

商务英语报刊阅读

Business English Newspaper Readings

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为学生提供和推荐合适的英语阅读材料，外语教师责无旁贷，这也是本人出版此书的初衷。

本教材所选用的财经新闻均选自 China Daily，涵盖了互联网、贸易、经济、金融、管理和环保等方面的内容，覆盖面广，深入浅出，语言规范，切合实际；相信学生会有兴趣阅读。本教材的出版得到了 China Daily 的支持，在此特致感谢。

为了便于学生对新闻的理解，本教材除了对语言点的注释外，部分篇章还增添了“background information”，以及一些专业机构的背景介绍，帮助学生了解新闻的“来龙去脉”。

本人一贯支持互动式教学，喜欢在教学过程中鼓励学生进行讨论，通过“brainstorming”，让学生在最短的时间内获得最大的信息量。因此本教材的每一个 unit 都有“questions for critical thinking”，学生可以就这些问题发表不同的观点。任教老师可根据课时情况，引导学生开展讨论，拓展思维。这是本教材的一个特点，希望使用该教材的学生和老师们都不要忽略这个环节。

本教材同时还配有光盘，录制有美籍教师以播音速度朗读的新闻，便于学生边听边学。

阅读教材不仅仅是“reading”，还可以是“speaking”、“listening”、“translating”和“writing”，希望本教材能提高学生的语言综合运用能力。

本教材在编写过程中得到了外语系张信和教授的大力支持，在此表示诚挚的谢意。

本人还要特别感谢李学平老教授，他在该书编写过程中提出了许多宝贵的意见，而且还不辞辛苦地参与了修改和校对工作，在此表示深深的谢意！

另外，外语系的陈岩老师、梁红英老师、劳亚英老师和易秋萍老师也参与了本教材的编写工作，谢谢他们的参与和支持！

曹丽燕

2006 年 3 月于广州

此为试读，需要完整PDF请访问：www.ertongbook.com

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DreamWorks Animation Cuts 2005 Profit Forecast

By Aimee Picchi

DreamWorks Animation SKG¹ cut its profit **forecast** and **scrapped** a US \$500 million stock sale after a **slide** in demand for “Shrek 2” **home videos**. The film studio said US **regulators** are **probing** last quarter’s earnings report.

Profits this year will be 80 cents to 90 cents a share, **compared with** a previous estimate of US \$1 to US \$1.25, Glendale, California-based DreamWorks said yesterday in a statement. Shares of DreamWorks, co-founded by Jeffrey Katzenberg², the makers of the “Madagascar” movies, **tumbled** 13 percent.

The lower forecast, the second in three months from DreamWorks, highlights the struggle by studios to **gauge** sales of **blockbuster**³ animated digital video discs. Pixar⁴, maker of “The Incredibles⁵,” said earlier this month that it miscalculated sales for DVDs of the movie. The comments **stoked** concerns that home videos, which have driven profits

forecast: vt. 估计, 预测

scrap: vt. 扔弃, 拆毁

slide: v & n 下滑, 下跌

home video: 家庭电视

regulator: n. 监管机构

probe: v. & n. 调查

compare with: 与……比较

tumble: v. 暴跌, 骤降

gauge: v. 测量、衡量

blockbuster: n. 巨型炸弹; 一鸣惊人者

stoke: v. 激起

up **amid** a decline in **box-office sales**, may have a shorter **shelf life** than originally thought.

“The selling pattern for a tent-pole DVD release has begun to mirror that of a big film release: Everyone rushes out to buy it and then there’s a quick **tailoff**,” said David Miller, an analyst at Sanders Morris Harris. “Now the retailers are shipping back the DVDs if they don’t sell as well as was thought.”

The Securities and Exchange Commission⁶ began an informal probe into trading of DreamWorks shares and the company’s **disclosure** of disappointing financial results on May 10, DreamWorks said.

DreamWorks shares tumbled 5.2 percent the day before earnings were announced, after Newsweek reported that Katzenberg had told insiders that the company’s pending results would miss forecasts.

The company said yesterday that shareholders, including billionaire Paul Allen⁷, Lee Entertainment⁸ and Vivendi Universal Entertainment⁹, who were planning to sell US \$ 500 million of shares, delayed the offering because of the **slump** in the stock price.

Katzenberg and fellow DreamWorks SKG co-founders Steven Spielberg¹⁰ and David Geffen¹¹ hadn’t planned to sell shares in the postponed offering.

DreamWorks will post a loss of 7 cents to 9 cents a share this quarter. Analysts on average expected a profit of 9 cents this quarter and US \$ 1.39 for the year, based on an average of six estimates. Before the first cut in May, most analysts had predicted a 2005 profit of US \$ 1.88, according to Thomson Financial.

The new forecast assumes that the October 7 release of “Wallace & Gromit: The Curse of the Were Rabbit¹²” will generate at least US \$ 170 million in box-office sales, Chief

amid: *prep.* 在……之中

box-office sales: 票房销售

shelf life: 货架期

tailoff: *v. & n.* 逐渐消失, 越来越少

disclosure: *n.* 公开, 揭发, 败露, 败露的事情,

slump: *n.* 消沉, 衰退, (物价)暴跌

Financial Officer Kristina Leslie¹³ said in a conference all with analysts.

Retailers, led by Wal-Mart Stores Inc¹⁴, the largest seller of DVDs, are becoming more aggressive in taking DVDs off their shelves once sales begin to **wane**. About 69 percent of **mass merchants** and **discount retailers** said they **rotated** DVD inventory more quickly because of the number of new titles, said Spencer Wang, an analyst at J. P. Morgan Securities, citing a study from Home Media Research.

“A flood of DVD product has created a shelf-space **squeeze**,” Wang wrote in a report yesterday, issued before DreamWorks’ statement.

(*China Daily* July 13, 2005)

wane: v. 消逝, 衰退, 下降
mass merchant: 批发商
discount retailer: 折价零售商
rotate: v. (使)变换, (使)旋转

squeeze: v. 压榨, 挤

1. DreamWorks Animation SKG: 梦工场动画股份有限公司, 成立于1994年。SKG来自于三位创始人姓氏的第一个字母, S代表史蒂芬·斯皮尔伯格, K代表杰弗瑞·卡森伯格, G代表大卫·格芬。曾制作了许多如《埃及王子》、《辛伯达》、《逃离克隆岛》和《马达加斯加》等受观众喜欢的影片。2004年,《怪物史莱克2》(“Shrek 2”)票房飙升到9亿多美元,超越《海底总动员》,成为好莱坞当年最赚钱的电影。可惜,2005年12月9日,梦工场以十六亿美元的价格被派拉蒙收购。
2. Jeffrey Katzenberg: 杰弗瑞·卡森伯格, 梦工场动画公司总裁。曾在派拉蒙工作过十一年, 创造出《星际迷航》等经典科幻片。在迪斯尼工作了十年, 制作了《美女与野兽》、《阿拉丁》、《狮子王》等经典动画片, 还成功地将皮克斯和米拉麦克斯引进了迪斯尼, 后来它们都为日渐衰败的迪斯尼挽回了不少观众和口碑。1994年离开迪斯尼与另外两位合伙人创建了梦工场动画公司。
3. Blockbuster: Blockbuster Inc. 百事达公司, 1985年在得克萨斯州达拉斯成立, 是全球家庭电影和游戏娱乐中处于领先地位的全球供应商。百事达在世界上是录象机、数字化视频和电视游乐器的

领导供给者,成为世界上最有名的娱乐品牌之一。

4. Pixar: 皮克斯, 导演。推出《玩具总动员》、《怪物公司》和《海底总动员》等众多名作。
5. The Incredibles: 《超人总动员》
6. The Securities and Exchange Commission: 证券与交易委员会
7. Paul Allen: 保罗·艾伦, 微软的创始人之一, 全球财富榜上排名第七的亿万富翁。梦工场动画公司的资金资助人。
8. Lee Entertainment: 李娱乐
9. Vivendi Universal Entertainment: 维旺迪环球娱乐公司, 全球第二大媒体集团, 经营电影、电视及主题公园等业务。
10. Steven Spielberg: 史蒂芬·斯皮尔伯格, 导演, 梦工场动画公司的合伙人之一。曾拍《侏罗纪公园》、《辛德勒名单》、《哈利·波特》和《蜘蛛侠》。曾和索尼合作拍《艺伎回忆录》。他也曾为派拉蒙拍《世界大战》。
11. David Geffen: 大卫·格芬, 好莱坞唱片大亨, 梦工场动画公司的合伙人之一。
12. Wallace & Gromit: The Curse of the Were Rabbit: 《华乐士与格勒米特: 酷狗宝贝》
13. Kristina Leslie: 克里斯天纳·莱斯利, 梦工场动画公司财务长。
14. Wal-Mart Stores Inc.: 沃尔玛公司

1. The lower forecast, the second in three months from DreamWorks, highlights the struggle by studios to gauge sales of blockbuster animated digital video discs.

“blockbuster”原意是指“巨型炸弹;一鸣惊人者”,句中是指大制作的动画片。本句的意思是:梦工场在三个月内第二次下调利润预测,更是说明了动画片制作商们难以预计数码DVD大碟的销售利润。

2. “The selling pattern for a tent-pole DVD release has begun to mirror that of a big film release: Everyone rushes out to buy it and then there’s a quick tailoff.

“tent-pole”原意是指“帐篷杆”，在本句是指“支撑的，重要的”；“mirror”在句中作动词，指“反映，按照……的模式”。本句的意思是：DVD大碟的发行和销售模式就如一部大片一样：新片上映，都会出现观看的热潮，但这种热潮很快就会消退下去。

I . Read the following statements carefully, and decide whether they are true (T) or false (F) according to the passage.

1. DreamWorks Animation SKG is co-founded by Jeffrey Katzenberg, Steven Spielberg, David Geffen and funded by Paul Allen.
2. It is home videos that brings box-office sales to a decline.
3. When there's a big film release, everyone rushes out to see it.
4. The prospect of DreamWorks Animation SKG is so promising that the co-founders decided to sell their shares to get money on investing in making a lot of big and good films.
5. According to the passage, DreamWorks Animation SKG's profit a share this year is lower than the previous estimate.
6. Because there are the number of new films, about 69% of mass merchants and discount retailers change their stocks quickly.

II . Translate the following sentences into English.

1. 珠海海关开始对这家中外合资公司的走私活动展开非正式调查。(begin an informal probe into)
2. 梦工场动画公司因股价的暴跌，推迟新股的发行。(slump)
3. 每次有大片上映，都会出现观看的热潮。(rush out)
4. 每年春节过后，游客人数越来越少。(tail off)
5. 节省成本会使利润上涨。(drive... up)

III . Questions for critical thinking.

1. Why is there a decline in box-office sales home and abroad?
2. Explain the advantages and disadvantages of watching videos

at home?

3. As far as you know, why is film industry on the slide in China?
Can you tell what you think about this?
4. Why can't China's film industry rival the United States?
5. What's your favorite animation produced by DreamWorks Animation SKG you have ever seen? Why?
6. Why are Japan's cartoons and games popular?

IV. Writing.

What's your favorite cartoon? Please write a brief introduction about it. Your composition should be written in about 150 – 200 words.

The World of Animation

British films are rarely successful in the United States. However, the animated adventures of a cheese-loving, **eccentric inventor** and his **canine companion** are proving to be a surprise hit in America, having taken the number one position in the US box office on the weekend of its release.

In a year which has seen poor ticket sales for big-budget, action movies it seems that the gentle, **quirky humour** of 'Wallace and Gromit: The Curse of the Were-Rabbit' has captured the American public's imagination.

Although Wallace and Gromit have been stars in the UK for a number of years, they are less well-known abroad. For those who don't know, Wallace is a hare-brained inventor with a passion for Wensleydale cheese. Gromit is his **wily** dog. Both are **clay models** brought to life through the **painstaking** process of **stop-motion**

animation.

Their creator, Nick Park, **dreamed them up** whilst still a student at the National Film and Television School in the 1980s. Their first film ‘A Grand Day Out’ began as his graduation film and was completed whilst working for his first employers, Aardman Animations.

Since then their rise has been steady but slow. Because the technique of stop-motion animation is so **labour intensive**, typically producing two seconds of film per day’s work, Wallace and Gromit films are **few and far between**. They have appeared in only three half-hour films for television and ten one-minute films specially made for the Internet.

Nevertheless, they have received a great deal of **critical acclaim**. Their first film was nominated for an Oscar whilst their second and third **outings** ‘The Wrong Trousers’ and ‘A Close Shave’ both won Oscars.

Hollywood **came calling** in 2000 when Aardman Animations made a five-movie deal with Steven Spielberg’s film studio Dreamworks. ‘The Curse of the Were-Rabbit’ has taken four years and a reported \$30 million to make, and features the voices of international stars Helena Bonham-Carter and Ralph Fiennes.

Despite **hitting the big time**, one thing hasn’t changed since their earliest days. Wallace’s voice remains that of veteran, sit-com actor Peter Sallis. Sallis first agreed to take the role after receiving a letter from **then student** Nick Park and an offer of a £50 donation to the charity of his choice.

eccentric inventor 怪异(异想天开)的发明者

canine companion 小狗伙伴

quirky humour 风格独特的戏剧

wily 诡计多端的

clay models 粘土模型

painstaking 艰苦的

stop-motion animation 定格动画

dreamed them up 构思

labour intensive 劳动力密集的

few and far between 少见的

critical acclaim 高度评价

outings 出版发行

came calling 主动找上门来的

hitting the big time 一举成名

then student 当时做学生的

摇摇摇摇摇摇摇 **Enterprises Should** 摇摇摇摇摇摇摇 **Know Trade Pact Rules**

By Liu Weiling

From July 20, China and the Association of Southeast Asian Nations (ASEAN)¹ are scheduled to lower **tariffs** on more than 7,000 industrial goods.

The **tangible** step, **in line with** the Agreement on Trade in Goods signed between the two parties in November last year, is widely believed to be a **milestone** in **forging** the China-ASEAN free trade area (FTA)², the first such **alliance** involving China.

But how will this affect Chinese companies? How many domestic firms understand and are ready for the **windfall**? How many entrepreneurs know how to respond?

According to a recent survey carried out by the China-ASEAN Business Council, 99 per cent of Chinese entrepreneurs had not yet read the Agreement on Trade in Goods.

Worse still, concepts like FTA, ASEAN and ASEAN

tariff: *n.* 关税

摇 tariff barrier / non-tariff barrier 关税壁垒/非关税壁垒

tangible: *adj.* 有形的, 确实的。

tangible/intangible assets (有形资产/无形资产)

in line with: 与……一致, 符合

摇例句: Annual pay increases will be in line with inflation. 每年加薪幅度将与通货膨胀挂钩。

milestone: *n.* 里程碑, 里程标, 重要事件, 转折点

摇例句: The invention of the computer was a milestone in the history of man. 计算机的发明是人类历史上一件大事。

forged: *v.* 努力建造, 稳步前进, 铸造, 伪造

摇例句: Strategic alliances are being forged with major European companies. 正与欧洲主要公司设法建成战略同盟。

alliance: *n.* 联盟, 联合

摇例句: They formed an alliance with Russia. 他们和俄国结成了同盟。

windfall: *n.* 意外的收入

摇例句: He applied the windfall to payment of his mortgage. 他把那笔意外的收入用于偿付抵押。

10 plus one³ were new to some respondents. When filling in **questionnaires** from the council, some took FTA to be the **abbreviation** of the Federal Bureau of Investigation, some believed ASEAN, which in Chinese reads like “Eastern Union,” was a grouping of cities in the east of the country, and some people said ASEAN 10 plus one referred to 10 experiences and one lesson in China’s co-operation with ASEAN.

Such a situation is worrying, especially at a time when FTA has become the way forward in world trade and China is **on the threshold of** several major agreements.

Aside from the deal with ASEAN, China is busy with FTA negotiations with Australia, Chile, Pakistan and the Gulf Co-operation Council.

The Chinese Government has been active in making FTA proposals and top leaders even suggested the establishment of an East Asia FTA covering ASEAN, China, Japan and South Korea. But enterprises have been slow to catch up.

Less domestic companies than expected are **reaping** the benefits of the Early Harvest Programme (EHP)⁴, under which China and ASEAN reduced tariffs on more than 500 agricultural products, such as vegetables and fruits, from the beginning of last year.

Insiders say many Chinese companies simply did not apply for the Certificate of Chinese Origin⁵ for their products, with which their exports could have enjoyed lower tariffs. In Fujian Province only 5.2 per cent of export products listed under EHP were covered by certificates in the first half of last year.

Even in Yunnan Province, which borders Southeast Asian countries, few firms have applied for a certificate, while customs officials said a very limited number of companies

questionnaire: *n.* 调查表, 问卷

abbreviation: *n.* 缩写, 简称

on the threshold of: 在……的开头,
在……快要开始的时候

摇例句: On the threshold of new century, people are immersed in joy and happiness. 在世纪之交, 人们沉浸在欢乐和幸福中。

reap: *vt.* 收割

had ever consulted them about the new tariff cuts to be initiated later this month.

Such a passive attitude has aroused concern among experts and officials who have been encouraging domestic companies to learn more about FTAs, and prepare to meet future opportunities and challenges.

The situation is similar to that in the 1990s when China was busy negotiating its entry into the World Trade Organization (WTO)⁶. Enterprises were urged to learn about relevant rules and **hammer out** new business strategies.

After years of joint work by government, enterprises and the media, we are happy to see the WTO has become a widely-known organization.

But now it is time for domestic firms to get used to the idea of the FTA as they did with the WTO. They should also seriously reconsider their strategies with the coming of the FTA era, and make timely business adjustments.

Overseas **counterparts** in Europe, North America and Southeast Asia are already very familiar with FTAs as they were initiated a decade, or even decades, ago in these areas.

Enterprises planning to invest in or conduct trade in areas with which China is in FTA talks must **keep an eye on** developments.

They should study thoroughly the contracts and related original manufacturing rules in order to produce, trade and store commodities according to tariff-cut schedules.

Meanwhile, new marketing strategies should also be worked out after investment and trade are mutually opened.

Of course, the government also has work to do. One

hammer out: 反复讨论(出)

摇例句: They did not have a rest until they hammered out a new agreement.
他们反复讨论讨论出新的协议才休息。

counterpart: *n.* 对方, 对应物

keep an eye on: 照看, 密切注视

摇例句: Please keep an eye on the baby for me. 请给我照看一下这婴儿。

pressing task is to provide domestic enterprises with **timely** information related to FTAs. Details of agreements that have already been signed should also be made available to companies.

Insiders say an important reason why domestic exporters have not applied for certificates of Chinese origin is they have not yet got the Chinese version of the EHP agreements and do not know what kind of products are listed under the programme.

The Agreement on Trade in Goods, which will soon be **implemented**, has been in the process of being translated since November last year when the two sides **inked the deal**.

Without copies of the agreements enterprises **are blind to** which markets are open to their products, when their products enjoy lower tariffs and for what kind of products they can apply for certificates of Chinese origin.

Another important task is to establish and improve information services. Databases in investment environments, projects soliciting foreign investment and **intermediary information institutions** should be established.

Intermediary institutions such as business consultancies, law firms, accountants and patent firms should be encouraged to set up.

(*China Daily* July 12, 2005)

timely: *adj.* 及时的, 适时的

摇例句: News reports must be timely. 新闻报导的时间性强。

implement: *v.* 执行, 贯彻

ink the deal: 即 "sign the agreement", 签协议

be blind to: 不知情的, 盲目的

intermediary information institution: 中介咨询机构

1. The Association of Southeast Asian Nations (ASEAN): 东南亚国家联盟, 简称“东盟”。1967年8月8日在曼谷由五个初始成员国组成, 即印度尼西亚、马来西亚、菲律宾、新加坡和泰国, 发表《东南亚国家协会成立宣言》, 简称《曼谷宣言》。现有十个成员国, 分别为: 印度尼西亚、马来西亚、菲律宾、新加坡、泰国、文莱、

越南、老挝、缅甸和柬埔寨。目前有十个对话伙伴国家和地区,主要是:澳大利亚、新西兰、欧盟、俄罗斯、加拿大、美国、日本、韩国、中国和印度。

2. free trade area (FTA): 自由贸易区,一个不受海关当局干预的地区,货物可以在区内自由卸运、处理、制造或重新装配,并再出口。
3. ASEAN 10 plus one: 10 + 1 机制,即中国与东盟。东盟与中国领导人会议成立于 1997 年,双方每年通过领袖会议建立各项合作计划。
4. Early Harvest Programme (EHP): 早期成果纲领协定,是在中国 - 东盟自贸区框架下最先实施的降税计划,启动时间为 2004 年 1 月 1 日。此项计划是根据 2002 年 11 月签署的《中国与东盟全面经济合作框架协议》而实施的。为了使中国和东盟国家尽早的享受自由贸易区的一些好处,双方决定实施“早期收获”这样一个方案。基本内容就是从 2004 年 1 月 1 日开始对关税税则第一章到第八章,主要是农产品的 500 多种产品先行实行降税,到 2006 年,这些产品关税降至零。
5. Certificate of Chinese Origin: 中国原产地证,是证明我国出口货物在中国生产和制造的证明文件,是出口产品进入国际贸易领域的“经济国籍”和“护照”。我国目前所签发的原产地证已成为国际贸易中的一个重要环节,货物进口国据此对进口货物给予不同的关税待遇和决定限制与否。
6. World Trade Organization (WTO): 世界贸易组织,是唯一处理国家之间贸易关系的全球性国际组织。其核心是 WTO 协议,目标是帮助物品的生产商、出口商和进口商管理他们的事务。

1. The tangible step, in line with the Agreement on Trade in Goods signed between the two parties in November last year, is widely believed to be a milestone in forging the China-ASEAN free trade area (FTA), the first such alliance involving China.

“the tangible step”是指上文所提的“拟对 7,000 种工业产品降低关税的计划”。本句的意思是:这个大举措符合中国和东盟去年