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CENTURY BUSINESS ENGLISH 世纪商务英语

阅读教程 专业篇

I

(第六版)

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Ownership is the state or fact of exclusive possession or control of something, which may be an object or some kind of property. The form of business ownership describes how a business is legally set up. There are three basic kinds of business ownership, namely sole proprietorship, partnership and corporation. Each ownership has its advantages and disadvantages. The form of business ownership you choose is one of the most important decisions that you'll make when you're starting a business.

Task 1: Previewing the Unit Topic

Look at the pictures and discuss the following questions.

1. How many Chinese and foreign companies can you name?
2. What is your most admiring corporation?



Task 2: Previewing Professional Terms

In this unit, you may meet some particular terms commonly used when people talk about business ownership. Now, check the following words and expressions and match them with their meanings. Use a dictionary for help if necessary.

- () 1. sole proprietorship
- () 2. partnership
- () 3. joint venture
- () 4. corporation
- () 5. limited liability company
- () 6. merger and acquisition

- a. 公司
- b. 合资企业
- c. 独资企业
- d. 特许经营
- e. 企业兼并和收购
- f. 有限责任公司

- () 7. franchise
 () 8. state-owned enterprise (SOE)
 () 9. private enterprise
 () 10. multi-ownership

- g. 合伙企业
 h. 国有企业
 i. 多种所有制
 j. 私企

Part

2

Reading Skills Practice

In this part, you will meet different types of fragmented reading materials such as an abstract, an extract, a diagram, a passage or some pieces of news, etc., which may show you further information about business ownership and help you practice your reading skills.

Words and Expressions

alternative /ɔ:l'tɜ:nətɪv/ *adj.* 供选择的
 hypothesize /haɪ'pɒθəsaɪz/ *v.* 假设, 假定
 entrepreneurship /,ɒntrəprə'nɜ:(r)ʃɪp/ *n.* 企业家精神
 profile /'prəʊfaɪl/ *n.* 概述; 简介
 hypothesis /haɪ'pɒθəsɪs/ *n.* 假设
 (pl. hypotheses)
 incubator /'ɪŋkjubeɪtə(r)/ *n.* 孵化器
 pilot /'paɪlət/ *adj.* 试点的
 decentralize /,di:'sentrəlaɪz/ *v.* 使分权, 使分散
 grant /gra:nt/ *v.* 授予; 允许
 breakthrough /'breɪkθru:/ *n.* 突破
 mixed-ownership 混合所有制
 scope /skəʊp/ *n.* 范围

priority /praɪ'ɒrəti/ *n.* 优先权, 当务之急
 shareholding /'ʃeəhəʊldɪŋ/ *n.* 股权
 icebreaker /'aɪsbreɪkə(r)/ *n.* 消除隔阂的行动; 活跃气氛的话
 substantial /səb'stænʃl/ *adj.* 重大的; 大量的
 civil aviation 民用航空
 monopoly /mə'nɒpəli/ *n.* 垄断
 revenue /'revənju:/ *n.* 税收
 trillion /'trɪljən/ *num.* 万亿
 business license 营业执照
 cooperative /kəʊ'ɒpərətɪv/ *n.* 合作企业; 合作社
 incorporated /ɪn'kɔ:pəreɪtɪd/ *adj.* 组成公司的
 liability /,laɪə'bɪləti/ *n.* 责任, 债务

Task 3 to Task 5 are based on the following extract.

Alternative paths to ownership are examined, including starting, purchasing or inheriting a firm, as well as being promoted or brought in by existing owners. It is hypothesized that these involve different “degrees of entrepreneurship”, which will be reflected in the profiles of owner-managers who have followed each path. Data on 1756 owner-managers are used to test hypotheses (假设) relating path to ownership to: the entrepreneurs’ background characteristics; motivations and attitudes; previous careers, incubator(孵化器) organizations and processes of starting.

Task 3: Getting the Gist

Find some key words that seem to be the gist of the entire reading material. Scan the QR code on the right to get the strategies if you fail to figure out the relevant reading skills.



Gist: _____

Task 4: Understanding Parts of Speech

Complete each sentence below with the correct form of the base word and write down the part of speech in the parentheses after each blank—(n.) for noun, (v.) for verb, (adj.) for adjective. Scan the QR code on the right to get the strategies if you fail to figure out the relevant reading skills.



1. hypothesis

We hope that further research will confirm our _____().

The researchers _____() that crows learn to recognize threatening humans from both parents and others in their flock.

2. motivate

The question is : how do you _____() yourself?

This is your _____()—your reason for doing it.

Let’s try to figure out some _____() measures.

Task 5: Discussing the Reading

In small groups, discuss the following questions about ownership and entrepreneurship.

1. How do you understand the word “ownership”?
2. What do you think is the most important entrepreneurship?

Task 6 is based on the following extract.

Economic Information Daily News says, as an important part of the current round of state-owned enterprise reform, **pilot** work on the board of director’s constructions and board of director’s authority implement is deepening. As for the board of director’s constructions, more efforts will be put in the reform next year. Not only the number of pilot central enterprises will be increased, the authority of the board will also be further decentralized, returning the power of enterprise management to the enterprise. State-owned Assets Supervision and Administration Commission (SASAC) of the People’s Republic of China will **grant** six rights to the board of directors, including decision-making rights on long-term development and selecting rights on managers, of which there are many **breakthroughs** and highlights.

Task 6: Paraphrasing

Paraphrasing means expressing in a shorter, clearer or different way what someone has said or written. Now try to paraphrase the underlined sentence in the above passage. Scan the QR code on the right to get the strategies if you fail to figure out the relevant reading skills.



Paraphrasing: _____

Task 7 is based on the following news.

China’s Mixed-ownership Reform Making Progress

BEIJING, May 24 (Xinhua)—China’s **mixed-ownership** reform in centrally administered state-owned enterprises (SOEs) has made steady progress, the country’s top economic planner said Wednesday. Two groups of about 20 central SOEs have piloted the mixed-

ownership reform scheme and made smooth progress, the National Development and Reform Commission (NDRC) said.

“The **scope** of the third group of central SOEs chosen to conduct the reform will expand, and **priority** will be given to enterprises in provincial-level regions,” according to an online NDRC statement. “Mixed-ownership reform, conducted through diversifying the **shareholding** structure of SOEs, is an **icebreaker** for overall SOE reform.”

The reform includes bringing in multiple types of investors to central SOEs, exploring flexible and market-based salary systems and selling shares to SOE employees. The reform has taken **substantial** steps in electricity, oil, natural gas, railway, **civil aviation**, telecommunications and military industries. China has 102 central SOEs, which manage the bulk of the country’s state assets. But their **monopolies** in many sectors shut out smaller market entities and lead to low efficiency and poor service.

Mixed-ownership reform appears to be the most significant means to improve the efficiency of central SOEs.

The companies saw their combined profits and **revenues** both return to growth in 2016. Total profits climbed 0.5 percent year after year to 1.23 **trillion** yuan (179 billion U.S. dollars), while revenues rose 2.6 percent to 23.4 trillion yuan.

Task 7: Using A Topic Sentence to Preview a Passage

Sometimes we can preview a passage by using the topic sentence. The topic sentence is a sentence that states or suggests the main idea (or topic) of a passage. Please locate the topic sentence of the above passage. Scan the QR code on the right to get the strategies if you fail to figure out the relevant reading skills.



Topic Sentence: _____

Task 8 is based on the following news.

Shanghai Securities News, on June 9—Shougang Group Co., Ltd. issued the “Notice on Restructuring and Renaming of Shougang Corporation to Shougang Group Co., Ltd.” in its official website. The announcement shows that Shougang Corporation has been transformed into a wholly state-owned company from the whole people ownership enterprise. The name of the enterprise has been changed from “Shougang Corporation” to “Shougang Group Co.,

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《世纪商务英语-阅读教程专业篇 I (第六版)》 内容摘要

《世纪商务英语阅读教程》(第六版)在尽量对原教材去粗存精的前提下,对原教材的结构、体例和内容安排都做了比较大的调整。修订后的《世纪商务英语阅读教程》(第六版)主要有以下几个方面的特色:

1. 结构安排更为紧凑、系统,能力培养的目的也更为清晰、明确。

专业篇的结构为主题介绍(Topic Introduction)、阅读技巧操练(Reading Skills Practice)和综合阅读(Comprehensive Reading)三大模块。最大的变化是将第二部分的阅读技巧介绍通过阅读任务的特别设计变成了各种阅读技巧的运用,同时将实用文体的阅读融入阅读技巧的运用部分同时操练,与“综合阅读”部分相得益彰,从而综合培养学生运用各种阅读技巧从商务文本材料中获取相关商务信息的能力。

2. 体例更为新颖、实用,操作性强,并更能体现信息化教学的特点。

新版教材大胆地采用了“碎片化阅读”的编写理念,在学生用书每个单元的阅读选材上采用“N个短篇+1个长篇”的体例,设计了大量反映单元主题内容的碎片化阅读材料,以更好地适应学生的接受水平。另外,为了让学生熟练地掌握各种阅读技巧,新版教材还创新性地采用了扫描二维码查阅阅读技巧的形式,并配以阅读技巧的微课教学视频,以适应现代信息化教学的需求。阅读技巧的设置从猜词、识别主题句及中心思想等基础阅读技巧到段落展开模式,以及快速阅读、推论等高级阅读技巧,由浅入深,帮助学生克服各种阅读理解障碍。综合阅读部分的一篇长篇文章对本单元所学的阅读技巧进行了针对性训练,帮助学生学以致用,熟练掌握阅读技巧,提高阅读效率。

3. 单元内容的主题更为突出,中心更为明确,脉络更为清晰,时新性也更强。

新版教材在基本保留原教材内容框架的基础上,对原版的单元主题和内容重新进行了更新、整合和补充。专业篇 I 以微观角度的具体商务为主线,介绍公司的业务运营,为学习者以后工作提供必要的感性学习材料。各单元的内容都围绕同一个单元主题展开,这样就确保了各册各篇的主题突出,中心明确,脉络清晰。

4. 篇幅控制更为合理、凝练,难易度方面也更为适度,更易于操作。

新版教材本着因材施教的宗旨,采用碎片化的材料,大大降低了阅读材料的难度,每单元除了保留一篇完整长篇文章外,其他全是若干碎片化的小短篇和实用阅读材料。因为各单元的材料均是根据紧扣主题和难度适中的原则选择的,所以虽然形式上比较“碎”,但并不影响主题的发挥。

5. 练习形式更加灵活,与课文的结合度更高,针对性更强,更利于能力的培养。

我们遵循“任务导向”的原则,将练习统一设计为内容多样、形式各异的“任务”(Tasks),通过让学生完成各种不同阅读任务的方式,全方位地培养和训练其运用不同的阅读技巧完成商务文章的理解和商务信息的收集等有较强针对性的能力。由于任务的设计与课文结合度比较高,并且又注重学生能力的培养。