

高等学校商务英语系列教材

**Business English Listening and Speaking**

*Teacher's Book*



# 商务英语 听说教程 教师参考书

第3册

- 总主编 杨翠萍
- 主 编 戴红珍 宋 梅
- 副主编 刘鸣放 汪玉枝



清华大学出版社

<http://www.tup.tsinghua.edu.cn>



北京交通大学出版社

<http://press.bjtu.edu.cn>



Z01278549

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编 者	余 晓	陈夏南	周 淳
	胡 琳		

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·北京·

## 内 容 简 介

《高等学校商务英语系列教材》是一套针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。《商务英语听说教程》是该系列教材之一，本书是《商务英语听说教程教师参考书》第3册，内容包括第3册各单元听力部分的文字材料和练习答案，并对个别难点提供了注释。

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### 图书在版编目 (CIP) 数据

商务英语听说教程教师参考书·第3册/戴红珍，宋梅主编．—北京：清华大学出版社；北京交通大学出版社，2004.10

（高等学校商务英语系列教材/杨翠萍主编）

ISBN 7-81082-313-2

I. 商… II. ①戴… ②宋… III. 商务—英语—听说教学—高等学校—教学参考资料  
IV. H319.9

中国版本图书馆 CIP 数据核字 (2004) 第 045764 号

责任编辑：张利军

出 版 者：清华大学出版社      邮编：100084      电话：010-62776969  
北京交通大学出版社      邮编：100044      电话：010-51686045, 62237564

印 刷 者：北京鑫海金澳胶印有限公司

发 行 者：新华书店总店北京发行所

开 本：185×260      印张：9.5      字数：240 千字

版 次：2004 年 10 月第 1 版      2004 年 10 月第 1 次印刷

书 号：ISBN 7-81082-313-2/H·38

印 数：1～4 000 册      定价：15.00 元

# 前 言

《商务英语听说教程》是针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。本教程突破了传统的教材模式,综合考虑了高校经贸英语专业学生的特点,力求把经贸知识的传授和英语听说技能的培养结合起来。本教程以循序渐进的方式,通过内容丰富、专业面广、程度适宜、饶有趣味的商务材料,促使学生积极参与有关商务实践的听说活动,在提高其口语表达能力的同时,了解商务活动的各主要环节,拓宽视野,获取新知识。

本教程以全国英语教学指导委员会制定的《专业英语基础阶段教学大纲》为基准,扩大输入量,进一步巩固、深化语言基础,提高语言运用能力。本教程从学生的实际水平出发,从语言的基本单位(如音标、单词、句型等)入手,对学生的语音、语调等进行逐项训练,并且商务材料的比例在4册书中逐渐增加。本教程的练习方式为先输入后输出,听说交叉,在选材及练习设计上始终遵循“学用结合,重在运用”的原则。本教程体现了以下几个特点。

1. 丰富性。本教程为学生提供了许多商务方面的听说材料,内容涵盖经贸、金融、企业管理、商业文化、信息技术、旅游等各个领域,而且相当一部分材料具有强烈的时代气息。

2. 多样性。本教程精心设计了形式多样的练习。听力练习有选择、判断、归纳大意、填写表格等形式。口语练习围绕对话主题或交际功能设计,主要有双人对话、角色表演、小组讨论、辩论、大组汇报、调查问卷等形式。

3. 真实性。本教程充分利用了因特网的丰富资源,其中相当部分的数据、图表等内容均来自一些企业和公司的交际活动,场景真实,语言生动、规范,趣味性强,从而可以使学生真切地掌握相应的英语及商务实践的技能。

4. 实践性。本教程特别突出对学生口头交际能力的培养,为学生提供了诸多在现实生活中灵活运用英语语言的场景。口语练习主要讨论一些与日常生活和商务活动密切相关的话题,并且提供了大量的相关词汇、短语及句型,以鼓励学生结合自己的经历、感受大胆开口,踊跃参与。

《商务英语听说教程》共4册,分两个学年使用,每册配有相应的教师参考书和录音磁带。本书为《商务英语听说教程教师参考书》第3册,共12个单元,每单元由4个部分组成。

**Part II Micro-listening** 此部分旨在帮助学生复习、巩固办公室及商务中的常用习语。

**Part III Directed Conversations** 此部分主要围绕每一单元的主题进行对话听说训练,内含形式多样的听力与口语练习。

1. 听力练习:检查学生对所听材料的理解。

2. 口语操练:在理解所听材料的基础上,启发学生开口。练习形式包括看图说话、自编对话、表演和小组讨论等。

**Part IV Listening and Speaking** 此部分着重语篇方面的听说训练,以培养学生的综合表

达能力，练习主要有以下三项。

1. 热身练习：围绕文章内容或学生感兴趣的问题向学生提问，鼓励学生大胆表述，以便顺利导入后续的听说练习。
2. 听力练习：培养学生对通篇材料的理解和摄取具体信息的能力。
3. 口语练习：主要围绕两篇短文内容设计，附加相关主题的讨论，以激发学生的想像力，培养学生的综合概括及表述能力。练习形式为复述、对子练习、小组讨论或大组汇报等。

**Part V Exercises After Class** 此部分内容为本教程的主要特色之一，旨在进一步巩固课堂所学内容，为学生提供更多的听、说训练，使学生课内、课外学习相结合，听说训练不间断。

本书提供了以上 4 个部分听力的全部文字资料和练习答案，并对个别难点提供了注释。

本教程的编写是以每周 4 学时为基础的，编者建议每周完成一个单元，教师也可根据实际情况灵活使用本教程。

在本书的编写过程中，复旦大学的翟象俊教授给予了我们极大的指导。在此我们对他们及所有关心和支持本教程编写和出版的人员表示衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究基础上产生的，但仍可能存在一些不妥之处，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编 者  
于华东师范大学  
2004 年 10 月

\* Part I 是为检查课后听说练习所设计，其答案已在 Part V 给出。

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# Unit 1

## What Is Globalization?

### Part II

### Micro-listening

#### Idioms

#### 2.1 Match the idioms you have heard with the meanings on the right.

1. A: Now that I've got a million pounds in savings I really feel I've **made it**.  
B: Really! You can go into business and make it really big.
2. A: We'll have to evaluate the candidates but, **all things being equal**, I'd prefer to have a young dynamic person.  
B: How about Nancy? She's young and energetic and will be a great addition to the team.
3. A: Have you seen her new **all-singing, all-dancing** computer yet? Apparently, it is really fast.  
B: But I was told she bought it on sale.
4. A: Listen. The index in the stock market has dropped to below 1300 points.  
B: Well I'm not surprised they are in a mess. It's not exactly **earth-shattering** news.
5. A: Tim was forced to leave his job but he got a very generous **golden handshake**.  
B: As an ordinary worker, I guess I'll never be in a position to get that.

- |                             |   |                                      |
|-----------------------------|---|--------------------------------------|
| 1. made it                  | — | become successful                    |
| 2. all things being equal   | — | if everything happens as it should   |
| 3. all-singing, all-dancing | — | very modern and technically advanced |
| 4. earth-shattering         | — | extremely surprising                 |
| 5. golden handshake         | — | large payment on leaving employment  |

#### 2.2 You will hear three short dialogues. At the end of each dialogue, you'll be asked about the meaning of an idiom or an expression used by one of the speakers. Listen carefully and decide which of the four choices is the best answer to each question you have heard.

1. W: You needn't bother taking me home.  
M: It's no bother. Besides, you lent me your class notes the other day, and **one good turn deserves another**.



- Q: What is a good turn?
- Change of mind.
  - Change of course.
  - c. A favor.
  - A special effort.
2. W: We will repay the first half of the loan by the end of next month.  
M: OK, *I'll buy that*. But on the condition that the entire loan is returned by the end of April.
- Q: What does the speaker mean by "I'll buy that."?
- He will buy the loan.
  - b. He will accept that term.
  - He will not charge interest for the loan.
  - He will pay for information about the company's performance.
3. M: To avoid future unpleasantness on the question of shortage, may we suggest that you sell the cotton waste on *landed weight*?
- W: Landed weight?
- M: Yes, the weight of the cargo when it reaches the land instead of shipping weight.
- W: Mr. Smith, it is our principle to sell our cotton waste on shipping weight, and all our buyers abroad have unhesitatingly accepted our terms. In this case, we regret that we cannot consider your suggestion.
- Q: According to the first speaker, how should the cotton waste be measured?
- According to its absolute weight.
  - b. According to its arrived weight.
  - According to its declared weight.
  - According to its maximum weight.

### Part III

### Directed Conversations

#### Conversation One

#### 3.1 Listen to the conversation carefully and complete the following statements with what you hear.

This is a conversation focused on how culture shapes, and is shaped by, the increasing worldwide economic integration.

A: Good morning, Professor Carter. I'm coming to see you for some questions about globalization.  
First of all, how far is the influence of globalization?





B: I think that in many respects, globalization still remains at the surface. Although there is a great deal of talk about it, the truth is that at present, globalization is restricted to the capital markets. In most other areas, business practices are still intensely local.

A: Can you show me an example?

B: Trade, for example, is still dominantly regional. Asians trade mostly with Asians and Latin Americans trade mostly with Latin Americans.

A: Is this regional limitation true elsewhere?

B: Absolutely! Even in more developed regions this practice holds true. For instance, about 60% of the European trade is done by European nations with their European neighbors. Most companies are national, and certainly governments remain very national. Consumer markets are not only national, but they are local because consumer education improves and consumers are able to get products that precisely meet their needs.

A: Do you believe that homogenization will ever occur on a deeper level?

B: It could be that culture will ultimately become homogenized, just like political systems, but I believe that it will take much longer time. Many people think that because we have advanced communications technology, and are able to introduce our culture to the world through TV, cultures will become increasingly similar. I think that, in a way, it's done just the opposite.

A: Would you please be more specific?

B: For example, compared with 40 years ago, the cultural gap between the United States and Asia has grown bigger. We probably like each other less, and distrust each other more. In the 1950s and 1960s, Asia looked up to the United States as a model of modernization. Now, Asians look more at the dark side of the American society and they feel that America is not a very attractive model. Communications technology has allowed both Asians and Americans to see each other more clearly, and it turns out they have very different value systems.

A: Can global corporations have a homogenizing effect on culture?

B: I think that there is a global consumer culture that is spread by companies like McDonald's and Coca-Cola. But when people examine a culture, they pay too much attention to aspects like the kinds of consumer goods that people buy. That's the most superficial aspects of culture.

A: Then what is your understanding of culture?

B: Culture really consists of deeper moral norms that affect how people link together. For instance, where do the loyalties of different cultures lie, how they regard their families, and how they regard authorities. When it comes to this, the differences become enormous.

A: What makes up these deeper identities?

B: Obviously language, social network, religion, and race are all important components of a local identity. Differences in these aspects lead to the difference in how to do business in different parts of the world. Take social network for example. In many Latin American countries, many of the largest companies are almost always controlled by a group of families. This is also true in other countries, such as Turkey. Obviously, if you do not understand such social networks, if you do not have preexisting business relations, you will not have business opportunities.



A: Well, time is up. Shall we continue our interview next time? Thank you very much, Prof. Carter. Good-bye!

B: Good-bye!

1. According to Prof. Carter the real layer of globalization is restricted to \_\_\_\_\_.
  - a. international trade
  - b. regional trade
  - c. supermarkets
  - d. the capital markets
2. At present, trade is conducted mainly \_\_\_\_\_.
  - a. in a foreign market
  - b. within a local or regional area
  - c. on an international basis
  - d. via the net
3. We can learn from the passage that \_\_\_\_\_.
  - a. the more trade is done, the more homogenized culture becomes
  - b. the better communications technology we have, the more homogenized culture becomes
  - c. the better communications technology we have, the less homogenized culture becomes
  - d. culture homogenization is not affected either by trade or communications technology
4. In \_\_\_\_\_, Asia looked up to the United States as a model of modernization.
  - a. the 1950s
  - b. the 1960s
  - c. the 1970s
  - d. both a and b
5. Companies like \_\_\_\_\_ play a major role in spreading global consumer culture.
  - a. P & G
  - b. Pepsi
  - c. 7-up
  - d. McDonald's and Coca-Cola
6. In order to seize business opportunities, it is important for businessmen to \_\_\_\_\_.
  - a. understand the local social networks
  - b. understand the political differences between countries
  - c. secure support from the local government
  - d. employ an insider to establish business relations

### 3.2 Listen to the conversation again and answer the questions briefly according to what you hear.

1. How does Prof. Carter feel about the development of globalization?

In many respects, it remains at the surface.

2. What's Prof. Carter's opinion about the trade today?

It is still dominantly regional.

3. Why is trade regional according to Prof. Carter?

Companies, governments and consumer markets remain very national.

4. What might happen to culture with the development of globalization?



Culture might ultimately become homogenized.

5. What do many people think is the most probable cause for deeper cultural homogenization? Does Prof. Carter think the same?

Advanced communications technology. No, he doesn't.

6. How do Asians regard the United States today?

America is not a very attractive model.

7. What do people care more when they examine a culture?

They pay too much attention to aspects like the kinds of consumer goods that people buy.

### Conversation Two

#### 3.3 Listen to the conversation carefully and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

A: Good evening, Prof. Carter.

B: Good evening.

A: Let's proceed with our conversation last night. My first question tonight is: Will globalization lead to the development of additional cultural universals?

B: I think that there is a set of cultural attributes that must accompany economic modernization. These include a greater degree of individualism. That is to say, people will be evaluated on their achievement rather than in terms of their family backgrounds. What bothers me about the recent discussions of globalization is that people seem to think globalization is going to be much more homogenizing than it really is. In fact, I think that it will have the opposite effect.

A: Could you give an example, please?

B: Well, Quebec is an example of this phenomenon. In the 1960s because of the North American Free Trade Agreement that changed everything then, Quebec was completely modernized. In some ways, Quebec is actually more like a part of American economy than that of Canada. But now many people in Quebec are talking about separation and Quebec identity. Of course, if they separate, it's not going to cost them economically. Therefore I think it is the prosperity brought about by globalization that permits cultures to really assert their own uniqueness.

A: America has certainly got some of its culture from other parts of the world and benefited from it. Can other cultures be enhanced in the same way?

B: Yes, the American's is a mixed culture. It has got a lot from other cultures. But on the other hand, because of this, Americans believe that the process will happen as easily in other parts of the world. I think that it probably will happen, but it won't be as easy.

A: What role will information technology play in globalization?

B: I hardly think technology alone is going to make globalization happen. The problem is trust. My feeling is that trust is essential to business relationships, and trust is basically a social phenomenon. People establish trust by being together and doing business together. They learn about each other's identities, behavior, reliability, honesty, and ability to do business. It is



extremely difficult to get such information over a digital network.

A: Why is it so difficult?

B: In digital commerce, people are now technically capable of carrying out a transaction, but they do not have the value-added services that enable them to develop a trust relationship. What globalization requires is not just network technology, but rather the creation of a whole new series of services that are able to convey the information needed for trust.

A: Sorry that I've taken so much of your valuable time. Anyway, we've learned a lot from you. I do hope we'll have further talk about such issues. Thank you very much.

B: You are welcome.

1. (T) In the second conversation, Mr. Carter proceeded with the topic of globalization.
2. (T) People seem to think globalization is going to be much more homogenizing than it really is.
3. (F) Although Quebec benefits much from free trade with USA, it still maintains a unique identity.
4. (F) The prosperity brought about by globalization prevents cultures from really asserting their own uniqueness.
5. (F) USA has set a good cultural model, which is easy to follow.
6. (F) Mr. Carter firmly believes that technology alone is going to enable globalization.
7. (T) According to Mr. Carter, trust underlines successful business relationships.
8. (T) People establish trust by dealing with one another through social interactions.
9. (T) Globalization requires not only network technology but also the creation of a whole new series of services that are able to convey the information needed for trust.

## Part IV

## Listening and Speaking

### Passage One

- 4.2 Listen to the passage carefully and decide whether the statements you hear are true or false. Write T for true and F for false in the brackets.**

Production has become international. Some large corporations have stepped across national borders and established branches and subsidiaries in several different countries. As an example, US companies are building automobiles in Canada, West Germany, Britain, and Japan. In some cases, components of an automobile are produced abroad and shipped to the United States. The automobile is then finished inside the USA, using the imported parts. Although the United States has the largest number of such corporations, it is not the only country which has them. Other multinational corporations, for instance, are based in Japan, France, Germany, Britain, and Italy.



Labor, too, is much more mobile than in the past. Both skilled and unskilled workers can now move easily from one country to another. In Europe, for example, there are large numbers of Turkish workers employed in the German economy. Doctors, lawyers, and other professionals also find it easier to work in foreign countries. The labour market has become international, and the number of expatriate workers is continuing to grow. What effect does this increased integration have on domestic and world economy?

It has long been understood that economic activities within a country are very closely integrated. In the domestic economy, a direct expenditure of one million dollars will first increase total demand. In addition, however, companies and individuals who receive the money will spend some of it. The effect of their spending will increase the income of others, who will themselves spend money, so that demand will further increase. This process is known as the domestic multiplier process. The final effect on demand and on the country's GNP will be much greater than the direct effect alone.

1. (F) According to the passage production has remained national.
2. (F) In some cases, components of an automobile are produced in the United States and shipped abroad.
3. (F) In a sense, the United States is the only country which has such multinational corporations.
4. (T) It is self-evident that economic activities within a country are very closely integrated.
5. (F) Within a country, a direct expenditure of one million dollars will first decrease total demand.
6. (F) The direct effect on demand and on the country's GNP will be greater than the final effect.

#### 4.3 Listen to the passage again and complete the following notes with what you hear.

##### **Facts supporting the idea that production has become international:**

- ◇ Large corporations have established branches and subsidiaries abroad.
- ◇ US companies are building automobiles in Canada, West Germany, Britain and Japan.
- ◇ The automobile is finished inside the USA, using the imported parts.
- ◇ Other multinational corporations are based in Japan, France, Germany, Britain and Italy.

##### **Facts supporting the idea that labor is much more mobile than in the past:**

- ◇ Both skilled and unskilled workers can now move easily from one country to another.
- ◇ In Europe there are large numbers of Turkish workers employed in the German economy.



- ◇ Doctors, lawyers, and other professionals find it easier to work in foreign countries.
- ◇ The number of expatriate workers is continuing to grow.

### Passage Two

#### 4.5 Listen to the passage carefully and choose the best answer to each question you hear.

My name is Thomas Larson. I have spent 10 years in Thailand, reporting there for numerous journals. I am also a correspondent for *Business Asia* and I am very concerned with the issue of globalization. I would like to illustrate individuals and communities that are responding in unexpected ways to the opportunities in the process of globalization.

In Taiwan, there is Mason Su, who was born in 1958 when Taiwan was as poor as many African countries. He is the founder of Iwill, an endearing name for a company, which makes computer boards and exports these all over the world. He and his company is a shining example of Taiwan's remarkable ability to use the drive of small entrepreneurs to create and spread an amazing level of prosperity throughout the Island in a few short decades.

In Brazil, I visited Rio de Janeiro, where I was so surprised to find that it was in the shantytown that the positive effects of globalization could perhaps most clearly be seen. In the largest shantytown, Rocinha, you can nowadays buy refrigerators from Asia and mobile phones from Finland. Most important, though, is the fact that many families who went hungry 10 or 15 years ago today can afford not only refrigerators but also to stock them with food and drink. That sounds great. But I must admit that life in Rio de Janeiro was not getting better for all. I spoke to some members of the middle classes there. For example, a taxi-driver, who hated his new job, complained that, for 20 years he had worked in a comfortable middle-class job in a plastics factory, and then something happened. Brazilian politicians opened up the borders to imports, and the company he was working for was promptly put out of business by international competition.

So, after Brazilian reforms put a stop to hyperinflation and lowered barriers to trade, it seemed that the purchasing power of the urban poor in Rio de Janeiro had increased quite dramatically, while it fell for many members of the wealthy middle-class. So the undeservedly rich lost some of their privileges, while the poor got richer. And this is just one case of the great injustice brought by global markets.

1. Which of the following statements is true?

- a. The author is a correspondent for *News Week*.
- b. The author is a correspondent for *China Daily*.
- c. The author is a correspondent for *The Times*.
- d. The author is a correspondent for *Business Asia*.



2. What was Taiwan like when Mason Su was born?
  - a. Rich.
  - b. Prosperous.
  - c. Very poor.
  - d. As rich as Singapore.
3. What does Iwill do?
  - a. It makes computer boards.
  - b. It exports computer boards all over the world.
  - c. It makes up endearing names for other companies.
  - d. Both a and b.
4. In which place of Brazil could the positive effects of globalization be most clearly seen?
  - a. The shantytowns.
  - b. Rio de Janeiro.
  - c. The downtown of large cities.
  - d. The downtown of small cities.
5. Who seem to suffer most from globalization?
  - a. Many families who went hungry 10 or 15 years ago.
  - b. The royal families.
  - c. The urban poor.
  - d. The middle class or above.
6. What job did the taxi-driver feel most comfortable with?
  - a. Working in a business company.
  - b. Working in a plastics factory.
  - c. Working in an export firm.
  - d. Working in a textile mill.
7. How did the taxi-driver lose his job?
  - a. The company he was working for was put out of business by international competition.
  - b. The politicians forced the factory to close.
  - c. The taxi-driver was not qualified.
  - d. The factory he was working for had to stop production for lack of raw materials.

**4.6 Listen to the passage again and complete the following notes with what you hear.**

***The author's personal data :***

- ▶ Name: Thomas Larson
- ▶ Years spent in Thailand: ten
- ▶ Profession: correspondent
- ▶ Concerned with: the issue of globalization

***Mason Su's personal data :***

- ▶ Born in: Taiwan, 1958
- ▶ The founder of: Iwill, an endearing name for a company
- ▶ A shining example of: Taiwan's ability to use the drive of small entrepreneurs to create and spread an amazing level of prosperity throughout the Island

***Some characteristics about Brazil according to the author :***

- ▶ The place showing the positive effects of globalization: in the shantytown of Rio
- ▶ The largest shantytown: Rocinha
- ▶ Many families went hungry: 10 or 15 years ago
- ▶ Brazilian reforms: put a stop to hyperinflation and lowered barriers to trade
- ▶ The purchasing power of the urban poor: had increased quite dramatically
- ▶ The rich: lost some of their privileges

**Part V****Exercises After Class****5.2 Listen to the Business News and complete the answers to the following questions.**

Trade ministers from the Americas gathered in Miami, Florida, this week to discuss plans for a free trade agreement. Thirty-four ministers from North, Central and South American countries took part in the talks. They hope to create a Free Trade Area of the Americas by 2005.

The agreement would bring together eight hundred million people from Argentina to Canada. All the nations in the area would be included except Cuba. If approved, it would create the largest free trade area in the world.

The Free Trade Area of the Americas was first proposed at the Summit of the Americas in Miami in 1994. The presidents of the thirty-four democracies in the area agreed to begin efforts to unite the economies of the Americas into one free trade area. The goal was to end barriers to trade and investment among member countries. It was also designed to improve living and working conditions of all people in the area and better protect the environment.

Trade ministers from those countries have been meeting for eight years to discuss ways to put the agreement into effect. Negotiations are to be completed by 2005.

On Wednesday, lower-level negotiators approved a compromise agreement. Trade ministers





discussed the proposal during official talks Thursday and Friday. Then, the thirty-four nations were to decide on the next step in negotiations aimed at creating a free trade area. The proposed agreement put forward a limited set of rights and responsibilities for each country to follow. But countries could decide which parts they would accept.

In a final declaration Friday, the trade ministers from the United States, Canada, Latin America and the Caribbean agreed to a greatly reduced plan. It includes a limited number of trade compromises such as tax reductions on industrial goods. The declaration did not include issues such as investment and copyright protection. And agricultural issues will now be dealt with by the World Trade Organization, as called for by the United States.

Thousands of protesters opposed to the Free Trade Area of the Americas clashed with riot police during the talks in Miami this week. Most of them belong to American labor unions. They say the agreement will result in environmental damage and loss of jobs.

1. What happened in Miami, Florida this week?
  - a. Thirty-four trade ministers from North, Central and South American countries gathered in Miami, Florida, this week to discuss plans for a free trade agreement;
  - b. Thousands of protesters opposed to the Free Trade Area of the Americas clashed with riot police during the talks in Miami this week.
2. What did the Free Trade Area of the Americas aim at?

The goal was to end barriers to trade and investment among member countries. It was also designed to improve living and working conditions of all people in the area and better protect the environment.
3. What was achieved in the final Friday declaration?

A greatly reduced plan was agreed, which includes a limited number of trade compromises such as tax reductions on industrial goods. The declaration did not include issues such as investment and copyright protection. And agricultural issues will now be dealt with by the World Trade Organization.
4. What else do you know about the Free Trade Area of the Americas?
  - a. It was first proposed at the Summit of the Americas in Miami in nineteen-ninety-four. The presidents of the thirty-four democracies in the area agreed to begin efforts to unite the economies of the Americas into one free trade area.
  - b. If approved, it would create the largest free trade area in the world, which includes all the nations in the area except Cuba and brings together eight-hundred-million people from Argentina to Canada.