

# 涉外级英语教程

广东省通用英语水平等级培训考试教程

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广东省外语水平等级培训考核办公室组织编写

# 涉外级英语教程

**Preparation Course for the TEGP**

**(Advanced II)**

**Student's Book**

**(学生用书)**

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广东高等教育出版社

• 广州 •

## 图书在版编目 (CIP) 数据

涉外级英语教程: 学生用书/吕炳华主编. —广州: 广东高等教育出版社, 1999.6

广东省通用英语水平等级培训考试教程

ISBN 7-5361-2271-3

I. 涉… II. 吕… III. 英语, 涉外级 - 水平考试 - 教材  
IV. H31

中国版本图书馆 CIP 数据核字 (98) 第 33574 号

广东高等教育出版社出版发行

广州市广州大道北 458 号广州体育学院内 20 栋

邮政编码: 510076 电话: 83792953

广东肇庆新华印刷有限公司印刷

开本: 850×1168 1/32 印张: 10.5 字数: 270 000

1999 年 6 月第 1 版 1999 年 6 月第 1 次印刷

印数: 00001—10 000 册

定价: 三册共 21.00 元

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# 序

中共广东省委常委、组织部部长刘凤仪

我省的组织人事工作要为实现江泽民总书记提出的“增创新优势，更上一层楼”的总体思路和战略目标服务，要为实现省委、省政府的决策，加快社会主义现代化建设作出新贡献。这就迫切需要建设一支适应现代化建设和未来发展需要的高素质干部队伍。而干部素质的提高，一个非常主要的方面是加强学习培训，使干部掌握各方面有用的知识和技能。省委组织部和省人事厅在全省组织开展干部外语培训，是我省人力资源开发的重要环节，是实施“科教兴粤”、“外向带动”和“可持续发展”战略的关键措施，应该精心组织，认真落实，确保质量。

改革开放以来，我省坚持对外开放、引进先进技术和管理经验，发展外向型经济，不仅使整体经济登上新台阶，而且使人们日益认识到学好外语的重要性和紧迫性。普及和提高外语教育，是扩大对外开放，加强国际交流与合作的需要，是全球经济一体化趋势的必然要求，我们只有熟练地掌握外语，才能快速获取更多、更新、更尖端的知识，才能更快地了解国际经济、科技发展的新趋势，准确地掌握参与国际竞争的规程、方法和

技能，更好地适应知识经济时代的要求，在推进国际经济、科技一体化中掌握主动权。正因如此，省委印发的“九五”干部教育培训规划中，明确地把外语培训列为干部教育培训的重要内容。

全省开展以党政机关工作人员、企事业单位专业技术人员和管理人员为主体的社会各类人员的外语培训工作，必须坚持“解放思想、实事求是”的原则，既要培养跨世纪高素质人才的长远目标着眼，又要从实际出发，注重质量，逐步推开，在教学中坚持做到通俗、易学、实用、有效。

为了紧密配合全省开展外语培训考核工作，省委组织部、省人事厅组织我省几所主要高校的外语专家、教授编写了《广东省通用英语水平等级培训考试教程》丛书。这套丛书，根据机关工作人员、企事业单位专业技术人员和管理人员的特点，针对我省干部不同年龄、不同岗位、不同层次的要求，分为普通级、初级、中级、高级和涉外级若干册，具有较强的层次性、针对性和实用性，是我省干部学习英语的一套比较好的教材。

现在这套丛书正式出版，衷心地希望它将受到读者的欢迎，并能激发全省干部学习外语的热情，为我省扩大对外开放，增创发展新优势发挥应有的作用。

1999年1月

## 前 言

《广东省通用英语水平等级培训考试教程》是为准备参加广东省通用英语等级考试的学员及考生编写的一套教材，供有关应试人员培训或自学使用，也可供广大英语学习和爱好者使用。全套书包括《普通级英语教程》、《初级英语教程》、《中级英语教程》、《高级英语教程》和《涉外级英语教程》五个等级教程。每个教程含有学生用书、听力（普通级不含听力）、练习册及教师用书。学生用书后附有考试大纲及样题。

本系列教材由中共广东省委组织部、广东省人事厅组织编写，旨在帮助应试考生提高英语听力、词汇、语法、阅读、翻译和写作等方面运用英语的综合能力。在选材与编写过程中，特别注意语言素材的实用性、知识性和趣味性。通过大量练习，强化英语知识训练，突出英语交际能力的培养；精读与泛读结合，口头与笔头结合，语言知识与运用语言能力结合，使学习者在英语的读、听、写、说、译各方面都能得到较快的提高。该系列教材的策划和组织编写工作得到暨南大学李宗渭副教授的大力支持和帮助，在此表示衷心的感谢。

由于时间仓促，加上水平有限，错漏在所难免，恳请读者批评指正。

编 者

1998年12月



## 编写说明

本书是为广东省公务员英语培训编写的教材，使用对象是英语本科毕业、现在各涉外单位工作的政府公务员。

本书共有十二个单元，课文和阅读材料涵盖外贸、宗教、外交、文化、艺术、法律、教育、社会福利、环保、金融、社会问题等十二个专题。课文全部选自英语原文，有一定的难度，个别地方作了注释。阅读材料则选自国内出版的英文报刊，一些较陌生的词汇也作了注释。

考虑到学员的专业背景和工作需要，本书的练习包括阅读理解、词汇运用、英汉对译、完形填空和写作。前两项是重点，后两项则可酌情处理。

本书第一、二、三、四、五、六单元由吕炳华编写，第七、九单元由程岸编写，第八、十、十一、十二单元由林红编写。

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# UNIT 1

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## INTERNATIONAL BUSINESS IN THE 1990S

*M. Woods*

Companies entering the world of international business in the 1990s may well ask if the challenges to be faced are any different to those which would have been encountered in the 1960s, 1970s or 1980s. Given the continual changes in world political and economic trends the answer is, almost inevitably, yes. In some areas of management, the changes are merely one of degree, but in other areas, such as communications technology, the situation in the 1990s is almost equivalent to a new era.

The field of communications has seen massive changes throughout the last decade. For a business, the speed and quality of international communications systems affect its strategy, organizational structure, operational controls, marketing management, staff training and finance. In other words, just about everything.

From a consideration of the links between communications and strategy, it may be seen that the widespread use of personal computers now gives companies easy access to information about competitor behaviour and changes in the political, economic and technological environment. One consequence of the better information is a more efficient strategic planning process. For the firms that can take advantage of the access to informa-

tion, this can offer a competitive advantage over companies which do not update their systems. This could result in a two-tier structure for international businesses. The top tier is composed of firms which have made major investments in information technology; the second tier is made up of the remaining companies, many of which are likely to be small and medium-sized enterprises.

Perhaps in response to the impact of information technology (IT) on the competitive environment, a relatively new trend in the 1990s is information technology outsourcing, that is the transfer of responsibility for IT management from in-house to a specialist working to contract. Companies are becoming increasingly aware of the competitive worth of good information systems, but are wary of risking high levels of investment expenditure on in-house systems and incurring heavy operating costs for technical support staff. Indeed, outsourcing would seem to be a growing trend in many areas of business in addition to IT. Other examples include distribution, quality management, credit control and technical support services. For the small and medium-sized specialist companies working in niche markets, the trend to outsourcing is likely to boost their markets and lead to rapid growth. As multinational companies (MNCs) themselves get bigger, so too do the contract sizes available, and this is likely to lead to the continued internationalization of the service sector.

Marketing has also been significantly affected by technological improvements. Mass media services are themselves becoming more and more international, and this results in an increasing potential to exploit global markets via global advertising.

Alongside this is what Egan and McKiernan (1993) describe as convergence of the economic development of the nations of the Triad, i.e.

the three trading blocs of North America, Europe and the Pacific Rim. For firms entering the international arena in the 1990s this means facing an increasingly global competitive environment.

Running parallel with the moves towards global markets and competition have been political agreements to liberalize trade. It took a long time to reach final agreement in the GATT Uruguay Round, but estimates place the value of the agreement at over \$ 200 billion a year over the next decade. Nonetheless, in recognition of the fact that the gains from GATT will not be spread evenly worldwide, there is a continued expansion of Free Trade Areas.

The year 1993 marked the official recognition of the Single European Market and the signing of the North American Free Trade Agreement. They enjoy common aims of expanding trade within their respective areas, whilst hoping that regional strength will help ensure continuing importance within the Triad. Potential economic and political tensions can be created by the simultaneous formation of regional alliances alongside the north-south economic divide. Such tensions will need to be recognized by all large international firms operating during the 1990s.

There have been significant increases in the volume of world trade in services over the last ten years. Such services include professional and financial services in addition to the media and communications already mentioned. Coinciding with expansion of trade in goods and services has been the growth of the markets providing the finance to undertake international business.

Both long-term and short-term international finance markets have expanded rapidly and look set to continue growing. Demirag and Goddard (1994) quote statistics which show that the Euromarkets overall have in-

creased fivefold in size between 1977 and 1987. The syndicate loan and Euronotes market grew even faster, reaching US \$ 459,000 million in 1988, compared with US \$ 81,763 ten years earlier. World equity markets also show good growth rates, and as communications technology improves, the potential for 24-hour trading of stocks increases.

The reduction in world trade barriers serves to boost the growth rates of financial markets. In Europe alone it is suggested that the removal of trade barriers in the European Union would produce gains for the financial markets of between 11 billion and 33 billion ECU.

Why the Japanese are so good at gaining large shares of foreign markets? This can partly be explained by their relatively high levels of investment in research and development compared with the USA and Europe. Good R&D is insufficient on its own, however; it must be followed by commercial exploitation of the new products developed and this is where the Japanese appear to be particularly adept. Taking a broader view, Egan and McKiernan (1993) cite research studies which show Japanese strengths in market segmentation, recognition of cultural diversity and flexibility of approaches to foreign market entry.

The sum total of Japanese management skills provides valuable lessons for firms entering international business in the 1990s, and many Western companies are incorporating aspects of Japanese management styles into their operations. The spread of just-in-time management systems and an increased use of quality circles and total quality management are examples of this trend.

It has been suggested that the next decade will see more and more companies engaging in global benchmarking, by using information systems to identify best practice in plants that are scattered worldwide, so that



best practice can then be introduced globally throughout the organization. Taking lessons from the Japanese is merely a variation of this practice, using external, rather than internal, competitors as markers.

The 1980s and early 1990s saw the fragmentation of the former Soviet Union and the spread of nationalism in Eastern Europe. Ball and McCulloch (1993) suggest that the greatest contribution to be made by the Western nations is the prevention of autarchy, which can be achieved by allowing access to Western markets for the produce of the various republics. This is easier said than done. Investment in Eastern Europe must still be undertaken with great caution as local politics, bureaucracy and inflation all pose potentially high risks. Germany seems to be struggling from the economic effects of integration as inefficiencies in production systems in the former East Germany show up as higher costs and prices. Elsewhere, in the Czech Republic, Slovakia, Poland and Hungary, there have been bold moves towards the establishment of a free market system, with the removal of price controls and the introduction of currency convertibility and political democracy.

Unfortunately, to date these changes have proved insufficient to pull Eastern European companies or markets into the global competitive arena. The 1990s will see whether modernization of management and production will seep through into Eastern Europe. If it does, and incomes rise accordingly, a whole new vast market will open up. If it doesn't, who knows? Most importantly, market access may depend on the willingness of Western firms to engage in countertrade, a modern form of barter. International business in the next five years may well see the expansion of this form of international trading.

In China, poverty is the main enemy to the expansion of a free mar-