

<<英文报刊国际商务阅读>>

图书基本信息

书名：<<英文报刊国际商务阅读>>

13位ISBN编号：9787811346251

10位ISBN编号：7811346257

出版时间：2010-1

出版时间：对外经济贸易大学出版社

作者：陈祥国

页数：214

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<英文报刊国际商务阅读>>

内容概要

本教材适合高职高专学生使用，也可作为本科学生的自学用书。

全球化和信息化社会的到来，要求学生具备一定从国外媒体获取信息的能力。

报刊选读课程是帮助学生掌握这种能力的有效途径。

高职高专学生学习报刊选读，至少应达到三个目标要求：1.扩大知识面；2.提高阅读理解能力；3.提高翻译能力。

对于将来在外向型行业工作的学生来说，它们都是最基本的要求。

扩大知识面就是要用英语去了解世界，了解社会，涉猎不同的话题，培养学生的英语文化底蕴。

提高阅读理解能力就是要能从英语媒体上准确、快速地获取信息，把握经济动向。

提高翻译能力就是要能够把获取的信息流畅准确地表达或转述给决策者，为其正确的决策提供依据。

社会在不断发展进步，当今国际政治、经济形势与十年前相比已是大不相同。

这就使报刊选读课程具有了极强的时效性。

这就是《英文报刊国际商务阅读（第二版）》出台的原因。

与2000年出版的《英文报刊国际商务阅读》（第一版）相比，本教材有两个主要变化：1.内容全面升级。

本教材共18课，除三课取材于1999年至2004年的报刊（这样做也是为保持本教材选材的时间跨度）外，其他都是从2006年以后的国际知名报刊摘选的文章，绝大多数都是2008、2009两年的文章。

这使得本教材更贴近于学生所处的年代，并有助于学生学到最新的知识。

内容除了涉及中国经济、中国外贸形势、国际经济关系、国际政治关系、科技、能源和环保等较传统的话题外，还包括了全球化、服务外包、金融危机、粮食危机、全球贫困、20国集团峰会、iPhone手机等最新的内容。

2.练习设计得更用心，目的性和针对性更强。

第二版课后练习取消了第一版的Discussion题，全部练习都是针对以上提出的三个目标要求而设计的，包括术语翻译、综合练习和句子英译汉三种类型。

术语翻译旨在帮助学生扩大知识面；综合练习旨在帮助学生更好地理解课文；句子英译汉旨在帮助学生提高翻译能力。

参考答案可按书后“教学支持说明”提供的方式获取。

其中综合练习的特点是以灵活多样的题型，针对本文内容和阅读技巧提出各种小问题，设计十分用心，学生必须真正读进去才能回答。

本练习及其答案，实际上起到了教学参考书的作用，全部做对本练习，就说明学生已经基本理解了课文全文，这对于学生自学提供了很大便利。

句子英译汉除了提高学生的翻译水平外，其答案也可以作为部分关键句子的译文，以便学生对照理解，纠正其理解错误。

书籍目录

Lesson 1 China's Trade Surplus Tripled in 2005
Lesson 2 Is China's Economy Overheating?
Lesson 3 Cellphone Addiction
Lesson 4 The Apple App Monster
Lesson 5 The Outcry Is Muted, but the Food Crisis Is Getting Worse
Lesson 6 Globalization: The Gloomy State of Today's World
Lesson 7 E-commerce Baffled by Customer Service Concept
Lesson 8 Is There a Global Solution to Global Warming?
Lesson 9 The Corner Office in Bangalore
Lesson 10 Britain Unveils Second Financial Bailout
Lesson 11 Domino or Dynamo?
Lesson 12 Protectionist Fervor vs. Retailers' Needs
Lesson 13 G20 Was a Success, but This Is No Time for Resting on Laurels
Lesson 14 Outsourcing: Law Firms Fuel the Demand for Offshore Services
Lesson 15 China Pledges to Increase Use of Alternative Energy Sources
Lesson 16 Rx for Global Poverty
Lesson 17 Exxon Roars to Record in Oil Slump
Lesson 18 Foes Ready to Test Obama Overseas

章节摘录

7. David Greenfield , a psychologist who is an expert on Internet-related behaviors , says he predicted a decade ago that people would become ultra-dependent on : mobile devices , even more than they are on PCs and laptops. Since phones dont weigh much and fit easily into a pocket or a purse , "the threshold is even easier to cross , and theres no end to it , " Greenfield says. "Youre pretty much hooked in wherever you are , if you want to be."

8. Greenfield says constant and continual use of untethered devices produces chemical responses in the body similar to gambling. When compulsive gamblers win a hand , they are motivated to keep playing till they win again — no matter how much they lose in between.

9. Its the same with mobile texting and e-mailing , he says. "Every once in a while youll get a good text message or e-mail between Viagra ads and Uganda money schemes , " Greenfield says. "Thats a hit , and its a powerful reinforcer."

10. Others , however , arent convinced that high-usage of mobile devices is an addiction or even detrimental to most peoples quality of life , if kept in check. "I believe E dependency ~ happens , but the extent to which it plays a harmful role in your life , that is another matter , " says Scott W. Campbell , an assistant professor at the University of Michigan , Ann Arbor , who studies cellphone behaviors. "I dont think its as harmful as substances or that it needs treatment , " he says ,

11. Campbell , however , notes that mobile devices were first seen as a convenience for accessing people and data without having to be indoors and only when absolutely necessary. Now , theyve morphed into on-call pagers and mini laptops full of digital content. "The technology has come to own many of us , " he admits.

12. To avoid feeling stressed , set limits on usage ; experts say. John Horrigan , associate director of Pews Internet project , says limits vary greatly by temperament and age. Younger people who grew up with wireless technologies tend to have a higher threshold for dealing with all the calls , e-mails and texts clogging their phones , while older people tend to feel annoyed and distracted by them.

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>