



New Century Business English 新世纪商务英语专业本科系列教材

# 商务英语



# 口译教程

## BUSINESS ENGLISH: AN INTERPRETING COURSE

学生用书 Student's Book

主 编 龚龙生



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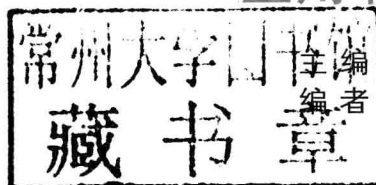
商务英语



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BUSINESS ENGLISH:  
AN INTERPRETING COURSE

生用书 Student's Book



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# 新世纪商务英语专业本科系列教材

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## 前言

随着我国经济建设的蓬勃发展和国际交往的日益频繁,在我们日常工作和生活中,每天都进行着大量的各类商务活动。改革开放、加入世贸组织、承办奥运会和世博会为我们提供了前所未有的发展机遇,世界正关注着中国这片土地。金融的改革、外资的引入、贸易的往来,无论是金融保险、投资融资、国际商贸、现代物流,还是信息技术,都随着城市国际化进程的加快而日新月异。经济的飞速发展急需大量的商务人才。这是社会的需求、时代的需求。因此,商务英语专业在各高校纷纷建立起来。

商务英语专业的培养目标是培养学生具有扎实的英语语言基本功并掌握国际商务基础理论和知识;培养具有较高的人文素养和较强的跨文化交际能力,能适应经济全球化,并具有国际视野和竞争力,能胜任在各类企事业单位从事国际商务活动的高素质复合型商务英语人才。商务英语是在英语专业的基础上发展起来的,它跟英语专业有着必然的联系;但作为一个专业,又有其特殊性。商务英语专业基础阶段的一个重点,是在打好英语语言基本功的同时,为学生提供必需的商务知识和信息,为他们进入高级商务专业课的学习打下基础。而专门供商务英语专业基础阶段使用的教材,目前在市场上可以说基本是一个空白。

2008年夏,在由上海外国语大学、上海外语教育出版社主持举办的“商务英语教材建设研讨会”上,全国多所著名院校的专家学者达成了共识,认为有必要集合全国的人才资源,开发一套“商务英语专业本科生系列教材”。教材包含核心课程和专业课程,参加本系列教材编写的有上海外国语大学、对外经济贸易大学、广东外语外贸大学、上海对外贸易学院与湖南大学等。本人有幸主持编写《商务英语口译》。虽然也编写过类似教材,但参加编写全国性的系列教材,仍感到诚惶诚恐。所幸参加本书编写的编者均在翻译方面富有实践和教学经验,对口译理论进行过深入研究并都参与过大量商务口译实践,再加上认真的态度和高度的责任心,确保能为广大学习者呈献一本高质量的教材,为商务人才的培养做出一份贡献。

《商务英语口译》是上海外国语大学“211工程”子项目成果之一,也是“商务英语专业本科生系列教材”之一。其目的在于全面提高学生的英语综合能力,并帮助他们真正具备胜任日常工作中商务口译任务的能力。

本教材注重商务口译实践能力的培养,因此平时的教学与实践都是紧紧围绕这一目标而进行的。本教材的使用者,无论是教师还是学生,在教与学的过程中都不应过分拘泥于课本内容,采用“填鸭式”或是死记硬背等机械的方法,而是要将学习的重点放到实践能力的培养上,教师应当充分利用教材提供的材料,帮助学生进行口译实践,找出他们在实践中还存在的问题,在解决问题的基础上使他们的能力得以提高。我们在教材中专门设置章节,编写了由浅入深的一般口译技巧,供学生自学。如果教师在某些技巧上确实有自己的心得,最好能够结合课文的内容来讲授,以保证紧扣商务的主题。

《商务英语口译》共分四个板块:国际贸易、金融市场、商务管理、商务沟通。第一板块由三个单元组成:询价与报盘、价格与付款、装运与交通。第二板块由五个单元组成:股市、银行业、保险、投资、金融产业。第三板块由五个单元组成:人力资源、物流管理、市场与销售、商务行政管理、风险管理。第四板块由三个单元组成:商务谈判、国际商务文化、公共关系。各板块之间没有特定的顺序关系,教师可根据具体情况有选择地进行讲授。每个单元均包括背景知识阅读,听力理解与练习,单句英汉、汉英口译实践,段落英汉、汉英口译实践,篇章英汉、汉英口译实践,口译技巧与实践。另外,贯穿整本教材的还有一系列口译技巧的论述与实践,包括复述训练、数字口译、顺译、视译、长句处理、篇章记录、词语选用、解读图表等。

教师手册包括以上各部分中练习的参考答案以及教学目标、课堂小贴士、补充知识(包括相关背景知识、名词解释和词语扩展)三部分,为教师教学提供方便。

口译学习是建立在坚实的外语基础之上的。没有扎实的语言基础就不可能完成口译训练。学员除必须具备良好的英语听、说、读、写能力外,还应在听力和口语技能方面有突出的表现,听辨能力强、反应快、口语表达清晰明了都是不可缺少的。由于国际商务活动涉及经济、金融、贸易、管理、保险、银行、物流等众多领域,因此要求商务口译学员还必须具备丰富的商务知识。口译同其他语言技能一

样,要求学员不断学习、自我完善。只有持之以恒、不断进取,才能持续提高。即使学习完本商务口译教程,对学员来说,还只是刚刚开始,今后的口译道路会很长,还要面对很多困难和挑战,只有努力奋斗,才会有丰硕的成果。在此,我们预祝大家学习进步。

我们衷心希望通过对本教材的学习,学习者能对广义上的商界和商务活动有全面的了解和深刻的认识,培养出过硬的商务口译实践能力,成为对我国的经济发展与改革开放事业有用的人才。

由于编者能力有限,书中难免会有不足之处,我们期待专家学者及使用本书的教师和学生给予批评和指正,使本书在再版时得以完善和提高。

龚龙生

上海外国语大学

2009年10月

# Contents

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## Module 1 International Trade

Unit 1	Inquiry, Offer and Counter-offer	1
Unit 2	Price and Payment	14
Unit 3	Transportation and Shipment	30

## Module 2 Financial Market

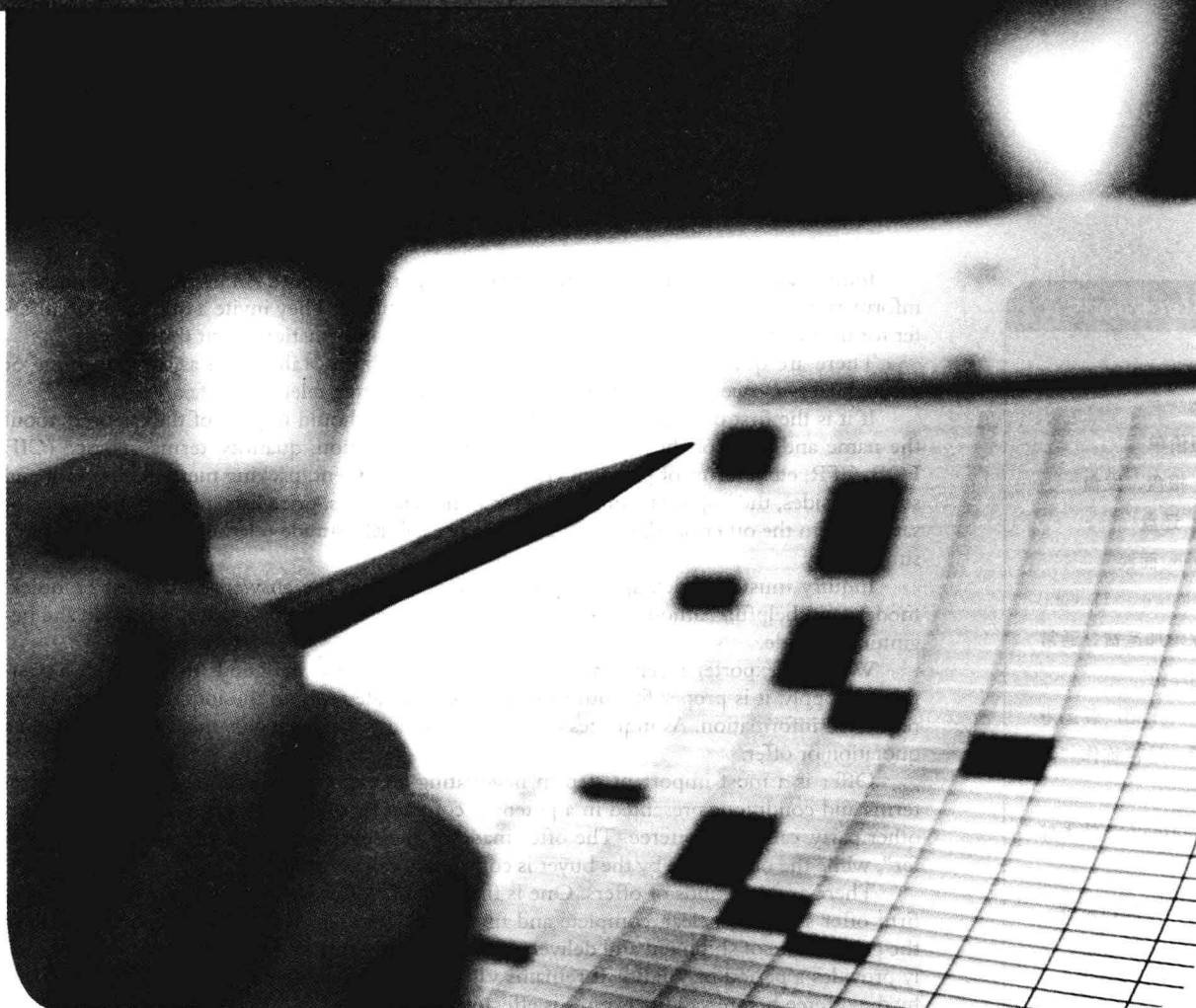
Unit 4	Stock Market	45
Unit 5	Banking	60
Unit 6	Insurance	73
Unit 7	Investment	89
Unit 8	Financial Instruments	105

## Module 3 Business Management

Unit 9	Human Resources	121
Unit 10	Supply Chain Management	135
Unit 11	Marketing and Sales	149
Unit 12	Business Administration	163
Unit 13	Risk Management	177

## Module 4 Business Communications

Unit 14	Business Negotiation	193
Unit 15	International Business Culture	208
Unit 16	Public Relations	222



# Unit 1

## Inquiry, Offer and Counter-offer

### Learning Objectives

- 掌握询盘、报盘、还盘的相关术语
- 掌握关于贸易初始阶段的口译常用句型
- 了解并运用复述手段进行口译训练



Read the following texts, understand the basic knowledge of Inquiry, offer and counter-offer as well as remember the words and expressions.

## Text 1

## Inquiry, Offer and Counter-offer

### Words & Expressions

- inquiry 询价
- quotation 报价单
- offer 报价, 报盘, 发盘
- counter-offer 还盘
- face-to-face talk 面谈
- CIF (Cost, Insurance and Freight)  
成本、保险加运费, 通常称作“到岸价”
- FOB (Free on Board) 装运港  
船上交货, 通常称作“离岸价”
- CFR (Cost and Freight) 成本加运费
- terms of payment 支付条款
- time of shipment 装运期
- L/C (letter of credit) 信用证
- packing method 包装方式
- pro forma invoice 形式发票
- offeror 发盘人
- offeree 接盘人
- selling offer 卖方报盘
- buying offer 买方报盘
- firm offer 或 offer with engagement  
实盘
- non-firm offer 或 offer without engagement  
虚盘
- wording 措辞
- binding 有约束力的
- subject to 以...为有效, 以...为准

Inquiry plays a very important role both in import and export. An inquiry is a request for information. It is usually the importers that make inquiries. They invite a quotation or an offer for the goods they want or just ask for some general information about those goods.

There are quite a few ways to make an inquiry, both orally, such as, by telephone or through face-to-face talk, and in written form, such as letter, telegram or fax.

If it is the first time for the two sides, the importer should inquire of the exporter about the name and price of the commodity, quality, specification, quantity, terms of price (CIF, FOB, CFR, etc.), terms of payment (L/C), terms of shipment, packing method, discount and so on. Besides, the importer can also ask for some catalogues, price lists, pro forma invoices or samples. On the other hand, if they have already established trade relations they may do it in a simpler way.

Inquiry must be brief, specific and to the point, and the answers to it must be quick, modest and helpful. Although inquiry has no legal effect on the two sides, it is often the beginning of trade.

When an exporter receives an inquiry from overseas for the goods that he is in a position to supply, it is proper for him to send an immediate reply to the inquirer providing the requested information. As inquiries often concern the prices of goods, most replies contain a quotation or offer.

Offer is a most important step in negotiating an export transaction. It is a proposal of terms and conditions presented in a potential contract by one party, called the offeror, to another party, called the offeree. The offer made by the seller is customarily called “selling offer”, while the offer made by the buyer is commonly called “buying offer”.

There are two kinds of offers. One is firm offer or offer with engagement. A satisfactory firm offer should be clear, complete and final in its wording. It should include the name of the goods, time of shipment and delivery, discounts and terms of payment. A firm offer mostly provides a period of validity. It remains valid until the validity ends. The acceptance made by the offeree before validity expires is effective legally.

Another kind is non-firm offer or offer without engagement which is unclear, incomplete and with reservations. If the exporter wants to establish business relations with a new customer or explore a potential market, he may send a non-firm offer. Unlike a firm offer, it is not binding on the offeror. Such expressions as “reference price”, “subject to our final confirmation” and “subject to goods being unsold” are often used.

A counter-offer, in fact, is a rejection of the offer. If a buyer doesn't agree with any or some of the transaction terms of a quotation or a firm offer, he makes a counter-offer. In a counter-offer, a new price as well as other new terms is suggested. Hence, it is a new offer and, at the same time, the original offer lapses. No matter how slight the alterations might be the original offeror now becomes the offeree and he has the right of acceptance and refusal. So, he may make another counter-offer of his own. This process can go on for many rounds till business is finalized.

### Comprehension Questions:

1. What are inquiry, offer and counter-offer?
2. What is generally included in an inquiry?
3. What are the two kinds of offers? What is the difference between them?
4. Why do buyers make counter-offers?



## 一、《国际贸易术语解释通则》的宗旨和范围

《国际贸易术语解释通则》(以下称Incoterms)的宗旨是为国际贸易中最普遍使用的贸易术语提供一套解释的国际规则,以避免因各国不同解释而出现的不确定性,或至少在相当程度上减少这种不确定性。

合同双方当事人之间互不了解对方国家的贸易习惯的情况时常出现。这就会引起误解、争议和诉讼,从而浪费时间和费用。为了解决这些问题,国际商会(ICC)于1936年首次公布了一套解释贸易术语的国际规则,名为Incoterms 1936,以后又于1953年、1967年、1976年、1980年、1990年、2000年做了补充和修订,以便使这些规则适应当前国际贸易实践的发展。

需要强调的是,Incoterms涵盖的范围只限于销售合同当事人的权利义务中与已售货物(指“有形的”货物,不包括“无形的”货物,如电脑软件)交货有关的事项。

关于Incoterms有两个非常普遍的误解。一个是人们常常认为Incoterms适用于运输合同而不是销售合同。第二个是人们有时错误地以为它规定了当事人可能希望包含在销售合同中的所有责任。

首先,正如ICC一贯强调的那样,Incoterms只涉及销售合同中买卖双方的关系,而且只限于一些非常明确的方面。

其次,Incoterms涉及当事方设定的若干特定义务,如卖方将货物交给买方处置,或将货物交运,或在目的地交货,以及当事双方之间的风险划分。

另外,Incoterms涉及货物进口和出口清关、货物包装的义务,买方受领货物的义务,以及证明各项义务得到完整履行的义务。尽管Incoterms对于销售合同的执行有着极为重要的意义,但销售合同中可能引起的许多问题却并未涉及,如货物所有权和其他产权的转移、违约、违约行为的后果以及某些情况下的免责等。需要强调的是,Incoterms无意取代那些完整的销售合同中所需订入的标准条款或商定条款。

通常,Incoterms不涉及违约的后果或由于各种法律阻碍导致的免责事项,这些问题必须通过销售合同中的其他条款和适用的法律来解决。

## 二、为什么需要对国际贸易术语解释通则进行修订?

连续修订Incoterms的主要原因是使其适应当代商业的实践。1980年修订本引入了货交承运人(现在为FCA)术语,其目的是为了适应在海上运输中经常出现的情况。在1990年的修订本中,涉及卖方提供交货凭证义务的条款,在当事方同意使用电子方式通讯时,允许用电子数据交换(EDI)信息替代纸面单据。毫无疑问,为了使Incoterms更利于实物操作,其草拟和表述一直都在改进。

## 三、Incoterms 2000

在为期两年的修订过程中,ICC尽其最大努力通过ICC各国家委员会听取了各行业国际贸易从业者的意见和建议,完成了修订稿的多次修改。在Incoterms的这次修订期间,ICC从全世界使用者得到的反馈意见超过了以往任何一次。ICC与Incoterms的使用者之间交流的结果产生了Incoterms 2000这个版本,与Incoterms 1990相比看上去变化很小。原因很明显,即Incoterms当前已得到世界承认,所以ICC决定巩固Incoterms在世界范围内得到的承认,并避免为了变化而变化。

## 四、在销售合同中订入 Incoterms

鉴于Incoterms不时修订,合同当事方在销售合同中订入Incoterms时,清楚地指明所引用的Incoterms版本是很重要的。人们很容易忽略这一点,当事方的意图是在合同中引用新版本还是早期版本,这可能会引起纠纷。

## 阅读理解

1. Incoterms的由来是什么? 经历过哪几次修改?
2. Incoterms涵盖的范围包括哪些?
3. 在使用Incoterms时通常存在哪两种误解?
4. 为什么要对Incoterms进行多次修订? 经过多次修改后,现在在使用Incoterms时应注意什么?

## 词汇表达

## 国际贸易术语解释通则

International Commercial Terms (Incoterms)

争议 dispute

国际商会 International Chamber of Commerce (ICC)

无形 intangible

通关 clearance

所有权 ownership

违约 breach of contract

诉讼 complaint

有形 tangible

销售合同 sales contract

包装 packing

产权 property right

免责 impunity

# Listening Practice

## Passage 1

Listen to the passage and fill in the blanks according to what you have heard.

### Service Sector Mood Hit by Credit Crunch

Confidence among European service sector companies has (1)\_\_\_\_\_ this year as concerns grow that tighter credit conditions will hit (2)\_\_\_\_\_, according to a pan-European survey.

In contrast, the outlook for service sector companies in the large (3)\_\_\_\_\_ economies of Brazil, Russia, India and China (Bric) remained strong.

Much of the difference between advanced European economies and the Brics countries is linked to (4)\_\_\_\_\_, according to NTC Economics, which produced the business outlook survey for KPMG.

Just under 40 per cent of all EU non-financial service companies said the cost of credit had risen since last summer, while just 6 per cent reported it had fallen. (5)\_\_\_\_\_ companies were hit hardest, with 54 per cent reporting an increase in the cost of (6)\_\_\_\_\_ over the period.

In the Brics countries, a majority of companies said the (7)\_\_\_\_\_ of credit had increased, although they concurred that the cost had risen. Since the economies of Brazil and Russia are heavily dependent on increasingly expensive (8)\_\_\_\_\_, such as sugar and oil, this rise in (9)\_\_\_\_\_ availability is not surprising.

In the twice-yearly survey, European companies across the service sector showed confidence at its lowest level since the survey began in 2006, with the largest falls coming in (10)\_\_\_\_\_ and (11)\_\_\_\_\_, and financial services sectors.

The drop in confidence was particularly marked in Spain and Ireland, both of which enjoyed large increases in service sector activity on the back of booming (12)\_\_\_\_\_ and buoyant (13)\_\_\_\_\_ markets, which have been hit hard by the credit (14)\_\_\_\_\_. The UK and France also saw confidence falling away.

Germany and Italy were more (15)\_\_\_\_\_, with German companies in particular (16)\_\_\_\_\_ greater optimism than last October.

Although European companies that are confident about (17)\_\_\_\_\_, output, profits, employment and (18)\_\_\_\_\_ outnumber those who think conditions will (19)\_\_\_\_\_, the (20)\_\_\_\_\_ in each area have dropped sharply.

Most companies complained their costs were rising; nearly twice as many expected to raise rather than lower their prices.

## Passage 2

Listen to the passage and decide "T"(true) or "F"(false) for each statement according to what you have heard.

- ☐ 1. The Technical Barriers to Trade Agreement (TBT) is formulated to ensure that regulations, standards, testing and certification procedures won't create obstacles for business.
- ☐ 2. TBT agreement rules out the possibility for countries to adopt standards which they consider as appropriate.
- ☐ 3. Member countries are entitled to take measures necessary to ensure their standards are met.
- ☐ 4. TBT agreement sets out a code of good practice for governments only.
- ☐ 5. Over 200 standards-setting bodies apply the code of the agreement.
- ☐ 6. TBT agreement encourages countries to recognize each other's procedures for assessment while disapproving any inclination to give domestic produced goods an unfair advantage.
- ☐ 7. Manufacturers and exporters need to know what the latest standards are in their prospective markets.
- ☐ 8. All WTO member governments are required to establish national enquiry points and to keep each other informed of the latest standards through the WTO.

# Interpretation Practice

## Section 1 Sentence Interpretation

### Words & Expressions Preview

sample 样品  
order 订单  
discount 折扣  
delivery time 发货时间

withdraw 撤销  
entertain one's counter-offer 接受…的还盘  
in view of 鉴于

irrevocable 不可撤销的  
letter of credit at sight 即期信用证  
downward tendency 下降趋势

订购 place an order  
如果……, 不胜感激 We should be obliged/grateful/appreciated, if you...

冷冻食品 frozen food  
试订货 try out a shipment  
没有现货 out of stock  
报盘 make an offer

最后确认 final confirmation  
技术援助 technical assistance  
售后服务 after-sale service  
最低价 rock-bottom price

### Notes:

- document against acceptance 承兑交单  
承兑交单是指出口人的交单以进口人在汇票上承兑为条件, 即出口人在装运货物后开具远期汇票, 连同货运单据, 通过银行向进口人提示, 进口人承兑汇票后, 代收银行即将货运单据交给进口人, 在汇票到期时, 进口人方履行付款义务。由于承兑交单使进口人只要在汇票上承兑之后, 即可取得货运单据并提取货物, 因此出口人对是否接受这种方式一般采取很慎重的态度。
- 美国电话电报公司 AT&T  
1885年, 亚历山大·格雷厄姆·贝尔和托马斯·A·沃森两位电话发明者使长途通信成为现实, 贝尔创立了美国电话电报公司。美国电话电报公司的基本使命是把电话普及到每一个美国人, 并为公众提供优质的通信服务。目前, 美国电话电报公司在世界上100多个国家和地区的雇员总数达31万人。



### English-Chinese Interpretation

- We think your Gree Brand air conditioners will be selling well at this end and we are looking forward to receiving your samples soon.
- Provided you can offer favorable quotations and guarantee delivery within four weeks from receipt of order, we will place regular orders with you.
- We would appreciate your sending detailed information on CIF prices, discounts, and delivery time, etc.
- Please find enclosed our current catalogue and price-list quoting CIF New York.
- Referring to your inquiry letter dated 29<sup>th</sup> September, we are offering you the following subject to our final confirmation.
- This offer must be withdrawn if not accepted within five days.
- I'm sorry the difference between our price and your counter-offer is too wide, so it's impossible for us to entertain your counter-bid.
- In view of our long business relations and amicable cooperation, we suggest that you accept confirmed, irrevocable letter of credit at sight.



9. The price of oil will continue its downward tendency in the near future.
10. We would like to point out that we mainly settle our accounts on a documents-against-acceptance basis.



### Chinese-English Interpretation

1. 我们正打算订购你方的飞鸽牌自行车。如果你们能给我们购买200台的详细报盘，将不胜感激。
2. 上述询价已于10月10日发往你方，可是我们到现在还没收到你方答复，请早日发盘，不胜感激。
3. 我方的冷冻食品被运往许多国家并受到欢迎。试订货对你方有利。
4. 很抱歉，贵方所需货物目前没有现货，所以我们现在无法报盘。
5. 我方于两个月前寄去第44号报价单，但没收到贵方任何消息。就此早日作出决定将是明智的。
6. 所有报盘都以我方最后确认为准，实盘例外。除非另有规定或协议，所有价格均没有折扣。
7. 许多外国电讯公司希望进入中国市场，比如美国电话电报公司等，竞争非常激烈，我知道一些公司在降低价格，提供技术援助和售后服务。
8. 很高兴我们就价格达成了共识。
9. 我们至多只能再减价30英镑，这可真是最低价了。
10. 我们正在仔细研究你方的报盘，希望此报盘能保留到月底有效。

## Section ② Paragraph Interpretation

### Words & Expressions Preview

调价 update price

公道 reasonable

相当大的损失 substantial loss

喜爱 favor



### Chinese-English Interpretation (1)

我方最近作了调价，当然并不是说我们所报的是最终价。按我们的惯例，为了推动我们将来业务关系的发展，我们愿意给新客户以最公道的价格，即使这样做会使我方蒙受相当大的损失，我们也在所不惜。希望我们能够做成这笔生意，也希望我们的产品能够受到贵国消费者的喜爱。

## Words & Expressions Preview

扩大 expand

业务范围 scope of business

远东 Far East

建立业务关系 establish business relations



## Chinese-English Interpretation (2)

我们最近扩大了业务范围，以便更好地为我们的远东亚洲客户服务，尤其是为中国的客户服务。中国是一个无人敢忽视的巨大市场。我们公司愿意同一切有兴趣的中国客户建立业务关系。我们保证货物的质量，并有免费样品以供检验。至于折扣问题，我们可以将价目单上的开价再减去5%。

## Words & Expressions Preview

in line with 与...相符

concession 让步

there is no point in 没有必要去做...

commission 佣金

### Notes:

commission 佣金

佣金是具有独立地位和经营资格的中间人在商业活动中为他人提供服务所得到的报酬，分为证券交易佣金、国际贸易中的佣金、销售佣金等几种形式。



## English-Chinese Interpretation (1)

Our counter-offer is in line with the price in the international market. If you accept it, we'll persuade our customers to place an order with you. If you can't make any further concessions, there is no point in further discussion. We might as well cancel the whole deal. By the way, when considering your new offer, please take our commission into account.

## Words & Expressions Preview

reasonable profit 合理利润

wild speculation 漫天要价

take sth into consideration 考虑到...

trade 行业

superior quality 质量上乘

### Notes:

firm offer 实盘

实盘是发盘的一种形式，指发盘人对受盘人所提出的是一项内容完整、明确、肯定的交易条件，一旦送达受盘人之后，则对发盘人产生约束力，发盘人在实盘规定的有效期内不得将其撤销或加以变更。



## English-Chinese Interpretation (2)

Our offer is based on reasonable profit, not on wild speculations. You must take the quality into consideration. Everyone in this trade knows Samsung is of superior quality. If we were not friends, we would hardly be willing to make you a firm offer at this price.

## Section 3 Passage Interpretation

### Words & Expressions Preview

trade down 向下消费(购进价格或档次较低的商品)

angst 忧虑, 焦虑

discount store 折扣商店

full-price department store 全价百货商店

coupon 优惠券

rebound 反弹

slide 下滑

recession 经济衰退

tightening credit 信贷紧缩

damp 控制

spending habit 消费习惯

about-face 大转变

trim 削减

niche product 受众较小的产品

in favor of 侧重于...

slump 经济疲软

one-stop shopping 一站式购物

casual restaurant 休闲餐厅

multi-purpose medication 多功能药品

### Notes:

Reuters 路透社

路透社是世界四大通讯社之一，也是英国创办最早的通讯社。路透社于1850年由保罗·朱利叶斯·路透在德国亚琛创办，1851年迁址到伦敦。路透社名义上是私人企业主所有，实际上受政府控制，是英国的官方喉舌。路透社新闻报道的主要对象是国外发生的事件，其国际新闻紧密配合英国政府的外交活动，对体育新闻也很重视，经济新闻主要是商情报告，为英国和西方大企业服务。



## English-Chinese Interpretation

### U.S. Consumers Trade Down as Economic Angst Grows

Spurred by economic worries, American shoppers have quickly decided that cheaper is better. Discount stores overall saw sales jump nearly 6% last month, while those of full-price department stores declined. Consumers' use of discount coupons is starting to rebound after a 15-year slide.

Trading down is a common consumer reaction to economic ills. But this time around, the change has come unusually fast and may be touching on the broadest array of goods since the recession of the early 1980s. The combination of historically high fuel prices and soaring food costs, combined with falling housing and stock values and tightening credit, are severely damping the spending habits on which the U.S. economy has long thrived.

The about-face in consumer behavior could bring striking changes to the marketplace, as retailers revamp everything from the size of their stores to the way they stock their shelves, and may force manufacturers to trim niche products in favor of more reliably selling basics.

The ability to capture trade-down shoppers will be crucial for some companies. New, cheaper favorites among brands or stores can be formed after as little as three or four favorable experiences, retail experts say.

Now, consumers are pessimistic that their ability to spend will improve any time soon. Two-thirds of Americans expect the current slump to last for several years, according to the latest Reuters/University of Michigan survey of consumer expectations. Consumer confidence has dropped 38% in the monthly index since its January 2007 peak, and last month 57% of those surveyed reported their financial situation had worsened, the highest figure since the survey began in 1946.

At almost every income bracket, Americans are changing buying habits and deciding they can live without old favorites. Consumers do more one-stop shopping, buying groceries only once a week or twice a month to save on gas and by buying in bulk. When they do, they are more apt to stick to a grocery list — and bring coupons.

Americans also are avoiding casual restaurants and eating more at home, buying multi-purpose medications rather than separate medicines, and choosing a single brand of shampoo brands instead of buying one for each member of the family, IRI studies show.

## Words & Expressions Preview

外贸顺差 trade surplus

出口行业 export sector

大幅减缓 slow sharply

升值速度 rate of appreciation

产业结构升级 upgrade the structure

货币政策 monetary policy

纺织品 textile

退税 tax rebate

### Notes:

远期汇率 forward rate

远期汇率是远期外汇买卖所使用的汇率。所谓远期外汇买卖，是指外汇买卖双方成交后并不立即交割，而是到约定的日期再进行交割的外汇交易。这种交易在交割时，双方按原来约定的汇率进行交割，不受汇率变动的影响。



## Chinese-English Interpretation

### 中国外贸顺差下降

中国6月份外贸顺差比去年同期下降20%，这一迹象显示，全球经济走弱正对中国出口行业造成严重影响。

新的贸易数据显示，中国出口增长大幅减缓，这有可能让中国某些官员更有理由主张放缓人民币升值速度，以保护中国出口商。



据官方媒体昨日报道，中共中央政策研究室副主任郑新立呼吁放慢人民币升值速度。他在媒体上表示，中国需要时间来完成产业结构升级，并适应压力。

中国政府官员坚称，他们仍致力于实行从紧的货币政策。人民币兑美元汇率今年迄今已升值逾6%，在一定程度上减缓了针对中国外汇政策的国际压力。

中国6月份的贸易盈余为213.5亿美元(去年同期为269亿美元)，远低于预测。出口增速则从5月份的28.1%降至6月份的17.6%。花旗集团驻上海的经济学家肯·彭表示，这些贸易数据显示，“外部需求疲弱的状况，正在产生更大范围的影响”。

虽然中国经济继续呈现强劲增长态势，但中国的政策制定者与其美欧对应者一样，面临着同样微妙的平衡难题：一方面试图控制通胀激增，另一方面又不对经济活动造成太大损害。

中国官方关注出口企业受到更高成本冲击的迹象之一是：总理温家宝和副总理李克强两人过去一周都在媒体跟随下访问了出口中心。

官方媒体本周报道称，政府很可能提高针对纺织品等某些出口产业的退税，而这些退税在几个月前刚被削减。近两个月来，人民币离岸市场远期汇率所显示的升值速度已大幅放缓。

根据路透社得到的数据，中国的消费者物价通胀上月继续放缓，从5月份的7.7%降至7.1%，这有可能进一步鼓励放宽紧缩措施。此外，下周将公布的销售量及产量数据，预期也将显示增长有所放缓。

## Interpreting Skill

### 复述训练 Repetition Training

训练原语复述可以检验记忆、加深理解。对一个语篇进行两到三次复述可以帮助我们逐渐摆脱原语字眼的束缚，专注于要传递的“意义”；接着用译入语进行复述，进一步巩固理解并储存的“意义”，这时不必深究译语的完美，只强调意思的完整和语句的连贯。例如：

My visit to China comes on an important anniversary, as the Vice President mentioned. Thirty years ago this week, an American President arrived in China on a trip designed to end decades of estrangement and centuries of suspicion. President Richard Nixon showed the world that two vastly different governments could meet on the grounds of common interests, in the spirit of mutual respect. As they left the airport that day, Premier Zhou Enlai said this to President Nixon: “Your handshake came over the vastest ocean in the world — 25 years of no communication.” During the 30 years since, America and China have exchanged many handshakes of friendship and commerce.

有的学生在用译语复述最后一句话时可能会拘泥于字眼exchanged many handshakes of friendship and commerce而说出“自那以后的30年来，中美握过多次友谊之手和商业之手”，这时只需提醒学生逐一考虑更加地道的说法，留待以后进一步完善。

**例1** The high-tech revolution has inspired a seemingly endless stream of new and exciting electronic products that we just can't live without.

原语复述: We should owe the seemingly indispensable variety of electronic products to the high-tech revolution.

译语复述: 高科技革命的浪潮中不断涌现出许多新颖的、令人兴奋的电子产品，这些新产品对人们的生活确实是不可或缺的。