

专门用途英语(ESP)规划教材系列一
ESP Textbook Series I

经济英语

Economic English

● 陈建平 Charles Schomaker [美] 主编 ●

- 中国大学英语教学改革的方向
- 中国社会经济发展的必然要求



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陈建平 Charles Schomaker[美] 主编

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随着社会的发展,交流领域的进一步扩大,人们对英语的需求范围也在不断增大。在市场经济环境下,传统的英语教学与社会需求之间存在着越来越大的差距,其内容、理念等不断受到冲击和挑战,学了很多年英语的大学毕业生无法在工作实践中学以致用。因此,高校英语教学必须作出较大的改革,以适应社会需求的不断变化,在此背景下专门用途英语(ESP)的出现成为必然。可喜的是,专门用途英语教学虽然起步较晚,但发展很快,现在全国已有不少高校开设了专门用途英语课程。

1. 专门用途英语是英语教学发展的必然

英语教学和社会的发展密不可分。英语教学是一项社会活动,随着社会的发展,教学活动的 content 和方法也在不断地改进。而专门用途英语的出现是社会发展的需要,也是英语教学改革的前提和目标。在中国,英语教学经历了不同的阶段,从最初的以阅读为基础的语法翻译法,到以口语教学为主的交际法,尔后人们渐渐明白在各个领域中英语的用法存在着较大的差异,随之英语教学便转向专门用途英语。

2. 专门用途英语是语言学理论发展的产物

回顾语言学研究的史,我们发现,最初人们是在语言的范畴内探讨语言现象,而没有把语言与社会联系起来。随着社会的发展,人们突破了这一樊篱,语言的共时研究和历时研究为社会语言学的应运而生打下了基础,而社会语言学的兴起为专门用途英语的产生和发展提供了理论基础。索绪尔认为,研究语言就要研

究语言的交际性和功能性。专门用途英语是英语的一种功能变体,是特定的社会文化群体使用的专门语言。显然,专门用途英语的产生和发展得益于社会语言学的理论观照。

3. 专门用途英语的存在有其教学依据

1994年,原国家教委制订了高等院校面向21世纪教学内容和课程体系改革计划。该计划对21世纪的中国外语人才提出了新要求:基本功扎实,知识面宽广,有一定的相关专业知识,有较强的能力和较高的素质,成为“外语+专业”的复合型外语人才。最近几年,国家教育部门对专门用途英语的发展更加关注,出台了許多措施,鼓励各级高校有针对性地开设社会需求比较大的专门用途英语课程。

专门用途英语教学是社会发展的必然,是普通用途英语教学的扩展和延续,是英语语言文学教学贴近经济社会、培养实用型英语人才的一大变革。

基于以上情况,苏州大学出版社适时地推出《专门用途英语(ESP)规划教材系列》,以便更好地满足社会、经济发展的需要,更好地服务于中国的英语教学改革,为英语学习者以及英语爱好者提供更好的专门用途英语教材。苏州大学出版社希望借此能为推动中国的英语教学改革和发展作出自己的贡献。

《专门用途英语(ESP)规划教材系列一》包括《法律英语》、《旅游英语》、《体育英语》、《计算机英语》、《经济英语》和《机电英语》。该套教材的编写者是全国专门用途英语教学的一线老师或相关学者,他们具有渊博的学识和丰富的教学经验,在各自的领域里都是佼佼者。该套教材不仅适用于全国普通高等院校、高职高专院校的大学生,也适用于开设相关专业英语的研究生,而对于那些对专门用途英语感兴趣的人士也是很好的参考资料。

《专门用途英语(ESP)规划教材系列一》具有以下特点:

1. 专业知识与案例分析相结合

该套教材把专业知识与实践紧密地结合起来,先让学生对某一领域的专业知识有系统的了解,再通过案例分析等情景模式让学生把专业知识更好地融入现实,从而有针对性地开展英语交流,达到既巩固专业知识又提高英语表达能力的目的。这种结合可以克服纯粹专业知识学习的枯燥,调动学生用英语交流的积极性,从而实现英语教学的交际性和功能性。

2. 严谨性与趣味性相结合

教材编写的宗旨是让读者掌握一定的知识、传达一定的信息,因而教材的内容和结构必须严谨。该套教材的编写秉承这一原则,不仅前后结构安排严密、逻辑性强,同时又融入了趣味性和现代气息,将笑话、漫画等表达手段很好地穿插其中。

3. 工整与活泼相结合

该套教材的编写理念从策划开始就强调借鉴国外原版教材的活泼与丰满,但又不放弃中国传统的工整、对称等审美情趣,因而整体看来实现了既活泼又工整的效果。教材中的英文采用了国际上的流行字体,中文采用了扁宋和楷体;每一个图标既体现了章节的变化有度,又能很好地表现各章节的特点。

在该套专门用途英语教材即将问世之际,我们希望它们能够很好地服务于中国英语教学改革、推动中国英语教学的发展。各位读者如有什么疑问或建议,请联系我们(tangdingjun@suda.edu.cn),对于你们的指导我们倍加感谢。

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前言

Preface

本书旨在帮助读者学习经济领域中的专业英语,掌握一定的英文经济术语、商务词汇、法律词汇及文化词汇,熟悉和了解中西方经济文化差异,深刻领会经济英语在语义、语用、语篇等方面的特殊性及其变化规律,提高专业英语技能。通过对本书的学习,读者还可在专业英语的语境中较为系统地了解 and 把握微观经济学、经济地理、国际经济组织、经济一体化、PEST 分析等方面的专业基础知识。本书共由 13 个单元组成,在编写上具有以下特点:

1. 在结构编排上,呈现立体式趋势。各个单元学习前首先明确了重要概念和学习目标,课后配有参考文献、阅读书目、课文注释及课后专项练习,便于教师有效地组织课堂教学及学生自主学习。

2. 在内容体系上,注重英语知识和专业知识的有机统一,使学生能在专业英语语境中较为系统地学习相关经济专业知识,强化专业英语技能。

3. 课文注释注重背景知识介绍。各个单元较为详细地介绍了相关专业背景知识,并对专有名称、专业词汇、难词及难点进行中文解释,以帮助学生更好地理解课文内容,拓展知识面。

4. 课后专项练习注重学习实效。每个单元按学习要求配有词句翻译、填空、正误判断、问题讨论等多项练习,便于学生复习和检验所学的语言知识和专业知识。

本书可作为高等院校英语专业、商务英语专业及经济、管理类专业的经济英语或商务英语教材,也可作为经济类专业的补充教材或教学参考用书,此外,还可用作涉外经济部门的专业英语培训教材或自学参考书。

在编写和出版过程中,许志珊、孟献策为本书的课文注释、练习编写做了不少工作,苏州大学出版社汤定军先生、宁波大学外语学院及国际交流学院的同事们也给予了大力支持和帮助,在此谨表示衷心的感谢。

本书配有电子练习参考答案及课件,如有读者需要请与我们联系(chenjianping@nbu.edu.cn 或 tangdingjun@suda.edu.cn)。

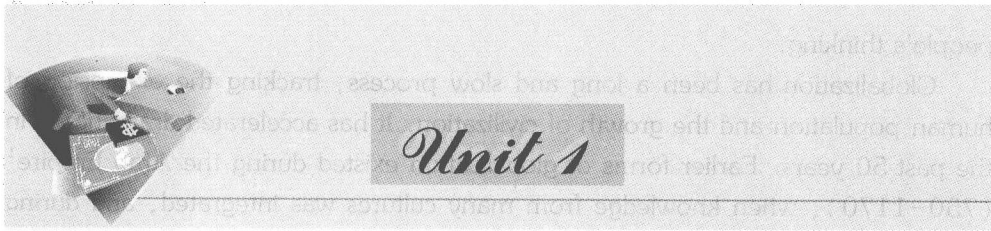
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编者

2009年6月

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The Great Depression



Key Concepts

Keynesian theory	the Great Depression	GDP
multiplier effect	monetarism	PEST

Learning Objectives

1. Understand the factors that lead to globalization and what they mean
2. Understand the historical world background that affects economics and political decisions
3. Understand the causes of the Great Depression
4. Be familiar with the culture-loaded words and terminologies in economics

Introduction

The word most heard today in business and trade is “globalization”. Today it is almost impossible to buy a major product that is solely the result of an idea, material, process and production for a single country due to globalization. You are taking this course to help you understand how your firm can compete in a world market. However, globalization is not a “new phenomena” like some

people's thinking.

Globalization has been a long and slow process, tracking the expansion of human population and the growth of civilization. It has accelerated dramatically in the past 50 years. Earlier forms of globalization existed during the Arab Empire¹ (750–1170), when knowledge from many cultures was integrated, and during the Mongol Empire² (1206–1405), when there was greater integration along the Silk Road³. Global integration continued through the expansion of European trade, as in the 16th and 17th centuries, when the Portuguese and Spanish Empires reached to all corners of the world.

Globalization became a business phenomenon in the 17th century when the first multinational firm was founded in the Netherlands. During the Dutch Golden Age the Dutch East India Company⁴ was established as a private owned company. Because of the high risks involved with the international trade, ownership was divided with shares. The Dutch East India Company was the first company in the world to issue shares, an important driver for globalization.

Liberalization of trade in the 19th century is often called “the First Era of Globalization”, a period characterized by rapid growth in international trade and investment, between the European imperial powers, their colonies, and, later the United States. “The First Era of Globalization” began to break down with the beginning of World War I, and later collapsed during the gold standard crisis⁵ in the late 1920s and early 1930s.

The collapse of world trade in the 1930s was a critical factor in the Great Depression⁶ and ultimately leads to World War II. After the World War II, governments feared a repeat of the Great Depression and began working together—the UN and GATT⁷ (General Agreement on Tariffs and Trade) were formed.

To help you understand why globalization is so important today and has reached to its highest peak and still rising, we need to understand the Great Depression and some of the history of China, and the world view of sections of the world. Then we will take a quick overview of economics and economic geography, and globalization which will allow us to develop a PEST view of economic geography.

The Great Depression

United States of America

The Great Depression started on October 29, 1929, known as Black Tuesday. It began in the United States and quickly spread to Europe and then to every part of the world, with devastating effects in the industrialized nations and exporting nations; hitting the industrialized nation to a greater degree than non-industrialized nations. Construction was virtually halted in many countries. Farmers suffered as crop prices fell by 40%–60%, international trade declined sharply, as did personal incomes, tax revenues, prices and profits. In America, bank failed, firms went bankrupt and stocks became worthless. Millions of people were left homeless and hungry.

The Great Depression ended at different times in different countries. The majority of nations set up relief programs, and most had some sort of political upheaval, pushing them to the left or right. Democracy was weakened, and dictators such as Hitler and Mussolini made major gains, which helped set the stage for World War II in 1939.

The Great Depression was not a sudden total collapse. The collapse came in many fits and starts over a period of 3 years, reaching the bottom in March 1933. In the spring of 1930, credit was ample and available at low rates, but people feared for the future and were reluctant to add new debt. Prices declined across the board, but wages held steady until they started down in 1931. The decline in the American economy was the pin that pulled down most other countries at first; then their own internal weaknesses or strengths in each country made conditions worse or better.

Causes of the Great Depression

Business cycles are a normal part of business in a world of inexact balances between supply and demand⁸. What turned a usually mild and short recession or an “ordinary” business cycle into a great depression is a subject of debate. There is no fully satisfactory explanation of why the Great Depression happened when it did. If such depressions were always a possibility in an unregulated economy, why were there not two or three Great Depressions before World War II; scholars have not agreed on the exact causes and their relative importance but most scholars agree on these basic causes:

First cause, there is the orthodox classical economics⁹: monetarist¹⁰, Austrian Economics and neoclassical economic theory, all which focus on the macroeconomic effects of money supply and the supply of gold which backed many currencies before the Great Depression, including production and consumption.

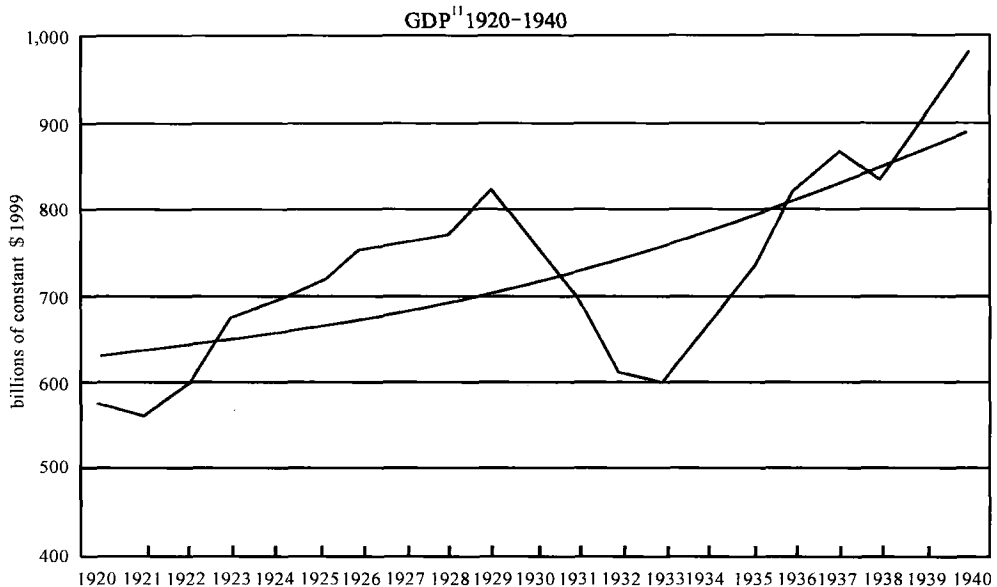


Chart 1: USA GDP (annual pattern and long-term trend, 1920-1940, in billions of constant dollars)

Second cause, there are structural theories, Keynesian theory¹², and also institutional economics, which point to under consumption and over investment (economic bubble), malfeasance by bankers and industrialists or incompetence by government officials.

Third cause revolves around the surplus of products and the fact that many people were not purchasing but saving. The only consensus viewpoint is that there was a large scale lack of confidence. Unfortunately, once panic and deflation set in, many people believed they could make more money by keeping clear of the markets as prices got lower and lower and a given amount of money bought ever more goods.

Fourth cause revolves around trade decline and the United States Smoot–Hawley Tariff Act¹³. Many economists argue that the sharp decline in international trade after 1930 helped to worsen the depression. This was especially true for countries which were dependent on foreign trade.

Most economists assign the 1930 American Smoot–Hawley Tariff Act part of the blame for worsening the depression by seriously reducing international trade and causing retaliatory regulations in other countries. The average ad valorem¹⁴ rate of duties on dutiable imports for 1921–1925 was 25.9% but under the Smoot–Hawley tariff it jumped to 50% in 1931–1935.

Purchases in USA

In the 1920s, in the United States household there was widespread use of credit to purchase businesses and factories and the use of home mortgages¹⁵ and credit purchases of automobiles, furniture and even some stocks, boosting spending. But this created consumer and commercial debt. People and firms that were deeply in debt when a price deflation occurred or demand for their product decreased faced serious trouble—they risked default. Many people drastically cut current spending to keep up time payments, thus lowering demand for new products. Firms began to fail as construction work and factory orders plunged. Massive layoffs occurred, resulting in unemployment rates of over 25%. Banks which had financed the debt began to fail as debtors defaulted on debt and bank depositors became worried about their money and began massive withdrawals.

At its nadir, the Depression was a “Catch Twenty-Two”¹⁶: Workers were idle because firms would not hire them to work; firms would not hire workers to work because they saw no market for goods; and there was no market for goods because workers had no work—no incomes to spend.

After the panic of 1929, and during the first 10 months of 1930, 744 United States banks failed. In all, 9,000 United States banks failed during the decade of the 1930s. By 1933, depositors saw \$140 billion of their deposits disappear due to uninsured bank failures. As bank failures snowballed desperate bankers tried calling in loans which the borrowers did not have time or money to repay. With future profits looking poor, capital investment and construction slowed or completely ceased.

Other Countries

Germany

Germany's Weimar Republic¹⁷ was hit hard by the Depression, as the loans that they were receiving from America to help rebuild their country now stopped. Unemployment soared, especially in larger cities, and the political system veered toward extremism. Hitler's Nazi Party came to power in January 1933. In 1934, the economy was still not balanced enough for Germany to function on its own. In 1935, Germany ran out of money completely primarily due to the reparations it was still paying to the victor countries of World War I causing rampant inflation. Prices were at one point increasing over 100% a day.

Latin America

Because of high levels of United States investment in Latin American economies, they were severely damaged by the Depression. Within the region, Chile, Bolivia and Peru were particularly badly affected. One result of the Depression in this area was the rise of fascist movements.

Japan

In Japan fiscal orthodoxy and budget balance were abandoned in 1931. By 1932 the Great Depression in Japan was over as they began their expansion of "Japanese Economic Sphere of Cooperation". The invasion of China had put the economy of the country on a military buildup.

China

The Great Depression has little economic effect on China. China had little industrialization and most of the industry was controlled by foreign nations. China was undergoing radical political changes and internal infighting was of more concern to the Chinese people.

In General

As the Depression wore on, governments tried public works, farm subsidies, and other devices to restart the economy, but never completely gave up trying to balance the budget. With fiscal policy, governments could provide spending by decreasing taxes, increasing government spending, and increasing individuals' incomes. As incomes increased, people began to spend more. As they spent more, the multiplier effect¹⁸ would take over and expand the effect on the initial spending.

Rearmament and Recovery

The massive rearmament policies to counter the threat from Nazi Germany helped stimulate the economies in Europe in 1937–1939. By 1937, unemployment in Britain had fallen to 1.5 million. The mobilization of manpower following the outbreak of the war in 1939 finally ended Britain's unemployment. In the United States, the massive war spending doubled the GNP, masking the effects of the Depression. Businessmen ignored the mounting national debt and heavy new taxes, redoubling their efforts for greater output to take advantage of generous government contracts. Most people worked overtime and gave up leisure activities to make money after so many hard years. People accepted rationing and price controls for the first time as a way of expressing their support for the war effort. Cost-plus pricing¹⁹ in munitions contracts²⁰ guaranteed businesses a profit no matter how many mediocre workers they employed or how inefficient the techniques they used. The demand was for a vast quantity of war supplies as soon as possible, regardless of cost. Businesses hired every person in sight. By 1941, new workers were needed to replace the 11 million working-age men serving in the United States military.

Culture and Society in the Great Depression

As we stated, the timing and severity of the Great Depression varied substantially across countries. The Depression was particularly long and severe in the United States and Europe; it was milder in Japan and much of Latin America. Perhaps not surprisingly, the worst depression ever experienced by the world economy stemmed from a multitude of causes. Declines in consumer demand, financial panics, and misguided government policies caused economic output to fall in the United States, while the gold standard, which linked nearly all the countries of the world in a network of fixed currency exchange rates, played a key role in transmitting the American downturn to other countries. The recovery from the Great Depression was spurred largely by the abandonment of the gold standard and the ensuing monetary expansion. The economic impact of the Great Depression was enormous, including both extreme human suffering and profound changes in economic policy.

The Great Depression, of course, had created the perfect environment—political instability and an economically devastated and vulnerable populace—for

the Nazi seizure of power and fascist empire building. Consequently, it was the spread of totalitarianism²¹ and not economic hardship that occupied the minds of Europeans in the 1930s. The situation was similar in Asia, where urban and rural poverty was a normal feature of economic life. In Asia, the decade of the 1930s is forever linked to the spread and brutality of Japanese imperialism. Thus, while Americans were preoccupied through most of the decade with their own domestic hardships, Europeans and Asians had other, more transnational, problems to confront.

Now let us turn to China and briefly review Chinese history before the Great Depression and up to the founding of the PRC.

History of China's Industrial Development

In the century between the First Opium War (1839–1842) and the founding of the People's Republic of China in 1949, China showed very little modern industrial development as the Qing Dynasty had been slow to adopt modernity. Qing officials were suspicious of social and technological advances which they viewed as a threat to their absolute control over China. What little industry existed in China at that time was all controlled by the foreign powers. In 1936, foreign investment in China totaled RMB 4.5 billion. Foreign-owned factories and enterprises produced 99% of China's output of iron, 60% of its cotton cloth, and more than 55% of its coal, electricity, and tobacco products.

Foreign interest in China at this time was largely self-serving: Britain, Germany, Russia, and Japan were the major foreign powers in China. These countries had three main purposes in developing China's industries. First, China's rich mineral resources and its agricultural products could be exploited as raw materials or could be processed and sold at a high profit on the world market. Second, they established strategic military bases as part of the drive to divide and control China. Third, domination of China's huge domestic market through the exploitation of its resources and cheap labor was extremely profitable.

Since manufacturing was dominated by foreign powers, Chinese industrialists depended on imported foreign machinery and funds. Therefore, Chinese-owned enterprises were concentrated in the coastal cities where protection could also be sought from the foreign powers against the political strife that was disrupting the country. Even though these economical and political bonds strengthened the