

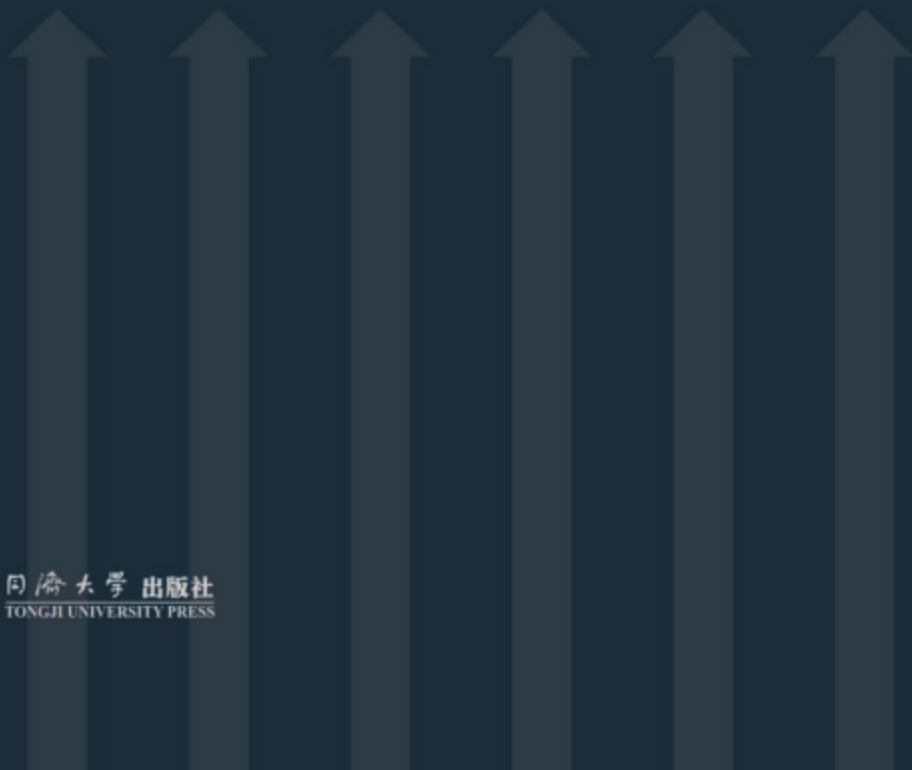
English for MPA Candidates

公共管理英语

——能力提升与职业发展

Ability Enhancement and Career Development

主 编 李兴文 蔡翔凤
副主编 宋 纓 郭 强
编 者 王 婷 陈 靖 陈夏南 李 凤
校 审 钱 杨 [美] Michael Smiley



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内 容 提 要

本书是依据专门用途英语(English for Specific Purposes, ESP)相关语言教学理论,并结合我国目前公共管理硕士(MPA)研究生英语学习需求编写而成的一部综合英语教程。全书共分为10个单元,每个单元包括“能力提升”“职业发展”和“深度阅读”三大板块,以达到提高语言能力和促进职业发展有机融合、相得益彰的目的。

针对绝大多数MPA研究生为本科毕业后数年重新返校学习的实际情况,本书特别设计了“能力提升”板块,结合单元主题加强语言的输入和输出,帮助学生进一步夯实通用英语能力;本书的选材充分考虑到了MPA研究生的职业特点,帮助学习者提高用于具体工作场景的英语的听、说、读、写等技能;课文阅读板块旨在拓展学生有关本主题视野,并通过配套的课后练习培养学生的思辨能力。本书提供练习答案等教学配套资料。本书内容丰富、主题涵盖面广,练习设计新颖多样,可供教师在课堂上灵活运用。

读者对象:MPA学员,其他有关公共管理的人员、教师和学生。

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Foreword 前言

《公共管理英语》是编写组基于多年的公共管理硕士(MPA)研究生英语教学实践和改革的一项成果。在连续三年(2015—2017年)的同济大学单建制研究生教学改革项目中,本书编者对MPA学生不同阶段的英语学习需求、MPA英语课程的设置等方面进行了全方位的调查和研究。调查发现,随着我国MPA教育从学位教育与学历学位教育并存向纯粹的学历学位教育发展,MPA学员英语学习需求也发生了重大转变。他们学习英语的动机不再仅仅是弥补通用英语能力的不足,而是要达到促进职业发展的目的。此即MPA英语教学的专门用途英语(ESP)转向。本书的编写正是基于这样的教学定位与理念展开的。

作为ESP教材,本教材的宗旨是服务于MPA研究生在特定工作场景下的语言表达,而非像专业英语教材那样教授专业知识。在提高学生的通用英语水平、培养思辨能力的同时,本教材着重培养学生用英语进行专业学习和工作的能力,做到英语学习与职业发展的有机融合。本书围绕政府公务人员的工作内容设置单元主题,共分为十个单元,包括公共管理、公共安全、招商引资、城市管理、税收金融、市场监管、移民管理、就业福利、公共卫生、环境保护等。每单元的内容由“能力提升”、“职业发展”和“深度阅读”三个板块构成。选材除采用国外最新相关主题文章外,“能力提升”板块的内容采用“公务员+语言专家”合作研发的模式,确保所选内容贴合MPA学员工作实际,以达到真正促进职业发展的目的。本书的使用对象除在校的MPA研究生外,还包括政府公务人员及公共管理相关领域的大学生及职业人士。

本书的选材及单元内容设计由李兴文、蔡翔凤、宋纓、郭强共同完成。“能力提升”板块由李兴文、蔡翔凤共同完成编写;“职业发展”板块由同济大学历届MPA学员提供了基本素材,由李兴文、蔡翔凤及美籍专家Michael Smiley共同完成对话内容、结构、语言的修改和编写;“深度阅读”板块由李兴文、蔡翔凤、王婷、陈靖、陈夏南、李凤等共同完成。钱杨教授对本书全部内容进行了校审。

本书的编写得到了同济大学MPA教学中心及历届MPA学员的大力支持。同济大学MPA中心主任周向红教授为本书的编写提出了宝贵意见;沈佳丽、金静悦、李文兴、姚新、张盛劼、顾盈瑜、陈晓芬、陈佳峰、翁哲君、刘海悻、董丹、许忠伟、潘志霞、徐丹华、胡昱、董赞等同学为本书的“职业发展”板块提供了重要的素材;本教材的部分内容在2017—2019各届MPA班级中进行了试用,得到了诸多同学的积极反馈,在此深表谢意。本教材的编写工作还得到了同济大学研究生院在职教育处、同济大学MPA中心以及MPA宁波教学点、吴江教学点、同济大学出版社等诸多领导和工作人员的大力支持。在本书付梓之际,特向上述机构和个人表示谢意。

虽然数年来全体编写人员不懈努力,但作为MPA英语教学的一种新的尝试,本书难免疏漏,恳请各位同仁提出宝贵意见。

编者

2019年5月10日

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Unit 1

Public Administration

Ability Enhancement

Warm-up

How to Help Your Community?^①

1. Discuss the following questions with your partners before reading the text.
 - 1) Do you love the community you live in? Why or why not?
 - 2) How do you get along with other residents living in your community? Are you always ready to help them?
2. Find out answers to the following comprehension questions after reading the text.

Good citizens are actively involved in their community and in the betterment of their fellow citizens. They take pride in where they live and strive to make it a better place. The following tips can help you serve your community.

Get a Good Education

One of the best things you can do to help your community is to get a good education. When you're well educated, you can get better jobs and contribute more to the economy. You can also be better informed and make good decisions when it comes to voting and other civic activities. Pay attention in school, get good grades, and try to go to college.

Work Hard

No matter what job you have, working hard is an important part of being a good citizen. When you work hard, you provide services to others and you earn money, both of which contribute to a stronger economy in your area.

If you find yourself unemployed, seek out your local unemployment office for help in finding a new job. Googling "unemployment office" and the same of your state should

^① This text is excerpted from <<http://www.wikihow.com/Be-a-Good-Citizen>>, accessed on February 17, 2017.

bring up the information, if you don't know it.

Stay Up-to-date on the News

Read the news and stay fully informed on issues that affect you, your area, and the rest of the country. And the word “fully” is key here: listen to what people say on both sides of the party line and try to stay impartial. Most issues are very complex and go beyond the basic black and white of party politics.

Get involved in planning processes, too. Have your say in whether new supermarkets, box stores and housing estates have their place in your corner of the world. Find out what environment, social and health benefits these projects promise for the local community (beyond the profit motives) and speak with your representative and at city council meetings to let them know what you think.

Share Your Good Fortune

When you do well enough that you have extra time, money, or items, give back to your community by paying that good fortune forward. There are lots of great ways that you can help your community:

Volunteer. You can volunteer with local branches of organizations that mean a lot to you. Try Habitat for Humanity, which builds homes for the less fortunate, or Big Brothers Big Sisters, which provides mentorship to at-risk youth.

Help the homeless. You can volunteer at a local soup kitchen or shelter to help homeless people stay safe and healthy.

Donate. You can donate your money to lots of organizations, local, national, and international. Just be sure that whoever you donate to is a good organization that uses their money well. Many charities do not and are really just a money factory for the people that run them. Try using Charity Navigator^① or the BBB^② to find out if the organization you want to help is really on the up and up.

Donate Blood and Plasma^③

Blood and plasma are vital bodily fluids that are used to save the lives of thousands and thousands of people each day. There are often shortages, so it's great if you do your part and donate. If you have a rare blood type, you can literally be the difference between life and death for someone in your community.

Donating blood and plasma is especially important when there's been a major crisis. Massive numbers of injuries often result in serious blood shortages.

Get Emergency Training

Get trained in CPR and First Aid, as well as other emergency training like disaster

① Charity Navigator 慈善导航(美国慈善监管机构)

② BBB (Better Business Bureau) 美国一家旨在促进市场信任的非盈利性组织

③ plasma *n.* 血浆

preparedness training, so that you can help your fellow citizens when an emergency arises. If you've had this training before, it's a good idea to do it again every few years. This helps you to keep those skills fresh. It's easy to forget them when you're under pressure!

Create Jobs

Create the opportunity to work whenever you can. Hire and fairly pay someone to cut your lawn or paint your house. Hire a maid every few months. This contributes to the economy and gives a job to someone who is often very much in need.

Contact your local homeless shelter about finding workers there. Oftentimes, homeless people are simply regular folks who ran on hard times and the small amount of money they earn from your job can be enough to help them get back on their feet.

Stay Healthy

It's important to take care of your body and stay as healthy as possible. When you get sick, you put others at risk and you take up valuable space in doctor's offices and hospitals that could go towards someone else. Exercise, eat right, and make sure you stay current on all your shots^①.

With many vaccine-preventable childhood diseases on the rise, it may be a good idea to update yours. You aren't yourself at risk, as an adult, but the unvaccinated children around you are.

Comprehension Questions

- 1) According to the text, why is education important to serving the community?
- 2) What can one do if he or she is unemployed according to the author's idea?
- 3) How can one keep up-to-date on news according to the author?
- 4) If one decides to donate money, what should he or she be careful about?
- 5) Why is it necessary to donate blood and plasma?
- 6) Why is it important to receive emergency training every few years?
- 7) How can one create jobs for the community?
- 8) What are the author's suggestions to keep fit?

Oral Activities

Task 1 Discussion and Presentation

How to Help My Community?

Are you inspired by the text "How to Help Your Community"? Do you think you

① shot *n.* (疫苗的)注射

can do more for your community now?

Find a partner and tell each other what you are going to do specifically for your own community. Please report your partner's ideas after discussion.

Task 2 Role-play

What Can We Do for Our Community?

Li Lei and Wang Qiang have been good friends since childhood. Now they are both college students — Li Lei is a sophomore majoring in environmental science in Nanjing University while Wang Qiang is a junior studying law in China University of Political Science and Law.

This summer vacation, both of them are eager to do something for their own community — Qingyun Community in Shanghai. Therefore, they pay a visit to Ms. Han Mei, director of the neighborhood committee, to inquire the possibilities.

Find two partners and each of you assumes a role. Li Lei and Wang Qiang are very much concerned about whether they can really do something for the community and, therefore, ask many questions. Ms. Han Mei answers them one by one patiently.

It is suggested that you search on the Internet for knowledge about community service. Prepare by filling in the blanks and then perform in front of the whole class.

Preparation Chart

Names	Personal Information	What I Can Do
Li Lei	A sophomore majoring in environmental science in Nanjing University	My proposals: _____ _____ _____
Wang Qiang	A junior studying law in China University of Political Science and Law	My proposals: _____ _____ _____
Han Mei	Director of the neighborhood committee of Qingyun Community, Shanghai	My suggestions: _____ _____ _____

Skill Focus-on

Making an Oral Presentation

An oral presentation is the process of presenting a topic orally to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product. It is well likely that a government officer is assigned such a task when a group of foreign colleagues pay a visit — either to introduce his own unit or to extend warm greetings, etc.

To make a success of an oral presentation, one can consider the following suggestions:

1) Study your audience and decide your purpose of the oral presentation

Obviously, your presentation must be dramatically different when it is addressed to different audiences since nobody wants to say anything irrelevant to or widely known among his audience. Confronted with different groups of audiences, your purposes of presentation can be quite distinct. Sometimes your presentation is intended to introduce your unit while in other cases you mean to show your good will or entertain. Therefore, it is necessary to consider your specific purpose of the presentation before starting to prepare it.

2) Organize your speech

Since clarity is extremely important to an oral presentation, you have to do overall planning before the talk, deciding what comes first and what comes second. Besides, to make your speech convincing, it is important to cite logical and forceful examples to support your argument. Moreover, among logical and forceful examples, it is desirable to sort out those interesting ones because they can help to grab the audience's attention throughout the presentation.

3) Write a script

A script is a written form of your oral presentation. By putting your ideas to paper, you can check repeatedly to find out whether there are going to be grammatical errors or not in your speech.

4) Practice before delivery

Practice makes perfect. When your script is finished, presenting it in front of either a mirror or your friends can help you to stay calm throughout the coming presentation.

Exercise:

Directions: Suppose an Australian delegation composed of government officers arrive in your city and you are assigned the task of introducing your department to them. Prepare an oral presentation and do it in front of the whole class.

Career Promotion

Dialogue

What Does a Civilization Office Do?

Shen Jiali is a public servant in the Civilization Office under the Publicity Department of the CPC Committee of Wujiang District. In her Civilized City Construction Program^① she met Kim Jong-un, a Korean working with the World Health Organization who visits Suzhou for a survey on China's second-tier city development.

Kim: Hello, Miss Shen. Nice to meet you.

Shen: Nice to meet you, too, Mr. Kim. Please call me Lily if you like.

Kim: Lily? That is a nice name. Um, I know you graduated with a law degree from East China University of Political Science and Law (ECUPSL). In fact, I studied law at Pusan National University, too. What a coincidence!

Shen: Amazing! It's good to have a friend majoring in law, isn't it?

Kim: Exactly. I know in China, law majors are more likely to work for the government. But what does your department do? Sounds like ideological struggle.

Shen: That's partly true. In China the Publicity Department not only serves the ruling party but also works to develop civilized behaviors of the press and the populace. And the Civilization Office I work with is devoted to building a more civilized city and cultivating more civilized citizens.

Kim: Interesting. We Koreans boast the highest quality in the world but the government does not teach us manners.

Shen: Haha, it seems Korean people are easily satisfied with their kimchi^② life. Despite impressive improvements in people's manners in recent decades, some uncivilized behaviors still exist in China, such as spitting in public, walking against the red light, etc. My colleagues and I are fighting against all these bad manners everyday. Meanwhile, we also work to set moral models so that more citizens can follow them.

Kim: I see. But how can you end these uncivilized behaviors? I've seen many monitor probes^③ on the street. Are you and your colleagues keeping an eye on the

① Civilized City Construction Program 文明城市建设项目

② Kimchi *n.* (韩国)泡菜

③ monitor probe 监控探头

pedestrians all the time?

Shen: Of course not. They are used to monitor the traffic. We educate our citizens by means of ads, posters and publicity campaigns. Besides, we convene volunteer activities. Since there are gaps between the supply and demand of volunteers, all the volunteer organizations in Wujiang are required to get registered in our office.

Kim: Volunteer work run by the government? I thought it should be more independent.

Shen: I see. In many countries, volunteer work is full-fledged so the organizations can do without government help. But in China it has not fully developed.

Kim: I got it.

Shen: Nowadays with China's reform accelerating, social organizations are about to take over some of the government's functions, which makes volunteer work more important. We have to make some rules so that it can run safe and sound.

Kim: Yes, I see. But I am afraid what you do is not so obviously effective, for it takes time to enhance people's inner quality.

Shen: I do think so, too. But in recent years we are really doing something with good effect. For example, we have built the Moral Model Museum for Citizens, where people can get educated for free.

Kim: Good. But is that practice unique to Wujiang?

Shen: No. The whole nation is now devoted to civilization promotion. Suzhou is striving to be a national civilized city. My colleagues in other districts are also busy with this job.

Kim: Really? That's encouraging, but it also means a heavy workload.

Shen: Yes, it does. But when we see our city is becoming better and better, we feel really happy.

Oral Activities

Task 1 Role-play

What Does Your Office Do?

Read the above dialogue in which Miss Shen Jiali is introducing her own office to a foreigner. Suppose you are receiving a foreign partner in your office, how do you introduce your own department to him or her? What are its missions, functions, ways of accomplishing tasks, etc.?

Check your dictionary for whatever you need to explain clearly. Put down necessary notes in the following chart. Find a partner and perform it after preparation.

Preparation Chart

Name of my office	
Missions	
Functions	
Ways of accomplishing tasks	
Others	

Task 2 Discussion and Presentation

Wealth Concentration^①

Wealth inequality has grown to the stage where 62 of the world's richest people own as much as the poorest half of humanity combined, according to a new report. The research, conducted by the charity Oxfam, found that the wealth of the poorest half of the world's population — 3.6 billion people — has fallen by 41 percent, or a trillion US dollars, since 2010. While this group has become poorer, the wealth of the richest 62 people on the planet has increased by more than half a trillion dollars to \$1.76 trillion.

Back in 2010, 388 members of the elite had as much wealth as the poorest half of humanity. But since then that number has been steadily falling and now it is down to just 62. At this pace, Oxfam is projecting that in just a few years a single person will have as much money as the poorest half of the global population combined.

Do you think there is the same trend of wealth concentration in contemporary China? If yes, is the gap between the rich and poor being widened or narrowed? What are the causes and effects of the phenomenon? Please voice your opinions and explain why to your partners. After discussion, make an oral presentation in front of the class.

^① Reference: "62 Members of the Elite Have as Much Money as the Poorest 3.6 Billion People on the Entire Planet", by Michael Snyder, <<http://endoftheamericandream.com/archives/62-members-of-the-elite-have-as-much-money-as-the-poorest-3-6-billion-people-on-the-entire-planet>>, accessed on January 18th, 2016.

Deep Reading

Text A

Before Reading

Look at the following questions and discuss them with your partners before reading the text.

1. What are the consequences if a small number of people own most of the wealth in the world?
2. What do you suppose are the causes of the widening gap between the rich and poor?
3. Is your government trying to help the poor? If yes, what specifically does it do?

Reading

How to Get the Poor off Our Conscience

John Kenneth Galbraith

I would like to reflect on one of the oldest of human exercises, the process by which over the years, and indeed over the centuries, we have undertaken to get the poor off our conscience.

Rich and poor have lived together, always uncomfortably and sometimes perilously, since the beginning of time. Plutarch was led to say: "An imbalance between the rich and poor is the oldest and most fatal ailment^① of republics." And the problems that arise from the continuing co-existence of affluence and poverty — and particularly the process by which good fortune is justified in the presence of the ill fortune of others — have been an intellectual preoccupation for centuries. They continue to be so in our own time.

One begins with the solution proposed in the Bible: the poor suffer in this world but are wonderfully rewarded in the next. Their poverty is a temporary misfortune; if they are poor and also meek, they eventually will inherit the earth. This is, in some ways, an admirable solution. It allows the rich to enjoy their wealth while envying the poor their future fortune.

Much, much later, in the twenty or thirty years following the publication in 1776 of *The Wealth of Nations* — the late dawn of the Industrial Revolution in Britain — the problem and its solution began to take on their modern form. Jeremy Bentham, a near contemporary of Adam Smith, came up with the formula that for perhaps fifty years was

① ailment *n.* 疾病(尤指微恙)

extraordinarily influential in British and, to some degree, American thought. This was utilitarianism. “By the principle of utility,” Bentham said in 1789, “it meant the principle which approves or disapproves of every action whatsoever according to the tendency which it appears to have to augment or diminish the happiness of the party whose interest is in question.” Virtue is, indeed must be, self-centered. While there were people with great good fortune and many more with great ill fortune, the social problem was solved as long as, again in Bentham’s words, there was “the greatest good for the greatest number.” Society did its best for the largest possible number of people; one accepted that the result might be sadly unpleasant for the many whose happiness was not served.

In the 1830s a new formula, influential in no slight degree to this day, became available for getting the poor off the public conscience. This is associated with the names of David Ricardo, a stockbroker, and Thomas Robert Malthus, a divine. The essentials are familiar: the poverty of the poor was the fault of the poor. And it was so because it was a product of their excessive fecundity, their grievously uncontrolled lust caused them to breed up to the full limits of the available subsistence^①.

This was Malthusianism. Poverty being caused in the bed meant that the rich were not responsible for either its creation or its amelioration. However, Malthus was himself not without a certain feeling of responsibility: he urged that the marriage ceremony contain a warning against undue and irresponsible sexual intercourse — a warning, it is fair to say, that has not been accepted as a fully effective method of birth control. In more recent times, Ronald Reagan has said that the best form of population control emerges from the market. (Couples in love should repair to R. H. Macy’s, not their bedrooms.) Malthus, it must be said, was at least as relevant.

By the middle of the nineteenth century, a new form of denial achieved great influence, especially in the United States. The new doctrine, associated with the name of Herbert Spencer, was Social Darwinism. In economic life, as in biological development, the overriding rule was survival of the fittest. That phrase — “survival of the fittest” — came, in fact, not from Charles Darwin but from Spencer, and expressed his view of economic life. The elimination of the poor is nature’s way of improving the race. The weak and unfortunate being extruded^②, the quality of the human family is thus strengthened.

One of the most notable American spokespersons of Social Darwinism was John D. Rockefeller — the first Rockefeller — who said in a famous speech: “The American Beauty rose can be produced in the splendor and fragrance which bring cheer to its beholder only by sacrificing the early buds which grow up around it. And so it is in economic life. It is merely the working out of a law of nature and a law of God.”

① subsistence *n.* 赖以活命的物质资料

② extrude *v.* 挤压出