

前言

在高等教育大众化发展的方针指导下，我国高等职业教育蓬勃发展。为了顺应高职院校英语课程改革的趋势，我们精心策划开发了本系列英语教材。

《经贸英语》一书本着实用为主、够用为度的原则，以“能力本位”的教育理念为指导，面向经贸职业岗位的实际需求，将语言学习与职业技能培养有机结合，侧重专业发展对英语的需求，确保教材的针对性、实用性和够用度，旨在培养学生从事经贸职业岗位工作应具有的运用英语的能力。本教材根据经贸工作任务所需要的英语知识和技能设计英语学习任务，全方位地训练学生在经贸英语阅读和表达方面的语言实际应用能力，以满足基础英语与相关职业英语有机衔接的学习需要，实现基础阶段与专业技能阶段的教学目标，体现高职教育“以服务为宗旨、就业为导向”的办学方针。

本教材运用职业教育的理论来组织内容，采用与纯语言教材类似的单元主题方式来编写，最终以语言教材的形式呈现给学习者，强调学生的综合职业素质与就业能力同步提高，真正体现了教学内容与教学过程的职业性与应用性。

全书共包括十个单元，每个单元涉及经贸领域的一个主题，十个单元又组成经贸行业主要职业所涵盖的典型工作内容最基本的项目流程，每个单元均设计五项任务模块，同时各任务模块又由不同的微任务组成，最终共同完成一项特定工作任务的全过程，以实现基于项目导向、任务驱动的全新教学理念。本教材各单元基本结构框架如下：

1. 每单元的开篇 Learning Focus 旨在明确给出要完成的几项工作任务，各单元的 Module I Warming-up: Listening & Speaking 为单元主题的引入部分，包括两项任务。Speaking 部分力图通过图片讨论或角色扮演等生动有趣的活动引入单元主题，帮助学生了解本单元的核心内容，以激发学生借助自己已有的知识进行口头表达的欲望，提高他们的学习兴趣。

2. 每个单元的 Module II Reading 为单元主体部分，包括 Text A & Text B 两篇与经贸业务和经贸知识相关的课文，两篇课文内容围绕同一个主题，

既相互联系又各有侧重。每篇课文均配有相关的练习，可在教师指导下或课下自主完成。

3. 每个单元的 Module III Linking Up: Reading Skills 为知识链接部分。该模块紧密结合阅读理解技巧的诸要点设计一个项目，帮助学生综合运用所学知识和技能系统梳理阅读理解技巧，学习提高阅读理解能力。

4. 每个单元的 Module IV Building Up More Skills 为技能拓展模块，实际上设计的是一项 Writing Project，要求学生以小组合作形式完成一个应用写作项目。在项目完成过程中，学生需要综合运用所学知识和技能，以小组讨论形式进行口头讨论，将书面表达的项目介绍给合作伙伴共享，力求通过此项工作任务提高实际语言应用能力。

5. 每个单元的 Module V Learning More 模块特意设计了开阔视野的项目，旨在提高学生英语文化素养的同时，为学生提供一些与企业文化相关的商务知识，以期从不同的角度为学生的学习提供生动多元的文化氛围和真实丰富的语言环境，从而使专业学习、语言实践、语言应用以及文化体验有机结合，凸显了应用性、实用性、趣味性和文化性为一体的特色。

6. 学习建议：本教材基本可满足经贸从业人员工作过程中的英语交际需要，适用于经贸类商务英语、国际贸易、国际商务等相关专业的学生，也可供从事翻译、外事、外经贸等涉外人员以及有较好基础的英语自学者使用。建议每单元计划用 6~8 学时完成，全书用 64~80 学时完成。在使用本教材时，教师可根据实际情况按单元顺序逐课讲解，或有选择地授课。

本书由蒋磊教授担任主编，负责全书总体设计并统审终稿。王琳、崔海飞两位老师担任副主编，协助主编拟写样课、检查书稿。具体参与编写教师的分工如下：

崔海飞 Unit 1 Unit 3	蒋磊 Unit 2	王琳 Unit 6 Unit 9
张思佳 Unit 7 Unit 8	宋启慧 Unit 4 Unit 5	蒋梦琰 Unit 10

在本书编写过程中，北京外国语大学徐立新教授曾提出宝贵意见，在此表示感谢。由于编者水平有限，错误疏忽，恐在所难免，不当之处，敬请专家、学者及广大读者不吝赐教。

编者

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Unit 1

E-commerce

Learning Focus

After reading this unit, you will be able to

- ★ learn the new words and expressions.
 - ★ get a general idea about E-commerce.
 - ★ grasp the reading skill—Reading for Main Ideas.
 - ★ build up practical writing skills for a poster.
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Module I

Warming-up: Listening & Speaking



Listening



Listen to the following passage three times and fill in the blanks with the missing words you hear in the recording.

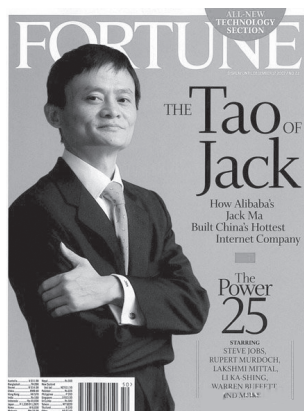
Electronic commerce (E-commerce) is considered to be in its 1) _____. E-commerce started in early 1970s. But it was mainly 2) _____ to large corporations, and 3) _____ institutions. It actually began before what we know as the World Wide Web, with the introduction of 4) _____ Data Interchange (EDI). EDI allowed suppliers to exchange information such as prices, 5) _____, and delivery dates with retailers making it possible to easily track 6) _____, new products, and much more. This type of technology along with the 7) _____ of the Internet grew into what we now know as e-commerce. It also extended the e-commerce 8) _____ to manufacturers, retailers, services and so on. With the commercialization of the Internet in the early 1990s, millions of 9) _____ customers popped up and the term “e-commerce” was 10) _____. Nowadays, many organizations worldwide already have websites.



Speaking



Look at these pictures of famous people or companies. What do you know about them? What can you learn from them? Share your ideas with your partner.



Ma Yun



Jeff Bezos



Tencent



Walmart

Module II

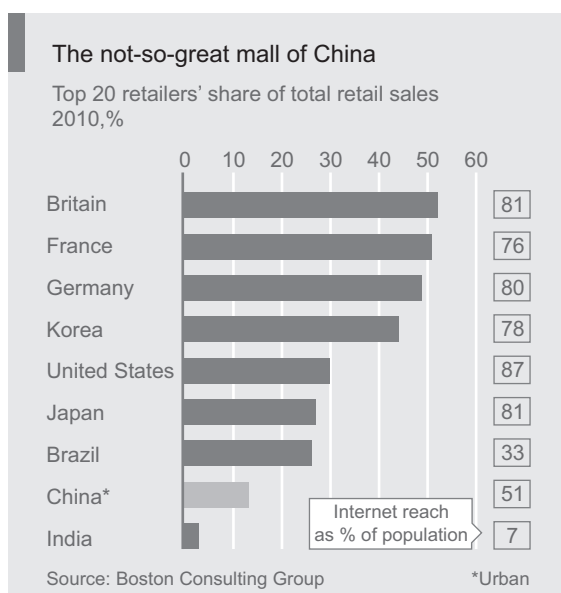
Reading



Text A

The Great Leap Online—China Will Become the World's Most Valuable Market for E-commerce

- 1 When it comes to e-commerce, America is still a top dog, with some 170 million punters scouring for bargains on the Internet. However, China is not far behind, with 145 million online shoppers, and it could become the world's most valuable e-commerce market within four years.



- 2 In a new report, the Boston Consulting Group (BCG) calculates that every year for the foreseeable future another 30 million Chinese will go online to shop for the first time. By

2015 they will each be spending \$1,000 a year—about what Americans spend online now. BCG calculates that e-commerce could rise from 3.3% of China's retail sales today to 7.4% by 2015—a jump that took a decade in America.

- 3 The Chinese government has heavily subsidised the rollout of high-speed access, so Internet penetration now approaches rich-country levels. That boosts e-commerce, of course. But so, too, do the shortcomings of China's costly, inefficient bricks-and-mortar retailers.
- 4 For example, a quarter of Chinese shoppers seek products online because they are not available at physical stores. Also, until recently, China lacked a reliable and cheap method of shipping packages, so the e-commerce industry has invested in developing one. Purchases on Taobao, an online Goliath that is a division of China's Alibaba, are thought to account for a staggering 50% of all packages shipped in China. The cost of shipping parcels is now a mere one-sixth of what firms in America have to pay.
- 5 The biggest snag holding back e-commerce for years was a lack of trust. Consumers worried (quite rationally) that online firms were fraudsters, or that their credit cards would be abused, or that purchases would get swapped for counterfeits during shipment. Alibaba overcame this by creating Alipay, a clever online arrangement that—unlike eBay's system—releases payments to vendors only after clients confirm that they are satisfied.
- 6 Chinese e-shoppers are also big users of social media. Precisely because they do not trust sellers or advertising much, they devour online customer reviews of the sort made popular by eBay and Amazon. According to BCG, over 40% of Chinese online shoppers read and post product reviews online, making them twice as likely as American online shoppers to do so and four times as likely as Indians. The future of e-commerce is Chinese.

New Words

- leap [li:p] *v.* 跳; 跳跃 *n.* 飞跃; 跳跃
- punter ['pʌntə] *n.* 客户; 顾客
- scour ['skaʊə] *v.* 四处搜索; (费力地) 擦洗
- consulting [kən'sʌltɪŋ] *a.* 咨询的; 商议的; 顾问的; 任专职顾问的
- foreseeable [fɔ:'si:əbl] *a.* 可预知的; 能预测的
- calculate ['kælkjəleɪt] *v.* 计算; 预测; 认为; 打算
- retail ['ri:teɪl] *v.* 零售; 转述 *n.* 零售 *ad.* 以零售的方式
- subsidise ['sʌbsɪdaɪz] *v.* 资助; 消退; 下沉; 平息
- rollout ['rəʊlaʊt] *n.* 首次展示; (新产品的) 正式上市
- penetration [penɪ'treɪʃ(ə)n] *n.* 渗透; 突破; 侵入; 洞察力
- approach [ə'prəʊtʃ] *n.* 方法; 途径; 接近 *v.* 接近; 着手处理
- boost [bu:st] *v.* 促进; 增加; 支援 *n.* 推动; 帮助; 宣扬

shortcoming ['ʃɔ:tʃkʌmɪŋ] *n.* 缺点; 短处
 inefficient [ˌɪnɪ'fɪʃ(ə)nt] *a.* 无效率的; 效率低的; 无能的
 available [ə'veɪləb(ə)l] *a.* 有效的; 可得的; 可利用的; 空闲的
 reliable [rɪ'laɪəb(ə)l] *a.* 可靠的; 可信赖的 *n.* 可靠的人
 Goliath [gəʊ'laɪəθ] *n.* 哥利亚 (《圣经》中被大卫杀死的巨人); 巨人
 staggering ['stægərɪŋ] *a.* 蹒跚的; 令人惊愕的; 犹豫的
 snag [snæg] *n.* 障碍; 意外障碍; 突出物 *vt.* 造成阻碍 *vi.* 被绊住; 形成障碍
 rationally ['ræʃənli] *ad.* 理性地; 合理地
 fraudster ['frɒdstə(r)] *n.* 骗子; 诈骗犯
 abuse [ə'bjʊ:s] *n.* 滥用; 虐待; 辱骂
 swap [swɒp] *n.* 交换; 交换之物 *v.* 与……交换; 以……作交换
 counterfeit ['kaʊntəfɪt] *n.* 赝品; 冒牌货; 伪造品
 release [rɪ'li:s] *v.* 释放; 发射; 让与; 允许发表 *n.* 释放; 发布; 让与
 vendor ['vendə; 'vendɔ:] *n.* 卖主; 小贩; [贸易] 自动售货机
 precisely [prɪ'saɪsli] *ad.* 精确地; 恰恰; 正是 (表强调)
 devour [dɪ'vaʊə] *vt.* 吞食; 毁灭; 凝视

Phrases and Expressions

bricks-and-mortar 传统的实体企业
 top dog 优胜者; 主要人物
 scour for 搜索
 far behind 与……相差很远
 hold back 隐瞒; 退缩; 抑制; 阻止

Do It Yourself

Task 1 Answer the following questions based on the text.

- 1 When will China become the world's most valuable e-commerce market?
- 2 Does e-commerce have a promising future in China? Why?
- 3 Why do so many Chinese shoppers seek products online?
- 4 What is the biggest barrier to the development of e-commerce in China?
- 5 What is the writer's attitude towards e-commerce in China?

Task 2 Fill in the blanks with the expressions given below. Change the form where necessary.

decade confirm inefficient subsidise rational
 precisely scour for hold back far behind when it comes to

- 1 Some students find it hard to pull themselves away from computer games, which makes them fall _____ their classmates in their study.
- 2 The business failed because of _____ management.
- 3 In the past _____ the number of cyclos on the city's streets has declined sharply.
- 4 There is plenty of criticism in these writings too, but it is tempered by _____ analysis.
- 5 _____ paying for college, tuition and room and board are just the beginning.
- 6 More investigations were needed to _____ that the sample had come from that animal.
- 7 Flocks of seagulls are _____ food on a piece of wetland.
- 8 It would not make sense to _____ a product for which there is no demand.
- 9 The emotion was too much when she finally did meet her mother—neither women could _____ the tears.
- 10 That's _____ what I don't want you to do.

Task 3 Fill in the blanks in the following passage by selecting suitable words from the Word Bank. You may not use any of the words more than once.

A. stealing	B. benefit	C. precious	D. due	E. contributing	F. definitely
G. surge	H. greatly	I. profitability	J. accounted	K. convenience	L. likely
M. tend	N. desirable	O. confidence			

The recession is taking a serious toll on American retail, but e-commerce could emerge as a winner. According to a new report by Forrester Research, e-commerce sales (beyond travel) were 1 to grow 11%, to \$156 billion, in 2009. That marked a slowdown from 13% growth last year and 18% in 2007. The major factor 2 to the pace shift was, of course, declining consumer 3 . But e-commerce's slowed pace was still far better than the National Retail Federation's forecasted 0.5% drop in overall retail sales this year.

That means e-commerce is 4 market share from traditional retail—and fast. By Forrester's estimates, in 2008 e-commerce 5 for 5% of all retail sales (excluding cars, travel and prescription drugs). In 2012, Forrester thought e-commerce could have an 8% share.

One recent factor is that online shopping promises bargains to price-sensitive consumers. "The recession is 6 encouraging more consumers to do their homework before they go and complete a purchase," says Forrester analyst Sucharita Mulpuru.

E-commerce is also somewhat protected because online shoppers 7 to be wealthier: about half of all online shopping is done by households that earn more than \$75,000 per year, even though they're just about a third of all households with Internet access. But not all Internet companies are set to 8 equally. Last month, e-commerce giant eBay posted its first-ever quarterly revenue decline, while Amazon reported a sales 9 of 18%.

Smaller players are particularly at risk. "There are some pretty vicious wars as companies go online and duke it out to get market share," says Mulpuru. "The concern I have is that we

could go back down the spiral of death from 1999 and 2000, when companies would under-price themselves without thinking about 10 .”

Task 4 Translate the following sentences into English.

1 冬天已到，春天还会远吗？（ far behind ）

2 说到弹吉他，谁也比不上他。（ when it comes to ）

3 该是我们采取有效措施，集中全人类的力量来阻止这种严峻的发展趋势的时候了。（ hold back ）

4 汤姆虽然开始比较内向，但在销售部的第四年，他成为了首要人物。（ top dog ）

5 我们必须利用可以得到的一切资源。（ available ）

Task 5 Translate the following passage into Chinese.

The Internet has taken its place beside the telephone and television as an important way of shopping, especially among the young. Consumers use the Internet to shop and invest online. Most consumers use credit or debit cards to pay for online purchases, but other payment methods, like “e-wallets”, are becoming more common.



Text B

How to Protect Your Good Name

- 1 Here's the scary thing about the identity-theft ring that the feds cracked last week: there was nothing any of its estimated 40,000 victims could have done to prevent it from happening. This was an inside job, according to court documents. A lowly help-desk worker at Teledata Communications, a software firm that helps banks access credit reports online, allegedly stole passwords for those reports and sold them to a group of 20 thieves at \$ 60 a pop. That allowed the gang to cherry-pick consumers with good credit and apply for all kinds of accounts in their names. Cost to the victims: \$3 million and rising.
- 2 Even scarier is that, the largest identity-theft bust to date, is just a drop in the bit bucket.

More than 700,000 Americans have their credit hijacked every year. It's one of crime's biggest growth markets. A name, an address and a Social Security number—which can often be found on the Web—are all anybody needs to apply for a bogus line of credit. Credit companies make \$1.3 trillion annually and lose less than 2% of that revenue to fraud, so there's little financial incentive for them to make the application process more secure. As it stands now, it's up to you to protect your identity.

- 3 The good news is that there are lots of steps you can take. Most credit thieves are opportunists, not well-organized gangs. A lot of them go Dumpster diving for those millions of “pre-approved” credit-card mailings that go out every day. Others steal wallets and return them, taking only a Social Security number. Shredding your junk mail and leaving your Social Security card at home can save a lot of agony later.
- 4 But the most effective way to keep your identity clean is to check your credit reports once or twice a year. There are three major credit-report outfits: Equifax ([at equifax.com](http://equifax.com)), Trans-Union (www.transunion.com) and Experian (experian.com). All allow you to order reports online, which is a lot better than wading through voice-mail hell on their 800 lines. Of the three, I found Trans-Union's website to be the cheapest and most comprehensive—laying out state-by-state prices, rights and tips for consumers in easy-to-read fashion.
- 5 If you're lucky enough to live in Colorado, Georgia, Maryland, Massachusetts, New Jersey or Vermont, you are entitled to one free report a year by law. Otherwise, it's going to cost \$8 to \$14 each time. Avoid services that offer to monitor your reports year-round for about \$70; that's \$10 more than the going rate among thieves. If you think you're a victim of identity theft, you can ask for fraud alerts to be put on file at each of the three credit-report companies. You can also download a theft-report form at www.consumer.gov/idtheft, which, along with a local police report, should help when irate creditors come knocking. Just don't expect justice. That audacious help-desk worker was one of the fewer than 2% of identity thieves who are ever caught.

New Words

scary ['skeəri] *a.* 可怕的; 恐怖的; 吓人的; 提心吊胆的; 胆小的

identity-theft 个人信息被盜

ring [rɪŋ] *n.* 团伙; 帮派

fed [fed] *n.* 美国联邦调查局的探员

estimate ['estimeɪt] *v.* 估计; 估价; 判断; 评价 ['estɪmət] *n.* 估计; 估价; 判断

allegedly [ə'ledʒdli] *ad.* 所谓地; 声称地; 被断言地

cherry-pick ['tʃerɪpɪk] *v.* 择优挑选

bust [bʌst] *n.* 逮捕; 突袭
 hijack ['haɪdʒæk] *vt.* 劫持; 威逼; 敲诈
 bogus ['bəʊgəs] *a.* 假的; 伪造的
 revenue ['revənju:] *n.* 税收; 国家的收入; 收益
 fraud [frɔ:d] *n.* 欺骗; 骗子; 诡计
 incentive [ɪn'sentɪv] *n.* 动机; 刺激 *a.* 激励的; 刺激的
 opportunist [ɒpə'tju:nɪst] *n.* 机会主义者; 投机取巧者
 Dumpster ['dʌmpstə] *n.* (邓普斯特尔商标) 垃圾罐
 mailing ['meɪlɪŋ] *n.* 邮寄; 邮件 *a.* 邮递的
 shred [ʃred] *v.* 撕碎; 切碎; 破碎
 agony ['ægəni] *n.* 苦恼; 极大的痛苦; 临死的挣扎
 outfit ['aʊtfɪt] *n.* 机构; 用具; 全套装备
 wade [weɪd] *v.* 跋涉; 涉水; 费力行走
 monitor ['mɒnɪtə] *n.* 监视器; 监听器; 监控器
 alert [ə'lɜ:t] *n.* 警报; 警戒 *v.* 警告; 警觉; 使意识到 *a.* 警惕的; 留心的 *n.* 警惕
 irate [aɪ'reɪt] *a.* 发怒的; 生气的
 knock [nɒk] *v.* 批评; 敲击
 audacious [ɔ:'deɪʃəs] *a.* 无畏的; 鲁莽的; 蛮横无理的; 大胆创新的

Phrases and Expressions

inside job 内部人作的案; 监守自盗
 a drop in the bucket 冰山一角; 沧海一粟
 line of credit 信用额度; 信贷额度
 as it stands 按照现在情况; 事实是这样
 go out 过时; 不流行
 wade through 涉水 (泥泞等); 费力地做完; 艰难地通过

Do It Yourself

Task 1 Which paragraph contains the following information? Fill in the blanks with the corresponding paragraph numbers.

- ____ 1 If you want to keep your identity clean, the most effective way is to check your credit reports once or twice a year.
- ____ 2 You can take lots of steps to protect your identity.
- ____ 3 People who live in Colorado, Georgia, Maryland, Massachusetts, New Jersey or Vermont are entitled to one free report a year by law.
- ____ 4 The cost to the victims of identity-theft is about \$3,000, 000 and rising.

___5 More than 0.7 million Americans have their credit hijacked every year.

Task 2 Answer the following questions about the words and expressions highlighted.

- 1 If something is scary, is it rather (a) depressing or (b) frightening?
- 2 When someone estimates a quantity or value, he (a) makes an approximate judgment or calculation of it or (b) counts it.
- 3 He suffers great agony. That is to say he is (a) painful or (b) happy.
- 4 Hearing this, I was instantly on the alert. Was I (a) relaxed or (b) nervous?

Task 3 Match the English terms or phrases with their Chinese equivalents.

- | | |
|--------------------------------------|------------------------|
| A. Addresses of Electronic Mail | G. Client Software |
| B. Broadband Service | H. RSA |
| C. Browser | I. CPM |
| D. Commercial Software | J. Cyberspace |
| E. CES (Consumer Electronics Show) | K. Data Communications |
| F. Client/Server | L. Database Server |
| Example: (K) 数据通信 | (J) 网络空间 |

- | | |
|--------------|------------------|
| 1. () 用户端软件 | 2. () 宽带服务 |
| 3. () 商业软件 | 4. () 数据安全 |
| 5. () 每千人收费 | 6. () 电子邮件地址 |
| 7. () 客户服务器 | 8. () 数据库服务器 |
| 9. () 浏览器 | 10. () 消费性电子产品展 |

Task 4 Choose the best translations of the given sentences.

- 1 The function of e-commerce is more than just buying and selling goods and services on the Internet.
 - A. 电子商务的功能很多，如提供网上货物交易的服务。
 - B. 电子商务更多的功能在于做买卖并提供网络服务。
 - C. 电子商务的功能不只是在互联网上买卖货物和服务。
 - D. 电子商务的功能更多的是从互联网上买卖货物和服务。
- 2 You may use this computer, on condition that you are able to handle it properly so as not to damage it.
 - A. 这台计算机你可以使用，但如有损坏，你要有条件进行维修。
 - B. 只要你能正确使用这台计算机，不损坏它，你就可以使用。
 - C. 你可以使用这台计算机，条件是如有损坏，你能维修。
 - D. 在有条件的情况下你可以使用这台计算机，千万别损坏它。
- 3 Learning how to use the Internet effectively as a marketing tool means that you need to

learn two different but related bodies of knowledge.

- A. 要学习将因特网这一销售工具作为手段，你需要学会两类彼此之间不相关联的知识。
 - B. 学习有效使用因特网和营销工具，应学习互相关联但却各不相同的两大块知识。
 - C. 如果你学会了这两大块互相关联的知识，就等于学会了有效地在因特网上搞推销的工具。
 - D. 学习有效地利用因特网作为营销工具，就意味着要学习两类互不相同却又相互关联的知识。
- 4 The Internet revolution has come not out from a single dramatic technological breakthrough, but from lots of connecting technologies.
- A. 因特网革命的爆发，既来自一项巨大科学也来自许多相关技术的失败。
 - B. 因特网要改革不只需要一项技术发明，还需要很多相关技术。
 - C. 因特网革命并非来自某一项惊人的技术突破，而是源于许多相互关联的技术。
 - D. 因特网革命既来自一项戏剧般的技术突破，也来自一些相关技术。
- 5 Computer switches and components number in the thousands rather than in the billions.
- A. 电脑转换器和元件的个数有上千个而不是上十亿个。
 - B. 电脑转换信息的次数有上千次，其元件的个数有上十亿个。
 - C. 电脑转换器和元件的个数分别要以上千和上十亿计。
 - D. 电脑转换器和元件是数以千计而不是数以十亿计。

Module III

Linking Up: Reading Skills

Reading for Main Ideas

An effective reader needs to acquire the ability to know the difference between main ideas and supporting material. A paragraph, an essay, a chapter or a book all contains a main idea. To be able to recognize the main idea in a paragraph will lead to the capability of finding the main idea in an essay. A paragraph is a group of sentences that develop a single thought. That thought is usually expressed in one sentence, called a topic sentence. The other sentences in the paragraph contain reasons or details that develop the topic sentence. You may find it helpful to think of a paragraph as having two basic parts: a main idea and reasons or details that develop the idea. There are usual ways to grasp the main idea.

1 Identifying the topic sentence

As the topic sentence tells the main idea of the paragraph, locating the topic sentence becomes an effective way in finding the main idea of the paragraph. You will be to identify the topic sentence easily if you keep the following points in mind:

- Look for the key words that are repeated. They are often related to the main idea.
- Review the topic sentences which are usually relevant to the main idea.
- Read the introduction and conclusion carefully. They usually state the main idea.

Although the topic sentence may appear anywhere in the paragraph, it usually stands at the beginning of the paragraph, and sometimes it stands either in the middle, or at the end of the paragraph or even implies in it.

Sample 1

You may notice that Americans are in constant motion. People in the flat central part of the United States, the Middle West, may choose to drive their automobiles 120 to 160 kilometers just to have dinner with a friend in a neighboring city. They may go to another town for an evening of theater or music. Many young people attend universities that are located at areas distant from their friends and families, so that they can “see another part of the country”. In short, Americans love to travel in their own land as well as in other parts of the world. They are always curious to know what lies beyond the next hill or the next town.

Question:

- (1) Where is the topic sentence of the paragraph?
- (2) What is the main idea of the paragraph?

Comment:

After reading the paragraph, we know the first sentence is the topic sentence, and the main idea of the paragraph is ***“You may notice that Americans are in constant motion”***.

2 Previewing the headline or title

Sample 2

Venezuela normally ranks second to the United States in petroleum production. Most of its production occurs around the shores of Lake Maracaibo, although recent discoveries near the mouth and middle course of the Orinoco River are important. Iraq, Arabia, Kuwait, Bahrein, Qatar, the Neutral Zone and Turkey together produce about one-fourth of the world’s petroleum. Most of the remainder of the world’s oil is produced in Indonesia, Mexico, and Romania. Many other countries produce smaller amounts, but they are generally insignificant in

their overall contribution to the world oil picture.

- A. Oil-Producing Areas
- B. Irregular Distribution of Petroleum in the World
- C. Different Contribution to the World Oil Production
- D. Overall Contribution to the World Oil Picture
- E. The United States—the First Ranking Producer of Petroleum

According to the whole passage, we may decide: the subject of this passage is petroleum (oil) production, and then we know the most important thing about it is “different in amount in the countries mentioned”. So the headline would be:

- Petroleum Production Is Different Among the Countries.
 - Petroleum Production Has Different Ranks in the World.
- Therefore, Choice C is a better answer than any other choice.

Practical Task

I. Read the passage and choose the best title for it.

There is a simple economic principle used to determine prices. It is called the law of supply and demand. Supply means the amount of, or access to, certain goods. Demand represents the number of people who want those goods. If there are more goods than wanted, the price of them falls. On the other hand, if the demand for those goods is much greater than the supply, then the price rises. Of course manufacturers prefer to sell more goods at increased prices.

Which title best expresses the main idea?

- A. Economic Principle
- B. The Law of Supply and Demand
- C. More Goods, Lower Prices
- D. Fewer Goods, Higher Prices

II. Read each of the following paragraphs and identify each topic sentence.

- 1 Many people suffer a cold or cough in winter. ① There are many popular drugs available which can give you some relief. ② However, they may also cause some side effects. ③ Specifically, they may make you feel sleepy and slow down your reactions. ④ This could interfere with your ability to work or drive safely. ⑤ Some people complain that these medicines irritate their stomach, too. ⑥ Doctors suggest that you read the directions carefully before swallowing any medicine. ⑦
- 2 Many countries helped to develop the automobile. ① The internal-combustion engine was invented in Austria, and France was an early leader in automobile manufacturing, but it was in the United States after 1900 that the automobile was improved most rapidly. ② As a large and growing country, the United States needed cars and trucks to provide

transportation in places not served by trains. ③

- 3 Recent research has shown that a baby learns to recognize its mother's voice while it is still in the womb, probably from voice resonance through the mother's body. ① A four-day-old baby can distinguish the speech patterns of its native tongue from a foreign language. ② At four months, babies can recognize lip movements associated with vowel sounds. ③ Before their first birthday, they are beginning to associate words with meanings; by eighteen months, they have the beginnings of a vocabulary that, at two years old, will have expanded in the case of girls to up to 2,000 words. ④ Both intellectually and physically, this is an awesome achievement compared to the learning abilities of an adult. ⑤
- 4 With English-language schools being set up everywhere, the need for qualified English teachers has created a boom industry: teaching teachers. ① Over 50 U. S. colleges and universities now offer master's degree programs in the teaching of English as a foreign language. ② There is a similar boom in the publishing of English-language textbooks, a business that now exceeds \$ 20 million a year in the United States alone. ③ Three of the major houses—Oxford University Press, Longman and Regents—put out nearly 100 new teaching texts a year, often in specialized fields such as atomic energy or international trade. ④

Module IV

Building Up More Skills

Work in groups. Suppose you work part-time in a store on campus and are asked to sell something to passers-by at a stand. Discuss with your partner and decide what product you are going to sell and demonstrate how you sell with appropriate promotion methods to your classmates. The following sample is provided for your reference.

Step 1 Put up a big sign on the wall.

Christmas Value Set at an Incredible Low Price!
Mobile Phone Nokia N95 (8GB)

Step 2 Prepare a poster to describe this mobile phone.

Description

The Nokia N95 (8GB) mobile phone has arrived with a new look, a 2.8-inch big screen, many amazing and breathtaking features and an unbelievable low price of only £350.00. Store all multimedia files and up to 2,000 songs with the impressive 8GB of internal memory. With this much memory you can store all multimedia files, including those amazing pictures you have captured with the built-in 5-Megapixel camera. You can also enjoy DVD-like quality videos with the built-in video-play system.



Step 3 Take one sample and make it the background music while you are introducing the set to customers.

Step 4 Give a special offer to those who buy it: one CD set, one coupon. The coupon gives a 20% discount for further purchase.

Making a Trial Order

Step 1 Work in groups. Suppose you are going to make a trial order. You are supposed to design an order for your company.

Step 2 Take one sample and make it the background music while you are introducing the set to customers.

Step 3 Give special offer to those who buy it: one mobile phone, one coupon. The coupon gives a 20% discount for further purchase.

Module V

Learning More

Forms of Business Ownership (企业产权形式)

Businesses can be classified according to different criteria, such as value, the number of employees, ownership, etc. If you are planning to go into business, you must first choose the type of business ownership you want to enter. You may form your own businesses, start partnerships, or work in other people's businesses. Here we will give you a basic idea of forms of business ownership.

- 1 Sole Proprietorships: An organization that is owned, and usually managed, by one person.
- 2 Partnerships: A legal relationship between persons carrying on a profit-motivated business.

- 3 Joint Ventures: The pooling of resources and expertise by two or more businesses, typically from different areas or countries to achieve a particular goal.
- 4 Corporations: A legal entity, allowed by legislation, which permits a group of people, as shareholders or members, to create an organization, which can then focus on pursuing set objectives, and empowered with legal rights usually reserved for individuals, such as to sue and be sued, own property, hire employees or loan and borrow money.
- 5 Limited Liability Companies: A type of business ownership combining several features of corporation and partnership structures.
- 6 Mergers & Acquisitions
Mergers: The result of the combination of two companies (or corporations) to form a new company.
Acquisitions: One company buying the property and obligations of another company.
- 7 Franchises: The right to use a business name and sell products or services, usually in a specific geographical territory.