

# Unit 1

## Business

### 美国主要报纸及大众期刊简介



美国是世界上新闻事业最发达的国家之一，报刊种类齐全、数量繁多。现有各类报纸 11,000 种，其中日报 1,600 多家，包括晨报、下午报、晚报等，总发行量为 6,200 万份。此外，还有 8,000 多家周刊 (weekly) 和半周刊 (semi-weekly)，发行量都超出 5,000 万份。其他形形色色的街头小报更是无法计数。下面简要介绍美国一些主要的报纸及大众期刊。

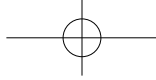


1

*The New York Times* 《纽约时报》 <http://www.nytimes.com>



1851 年创刊。《纽约时报》在美国很有影响力，有“档案记录报”的美称。它能较充分和详尽地报道国内外大事，内容丰富，栏目全面。网站上设有美联社和英国路透社的新闻专栏。



## 2

*The Washington Post* 《华盛顿邮报》 <http://www.washingtonpost.com>

1877 年创刊。在美国首都出版的《华盛顿邮报》，是美国的一家很有影响的对开日报，分平日版和星期日版，其声望仅次于《纽约时报》，被称为美国第二大报。由于地处首都，报社的一些记者、编辑与政界要人关系密切，因此对联邦政府和国会活动的报道、评论、分析较多，号称是美国政界人士必读的报纸，也是了解和研究美国内政外交的重要报刊之一。

## 3

*Los Angeles Times* 《洛杉矶时报》 <http://www.latimes.com>

1881 年创刊。《洛杉矶时报》是美国西部最大的对开日报，其影响与地位仅次于《纽约时报》和《华盛顿邮报》，被称为美国第三大报。该报主要刊发新闻时事报道，网站配合报刊，提供各类丰富的全球资讯。

## 4

*Time* 《时代》周刊 <http://time.com>

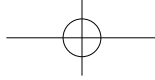


《时代》周刊是美国三大时事性周刊之一，有世界“史库”之称，1923 年 3 月由亨利·卢斯和布里顿·哈登创办，由时代华纳公司在纽约出版。该刊的宗旨是要使“忙人”能够充分了解世界大事。《时代》设有多种栏目，如经济、教育、法律、体育、宗教、医药、艺术、人物、书评和读者来信等，其中大量使用图片和图表，编排广为众多新闻杂志所效仿。它是美国第一份用叙述体报道时事的大众性期刊，打破了报纸、广播对新闻的垄断，读者主要是中产阶级和知识阶层。

## 5

*Newsweek* 《新闻周刊》 <http://www.newsweek.com>

1933 年，《新闻周刊》由英国人托马斯·马丁在纽约创办并正式在美国出版发行，2013 年被《国际财经时报》收购。该刊的新闻涉及美国国内外大事、商业、科技、社会、艺术和娱乐等方面，是报道和分析国内外新闻的重要周刊。由于电子媒体的冲击，《新闻周刊》曾于 2013 年 12 月停止发行纸质版，然而 2014 年 3 月，其纸质版重新在美国和欧洲发行。

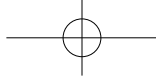


## 6 Bloomberg Businessweek 《彭博商业周刊》 <http://www.bloomberg.com/businessweek>

《彭博商业周刊》(2010 年之前叫《商业周刊》)于 1929 年创刊,原由麦格劳-希尔公司主办,2009 年底,美国彭博资讯公司购买了该周刊并将其改名为《彭博商业周刊》。该周刊是美国发行量较大的商业财经类期刊,主要内容有商业交易、供求统计、新产品介绍等。该刊注重前瞻性的介绍和预测,尤其是对重大经济趋势的预测;特别强调固定栏目的稿件质量,形成品牌和高附加值;对下属记者的业务能力和职业道德要求很高。该刊中文版创刊于 1986 年,由美国彭博资讯公司、中国商务出版社和现代传播集团联合出版,内容主要选自原版文章,旨在传播和介绍世界经贸、投资、金融、营销、科技和新兴产业、社会问题等方面的权威信息。

## 7 Fortune 《财富》 <http://www.fortune.com>

1930 年由美国人亨利·卢斯创办,隶属于美国时代华纳公司旗下的出版机构时代公司,为半月刊。内容主要涉及公司、投资、中小商业、工作职业、技术等方面,擅长把琐碎的事件联系起来,预测工商界的发展趋势,阐明业界大的动态;积极开发品牌资源,创办各种排名、论坛等活动。该杂志每年评出的 Fortune 500 (《财富》500 强)为中国人所熟知。



# Text



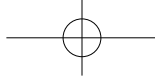
## Passage I

### GDP GROWTH RATE OF 6.9% BEATS MARKET EXPECTATIONS: NBS

From: *China Daily*

**例文导读** 当今世界，在能够引发全球关注的数字中，有一个最为引人注目，那就是中国每年的GDP（国内生产总值）增长率。简单来说，一个国家的GDP就是该国每一年赚的钱，GDP是衡量国家财富的一个指标。举个例子，媒体公布GDP每年以7%的速度在增长，就是说国家每年比上一年多赚7%的钱。

- 1 China's GDP growth in the third quarter slightly beat expectations to grow 6.9 percent, National Bureau of Statistics<sup>1</sup> said on Monday.
- 2 The growth rate, the slowest since the first quarter of 2009, dragged the growth in the first nine months down to 6.9 percent from 7 percent in the first half.
- 3 Meanwhile, industrial output in September grew 5.7 percent, while fixed-asset investment, a pillar of economic growth, further falling to 10.3 percent in the first nine months from 10.9 percent in the first eight months of this year, according to NBS data. Retail sale growth gained to 10.9 percent from 10.8 percent in August.
- 4 The growth was particularly dragged down by real estate investment, which further slowed to 2.6 percent in the first nine months, from 12.5 percent recorded in the same period just a year ago.
- 5 Huang Yiping, an economics professor with Peking University, and a member of the Central Bank Advisory Committee, said: "Downward pressure will persist in the remainder of this year and next year, because the economy's traditional growth engines, such as labor-intensive manufacturing and capital-intensive heavy industries are losing steam while new engines, such as high value-added manufacturing and services, are developing but not big enough to fill in the slack."
- 6 "It will take quite a while to foster those industries that will drive the next round of medium-to-high growth, so I think the downward pressure will be there for a while," he said. "Policy prop-up might bring the growth up temporarily but that's not going to last."



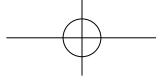
- 7 Zhang Xiaoqiang, a former deputy chairman of the National Development and Reform Commission<sup>2</sup>, said: “Policymakers don’t have to be preoccupied with a 0.1 or 0.2 percentage points off the ‘7 percent’ of official GDP growth target. GDP is just one of many policy targets. Other important growth targets included employment, household income, energy intensity, all of which are on a good track.”
- 8 For example, real household income in the first three quarters grew 7.7 percent, according to NBS, well ahead of the GDP growth.
- 9 Tsinghua University’s Center for China in the World Economy, predicted in a Sunday report that China’s growth would rebound to 6.9 percent from 6.8 percent expected this year, backed by a warm-up in property market and the trickle-down effect<sup>3</sup> of previously-approved infrastructure projects.

### Words & Expressions

beat	v.	超过, 打破 (纪录)
output	n.	产量
labor-intensive	adj.	劳动密集型的
capital-intensive	adj.	资本密集型的
value-added	adj.	增值的
foster	v.	促进, 鼓励
GDP		国内生产总值
real estate		不动产, 房地产

### Notes

1. National Bureau of Statistics: 国家统计局。
2. National Development and Reform Commission: 国家发展和改革委员会 (国家发改委)。
3. trickle-down effect: 涓滴效应, 指在经济发展过程中并不给予贫困阶层、弱势群体或贫困地区特别的优待, 而是由优先发展起来的群体或地区通过消费、就业等方面惠及贫困阶层或地区, 带动其发展和富裕, 或认为政府财政津贴可经过大企业再陆续流入小企业和消费者之手, 从而更好地促进经济增长的理论。



## Tasks

### 1. Complete the following compounds.

- 1) fixed- \_\_\_\_\_ 固定资产的
- 2) labor- \_\_\_\_\_ 劳动密集型的
- 3) \_\_\_\_\_ -intensive 资本密集型的
- 4) value- \_\_\_\_\_ 增值的

### 2. Paraphrase the following underlined parts.

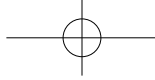
- 1) China's GDP growth in the third quarter slightly beat expectations to grow 6.9 percent.
- 2) The economy's traditional growth engines are losing stream.
- 3) New engines are developing but not big enough to fill in the slack.
- 4) Other important growth targets included employment, household income, energy intensity, all of which are on a good track.

### 3. Complete the words with given initials.

- 1) Developed countries had a responsibility to f \_\_\_\_\_ (to help something to develop) global economic growth.
- 2) Meanwhile, industrial o \_\_\_\_\_ (the amount of something that a person or thing produces) in September grew 5.7 percent.
- 3) Retail sale growth g \_\_\_\_\_ (increase) to 10.9 percent from 10.8 percent in August.
- 4) China's growth would r \_\_\_\_\_ (return to a former condition) to 6.9 percent from 6.8 percent expected this year.

### 4. Answer the following questions according to Passage I.

- 1) Will the downward pressure come to an end or continue for some time?
- 2) Do you think GDP will increase again after decreasing? Why?

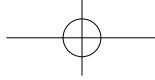


## Passage II

US TRADE DEFICIT WIDENS AS IMPORTS  
FROM CHINA SURGEFrom: *China Daily*

**例文导读** 同为在国际舞台上举足轻重的大国，中美两国贸易关系是十分微妙的：既相互依赖，又激烈竞争。根据我国商务部的报道，随着从中国进口额的增加，美国的贸易逆差加剧了。全文语言特征突出，符合英文财经报道的语言特点，可结合之后的读报技巧知识一起学习，理论与实践相结合学习效果才更好。

- 1 US exports in August declined to their lowest level since October 2012 and imports from China surged, fueling the largest expansion of America's trade deficit in five months, the Commerce Department<sup>1</sup> reported Tuesday.
- 2 The report illustrates the US economy's vulnerabilities to a strong dollar and weak demand in foreign markets, which could impose further caution on the Federal Reserve<sup>2</sup>'s plans to raise interest rates.
- 3 The trade deficit swelled by 15.6 percent to \$48.3 billion in August, according to data that is adjusted for seasonal factors. The scope of the increase was accentuated by the unusually narrow trade deficit registered in July.
- 4 The size of the gap stands well above the average levels seen in recent years. This puts the onus on US consumers to deliver stronger economic growth because the rest of the world will probably be a drag.
- 5 In August, imports rose 1.2 percent, even though America bought the least petroleum from abroad since September 2004.
- 6 A 3 percent increase in imports from China factored into the widening of the trade deficit. China's *yuan* currency has devalued sharply in recent months amid concerns of a possible crash in the Chinese economy, which is the world's second-largest after the US.
- 7 Imports of consumer goods rose by \$4 billion, of which slightly more than half were cell phones and other household goods.
- 8 Overall exports fell 2 percent to their lowest level since October 2012. Exports to Mexico fell by \$1.5 billion in August and the European Union<sup>3</sup> bought \$500 million less from America than it did in July, according to data on bilateral trade which is not seasonally adjusted.



- 9 The declines are partly due to expectations of higher interest rates in the US that have pushed the value of the dollar higher, reflecting the strength of America's economy relative to its trading partners. A stronger dollar makes US goods less competitive abroad.
- 10 But weaker demand abroad is also playing a role, and US Treasury Secretary<sup>4</sup> Jack Lew will ask policymakers from other countries gathering in Lima, Peru, this week to stimulate their economies to kick-start global growth.

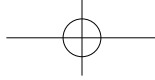
### Words & Expressions

deficit	<i>n.</i>	赤字, 逆差
decline	<i>n.</i>	下降, 减少, 衰退
fuel	<i>v.</i>	刺激, 使加剧
illustrate	<i>v.</i>	表明, 说明
accentuate	<i>v.</i>	强调, 使更明显
average	<i>adj.</i>	普通的, 一般的
onus	<i>n.</i>	义务, 责任
drag	<i>n.</i>	拖累, 累赘, 绊脚石
currency	<i>n.</i>	通货, 货币
devalue	<i>v.</i>	使(货币)贬值
bilateral	<i>adj.</i>	(谈判、会议、协议等)双边的
kick-start	<i>v.</i>	启动, 促进
interest rate		利(息)率
trading partner		贸易伙伴, 合作伙伴

### Notes

1. Commerce Department: 美国商务部。
2. Federal Reserve: 美国联邦储备委员会。
3. European Union: 欧盟。
4. Treasury Secretary: 美国财政部长。





## Tasks

### 1. Answer the following questions according to Passage II.

- 1) What does “factor into” mean in “A 3 percent increase in imports from China factored into the widening of the trade deficit”? (Para. 6)
- 2) What are the reasons for the export decline?

### 2. Work in groups and discuss the following questions.

- 1) What are the words and expressions with the meaning of “increase” and “decrease” in the passage?
- 2) Could you find out all the comparisons in the passage?

# Newspaper Reading Skills

## 英文财经报道的语言特点



### 1. 英文财经报道的用词特点

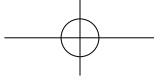
英文财经报道用词的一个突出特点是形容经济数据及市场变动的词通俗、形象，此外，形容价格走势的动词十分丰富，下面是一些报道中常见的表示“上升”和“下降”的动词：

dump, rise, dip, climb, spurt, shed, dive, advance, inch up, decline, gain, notch up, fly, rebound, fall, jump, drop, plunge, retreat, soar, surge, tumble, slip, roll back, lose, skyrocket.

表示“上升”的动词：rise 上升，jump 跳升，skyrocket 暴涨，surge 急涨，soar 剧增，climb 攀升，spurt 突升，advance 上涨，inch up 缓升，notch up 升高，fly 飞升，rebound 反弹，gain 增长。

表示“下降”的动词：fall 下降，drop 下落，dump 倾销，plunge 猛跌，retreat 回落，dive 下跌，tumble 暴跌，decline 下降，slip 下滑，shed 跌落，dip 下降，roll back 降低，lose 亏损。

综上所述，英文财经报道一方面体现了新闻报道的时效性、客观性，另一方面又具有很强的专业性，其语言的运用有一定的特点和规律，熟悉了解这些语言特征有助于读者更及时、更有效地获取有关的财经信息。



## 2. 英文财经报道的句型特点

财经报道经常涉及各类经济数据、市场价格及其他有关的统计数字，这些数据之间的比较或参照是财经报道的重要组成部分。因此，比较结构在英文财经报道的句型中占有很大的比例。例如：

以less/higher/lower/narrower/smaller等连接的不对等比较：

March Cotton closed 0.46 cent lower at 85.30 cents.（三月份棉花期货收市下降0.46美分，报85.30美分。）

以highest/record high/lowest等连接的最高级比较：

The Deutsche Bundesbank cut its discount rate to 3.5%, the lowest level in seven years.（德意志联邦银行将贴现率下调到七年来最低的3.5%。）

The number of workers in the United States applying for state unemployment benefits rose to the record high level in more than a month.（美国申请失业救济金的工人人数一个多月来上升到历史最高点。）

以against/opposite/compare/contrast等连接的数据对比：

Export surplus was 72.54 billion francs, compared with 47.71 billion francs in the same period a year earlier.（与去年同期477.1亿法郎相比，今年的出口顺差为725.4亿法郎。）