

<<新编商务英语精读>>

图书基本信息

书名：<<新编商务英语精读>>

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前言

经过全体编者的努力和辛勤劳动,《新编商务英语精读》终于付梓了。这是一套将培养英语语言能力与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及广大英语爱好者。

对于语言能力,英语教学界已基本达成共识:语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题以及如何在各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。

《新编商务英语精读(学生用书)(3)》通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

考虑到《新编商务英语精读(学生用书)(3)》的使用对象,我们尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是《新编商务英语精读(学生用书)(3)》的一大特色。

基于此,《新编商务英语精读(学生用书)(3)》为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握必要的商务知识。

可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

《商务英语精读》共分6册,分3个学年,6个学期使用。

《新编商务英语精读(学生用书)(3)》为整套教材的第2册,共1。

个单元,每单元由三大部分组成:阅读(Reading)、阅读(Reading)以及扩展性练习(Extended Activities)。

每单元以一个主题为中心,编排相关的课文和练习。

这种主题单元(thematic unit)的优点是,它在提供密集的信息(information density)的同时,注意了文体的多样性(style variety),使学生的语言和文化意识(awareness)都能得到提高。

第2册的单元主题分别是体育和商务、所有制、时尚、消费者满意度、教育、管理、面试、商标、成功的企业家、成功的企业等,所选课文材料新,语言地道,能真实地反映当代英语的特点,更能引起学生的学习兴趣。

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内容概要

《新编商务英语精读（学生用书）（3）》为“新编商务英语系列丛书”之一。

《新编商务英语精读（学生用书）（3）》共10个单元，每单元由阅读（Reading）、阅读（Reading）以及扩展性练习（Extended Activities）组成。

《新编商务英语精读（学生用书）（3）》旨在寻求语言能力培养和商务英语知识学习的最佳结合点，即在全面培养学生英语语言综合能力的同时，熟悉各种商务活动，了解商务方面的知识。本丛书适用于商务英语专业的学生。

《新编商务英语精读（学生用书）（3）》另配录音磁带。

书籍目录

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章节摘录

Scientists are now studying a new field of research called psychoimmunology. It is based on the idea that people who are depressed or have a lot of stress are more likely to become sick. Researchers have recently found a connection between diseases and stressful situations. To test this theory, psychoimmunologists are trying to find a link between the brain and the immune system. The immune system in our bodies fights the bacteria and viruses which caused disease. Therefore, whether or not we are likely to get various diseases depends on how well our immune system works. Biologists used to think that the immune system was a separate, independent part of our bodies. Recently, however, they have found that our brain can affect our immune system. This discovery indicates that there may be a connection between emotional factors, such as stress or depression, and illness. Although many doctors in the past suspected a connection between emotional factors and disease, they had no proof. Scientists have only recently discovered how the brain and the immune system function. Before this, no one could see a link between them. As a result, medical science never seriously considered the idea that psychological factors could cause disease. Several recent studies showed a connection between stress and illness. For example, researchers went to an American military school to study the students. By studying the cadets' blood, they found that many were infected with a virus which causes mononucleosis, a common glandular disease. Of the infected students, only 5 percent actually became ill. The sick cadets had a lot of academic pressure and wanted to achieve, but they were not very good students. In a similar study, researchers studied a group of student nurses.

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