

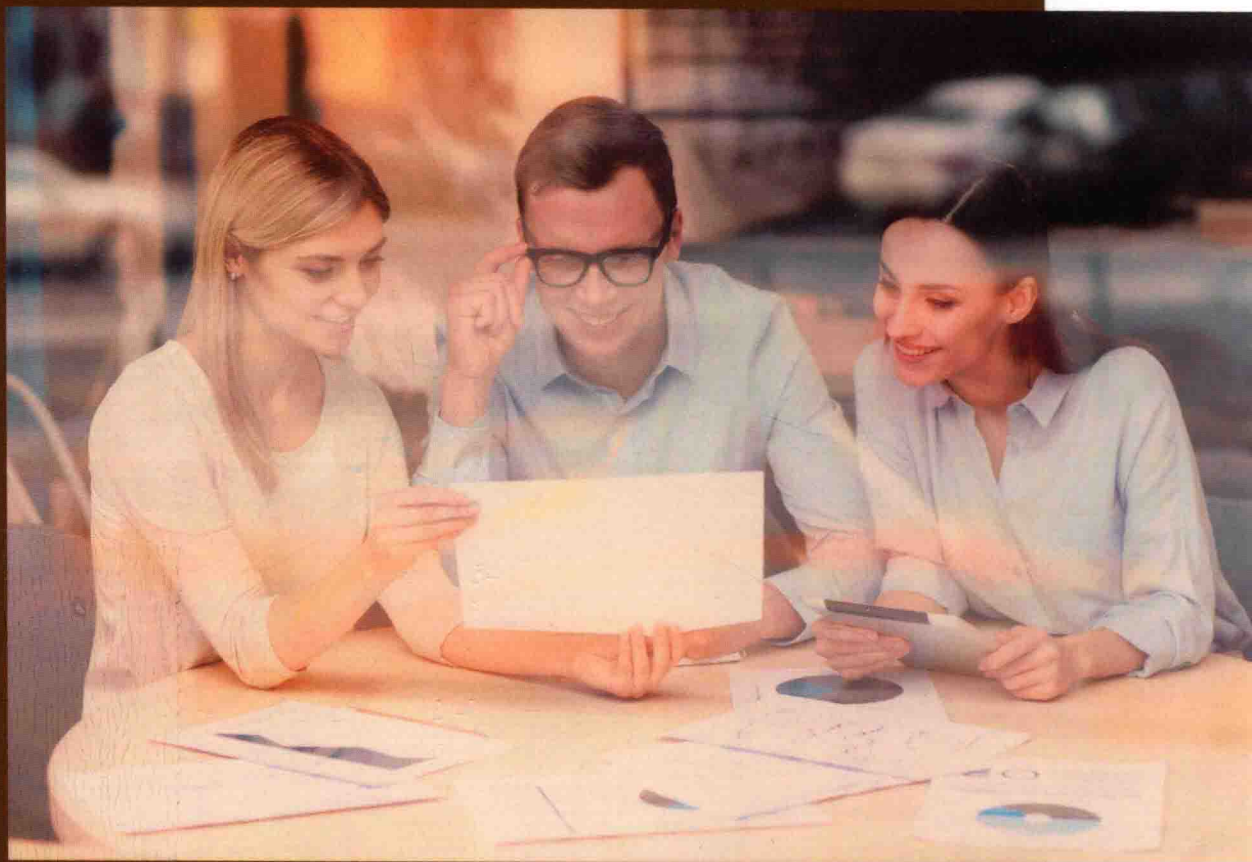


十三五“应用型本科”商务英语系列规划教材

# 商务英语阅读文选

## SELECTED READINGS OF BUSINESS ENGLISH

主编·左进 吴俊秋



东南大学出版社  
SOUTHEAST UNIVERSITY PRESS

十三五“应用型本科”商务英语系列规划教材

# 商务英语阅读文选

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贵州师范学院内部使用

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SOUTHEAST UNIVERSITY PRESS

· 南京 ·

## 内容提要

本书精选了英美报刊上近几年公开出版的文章数十篇,按照商业、投资、物流、电子商务、旅游等类别编为十四个单元,每一单元均设置了课文 A、课文 B 和补充阅读。课文 A、课文 B 分别针对每一单元主题从不同角度进行论述,以帮助学习者拓展视野,并为他们进一步阅读奠定基础;补充阅读部分则以具体的事例或案例呈现与主题有关的商务活动,现实感更加强烈。本书每一篇课文后面均附有形式多样的练习,以帮助学习者加深理解,引导学习者进一步拓展阅读。

本书适用于应用型本科商务英语、外经贸有关专业的学生,也可供具有同等水平的商务从业人员使用。

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# 总 序

21 世纪以来,我国的高等教育发展迅速,涌现出了一大批办学历史悠久、办学水平高、毕业生质量好、深受社会用人单位欢迎的应用型本科院校。这些院校之所以被称为应用型本科院校,是由于其办学思路、办学目标和办学模式与一般本科院校有着本质的区别:其宗旨是培养出一大批能够直接服务区域经济发展、能够立即实现“学以致用”、具有一定的理论基础、动手实践能力较强的高级技能型、复合型人才。

作为专门用途英语(English for Specific Purpose)“家族”中的一员,商务英语(Business English)——它也是应用型本科院校的主干专业之一——属于英语语言文学下列的一个专门学科,涉及英语语言文学、国际贸易、进出口业务、市场行情、国际金融等知识领域,其宗旨与任务是培养能从事外经、外贸和外事等活动的专门性英语人才。自 20 世纪 80 年代我国一些高等院校设立商务英语专业始,截至目前,全国有百余所高校开设了这一专门用途英语专业,为社会培养和输送了成千上万名合格的专门人才,为我国的对外开放事业做出了很大的贡献。

经过多年的建设与发展,商务英语专业在课程设置和培养模式诸方面也彰显出了自己的特色,概括地讲就是:第一,重应用而淡化理论,重点培养学生的语言应用能力,尤其是商务环境下的语言应用能力;第二,够用为度,在知识的学习与掌握上,把握好“通”与“专”、“点”与“面”的有效结合;第三,重实践教学,旨在锻炼与培养学生实际操作与应用的能力;第四,教学手段多元,充分利用现代新媒体技术,以切实增强教学的效果。这种教学理念和培养模式下培养出来的商务英语专业毕业生一般都以“基础实、专业通、技能多、素质好、适应快”见长。

培养模式在专业建设中非常重要,这是不言而喻的。但另一个问题,即教材建设也非常关键,绝不能等闲视之,正所谓“巧妇难为无米之炊”。“米”与“炊”的关系在这里就是“教材”与“专业”的关系。教材建设是提升专业建设质量和教师素养、检验教学成效的重要手段。因此,编写一套符合应用型本科院校“商务英语”专业建设与发展目标的教材,显得愈发的重要、必要和迫切。我们认为以应用型为导向的商务英语教材必须能使达到岗位所需的英语语言能力、商务知识结构和商务操作技能的目标。综观目前市场上已有的教材,尽管种类繁多,但是真正能做到这一点的可以说是“凤毛麟角”;相反,很多教材要么内容陈旧、编排不合理,要么起点较高,成了研究型本科院校“商务英语”教材的压缩版,不利于教学的组织和学习的开展。鉴于此,我们以江苏省内几所多年开设“商务英语”专业院校的一线教师为力量,在充分吸收多种教材优点的基础上,开发了这套“十三五‘应用型本科’商务英语系列规划教材”。

本套教材重点围绕应用型本科院校的培养目标和学生的特点,摒弃了传统教材中的不足,根据语言课程、理论课程和实践课程在不同教学阶段所占的比例,整合和优化商务英语课程,使学生的商务专业知识学习和英语语言技能训练有机地融合在一起,突出课程的实用性和针对性,强化学生的实践技能。简言之,本套教材具有以下特点:根据社会对学生能力的要求和学生应具备的知识结构,设计全套教材的框架结构;创制仿真的商务环境,强化商务知识结构和商务操作技能的训练;构建以语言训练和专业实践操作为主要教学内容的体系结构。我们希望,通过本套教材的学习,学生能够真正成为以“基础实、专业通、技能多、素质好、适应快”见长的应用型、复合型商务英语专业毕业生。

本套教材不仅适用于应用型本科院校商务英语、外经贸等专业的学生使用,还可供非外语、非外经贸专业的学生作为拓展类课程教材,以开阔视野,拓展知识面,提升素养和竞争力。

“十三五‘应用型本科’商务英语系列规划教材”是一个开放的系统,我们不仅欢迎广大教师和学生对本套教材提出建议,更欢迎广大学界同仁参与进来,共同开发这套教材,使其能更好地满足教与学的需求,以利于我国的商务英语专业的建设与发展,乃至英语教育的可持续发展。

# 前 言

随着经济全球化和信息技术的发展,国际贸易和交流日益频繁,社会对应用型商务英语人才的需求更加迫切。为了适应国际经济形势的变化和满足我国高等教育发展的需求,教育部于2007年正式批准设立商务英语本科专业,2015年由高等学校英语专业教学指导分委员会和商务英语专业教学协作组起草了《高等学校商务英语专业本科教学质量国家标准》(以下简称《国标》),这是指导商务英语专业建设的纲领性文件,对全国高校的商务英语专业建设具有重要的指导意义。

《国标》提出:商务英语专业旨在培养英语基本功扎实,具有国际视野和人文素养,掌握语言学、经济学、管理学、法学(国际商法)等相关基础理论与知识,熟悉国际商务的通行规则和惯例,具备英语应用能力、商务实践能力、跨文化交流能力、思辨与创新能力、自主学习能力,能够从事国际商务工作的复合型、应用型人才。其中,英语应用能力指开展商务活动所需的英语语言知识与技能;商务知识与技能指普通和专业商务知识与学科思维和创新能力,而商务英语阅读既能夯实学生语言基本功,又能培养商务专业知识与技能,因此,本书编者组织了相关院校的一线教师,在吸收同类教材的优点的基础上,编写了《商务英语阅读文选》,作为商务英语专业、国际贸易及英语、翻译等相关专业阅读课程的教材。

《商务英语阅读文选》的编写既符合《国标》对商务英语教学目标的要求,又体现了商务英语专业中语言的工具性和交际性作用,且具有三点特色与创新:(1)商务英语阅读文选的“可读性”强。本教材的文章均选自 *The Economist*、CNN、*The Guardian* 和 *Newsweek* 等国际商务类刊物和影响力大的网站,语言地道,原汁原味,信息量大。文章选材尤其注重时效性、启发性和趣味性,新颖的商务理念、先进的企业文化、热门的全球性话题能够提高学生阅读的兴趣,激发他们进一步拓展阅读的欲望;(2)商务英语阅读文选的“工具性”强。本教材为涉外或商务等专业的学生或从业者提供商务英语的阅读素材,读者大量接触商务英语类文章,可以在较短的时间内熟悉商务英语文章的文体、语句和词汇等方面的特点;结合商务英语专业和国际贸易等相关专业的特点,教材在编写设计上重点突出与国际商务活动相关的内容,通过真实具体的案例让学生了解复杂抽象的商务原理,将商务理论和实践有机结合,迅速提高学习者的商务英语阅读能力,增长其国际商务专业知识;(3)商务英语阅读文选的“交际性”强。教学过程中让学生直接面对语篇整体,以限时阅读的文字符号为中介,实现读者与语篇作者之间、师生之间交际的目的,突出培养快速获取商务信息能力。因此,本教材既强调对学生英语基本技能的培养和训练,又重视提高学生实际运用英语的能力,培养全面发展的复合型国际商务人才。

本教材共分15个单元,涉及物流、区块链、住房市场、数字传媒、私募股权、大数据、高科

技、跨国公司、企业文化、电子商务、策略、营销、投资和税收等商务主题,题材广泛、角度新颖、内容丰富、实用性强。每个单元3篇文章,具体安排如下:每个单元都以 Pre-Reading Questions 导入相关话题和背景知识讨论,以激发学生对后面篇章的阅读兴趣,也给学生提供了自我表达的机会;主篇章均为精选的商务报刊或网站原文,精读和泛读相结合,围绕同一主题;每篇文章后均配有生词注释,并设计了多样化的练习题,帮助学生更深入透彻地理解文章内容,提高阅读效率和商务翻译能力。

本教程主题丰富,引发学生思考的维度亦不同。按照设定,Part II 部分的 Text A 和 Text B 为精讲部分,Part III 部分为学生课后拓展阅读的部分。为确保完成阅读任务,需要采取课内与课外相结合的方式,加强对学生课外自主学习的指导,使学生充分利用课内外的时间,提高自己的阅读能力。为适应信息化教学的需要,我们制作了教学课件,方便教师课上使用和学生课前和课后复习。

本教程由主编左进、吴俊秋负责全书的策划、选材、设计、审校并参与部分章节编写,刘启欣、吴良红、张海波、陈黛玲、裘莹莹、薄婷和魏柏瑜等参与各章节的编写工作。本教材的使用对象为高等学校商务英语专业和国际贸易等相关专业的高年级学生,也可以供具有相当商务英语水平的英语学习和研究人员使用。

2018年秋季,东南大学出版社联合江苏理工学院、常州工学院、淮阴工学院、常熟理工学院、三江学院等院校组成应用型本科院校商务英语教材协作组并达成共识,协作编写一套适合应用型本科院校人才培养需求的商务英语教材,本教材是系列教材之一;东南大学出版社的审校老师细致的审校为本书增色不少,此外,本教材已获批准阴工学院2019年校重点教材建设立项,在此,谨一并致谢。

限于编者水平,疏漏错讹之处在所难免,敬请广大师生批评指正。

《商务英语阅读文选》编写组  
2019年7月



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# Unit 1

## A Country's Business Strategies

### Part I Pre-Reading Questions

1. Would you like to work in a different country? Why or why not?
2. In your opinion, which helps a country's economy more? One or two super powerful industries (like Samsung) or many small business?
3. What are the benefits and disadvantages of a rich, powerful country's economic assistance to a poor country?

### Part II Extensive Reading

#### Text A

#### Japan Needs Immigrants, but Do Immigrants Need Japan?

By Emiko Jozuka

One of the first concepts Linh Nguyen learned while studying Japanese was “uchi-soto.” It refers to the practice of categorizing people into one of two groups—insiders or outsiders. Family, friends and close acquaintances are insiders, referred to as “uchi,” while “soto” is for those relegated to the **periphery**.

For this Japan-obsessed student in Vietnam, it felt like a warning; she could be about to enter a deeply closed society that would always consider her an outsider. Ultimately, though, that was not Nguyen's experience. The 25-year-old discovered that Japan was slowly changing.

As Japan's population gets older and smaller, the government is struggling to balance its own deeply conservative views on immigration with the need for new and younger workers. Public opinion is on the side of change. Despite perceptions of **xenophobia**, a 2018 **Pew survey** revealed that 59% of Japanese believed immigrants would actually make the country stronger.

This week, Japanese lawmakers approved a policy change proposed by Prime Minister Shinzo

Abe that will create new visa categories to allow an estimated 340,000 foreign workers to take both high-skilled and low-wage jobs in Japan over the next five years. While this represents a major shift in Japan's approach to immigration, many experts argue it doesn't go far enough.

### Shrinking nation

Japan is already a “super-aged” nation—meaning that more than 20% of its population is over 65 years old. Just 946,060 babies were born in 2017, a record low since official records began in 1899, while an increase in deaths **accelerated** the population decline.

The decline means a shrinking **cohort** of workers is left supporting an increasingly elderly population in need of healthcare and **pensions**. But Japan isn't the only country with such a problem. Germany is also a “super-aged” nation. And by 2030, the US, UK, Singapore and France are expected to have earned that status. While the EU and US **veer** towards **populism** and adopt anti-immigrant stances, in Asia nations are competing for new arrivals, potentially reversing the power balance between immigrants and host countries.

If Abe is to prevent Japan's population from dipping below 100 million by 2060, he will need to provide migrants good reasons to choose the country, says Hisakazu Kato, an economics professor at Meiji University in Tokyo.

A 2015 Pew survey exploring how people in Asia-Pacific see each other revealed that a median of 71% of people in the region held a favorable view of Japan, with positive views exceeding negative sentiment by more than five-to-one. Nguyen points to Japan's solid environmental practices and strong safety record as appealing factors.

But the country's historic failure to **integrate** previous waves of foreign workers raises questions as to why migrants would choose to come to Japan.

Faced with labor shortages in the 1990s Japan revised its immigration rules to offer long-term, renewable visas to the descendants of Japanese immigrants who had moved to Latin American after World War II.

But when the economy **slumped** in 2008, the government urged those same immigrants to return to Brazil and the other Latin American nations where they had moved from. “Japan treats its foreign workers like **Kleenex**,” says Jeff Kingston, a Japanese studies professor at Temple University. “They have a use-it, toss-it mentality.”

### Other options nearby

Singapore has a very different track record. Since independence in 1965, the small South-east Asian city state has built a diverse society by taking in large numbers of immigrants from neighboring Asian countries. Today, foreigners make up more than one-third of Singapore's labor force, though conditions are challenging for low-skilled laborers and numerous abuses exist.

On its website, the Singapore government states that non-resident foreigners do jobs

Singaporeans don't want, and do not compete with locals for high-paying professional or managerial jobs. "They are here to help build our homes, keep our roads clean, and make our lives just a little more comfortable," the website says.

Experts argue that Japan **lags behind** other industrialized countries in **extolling** the benefits of immigration to its domestic population. "The government needs to sell how these people contribute to pensions and economic growth," Kingston says.

As immigration policy has failed to keep up with demand, temporary fixes have plugged the gap. Foreigners on student visas, for example, can work up to 28 hours per week—but Japan has been accused of using students to fill labor shortages.

Nguyen, who is studying for a masters degree, is one of thousands of young international students and foreign workers trying to make a go of it in Japan. In 2018, the number of foreign residents reached a record high of 2.5 million, although that's still only 2% of Japan's total population.

On a bustling Tokyo side street is the office of Inbound Japan, a **concierge** service and cultural interpreter for foreign students struggling to navigate living and working in Japan.

Five years ago, Inbound Japan started providing foreign students with cheap dorm rooms. Its range of services grew as people wanted help getting phone contracts, setting up bank accounts, going to hospital and finding part-time jobs. Yusuke Furumi, an employee there, hopes Japan can gradually become more open to the idea of working alongside foreigners, and make it easier for them to stay and contribute to the economy and society.

### Enter the outback

In the small town of Muroto, in southeastern Japan, foreigners on the Technical Intern Training Program (TITP) have come to the rescue.

Once a booming fishing port, today Muroto has a graying community. Vacant houses **pockmark** the area where the town's bars once thrived. Many of the town's public facilities such as hospitals and elementary schools have shut down. So when Mie Kinoshita was unable to find a mechanic to work in her car dealership in 2017, she decided to outsource her needs—and applied to receive technical interns from the Philippines.

The scheme has faced frequent criticism since its establishment in 1993. In theory, the TITP allows low-skilled workers to come to Japan to learn technical skills they can later take back to their home countries. But opponents of the program **allege** it has been used as a **loophole** to plug gaps in the domestic labor market. Trainees, meanwhile, have reported frequent instances of workplace abuse and bullying.

Kinoshita was aware of the horror stories. To help create a more welcoming environment, she bought a house for her staff. And while they presently only make minimum wage, which is 762 yen ( \$ 6.70) an hour in Muroto, she hopes to increase their wages as their skills grow. Kinoshita's

employees John Riggs Ancino and Marvin Curilan, arrived in Muroto from the Philippines two months ago. On arrival in Japan, the pair received several weeks of Japanese language and culture lessons.

“I’d like to stay here,” says Riggs Ancino, who worked in a tire repair shop back home. “It would be great if I could build a family in Japan.”

Their Japanese colleagues also appreciate the newcomers. “It’s still hard for us to understand one another, but I’ve been working on my English skills,” says Masahiro Maeda, a mechanic in his late 50s. “I’d like them to stay.”

Masoto Yasuda, a mechanic in his late 30s, adds: “I want to go to the Philippines now. It hadn’t really crossed my mind before I met them.”

Total Words: 1,231

This text is taken from CNN, December 6<sup>th</sup>, 2018.

●●●●● New Words ●●●●●

- **periphery** /pə'rifəri/ *n.* 外围
- **xenophobia** /ˌzenə'fəʊbiə/ *n.* 仇外, 惧外
- **Pew Survey** 皮尤研究中心(美国一间独立民调和智库机构)
- **accelerate** /ək'seləreɪt/ *v.* 加速
- **cohort** [ˈkəʊhɔ:t/ *n.* 有共同特点的一群人
- **pension** /'penʃən/ *n.* 养老金, 抚恤金
- **veer** /viə(r)/ *v.* 转向, 改变方向
- **populism** /'pɒpjəlɪzəm/ *n.* 民粹主义
- **integrate** /'ɪntɪgreɪt/ *v.* 使融入一体
- **slump** /slʌmp/ *n. & v.* 骤降
- **Kleenex** 一种面巾纸
- **lag behind** 落后
- **extol** /ɪk'stəʊl/ *v.* 赞美, 吹捧
- **concierge** /ˌkɔ:nsɪ'eɪʒ/ *n.* 看门人
- **outback** /'aʊt'bæk/ *n.* 内陆地区
- **pockmark** /'pɒkmɑ:k/ *n.* 麻点
- **allege** /ə'ledʒ/ *v.* 声称
- **loophole** /'lu:phəʊl/ *n.* 漏洞

## Exercises

**I. Choose the best answer to each of the following questions.**

- ( ) 1. Why is Japan welcoming immigrant workers?
- A. Because the country is developing tourism.
  - B. Because the country is getting smaller.
  - C. Because the country has not enough young labor.
  - D. Because the country's sea level is rising.
- ( ) 2. Why did Japan's past immigrant policy fail?
- A. Japan was unable to find enough immigrant workers.
  - B. Japan abandoned its immigrant workers after using.
  - C. Japanese people did not welcome foreigners.
  - D. Japanese jobs are too difficult for immigrants.
- ( ) 3. Why is Singapore's immigrant policy a success?
- A. The government knows how to promote the benefit of the policy.
  - B. The government offers high-paid jobs.
  - C. The government offers enough jobs for immigrants.
  - D. The government punishes work place abuses strictly.
- ( ) 4. How do opponents criticize TITP?
- A. Local workers failed to learn new language.
  - B. New immigrants failed to learn Japanese.
  - C. Local business owners are bullied and abused by new-coming trainees.
  - D. The policy only helps local economy temporarily.
- ( ) 5. According to the article, who or what plays the key role in welcoming immigrants and why?
- A. Japanese people, because they have to show passion.
  - B. Japanese business owners, because they have to raise the salary for employees.
  - C. Japanese workers, because they have to develop stronger friendship with immigrants.
  - D. Japanese government, because it has to make people understand that immigrant policy can really help.

**II. Understanding the text.**

- ( ) 1. What does "Japan-obsessed" most likely mean?
- A. Those who love Japanese culture, history, and style.
  - B. Those who work in Japan.
  - C. Those who married Japanese.