

全国商务英语研究会推荐教材

新编商务英语系列丛书

新编 商务 英语

精读

(学生用书)

Intensive Reading

3

总主编 虞苏美
主 编 张 逸



高等教育出版社
HIGHER EDUCATION PRESS



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内容提要

《新编商务英语精读(3)》为“新编商务英语系列丛书”之一。本书共 10 个单元,每单元由阅读 I (Reading I)、阅读 II (Reading II) 以及扩展性练习(Extended Activities)组成。本书旨在寻求语言能力和商务英语知识学习的最佳结合点,即在全面培养学生英语语言综合能力的同时,熟悉各种商务活动,了解商务方面的知识。本丛书适用于商务英语专业的学生。本书另配录音磁带。

图书在版编目(CIP)数据

新编商务英语精读. 3. 学生用书 / 张逸主编. —北京: 高等教育出版社, 2005.8
(新编商务英语系列丛书 / 虞苏美总主编)
ISBN 7-04-017620-3

I. 新... II. 张... III. 商务—英语—高等学校: 技术学校—教学参考资料 IV. H31

中国版本图书馆 CIP 数据核字 (2005) 第 093099 号

策划编辑 张迎庆 责任编辑 杜颖方 封面设计 王 峰 责任绘图 王 辉
版式设计 金黎瑛 责任校对 田素芳 责任印制 韩 刚

出版发行 高等教育出版社
社 址 北京市西城区德外大街 4 号
邮政编码 100011
总 机 010-58581000

购书热线 010-58581118
免费咨询 800-810-0598
网 址 <http://www.hep.edu.cn>
<http://www.hep.com.cn>
网上订购 <http://www.landaco.com>
<http://www.landaco.com.cn>

经 销 北京蓝色畅想图书发行有限公司
印 刷 中国青年出版社印刷厂

开 本 787×960 1/16
印 张 25.25
字 数 480 000

版 次 2005 年 8 月第 1 版
印 次 2005 年 8 月第 1 次印刷
定 价 39.00 元

本书如有缺页、倒页、脱页等质量问题,请到所购图书销售部门联系调换。

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物料号 17620-00

前言

经过全体编者的努力和辛勤劳动,《新编商务英语精读》终于付梓了。这是一套将培养英语语言能力与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及广大英语爱好者。

对于语言能力,英语教学界已基本达成共识:语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题以及如何在各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。本书通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

考虑到本书的使用对象,我们尽可能地寻求语言能力和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是本书的一大特色。基于此,本书为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握必要的商务知识。可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

《商务英语精读》共分6册,分3个学年,6个学期使用。本书为整套教材的第2册,共10个单元,每单元由三大部分组成:阅读Ⅰ(Reading I)、阅读Ⅱ(Reading II)以及扩展性练习(Extended Activities)。每单元以一个主题为中心,编排相关的课文和练习。这种主题单元(thematic unit)的优点是,它在提供密集的信息(information density)的同时,注意了文体的多样性(style variety),使学生的语言和文化意识(awareness)都能得到提高。第2册的单元主题分别是体育和商务、所有制、时尚、消费者满意度、教育、管理、面试、商标、成功的企业家、成功的企业等,所选课文材料新,语言地道,能真实地反映当代英语的特点,更能引起学生的学习兴趣。

前言

阅读 I 包括阅读预习(Pre-reading)、课文(Text)、生词和词组(New Words and Expressions)、注释(Notes)、课文练习(Exercises)和后阅读活动(Post-reading)。阅读预习主要用于激发学生阅读课文的兴趣,将本主题的知识和学生所学过的相关知识进行沟通,同时为阅读课文做心理准备。课文长度为 500 字左右,生词和词组采用中英文双解,便于学生从英语理解词义。注释以英语为主,内容包括语言难点和文化背景知识,在难度较大的地方我们加注了中文。练习部分包括阅读理解、词汇练习等,以加强学习效果,使学生学会运用所学的语言知识。后阅读活动是一个交际性任务,旨在使学生将课文所学的内容融会贯通、举一反三,用于各种交际活动。

阅读 II (Reading II) 是阅读 I 的补充和加强,由课文和练习组成。阅读 II 的课文内容与阅读 I 的课文内容相关,课文后配有注释、阅读理解、词汇理解等练习,以加深对课文的理解。练习包括听写(Dictation)、用法专项练习(Special Use)、翻译(Translation)和完形填空(Cloze)。听写练习是针对我国学生设计的,其目的是为了提高学生手耳并用的能力。用法专项练习是关于语法知识的练习,注重实用。翻译练习主要复习阅读 I 和 II 所学的词语,同时学习翻译的技巧。完形填空的题材也与单元主题相关,此练习一方面使学生对主题有更多的了解,另一方面也是语言能力的训练,提高学生对英语的理解力和运用能力。

扩展性练习(Extended Activities)包括:词汇学知识(Lexical Knowledge)、功能与结构(Function and Structure)、实用阅读(Practical Reading)、词汇扩展(Additional Vocabulary)、商务世界(Business World)、幽默时光(Humor Time)等。词汇学知识涉及常用的前缀和后缀;功能与结构主要训练在各种情景中语言的运用;实用阅读是阅读各种商务实例的练习;词汇扩展是对单元主题有关词汇的进一步扩展;商务世界介绍商务和文化方面的小知识。这些练习对语言基本功进行深入的系统训练,并对商务知识作进一步的扩展。

本书的教学宜采用交际教学法,教师可根据教学要求组织学生进行各种活动,鼓励学生用英语完成交际任务。有些练习没有标准答案,教师可视学生的具体情况给予评价。对于本教材的使用,教师可根据教学的具体情况,决定取舍,不必拘

前 言

泥于一种模式。

本教材的老版《商务英语精读》出版后受到广大大专院校师生的欢迎,他们对本书提出了许多有益的建议,在此谨表谢意。这次修订增加了一些板块,使内容更充实;加强了课堂的交际活动,使之更生动活泼、贴近生活;对词汇和语法的练习也作了调整和修改;使学生的语言知识更扎实。

在这套教材的编写中,我们得到了高等教育出版社领导和编辑的帮助,国内外的外语教学专家也给了我们很多启示,华东师范大学外语学院和英语系的领导非常支持和关心我们的工作,外语学院资料室的同志也为我们提供了很多资料。在此,对所有关心和帮助过我们的各方面人员表示衷心的感谢。同时,我们也诚恳地希望外语教学界的同仁和使用本书的师生,对本书提出宝贵的意见和建议,使本书的质量能更上一层楼。

编 者

于 2005 年 7 月

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1

UNIT

Plants



Reading I



Pre-reading

- I. Brainstorming: Work with your partner and write out words or expressions about trees and flowers.

Trees	Flowers	Parts of Trees or Flowers	Verbs in Relation to Trees & Flowers
maple	tulip	trunk	plant

- II. Pairwork: Discuss the following questions with your partner.

1. What is your favorite kind of trees / flowers? Why?
2. What is the value of trees and flowers in man's life?
3. Trees and flowers are often used as symbols. For example, red rose stands for love. List some other examples of this.
4. What influence does the increase in human population have on trees and flowers?
5. What will you do to preserve trees and flowers around you?



Text

"Have You Seen the Tree?"

- 1 My neighbor Mrs. Gargan first told me about it. "Have you seen the tree?" she asked as I was sitting in the back yard enjoying the October twilight.

- 2 “The one down at the corner,” she explained. “It’s a beautiful tree — all kinds of colors. Cars are stopping to look. You ought to see it.”
- 3 I told her I would, but I soon forgot about the tree. Three days later, I was jogging down the street, my mind swimming with petty worries, when a splash of bright orange caught my eye. For an instant, I thought someone’s house had caught fire. Then I remembered the tree.



- 4 As I approached it, I slowed to a walk. There was nothing remarkable about the shape of the tree, a medium-sized maple. But Mrs. Gargan had been right about its colors. Like the messy whirl of an artist’s palette, the tree blazed a bright crimson on its lower branches, burned with vivid yellows and oranges in its center, and simmered to deep dark red at its top. Through these fiery colors cascaded thin rivulets of pale-green leaves and blotches of deep-green leaves, as yet untouched by autumn.

- 5 Edging closer — like a pilgrim approaching a shrine — I noticed several bare branches near the top, their black twigs scratching the air like claws. The leaves they had shed lay like a scarlet carpet around the trunk.
- 6 With its varied nations of color, this tree seemed to become a globe, embracing in its broad branches all seasons and continents: the spring and summer of the Southern Hemisphere in the light and dark greens, the autumn and winter of the Northern in the blazing yellows and bare branches. The whole planet seemed poised on the pivot of this pastiche.
- 7 As I marveled at this all-encompassing beauty, I thought of Ralph Waldo Emerson's comments about the stars. If the constellations appeared only once in a thousand years, he observed in *Nature*, imagine what an exciting event it would be. But because they're up there every night, we barely give them a look.
- 8 I felt the same way about the tree. Because its majesty will last only a week, it should be especially precious to us. And I had almost missed it.
- 9 Once when Emily Dickinson's father noticed a brilliant display of northern lights in the sky over Massachusetts, he tolled a church bell to alert townspeople. That's what I felt like doing about the tree. I wanted to become a devoted messenger of autumn, awakening the countryside to its wonder.
- 10 I didn't have a church bell, but as I walked home, I did ask each neighbor I passed the same simple but momentous question Mrs. Gargan had asked me: "Have you seen the tree?"

New Words and Expressions

- | | |
|---|--|
| <p>1. twilight /'twailaɪt/
 2. jog /dʒɒg/
 3. splash /splæʃ/
 4. medium-sized /'mi:diəm'saɪzd/
 5. maple /'meɪpl/
 6. messy /'mesi/
 7. whirl /wɜ:l/
 8. palette /'pælət/
 9. blaze /bleɪz/
 10. crimson /'krɪmzɪn/
 11. simmer /'sɪmə/
 12. fiery /'faɪəri/
 13. cascade /'kæskeɪd/
 14. rivulet /'rɪvjʊlɪt/
 15. blotch /blɒtʃ/
 16. edge /edʒ/
 17. pilgrim /'pɪlgrɪm/
 18. shrine /ʃraɪn/</p> | <p>n. the time when darkness is about to fall for the night 黄昏
 v. to run slowly and steadily 慢跑
 n. a small area of color (一片) 色斑
 a. neither large nor small 中号尺码的
 n. a tree with pointed leaves that turn red in autumn 枫树
 a. disordered 杂乱的
 n. a mixed and confused state 纷乱
 n. a board on which an artist mixes his colors 调色板
 v. to shine brightly 发光
 a. (of) a deep, slightly purplish red color 绯红的, 深红的
 v. to turn gradually into 渐渐变为
 a. red like fire 火红的
 v. to flow down like a small waterfall 倾泻
 n. a small stream of water 小溪
 n. a colored mark on something 斑点
 v. to move into little by little 挤入
 n. someone who travels a long way to a holy place for a religious reason 朝圣者
 n. a place of worship; a holy or sacred place 圣地</p> |
|---|--|

19. twig /twɪɡ/ n. a small stem that grows from a branch on a tree 细枝
20. scratch /skrætʃ/ v. to rub a surface with something pointed 抓, 挠
21. claw /klɔː/ n. a sharp, curved nail on the toe of an animal or bird 爪
22. shed /ʃed/ v. to cause (leaves) to fall (树叶) 掉落
23. scarlet /'skɑːlɪt/ a. (of) a bright red color 猩红色的
24. trunk /trʌŋk/ n. the main stem of a tree 树干
25. embrace /ɪm'breɪs/ v. to hold (sb. / sth.) in arms 拥抱
26. hemisphere /'hemɪsfɪə/ n. one half of the earth 半球
27. poise /pɔɪz/ v. to keep (sth.) balanced 使……平衡
28. pivot /'pɪvət/ n. central point on which something balances 重心
29. pastiche /pæ'stiːʃ/ n. a work of art that consists of a variety of different styles 集多种风格于一体的艺术品
30. marvel /'mɑːvl/ v. to feel astonishment or wonder (at) 惊讶
31. encompass /ɪn'kʌmpəs/ v. to completely cover (sth.) 涵盖
32. constellation /ˌkɒnstə'leɪʃən/ n. a group of stars that forms a particular pattern and has a name 星座
33. observe /əb'zɜːv/ v. to say by way of comment 评论
34. majesty /'mædʒɪstɪ/ n. impressive dignity 威严
35. toll /təʊl/ v. to ring (a bell) slowly and repeatedly 鸣钟
36. awaken /ə'weɪkən/ v. to wake up 唤醒
37. momentous /məʊ'mentəs/ a. very important 重大的