

<<经贸英语报刊选读>>

图书基本信息

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作者：师英，董志善 编著

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前言

改革开放的深入,改变了人们对英语和英语教学的认识。

在中国逐步向世界全面开放的过程中,英语作为一种通用语,在人们眼里已不再神秘,它只是中国与世界交流必不可少的语言工具。

英语的教学目标也不再像几十年前那样,旨在培养少数英语语言精英,而是要培养各行各业急需的、能直接进行跨文化交际和双向语言沟通的千千万万普通劳动者。

在这种新认识的驱动下,从20世纪后期起,各大学在继续传统英语专业教学的同时,都积极探索着新的英语教学模式,以培养中国社会飞速发展所需要的大量复合型应用英语人才——既能用英语同世界直接交流又懂一些专门知识与实务操作技能的现代化社会劳动者。

近10年来中国涌现出来的300多所民办独立学院,即源于上述这种认识。

作为独立学院的英语专业,也明确提出了培养复合型应用英语人才的目标,所采用的教学模式是“英语+专业”,抑或“专业+英语”,即新型英语专业。

新型英语专业的培养目标符合当今中国社会发展的需要。

因为与传统英语专业学生相比,新型英语专业的学生拥有前者所欠缺的专门化学科知识;而与其他学科的学生相比,他们又拥有后者所不具备的英语接收与表达能力。

这些懂专业、会英语、能直接与世界交流与沟通的毕业生,是有着极大提高潜力和完善空间的复合型应用英语人才,为国家和社会所需要,因此就业面广,很受社会欢迎。

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内容概要

本书主要面向独立院校本科学生，是商务、经贸和经贸英语专业的阅读类教科书，文章全部选自英语国家近年出版的著名报刊和杂志，涉及许多商务和经贸的重要领域，文章难度和长度适中，比较适合教学使用。

本教材涵盖四大部分：第一部分为全球和国家经济形势；第二部分为世界贸易；第三部分为金融；第四部分为管理。

全书共分为十八个单元，每个单元均选取两篇课文，可由教师选择一篇在课上讲解，另外一篇可作为学生的课外阅读作业。

为了帮助学生更好地理解课文，在课文的后面附有生词和短语表、专业术语表及注释。

此外，还设计了各种练习。

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Another deterrent to hiring people is the price of benefits. The growth in the cost of things like health-care insurance accelerated to 6.1% in the first three months of 2003, the highest rate since 1992, when costs were actually decelerating. The result is not just that more people are losing jobs; they are staying out of work for longer. People who become unemployed now stay out of work on average for almost 20 weeks, the longest since early 1984. The proportion of workers who exhaust their unemployment benefits before they find work is the highest since record began in the early 1970s. What will turn this gloomy picture around? Optimists reckon that many ingredients for an economic rebound are already in place. With the Iraq war over, the geopolitical uncertainty that hobbled business investment has fallen. Oil prices have fallen back, consumer confidence has shot up, share prices are well off their mid-March lows and spreads on corporate bonds have narrowed. In testimony to Congress on April 30th, the best-known optimist, Alan Greenspan, argued that the economy was "positioned to expand at a noticeably better pace than it has during the past year". At its meeting on May 6th, the Federal Reserve's policy-making committee decided to keep short-term interest rates on hold.

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