

新编商务英语阅读教程

NEW EDITION BUSINESS ENGLISH READING COURSE

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2015年,教育部高等学校英语类专业教学指导分委员会商务英语专业教学协作组制定了《高等学校商务英语专业本科教学质量国家标准》,其中明确规定商务英语专业的培养目标要突出国际化、复合型、应用型的特点,满足我国经济对外开放的需求。2020年11月3日,由教育部新文科建设工作组主办的新文科建设工作会议在山东大学(威海)召开,发布《新文科建设宣言》,对新文科建设作出全面部署。2023年是全面贯彻落实党的二十大精神的开局之年,党的二十大报告对教育、科技、人才进行了“三位一体”统筹部署,提出“实施科教兴国战略,强化现代化建设人才支撑”等重要论断。

本教程以党的二十大精神为指导,参照了教育部制定的新“国标”对商务英语专业的培养目标内容,并根据新文科建设对文科专业建设的定位进行编撰,根据国际化、复合型、应用型人才培养目标,在内容选取上多采用“英语+商务”的主题,并采用较新的素材。全书共15单元,内容分别是:英语与商务、商务文化、国际商务组织、商务沟通、全球化、管理学、垄断、科技、人才、国富论、电子商务、市场营销、货币、投资、通货膨胀等。内容上由浅入深,难度符合大一学生的水平。由于阅读课程相对枯燥,故在练习题上采用多种题型,提升学生的学习兴趣。由于大一学生英语基础相对薄弱,故本教材在编写过程中每章节除了讲授阅读技巧外,均有精读部分和泛读部分,并配合大量习题,使学生在学习过程中兴趣更浓厚,顺利过渡到大学二年级的纯泛读课程。本书具有以下特点:

(1)复合性。选材力求符合新文科建设的要求,内容选取做到“英语+商务”“文科+跨学科”,拓展学生的阅读领域。

(2)新颖性。本教程每单元包含跟商务相关的名人名言、谚语等,增加阅读趣味性;部分文章融入思政元素,让学生从商务名人的成长经历或发表的演讲中,获取力量。此外,在文章内容的选取上,基本采用近五年的素材。

(3)系统性。每单元的文章紧紧围绕一个主题,并配合着阅读技巧的讲解,在知识层面上做到商务多领域覆盖,在文章难度上做到由浅入深。

(4)适度性。本书内容选择篇幅适中、难度适宜,符合普通本科高校商务英语专业一年级学生的水平。每单元内容总量符合一次课的时间要求,方便教师教学设计。

(5)应用性。每单元都有大量文章配合不同类型的习题,如单词理解题、短语应用题、简答题、阅读理解单选题等,可以很好地提升学生的阅读技巧和应用能力。



许多专家、学者对本教材的编写给予了大力支持，在此表示衷心感谢。特别鸣谢厦门亿学软件有限公司提供的相关素材，使得教材内容更加与时俱进。

由于编者水平有限，书中难免有不当之处，恳请大家提出宝贵意见。

编者

2024年2月



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Unit 1

English and Business

商务英语是英语与商务知识的结合。商务英语以适应职场生活的语言要求为目的，内容涉及商务领域的各个方面，如经济、管理、贸易等。

商务英语课程的教学目的不仅仅是简单地提高学生的英文水平和英文运用能力，它更多的是向学习者传授如何与外国人地道地沟通，如何运用正确的方式和方法与他们进行业务合作并了解他们的生活习惯等，从某种程度上说它是包含在文化概念里的。





思想加油站

江山就是人民，人民就是江山。中国共产党领导人民打江山、守江山，守的是人民的心。治国有常，利民为本。为民造福是立党为公、执政为民的本质要求。

This country is its people; the people are the country. As the Communist Party of China has led the people in fighting to establish and develop the People's Republic, it has really been fighting for their support. Bringing benefit to the people is the fundamental principle of governance. Working for the people's wellbeing is an essential part of the Party's commitment to serving the public good and exercising governance for the people.



Section 1 Reading Skills

英语阅读存在的问题及对策

阅读理解能力是英语学习者必须具备和提高的一种基本语言能力，不管是为了取得优异的成绩还是为了英语学习更深层次的发展，都应该坚持不懈地培养良好的阅读习惯，运用不同的阅读技巧，有目标、有方法地提高阅读理解能力。

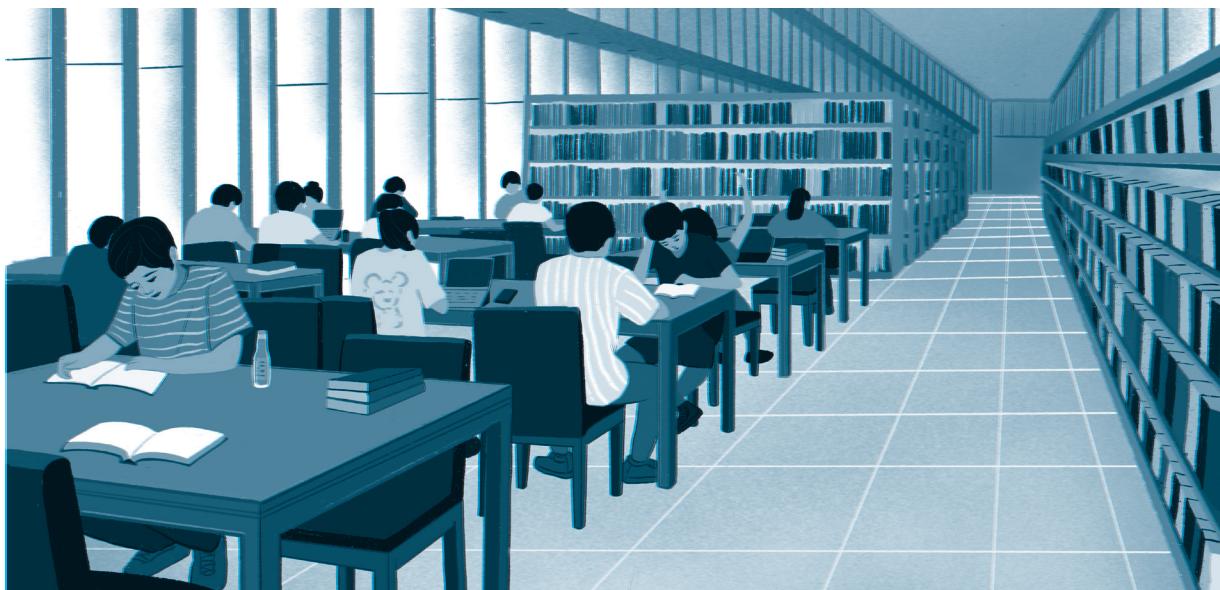
一、提升英语阅读能力的必要性

1. 考证的需要

目前，中国高校英语类得到普遍认可的考试有：大学英语四、六级考试，专业英语四、八级考试，商务英语四、八级考试。国际普遍认可的商务英语能力考试为剑桥商务英语等级（初级、中级、高级）考试，即 BEC (Business English Certificate) Preliminary Level，缩略为 BEC Pre.; BEC Vantage Level，缩略为 BEC Van.; BEC Higher Level，缩略为 BEC Hi.。在以上的重要考试中，阅读理解题目所占的比重越来越大，另外完形填空、翻译、写作这几部分题目也与阅读有着密切的联系。

2. 培养语言能力的需要

阅读是语言能力掌握“五会（听、说、读、写、译）”当中的一“会”，同时是一种语言输入，有了正确的输入才会有正确的输出。一个学生如果掌握正确的阅读技巧，并设计合理的阅读计划，养成良好的阅读习惯，那他就会像海绵一样不断地吸取知识，增强语感，扩大词汇量。在足够输入的基础之上，其他四“会”的能力也会提高，输出能力也会提升。



二、学生在英语阅读中存在的问题

1. 语言基础薄弱

进入初中，很多学生在英语阅读理解方面表现为：单词不认识，句型不熟悉，语法不会分析，前后逻辑理不清楚，必要的文化背景知识不具备，理解能力较弱。如在做阅读理解题时，很多人读不懂一篇文章所表达的中心意思和所传递的关键信息，哪怕是可以直接从文章中找到答案，上文也已经给予提示，他们也无从下手，完全找不到关联，得分情况不是很理想。

2. 阅读习惯差

一些学生没有课外阅读英语文章的习惯，往往只满足于课堂内的知识。英语学习和语文学习一样，都属于语言类学科，需要大量阅读做支撑，提升语言感知力。在平时的阅读练习中，有些学生不把单词逐个翻译成中文就不能理解句子含义，没有英语思维习惯；部分学生虽然没有翻译这一步骤，但对每个单词、每个句子都不放过，不会对信息进行取舍，读得慢，效率低，没有整体阅读和寻找有用信息的习惯，泛读变成了精读；还有部分学生不了解词根含义，不会运用学过的构词法等方法来猜测文章中生词的含义，而是依赖于查字典或询问别人的方式，生词直接成为阅读障碍。此外，学生还会出现以下不良阅读习惯，如阅读时用手指着文章的每一行、每一个词，边看边低声诵读，阅读时头左右轻晃，等等，这些不良阅读习惯都会严重影响阅读速度和质量。

3. 缺乏阅读兴趣

长篇文章让学生望而却步，很多学生每次做作业或考试，都会把阅读理解题放在最后做，甚至不做，原因都是缺乏对阅读的兴趣。



三、英语阅读做题策略

1. 通读全文，掌握大意

做阅读理解题一定要学会先泛读再精读，从整体上理解短文的大意及中心思想，领会出题人的意图。切忌逐句阅读、不读懂每句的含义不进行下一句阅读，人为地将短文分解得支离破碎，看一句或几句就做一个题目，这样会影响答题的正确率。但是面对长难句要小心谨慎，对其做语法分析，以便掌握短文的大意和每个句子的确切含义。短文的开头和结尾以及每段的开头往往是全文或段落内容的概括，对理解、推理都有很大的帮助。

2. 细审题意，获取信息

认真审阅题干是做阅读题的重要步骤。在审题时要弄清楚试题问的是事实还是观点，是细节（如人物、时间、地点）还是主题大意，是想获取正面信息还是反面信息。看清试题后，带着问题回到正文中去寻找有关的句子、段落，获取重要的信息。然后把所获得的信息点与所给的答案选项逐一进行认真的比较，以便做出正确的判断。

3. 分层推理，正确答题

个别理解题可以直接从短文中找到答案，在阅读时要做有心人，上下文的信息都不能放过。有些理解题在短文中找不到直接的信息点，要经过分析推理，从已有的信息链中判断文章的意思，即应以短文中提供的间接信息点为依据，根据作者的意图，凭借自己掌握的社会文化知识、生活经验和对内容的理解，加进短文中没有明确表述又与主题有联系的思想和信息里，进行合乎逻辑的推理，从而确定正确的选项。





Section 2 Intensive Reading

Part I Famous Quotations

1. A friendship founded on business is better than business founded on friendship.
—John Davision Rockefeller, American businessman
2. Business? That's very simple—it's other people's money.
—Alexandre Dumas, French novelist
3. Economy, the poor man's mints; extravagance, the rich man's pitfall.
—Martin Tupper, American economist

Part II Business Proverbs

1. Action is the only way to success.
2. When you don't decide to succeed, you have decided to fail.
3. Every successful person has a start. Start bravely to find a successful way.

Part III Business Celebrity

Questions:

1. Do you know Steve Jobs?
2. What's his biggest contribution to the world?

Part IV Read the passage, and then do the exercises below

Steve Jobs' Story

Nobody else in the computer industry, or any other industry for that matter, could put on a show like Steve Jobs. His product launches, at which he would stand alone on a black stage and **conjure** up a “magical” or “incredible” new electronic **gadget** in front of an **awed** crowd, were the performances of a master showman. All computers do is fetch and shuffle numbers, he once explained, but do it fast enough and “the results appear to be magic”. He spent his life packaging that magic into elegantly designed, easy to use products.

He had been among the first, back in the 1970s, to see the potential that lay in the idea of selling computers to ordinary people. In those days of green-on-black displays, when **floppy** discs were still floppy, the notion that computers might soon become **ubiquitous** seemed fanciful. But Mr Jobs was one of a handful of pioneers who saw what was coming. Crucially, he also had an unusual **knack** for looking at computers from the outside, as a user, not just from the inside, as an engineer—something he attributed to the experiences of his wayward youth.



Mr Jobs caught the computing bug while growing up in Silicon Valley. As a teenager in the late 1960s he cold-called his idol, Bill Hewlett, and talked his way into a summer job at Hewlett-Packard. But it was only after dropping out of college, travelling to India, becoming a Buddhist and experimenting with **psychedelic** drugs that Mr Jobs returned to California to co-found Apple, in his parents' garage, on April Fools' Day 1976. "A lot of people in our industry haven't had very **diverse** experiences," he once said. "So they don't have enough dots to connect, and they end up with very linear solutions." Bill Gates, he suggested, would be "a broader guy if he had dropped **acid** once or gone off to an **ashram** when he was younger".

Dropping out of his college course and attending **calligraphy** classes instead had, for example, given Mr Jobs an apparently useless love of **typography**. But support for a variety of fonts was to prove a key feature of the Macintosh, the pioneering mouse-driven, graphical computer that Apple launched in 1984. With its windows, icons and menus, it was sold as "the computer for the rest of us". Having made a fortune from Apple's initial success, Mr Jobs expected to sell "zillions" of his new machines. But the Mac was not the mass-market success Mr Jobs had hoped for, and he was **ousted** from Apple by its board.

Yet this apparently **disastrous** turn of events turned out to be a blessing: "the best thing that could have ever happened to me", Mr Jobs later called it. He co-founded a new firm, Pixar, which specialised in computer graphics, and NeXT, another computer-maker. His remarkable second act began in 1996 when Apple, having lost its way, acquired NeXT, and Mr Jobs returned to put its technology at the heart of a new range of Apple products. And the rest is history: Apple launched the iMac, the iPod, the iPhone and the iPad, and (briefly) became the world's most valuable listed company. "I'm pretty sure none of this would have happened if I hadn't been fired from Apple," Mr Jobs said in 2005. When his failing health forced him to step down as Apple's boss in 2011, he was **hailed** as the greatest chief executive in history. Oh, and Pixar, his side project, produced a string of hugely successful **animated** movies.

In **retrospect**, Mr Jobs was a man ahead of his time during his first stint at Apple. Computing's early years were dominated by technical types. But his emphasis on design and ease of use gave him the edge later on. Elegance, simplicity and an understanding of other fields came to matter in a world in which computers are fashion items, carried by everyone, that can do almost anything. "Technology alone is not enough," said Mr Jobs at the end of his speech introducing the iPad, in January 2010. "It's technology married with liberal arts, married with humanities, that **yields** the results that make our hearts sing." It was an unusual **statement** for the head of a technology firm, but it was vintage Steve Jobs.

His **interdisciplinary** approach was backed up by an obsessive attention to detail. A carpenter making a fine chest of drawers will not use **plywood** on the back, even though nobody will see it, he said, and he applied the same approach to his products. "For you to sleep well at night, the aesthetic, the quality, has





to be carried all the way through.” He insisted that the first Macintosh should have no internal cooling fan, so that it would be silent—putting user needs above engineering convenience. He called an Apple engineer one weekend with an urgent request: the colour of one letter of an on-screen logo on the iPhone was not quite the right shade of yellow. He often wrote or rewrote the text of Apple’s advertisements himself.

His on-stage persona as a Zen-like mystic notwithstanding, Mr Jobs was an autocratic manager with a fierce temper. But his egomania was largely justified. He eschewed market researchers and focus groups, preferring to trust his own instincts when evaluating potential new products. “A lot of times, people don’t know what they want until you show it to them,” he said. His judgment proved uncannily accurate: by the end of his career the hits far outweighed the misses. Mr Jobs was said by an engineer in the early years of Apple to emit a “reality **distortion** field”, such were his powers of persuasion. But in the end he changed reality, channelling the magic of computing into products that reshaped music, telecoms and media. The man who said in his youth that he wanted to “put a ding in the universe” did just that.

Total words: 1,044 words

Total reading time: _____ minutes _____ seconds



Match the following words with their corresponding meanings.

() 1. found	A. to show or prove that it is reasonable or necessary
() 2. specialize	B. unusual or special in a way that makes people notice them and be surprised or impressed
() 3. remarkable	C. to describe something that seems to be true, although you are not sure whether it is or not
() 4. apparently	D. occupy and control
() 5. dominate	E. an amount of money or profit, this money or profit is obtained from it.
() 6. yield	F. set up, start
() 7. statement	G. method, way
() 8. approach	H. cannot stop doing a particular thing or behaving in a particular way
() 9. obsessive	I. something that you say or write which gives information in a formal or definite way.
() 10. justify	J. If you specialize in a thing, you know a lot about it and concentrate a great deal of your time and energy on it, especially in your work or when you are studying or training.



Fill in each blank of the following sentences with one of the words/phrases given below.
Make changes when necessary.



Words

justify	approach	dominate	yield
statement	instinct	obsessive	remarkable
apparently	aesthetic	found	specialise

1. He is a university professor who _____ in the history of the Russian empire.
2. She has a _____ inner strength.
3. The recent deterioration has been caused by an _____ endless recession.
4. The book is expected to _____ the best-seller lists.
5. The New York Free-Loan Society was _____ in 1892.
6. It _____ a profit of at least \$36 million last year.
7. The _____ by the military denied any involvement in last night's attack.
8. We will be exploring different _____ to gathering information.
9. He couldn't help worrying _____ about what would happen.
10. These reasons are not sufficient to _____ the ban.
11. There is scientific evidence to support our _____ that being surrounded by plants is good for health.
12. A statue which is _____ pleasing to one person, however, may be repulsive to another.



Phrases

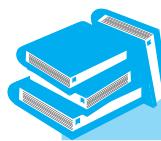
turn out	happen to	apply to
attribute to	a variety of	ahead of
drop out of	prefer to	force to

13. Cosgrave's forecast _____ to be completely wrong.
14. A back injury _____ her _____ withdraw from Wimbledon.
15. Trading was very light _____ yesterday's auction.
16. _____ heavy industries grew up alongside the port.
17. Many students _____ online courses because of the lack of teaching support.
18. Then there came to be questions about whether the scenes, the stories in the book, actually did _____ him.
19. While her observations may be true _____ about some men, they could hardly _____ the entire gender.
20. But these now seem to be more frequent—something its leaders _____ climate change.
21. I would _____ spend the weekend at home rather than driving all the way to your mother's.



学思政 明事理

1. What are the criteria for success?
2. What makes success?
3. How to pass the English Level Test for the first time?



Section 3 Extensive Reading

Part I Summary

Read the following passage, and then make a summary within 100 words.

Why Is English for Business Important?

By Daniel Dixon

English has fast become the most widely used language in the world of trade and commerce over the past decade or two and is being used as the official language in over 70 countries.

As a result, having an excellent knowledge of English for business is now vital for success in any employee's career. Especially for international students seeking better career prospects in an English speaking country.

The spread of the English language can be traced back to the days of the colonial expansion and has fast become the default language in all official forms of communication in most countries around the world.

In today's business oriented world, English is widely used as the major medium of communication for both small business concerns and large corporate entities alike.

As the Lingua Franca in almost all of the developing nations all over the world, English is the preferred language in the business community as many business partners nowadays do not speak the same native language.

It can cross international borders and transcend language compatibility barriers that have made English the most sought after language in today's corporate world.

The proficiency of the language has also made it a vital part of success in the highly competitive corporate world. Many reputed organisations around the world rely on English as a means of communication in everything from emails to corporate documentation to even popular and well-read business resources both in print and over electronic media.

Fluency in English, both written and spoken plays a critical role in many aspects of corporate life from securing employment to communicating with clientele and achieving cohesive business partnerships.





all over the world.

English has now become a global language for business all over the world to such an extent that it is the standard official language in certain industries such as the shipping and airline industries.

It has resulted in the knowledge of English being a near-mandatory requirement for critical jobs such as airline pilots and naval officers, etc.

Apart from having an impressive command of spoken English, today's competitive corporate culture demands an equally impressive command of written English as well. It is mainly because almost all forms of business communication such as emails, presentations, sales and marketing and even corporate legal documentation are now carried out in English.

Part II Short Answers and Translation

✍ This is the text of the Commencement address by Steve Jobs, Ex-CEO of Apple Computer and of Pixar Animation Studios, delivered on June 12, 2005. Read the text and then answer the questions.

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

⌚ The first story is about connecting the dots.

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how





college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna Temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the mac would have never had multiple typefaces or proportionally spaced fonts. And since windows just copied the mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards ten years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something—your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.



⌚ My second story is about love and loss.

I was lucky—I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a billion company with over 4,000 employees. We had just released our finest creation—the Macintosh—a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our board of directors sided with him. So at 30 I was out.



And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me—I still loved what I did. The turn of events at apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the worlds first computer animated feature film, toy story, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought next, I returned to Apple, and the technology we developed at next is at the heart of Apple's current renaissance. and Laurene and I have a wonderful family together.

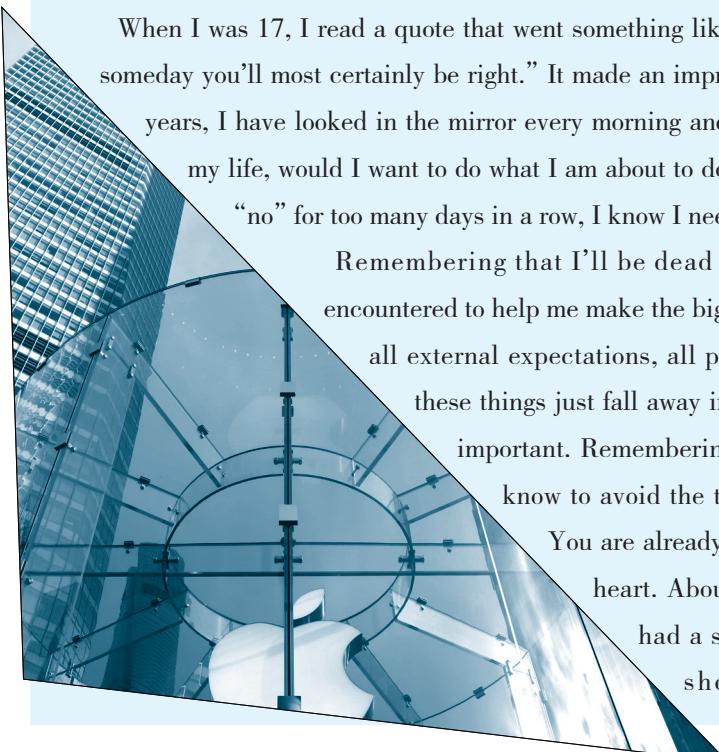
I'm pretty sure none of this would have happened if I hadn't been fired from apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.

⌚ My third story is about death.

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "no" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything—all external expectations, all pride, all fear of embarrassment or failure—these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose.

You are already naked. There is no reason not to follow your heart. About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't





even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die. It means to try to tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now.

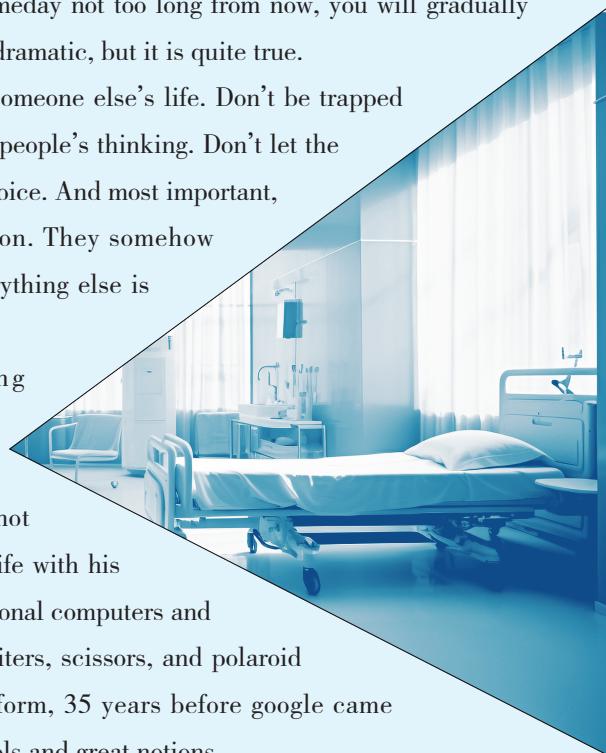
This was the closest I've been to facing death, and I hope its the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept:

No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because death is very likely the single best invention of life. It is life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma—which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called *The Whole Earth Catalog*, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and polaroid cameras. It was sort of like google in paperback form, 35 years before google came along: it was idealistic, and overflowing with neat tools and great notions.

Stewart and his team put out several issues of *The Whole Earth Catalog*, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay hungry. Stay foolish." It was their farewell message as they signed off. Stay hungry. Stay foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.





Stay hungry. Stay foolish.

Thank you all very much.

Total words: 2,339 words

Total Reading Time: _____ minutes _____ seconds



Task 1 Answer the following questions

1. What are Jobs' three stories for the audience in the speech?
2. Did Jobs' biological parents raise him?
3. Why did Jobs drop out?
4. What's Jobs life like after he dropped out?
5. What does "what" mean in the sentence "I found what I loved to do early in life" ?
6. Why did Jobs get fired?
7. Did Jobs lose himself after he got fired?
8. What's Jobs achievement after he got fired?
9. Suppose today is your last day, what do you want to do?
10. How to understand the sentences: "Stay hungry. Stay foolish." ?



Task 2 Translation from English into Chinese

Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.



Part III Reading Comprehension

Read the following passages, and then choose the right answer to each question.

Passage 1

A friend of mine was fond of drawing horse. He drew the horses very well, but he always began at the tail. Now it is the Western rule to begin at the head of the horse, that is why I was surprised. It struck me that it could not really make any difference whether the artist begins at the head or the tail or the belly or the foot of the horse, if he really knows his business. And most great artists who really know their business do not follow other people's rule. They make their own rules. Every one of them does his work in a way peculiar to himself; and the peculiarity means only that he finds it more easy to work in that way. Now the very same thing is true to literature. And the question, "How shall I begin?" only means that you want to begin at the head instead of beginning at the tail or somewhere else. That is, you are not yet experienced enough to trust to your own powers. When you become more experienced you will never ask the question, and I think that you will often begin at the tail—that is to say, you will write the end of the story before you have even thought of the beginning.

1. A friend of the writer's drew the horses ____.
A. very well
B. in the way of western rule
C. in the way of his own rule
D. all of the above

2. The writer was surprised because ____.
A. the artist began to draw at the head of the horse
B. the artist began to draw at the tail of the horse
C. the artist made his own rule
D. the artist did not follow other people's rule



3. You are not yet experienced because ____.

- you don't know where to begin
- you want to begin at the head instead of beginning at the tail
- you always asked question
- you do not trust to your own powers

4. When you become more experienced you will ____.

- never ask question
- often begin at the tail
- write the end of the story
- think of the beginning

5. The topic of the passage is ____.

- How to draw a horse
- How to write a story
- How to make your own rules
- Trust to your own powers

Passage 2

It is important to learn business English if you are going to be successful in another country where English is the primary language. It will also be a great idea to practice speaking and writing in business English. If a university offers a course on business English, it will be a good idea to take the class. Reading, writing and speaking English is necessary to start a business.

Business English is different from asking where to find the nearest hotel. There are classes you can take to help you but there are things that you can learn on your own. Vocabulary and grammar are a good place to start with. You need to know what words mean. Later, try to pronounce the words and then look them up in the dictionary. Try using them in a sentence and ask someone who is good at English to help you. Once you have an understanding of English, you can use it in business English.

In business you will have to learn such things as taking messages, answering the phones with proper words and communicating with your co-workers. You may have to learn how to make travel plans. Business English is very different than spoken English. Grammar is the same but you have to learn things like expressing yourself in a proper manner or maybe making a report in your office.

If you are working in the customer service sector, you really have to learn business English. Dealing with the public is sometimes more important than asking your boss for a raise. Most businesses offer training classes and some companies offer classes on how to do the job with proper business English.

6. Why do people learn business English? ____

- They want successful communication.





- B. They want to ask the boss for a raise.
- C. They want to have their own company.
- D. They will have a chance to get a better job.

7. We can learn from the text that business English _____.

- A. is much more difficult than daily English
- B. pays more attention to the forms of expressions
- C. is required by most international companies
- D. can give you a hand when dealing with people

8. What's the text mainly about?

- A. The development of business English.
- B. The tips on learning business English.
- C. The introduction to business English.
- D. The comparison between business English and daily English.

9. The following language skills of business English are mentioned EXCEPT _____.

- A. listening
- B. reading
- C. speaking
- D. writing