

全国商务英语研究会推荐教材

# 泛读

Extensive Reading

4

# 新编 商务 英语

新编商务英语系列丛书

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## 内容提要

《新编商务英语泛读(1~6)》是商务英语系列教材之一。本教材的语言材料新颖、地道,文章均选自当代英美报刊杂志以及某些商务专著;内容丰富、涉及面广,涵盖金融、财经、企业管理、国际贸易、电子商务等诸多领域。本教材采用英语语言和商务知识有机结合的编写方式,使学生既能提高英语阅读理解能力,又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。本教材适合商务英语专业的学生使用。

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# 前言

《新编商务英语泛读》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逐渐增大。在第1、2册中商务材料约占60%以上,在第3、4册中占80%以上,第5、6册课文均为商务材料。

本教材共计6册,每册10个单元。每单元分2个部分。第1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2部分为快速阅读(Fast Reading),每单元都配有2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。各学校在使用本教材时可根据学生英语及商务知识的基础灵活掌握。英语基础好的学生可以直接用第2册作起点,也可有选择地使用课本中的商务材料。

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



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○ Part A

Text A

Text B

○ Part B

Fast Reading

1

U N I T

**Text A   Public Relations**

**Text B   Disney Expands Its Product Mix**



## Part A Text

### Text A

#### Public Relations

- 1 **Public relations** is defined as a firm's communications and relationships with various publics, including customers, employees, stockholders, suppliers, government and the society in which it operates. Public relations efforts date back to 1889, when George Westinghouse hired two people to publicize the advantages of alternating current to refute arguments for direct current electricity.
- 2 Public relations is an efficient indirect communication channel for promoting products, although its objectives are broader than those of other components of promotional strategy. It is concerned with the prestige and image of all parts of the organization. A major objective is to build goodwill between the firm and its various publics. Through a massive communication effort, Pacific Gas and Electric strengthened its goodwill with employees, customers, shareholders, the community, and the press following the San Francisco earthquake in 1989. The earthquake disrupted gas and electric supplies to 1.4 million customers, but PG&E not only restored service to most customers within 48 hours, it also ran ads in 60 daily newspapers and 160 weekly publications to publicize its efforts and sent personal letters of assurance to 106,000 shareholders. It set up a hotline for employees, so they could get current information on the situation. It published a special edition of the staff newspaper. CEO Dick Clarke contacted local and national politicians and became personally involved in the restoration effort

by assessing damage first-hand and talking to employee work crews and customers. The community applauded PG & E's handling of the crisis by hanging "Thank you PG & E" signs in windows and sending letters of gratitude to the utility.

- 3 Other examples of nonmarketing-oriented public relations objectives include a company's attempt to gain favorable public opinion during a long strike and an open letter to Congress published in a newspaper during congressional debate on a bill affecting a particular industry. Although the public relations departments of some companies are not part of the marketing divisions, their activities invariably have an important impact on promotional strategy.
- 4 Approximately 160,000 people are employed in public relations in both nonprofit and profit-oriented sectors. Some 1,800 public relations firms currently operate in the United States. The largest are Hill & Knowlton, Burson-Marsteller, Ogilvy Public Relations Group, and Fleishman-Hillard. In addition, there are thousands of smaller firms and one-person operations. Public relations is in a period of major growth as a result of increased public pressure on industry regarding corporate ethical conduct, environmentalism, and internationalism. Internationally, public relations is growing more rapidly than advertising and sales promotion. Worldwide, public relations accounts for 33 percent of marketing service expenditures, but it is growing at 20 percent a year and in some countries, more than twice as fast as advertising and sales promotion.
- 5 Many top executives are becoming more involved in public relations, as illustrated by Lee Iacocca's efforts to publicize the need for increased competitiveness on the part of U. S. firms. The public expects top managers to take greater responsibility for company actions. Those who do not are widely criticized.



### Publicity

- 6 The aspect of public relations that is most directly related to promoting a firm's products is publicity. Publicity can be defined as the nonpersonal stimulation of demand for a good, service, place, idea, person, or organization by placing significant news about it in a print or broadcast medium without having to pay for the time or space. Firms generate publicity by creating special events, holding press conferences, and preparing news releases and media kits.
- 7 Since publicity is designed to familiarize the general public with the characteristics and advantages of a good, service, place, idea, person, or organization, it is an informational activity of public relations. While its associated costs are minimal compared to those of other forms of promotion, publicity is not entirely cost-free. Publicity-related expenses include the costs of employing marketing personnel assigned to create and submit publicity releases, printing and mailing costs, and other related expense items.
- 8 Some publicity is used to promote a company's image or viewpoint. Other publicity involves corporate activities such as plant expansions, mergers and acquisitions, management changes, and research and development. A significant amount of publicity, however, provides information about goods and services, particularly new ones. For example, Downey Community Hospital in southern California launched a public relations campaign through its advertising and public relations agency, Ripley-Woodbury, to publicize the opening of the hospital's new \$6 million heart-care center. To attract attention to the center months before it opened, a billboard ad featured a 16-foot high inflatable heart that visibly pulsed at a rate of 60 beats per minute. The company invited journalists and cameramen from Los Angeles television stations, major newspapers, and business and trade magazines to attend a press conference on the day of the center's opening. After the opening it mailed photos of the event and press releases to 45 additional publications. These efforts resulted in extensive local and national publicity,

with coverage on television and radio news programs and articles in magazines and newspapers including *USA Today*.

- 9 Because many consumers accept information in a news story more readily than they do in an advertisement, publicity releases are often sent to media editors for possible inclusion in news stories. In some cases, the information in a publicity release about a new good or service provides valuable assistance for a television, newspaper, or magazine writer and eventually is broadcast or published. Publicity releases are sometimes used to fill voids in a publication and at other times are used in regular features. In either case, they are a valuable supplement to advertising.
- 10 Today public relations must be considered an integral part of promotional strategy even though its basic objectives extend far beyond the attempt to influence the purchase of a particular good or service. Public relations programs — especially publicity — make a significant contribution to the achievement of promotional goals.

## New Words and Expressions

1	alternating /'ɔ:ltə:neɪtɪŋ/	a.	交替的
2	hotline /'hɒt,laɪn/	n.	热线
3	restoration /,restə'reɪʃən/	n.	恢复
4	invariably /ɪn'veəriəbəlɪ/	ad.	不变地,总是
5	sector /'sektə(r)/	n.	部分,部门
6	corporate /'kɔ:pəreɪt/	a.	社团的,公司的
7	ethical /'eθɪkəl/	a.	与伦理有关
8	environmentalism /ɪn,vaɪərən'mentəlɪzəm/	n.	环境保护论,环境论
9	merger /'mɜ:dʒə(r)/	n.	合并,归并

10	acquisition /ˌækwiˈzɪʃən/	n.	收购
11	void /vɔɪd/	n.	空间, 空白
12	supplement /ˈsʌplɪmənt/	n.	补充

## Exercises

### Comprehension

Choose the right answer.

- 1 All of the following are true EXCEPT \_\_\_\_\_.
  - A. public relations helps to promote products indirectly
  - B. public relations contributes to building good will between a firm and various publics
  - C. public relations mainly focuses on improving the relationship between a firm and the government
  - D. public relations has a history of over 100 years in the U.S.
- 2 What was one of the things Pacific Gas and Electric did in the 1989 San Francisco earthquake?
  - A. Restoring service to its 1.4 million customers within 48 hours.
  - B. Writing personal letters of assurance to its 106,000 shareholders.
  - C. Setting up a hotline for the employees as well as customers.
  - D. Running ads in daily newspapers and weekly magazines for as long as 60 days.
- 3 Which of the following is growing more rapidly on an international basis?
  - A. Advertising.
  - B. Public relations.
  - C. Sales promotion.



- D. Public pressure on industry.
- 4 What resulted in the rapid growth of public relations?
- A. The intense competition in the world market.
  - B. The greater responsibilities firms impose on the managers.
  - C. Increased public pressure on industry.
  - D. The revolution in promotional strategy.
- 5 It can be learned from the passage that \_\_\_\_\_.
- A. publicity is an informational activity of public relations
  - B. publicity is a form of promotion which is almost cost-free
  - C. publicity is mainly used to provide information for ideas and persons
  - D. publicity is not useful in promoting a company's image
- 6 In the case of Downey Community Hospital, \_\_\_\_\_.
- A. some publicity is used to promote a company's image
  - B. some publicity involves corporate activities
  - C. publicity provides information about new goods
  - D. publicity provides information about new service
- 7 Which of the following is true according to the passage?
- A. Information in a news story is more acceptable to many customers.
  - B. Information in an advertisement appeals to many customers.
  - C. Information in a publicity release about a new good or service always benefits a magazine writer.
  - D. Information in publicity releases is regularly used to fill voids.
- 8 It is stated in the passage that \_\_\_\_\_.
- A. the United States is the first country to practice public relations
  - B. some public relations firms have only one person
  - C. there are more public relations firms in the U. S. than in any other place in the world
  - D. a large percentage of employees in public relations work in profit-oriented sectors

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

- Public relations efforts date back to 1889, when George Westinghouse hired two people to publicize the advantages of alternating current to refute arguments for direct current electricity.

A. refuse                                      B. retort  
C. argue against                          D. account for
- The earthquake disrupted gas and electric supplies to 1.4 million customers, but PG&E not only restored service to ...

A. disordered    B. cut off                      C. disposed of    D. disturbed
- CEO Dick Clarke ... became personally involved in the restoration effort by assessing damage ...

A. ascertaining    B. calculating    C. reducing              D. removing
- The community applauded PG&E's handling of the crisis ...

A. approved of    B. opposed              C. ratified              D. encouraged
- Publicity can be defined as the nonpersonal stimulation of demand for a good, service, place, idea, person, or organization by placing significant news about it in a print or broadcast ...

A. desire                                      B. evaluation  
C. satisfaction                              D. encouragement
- While its costs are minimal compared to those of other forms of promotion, publicity is not entirely cost-free.

A. minor                      B. minute                      C. least                      D. slight
- Publicity-related expenses include the costs of employing marketing personnel assigned to create and submit publicity releases, printing and mailing costs ...

A. propose                      B. present                      C. give in                      D. endure

- 
- Discussion***

- 1     What is public relations? And what is its major objective?
- 2     What is the relationship between public relations and publicity? Sum up briefly the functions of publicity.
- 3     What did Downey Community Hospital do in order to generate publicity?

## Disney Expands Its Product Mix

- 1 After the death of its founder, Walt Disney, in 1966, the Walt Disney Company seemed to lose its creative edge. As other studios diversified into television and video, Disney seemed content with its library of feature films and animated classics. The company was producing only three or four new movies a year, most of which bombed at the box office. Disney also pulled out of television after twenty-nine years of network programming. By the mid-1980s, Disney was dependent on theme parks and real estate development for about 75 percent of its revenues.
- 2 Today, however, Disney executives are intent on recapturing — and building on — the old Disney magic. Company executives say the Disney



name, culture, movies, and library are the company's biggest resources, and Disney's plan is to simultaneously rejuvenate old assets and develop new ones. While continuing its traditional appeal to the family segment of the movie market, Disney, through its Touchstone Pictures division, is turning out films for adult audiences as well. The company is releasing both old and new programs for television syndication and testing new promotional and licensing projects. In addition, the Disney theme park has been exported. The Tokyo Disneyland is attracting millions of people a year. Disney's overall strategy is to channel the company's revived creativity into improved theme parks, to use the parks to generate interest in Disney films, and to promote both parks and merchandise through Disney television shows.

- 3 Disney received its new lease on life a few years ago when threats of a corporate takeover prompted the company to replace its top executives. The new management moved quickly to tap the resources of the Disney's television and film library. About two hundred Disney movies and cartoon packages are now available on videocassette, and other classic films, such as *Snow White*, will now be released every five years instead of every seven. The studio plans to release one new animated movie for children every eighteen months and about a dozen adult films a year.
- 4 Disney is back on network television as well, with the return of the Disney Sunday Movie. The company also produces the comedy show *The Golden Girls*, along with two top-rated Saturday morning cartoon shows. Following the lead of other studios, Disney has moved into television syndication by marketing packages of feature movies, old cartoons, and *Wonderful World of Disney* programs. The company is syndicating *The Disney Afternoon*, a block of children's cartoons that will air from 3 to 5 P. M. New shows are also being produced for syndication. They include the popular game show *Win, Lose or Draw*, a business news program, and movie reviews by Gene Siskel and Roger Ebert. In an otherwise flat cable television market, the number of subscribers to the family-oriented Disney Channel has jumped

dramatically — to four million. The channel now offers twenty-four-hour features and more original programming than any other pay service. Disney has even signed an agreement with the Chinese government to air a weekly television series starring Mickey Mouse and Donald Duck. The company may license the Chinese to produce Disney merchandise as well.

- 5 At home, too, marketing of Disney characters is receiving considerable emphasis. Recently, Mickey, Donald, and others visited hospital wards and marched in parades in a 120-city tour. Snow White and all seven dwarfs made a special appearance on the floor of the New York Stock Exchange to promote the celebration of Snow White's fiftieth birthday. Minnie Mouse now has a trendy new look and appears on clothing and watches and in a fashion doll line. Disney is also working with toy companies to develop new characters, such as Fluppy Dogs and Wuzzles, both of which will be sold in stores and featured in television shows. In addition, the company has opened nontourist retail outlets. Located primarily in shopping malls, Disney stores carry both licensed products and exclusive theme park merchandise.
- 6 Disney's revitalized market presence has been credited with increasing attendance at the Disney theme parks to more than fifty million people. In Florida, Disney has recently completed new hotels and a movie studio/tour attraction. Moreover, Disney is constructing a fifty-acre water park and adding \$1.4 billion worth of new attractions to Walt Disney World. The company is also considering regional centers that would combine restaurants and shopping with evening entertainment.
- 7 Disney intends eventually to reduce the company's financial dependence on parks and hotels. The strategy is to triple the proportion of company profits from movies and television and to acquire such distribution outlets as movie theaters, television stations, and record companies. Recent business deals with Procter & Gamble Co., McDonald's Corp., Coca-Cola Co., Time Inc., M&M/Mars, and Sears, Roebuck and Co. will help increase Disney's profits and market presence still further.

## New Words and Expressions

1	diversify /daɪ'vɜːsɪfaɪ/	vt.	使多样化; 作多样性的投资
2	rejuvenate /rɪ'dʒuːvənert/	vt.	使年轻; 使恢复活力
3	asset /'æset/	n.	资产, 有用的东西
4	syndication /ˌsɪndɪk'eɪʃən/	n.	企业联合组织
5	takeover /'teɪkəʊvə(r)/	n.	接收; 接管
6	tap /tæp/	vt.	开发, 利用
7	parade /pə'reɪd/	n.	游行
8	feature film		故事片
9	real estate		不动产

## Notes

- 1 Snow White: A fairy tale written by the Danish writer Hans Anderson (1805 – 1875)
- 2 Time Inc. : A subsidiary of AOL Time Warner, Time Inc. is the leading U. S. consumer magazine publisher, with more than 60 magazines in its collection. Among its well-known magazine titles are *Entertainment Weekly*, *People*, *Southern Living*, *Sports Illustrated*, and *Time*. The company extended its brands across new audiences with magazines such as *Time for Kids* and *Teen People*. Time tightened its grip on the magazine market in 2000 with its \$475 million acquisition of Tribune Company's Times Mirror Magazines (now called Time4 Media). The acquisition brought magazine titles such as *Field & Stream*, *Golf*, *Skiing*, and *Yachting* under the Time umbrella.
- 3 Sears, Roebuck and Co. : One of the top U. S. retailers, continues to be seared by mass merchandisers and mall chains alike. So, in addition to