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总 序

《世纪英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会，是一个由全国100余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程，见证了我们的与众不同：编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起，我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识，也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式，更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中，关于教材建设理念的独到解释非常值得一提。这一理念可简述如下：所谓教材建设，就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中，这一理念不仅已成为我们的核心指导原则，而且它的深受高职教学单位欢迎的结果，也鼓舞了我们实现任何高职教材特色建设的勇气。

然而，高职英语教材特色建设的情形则有所不同。就其实用性而言，高职与非高职的英语教育并无本质区别，加之我国高职教育发展的历史尚短，高职英语优秀人才的累积也略显不足，因而，许多早期高职英语教材的编写，宁可倚重非高职院校的英语教师参与，有其积极的意义。但是，按照我们教材建设的上述理念，如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作，就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上，编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此，我们并没有从一开始就贸然地启动这个项目，而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积，若干专业英语类相关教材建设的成功尝试，以及对公共英语相关项目的具有积极意义的探索和准备之后，才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难，但终能如愿以偿，在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言：我们相信用心与努力胜过相信经验与资历。编委会有一个信条：在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法，在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到：由于我们付出的辛勤努力，我们的关于教材建设的上述理

念,也正在英语教材建设中显现其非凡魅力。在我们高职一线教师所立足的英语教学实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《读写教程》、《听说教程》与《拓展阅读教程》在内的高职英语系列教材——《世纪英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职英语教育人才,期待着收获一个更好更切合高职英语教学实际的教材品牌。

新世纪高职教材编委会

2004 年 6 月

前言

《世纪商务英语——阅读教程》(基础篇 I~II)是新世纪高职教材编委会组编的商务英语类课程规划教材之一。

这是一套完全由高职商务英语教学一线教师编写的高职商务英语阅读教材。旨在通过由浅入深、循序渐进的阅读训练使学生能把所学的知识运用于日常交际活动和一般商务活动中。本系列教程根据高职商务英语教学的特点,将语言能力培养、文化背景知识和商务知识融于一体。选材时兼顾了信息性、知识性、趣味性和实用性的统一;编写时较好地把握了阅读技巧与商务知识的并重。

《世纪商务英语——阅读教程》(基础篇 I~II)每册 12 单元;每单元 3 个部分:阅读技巧点津、实用阅读和阅读集锦。

阅读技巧点津(Reading Skill Focus) 分为阅读技巧阐述、引例和技巧训练三部分:

1. 阅读技巧阐述 本部分条理清晰、通俗易懂、循序渐进地介绍了各种常用的阅读技巧,包括猜词、识别主题句及中心思想、段落展开模式的分析等。这些技巧的了解与掌握有助于克服各种阅读理解障碍,提高阅读速度,增强阅读理解能力。

2. 引例 本部分以中文阐述为主,便于学生理解和把握,具有很好的示范效用。

3. 技巧训练 本部分所选句子和段落与技巧阐述部分相关紧密,具有很好的实训性和针对性;提出的问题简单明确,易于操作,学生在训练过程中既会有一种轻松自如的感觉,又能在较短的时间内迅速掌握每单元的阅读技巧要点。

实用阅读(Reading for Survival) 本部分的主要特点是:

每单元选材都与学生生活及未来工作密切相关,如:交通时刻表、地图和菜单的阅读,履历表、就业申请表、邮购单和贷款申请表的填写阅读等。通过这部分内容的阅读训练,不仅能迅速提升学生的英语阅读能力,也可以使学生在一个模拟的语境中尝试用英语进行生活、工作和交流的体验,激发学生学习英语的热情和兴趣。

阅读集锦(Reading Mosaic) 本部分的主要特点是:

1. 本着因材施教的原则,在难度与深度上比较适合高职院校商务英语专业学生的英语基础及培养目标的要求。阅读文章选材新颖、体裁多样,内容涵盖广泛,涉及经济、商务、文化、科技、教育、政治、当代社会和生活等各方面的话题,兼具知识性、趣味性和欣赏性。

2. 每个单元均由两篇普通类题材的选文和一篇商务类题材的选文组成。三篇选文前都有与选材内容相关的开篇图片,有助于激发学生的阅读想像,培养学生的阅读兴趣。

3. 每篇文章都给出了统计字数和建议阅读时间,以便学生对阅读速度做自我检测。

《世纪商务英语——阅读教程》(基础篇 I)各单元的练习形式灵活多样,既与不同选材密切配合,又兼顾了 A 级和四级考试的题型要求。

《世纪商务英语——阅读教程》(基础篇 I)由沈阳师范大学职业技术学院杨丽杰和辽阳职业技术学院薛红任主编,东北财经大学范莉娣、辽宁对外经贸职业学院张丽娟任副主编。具体编写分工如下:杨丽杰 (Unit 1~4)、薛红 (Unit 5~6)、范莉娣 (Unit 7~8)、张丽娟、冯丽 (Unit 9)、王洗薇 (Unit 10~11)、冯丽 (Unit 12)。

《世纪商务英语——阅读教程》(基础篇 I~II)由沈阳师范大学职业技术学院杨丽杰任总主编,负责统筹全部书稿。本系列教程在编写过程中参考了大量的国内外有关资料,得到了许多学界前辈、同行及外籍教师的热心帮助和指导,在此一并致谢。

由于我们对高职商务英语教材建设的尝试刚刚开始,需要有一个不断提高的过程,加之编写时间仓促以及编者水平有限,难免存在错误和不当之处,恳请各相关高职院校在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

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编 者

2004 年 8 月

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Unit 1

In this unit, we will learn:

- Inference / General Knowledge Clues
- Reading a Timetable
- Reading Three Passages



Reading Skill Focus



Context Clues(1)

Successful readers use a variety of means to deal with words they do not know. They may study the formation of the word, or they may make use of definition, its synonym or antonym provided by the author to work out its meaning. Determining meaning through context is the most effective method for handling unknown words. That is, examine the sentence in which the word appears, or even the sentence before and after the word. When the surrounding text contains a hint or suggestion to help determine the meaning of the unknown word, we refer to this hint or suggestion as context clue. There are commonly seven types of context clues:

- 1. Inference / General Knowledge Clues (推论 / 常识)
- 2. Definition Clues(定义)
- 3. Restatement / Synonym Clues (重述 / 同义)
- 4. Contrast / Antonym Clues (对比 / 反义)
- 5. Example Clues (示例)
- 6. Cause and Effect Relationship (因果关系)
- 7. Modifier Clues (限定语)

We will discuss the seven types of context clues from **Unit 1** to **Unit 4**.

Inference / General Knowledge Clues

Sometimes a word or phrase is not immediately made clear within the same sentence. Relationships, which are not directly stated, are implied. The reader must look for clues within, before, and after the sentence in which the word is used.

A. Guided Practice

Sample 1

As you look down from the tower, you have the panorama of sea, bay, city and countryside.

- | | |
|----------------|---------------------|
| A. real beauty | B. great excitement |
| C. whole idea | D. complete view |

当“panorama”单独作为一个词出现时,你可能猜不出它的意思,不过当你读到后面的词,“sea, bay, city”和“countryside”时,就会猜出它的意思与“视野”有关。因此从所给的四个选项中,可以确定 D 为正确选项。

Sample 2

Elvis Presley was afraid of being assassinated, and he wore a bullet-proof vest, but he couldn't stay away from the crowds who loved him.

- | | |
|---------------|-----------|
| A. laughed at | B. killed |
| C. taken away | D. beaten |

从后面的句子可以分析出 Elvis Presley 所担心的是“be killed”,否则他不会穿上防弹背心(bullet-proof vest), 因此 B 为正确选项。

B. Let's Try

Practice

Try to figure out the meaning of the underlined words in the following sentences.

1. I can't believe it! Right in the middle of our conversation, Peter turned around abruptly and walked out of the room!

- | | |
|-------------|------------|
| A. formally | B. slowly |
| C. suddenly | D. quietly |

2. After the harvest, we had an abundant amount of apples. We made apple pie, apple sauce and apple juice because we had so many apples!

A. small	B. not enough
C. limited	D. plentiful
3. When Sara was sick, her voice was almost inaudible. We couldn't hear what she was trying to say clearly.

A. very loud	B. very soft
C. very strange	D. very shy
4. The hill was too arduous for us to climb. We had to walk our bicycles up the hill.

A. tall	B. fun
C. easy	D. difficult
5. There is an optimum way to approach each kind of exam questions. For a multiple-choice item, for example, first remove any clearly wrong answers. For an essay question, write down an outline first.

A. inconvenient	B. best
C. annoying	D. easy
6. My father is a versatile man; he is a successful businessman, sportsman, author and sports car mechanic.

A. rich	B. influential
C. proud	D. talented
7. At the age of seventy-seven, Mr. George was still playing a skillful game of tennis. He jogged four miles each day and seldom missed his daily swim. For a man of his age, he was extremely robust.

A. healthy	B. weak
C. skillful	D. young
8. The doctor said that there was only a slim hope of survival for the people in the air crash.

A. numerous	B. considerable
C. moderate	D. very little
9. Black clouds, thunder and lightning show that a storm is imminent.

A. transient	B. about to happen
C. coming to an end	D. to last long
10. They suspended the construction of the bridge during the strike.

A. opposed	B. supported
C. continued	D. delayed



Reading for Survival



Timetable

Reading a timetable

A timetable is not easy to read. Sometimes you have to read down the column to know when a train or bus leaves. Sometimes you must read up. Letters and symbols tell you different things about the bus or train. But you have to know where to look in the timetable to find out what these symbols mean.

First read questions 1–6

1. For train times to travel from Greenfield to Winston, you must read _____.
A. across the timetable B. down the timetable C. up the timetable
2. If you take the Bluebird in the morning from Greenfield, what time will you arrive in Winston?
A. 8:30 a.m. B. 11:00 a.m. C. 9:15 p.m.
3. If you take Train 29 on Sunday from Camden, what time will you get to Greenfield?
A. 6:00 p.m. B. 5:00 p.m. C. 9:25 p.m.
4. If you want to go from Camden to Greenfield on Saturday afternoon, which train will you take?
A. Eastern. B. Limited. C. Bluebird.
5. Which symbol tells you that you cannot buy a ticket after you get on the Limited?

6. On which train can you get a complete meal?

Now go through the timetable and answer the above questions

Greenfield / Winston—Timetable									
115		Read down 62	29	Train number		115	Read up 62	29	
Eastern	Bluebird	Limited		Train name	Eastern	Bluebird	Limited		
daily ▲ exc. Sun.	daily	Fri., Sun. only		Frequency	daily ▲ exc. Sun.	daily	Fri., Sun. only		
		★ 	Mi.	Type of service			★ 		
7 15 a ↓ d 8 10 a 8 30 a 8 35 a 9 00 a 9 15 a	8 30 a 9 10 a 9 35 a 10 00 a 10 15 a 10 30 a 10 42 a 11 00 a	5 00 p ↓ 6 10 p 6 25 p ↓ 6 55 p	0 25 52 74 89 97 110	Greenfield Madison Granby ar. Camden dp. dp. Camden ar. Clayville Shelby Winston	■ 6 00 p r 5 05 p 4 45 p 4 40 p 4 15 p 4 00 p	11 00 a 10 20 a 9 55 a 9 30 a 9 15 a 9 00 a 8 48 a 8 30 a	■ 9 25 p ↑ 8 02 p 7 52 p ↑ 7 30 p		

Explanation of Symbols and Letters

★ All reserved train: tickets not available on train

  Complete dining and beverage service

 Snack and beverage service only

■ Connecting train for Buffalo

▲ Train will not operate Dec. 25, Jan. 1

a a.m. (morning)

ar. arrive

d Stops to discharge passengers only

dp. depart

n noon

p p.m. (afternoon)

r Stops to receive passengers only

Reading Mosaic

READING 2



READING 1



READING 3



Suggested Reading Time [5 MIN]

Reading 1 Weddings in the United States

1 Weddings in the United States **vary** as much as the people do. There are church weddings with a great deal of

fanfare; there are weddings on mountain-tops with guests **barefooted**; and there have been weddings on the ocean floor with oxygen tanks for the guests. But many weddings, no matter where or how they are performed, include certain traditional customs.

2 Before a couple is married, they become **engaged**. And then invitations are sent to those who live nearby, and their close friends and relatives who live far away. When everything is ready, then comes the most exciting moment.

3 The wedding itself usually lasts between 20 and 40 minutes. The wedding party enters the church while the Wedding March is played. The **bride** carrying a **bouquet** enters last with her father who will “give her away”. The **groom** enters the church from a side door. When the wedding party is gathered by the altar, the bride and groom **exchange vows**. It is traditional to use the words “to have and to hold from this day forward, for better, for worse, for richer, for poorer, in sickness and in health, to love and **cherish**, till death do us part”. Following the vows, the couple exchange rings. Wearing the wedding ring on the fourth finger of the left hand is an old custom. After the **ceremony** there is often a party, called a “reception” which gives the wedding guests an opportunity to **congratulate** the newly-weds.

4 The car in which the couple leave the church is **decorated** with balloons, streamers and shaving cream. The words “Just Married” are painted on the trunk or back window. The bride and groom run to the car under a shower of confetti thrown by the wedding guests. When the couple drive away from the church, friends often chase them in cars, **honking** and drawing attention to them. And then the couple go on their honeymoon.

(320 words)

fanfare 奏乐

oxygen tank
氧气罐

Wedding March
婚礼进行曲

altar 圣坛

confetti 彩色纸屑

Comprehension Check

Rearrange the order of the following statements according to the passage.

1. The bride and groom exchange vows.
2. The bride carrying a bouquet enters last with her father who will “give her away”.
3. Invitations are sent to those who live nearby, and their close friends

- and relatives who live far away.
- The couple exchange rings.
 - They become engaged.
 - The couple go on their honeymoon.
 - There is often a party, called a “reception” which gives the wedding guests an opportunity to congratulate the newly-weds.
 - The wedding party enters the church while the Wedding March is played.

Vocabulary Check

Fill in each of the blanks with an appropriate word from the list. Change the form where necessary.

<i>bouquet</i>	<i>cherish</i>	<i>exchange</i>	<i>vary</i>	<i>ceremony</i>
<i>vow</i>	<i>congratulate</i>	<i>decorate</i>	<i>engage</i>	<i>bride</i>

- The store will not _____ goods without a receipt.
- We _____ the Christmas tree with colored lights and ribbons.
- The mayor made a speech at the opening _____.
- Everyone _____ freedom and friendship.
- She made a _____ never to tell anybody what she had heard.
- These authors’ works _____ greatly in quality.
- Peter got _____ to her when traveling last winter.
- They _____ me on my marriage.
- After singing two beautiful songs, the soloist received a huge _____.
- Let’s drink a toast to the _____ and groom!

Suggested Reading Time [5 MIN]

Reading 2 Mother’s Day and Father’s Day

1 People in the United States **honor** their parents with two special days: Mother’s Day, on the second Sunday in May, and Father’s Day, on the third Sunday in June.

2 Mother’s Day was **proclaimed** a day for national **observance** by President Woodrow Wilson in 1915. Ann Jarvis from Grafton, West Virginia, had started the idea to have a day to honor mothers. She was the one who chose the second Sunday in May and also began the custom of wearing a carnation.

carnation 康乃馨

3 In 1909, Mrs. Dodd from Spokane, Washington, thought of the idea of a day to honor fathers. She wanted to honor her

own father, William Smart. After her mother died, he had the **responsibility** of raising a family of five sons and a daughter. In 1910, the first Father's Day was observed in Spokane. **Senator** Margaret Chase Smith helped to establish Father's Day as a national commemorative day, in 1972.

commemorative
纪念的

4 These days are **set aside** to show love and respect for parents. They raise their children and educate them to be responsible citizens. They give love and care.

5 These two special days are celebrated in many different ways. On Mother's Day people wear carnations. A red one **symbolizes** a living mother. A white one shows that the mother is dead. Many people attend religious services to honor parents. It is also a day when people whose parents are dead visit the cemetery. On these days families get together at home, as well as in restaurants. They often have outdoor **barbecues** for Father's Day. These are days of fun and good feelings and memories.

cemetery 墓地

6 Another tradition is to give cards and gifts. Children make them in school. Many people make their own presents. These are valued more than the ones bought in stores. It is not the value of the gift that is important, but it is "the thought that **counts**". Greeting card stores, **florists**, candy makers, bakeries, telephone companies, and other stores do a lot of business during these holidays.

(336 words)

Comprehension Check

Choose the best answer for each of the following statements.

- _____ announced Mother's Day as a national holiday.
A. President Woodrow Wilson B. Ann Jarvis
C. William Smart D. Mrs. Dodd
- Mrs. Dodd started the idea to honor her own father because _____.
A. her mother died B. he was a senator
C. he liked to be honored D. he raised six children by himself
- The flower people may wear on Mother's Day is _____.
A. pink rose B. red carnation
C. white carnation D. B or C
- Father's Day was not made a national holiday until _____.
A. 1915 B. 1909 C. 1910 D. 1972