

高职高专商务英语系列教材

# 新编

XINBIAN JINGMAO YINGYU YUEDU

# 经贸英语阅读

主编 丁丽军 万桂莲



江西高校出版社

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# 新编经贸英语阅读

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## 前 言

《高职高专商务英语系列教材》是根据教育部制定的《高职高专教育基础课程教学的基本要求》和《高职高专教育专业人才培养目标及规格》的要求编写而成的。

本系列教材面向高职高专院校国际商务、经济管理类等相关专业编写而成的。充分体现了以就业为导向、市场需求为己任及学以致用原则;努力符合本学科的课程设置要求;本教材所选内容全面、新颖,把科学性、实用性和通用性结合起来,较好地解决了传统教材中存在的“所学非所用”和“所用非所学”的问题,给学生提供了一个模拟仿真的商务环境,使之毕业后能直接上岗。可以说系列教材是集教育界的教师们多年来的职业教学经验,在理论体系、组织结构和阐述方法等方面都做了一些新的尝试,特别是在突出实践教学环节,强调实用性和可操作性方面有其创新之处。

系列教材共含九册,《新编经贸英语会话》、《新编外贸英语函电与实训》、《新编外贸单证与实训》、《新编商务谈判技巧》、《新编商务英语听说》、《新编经贸英语阅读》、《新编英语应用文写作》、《新编求职英语》和《新编英语翻译技巧》。

《新编经贸英语会话》旨在最大限度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和经贸类专业知识有机地结合起来,使学生在模拟的外贸环境中,掌握大量的专业术语及操作技能。从而达到培养学生的经贸英语的综合运用能力和贸易业务的实际操作能力。

《新编外贸英语函电与实训》以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识及写作技能,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、报盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学生在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

《新编外贸单证与实训》详细地讲解了各种单证的制作方法和技巧;尽量做到理论部分简明扼要、通俗易懂;实训部分内容翔实、新颖、可操作性强;内容涵盖了最新的常用的各种外贸单证。强调讲授最新的制单规范和相关的国际贸易惯例,培养学生的综合制单能力。

《新编商务谈判技巧》精选简单实用的英语谈判技巧内容,突出语言的典型性和谈判场景的实用性,使学生了解基本的英语谈判技巧和跨文化交际原则。全书共分4章:商务谈判概述、商务谈判的类型与内容、商务谈判准备、商务谈判。

《新编商务英语听说》旨在培养学生英语语言的综合运用能力。内容包括出差、闲聊、租房、上网购物、商务礼仪、参观工厂、洽谈业务、交易会、财务事项、投资业务、观光、道别、求职、国际物流、保险与索赔、公共关系等。

《新编经贸英语阅读》旨在训练学习者通过阅读英语文章获取基础的经济与商务知识的能力。课文均选自国内外最新的经济与商务信息,内容包括基础经济理论介绍,银行业及信用卡服务、国际贸易潮流、电子商务、股票市场及税收等方面。选材内容既有经典的专业基础理论,又有最近的时事报道。还为阅读主课文 TEXT A 配备了大量的商务英语短语翻译、回答问题等不同形式的练习,以供学习者进行扎实的专业术语及基础语言训练之用。每单元课文后均附有词汇表与注释,方便学习者查阅。

《新编英语应用文写作》提供了各种常见、常用的应用文范例及实训写作指导,包括了最常见的英语应用文的写作特点、方法和要求等等,内容全面,是一本操作性很强的实用教材,也是广大英语学习者和教研工作者的良师益友。

《新编求职英语》旨在让学生了解求职的各个环节,运用现有的英语综合知识进行有效的求职活动。教材以求职的整个过程为线索,从英文招聘广告、求职信、英文履历、求职申请表的填写、如何进行网络求职、面试礼仪及面试技巧等方面给学生进行全面系统地指导,使学生对英文求职的内容和程序有较清晰的了解,并在附录中对求职过程中的关键部分所使用的句子、语气、方法及礼仪都给出了详细的例句和样例供学生学习与模仿,增强学生在求职过程中的信心和勇气。

《新编英语翻译技巧》共分两部分,即笔译与口译。笔译部分包括翻译概论、笔译技巧、词义选择、引申和褒贬、词类的转换、语序的变换、正反、反正译法、增译、减译法、否定句的译法、从句的译法、长难句的译法,以及色彩、习语的文化内涵比较与翻译,和新词汇的翻译等。口译部分包括口译的概述、基本技巧和口译的实践等。

本系列教材的编写得到了全国各兄弟院校及相关专家们的鼎力相助和悉心指导,在此谨致谢忱。由于能力和水平有限,不当之处在所难免,恳请各兄弟院校和读者在使用本教材的过程中给予批评和指正。

编 者

2009年1月8日



## 编者的话

随着世界经济一体化格局的形成和中国经济改革开放的不断深入,培养懂英语、懂国际经济与商务的复合型人才已是当务之急。

本书旨在训练学习者通过阅读英语文章获取基础的经济与商务知识的能力。课文均选自国内外近期出版的原版经济与商务教材或期刊,具体内容包括:基础经济理论介绍、银行业务及信用卡服务、国际贸易潮流、电子商务、股票市场、全球化及税收等方面。选材内容既有经典的专业基础理论,又有最近的时事报道。全书共分12个单元。每单元课文后均附有词汇表与注释,方便学习者查阅。同时还为阅读主课文 TEXT A 配备了大量的商务英语短语翻译、回答问题等不同形式的练习,以供学习者进行扎实的专业术语及基础语言训练之用。

本书适合高等学校商务英语专业及经贸专业的学生使用,尤其适合作为高职高专院校商务英语专业及其他相关专业的阅读教材,还可作为外经贸从业人员提高英语阅读能力的辅助读物。

本书由丁丽军统筹策划、选材,由万桂莲及吴超审稿。由丁丽军、万桂莲任主编,由徐筱秋、吴超和吴喜才任副主编,参加编写的人员有丁丽军、吴喜才、徐筱秋、吴超、万桂莲、吕翔、孟乾、杜鹃和熊维。由于编写时间有些仓促,若有疏漏与错误,恳请读者指出,以便再版修正。

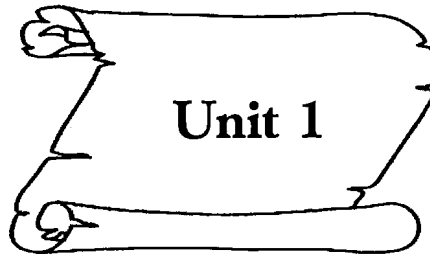
编者

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## **Text A**

### **Economics**

Helen collapsed on her sofa after a very busy day. As she reviewed the day's events, questions kept popping into her head. That morning, she accepted one of the five job offers she received after graduating from college. She wondered why she was so lucky: just two years earlier, the unemployment rate was much higher and most graduates were lucky to get even one job offer.

*Why does the unemployment rate vary from year to year?*

Helen's starting salary was about 80% higher than the salary of the typical high-school graduate and about 10 times higher than the salary in the typical developing nation. She wondered why her salary was so high.

*Why do college graduates earn so much more than high-school graduates?  
Why do workers in the United States earn so much more than workers in developing nations?*

Helen bought a three-month-old car with just 4,000 miles on it, paying about \$6,000 less than she would for an otherwise identical new car. It seemed too good to be true. As she drove off the lot, she remembered her friends' warning that used cars are "lemons" and wondered if she'd made a mistake.

*Why do so many used cars turn out to be lemons?*

Helen was surprised at how easy it was to get a loan from a local bank to pay for her car, and she wondered about how the financial system works.

*Where did the bank get the money for her auto loan?*

On the way home, Helen stopped to vote in a congressional election. The biggest issue in the campaign was the size of government: one candidate promised to cut government; while the other promised to develop some new government programs. Helen wondered which candidate was right.

*What is the role of government, and is it too large or too small?*

As you can see from this story, economics is all around us. Our everyday experience in the economy—as buyers, sellers, workers, and citizens—lead us to question about the state of the national economy, about how markets operate, and about the role of government.

*What is economics?*

Economics is the study of the choices made by people who are faced with scarcity. Scarcity is a situation in which resources are limited and can be used in different ways, so we must sacrifice one thing for another. Here are some examples of scarcity.

You have a limited amount of time today. If you read this book for an hour, you have one less hour to spend on other activities, such as studying for other courses, reading the newspaper, or exercising.

A city has a limited amount of land. If the city uses an acre of land to build a park, there is one less acre for apartments, office buildings, or factories.

A nation has a limited number of people, so if it forms an army, it has fewer people to serve as teachers, doctors, and clerks.

Because of scarcity, people must make difficult choices: you must decide

how to spend your time; the city must decide how to use its land; and a nation must decide how to divide its people between military and civilian pursuits.

Wherever you look, we are surrounded by economic concerns. The pervasiveness of choice in the face of scarcity is reflected in the definition of economics offered by the famous economist Alfred Marshall (1842—1924): “Economics is the study of mankind in the everyday business of life.”

Each person is faced with dozens of decisions, including what goods to buy, what occupation to pursue, how many hours to work, and how much money to save. A firm must decide what goods to produce and how to produce them. A government must choose a set of public programs and then decide how to raise money to support the programs. Together, the choices made by individuals, firms, and governments determine society's choices and answer three basic questions.

*1. What goods and services do we produce?*

To decide how much of each goods to produce, we face some important trade-offs. For example, if we devote more resources to medical care, we have fewer resources for education and consumer goods. If we increase the number of people working in factories, we have fewer people to work on farms and in the classroom.

*2. How do we produce these goods and services?*

We must decide how to use our resources to produce what we desire. For example, should we produce electricity with oil, solar power, or nuclear power? Should we teach college students in large lectures or in small sections? Should we produce food on large corporate farms or on small family farms?

*3. Who consumes the goods and services that are produced?*

We must decide how the products of society are distributed among people in our society. If some people earn more money than others, should they consume more goods? How much money should we take from the rich and give to the poor?

## *New Words and Expressions*

**collapse** *vi.* 突然倒下 to fall down suddenly

**review** *vt.* 对……进行回顾 to consider retrospectively; look back on

**pop** *vt.* 突然出现, 出其不意地迅速移动或出人意料地移动 to move quickly or unexpectedly; appear abruptly

**unemployment rate** 失业率

**vary** *v.* 改变, 变动, 变化 (尤其指伴随着某种因素而产生) to change, esp. according to some factors

**typical** *a.* 典型的, 表明一个种类、类型、种群或类别的性质、特性或特点的 exhibiting the qualities, traits, or characteristics that identify a kind, class, group, or category

**identical** *a.* 完全相等或相似的, 同样的 exactly equal and alike

**otherwise** *ad.* 在其他方面 in other respects

**drive off** 指(驾驶人、汽车等)开走, 离开 leave

**lot** *n.* 一块地皮; 有特定边界的一块土地, 尤指组成城市、乡镇或街区的一部分 a piece of land having specific boundaries, especially one constituting a part of a city, town, or block

**lemon** *n.* 有缺点之物, 令人不满意或是有瑕疵的人或物, 次品 something that is unsatisfactory or defective

**turn out to be sb./sth.** 证明是某人/某物; 原来是 prove to be sb./sth.; come to be known that

**loan** *n.* 贷款 a sum of money lent at interest

**financial** *a.* 财政的, 金融的

**auto loan** 汽车信贷

**congressional election** 国会选举

**issue** *n.* 议题; 公众关心的事物 a matter of public concern

**campaign** *n.* 运动计划 an operation or series of operations energetically pursued to accomplish a purpose

**candidate** *n.* 候选人, 候补人 a person who seeks or is nominated for an office, prize, or honor

**develop some new government programs** 增设新的政府职能机关

**scarcity** *n.* 资源稀缺 the insufficiency of amount or supply; shortage

**resource** *n.* (常作 resources) 资源 an available supply that can be drawn on when needed

**sacrifice** *vt.* 献出 to forfeit (one thing) for another thing considered to be of greater value

**acre** *n.* 英亩

**form** *vt.* 组建 to organize or develop

**pursuit** *n.* (常作复数) 花时间、精力等做的事; 职业 something to which one gives one's time, energy, etc.

**pursue** *v.* 从事(例如, 一种职业或爱好) to be engaged in (a vocation or hobby, for example)

**military pursuits** 军用事业

**civilian pursuits** 民用事业

**economic concerns** 经济利害

**concern** *n.* 利害关系; 有关或影响某人的事物 a matter that relates to or affects one

**pervasiveness** *n.* 遍及, 无处不在 being present throughout

**reflect** *v.* 反映 to form an image of (an object); mirror

**occupation** *n.* 职业 an activity that serves as one's regular source of livelihood; a vocation

**firm** *n.* 公司 company

**a set of** 一套

**raise money** 集资

**trade-off** *n.* 权衡, 协调 the balancing of various factors in order to achieve the best combination

**medical care** 医疗保健

**distribute** *v.* 分发, 分配 to separate something into parts and give a share to each person or thing

## Notes

1. *job offer* 提供工作

2. *high-school graduates* 高中毕业生

3. *drive off the lot* 驶离停车区



4. . . . used car are “lemons” . . . . 二手车是次品

5. scarcity n. 资源缺乏

在经济学中, scarcity 指的是同一种资源被多种用途所需求。因而, 人们必须做出一个选择, 在这些不同并且相互竞争的用途中分配资源。

### *Exercises*

#### I. Answer the following questions

1. Please list the economic phenomenon in Helen's story.
2. What is the subject studied in economics?
3. What is scarcity in economics?
4. What are the two features of scarcity resources?
5. Please give some examples of scarcity.
6. What is the reason that people must make difficult choices? Can you explain it with your own experience?
7. Are you surrounded by economic concerns? Please say something about it.
8. What factors can determine a society's choices?
9. What are the three basic questions that economics wants to answer?
10. Can you give some examples of trade-offs we face when we decide how much of each goods to produce?