

新时代大学商务英语系列教材

New Century College Business English

总主编：王正元

商务英语读写教程7

主 编：于丽艳

副主编：王 军 李 林

主 审：曹立华



BUSINESS ENGLISH

新时代大学商务英语课程建设工程项目



机械工业出版社
China Machine Press



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编著：于丽艳 王 军 李 林 马瑞香 叶 鸣 吴 源
张春梅 孟 晖 范莹芳

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序

PREFACE

伴随经济全球化和我国经济国际化的进程,国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增,这也促进了我国高等教育商务英语专业的快速发展。目前,全国有 700 多所高等院校开设了外贸英语、商务英语等课程,工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程,部分院校甚至设立了商务英语专业。近几年来,全国性的商务英语教学、学术研讨会频频召开。我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设,各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材,以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语,国外大学多将其归为 ESP (English for Special Purposes)。目前,我们国内这样系统的专业教材并不很多。王正元教授领衔总主编、由全国 20 余所大学 40 余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共 14 本,包括读写、视听说、写作、口译,涵盖了商务英语的基本主体课程,编著者基于“商务知识+英语能力=核心竞争力”的编写理念,力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富,英语操练有的放矢,凸显了人才培养规格,给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观,体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来,商务英语是我们这个时代经济发展催生的新事物,它必将在市场经济的强劲需求中茁壮成长。为更好地培养复合型人才,英语教材的建设任务是繁重的。这套教材需要在使用中逐步完善提高,以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长 博士生导师 徐子健

2008 年 10 月

· V ·

前言

PREFACE

1. 本套教材编写的指导思想及目标

为了编写这套教材,我们反复学习了教育部高等学校英语教学大纲,访问了毕业生用人单位,举行了英语毕业生座谈会,广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出:“我们也应当清醒地面对这样一个现实,即我国每年仅需要少量外语与文学,外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作,而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等结合的复合型人才,培养这种复合型外语及专业人才是社会主义市场经济对外语专业提高的要求,也是新时代的要求。”我们将这一精神作为我们这套教材编写的指导思想,并努力使这套教材达到这样的目标:

- 1) 教材内容要有较强的时代性、实用性、针对性、系统性。
- 2) 安排好商务英语专业知识、语言训练及文化背景知识。
- 3) 教材要有利于培养学生的英语思维力、创新力、语用能力。
- 4) 运用任务型的教学方法,为学生自己学习提供平台。

2. 本套教材编写的理念

努力使这套教材满足三个要求:全球化经济发展对人才规格的要求;学生就业求职的要求;商务英语专业学科建设的要求,突出“商务知识+英语能力=核心竞争力”的编写理念:

- 学习反映全新商务知识的英文语篇,掌握现代商务理念。
- 模拟走进商务语境,拓展国际商务视野。
- 结合案例商情,训练英语交际能力。
- 运用视、听、说先进教学手段,给学生带去体验学习英语的快乐。

3. 本套教材的特点

这套教材不同于以文学、文化为内容,以传授知识为主要目的的教材,而是以培养商务英语交际能力为目标的教材,教材编写突出以下特点:

- 1) 商务知识的实用性。本套教材内容包括了商务背景、市场营销、战略管理、国际贸易、金融常识、人力资源、企业文化、企业案例等商务实用知识。
- 2) 语言学习的认知性。本套教材各课的 Reading 部分,根据不同的语篇采取了语篇视点、认知参照点、框架、图式等分析方法对课文分析作了提示,以培养学生的语篇分析能力

和快速获得信息的能力。

3) 完成任务的体验性。教材安排了以案例 (Case) 或话题 (Topic) 为内容的讨论或演练, 让学生在商务交际中体验和完成某项商务任务。

4) 商务知识的可延伸性。教材在内容安排上注重商务知识的延伸, 注重商务、语言、文化、行动的结合及文本引申讨论。

我们在编写这套教材时, 还兼顾了这样一些关系: 商务知识与英语能力的关系; 完成任务与英语专业四、八级考试的关系; 英语基础与商务知识的关系。精读课每个单元都安排了听、说、读、写、译项目, 每个项目都给出了要点提示, 并提炼出语法聚焦, 尽量使这套教材充分体现: 以商务知识为载体、以培养英语交际能力为目的、坚持以市场需求为导向、以培养创造力为宗旨、重视英语专业四、八级考试规格。

4. 本套教材的构成及使用建议

本套教材共 14 本, 包括:

精读课: 商务英语读写教程 1-8 册

视听课: 商务英语视听说教程 1-4 册

商务口译: 商务英语口译教程

商务写作: 商务英语写作教程

本套教材使用建议:

年 级	一年级		二年级		三年级		四年级	
学 期	上	下	上	下	上	下	上	下
读写教程	1	2	3	4	5	6	7	8
视听说	1	2	3	4				
商务口译							√	√
商务写作					√	√		

本套教材是集体科研和多所院校合作的成果, 北京外国语大学、广东外语外贸大学、东北财经大学、上海财经学院、天津外国语学院、北京工商大学、广州大学、辽宁大学、天津商业大学、兰州商学院、哈尔滨工程大学、大连海事大学、哈尔滨商业大学、河北经贸大学、沈阳师范大学、燕山大学等高校几十名教授、专家、教师参加了本套教材的编写工作, 付出了艰辛的劳动。

本套教材的编写还得到了许多同事和朋友的大力帮助, 10 余名美国、英国、加拿大外籍语言专家分别审读了各册书稿, 辽宁大学张东辉老师、燕山大学姜炼老师为本套教材中的视听说教程做了大量高难度的视频、音频处理工作, 对外经贸大学副校长、博士生导师徐子健教授为本套教材写了序言, 我对大家的工作和帮助深表感谢。

“新时代大学商务英语系列教材”编委会的全体成员为这套教材付出了汗水和艰辛, 但教材中一定还有很多不足, 欢迎批评指正。我们愿乘商务英语发展的东风, 和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语教材建设。

总主编 王正元

2008 年 5 月

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Unit 1



WTO News: Speeches by DG Mike Moore

Objectives

- ▶ **Listening** WTO's definition, WTO's function
- ▶ **Reading** narrative speech and chronological order
- ▶ **Vocabulary Drills** types of economic terms and exercises
- ▶ **Speaking Skills** discussion on WTO; debate on WTO
- ▶ **Translation Drills** written work, transfer of the negative
- ▶ **Writing Drills** thesis statement

Listening

Text A

on page

275

A Warm up the words and phrases before listening to the recording of Text A.

assurance /ə'ʃʊərəns/ *n.* confidence in oneself; statement made to give confidence 自信; 保证

accountable /ə'kauntəbl/ *adj.* responsible; expected to give an explanation 对某人(某事)负有责任的; 对……应加以说明的

consensus /kən'sensəs/ *n.* general agreement; collective opinion (意见等的) 共同一致; 舆论

ratify /'rætɪfaɪ/ *v.* to confirm by signature or other formality 批准

friction /'frɪkʃən/ *n.* the rubbing of one thing against another; difference of opinion leading to argument and quarrelling 摩擦; 冲突

channel /'tʃænl/ *v.* to cause to go through; to form a water way 引导; 形成河床
dispute /dis'pju:t/ *n.* debate, argument; quarrel, controversy 辩论, 争论; 争吵

multilateral /,mʌlti'lætərəl/ *adj.* concerning or including two or more groups or nations 多边的

ground-rule 基本原则; (体) 场地临时规则

negotiate /ni'gəʊʃieit/ *v.* to discuss, confer, in order to come to an agreement; to get or give money for 商议, 谈判; 买卖, 让渡

• Answer keys
on page 286

B Fill in the blanks with the missing words you heard.

1. The result is also a more prosperous, peaceful and 1 economic world. Virtually all decisions in the WTO are taken by 2 among all member countries and they are 3. 4 into the WTO's dispute settlement process where the focus is on interpreting 5, and how to ensure that countries' trade policies conform with them. That way, the risk of 6 into political or military conflict is reduced.

2. At the heart of the system — known as 7 — are the WTO's agreements, negotiated and signed by a large majority of the world's trading nations, and 8 in their parliaments. These agreements are 9. Essentially, they are contracts, guaranteeing member countries important trade rights. 10. But their purpose is to help producers of goods and services, exporters, and importers conduct their business.

C Answer the following questions after listening to the recording.

- WTO is the only international organization dealing with the _____ of trade between nations.
 A) global rules B) safety
 C) equality D) insurance
- Virtually all decisions in the WTO are taken by consensus among _____ member countries
 A) half B) a third C) a majority of D) all
- By lowering _____ barriers, the WTO's system also breaks down other barriers.
 A) political B) cultural
 C) trade D) economic
- The agreements were negotiated and signed by _____.
 A) corporations B) governments
 C) individuals D) groups of interests

5. The goal is to _____ the peoples of the member countries.
- promote the understanding among
 - enhance the friendship among
 - ensure the well communication among
 - improve the welfare of

D Questions and Answers.

- What is the main function of WTO?
- What is the result that WTO may bring about to the world economy?
- How is trade friction dealt with?
- What kind of system is WTO?
- What is the heart of WTO system?

Reading

► Structure

viewpoints

- Answer keys on page 286

◆ This is a narrative speech, or informative speech that tells us the process of Russia's entry into the WTO. The passage is organized chronologically and includes some main events. Meanwhile in order to draw the readers' attention, the author uses three skillful headlines.

Teacher's Tips

A Read paragraphs [1] — [5] of Text B, and try to answer the following questions.

- Why does the speaker say that it is a momentous time?
- What are the reasons for so many nations to become members of WTO?

B Read paragraphs [6] — [10] of Text B, and try to answer the following questions.

- Read paragraph 6 and try to find out the words indicating the current state-of-play in Russia.

The **recent** delivery of Russia's revised market access

we **now** see actual

Russia **continues** to work closely and positively

we **are beginning** to understand

however, but

2. What does “this work” in paragraph 8 refer to?

C Read paragraphs [11] — [12] of Text B, and try to answer the following question.

What are the most difficult issues requiring resolution?

D Read paragraphs [13] — [16] of Text B, and try to answer the following questions.

1. What kinds of resources are needed to begin and to conclude a new set of negotiations in paragraph 13?
2. What is the irreversible trend?

WTO News: Speeches by DG Mike Moore

Text B

Reading Notes



① spellbound: *adj.*
so impressed by something that you do not pay attention to anything else 着迷的, 出神的



Moscow, 30 March 2001

High level Round Table on

“Russia, the International Economy and the World Trade Organization”

[1] Good morning. It is a pleasure to be with you today. It is good to be back in Russia again, and as always I am **spellbound**① by the grandeur of it, and deeply impressed by the signs of change and the deep sense of history and destiny of leaders driven by duty.

[2] From the WTO's stand point, it is a momentous time for me to visit Russia, as it is now clear that Russia's accession process is on solid ground and is visibly moving towards an engaged negotiating phase. Since last year, it has become apparent to all that things have really started to move forward in the Russian Federation. Regarding Russia's membership of the WTO, all signs point to an acceleration of work in the coming months.

[3] Joining the WTO sends a clear message to the world community about a nation's commitment to the rule of law, property rights and good governance.

[4] Yugoslavia's Minister for Foreign Economic Relations said recently in Geneva: “We believe the WTO is a cornerstone of the international economic system; it is crucial that we must participate in it. We believe membership will contribute to the democratisation of Yugoslavia and will greatly contribute to stability in south-eastern Europe.”

[5] That is why so many nations wish to become members.

② state-of-play:

(British) the way in which

something is happening

or developing 发展情

况, 进展情况

The Current State-of-play②

[6] Let me recall a few points on Russia's accession negotiations. The recent delivery of Russia's revised market access offers in goods and services marked a major change in the tone of the negotiations. These revisions resulted from a process of intensive consultation with concerned WTO Members. From this new spirit of co-operative negotiation we now see actual engagement between Russia and its trading partners in the negotiations on market access in both goods and services. Russia continues to work closely and positively with all interested WTO Members and accordingly we are beginning to understand what the eventual elements of a deal will contain. I should stress, however, that many months of difficult, and probably complex work remain, particularly in the services area, but be reassured that this is the case in any negotiation as one gets closer to the end.

Russia's WTO Bid



[7] The multilateral work also continues to develop. It is no secret that this work has not progressed as quickly as we all hoped. The Working Party commenced its work on Russia's legal and economic regime in 1995. As you are all aware, the object of this exercise is the comparison of Russia's system with the very detailed requirements of the WTO Agreements. Knowing the recent history of your country, you will all well understand the amount of work that is required.

[8] This work is painstaking and focuses on the identification of any areas of non-compliance, together with plans for bringing those areas into conformity with the WTO Agreement. The big breakthrough has come in the last year, with the Russian side demonstrating its clear commitment to legislative and administrative reform. I want to commend President Putin and his Government for the courage and foresight they have shown in pursuing these reforms.

[9] The Working Party is re-energised by the pace and direction of WTO-related legislation that has been enacted in the last months, and by the work planned in this regard for the coming months. This is a very positive development. There is now a clear link between the new legislation required by the WTO and the domestic economic reform being undertaken by the Government of President Putin. The two are mutually supportive and inter-linked. We have also seen a very clear co-operative linkage between the Executive