在第一册中商务材料约占三分之一左右，在第二册中约占二分之一左右，在第三、四册中大部分为商务材料。

本教材共计 4 册，每册 15 个单元。每单元分 2 个部分。第一部分由课文(Text)及相应的练习组成，其中 Text A 可作为主课文使用，Text B 可作 Home Reading 使用，教师亦可根据需要作适当调整；第二部分为快速阅读(Fast Reading)，每单元都配有 3 篇短文及相应的练习，其目的是培养学生在有限时间内快速准确地获取主要信息的能力，此部分可在课堂规定的时间内完成。本教材每册各配有期中与期末 2 套自测题，用以检查已学过的词汇、语言知识、商务知识及阅读理解能力。每册书后附有该册生词总表及练习答案，供教师和学生参考。

本教材可供普通高等学校、高等职业学校、高等专科学校以及成人高等学校商务英语专业的学生使用，亦可用作爱好英语的非商务英语专业学生的自学课本。

由于时间仓促，水平有限，疏漏和错误之处在所难免，欢迎批评指正。

编　者

于华东师范大学

CONTENTS

Extensive Reading

Unit One

Section Text A

Text A

Protecting against Economic Loss(I)

Each of us constantly chances the possibility of financial loss. Homes may be damaged or destroyed by fire, storm, or vandalism. Automotive accidents may result in loss of life, large medical expenses, or damaged property. A wage earner may no longer be able to earn a living because of illness, injury, or old age. Death may result in unexpected expenses and loss of income for the rest of the family. Situations such as these in which you chance the possibility of financial loss are called economic crisis.

What would happen if your family lost its home and personal belongings in a fire? What would happen if your family lost the income of its major wage earner? For most individuals or families, such a large financial loss would mean severe hardship.

To avoid financial hardship, many people try to build financial security. They regularly put aside savings to pay for small financial emergencies or to tide them over in case of temporary loss of income. Most people, however, are not able to build up enough savings to cover large or long-term losses. Therefore, they buy insurance as part of their financial security plan. In this article you will learn about insurance. In addition, you will learn about some of the more common types of economic risks against which people need to be protected.

What is insurance?

Suppose that you and nine of your friends belong to a bicycle club and that one of the bikes is destroyed in an accident. The person whose bike is destroyed has to buy a new bike in order to continue to participate in the activities of the club. Unfortunately, the cost of a new bike is $ 100 — which is more than that person or any other club member can afford. As a result, your club loses one member.

Imagine, however, that all club members had agreed earlier to share equally in any losses that might occur. In this case, each of you would have to pay only $ 10 to cover the cost of the new bike. Your friend could continue to belong to the club. Moreover, you would know that whenever one's bike was lost, neither you nor your friends would suffer a financial loss of more than $ 10. Thus, by sharing the risk, each of you receives some protection against the possibility of major economic loss.

This type of sharing is a form of insurance. Insurance is the protection against economic loss provided by sharing the risk with others. It would be impractical, of course, to use this method of sharing with your friends to protect against all economic losses. The replacement cost of some items might be too much to be economically shared by a small group. And if all the insured items were destroyed at the same time, the cost of replacing them would be more than the group could manage.

For these and other reasons, most people turn to insurance companies. Insurance companies are businesses that provide insurance services. Because insurance companies are able to insure many people against a specific risk, the pool of people sharing the risk is large. And so the cost to each member of the pool is small. In addition, insurance companies base their costs on the theory of probability; that is, an estimate of the likelihood that a particular event will occur. On the basis of past experience, insurance companies can determine with reasonable accuracy how many accidents of a given type will likely occur within a certain period. The greater the chance, the greater the cost of that type of insurance.

You, too, can base your need for insurance on the theory of probability. If you think it is not likely that you will suffer a loss, you may choose not to buy insurance. In the example mentioned earlier, you might have been one of the people whose bike was not damaged. In that case, you would have been financially ahead by not joining in the group's loss-sharing plan. However, if your bike had been damaged, could you afford to repair or replace it? If you had insurance, you would have received some help in paying for repairs or a new bike. Remember, insurance does not eliminate the possibility of a loss. It does, however, spread some of the financial burden so that it is not a hardship on any one family or individual.

Self-insurance

Sometimes large companies protect themselves against various kinds of losses by means of self-insurance. Self-insurance is setting aside money regularly to provide enough cash to cover possible financial losses. For some large companies, it is cheaper to self-insure than to buy insurance from commercial insurance companies.

Suppose that a large trucking firm has a fleet of 1,000 trucks. In an average year, the accident rate is two accidents for each 100 trucks. If they bought insurance for each of the trucks at, perhaps, $400 per truck per year, their annual insurance costs for the entire fleet would total $400,000. However, from past experience the firm knows that the average cost per accident is $750. With this information, the firm can set aside $15,000 for repair costs ($0.02 \times 1{,}000 \times \$750$). In this way the firm is insuring itself against financial losses resulting from accidents. Families that regularly place money in their savings accounts to cover possible financial losses are also practising a form of self-insurance. But most families find it very difficult to self-insure against such large financial losses as the destruction of their homes or the loss of income because of illness.

(to be continued)

New Words and Expressions

1. vandalism /ˈvændəlɪzəm/ *n*. 故意破坏行为
2. automotive /ˌɔːtəuˈməutɪv/ *a*. 机动车的
3. expense /ɪkˈspens/ *n*. 花费
4. pool/puːl/ *n*. 合伙使用的钱(物品,人力等)
5. estimate/ˈestɪmeɪt/ *n*. 估计

Comprehension of the Text

Choose the right answer.

1. Which of the following is not mentioned in economic loss?
   A. The destruction of one's home in a fire.
   B. Loss of income owing to illness.
   C. Loss of property owing to theft.
   D. The destruction of one's property in an accident.
2. Why do most people buy insurance?
   A. They find it a means of investment.
   B. They do so as an emergency measure .
   C. They want to protect themselves against small, temporary losses.
   D. They want to protect themselves against big or long-term losses.
3. What is the writer's purpose of inserting the example of the bike?
   A. To show that a bike is an expensive thing to buy.
   B. To explain how insurance works.
   C. To narrate an anecdote.
   D. To enliven the tone of his writing.
4. Which of the following is **NOT** mentioned as a reason for the impracticability of shared risks with friends?
   A. The financial loss would be too great for one's friends.
   B. The replacement cost would be too much to share with one's friends.
   C. The pool of people sharing the risk would be too small.
   D. Sharing risks with friends would result in the breaking up of such a rela-

tionship.

5. All of the following statements are true **EXCEPT** that ______.
   A. The theory of probability predicts the possibility of a certain misfortune to occur within a given period of time.
   B. The theory of probability predicts special groups of people liable to become the victims of certain misfortunes.
   C. The theory of probability helps people decide whether they should be insured or not.
   D. The theory of probability determines the cost for a misfortune to be covered by the insurance.
6. Which of the following statements is true of insurance companies according to the text?
   A. Insurance companies lose much money in order to cover people's losses.
   B. Insurance companies help relieve the financial burdens of individual families by having many people to share them.
   C. Insurance companies take great risks by providing insurance to their customers.
   D. Insurance companies guarantee that those who buy their insurance will not suffer any financial loss at all.
7. How can one get self-insured?
   A. By regular savings.
   B. By buying insurance.
   C. By reaching a risk-sharing agreement with his friends.
   D. By regular investments in stocks.
8. How many accidents are likely to occur annually to a fleet of 1,000 trucks?
   A. Two. B. Twenty.
   C. One hundred. D. Not mentioned.
9. How much does a company with 1,200 trucks need to set aside for self-insurance?
   A. 15,000. B. 18,000. C. 20,000. D. 400,000.
10. What conclusion can be drawn from the text?
   A. The possibility of financial loss is a danger we all constantly face.
   B. Self-insurance is an effective measure to build financial security.

C. Insurance and self-insurance are two ways to protect companies and individuals from economic crisis.

D. Insurance is superior to self-insurance when a certain misfortune is unlikely to occur.

Vocabulary in the Context

Choose the right meaning of the underlined part according to the context.

1. Automotive accidents may <u>result in</u> loss of life, large medical expenses, or damaged property.

   A. bring forth B. bring about
   C. bring up D. bring out

2. Situations such as these in which you <u>chance</u> the possibility of financial loss are called economic crisis.

   A. risk B. come up with
   C. challenge D. occur

3. For most individuals or families, such a large financial loss would mean <u>severe</u> hardship.

   A. strict B. uncomfortable
   C. bitter D. heart-breaking

4. They regularly put aside savings to pay for small financial emergencies or to <u>tide</u> them <u>over</u> in case of temporary loss of income.

   A. get ... out B. help ... through
   C. bring ... along D. drift with

5. Most people, however, are not able to <u>build up</u> enough savings to cover large or long-term losses.

   A. accumulate B. multiply
   C. produce D. attract

6. It would be <u>impractical</u>, of course, to use this method of sharing with your friends to protect against all economic losses.

   A. impossible B. improper
   C. unreasonable D. unrealistic

7. ... that is, an estimate of the likelihood that a particular event will occur.
   A. opportunities B. predictability
   C. accuracy D. probability
8. The replacement cost of some items might be too much to be economically shared by a small group.
   A. evenly B. advantageously
   C. cheaply D. at a low cost

Text B

Protecting against Economic Loss(Ⅱ)

What Economic Risks Do People Protect Themselves against?

All people face certain kinds of risks that could result in financial loss. Many of these risks are part of daily living. There is the risk of being responsible for damage or destruction to someone else's property. This is especially true if you are a car owner and your car is involved in an accident that damages another car, a building, a fence, or other property. There is also the risk of causing injury or death to another person. You might have to pay hundreds or thousands of dollars to make good the loss. Being responsible for injury to other people or damage to other people's property is called liability. The risk of liability is among the most serious risks because it can result in very large financial loss.

Also, there are the risks of sickness or injury that could result in large bills for hospital and doctor care. Related to this is the risk of loss of income because of injury, sickness, death, unemployment, or retirement. There is the risk of theft. Your home or apartment may be burglarized, or your car may be stolen. Finally, there is the risk of fire. Your clothes, furniture, or home may be damaged or destroyed by fire.

The following is a brief explanation of the types of insurance that people most commonly buy.

Auto Insurance

Auto insurance covers the cost of injury to other people or damage to other people's property caused by your car. It also covers the cost of repairing your own car if it is damaged in an accident. And if your car is totally destroyed or stolen, auto insurance pays the cost of replacing it.

Life Insurance

Life insurance pays a specified amount of money upon the death of the insured person. People buy life insurance so that their death will not place a financial burden on their survivors. They buy usually enough insurance to pay funeral expenses and take care of their unpaid debts. The insurance also provides money for a family's living expenses after the death of a parent. Working parents buy life insurance to help make up for the loss of earnings caused by the death of one of the parents.

Health Care Insurance

Health care insurance covers hospital, doctor, and dental bills. There are different kinds of health care insurance that pay for such expenses as room and meals in a hospital, operations, X-rays, medicines, surgeons' fees, and visits to a doctor or dentist.

Income Insurance

Income insurance pays you money when you are unable to work. There are different kinds of income insurance to cover different kinds of risks. For example, disability insurance pays you a fixed monthly amount while you are in the hospital or otherwise disabled. Unemployment insurance pays you a fixed weekly amount when you cannot find a job. And retirement insurance pays you a fixed monthly amount after you reach a specified age for retirement.

Home and Property Insurance

Home and property insurance covers the cost of repairing or rebuilding a home after a fire or other disasters. It also covers the cost of replacing damaged or stolen personal property, such as a television set or clothing. Home insurance often includes liability insurance to cover possible injuries to other people while they are on your property. A person injured on your property could sue you for damages suffered because you are responsible for the safety of others while they visit or work in your home.

What You Can and Cannot Insure

There are some things that you can insure and some things that you cannot. If you want to insure someone or something, you must have an insurable interest in the person or property insured. An *insurable interest* is a financial interest in an insurable person or property. When you take out insurance on yourself, there is no question about your insurable interest in yourself. If you insure your car or your home, an insurable interest means that an accident or fire might cause you a financial loss. But could you insure your neighbor's car? No. Because the loss of your neighbor's car would not be your financial loss, you have no insurable interest in the car.

If you wish to take out life or health insurance on another person, you must have an insurable interest in that person. For example, parents can buy life and health insurance for their children. Husbands can insure wives, and wives can insure husbands. In life or health insurance, however, insurable interest does not have to involve a possible financial loss. Persons such as a husband or wife or children have an insurable interest because of marriage or a close blood relationship. For example, when parents insure the lives of their children, they do not expect to suffer a financial loss if one of the children should die.

Are there some things that should not be insured? If there is no chance of financial loss, then there is also no need for insurance. If the financial loss would not create a hardship, then perhaps there is no need for insurance. Finally, if the cost of insurance is equal to the value of what is to be insured, then insurance should not be bought.

An Insurance Policy

When a person insures something, there is always a written agreement or contract between the insurer and the insured. This agreement is called the *insurance policy*. The company selling the insurance is called the insurer. The insured, or *policyholder*, is the person on whose life or property an insurance policy is issued. An insurance policy is a legally binding contract. It is important, therefore, that you study it very carefully. You should be familiar with all