

English in Economy Culture

经济文化英语

杜耀梅摇编著

 北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

版权专有 侵权必究

图书在版编目(CIP)数据

经济文化英语 / 杜耀梅编著. —北京: 北京理工大学出版社, 2012
ISBN 978-7-302-30000-0

I. ①经… Ⅱ. ②杜… Ⅲ. ③经济文化英语 Ⅳ. ④H31

中国版本图书馆CIP数据核字(2012)第 000000 号

出版发行 / 北京理工大学出版社

社址 / 北京市海淀区中关村南大街 8 号

邮编 / 100081

电话 / (总编办) 010-68914775 (发行部) 010-68914775 (读者服务部) 010-68914775

网 址 / <http://www.bitpress.com.cn>

经销 / 全国各地新华书店

印刷 / 北京国马印刷厂

开本 / 787 毫米 × 1092 毫米 1/16

印张 / 10

字数 / 200 千字

版次 / 2012 年 1 月第 1 版 2012 年 1 月第 1 次印刷

印数 / 1~5000 册

定价 / 20.00 元

责任校对 / 申玉琴

责任印制 / 周瑞红

图书出现印装质量问题, 本社负责调换

前言

经济文化是一门新兴的边缘学科。这门学科的特点是把文化本身的特质与经济现象、经济规律和经济学的基本原理相结合来解释社会经济问题。它是把经济现象置于文化的人文环境中去分析，因为任何一种类型的经济，如果它要求人们具有一种与其伦理道德相悖的民族精神，这种经济就没有兴盛发展的空间。

经济文化不是经济加文化，而是特约文化下的经济行为与经济行为下的文化特质。经济学是一种价值观，经济学也是一种生活方式。经济学常以得失的教训和现实的反思改变着人们的理念。这些年来，中国经济学界和其他学科一样，“以人为本”成为经济学研究、经济发展的核心理念。文化因素渗透于一切经济行为中，由微观到宏观；文化因素体现在社会活动的各个层面，直接关系到创新经济的成败。

商业化的利益诱惑和世俗观念会时常影响人的独立的价值观。如何在独立的价值观与世俗化之间达到一种有效平衡，是一门需要胆识和洞察力的艺术。在全球化及信息化的理念日益普及的今天，教育的内容需要更加贴近经济现实和社会生活。我们要存疑求真，既研究看得见的结果，也关注看不见的结果。

本书在编写中考虑到实际教学的需要，教师可根据学生的层次有选择地讲授某些内容。全书分为5个主题单元。每个单元分为3个模块：经济热点话题、思考驿站和补充阅读。这5个经济热点话题分别为：经济发展中的矛盾、教育公平、农民工问题、花钱与存钱、循环经济、奥运经济、交通与经济、福利与经济、信息产业与经济、道德信用与国力强盛、生活的富足与生命的丰盛和文化与经济发展。针对本书的特点，在每个单元的第二模块“思考驿站”中编者选用一篇行笔优美、耐人寻味的文章供读者去思索和练习翻译。同时，针对学有余力的读者和学生，编者在第三模块设计了补充阅读，话题与主题单元相呼应，便于读者和学生更全面地了解和分析问题。在附录里还提供有各单元的参考答案和经济学的常用术语，便于读者参阅和查考。

本书是编者多年教学实践的总结。书中参阅了国内外许多专著和资料，书后的参考文献列出了相关目录，在此谨向各位作者深表谢意！

本书是北京理工大学的立项教材，感谢北京理工大学对此项目的支持，感谢外国语学院领导及同事的鼓励和帮助。外国语学院吴树敬院长对此书的内容及编排提出了宝贵的建议和指导，在此表示感谢。感谢听这门课的各年级的学生们，正是他们的要求和对这门课的喜爱

及善意对待，我才有勇气编著这本书。我也要对我的家人，尤其是我的母亲深表谢意，在编著此书的过程中她们给了我极大的精神上的支持和生活上的照顾。书中“思考驿站”中的道理都是母亲从小就训诲我、教导我遵行的，让我一生受益，更让我的生命充满阳光。

本书特邀清华大学外语系罗立胜教授担任主审，罗教授的学识和人品一直为我所景仰。对罗教授对此书的指导及审阅，深表感谢！

由于编者水平有限，书中疏漏与错误之处，敬请同行及读者批评指正。

编 者

目录

悦读资源	员
Theme Topic :Contradictions China Faces in Economic Development	
经济发展中中国面临的矛盾	员
Contemplation Garden :The Paradox of Happiness	
幸福的矛盾感	圆
Supplementary Reading :The New Chinese Century Big, Rich, and a Force to Be Reckoned with	
新世纪的中国强大、富有、昌盛	圆
悦读资源	缘
Theme Topic :China's Fairness in Education	
中国的教育公平	缘
Contemplation Garden :The Story of Big Rocks	
生命之重	圆
Supplementary Reading :Higher Education — No Free Lunch	
大学教育不是免费午餐	缘
悦读资源	愿
Theme Topic :Migrant Workers Deserve Equality	
平等对待农民工	愿
Contemplation Garden :Importance of Being Busy	
繁忙的重要性	猿
Supplementary Reading :Agriculture, Rural Areas and Farmers	
农业、农村和农民	猿
悦读资源	源
Theme Topic :To Spend, or to Save ?	
花钱还是存钱 ?	源
Contemplation Garden :A Wedge Missed	
生命不能承受之轻	愿
Supplementary Reading :Living and Housing	

生存与住房	缘
悦读缘	缘
Theme Topic :Circular Economy	
循环经济	缘
Contemplation Garden :Under the Weather	
生活中之两极	缘
Supplementary Reading :No Growth Without Fit Environment	
环境与经济的和谐发展	远
悦读远	远
Theme Topic :Beijing's Olympic Economy	
摇摇北京的奥运经济	远
Contemplation Garden :Five Balls in Life	
摇摇人生的五个球	远
Supplementary Reading :The Beauty of the Seal	
摇摇美丽的中国印	远
悦读苑	苑
Theme Topic :China's Transportation and Economy	
摇摇中国的交通与经济	苑
Contemplation Garden :Paradox of Our Times	
摇摇这个时代的隽语	愿
Supplementary Reading :Globalization and Economy	
摇摇全球化与经济	愿
悦读愿	愿
Theme Topic :China's Economy and Welfare	
摇摇中国的福利与经济	愿
Contemplation Garden :If the World Were a Village of 美国 People	
摇摇如果世界是个 美国人的村庄	愿
Supplementary Reading :Establish Sound Social Security System	
摇摇建立完善的社保体制	缘
悦读怨	怨
Theme Topic :Ethics and Credit in Measuring Our Strength	
摇摇道德信用与国力的强盛	怨
Contemplation Garden :Catch of a Lifetime	
摇摇人格——一生的收获	源

Supplementary Reading : Mencius Business Ethics and Corporate Ethics	
摇摇孟子与商业道德观	页远
悦缘贵测园	页愿
Theme Topic : The 猿 and Economy	
摇摇信息产业与经济	页愿
Contemplation Garden : What Will Matter	
摇摇学会珍惜	页缘
Supplementary Reading : Cheap Labor and Comparative Advantage of Economy	
摇摇廉价劳动力与经济发展比较优势	页远
悦缘贵测园	页园
Theme Topic : The Richness of Life	
摇摇— Bill Gates Harvard Commencement Speech (excerpt)	
摇摇生活的富足与生命的丰盛	
摇摇—— 比尔·盖茨在哈佛大学的演讲 (节选)	页园
Contemplation Garden : The Truth of Life	
摇摇生活的真谛	页苑
Supplementary Reading : Bill Gates and His Charity Foundation	
摇摇比尔·盖茨与他的慈善基金会	页怨
悦缘贵测园	页员
Theme Topic : Culture and Economic Development	
摇摇文化与经济发展	页员
Contemplation Garden : I've Learned. . .	
摇摇我懂了…	页愿
Supplementary Reading : We Can Control How We Age	
摇摇心中有爱生命就不会枯萎	页园
粤员建世园 摇摇 砾菜期社蒙 粤上增 砾	页园
摇摇参考答案	页园
粤员建世园 摇摇 砾菜期社蒙 粤上增 砾	页源
摇摇经济学术语	页源
月建贵测贵赠	页园
摇摇参考文献	页园



Theme Topic

Contradictions China Faces in Economic Development

经济发展中中国面临的矛盾

员 “The contradictions China faces in the process of modernization are growing pains.”

圆 Currently, there are four major problems in China’s economic development.

猿 First, it faces the restriction of resources and the environment. On the one hand, the material foundation for economic development in China is much stronger than before. The supply capacity of energy and raw materials and transportation capacity have increased a lot. But on the other hand, the demand for energy,

water, land and other primary resources is also increasing sharply. At present, the restriction of resources is more rigid than ever. So whether China can achieve sustainable development is a challenge.

源 Second, China’s development is remarkably unbalanced. Though every part of the country, whether urban or rural, has witnessed big progress, the unevenness has become increasingly prominent. The gap among regions and between rural and urban areas is widening. Whether or not the country can achieve harmonious development is another challenge.

缘 Third, social development is lagging. There is more employment and less poverty than previously, a longer average life expectancy and remarkable development of all social undertakings. However, the development of social security, health service, education and other public welfare programs still lags, let alone a rising unemployment rate. So whether or not China can achieve comprehensive social development on the basis of economic development is still a challenge.



远 Fourth, social contradictions have become relatively sharp. While China has maintained social stability during its economic progress and social transformation, the income gap is widening, which contains complex contradictions. So, coordinating social interests and dissolving the contradictions is also a challenge for China. Dealing with growing pains, all the contradictions and problems China faces come from the transformation of the economic system and growth mode, from the rapid development of industrialization and urbanization, and from the evolution from an urban-rural dualistic economic structure to a modern social and economic structure. Any country at China's stage of development would experience relatively severe contradictions. Besides a large population of more than 1.3 billion and a distinct historical and cultural tradition, China also has an unevenly growing economy. Therefore, a comprehensive transformation is bound to face many difficulties. The contradictions China faces in the process of modernization are growing pains. To solve outstanding contradictions and problems in economic and social development, China has raised two strategic ideas: scientific development and the building of a harmonious society with socialist characteristics. To promote scientific development and build a harmonious society, China's policy will follow five development trends.

苑 First, it will focus all the more on sustainable development. The economic growth rate is estimated at 7.5 percent on average every year, which is far lower than that of the previous five years. Meanwhile, energy consumption per unit of GDP should be reduced by 40 percent, aiming to reverse an upward trend in this field over the past five years. The moderate decline in the economic growth rate is a reasonable expectation. It also shows that China will enhance the quality of economic growth and focus on sustainable development.

愿 In the long run, China will face the contradiction between economic growth and the capacity of resources and the environment. At present, industrialization and urbanization are being pushed forward, and the construction of infrastructure in urban and rural areas is proceeding on a large scale. It is now at the stage of a high consumption of resources and energy, when the contradictions are more severe. The fundamental way out is to transform the mode of economic growth and follow a new way of industrialization. China has set environmental protection and resource conservation as basic national strategies. It will take more incentive measures, including encouraging technological progress, optimizing the industrial structure, perfecting legislation and policy making and promoting education on sustainable development for the entire nation.

怨 Second, China will pay more attention to the coordinated development among different regions and revival of rural areas that currently lag behind. It will continue to bring into play the advantages of the eastern regions in boosting national economic strength, stimulating rural development and promoting the transfer of farmers to nonagricultural industries. The measures China has taken in developing the western areas and revitalizing the northeastern industrial base have started to pay off. The country is now studying and drawing up policies to support the development of the central areas.

园 Since 2006 the expansion of the development gap among the eastern, central and western regions has slowed down, thanks to more national input in economically backward areas and more

support for the economic development of rural areas. China has set a guideline of having industry assist agriculture and cities support the countryside, abolished agricultural taxes, and included compulsory education in the public finance system. The investment in health care and welfare programs in rural areas is increasing, and the focus of infrastructure building will be gradually transferred to rural areas.

景 It's difficult to shrink the gap among different regions and between rural and urban areas in a short time, and the building of a new countryside is a fairly long-range mission. However, the policy of focusing on supporting underdeveloped areas and prospering rural areas will be beneficial in restraining a widening gap.

因 Third, China will focus more on social development. Concentrating on economic development is a crucial reason for China's rapid economic growth during the past 34 years, and also provides a material foundation for solving social problems. This kind of concentration will not be changed.

景 However, economic development itself cannot bring about an overall social development. In the past five years, the indexes of economic growth have been much better than expected, while those of environmental protection and other social undertakings failed to reach targeted levels. Now, the lagging social development has become a major public concern. Focusing on social development, China should first of all solve problems people are most concerned about, including employment, social security, health service and compulsory education.

源 Fourth, China will put more emphasis on social fairness. The basis for social harmony is to guarantee that all people enjoy the fruits of development and reform. So the basic principle is to protect legal income, prevent illegal income, regulate extremely high income and help those with low income. There is still a lot to do in this regard.

缘 Now China faces a very complicated system. There are problems brought about by the imperfect market economic system and problems inherited from the previous planned economic system. The public is sensitive to the distribution issue, as egalitarianism was advocated in the planned economic system, while in the market economic system the wealth gap among people is getting larger and larger. Currently, China is improving its economic and regulatory systems and has more strength to help low income people. So we have the confidence that the country can do a better job in solving many problems.

远 Fifth, China will attach more importance to system building. Scientific development and social harmony call for the guarantee of perfect systems. The practices during the past 34 years have proved that the socialist market economic system, with public ownership playing a dominant role and diverse forms of ownership developing side by side, is the right choice. Deepening reform and solving social problems should be carried out within this framework.

苑 Efforts should be made to actively transform the role of the government, strengthen public services and improve public finances. In the past, we didn't pay enough attention to the role of the government in providing public services during the process of market transition, leading to insufficient public financial input. This is an important reason for the lagging development of

social undertakings.

原文 Scientific development and social harmony are the targets of policies and also of practices, which have different requirements at different stages. Now, what we talked about as scientific development and social harmony is consistent with our objective of building a well-off society. Even in **原文** when the expected targets are realized, we should still follow the road of scientific development and social harmony, because this is the only path to China's modernization.

原文 China's economic and social imbalances have drawn most complaints from the public, including sky-rocketing medical and education costs, illegal land seizure, housing demolition and rampant pollution.

原文 It is proposed to boost the incomes of both urban and rural residents while pledging to curb soaring property prices and offer affordable housing to the needy.

原文 The government is committed to providing equal education opportunities for every child during the nine-year compulsory education period by waiving charges in the countryside from **原文** and helping children in low-income urban families and rural families working in cities.

原文 The government will increase financial support to help boost employment, create better medical and social security systems for all the people. To narrow the widening wealth gap between urban and rural people, the report pledges massive spending over the next five years to build a new socialist countryside and improve living conditions of about **原文** million farmers.

原文 Following the historic scrapping of the country's **原文** year-old agriculture tax, the State will provide the countryside with an annual fund of **原文** billion yuan (US \$ **原文** billion) to cover local government operation and education cost.

原文 Encouraging and ambitious as these goals are, to realize them does require long-term efforts by the government and the whole of society. Hopefully, the government will accelerate the reform of the administrative system and further transform its functions to facilitate fulfilling all the tasks.



glossary

国内生产总值 One of the main measures of economic activity.

“Gross” indicates that it is calculated without subtracting any allowance for capital consumption; “domestic” indicates that it measures activities located in the country regardless of their ownership. It thus includes activities carried on in the country by foreign-owned companies, and excludes activities of firms owned by residents but carried on abroad. “Product” indicates that it measures real output produced rather than output absorbed by residents. GDP is reported at both current and constant prices.

国民生产总值 One of the main measures of national economic activity. “Gross” indicates that it is measured without subtracting any allowance for capital consumption; “national” indicates that it includes residents' incomes from economic activities carried on abroad as well as at home, and excludes incomes produced at home but belonging to non-residents. “Product” indicates that it measures real output produced rather than real output

absorbed by residents. GNP is reported at both current and constant prices.

➔ New Words

restriction *n.* 限制, 约束

sustainable *adj.* 可以忍受的, 足可支撑的, 养得起的

remarkably *adv.* 非常地, 显著地, 引人注目地

prominent *adj.* 卓越的, 显著的, 突出的

witness *v.* 目击, 为……作证, 证明, 表明

unevenness *n.* 不平坦, 不均衡

expectancy *n.* 期待, 期望

harmonious *adj.* 和谐的

contradiction *n.* 矛盾

guarantee *v.* 保证

reverse *v.* 颠倒, 倒转

infrastructure *n.* 基础设施

incentive *adj.* 激励的

revitalize *v.* 新生

consistent *adj.* 一致的 相容的

undertaking *n.* 任务 事业 企业

egalitarianism *n.* 平等主义

scrap *v.* 扔弃, 敲碎, 拆毁

facilitate *v.* 使容易, 使便利, 推动, 帮助



精读理解

附读材料云云云云云云云云

员 The supply capacity of energy and raw materials and transportation capacity have increased a lot in the society and have met the demand.

圆 In China, the unevenness has become increasingly obvious in different areas.

猿 China has maintained social stability during its economic progress and social transformation.

源 Energy consumption per unit of GDP should be reduced by **四** percent, aiming to continue an upward trend in this field.

缘 The way out is to transform the mode of economic growth and follow a new way of production.

远 Development of the economy itself can finally bring about an overall social development.

苑 It is the fact that China's economic and social imbalances have drawn most complaints from the public.

附读材料云云云云云云云云

员 What achievements have we made in the development of our economy?

圆 What are the major problems of the economy at present?

猿 According to your experience, how to understand the widening gap of wealth?

源 How should we understand the relationship between education and economy?

缘 What does "harmonious" mean in the development of our society?

附赠词汇表

李泽林

"The purest treasure mortal times afford," wrote Shakespeare, "is spotless reputation." For businesses, a great reputation, reflected in a great brand name, can mean treasure too. But many brand name stocks have fallen on hard times. For example, anyone can open a pizza stand, but only one company can call itself Pizza Hut, a brand owned by Tricon Global Restaurants, which also owns KFC and Taco Bell.

Throughout much of this year, in fact, great brands have been on sale. At a discount (折扣), you can become a partner in highly reputable companies that, in the long run, should produce consistently high profits, as well as rising dividends and stock prices. However, the stock, which I own, has dropped from \$ 10 in March to \$ 5 in June.

Why have brand stocks become bargains? Mainly because investors and analysts don't think their revenues are growing fast enough. The reasons: big discount retailers are putting heavy pressure on brand-name suppliers to cut their whole-sale prices, and, say researchers at Dow Theory Forecasts newsletter, consumers no longer seem to "give much credence (信任) to claims that one product is significantly better than another."

Consider these brand names, all these brand names, all available under a single corporate umbrella: Crest, Tide, Bounty, Ivory, Folgers, Cover Girl, Pampers. The company is Procter & Gamble, whose stock dropped from \$ 15 in January to \$ 10 in June due to disappointing earnings and sales.

Nevertheless, P&G stock is hard to resist at such prices. The company recently named a new chief executive officer, it earned \$ 1 billion on \$ 1 billion in revenues in the past year, and the world knows and respects its brand names.

Brand-name stocks can also take advantage of the rapid rise in wealth around the world, especially in Asia. For example, foreign sales account for 50 percent of total revenues for the Wm. Wrigley Jr. Company, which makes the most American of products, chewing gum (Doublemint, Juicy Fruit, Hubba Bubba). McDonald's earns about half its revenues and profits abroad. The potential for international sales by well-known U.S. brands is significant, and I'm attracted by firms that are only beginning to make headway globally.

While brand-name stocks like P&G have taken a tumble, as a general rule such shares add stability to a portfolio (投资组合). When will mothers stop buying Johnson's Baby Shampoo (made by Johnson & Johnson), with its reputation for gentleness built over decades of advertising and actual use? Not, I would guess, for a long time.

员 The main idea of Paragraph 员 can be summarized as _____.

- A. Reputation is necessary for a business company.
- B. Brand name can mean much more than it actually is.
- C. Even brand names have trouble-sales on hard times.
- D. A brand name can in most cases ensure good sales.

from the field of flexible transistors, a possible replacement for silicon, is another area that has been talked about for a while but is finally producing some results. Work on chips made from plastic or organic materials is going on at IBM, Lucent Technologies, MIT, Penn State and the University of Cambridge in England.

“A lot of these fields are like that,” Rotman said. “People have thought about them for a while but now are reaching a critical mass.”

And finally, in microfluidics (微射流技术), scientists try to harness on a small scale the same forces of physics that “move oceans, mountains and galaxies.” By using amounts of liquid thousands of times smaller than a drop of water, experiments and medical tests could be performed much more quickly and cheaply. Applied physicist Stephen Quake and his team at the California Institute of Technology have created a DNA analyzer using microfluidics that works far faster than its conventional counterpart, the magazine notes.

“It’s a vision so compelling,” writes Technology Review associate editor Rebecca Zacks, “that many industry observers predict microfluidics will do for biotech what the transistor did for electronics.”

摇摇

- A. a method to protect intellectual property in information age
- B. an idea that the same problem can be solved in at least more than one way, in many cases, with many ways
- C. a chance given to a person to find different ways to solve the same problem
- D. a proposal to deal with a hard-nut problem in more than one way

圆 Which of the following does the pronoun “none” (Line 源 Para. 圆) refer to according to the passage?

- A. “Multiple key” approach. B. Numerous other proposals.
- C. Hardware and other software-based plans. D. Both A and C.

猿 Which of the following statements is NOT true for the two main database-mining technology?

- A. They are in the primary R & D stage.
- B. They have already found fairly wide application in modern technological practice.
- C. Their full application promise has yet been reached.
- D. Prospects could be seen more clearly by adding more powerful processors.

源 Sophisticated speech-recognition software that can make sense of typical conversations can be regarded as a result of _____.

- A. one of the growing areas in data mining technology
- B. combining image recognition and natural language processing
- C. looking for a clip instead of silicon in a stream of video
- D. moving from the field of flexible transistors

缘 From what Technology Review associate editor Rebecca Zacks writes it can be inferred that _____.

- A. microfluidics will play an equally important role for biotech as the transistor did for electronics
- B. microfluidics will be an important branch of biotech in the near future
- C. the author believes it would be promising to develop microfluidics
- D. transistor will be replaced by microfluidics in electronics



The Paradox of Happiness

幸福的矛盾感

云劉增壽卿觀樛則師樛幸卿望登 財卿觀樛則漢卿財增望登吳澤榮

Life requires more than just what we want. Inevitably, one must understand to truly find “happiness,” he must make his own happiness “happen.” Sounds a bit redundant, but truthfully, there is no set guidelines that will bring one happiness. There is no “magic wand” we can wave to bring joy into our lives. Human nature thrives on the thrill of the chase. We dream and we hope for the next big break — it is the grand adventure of living. We are hopeless creatures of comfort. We like having and accumulating things. Whether one admits to it or not, to a certain degree, we all try to keep up with “the Jones.” We work so we can pay our rents, mortgages, credit card debts, school loans, car payments . . . the list goes on and on. And at some point, we realize,