海外视角商务汉语教材系列

Open for Business: Lessons in Chinese Commerce for the millennium

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第四章

经营管理

4.1 中国的企业管理

改革开放不但为中国引进了资金和技术，更为中国企业引进了西方先进的管理模式和经营方法。经过二十多年的探索和改进，一套适合中国国情的管理体制正在逐步建立。最近，中国企业界又提出要在以下几方面进行改进：

一、专营主业的战略管理。在过去20年中，中国企业界仿效日本和韩国大企业集团的管理模式，组建了一批企业集团。这些企业集团经营范围广泛，投资行业众多，比如中国光大集团就跨金融、制造、运输和娱乐等多行业经营。这样跨行业经营的结果通常是企业管理者不能集中精力来管理公司的主营业务，导致企业效益低下。因此，很多企业集团放弃了多行业经营，开始出售非主营业务。

二、企业资源系统管理。绝大多数中国企业的生产流程设计低于国际同行业水平，重复劳动、浪费资源的现象普遍存在。为改变这一现状，一些具有远见的中国企业管理学家开始尝试引进各种先进企业资源管理系统软件，如ERP等来优化管理流程，合理利用企业资源。联想和海尔等企业都是在企业资源系统管理方面比较成功的例子。

4.1 中國的企業管理

改革開放不但爲中國引進了資金和技術，更爲中國企業引進了西方先進的管理模式和經營方法。經過二十多年的探索和改進，一套適合中國國情的管理體制正在逐步建立。最近，中國企業界又提出要在以下幾方面進行改進：

一、專營主業的戰略管理。在過去20年中，中國企業界仿效日本和韓國大企業集團的管理模式，組建了一批企業集團。這些企業集團經營範圍廣泛，投資行業衆多，比如中國光大集團就跨金融、製造、運輸和娛樂等多行業經營。這樣跨行業經營的結果通常是企業管理者不能集中精力來管理公司的主營業務，導致企業效益低下。因此，很多企業集團放棄了多行業經營，開始出售非主營業務。

二、企業資源系統管理。絶大多數中國企業的生産流程設計低於國際同行業水平，重複勞動、浪費資源的現象普遍存在。爲改變這一現狀，一些具有遠見的中國企業管理學家開始嘗試引進各種先進企業資源管理系統軟件，如ERP等來優化管理流程，合理利用企業資源。聯想和海爾等企業都是在企業資源系統管理方面比較成功的例子。

4.1 Chinese Business Management

China's "Reform and Open Door Policy" has not only introduced capital and technology into China, but it has also brought advanced western management models and operational methods into the country. After 20 years of exploration and improvement, a management system in line with China's situation is gradually being established. Recently, the Chinese business sector has proposed the following improvements:

1. Focused Strategic Management. Over the past 20 years, Chinese enterprises have emulated Japanese and Korean management models in establishing their own business groups. Each business group operated and invested in a wide range of industries. China Everbright Group, for instance, was involved in the finance, manufacturing, transportation, and entertainment sectors. Such diversification has led to lower efficiencies because business managers have not concentrated their efforts on the company's core business sector. Therefore, an increasing number of business groups have abandoned the diversified model and begun selling off non-core businesses.

2. Enterprise Resource System Management. The vast majority of Chinese businesses do not meet international standards with respect to product process design. Redundancy in work routines or wasting resources is a common phenomenon. In order to change the current situation, some visionary Chinese managers have begun to try to bring in various advanced enterprise resource systems such as ERP (Enterprise Resource Planning) to upgrade management processes and to optimize the utilization of business resources. Lenovo and Haier are examples of Chinese companies that have successfully adopted such systems.

背景知识

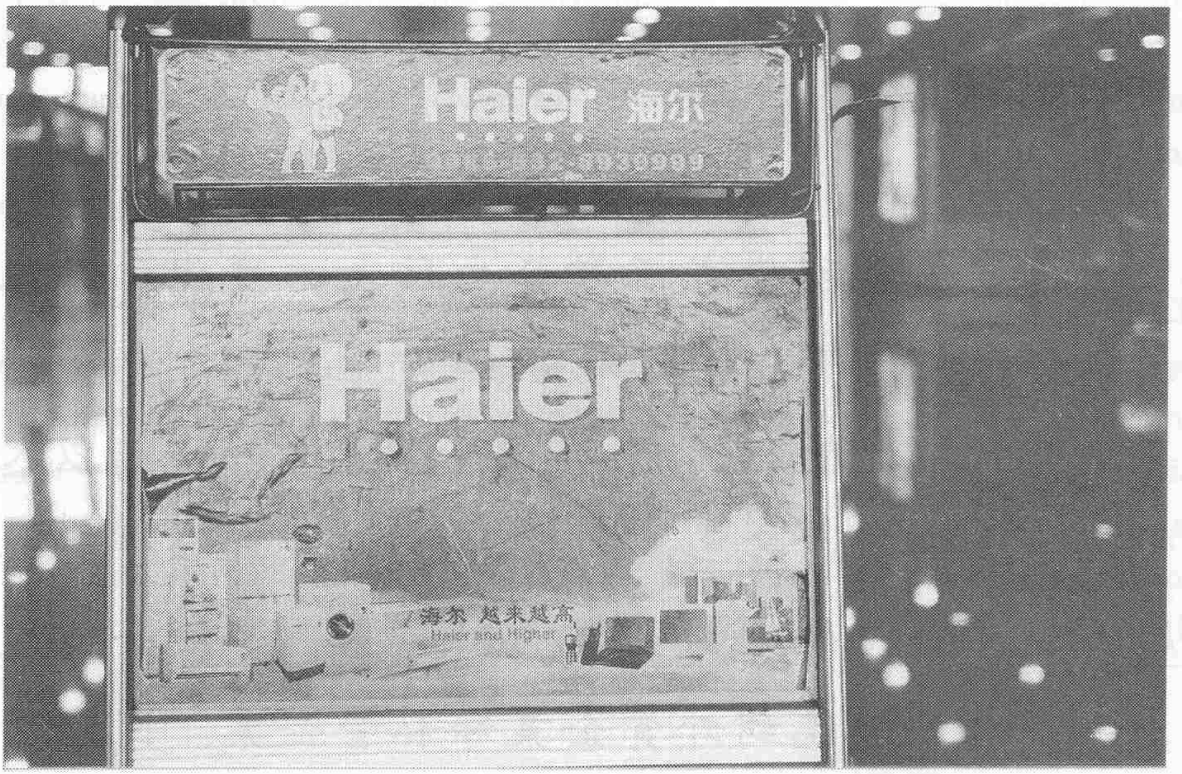
中国企业的管理模式正在发生巨大的变化，但就管理方面来说仍存在以下一些问题：（1）管理体制不健全，没有一套科学系统的管理制度；（2）企业管理还是以人治为主，管理不规范，随意性强；（3）企业缺乏公平有效的人才激励机制，员工缺乏对企业的归属感，导致企业凝聚力低下，许多人才外流到外资企业和私营企业。因此管理科学化、民主化、制度化是中国企业管理未来的发展趋势。

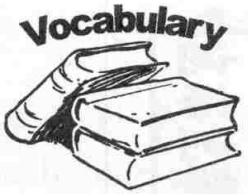
背景知識

中國企業的管理模式正在發生巨大的變化，但就管理方面來説仍存在以下一些問題：（1）管理體制不健全，没有一套科學系統的管理制度；（2）企業管理還是以人治爲主，管理不規範，隨意性強；（3）企業缺乏公平有效的人才激勵機制，員工缺乏對企業的歸屬感，導致企業凝聚力低下，許多人才外流到外資企業和私營企業。因此管理科學化、民主化、制度化是中國企業管理未來的發展趨勢。

Background Information

China's enterprise management model is undergoing great changes. However, the following problems relating to management still exist: 1) the management system is unsound and lacks a methodical system; 2) enterprise management authority resides in individuals, and management procedures are not standardized and can often change; 3) enterprises lack fair and effective incentive mechanisms and employees lack a sense of belonging, which has led to low organizational cohesiveness, and human talent has drained to foreign and private enterprises. Therefore, the future trend of Chinese enterprises is to be more methodical, democratic, and systematic in enterprise management.





生词表

模式	模式	móshì	（名）	model（for imitation）; pattern
探索	探索	tànsuǒ	（动）	to probe; to explore
国情	國情	guóqíng	（名）	the condition of a country; the state of a nation
战略	戰略	zhànlüè	（名）	strategy
仿效	仿效	fǎngxiào	（动）	to emulate; to imitate; to follow an example
范围	範圍	fànwéi	（名）	scope; limits; boundary
集中	集中	jízhōng	（动）	to concentrate; to centralize; to focus
精力	精力	jīnglì	（名）	energy; vigor
导致	導致	dǎozhì	（动）	to lead to; to bring about; to result in; to cause
放弃	放棄	fàngqì	（动）	to abandon; to give up; to renounce
绝大多数	絕大多數	jué dà duō shù		great majority
流程	流程	liúchéng	（名）	（production or technical）process
重复	重複	chóngfù	（动、名）	to repeat; duplicate
现象	現象	xiànxiàng	（名）	phenomenon; appearance of（things）
存在	存在	cúnzài	（动）	to exist; to be
现状	現狀	xiànzhuàng	（名）	present situation
远见	遠見	yuǎnjiàn	（名）	foresight; vision
尝试	嘗試	chángshì	（动）	to try
人治	人治	rénzhì	（名）	rule by men（versus 法治）
激励	激勵	jīlì	（动、名）	to encourage; to inspire; inspiration
归属感	歸屬感	guīshǔgǎn	（名）	a sense of belonging
凝聚力	凝聚力	níngjùlì	（名）	cohesion; cohesive force

1. 提出（动）“to propose; to put forward; to bring up”

提出 means to put forward or submit something to an organization or to one's superior. It often has 建议、办法、方案、观点、意见、问题、申请、要求、请求、辞职（辞呈）、警告、诉讼, or 抗议 as its object.

1. 美国总统每年都必须向国会提出年度预算。
The President of the U. S. must submit an annual budget to Congress every year.

2. 为了保证优质管理，质量管理部门不断提出具体的建议与合理的方案。
To ensure quality management, the Quality Control Department has continuously put forward concrete suggestions and reasonable proposals.

3. 公司在权益受到侵害时都有权向法院提出诉讼。
Companies may file lawsuits in court when their rights are violated.

4. 库存的大量积压是市场向我们的产品提出的警告。
The great amount of overstock indicates that the market is sending us a warning signal with respect to our products.

2. 导致（动）“to lead to; to bring about; to result in; to cause”

导致 refers to something that causes an unfavorable thing to happen or leads to a disadvantageous situation.

1. 如果对现金管理不当，就有可能导致破产。
Failure to properly manage cash flow could lead to bankruptcy.

2. 粗心大意往往是导致事故发生的主要原因之一。
Carelessness is usually one of the main factors leading to accidents.

3. 通货膨胀会导致许多社会问题，如失业、犯罪等。
Inflation can lead to many social problems such as unemployment or crime.

4. 家族化企业管理有可能导致偏听偏信。
Managing a business within a family can lead to biased views.

3. 非

非 is classical Chinese and has the following uses :

a. （词头）“not；no”

非 can be used as a prefix before a noun or a noun structure, and means non-, un-, or in-. For example, 非卖品、非会员 、非正式、非营利机构、非法行为, etc.

1. 最近关于利率上调的传言完全是非官方消息。
The recent rumor about rising interest rates is completely unofficial.

2. 最近，美国的一位前总统对中国进行了一次非正式访问。
Recently, a former U. S. president paid an unofficial visit to China.

3. 职工有意见，却不能及时反映到公司最高管理层，这是一种非正常现象。
It would be out of the ordinary for employees' complaints not to reach upper management in a timely manner.

b. （动）“is not”

非 can also be used as a verb. The most often used patterns are : 非…非… “neither... nor...”, 非…即… “either... or...”, 似…非… “It seems to be... but is not”, 非…不可 “must”, and 非…所… “not...” . The structure

非…所…usually contains a verb introduced by 所 and the entire structure means it is beyond one's ability to do sth.

1. 他跟我非亲非故，但一直关心我的事业发展。
He is neither my relative nor my friend, but he is always concerned about my career development.

2. 在市场经济中，竞争非常激烈，公司与公司之间的关系常常是非敌即友。
In a market economy, competition is fierce and the relationship among companies is usually either that of friend or foe.

3. 向银行贷款事宜，并非是部门经理所能决定的。
Requesting a loan from the bank is above the department manager's decision-making authority.

4. 他的理论似是而非。
His argument seems correct, but it is actually wrong.

5. 他的表情看起来似笑非笑，似哭非哭。
Based on his expression, we cannot tell whether he is laughing or crying.

Note: A noun, a verb, or an adjective can be used in the pattern, but it must be used as two identical monosyllabic words.

4. ……于（介）

于 is classical Chinese and is usually used in the written form. 于 used in this lesson is to indicate comparison. It is usually used with a monosyllabic word such as 大、小、高、低、多、少, or 好.

1. 只有价格低于对手，我们的产品才有销路。
Our products will be marketable only if our prices are lower than our competitors'.

2. 当汇率高于一定水平时，我们的出口业务就会受到影响。
Exports will be affected when exchange rates are higher than a certain level.

3. 美国德州一州的面积就大于日本一个国家的面积。
The area of Texas alone is greater than that of Japan.

5. 就（介）

就 is a preposition used to introduce the topic or the issue to be discussed. The usage of this preposition is as follows:

a. "about; concerning; with regard to; pertaining to"

就 is usually placed after the subject. However, when the topic to be discussed is emphasized, 就 should precede the subject and a comma should be placed after the prepositional phrase.

1. 在晨会上大家就市场营销策略展开探讨。
People began discussions with regard to the marketing strategy at the morning meeting.

2. 人力资源部就升迁制度对雇员作了详细报告。
The HR Department provided a detailed explanation to employees with regard to the promotion system.

3. 就裁员问题，董事局召开了几次会议。
Regarding the issue of a lay-off, the Board of Directors has held several meetings.

b. "specifically; from the aspect of ...; in terms of ..."

就 can also be used with 来说, 而言, or 而论 to form a fixed phrase indicating that a statement or explanation is made from the aspect of or in terms of the topic that is introduced by 就.

1. 就经济发展情况来说，日本已连续多年出现负增长。
In terms of economic development, Japan has shown a negative growth for several consecutive years.

2. 就国民生产总值而言，中国已保持十几年的高速增长。
In terms of GNP, China has sustained a high rate of growth for more than 10 years.

3. 就资产规模而论，本公司是世界500强之一。
As far as assets are concerned, our company is in the Fortune 500 grouping.

词语辨析

1. 经过 通过

经过（动、名、介）"to go by; to pass by; the whole process or course of an event; through; as a result of"

1. 你上次出差有没有经过北京？
   Did you pass through Beijing on your last business trip?

2. 部门经理向厂长汇报了此次事故处理的经过。
   The department manager gave the factory manager a thorough report on how the accident was handled.

3. 经过董事会的选举，新一届的公司领导班子产生了。
   A new management team emerged through the board election process.

通过（动、介）

The usage of 通过 was explained at length in Section 2, Lesson 2.3, Explanation of Terms, Volume One. For the purpose of comparison with 经过, here are a few more examples:

1. 火车通过山洞需要花半个小时。
   It takes half an hour for the train to go through the tunnel.

2. 董事会一致通过了下半年度的科研预算。
   The board unanimously approved the R&D budget for the second half of the year.

3. 通过电子邮件，公司部门间的沟通得到了明显改善。
   Through e-mails, inter-departmental communication within the company has greatly improved.

The main differences between 经过 and 通过 are: 1) As a verb, 经过 means to

go by a place (passing by a building, for example) and 通过 means to go through a path or passage (walking through a hallway, for example). 2) Both 通过 and 经过 can be used as prepositions, indicating that a result is achieved by some means or method. In some cases, they can be used interchangeably. For example, 通过 (or 经过) 沟通取得了解. However, 经过 is used to emphasize the result of an action, whereas 通过 emphasizes the process of an action.

2. 适合　适应

适合（动）"to fit; to suit; to be suitable"

适合 can be used with a noun, a verb, or a clause.

1. 许多听众认为，他的演讲观点虽然正确，但是不适合这种场合。
   Many people in the audience thought that the opinions he expressed in the speech, though correct, were inappropriate for the occasion.

2. 他适合当公关经理。
   He is a perfect candidate for the Public Relations Manager position.

3. 家长式的管理方式已不适合现代化经营的需要。
   Parental-style management is no longer suitable in modern business operations.

4. 对那些不适合经济发展的法律、法规，我们应该加以修改。
   We should amend laws and regulations that are not suited for economic development.

适应（动）"to suit; to adapt to/for; to adjust to/for"

适应 can be used with a noun or a verb. It can also be used with a complement.

1. 长期在海外工作首先要做到的是适应当地的风俗习惯。
   Long-term overseas jobs require one to first adapt to the local customs.

2. 老年人不容易适应这种居住条件。
Old people cannot adapt easily to these living conditions.

3. 他刚进这家公司工作，对这儿的环境一时还适应不了。
He has just begun working in this company and has not yet adjusted to the work environment.

4. 基础建设应与经济发展水平相适应。
The department of the infrastructure should be adapted to the level of economic development.

5. 年轻人要头脑灵活才能适应时代的需要。
Young people must be quick-witted in order to adapt to the needs of the times.

适合 and 适应 are both verbs, but 适合 means that someone or something is appropriate and suitable for the situation (with no modification required), while 适应 means to adjust or modify something in order to adapt to the conditions or requirements of some environment or place.

3. 仿效　仿照　模仿

仿效（动）"to emulate; to imitate; to learn from the example of"

1. 在设计产品时要有创意，不能一味地仿效他人。
Product designs should be innovative and not blindly imitate others.

2. 仿效同行业中先进企业的管理模式，也是改善公司经营的一种方法。
Emulating managerial styles of leading companies in the same industry is also a way to improve company performance.

3. 上海有许多建筑是仿效（仿照）欧洲式样建成的。
Many buildings in Shanghai were built emulating the European style.

仿照（动）“to follow an example; to imitate; to copy”

1. 培训员先把操作程序做了一次示范，然后要求大家仿照他的方法操作。
   The trainer first demonstrated the operational procedure and then asked everyone to repeat what he did.

2. 这个公园里所摆设的建筑模型都是仿照世界各地著名建筑物建成的。
   The architectural models in this park are replicas of buildings that are famous throughout the world.

模仿（动、形）“to imitate; to mimic”

1. 表演艺术家一般都有很强的模仿能力。
   Performing artists are usually skillful at mimicry.

2. 那位口技演员对任何动物的叫声都模仿得很像。
   That mimic performer can accurately imitate the sounds made by any animal.

All three verbs mean to imitate a desired model. In some cases, 仿效 and 仿照 can be used interchangeably, as in the imitation or copying of tangible objects such as buildings, clothing, or furniture. However, 仿效 has a further implication of learning from or the imitation of intangible objects such as a business model, experience, or method. 模仿 stresses the imitation or mimicking of someone's action, verbal expression, or artwork.

4. 制造 制作 创造 创作

制造

a. (动) "to make; to manufacture"

1. 美国是世界上少数有能力制造航天飞机的国家之一。
The U. S. is one of the few countries in the world that can make space shuttles.

2. 市场上的轻工业产品绝大多数是中国制造的。
Most light industrial products in the market are made in China.

3. 这个地区制造的汽车零件特别先进。
The automobile parts manufactured in this area are exceptionally good.

b. (动) "to create; to fabricate; to ferment; to stir up some situation or atmosphere"

制造 can mean to create a man-made atmosphere or situation, usually of a negative or adverse nature, such as 矛盾、纠纷、混乱、分裂、紧张气氛、紧张局势, etc.

1. 同事间要彼此合作无间，以避免制造公司内部分歧。
Colleagues should cooperate amicably in order to avoid dissension within the company.

2. 参与谈判的双方都不希望在会谈上制造紧张气氛。
Neither party participating in the negotiation wishes to create a tense atmosphere during the meetings.

3. 他这样做是故意制造矛盾，破坏同事之间的团结合作。
By acting this way, he is purposely creating conflict and undermining cooperation among his colleagues.

4. 恐怖分子企图制造混乱，但未能得逞。
The terrorists tried to wreak havoc, but were unsuccessful.

制作（动）“to make; to manufacture”

1. 制作既有内容又有趣味的教育节目可以吸引广大电视观众。
Producing educational programs with both content and entertainment value could attract a lot of TV viewers.

2. 简单的日用家具可以自己制作。
We can make simple home furniture ourselves.

3. 这本食谱有许多甜点的制作方法。
This cookbook contains many recipes for making desserts.

制造 refers to manufacturing something that is of large scale or is industrial in nature. It also means to produce an adverse situation or atmosphere. 制作 refers to making something, but is limited in its use to smaller objects or cultural/artistic items such as educational and entertainment programs.

创造（动）“to create; to bring about”

1. 利用电脑制作绘画也能创造出富有想象力的作品。
Imaginative artwork can also be created by drawings done on computers.

2. 公司应该在内部创造条件，鼓励职工积极参与公司的实际经营。
The company should provide opportunities and encourage employees to actively participate in the company's actual management.

3. 每个人一生都应该有创造奇迹的愿望。
During one's life, everyone should desire to create a miracle.

创作（名、动）“creative work; creation; to create”

1. 他的小说创作经验非一般人可及。
Few could match his novel writing experience.

2. 靠艺术创作谋生的人越来越少了。
Fewer and fewer people are making a living through artistic creation.

3. 他在业余时间经常从事文学创作。
He often spends his spare time in creative writing.

创造 is a verb and 创作 is both a noun and a verb. 创造 is the actual creation of something from nothing, whereas 创作 refers to the product of creation.

4.2 外资企业在中国的管理

虽然外资企业进入中国只是近20年的事，但它已是中国经济的一个重要组成部分。外资企业管理的好坏对中国的经济发展影响很大。

多数外资企业有较强的总体战略管理：它们经营目标明确，管理流程设计合理，资金运用得当，如摩托罗拉中国公司便是一个成功的外资企业的典范——该公司由于管理实效高，已经连续数年名列效益十佳外资企业。

调查显示，人力资源管理是外资企业认为较为棘手的管理问题。多数外方管理人员认为管理中国人没有想像的那么容易，摩擦、猜疑经常发生。有些外企还因此不得不退出中国市场，如日本的CORONA电器公司和美国的惠尔浦家电公司。实践证明，较有效的管理方法是让管理人员本地化，换句话说，让中国人管理中国人，以避免因语言障碍或文化差异而产生摩擦。上海大众和摩托罗拉公司是这方面成功的例子。

4.2 外資企業在中國的管理

雖然外資企業進入中國只是近20年的事，但它已是中國經濟的一個重要組成部分。外資企業管理的好壞對中國的經濟發展影響很大。

多數外資企業有較強的總體戰略管理：它們經營目標明確，管理流程設計合理，資金運用得當，如摩托羅拉中國公司便是一個成功的外資企業的典範——該公司由於管理實效高，已經連續數年名列效益十佳外資企業。

調查顯示，人力資源管理是外資企業認爲較爲棘手的管理問題。多數外方管理人員認爲管理中國人没有想像的那麽容易，摩擦、猜疑經常發生。有些外企還因此不得不退出中國市場，如日本的CORONA電器公司和美國的惠爾浦家電公司。實踐證明，較有效的管理方法是讓管理人員本地化，換句話説，讓中國人管理中國人，以避免因語言障礙或文化差異而産生摩擦。上海大衆和摩托羅拉公司是這方面成功的例子。

4.2 Management of Foreign Enterprises in China

Although foreign enterprises have only been in China for about 20 years, they have become an important part of China's economy. The quality of management in these foreign enterprises exerts a tremendous influence on Chinese economic development.

Most foreign enterprises have relatively strong overall strategic management, with clear objectives, rational management process designs, and effective capital utilization. Due to its effective management, Motorola China has distinguished itself for several consecutive years in being among the top ten foreign capital companies in China.

Surveys have shown that human resource management poses a particularly thorny management problem in foreign enterprises. Most foreign managers find that managing Chinese employees is much harder than they had imagined. The task often leads to friction and mutual suspicion. Consequently, some foreign enterprises have had to withdraw from the Chinese market, for example, Corona, a Japanese electronic company, and Whirlpool, an American appliance company. Practical experience has proven that the most effective way of managing Chinese people is to localize management staff or, in other words, to turn the management of Chinese employees over to a Chinese manager in order to avoid friction caused by language barriers and cultural differences. Shanghai Volkswagen and Motorola are two successful examples of this approach.

背景知识

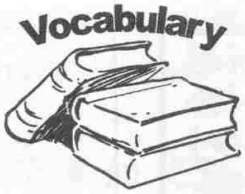
如何适应中国的体制问题是目前外企遇到的一个管理难题。中国特有的财务、税收和工商政策与多数外企本部所在国的政策相差很大。外企如果不能很好地适应这些差异，便会处于不利境地。因此，外企最好在进入中国前请中国当地的咨询公司提供相关政策咨询，以确保成功。

背景知識

如何適應中國的體制問題是目前外企遇到的一個管理難題。中國特有的財務、稅收和工商政策與多數外企本部所在國的政策相差很大。外企如果不能很好地適應這些差異，便會處於不利境地。因此，外企最好在進入中國前請中國當地的咨詢公司提供相關政策咨詢，以確保成功。

Background Information

At present, adapting to the Chinese system is a difficult management problem encountered by many foreign enterprises. China' s unique financial, taxation, industrial, and commercial policies are very different from the policies that exist in the home countries of most foreign companies. Foreign companies may find themselves at a disadvantage if they cannot adapt to these differences. Therefore, in order to insure success, prior to entering the Chinese market, it is advised that foreign enterprises first consult with the local consulting company which can provide relevant policy information.



生词表

总体	總體	zǒngtǐ	（名）	overall; total
目标	目標	mùbiāo	（名）	objective; goal; target
明确	明確	míngquè	（形）	clear and definite
得当	得當	dédàng	（形）	apt; appropriate; proper
典范	典範	diǎnfàn	（名）	model; example; paragon
实效	實效	shíxiào	（名）	actual effect; efficacy
佳	佳	jiā	（形）	distinguished; good; fine
显示	顯示	xiǎnshì	（动）	to show; to indicate; to demonstrate; to manifest
棘手	棘手	jíshǒu	（形）	difficult to handle; knotty; thorny; troublesome
想像	想像	xiǎngxiàng	（动、名）	to imagine; to visualize; imagination
摩擦	摩擦	mócā	（名、动）	friction (between people); to rub
猜疑	猜疑	cāiyí	（名、动）	suspicion; to suspect; to be suspicious
避免	避免	bìmiǎn	（动）	to avoid; to prevent something from happening
障碍	障礙	zhàng'ài	（名）	hindrance; obstruction; barrier
境地	境地	jìngdì	（名）	situation; circumstances; condition
咨询	咨詢	zīxún	（动）	to seek advice from; to consult
确保	確保	quèbǎo	（动）	to guarantee; to ensure

1. 该

a. (代) "this; that; the above mentioned"

该 is used in the written form and in formal situations to designate a person or thing which has been mentioned previously.

1. 该厂完全依照外商提供的模型制作塑料玩具。
The factory relies totally on models provided by a foreign company in manufacturing its plastic toys.

2. 该公司经营混乱，连年亏损，迟早会倒闭。
The company has poor management and has been in the red for years. Therefore, sooner or later it will collapse.

3. A 公司于 B 公司去年上市前购入该公司两成股权，但最近因股价下跌而计划出售其资产。
Company A acquired 20 percent of Company B's shares before it went public last year, but Company A now plans to sell its shares due to falling share price.

b. (助动) "ought to; should"

该 can also be used as an auxiliary verb meaning 应当 or 应该, and is often used in colloquial expression.

1. 跨国公司该大力培养本地人才，并提升他们为中高层管理人员。
MNCs should make a great effort to train local people and promote them to mid and top-level managerial positions.

2. 顾客满意度不断下降，公司早该进行调查。
Considering that customer satisfaction rates have continually declined, the company should have proceeded with market research a long time ago.

3. 冬天到了，院子里的梅花该开了。
Winter has arrived, so the plum trees in the yard should be in bloom by now.

2. 因此

a. (连) "because of this; for this reason; consequently"

1. 由于管理不符合当地的传统文化，劳资纠纷因此而产生了。
Management failed to fit in with the local traditional culture and, consequently, disputes between employees and employers have arisen.

2. 新产品上市之前，公司花了很多人力和物力做广告，市场因此一下子打开了。
Prior to entering the market, the company expended great amount of human and material resources on advertising, which consequently immediately opened up the market for release of the new products.

3. 原定于十点开会，现在已经是十一点了，人还没有到齐，总经理因此发火了。
The meeting was originally scheduled for 10 a. m., but by 11 a. m., some people still hadn't arrived and because of this the general manager lost his temper.

b. (连) "therefore; thus"

由于or 因为 can be placed at the beginning of the first clause to indicate a cause or reason. 因此 is placed at the beginning of the second clause to indicate an effect or result.

1. 这个新产品的设计富有创意，因此很快被采用了。
The new product's design was very innovative and was therefore quickly adopted.

2. 温室效应是全球性的问题，因此需要世界各国的共同努力。
The greenhouse effect is a global problem; therefore, it requires the joint effort of all the countries in the world.

3. 因……而……（连）“because . . .”

This pattern is used to link the cause, which is introduced by 因, and the result, which is introduced by 而. Please refer to Section 3, Lesson 2.3, Explanation of Terms, Volume One, for more examples.

1. 他因病而提早退休了。
He took early retirement because of an illness.

2. 因汇率变动而造成的损失把公司三年来的利润都抵消掉了。
A loss due to exchange rate fluctuations wiped out all the profits that our company generated in the past three years.

3. 合资双方因在利润分配上有分歧而终止了公司运营。
The joint venture parties were forced to cease operations due to a disagreement over profit distribution.

4. 处于（动）“to be in a certain position, situation or condition”

于 is a preposition meaning “at”. 处 is a verb and should be pronounced with a third tone. 处于 is the written form of 处在.

1. 中国的市场经济正处于起步阶段。
China's market economy is still in its infancy.

2. 发展中国家在国际贸易关系中处于不利的地位。
Developing countries are at a disadvantage with respect to international trade.

3. 中、美两国无法解决贸易争端，使得很多公司处于进退两难的境地。
The inability of the U. S. and China to settle their trade disputes has put many companies in a difficult position.

词语辨析

1. 组成　组织

组成（动）“to form; to make up; to comprise; to consist of”

1. 来自不同部门的代表组成了一个管理委员会。
Representatives from various departments have formed an arbitration committee.

2. 这家私有企业的董事会主要是由家族成员组成的。
The board of directors for this private company consists mainly of family members.

3. 由各行业代表和政府官员所组成的考察团今天抵达华盛顿，将对美国的技术及行业政策进行考察。
The delegation, which is comprised of representatives from various business and government officials, arrived today in Washington D. C. They are here to study U. S. technologies and industrial policies.

组织

a.（动）“to organize; to form”

1. 为了更好地向顾客提供优质服务，公司特意每年组织所有大客户参加盛大的答谢宴会。
In order to provide better customer service, every year the company organizes a spectacular “customer appreciation” banquet to which all major clients are invited.

2. 为了更好地沟通员工的感情，公司每年都会组织春节联欢晚会。
Each year, our company organizes an evening Spring Festival party in order to promote amiable interaction among employees.

3. 他因组织非法赌博而被逮捕。
He was arrested because he had organized illegal gambling.

4. 他写的报告结构组织得很严谨。
The report he wrote was carefully organized.

b.（名）"organization"

1. 最近国际警察破获了一个重大的跨国贩毒组织。
Recently, international police uncovered a huge multinational drug smuggling organization.

2. 在钢铁行业中，工会组织有着很大的力量。
Union organizations wield a lot of power in the steel industry.

3. 对公司来说，ERP 就像人的神经组织，随时向管理阶层汇报公司的营运情况。
For a company, an ERP system is synonymous with the central nervous system in a human body in that it continuously reports the status of company operations to management.

4. 政府严厉禁止各种非法组织，以保障社会安定。
The government strictly bans illegal organizations in order to safeguard social stability.

组织 can be used either as a noun or a verb. When used as a verb, it places emphasis on organizing or making a group more orderly. 组成 can only be used as a verb and places emphasis on forming or being a part of a greater whole.

2. 目标 目的

目标（名）“target; objective; goal; aim”

1. 移动射击时，很难对准目标。
   It is difficult to aim and shoot accurately while moving.

2. 我们公司的经营目标是为广大用户提供满意的服务。
   The objective of our company is to provide customer satisfaction through service.

3. 他一进公司就为自己定下明确的目标：五年以内要成为合伙人。
   The moment he joined the company, he set for himself the specific goal of becoming a partner within five years.

目的（名）“destination; purpose; aim; goal; objective”

1. 北京是我们这次旅游的最终目的地。
   Beijing is the final destination of our trip.

2. 此次去大西北的目的是考察当地的投资环境。
   The purpose of this trip to the Great Northwest is to investigate the local investment environment.

3. 为达到扩大市场份额的目的，我们的竞争对手不惜赔本，廉价倾销。
   In order to increase market share, our competitor would not hesitate to sell below cost.

4. 为了阻止恶意收购者达到其不可告人的目的，公司董事会决定立即召开会议讨论反吞并方案。
   In order to prevent the malicious purchasers from attaining their hidden objectives, the Board of Directors decided to hold a meeting immediately to discuss the anti-merger plan.

When 目的 and 目标 are used to mean “goal or objective”, they can be used interchangeably. For example, 无论工作还是求学，都要有明确的目标(or 目的).

The main differences between these two nouns are: *1)* 目标 means a target as in shooting while 目的 means a destination of a journey. *2)* 目标 also refers to a criterion, standard, or benchmark. *3)* Modifiers of 目标 are either neutral in tone such as 明确、主要、其他、高/低、大/小、远/近、新 or positive such as 远大、长远 or 伟大. In contrast, 目的 can be modified either by a positive modifier such as 伟大、崇高、明确, or a negative modifier such as 卑鄙、可耻、不可告人, etc.

3. 资金　资本　资产

资金（名）"fund; capital"

1. 为了举办2008年奥运会，中国政府投入了大量的资金。
   The Chinese government invested substantial funds in preparation for the 2008 Olympic Games.

2. 资金周转不灵会降低公司的对外支付能力，从而影响到公司的声誉。
   Insufficient cash-flows will lower the company's ability to make payments and thereby affect the company's reputation.

3. 我们公司应拥有充足的资金进行技术开发，以维持企业的领先地位。
   Our company should have sufficient funds to support R&D in order to maintain a leading position in our industry.

资本（名）"capital assets; what's capitalized on; something valuable"

1. 该公司依靠其雄厚的资本不断扩大海外投资。
   The company has continuously expanded its overseas investment by relying on its abundant capital.

2. 钢铁、石油和汽车都属于资本密集型行业。
   Steel, petroleum, and automobiles are capital-intensive industries.

3. 灵敏的观察力和灵活的反应力是他成功的资本。
His keen sense of observation and quick reaction are the keys to his success.

资产（名）“assets”

1. 资产回报率是评估公司业绩的有效标准。
Return on assets is an effective index for evaluating corporate performance.

2. 由于他有效的管理，公司资产在短短三年内翻了两番。
Because of his effective management, the company's assets have increased quadrupled in only three years.

3. 公司重组后注入了大量优良资产。
After restructuring, the company has been injected with a great amount of high quality assets.

4. 这批优秀的电脑程序员是公司宝贵的资产。
These outstanding computer programmers are valuable assets of the company.

资金 mainly refers to fund or resources such as cash. 资本 primarily means capital or equity. 资本 can also mean something that is valuable without necessarily having monetary value such as a personal quality or trait of practical value. 资产 refers to both physical and intangible assets, any useful or valuable asset or resource that can be turned into cash to cover liabilities.

4. 运用　应用

运用（动）“to utilize; to make use of”

运用 means to operate or make use of something. It usually has the abstract nouns 技巧、技术、方法、能力, or 判断力 as its objects.

1. 现在银行都运用电脑来管理资产。
Today, all banks make use of computers to manage their assets.

2. 他不仅精通理论，而且还能灵活运用理论。
Not only has he mastered the theory, he can also skillfully apply it.

3. 领导者要能在紧要关头运用个人判断力来解决问题。
Leaders must be able to exercise their own judgment in order to solve problems at critical junctures.

4. 在处理实际问题时，要灵活运用书本上所学的知识。
When tackling real problems, one should be able to flexibly apply knowledge learned from books.

应用（动、名）"to apply a principle or theory; put to practical use"

Besides being used as a verb, 应用 can also modify a noun and form a fixed phrase such as 应用科学、应用语言学、应用软件, etc. When used as a verb, 应用 usually has an object and can have a complement as well.

1. 这种电子技术可以应用在很多领域中。
This electronic technology can be applied in many areas.

2. 我们要把所学到的管理知识灵活地应用到公司的日常工作中去。
We should flexibly apply the management knowledge we have learned to the company's daily work.

3. 二十世纪，电子技术在各个领域中得到了广泛应用。
Electronic technology has been applied widely in numerous fields during the 20th century.

Both 运用 and 应用 mean to take a theory or some knowledge and put it to use in some practical application, so there is some overlap in usage between these two words. However, 运用 is more general in meaning and usually only used with the abstract nouns listed above. On the other hand, the meaning of 应用 is more precise and emphasizes the practical application of a theory or principle.

5. 典范 典型

典范（名）“model; excellent example; paragon”

1. 各地都把经济特区作为典范，先后制定了许多方便外商投资的政策。
One after another, various regions have used special economic zones as a model to form policies to facilitate foreign investment.

2. 故宫是中国式建筑的杰出典范。
The Forbidden City is an outstanding example of Chinese architecture.

3. 丰田汽车公司的创始人丰田先生是企业家的典范。
Mr. Toyota, the founder of Toyota Corporation, is a paragon among entrepreneurs.

典型（名、形）“typical case; classic case; typical; classic”

1. 随着现代城市的发展，典型的四合院越来越少了。
As the city developed into a modern metropolis, the number of classic “*siheyuan*” (traditional courtyard houses) has diminished.

2. 你举的例子不够典型。
The example you raised is not exactly typical.

3. 成长中的公司碰到现金流量问题是典型的现象。
Growing companies experiencing cash flow problems is a typical phenomenon.

典范 means “a model that is emulated and highly regarded”, whereas 典型 means “someone or something is a typical, classic, or average case or an example”. 典范 has a positive connotation, but 典型 is rather neutral in tone. 典范 is only used as a noun, while 典型 is often used as an adjective.

6. 显示　显现

显示（动）“to show; to indicate; to demonstrate; to manifest”

1. 刚进公司不久，他就显示了非凡的组织能力。
   He demonstrated his extraordinary organizational ability shortly after he joined the company.

2. 最近的物价上涨显示出通货膨胀的迹象。
   The recent rise in prices is indicative of inflation.

3. 现代管理方式的优越性已经显示出来了。
   The advantages of modern management have already been demonstrated.

显现（动）“to show; to reveal oneself; to appear”

1. 公司重组后马上显现了活力。
   After restructuring, the company immediately displayed signs of vitality.

2. 任何措施都要经过一段时间以后才能显现出效果。
   It takes time for any strategy to show results.

3. 把胶卷放在药水里冲洗，底片上的影像就会显现出来。
   After soaking the film in chemicals, the images on the negatives will appear.

显示 is used to show or to manifest something of importance to others through action. It can have an object or a complement. 显现 refers to the involuntary revealing of something such as scenery.

第五章

对外贸易

5.1 中国的对外贸易现状

对内改革与对外开放在中国是同时进行的。它们作为中国步入市场化经济的两大重要决策，不仅对1979年以后中国经济的发展发挥了非常重要的作用，而且也启动了中国参与国际资本市场和商品贸易市场一体化的进程。

在对外贸易方面，自从79年改革开放以来，中国的外贸体制改革取得了惊人的进展。外汇收支明显改善，对外贸易效益不断提高，为中国出口创汇作出了很大的贡献。

在对外贸易获得高速发展的同时，中国进出口商品结构也逐步优化，贸易方式和贸易市场走向多元化。目前，中国制成品的出口已超过了初级产品的出口，而出口结构也由原来的农业和资源密集型转向劳动和资本密集型。

中国现在不仅开展现汇贸易、转口贸易，而且还大力发展期货贸易、易货贸易和补偿贸易等，体现了贸易方式的灵活多样。同时，对外贸易市场也越拓越宽。目前，中国和世界上绝大多数国家都建立了良好的贸易关系，形成了中国对外贸易大发展的新格局。

5.1 中國的對外貿易現狀

對內改革與對外開放在中國是同時進行的。它們作爲中國步入市場化經濟的兩大重要決策，不僅對1979年以後中國經濟的發展發揮了非常重要的作用，而且也啓動了中國參與國際資本市場和商品貿易市場一體化的進程。

在對外貿易方面，自從79年改革開放以來，中國的外貿體制改革取得了驚人的進展。外匯收支明顯改善，對外貿易效益不斷提高，爲中國出口創匯作出了很大的貢獻。

在對外貿易獲得高速發展的同時，中國進出口商品結構也逐步優化，貿易方式和貿易市場走向多元化。目前，中國製成品的出口已超過了初級產品的出口，而出口結構也由原來的農業和資源密集型轉向劳動和資本密集型。

中國現在不僅開展現匯貿易、轉口貿易，而且還大力發展期貨貿易、易貨貿易和補償貿易等，體現了貿易方式的靈活多樣。同時，對外貿易市場也越拓越寬。目前，中國和世界上絶大多數國家都建立了良好的貿易關係，形成了中國對外貿易大發展的新格局。

5.1 China's Current Foreign Trade Situation

Internal reform and external "Open Door" policies have been concurrently implemented in China. As two important strategic policies for China's transition into a market economy, they have not only had a great impact on China's economic development since 1979, but they have also propelled China into participating in the integration of international capital and commodity trading markets.

Since 1979, foreign trade reforms have made astounding progress. China' s foreign exchange balance has improved markedly. Foreign trade has become more and more profitable which, in turn, has contributed to increased foreign exchange.

Along with the rapid development of foreign trade, the structure of imports and exports has gradually improved, and trading methods and markets have become more diversified. At present, China's exports in finished products have already surpassed that of raw products. In addition, the structure of the export market has shifted from agricultural and resource-intensive products to labor and capital-intensive products.

Aside from cash-based and entrepôt trade, China is also focusing its efforts on the development of futures, barter, and compensation trade which reflects a diverse array of flexible trade formats. At the same time, China's foreign trade market has continued to expand. To date, China has established excellent trade relations with the vast majority of countries in the world. These relationships have boosted China's foreign trade development to a new level.

背景知识

在改革开放前的计划经济时期，中国在世界贸易体系中的地位是微不足道的。1977 年，中国的进出口贸易总额还不足 150 亿美元，在世界贸易中仅居第 30 位。然而，经过 20 年的经济市场化和贸易自由化的改革，中国的对外贸易获得了前所未有的发展。到 90 年代初，中国在国际经济中的地位和角色发生了彻底的转变。2000 年，中国的进出口贸易总额达到 4700 亿美元，比上年增长了 31.5%。中国有望跃居世界第八大出口国。

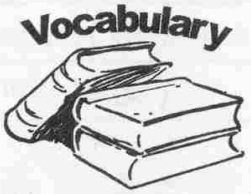
背景知識

在改革開放前的計劃經濟時期，中國在世界貿易體系中的地位是微不足道的。1977 年，中國的進出口貿易總額還不足 150 億美元，在世界貿易中僅居第 30 位。然而，經過 20 年的經濟市場化和貿易自由化的改革，中國的對外貿易獲得了前所未有的發展。到 90 年代初，中國在國際經濟中的地位和角色發生了徹底的轉變。2000 年，中國的進出

口貿易總額達到4700億美元，比上年增長了31.5%。中國有望躍居世界第八大出口國。

Background Information

Under the planned economy that preceded the reforms, China's status in the international trade system was insignificant. In 1977, its total trade volume was less than US $15 billion, ranking only 30th worldwide. However, the past twenty years of reform in marketization of the economy and liberalization of trade has resulted in an unprecedented advance in China's foreign trade. By the early 1990's, China had made a complete turnaround with respect to the role it played and the status it held in the international economy. In 2000, total trade volume reached US $470 billion, a 31.5 percent increase over the previous year. China can soon expect to jump to the rank of being the eighth largest exporter in the world.



生词表

作为	作爲	zuòwéi	（动、名）	as; in the capacity of; in the role of; achievement; (form of) conduct
步入	步入	bùrù	（动）	to enter; to get into
决策	決策	juécè	（名）	strategic decision
启动	啓動	qǐdòng	（动）	to start (a process or movement)
一体化	一體化	yìtǐhuà	（名）	integration; to unify into a single entity
进程	進程	jìnchéng	（名）	course; process
收支	收支	shōuzhī	（名）	revenue and expenditure
明显	明顯	míngxiǎn	（形）	clear; obvious; noticeable; evident; distinct
改善	改善	gǎishàn	（动）	to improve; to make better
创汇	創匯	chuànghuì	（名、动）	foreign exchange earnings; to obtain money in hard currency
贡献	貢獻	gòngxiàn	（名、动）	contribution; dedication; to contribute; to devote
多元化	多元化	duōyuánhuà		diversity; to diversify
制成品	製成品	zhìchéngpǐn	（名）	finished product
现汇贸易	現匯貿易	xiànhuì màoyì		trading on a cash basis
转口贸易	轉口貿易	zhuǎnkǒu màoyì		entrepôt trade; intermediary trade; re-export trade
期货贸易	期貨貿易	qīhuò màoyì		futures trade; transaction in futures
易货贸易	易貨貿易	yìhuò màoyì		barter trade
补偿贸易	補償貿易	bǔcháng màoyì		compensation trade
体现	體現	tǐxiàn	（动）	to reflect; to embody; to characterize; to personify

灵活	靈活	línghuó	（形）	flexible; adaptable; nimble
多样	多樣	duōyàng	（形）	diverse
格局	格局	géjú	（名）	structure; arrangement
微不足道	微不足道	wēi bù zú dào		insignificant; not worth mentioning
不足	不足	bùzú	（形、名）	inadequate; insufficient; deficiency; shortage
居	居	jū	（动）	to occupy a certain position; to hold a position; to reside
然而	然而	rán'ér	（连）	however; nevertheless
前所未有	前所未有	qián suǒ wèi yǒu		unprecedented
角色	角色	juésè	（名）	role; part or character (in a film or play)
彻底	徹底	chèdǐ	（形）	thorough; complete
跃居	躍居	yuèjū	（动）	to jump to; to leap to

1. 作为

作为 can be used as a verb or a noun. The meanings and usages are as follows:

a. （动）"as; in the capacity of; in the role of"

作为 is used to describe the characteristics, capacity, or role of someone or something. The phrase may or may not modify a specific subject. If the statement refers to a general or universal situation, the subject can be omitted.

1. 作为公司的领导，首先应该全面了解公司的经营状况。
As a company leader, one should first comprehensively understand the company's operations.

2. 作为财务经理，他必须定期向股东汇报公司的盈利情况。
As a finance manager, he must regularly report on the company's profit status to its shareholders.

3. 作为中国最早的沿海开放城市之一，天津市的外商投资额每年都在提高。
As one of the first coastal cities to be opened in China, Tianjin's foreign investment has been increasing each year.

b. (动) "regard as; treat as; serve as; look on as; take for"

When 作为 is used as a verb, it is often used in 把 sentences.

1. 你们公司的经验可以作为案例来学习。
The experience of your company can serve as a model for a case study.

2. 很多中国人把打太极拳作为健身的方法。
Many Chinese take up *taijiquan* as a form of exercise.

3. 许多跨国公司把到中国投资作为近期的发展目标。
Many multinational companies regard investment in China as their development goal for the near future.

c. (名) "accomplishment; achievement"

作为, as a noun, can also mean one's achievement. When used in this sense, 作为 is often modified by 一番、大有, or 有所 (or 无所 foy a negative form).

1. 年轻人在这样的公司可以有一番作为。
Young people can accomplish a great deal in such a company.

2. 他才三十出头就已经在学术上大有作为了。
He is only in his early thirties, and yet he has already made great achievements in academia.

3. 既然你在这个公司无所作为，不如尽早离开，另谋高就。
Since you have no opportunity for advancement in this company, it would be better for you to resign as soon as possible and seek a better position in another company.

d.（名）"conduct; deed; action"

When 作为 is used as a noun, it can either refer to a person's behavior or an organization's conduct. 所作所为 is a commonly used fixed phrase.

1. 判断一个人应该是根据他的作为而不是他的言辞。
One should judge a person by his deeds rather than by his words.

2. 他的所作所为违反了中国的税法，终会受到严厉的惩罚。
He will be punished eventually because his conduct was in violation of China's tax regulations.

2. 对……发挥作用（介）"to play a role in..."

The meaning and usage of this pattern is similar to 起…作用 (refer to Section 3, Explanation of Terms, Lesson 2.1, Volume One for more examples). Both mean that one thing has an effect on another. However, the expression 对… 发挥作用 is more formal and is only used in the written form, whereas 起…作用 can be used in either spoken or written form.

1. 中国信息产业的开放对引进外资、加强产业间的竞争发挥了重要作用。
The opening up of the information industry in China plays an important role in attracting foreign investment and fostering inter-industry competition.

2. 公司本季度的盈利超过了财务分析家的预测，这对公司股票价格的上涨发挥了作用。
The profits of the current quarter exceeded financial analysts' expectations; this played an important role in boosting the company's stock price.

3. 新型超薄显示屏对手提电脑的发展发挥了很大的作用。
New super-thin screens play an important role in the development of laptop computers.

3. 由（介）“from”

Besides the usage that was explained in Section 1, Lesson 1. 1, Explanation of Terms, Volume One, 由 in this lesson is a written form of 从, meaning “from” and indicating a starting point in time, place, or range.

1. 八十年代初，中国的经济模式开始由计划经济向市场经济过渡。
In the early 1980's, China's economic model began to transform from a planned economy to a market economy.

2. 陈列室里的机器由小到大地排列成一排。
The machines in the exhibition room were arranged from the smallest to the largest.

3. 学习语言需要由浅入深，并要不断地温故知新。
Learning languages requires starting from the elementary level and progressing to the advanced level, coupled with continuous reviews.

4. 中国的住房体制改革首先在几个沿海城市进行试点，成功后加以推广。这种由点到面的做法是值得赞许的。
China's housing reform began on a trial basis in selected coastal cities and then was expanded after a measure of success. This practice of developing from a point and spreading out to a whole area is praiseworthy.

5. 公司 CD 的月产量将由目前的三百万片提高到八百万片。
The company's current monthly CD output will be raised from three to eight million units.

6. 那批货是由天津经厦门运到台湾的。
That batch of goods was shipped from Tianjin to Taiwan through Xiamen.

词语辨析

1. 政策 决策 对策

政策（名）“policy”

1. 国家政策的稳定是创造良好投资环境的首要条件。
The stability of state policy is a primary prerequisite for creating a sound investment environment.

2. 每年的政府工作报告都会阐述下一年度的各项政治、经济和外交政策。
The annual government reports always set forth the political, economic, and diplomatic policies for the following year.

3. 下一个五年计划将继续实行积极的财政政策。
The next five-year plan will continue to implement an aggressive financial policy.

决策（名、动）“policy decision; strategic decision; to formulate or decide on a policy”

1. 邓小平是中国历史上的决策人物之一。
   Deng Xiaoping was one of the most decisive figures in China's history.

2. 决策机构的成员是由董事会任命的。
   Members of the policy-making body are appointed by the Board of Directors.

3. 这项决议应该请领导决策。
   The leader should be asked to make this policy decision.

对策（名）“countermeasure; counter-move; the way to deal with the situation”

1. 面对市场竞争的日趋激烈，该公司采取的对策是提高效率、降低成本。
   With increasingly fierce competition in the market, the company adopted countermeasures to improve productivity and decrease costs.

2. 在饮料市场上，可口可乐公司时刻针对百事可乐公司制定营销对策。
   In the beverage market, Coca-Cola constantly formulates marketing countermeasures that target Pepsi.

3. 工厂面临倒闭，领导却毫无对策。
   The factory is facing a closure, yet the manager did not come up with any countermeasures to avoid this fate.

政策 refers to a plan of action or statement of aims and ideas, especially one made by a government, political party, company, school, etc. 对策 is a newly developed phrase and means to employ a policy or strategy to counter an existing policy plan or situation. 决策, in its primary usage as a noun, refers to a more important strategic plan or decision-making policy of a political, economic, or military nature. When used as a verb, 决策 does not have an object.

2. 进程　过程

进程（名）“course; process; progress; pace”

1. 手术加快了病人的康复进程。
The operation sped up the patient's recovery.

2. 中国加入世界贸易组织可以加速经济改革的进程。
China's accession to the WTO could speed up its economic reform.

3. 欧洲货币的统一促进了各国经济合作，缩短了欧洲经济一体化的进程。
The unification of European currencies promoted economic cooperation among member countries and shortened the course of unifying the European economy.

过程（名）“course; process”

1. 这件事从开始到结束的全部过程只有总监一个人知道。
Only the supervisor knows the entire course of events pertaining to this matter.

2. 超薄液晶显示屏的生产过程十分复杂。
The manufacturing process of super-thin liquid crystal display screens is extremely complicated.

3. 调查过程中发现，公司在产品成本核算上出现了错误。
It was discovered during the course of the investigation that the company made mistakes in product cost calculations.

Both 进程 and 过程 indicate a series of connected actions or changes in the course of an event or development. Both can be used in the past, present, or future tense. 过程 indicates the entire course, i. e. from the beginning to the end of the development, whereas 进程 stresses the progress, speed, or pace of the development, since 进 means to advance or progress.

3. 格局 格式

格局（名）“arranged pattern; structure; setup; layout”

1. 国家、企业、大学同时参与开发新技术已经在美国形成了新的格局。
   The joint involvement of government, business enterprises, and universities in the development of new technology has already become a new pattern in the U. S.

2. 布雷顿森林体系确立了世界金融秩序的新格局。
   The Bretton Woods Accord established a new order for world finance.

3. 这座花园的格局很有中国苏州园林的风格。
   The layout of this garden is in the style of the Suzhou Garden of China.

格式（名）“form; format; pattern”

1. 商务信函须遵循一定的格式。
   Business letters should follow a certain format.

2. 按照既定的格式组织网上信息，可以方便信息传送，并有助于读者阅读和比较。
   Presenting online information in an established format will facilitate the conveyance of information and make reading and comparing information easier for users.

3. 为便于合同管理，今后应按照固定的格式制定合同。
   For the convenience of contract management, from now on all contracts should be drawn up in adherence to a certain format.

4. 现在企业之间的交流大多通过电子邮件，不再用以往繁琐的书信格式。
   Nowadays, communication among companies is handled mostly via email, replacing the cumbersome letter-writing format previously used.

格局 refers to the pattern of a plan or situation as well as the layout or architectural structure of a building. 格式 means the format or form of a chart or other written communications, particularly an official document.

5.2 机遇与挑战：中国加入世界贸易组织

1998 年 1 月，GATT（关税与贸易总协定）正式改名为 WTO（世界贸易组织）。WTO 是一个多边性的国际贸易组织，成员国之间互相开放市场，享有贸易自由的利益。作为一个经贸地位日趋重要的大国，中国自 70 年代以来就一直为加入这一国际性的经贸组织而不断地努力。1986 年，中国正式向 WTO 的前身 GATT 递交了入会申请，两年后，GATT 开始正式与中国进行谈判。

由于世贸组织要求成员国彼此开放市场，消除关税壁垒，让各种企业在国际上自由竞争，加入世贸组织对中国来说是一个很好的机遇，同时也是一个严峻的挑战。换句话说，成为世贸组织的成员国对中国经济发展既有有利的一面，也有不利的一面。

从不利的一面来看，同先进国家相比，中国的许多“幼稚工业”，例如汽车、机械、电子、通讯等都还处于发展阶段，技术水平较低，在国际市场上根本无法同发达国家同类产品竞争，完全开放市场意味着将摧毁薄弱的民

5.2 機遇與挑戰：中國加入世界貿易組織

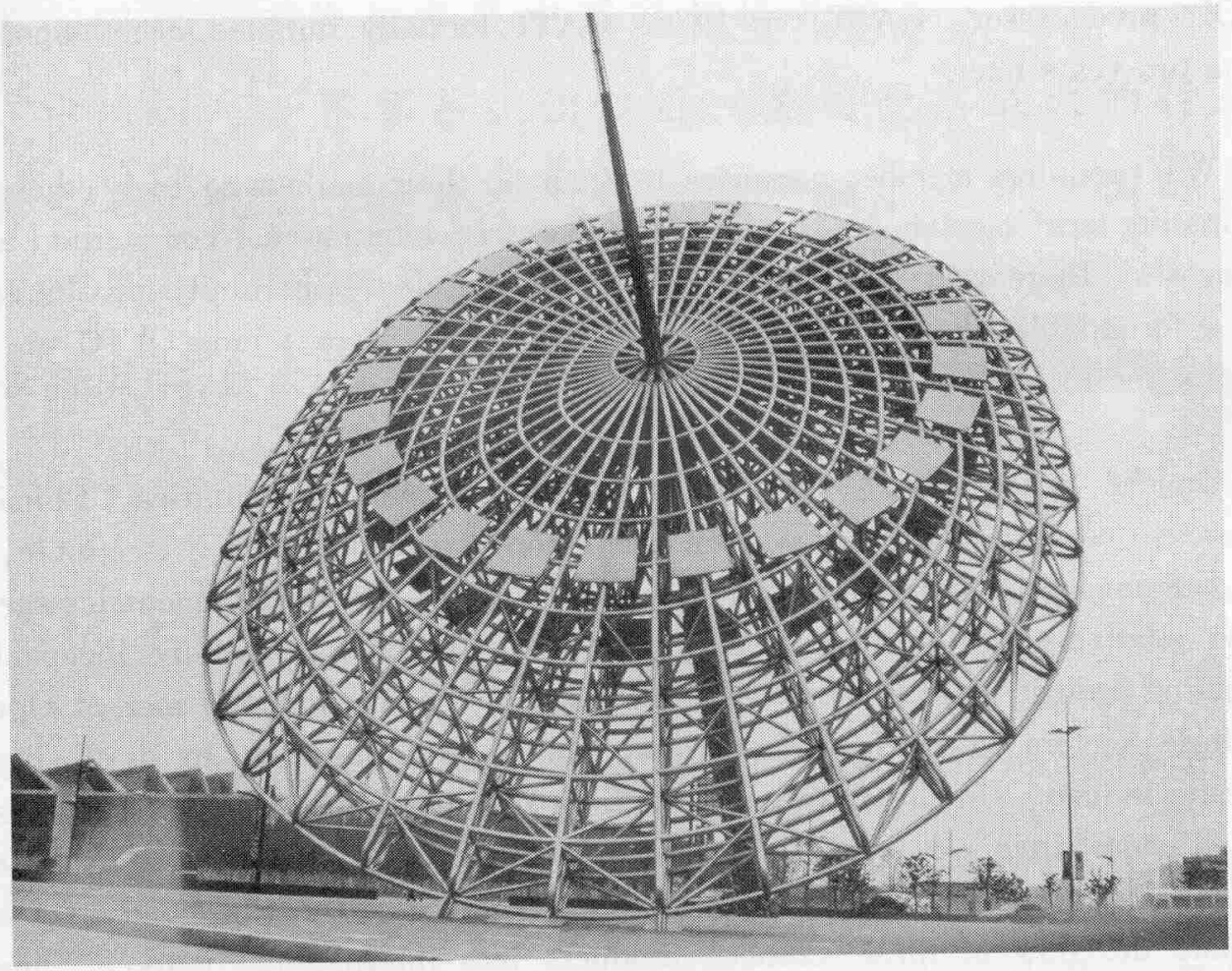
1998 年 1 月，GATT（關税與貿易總協定）正式改名爲 WTO（世界貿易組織）。WTO 是一個多邊性的國際貿易組織，成員國之間互相開放市場，享有貿易自由的利益。作爲一個經貿地位日趨重要的大國，中國自 70 年代以來就一直爲加入這一國際性的經貿組織而不斷地努力。1986 年，中國正式向 WTO 的前身 GATT 遞交了入會申請，兩年後，GATT 開始正式與中國進行談判。

由於世貿組織要求成員國彼此開放市場，消除關税壁壘，讓各種企業在國際上自由競爭，加入世貿組織對中國來説是一個很好的機遇，同時也是一個嚴峻的挑戰。換句話説，成爲世貿組織的成員國對中國經濟發展既有有利的一面，也有不利的一面。

從不利的一面來看，同先進國家相比，中國的許多“幼稚工業”，例如汽車、機械、電子、通訊等都還處於發展階段，技術水平較低，在國際市場上根本無法同發達國家同類産品競爭，完全開放市場意味著將摧毁薄弱的民

族工业。从有利的一面来看，中国的某些工业，例如轻工业、纺织业及家用电器业在世界上仍处于优势地位，世贸组织成员国间的市场开放有利于中国的这些产品进入国际市场，扩大出口。此外，开放市场将有利于引进先进的管理经验和生产技术。权衡利弊，加入世贸组织无疑是促进中国经济增长的主要途径。

族工業。從有利的一面來看，中國的某些工業，例如輕工業、紡織業及家用電器業在世界上仍處於優勢地位，世貿組織成員國間的市場開放有利於中國的這些產品進入國際市場，擴大出口。此外，開放市場將有利於引進先進的管理經驗和生產技術。權衡利弊，加入世貿組織無疑是促進中國經濟增長的主要途徑。



5.2 Opportunity and Challenge: China's Entry into the World Trade Organization (WTO)

The General Agreement on Tariffs and Trade (GATT) organization officially changed its name to the World Trade Organization (WTO) in January 1998. The WTO is a multilateral international trade organization in which member countries open up their respective markets to one another with the objective of gaining the benefits of free trade. As a country whose trade status is rapidly becoming more important in the world, China has spared no effort since the 1970's in gaining entrance into this organization. China formally submitted its application to enter WTO's predecessor, GATT, in 1986. GATT formally initiated negotiations with China two years later.

WTO requires member countries to open up their markets to each other while eliminating tariff barriers in an effort to create free international competition among businesses. Therefore, accession to WTO is an excellent opportunity for China, but also a formidable challenge. In other words, inherent in joining WTO are both benefits and drawbacks for China's economic development.

On the negative side, in comparison with advanced countries, China has numerous fledgling industries, such as the automotive, machinery, electronic, and telecommunications industries, which are all still in the developmental stage and utilize relatively low-level technology. These industries are totally incapable of competing against those of developed countries in the international market. Opening up these sectors to foreign competition would be tantamount to destroying the domestic industry. On the positive side, from the perspective of Chinese industries with a competitive advantage such as light industries, textiles, and household appliances, the mutual opening up of markets among WTO member countries would facilitate the flow of these Chinese products into international markets, thereby expanding exports. Furthermore, the opening of markets will give China more access to advanced management experience and manufacturing technology. Weighing the benefits and the drawbacks of WTO entry, there is no doubt that it is the best way to promote Chinese economy.

背景知识

虽然中国为加入世贸组织做出了许多积极的努力，但是谈判进程相当缓慢。中国与以美国为首的 WTO 发达国家成员国在中国加入 WTO 这个问题上的主要分歧是：中国认为自己是发展中国家，应该享受发展中国家的优惠待遇；美国则认为中国是个经济大国，对美国又存在着巨额贸易顺差，因此，不能与发展中国家相提并论。

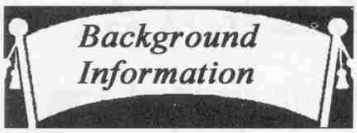
中国加入世界贸易组织以后，美国受惠最大的行业将包括农业、化工、能源、汽车、高科技、通讯、国际互联网以及银行、保险、会计等服务业。据预测，共有 10 余种行业将获得更大的经济利益。受损的行业则有纺织业、制衣业和其它劳动密集型产业。

背景知識

雖然中國爲加入世貿組織做出了許多積極的努力，但是談判進程相當緩慢。中國與以美國爲首的 WTO 發達國家成員國在中國加入 WTO 這個問題上的主要分歧是：中國認爲自己是發展中國家，應該享受發展中國家的優惠待遇；

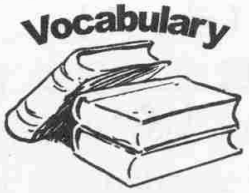
美國則認爲中國是個經濟大國，對美國又存在著巨額貿易順差，因此，不能與發展中國家相提並論。

中國加入世界貿易組織以後，美國受惠最大的行業將包括農業、化工、能源、汽車、高科技、通訊、國際互聯網以及銀行、保險、會計等服務業。據預測，共有10餘種行業將獲得更大的經濟利益。受損的行業則有紡織業、製衣業和其它勞動密集型產業。



Although China has put much energy into gaining entry into the WTO, the negotiation progress has been slow. The principle difference of opinion between China and the U. S. , the leader among advanced WTO members, is that China considers itself to be a developing country which should enjoy the same kind of preferential treatment as other developing countries. The U. S. , however, sees China as an economically powerful country that has a huge trade surplus with the U. S. , and therefore is not comparable to other developing countries.

The sectors in the U. S. that stand to gain the most from China's entry into the WTO include agriculture, chemical engineering, energy, automotive, technology, telecommunications, internet, banking, insurance, and accounting. According to some projections, more than ten sectors in the U. S. stand to garner enormous economic benefits from China's entry into the WTO. American industries that may be hurt by China' s entry include textiles, garment manufacturing, and other labor intensive industries.



生词表

机遇	機遇	jīyù	（名）	opportunity; favorable circumstances
关税	關税	guānshuì	（名）	customs duty
协定	協定	xiédìng	（名）	agreement; treaty
多边	多邊	duōbiān	（形）	multilateral
享有	享有	xiǎngyǒu	（动）	to enjoy (rights, prestige, etc.)
利益	利益	lìyì	（名）	benefit; gain; profit
日趋	日趨	rìqū	（副）	day by day; gradually
递交	遞交	dìjiāo	（动）	to hand over; to submit
谈判	談判	tánpàn	（动）	to negotiate
消除	消除	xiāochú	（动）	to eliminate; to remove; to dispel; to clear up
壁垒	壁壘	bìlěi	（名）	barrier; rampart
幼稚	幼稚	yòuzhì	（形）	childish; immature
通讯	通訊	tōngxùn	（名）	communication; dispatch; correspondence
根本	根本	gēnběn	（名、形、副）	foundation; basic; fundamentally; simply
无法	無法	wúfǎ	（动）	to be incapable of . . . ; to have no way to . . .
意味	意味	yìwèi	（动）	to imply; to signify
摧毁	摧毀	cuīhuǐ	（动）	to destroy; to wreck; to smash
薄弱	薄弱	bóruò	（形）	weak; vulnerable; frail
民族工业	民族工業	mínzú gōngyè		domestic industry
权衡	權衡	quánhéng	（动）	to weigh (pros and cons)
无疑	無疑	wúyí	（副）	beyond doubt; undoubtedly
途径	途徑	tújìng	（名）	way; channel (usually used as a metaphor)
缓慢	緩慢	huǎnmàn	（形）	slow; sluggish

分歧	分歧	fēnqí	（名）	difference；divergence
享受	享受	xiǎngshòu	（动、名）	to enjoy；to benefit from；enjoyment；pleasure
顺差	順差	shùnchā	（名）	surplus in foreign trade；favorable balance（antonym is 逆差）
相提并论	相提並論	xiāng tí bìng lùn		to mention in the same breath
化工	化工	huàgōng	（名）	chemical industry；chemical engineering
余	餘	yú	（数）	more than；over

1. 正式

正式 describes something that follows or adheres to accepted forms and/or regulations. It can be used as an adjective or an adverb.

a.（形）"formal；official；regular"

1. 正式合同将以中文和英文两种语言签署。
A formal contract will be signed in both Chinese and English.

2. 在不久的将来，美国总统将对中国进行正式访问。
The President of the U. S. will pay an official visit to China in the near future.

3. 成为正式会员以后，本网站的用户可以免费检索查看数据库的所有信息。
After becoming a regular member of our web site，a user can search and check all the information in our database free of charge.

b.（副）"formally"

1. 我们正式邀请贵公司来中国进行技术和商务合同的谈判。
We hereby formally invite your company to China to conduct technical and commercial contract negotiations.

2. 国家有关部门最近正式批准了三家企业在境外上市。
Recently, relevant government authorities formally approved three enterprises to be listed abroad.

3. 大会已于昨日正式开幕。
The conference formally opened yesterday.

2. 日趋（副）"day by day; gradually"

日趋 is a written form of 一天一天地走向…, which means that with each passing day, a situation gradually changes or a condition slowly emerges.

1. 随着政府在社会保障方面直接投入的增加，中国的社会保障体系正日趋完善。
With the government's increasing direct involvement in social security, China's social security system is improving day by day.

2. 随着证券法规的进一步完善，中国的股票市场日趋繁荣。
With the improvement of securities laws, the stock market in China is gradually becoming more prosperous.

3. 失去生活目标使他日趋堕落，无法自拔。
Losing his purpose in life caused him to gradually degenerate and he could not pull himself out of his slump.

3. 为……而……

The 为…而…structure is usually used only in the written form and connects the action (introduced by 而) with the purpose, reason, or motive (introduced by 为).

1. 世界各国都在为解决环境污染问题而积极采取行动。
The whole world is taking positive action in order to tackle the problem of environmental pollution.

2. 中美两国为解决纺织品贸易争端而进行了多次谈判。
China and the U. S. have held several rounds of negotiations aimed at solving their disputes over the textile trade.

3. 我们在任何情况下都不应该为一时的利益而放弃道德准则。
One should not forsake moral standards for short-term benefits under any circumstances.

4. 为艺术而艺术不是真正的艺术。
Creating art for art's sake isn't really art.

4. 相比（动）"to compare"

相比 is used to compare two subjects. A commonly used pattern is 同（和、与）Item A 相比，Item B... This is read as "compared to Item A, Item B is..."

1. 这两种产品不能相比（较）。
These two products cannot be compared.

2. 同发达国家相比，发展中国家的生活水平还有待提高。
Compared with developed countries, the living standards in developing countries can still be improved.

3. 和竞争对手相比，我们公司产品的技术优势并不突出。
Compared with our competitors, the technical advantage of our products is not particularly outstanding.

5. 根本

根本 can be used as a noun, an adjective, or an adverb. It can also be used in a prepositional structure such as 从根本上, where 根本 remains a noun but the structure acts as an adverbial modifier.
Note: When used as an adverb, the meaning differs depending on whether it is used in an affirmative or a negative sentence. If used in an affirmative sentence, it means "thoroughly or completely", and if used in a negative sentence it means "not at all; simply".

a. (名) "basics; foundation; essence"

1. 水和土是植物生长的根本。
   Water and soil constitute the basis of plant growth.

2. 要想彻底解决问题就要找到问题的根本。
   The key to completely solving the problem is grasping its root.

3. 从根本上改变政府机关的官僚作风不是一朝一夕的事情。
   Fundamentally changing the bureaucracy in a governmental organization cannot be realized in one day.

b. (形) "basic; fundamental; essential"

1. 让学生们留在学校里参加课外活动是减少青少年犯罪的根本对策之一。
   One of the fundamental measures used to reduce juvenile delinquency is to allow students to participate in extracurricular activities in school.

2. 导致他堕落和犯罪的根本原因在于他缺乏家庭的温暖。
   The fundamental reason for his degeneration and crime was his lack of family support.

3. 提高员工的素质是促进企业发展的根本办法之一。
   One of the fundamental methods to develop the company is to improve the quality of employees.

c. （副）“not at all; simply”

When 根本 is used as an adverb in a negative sentence, 就 is often added to stress the tone of the expression.

1. 在经济危机之前，他根本不关心国内外的经济形势。
Before the economic crisis, he was not at all concerned about the economic situation at home or abroad.

2. 新近招聘的大学毕业生根本就不了解公司与客户之间的利害关系。
Newly hired college graduates simply do not understand the critical relationship between clients and the company.

3. 一味依靠裁员是根本无法改变公司的财务现状的。
Simply downsizing the workforce will not change the financial status of that company at all.

d. （副）“fundamentally; thoroughly; radically”

1. 中国农村的贫困问题还无法根本解决。
The poverty problem in China's rural areas cannot yet be solved fundamentally.

2. 如果该国想提高出口额就要根本改变原来的出口产品结构。
If the country wants to improve export volume it must fundamentally change the structure of export goods.

6. 意味

a. （动）“to imply; to signify”

意味 can be used as a verb, but only if 着 is added.

1. 没有反对并不意味着赞成。
No objection does not necessarily imply approval.

2. 消除关税壁垒意味着国家间的合作会更加紧密。
Eliminating tariff barriers signifies that the participating countries will cooperate more closely with each other.

3. 低失业率通常意味着经济繁荣。
The low unemployment rate generally indicates a strong economy.

b. （名）"significance; meaning; implication"

1. 他这次对员工所作的讲话意味深长。
The speech he made to the employees was of profound significance.

2. 他这篇报导的文学意味太浓。
His report has an overly heavy literary overtone.

3. 他的话听起来虽然很温和，可是带有讽刺意味。
Although his words sound mild, they are laden with sarcasm.

7. 从……来看（来说）"judging from...; considering...; taking... into consideration"

The pattern 从…来看 or 从…看来 indicates the basis on which a judgment or conclusion is made. The pattern must be placed at the beginning of a sentence. 来看 can be replaced with 来说, which can also be reversed as 说来. 从…来看 can also be expanded to 从…观点来看, meaning "judging from the point of view of..."

1. 从他多年来在公司的表现来看，他再次被提升是理所当然的事。
Considering his performance in the company over the years, it is quite natural that he was promoted again.

2. 从销售状况来看，公司这次降价是无济于事的。
Based on the sales situation, cutting prices would not be much help this time around.

3. 从双边贸易的成交金额来看，两国贸易还有充分的潜力。
Judging from the bilateral trade volume, trade between these two countries still has great potential.

4. 从自由经济学的观点来看，应当取消关税。
From the point of view of liberal economics, all tariffs should be rescinded.

5. 从实用的观点来看，这栋楼的设计华而不实。
From a practical perspective, the design of the building was too grandiose to be functional.

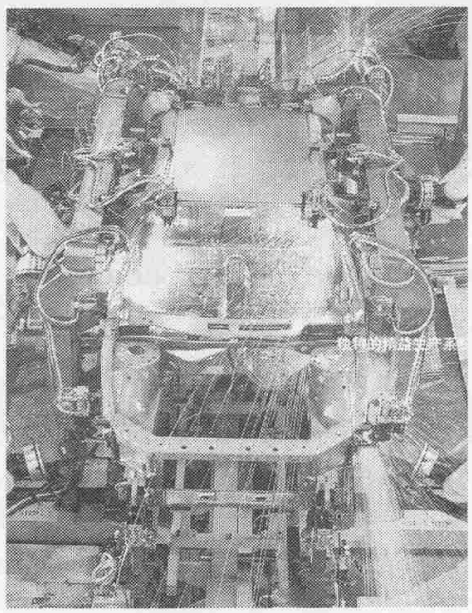
8. 无疑（形、副）“indisputable; undoubtedly”

无疑 can be used either as an adjective or an adverb. When used as an adjective, it must be used with 的.

1. 经过讨论，他们作出了肯定无疑的答复。
After the discussion, they have made indisputable answer.

2. 他报告里所引用的数据是确凿无疑的。
The data cited in his report is well established and indisputable.

3. 片面和极端的观点无疑会受到批评。
Fragmentary and extreme viewpoints will undoubtedly be criticized.



词语辨析

1. 消除　消灭　根除

消除（动）"to eliminate; to remove; to dispel; to clear up"

消除 means to gradually cause an unfavorable or undesirable thing to cease or disappear. It must be used with abstract nouns such as 分歧、隔阂、怀疑、腐败、误会、顾虑, etc. Note: 消除 cannot use people or tangible things as its object.

1. 谈判继续进行以前，首席执行官之间必须先消除分歧。
   The CEOs had to iron out their differences before the negotiations could continue.

2. 亚洲经济危机虽然过去了，但是引发危机的根本因素还没有彻底消除。
   Although the Asian economic crisis has passed, the underlying factors that led to the crisis have not yet been removed completely.

3. 民主是消除腐败的必要条件。
   Democracy is a prerequisite for eliminating corruption.

消灭（动）"to wipe out; to eliminate; to abolish; to exterminate"

1. 中国已经消灭了天花和霍乱。
   China has already eliminated smallpox and cholera.

2. 卫生城活动基本上消灭了老鼠、蟑螂和臭虫。
   The city campaign to promote sanitation has basically eliminated mice, cockroaches and bugs.

根除（动）“to uproot; to exterminate; to eradicate; to eliminate”

1. 各国政府投入大量的人力和财力根除千年虫隐患。
   The governments of various nations committed enormous manpower and monetary resources to exterminate the hidden perils of Y2K.

2. 目前，物理疗法和化学疗法都不能根除癌细胞。
   Currently, neither physical therapy nor chemical treatment can eradicate cancer cells.

3. 只有科学才能彻底根除愚昧和迷信。
   Only science can completely eradicate ignorance and superstition.

All three of these verbs are used to indicate that there is a cause or effort involved in putting an end to something. They can be used in a passive voice sentence. However, 消除 can also indicate that something is eliminated voluntarily without a cause. 消灭 means to wipe out something which is harmful, adverse, or hostile to people. Objects can be either abstract or concrete nouns such as 敌人、害虫、疾病, etc. 根除 means to completely destroy or thoroughly get rid of such things as 疾病、观念、信仰, etc.

2. 开放　放开

开放（动）“to open to public use; to lift a ban or restriction; to open to the outside world”

1. 星期天故宫照常开放。
   The Forbidden City is also open on Sundays.

2. 最近政府开放很多城市以吸引外商投资。
   The government has recently opened up many cities to attract foreign investment.

3. 中国将逐步扩大银行、保险、电信等领域的对外开放，以减少对外商投资市场准入的限制。
China will gradually expand the opening up of the banking, insurance, and telecommunications sectors in order to reduce foreign investment restrictions.

放开（动）"to let go; to set free; to end control of something; to have a free hand in doing something"

1. 实行市场经济后，中国放开了对商品价格的管制。
China ended price controls for commodities after adopting the market economy.

2. 让外贸企业放开经营是现代企业改革政策之一。
Giving foreign trade enterprises full authority over operations is one of the modern enterprise reform policies.

3. 从商学院毕业后，他就准备放开手脚，做一番事业。
After graduating from business school, he plans to take the initiative to freely pursue a career.

The reversal of character order leads to different meanings for these two words. 开放 means to open a building or a place for public use. 放开 means to have a free hand in doing something.

3. 参与　参加　加入

参与（动）"to take part (in planning; discussion; management, etc.)"

1. 参与这个产品系列研发工作的公司一共有八家。
In total, there were eight companies involved in the R&D process for this series of products.

2. 成败并不重要，重在参与。
Involvement is more important than success.

参加（动）“to participate（in an event or activity）; to attend”

1. 公司的各级管理人员都会参加新工厂的破土典礼。
All levels of management in the company will attend the groundbreaking ceremony for the new factory.

2. 主办单位欢迎企业同行踊跃参加新产品展销会。
The sponsors welcome all related business sectors to participate in the new product trade show.

加入（动）“to join or enter（an organization）”

1. 中国加入世贸组织后，具有较大优势的商品将会取得更多的市场份额。
After entering the WTO, Chinese commodities with a relative competitive advantage will gain more market share.

2. 自从他加入以后，公司的营销状况开始渐渐好转。
Since he joined the company, the company's sales have gradually turned around.

In addition to the meaning of participating, the main difference between 参与 and 参加 is that 参与 also indicates the fact of being engaged in activities such as planning, discussion, or management. In other words, 参加 can just be physical participation in an activity but not involvement, whereas 参与 indicates involvement. 加入 mainly means that a person or an entity (a company or a country) joins an organization and becomes a member.

第六章

支柱产业

6.1 中国的信息产业

信息产业是随着现代电子信息技术，特别是计算机软件和硬件技术的发展而拓展起来的新兴产业。它通常包括计算机和网络技术设备制造、软件研究开发、系统集成、信息服务等行业。如今，信息产业不仅是世界经济发展的主导产业，而且已经成为衡量一个国家现代化水平的重要标志。

在全球信息化浪潮的推动下，中国也加紧开发信息资源，以加快国民经济信息化进程。1998 年 3 月，中国政府在原邮电部和电子工业部的基础上成立了信息产业部。信息产业作为重点发展的支柱产业之一，已成为中国经济新的增长点。

近 10 年以来，尽管中国信息产业以年均 27% 的速度增长，但与发达国家相比，差距依然很大。原因主要有以下几方面：(1) 中国是在未完成工业化的情况下进行信息化建设的，信息技术及整个行业都还处于初级阶段；(2) 长期被国家垄断，没有面向国际；(3) 中国的信息产业带有较强的

6.1 中國的信息産業

信息産業是隨著現代電子信息技術，特別是計算機軟件和硬件技術的發展而拓展起來的新興産業。它通常包括計算機和網絡技術設備製造、軟件研究開發、系統集成、信息服務等行業。如今，信息産業不僅是世界經濟發展的主導産業，而且已經成爲衡量一個國家現代化水平的重要標誌。

在全球信息化浪潮的推動下，中國也加緊開發信息資源，以加快國民經濟信息化進程。1998 年 3 月，中國政府在原郵電部和電子工業部的基礎上成立了信息産業部。信息産業作爲重點發展的支柱産業之一，已成爲中國經濟新的增長點。

近 10 年以來，儘管中國信息産業以年均 27% 的速度增長，但與發達國家相比，差距依然很大。原因主要有以下幾方面：(1) 中國是在未完成工業化的情況下進行信息化建設的，信息技術及整個行業都還處於初級階段；(2) 長期被國家壟斷，没有面向國際；(3) 中國的信息産業帶有較強的

政治色彩和社会公益性质；（4）资金和管理人才欠缺。以上种种因素都在一定程度上制约了信息产业的发展。

由于信息产业的战略意义，中国政府对外资进入该行业实行严格的审批制度。到目前为止，外国公司只有通过合作、合资的形式才能进入中国市场，而且参股比例受到限制。但是这种情况正在随着中国加入 WTO 而有所改变。未来中国信息产业的发展趋势将是打破垄断、开放市场和引进竞争。外国企业将拥有更多的股权和更大的管理权。中国政府将严格按照国际商业规则和国际惯例来管理信息产业，迎接信息产业的腾飞。

政治色彩和社會公益性質；（4）資金和管理人才欠缺。以上種種因素都在一定程度上制約了信息産業的發展。

由於信息産業的戰略意義，中國政府對外資進入該行業實行嚴格的審批制度。到目前爲止，外國公司只有通過合作、合資的形式才能進入中國市場，而且參股比例受到限制。但是這種情況正在隨著中國加入 WTO 而有所改變。未來中國信息産業的發展趨勢將是打破壟斷、開放市場和引進競爭。外國企業將擁有更多的股權和更大的管理權。中國政府將嚴格按照國際商業規則和國際慣例來管理信息産業，迎接信息産業的騰飛。

6.1 China's Information Industry

The information industry is an emerging industry that has been expanding as electronic information technology advances, particularly computer hardware and software. The information industry generally includes the manufacturing of computers and network technology equipment, software research and development, systems integration, and information services. Nowadays, the information industry is a leading industry that drives world economic development, and can be used as an indicator of a nation's level of modernization.

In line with global trends, China is intensifying its development of information resources and accelerating the pace of information technology advancement in the national economy. In March 1998, the Chinese government established the Ministry of Information Industry on the foundation of the former Ministry of Post and Telecommunications and Ministry of Electronic Industries. As one of the pillar industries, the information industry has become a focal point for national economic development in China.

Over the past decade, China's information industry has grown at an annual rate of 27%. However, when compared to developed countries, it still lags far behind for the following reasons: 1) China established its information industry in the absence of a mature industrialized foundation and the technology and the entire industry are still in their infancy; 2) the industry has long been monopolized by the government and has not been exposed to globalization; 3) China's information industry has strong political overtones and is considered to be of public interest in nature; and 4) China has a shortage of financial resources and management personnel. All of these factors, to some extent, have constrained the development of China's information industry.

Due to the strategic significance of the information industry, China's government has imposed a strict system of inspection and approval of foreign enterprises that want to enter this industry. Until recently foreign companies could only enter the Chinese market through cooperative or joint ventures and, moreover,

the proportion of foreign ownership was limited. However, after China enters the WTO, this situation will change. The information industry will break out of the bonds of government control and will enter a freer market that will attract more competition. Foreign companies will receive increased shareholder and management rights. The Chinese government will have to observe international business regulations and practices in managing the information industry in order to give it an opportunity to advance rapidly.

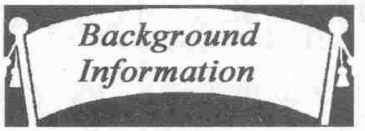
中国信息产业的代表企业有联想和北大方正等。近几年中国政府和企业界又大力发展了移动通讯和电子商务等高增长率、高附加值的产业。代表企业有中国联通、新浪网（sina. com）和搜狐（sohu. com）。

由于中国信息产业潜力巨大，许多有远见的外国企业已经通过合资方式进入了中国市场。如思科（Cisco）便以收购网络公司和在中国建立合资企业等方式进入了中国，意图为日后的大发展奠定基础。雅虎（Yahoo!）则远滩登陆，在美国建立了服务网站，以提供中文网页的形式渗透中国市场。

中國信息產業的代表企業有聯想和北大方正等。近幾

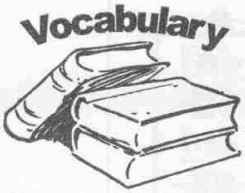
年中國政府和企業界又大力發展了移動通訊和電子商務等高增長率、高附加值的產業。代表企業有中國聯通、新浪網（sina. com）和搜狐（sohu. com）。

由於中國信息產業潛力巨大，許多有遠見的外國企業已經通過合資方式進入了中國市場。如思科（Cisco）便以收購網絡公司和在中國建立合資企業等方式進入了中國，意圖爲日後的大發展奠定基礎。雅虎（Yahoo!）則遠灘登陸，在美國建立了服務網站，以提供中文網頁的形式滲透中國市場。



China's information industry is represented by such corporations as Lenovo and Founder. During the last couple of years, both China's government and the industry have intensified efforts to develop fast growing, high value-added mobile telecommunications and e-commerce industries. Companies such as China Unicom, Sina. com, and Sohu. com have emerged in these sectors.

Because of the enormous potential in China's information sector, a number of farsighted foreign businesses have established joint ventures as a way of gaining access to the Chinese market. For example, Cisco purchased a Chinese networking company and formed a joint venture in order to establish a foundation for eventual rapid development. Yahoo! opted for an offshore launch of its website service from the U. S. and plans to penetrate the Chinese market by providing a Chinese-language website.



生词表

拓展	拓展	tuòzhǎn	（动）	to expand
新兴	新興	xīnxīng	（形）	emerging; newly developed; burgeoning
集成	集成	jíchéng	（名）	integration; consolidation
如今	如今	rújīn	（副）	nowadays; at present
衡量	衡量	héngliáng	（动）	to measure; to weigh; to judge
标志	標誌	biāozhì	（名、动）	symbol; mark; to symbolize
浪潮	浪潮	làngcháo	（名）	tide; wave
支柱	支柱	zhīzhù	（名）	pillar; mainstay
差距	差距	chājù	（名）	gap; disparity
依然	依然	yīrán	（副）	still; as before
未	未	wèi	（副）	have not; not yet; not
色彩	色彩	sècǎi	（名）	flavor; color; hue
公益	公益	gōngyì	（名）	public welfare; public good
欠缺	欠缺	qiànquē	（动）	to lack; to be deficient in
审批	審批	shěnpī	（动）	to examine and approve
比例	比例	bǐlì	（名）	proportion; ratio
股权	股權	gǔquán	（名）	equity share
惯例	慣例	guànlì	（名）	custom; convention; customary practice
国际惯例	國際慣例	guójì guànlì		international practice; international convention
腾飞	騰飛	téngfēi	（动）	to advance rapidly; to take off
移动	移動	yídòng	（动、名）	move; motion
意图	意圖	yìtú	（动、名）	to intend to; intention
远滩登陆	遠灘登陸	yuǎntān dēnglù		offshore launch
渗透	滲透	shèntòu	（动）	to penetrate; to permeate

1. 随着……而…… "along with; as"

In this construction, 随着 is a prepositional phrase that introduces a background event against which the main event (stated by the subject of the sentence and the phrase 而…) occurs. The meaning of this structure is the same as 随着, which was explained in Section 5, Lesson 2.1, Explanation of Terms, Volume One.

1. 人们的生活水平随着人均国民生产总值的增长而日趋提高。
   Along with the increase in the per capita GNP, people's living standards are improving day by day.

2. 电子商务随着国际互联网的发展而发展。
   E-commerce develops concurrently with the development of the Internet.

3. 信息产业随着通讯等基础产业的完善而不断发展。
   The information industry develops continuously with the improvement of the infrastructure of the telecommunications industry.

4. 一般说来，产品价格会随着竞争者的增多而下降。
   Generally speaking, the price of goods will decrease as the number of competitors increase.

2. 衡量

衡量 is a verb and has two major meanings.

a. (动) "to measure; to weigh; to judge"

衡量 is used to express the notion of weighing or comparing the pros and cons before a decision is made.

1. 我们要了解国际间文化的差异，不能简单地以自己国家的标准来衡量是非对错。
   We should understand cultural differences among nations and not judge right or wrong simply by our own country's standards.

2. 实施这项环保工程的意义是不能以利润来衡量的。
   The significance of implementing this environmental protection project can not be measured by profit alone.

3. 市场占有率是衡量企业经营业绩的主要标准之一。
   Market share is one of the major criteria in evaluating company performance.

b. (动) "to consider the major criteria; to deliberate"

Here 衡量 means to consider something thoroughly before making a choice or decision. It is often followed by 一下 to soften the tone.

1. 你应该衡量一下是否该聘他当财务总监。
   You should consider whether or not to appoint him as the financial supervisor.

2. 管理层在决定是否投资之前总会先衡量一下利弊得失。
   Management should always consider the pros/cons and profits/losses before deciding whether or not to invest.

3. 标志

标志 is a sign or placard used to convey information. It also refers to a symbol that indicates a characteristic or quality of something; it can be concrete or abstract.

a. (名) "mark; hallmark; sign"

1. 目前，大多数国家都使用国际通用的交通标志。
Currently, most countries in the world use internationally standardized traffic signs.

2. 东方明珠电视塔已经成为上海的标志。
The "Oriental Pearl" TV Tower has become the landmark of Shanghai.

3. 消费者信心指数的下降是经济衰退的标志。
A decrease in the consumer confidence index is a sign of economic recession.

b. (动) "to indicate; to mark; to symbolize"

As a verb, 标志 can have a noun or a short clause as its object and must be accompanied by 着.

1. 2001 年标志着新纪元的开始。
Year 2001 marks the beginning of a new century.

2. 证券法的颁布标志着中国证券市场正走向法制化。
The enactment of the Security Law indicates that China's securities market is going to become regulated.

3. 这次谈判的成功标志着两国政府间的合作迈出了新的一步。
The success of this negotiation symbolizes a new step forward in cooperation between the two governments.

4. 在……基础上 "on the basis of..."

在…基础上 is an extension of the pattern 在…上 and is used to express the basis on which further action takes place. 基础 can be modified by an adjective. The most commonly used adjectives are 原来 and 现有.

1. 这篇文章立意不好，与其在原来的基础上改动，不如重写。
   This article is poorly conceptualized, so rewriting it would be preferable to making revisions to the original.

2. 对他来说，在现有的数学基础上学习统计学是很困难的。
   It is difficult for him to learn statistics given his current level of understanding of math.

3. 他要求自己继续努力，争取在已经取得的成绩基础上更进一步。
   He pushes himself to continue working hard and strives to make further progress on the basis of his past achievements.

4. 中国国有企业的改革是建立在股份制基础上的。
   The reform of Chinese state-owned enterprises is based on a shareholder system.

5. 以（介）"according to"

In this lesson, the meaning of 以 is similar to 根据 or 按照, and indicates the criterion upon which an action is based.

1. 中国网民的人数以年均50%的速度在增长。
   The population of Chinese Internet users is growing at an annual rate of 50%.

2. 技术革新后，公司每月生产量达到了30万台，以此类推，不到半年就能完成过去一年的产量。
After technological innovations, monthly production reached 300,000 units and, at this rate, we can deduce that we can match last year's annual production in less than half a year.

3. 这本字典的词汇是以字母顺序编写的。
The vocabulary in this dictionary is arranged in alphabetic order.

4. 以你的资历一定能找到一份理想的工作。
With your experience, you could certainly find an ideal job.

6. 以下（名）

以下 is the opposite of 以上 and means "following" or "below the point".

a. "*the following . . .*"

1. 他在出差之前吩咐秘书办以下几件事。
Before he went on a business trip, he asked his secretary to take care of the following matters.

2. 根据我们会谈的结果，请在合同上删掉以下条款。
Based on the outcome of our negotiations, please delete the following articles in the contract.

3. 阅读这份财务报表时请注意以下内容。
Please pay attention to the following content when reading this financial statement.

b. "below (under) a certain point"

Notice that the cut-off point is stated before the term 以下, i.e., the phrase is "…以下" and not "以下…". For example, in Chinese one would use "the age of eighteen and below" rather than "below the age of eighteen…". This differs from the usage of 以下 in the preceding section, where 以下 was used as a modifier and preceded the modified noun phrase.

1. 副部长级以下的官员没有被邀请参加今天的会议。
   Officers below the rank of vice minister are not invited to attend today's meeting.

2. 在中国，十八岁以下的公民没有选举权。
   In China, people under the age of eighteen do not have the right to vote.

3. 这个城市夜晚最低温度可达零下40度以下。
   In this city, the lowest overnight temperatures are below minus forty degrees.

7. 未（副）

未 is the written form of (还)没有 and is used as a prefix before a noun or a verb to indicate that an event has not (yet) occurred. For example, 未来、未开化、未婚、未婚夫(妻)、价格未定、未尽职责、未完待续、杀人未遂, etc.

a. "did not; have not; not yet"

1. 有些网站上的内容不适合未成年人浏览。
   Some website contents are not suitable for young people to browse.

2. 同已婚的人相比，未婚的人生活比较自由。
   Compared to married people, unmarried people enjoy a freer life.

3. 长期的辛劳使他未老先衰。
   Toiling day and night has made him old before his time.

4. 手术后，他的身体尚未完全恢复。
He still has not fully recovered from the operation.

b. "not"

未 is the written form of 不, but the range of usage is more limited than 不.

1. 能不能筹集到资金还是个未知数。
It's still uncertain whether funds can be raised.

2. 政府试图通过降息来刺激消费，但这一措施未能取得预期效果。
The government's attempt to stimulate consumption by lowering interest rates did not generate the desired effect.

3. 谁也不能未卜先知，所以需要静观事态的发展以采取对策。
Nobody can foresee the future, so we need to wait and see what develops in order to take the necessary countermeasures.

词语辨析

1. 推动　推进

推动（动）“to push forward; to promote; to give an impetus to”

1. 科技推动人类社会不断向前发展。
Science and technology give impetus to the development of human society.

2. 网络技术的广泛应用推动了各行业在电子商务方面的发展。
The wide use of network technology promotes e-commerce development in all kinds of industries.

3. 通讯和交通技术的发展逐步推动了经济全球化的进程。
Technical advances in telecommunications and transportation are gradually pushing economic globalization forward.

4. 推动亚洲经济增长的要素之一是全球对电子产品的需求。
Worldwide demand for electronic products is one of the primary factors promoting the growth of Asian economies.

推进（动）“to push on; to advance”

1. 通过了会计师资格考试，他向着当会计师的目标又推进了一步。
Having passed the CPA exam, he is one step closer to his goal of becoming a professional public accountant.

2. 有效推进改革方案是经济稳定发展的保证。
Effectively implementing the reform plan will ensure steady economic development.

3. 这份合同的签订把两个公司的合作关系推进到一个崭新的阶段。
The finalization of this contract has pushed the relationship between these two companies to a new stage.

Both 推动 and 推进 mean to cause something to happen or to be produced by means of some force or push. 推动 simply means that there is a change or movement produced. However, 推进 further emphasizes that the change or development is incremental and is an advance or a push in a forward direction.

2. 色彩　彩色

色彩

a. (名) "flavor; color"

色彩 refers to the distinctive quality or characteristic of something. It is usually used with 地方、政治, or 感情 to form a noun phrase that is used as a modifier.

1. 春节期间，中央电视台将展播全国各省电视台选送的具有地方色彩的电视节目。
During the Chinese New Year, the China Central TV Station will show selected programs with local flavor, which are provided by the provincial TV stations.

2. 政府间的救援性捐助常常带有政治色彩。
Inter-governmental relief donations often carry political overtones.

3. 写新闻报导时，不应该带有个人感情色彩。
When writing a news report, one should avoid coloring the piece with personal emotions.

b.（名）“color; hue”

1. 他创作的广告宣传画色彩鲜明，让人过目不忘。
The advertisement poster he created has such vivid colors that one look is enough to produce an indelible impression.

2. 运用电脑技术可以绘制色彩逼真的图画。
One can use computer technology to draw pictures with lifelike colors.

彩色（名）“color; multicolor”

1. 在美国市场上可以买到中国生产的“康佳”和“海尔”牌彩色电视机。
China-made color TVs, such as Konka and Haier, can be purchased in the American market.

2. “柯达”和“富士”是人们常用的彩色胶卷。
Kodak and Fuji are the most commonly used color films.

3. 这幅画色彩鲜明，用彩色印刷会有很好的视觉效果。
This picture has bright colors, so color printing will produce an excellent visual effect.

6.2 中国的汽车产业

从1949年新中国成立以后才开始起步的汽车工业，经过50多年的发展，尤其在80年代后期经济改革的推动下，基本上已经形成了独立完整的工业体系。由于汽车是具有高附加值的产品，而且汽车工业能带动相关产业的发展并提供就业机会，中国政府于1994年制定了《汽车工业产业政策》，将汽车工业列为国家支柱产业之一。

中国汽车工业主要面临以下三个问题。第一，产品结构失当。先进国家汽车工业产品结构中，轿车的生产超过百分之五十；而在中国，货车的生产是主体，轿车则居于从属地位。第二，产业结构不合理。生产企业过多，生产规模较小。许多地方盲目发展汽车工业，以致于中国汽车制造商的数量超过美国、日本和西欧的总和，可是总产量却不及这些国家一个企业的产量。第三，技术水平不高。汽车产业是技术密集型产业，技术水平对汽车产业的发展有着举足轻重的影响。可是，由于几十年来闭门造车，缺少与发达国家的技术交流，中国的汽车工业一直处于相当落后的状态。

6.2 中國的汽車產業

從1949年新中國成立以後才開始起步的汽車工業，經過50多年的發展，尤其在80年代後期經濟改革的推動下，基本上已經形成了獨立完整的工業體系。由於汽車是具有高附加值的產品，而且汽車工業能帶動相關產業的發展並提供就業機會，中國政府於1994年制定了《汽車工業產業政策》，將汽車工業列爲國家支柱產業之一。

中國汽車工業主要面臨以下三個問題。第一，產品結構失當。先進國家汽車工業產品結構中，轎車的生產超過百分之五十；而在中國，貨車的生產是主體，轎車則居於從屬地位。第二，產業結構不合理。生產企業過多，生產規模較小。許多地方盲目發展汽車工業，以致於中國汽車製造商的數量超過美國、日本和西歐的總和，可是總產量卻不及這些國家一個企業的產量。第三，技術水平不高。汽車產業是技術密集型產業，技術水平對汽車產業的發展有著舉足輕重的影響。可是，由於幾十年來閉門造車，缺少與發達國家的技術交流，中國的汽車工業一直處於相當落後的狀態。

为了迅速提高生产能力和技术水平，中国开始与外国汽车厂商合作。然而，由于汽车产业在国民经济中的重要性，中国的汽车工业仍受到很强的政策性保护，国外汽车生产商只有通过合资或合作形式，才能进入中国市场。能否为中国汽车工业带来最新的世界级技术将成为获得政府批准，从而进入中国市场的关键。

爲了迅速提高生産能力和技術水平，中國開始與外國汽車廠商合作。然而，由於汽車産業在國民經濟中的重要性，中國的汽車工業仍受到很強的政策性保護，國外汽車生産商只有通過合資或合作形式，才能進入中國市場。能否爲中國汽車工業帶來最新的世界級技術將成爲獲得政府批准，從而進入中國市場的關鍵。

6.2 China's Automotive Industry

The Chinese automotive industry did not begin to develop until after the new China was established in 1949. Having gone through five decades of development, the automotive industry has basically become an independent and comprehensive sector, particularly under the impetus of economic reforms instituted at the end of the 1980s. Due to the high value-added features that characterize the automotive industry, and its potential in spurring on development in a number of related industries as well as creating an array of job opportunities, the Chinese government formulated the "Automotive Industry Policy" in 1994, thus making the automotive sector one of China's pillar industries.

China's automotive industry faces three principle problems. First, the automotive industry is improperly structured. In developed countries, passenger cars account for more than 50% of all automotive production. This output contrasts with the situation in China, where cargo trucks are the most important products and passenger cars are relegated to a subordinate status. Secondly, the manufacturing structure is not equitable. There are a great many manufacturers, but the average production scale of each is relatively small. Many regions are blindly developing the automotive industry and, as a result, the number of Chinese automotive manutacturers exceeds that of the U. S., Japan, and Western Europe combined. However, the number of vehicles manufactured by the entire Chinese automotive industry does not match the number of units manufactured by any one company in the aforementioned countries. Thirdly, the level of technology is not very high. The automotive industry is a technology-intensive industry, so technological advancement plays a decisive role in the development of an automotive industry. Because China's manufacturers have been closed off from the world for the past several decades, there has been no opportunity to exchange technological ideas with manufacturers in advanced countries, which explains why China's automotive industry has long been in a backward state.

In order to upgrade the production capability and technological level of its automotive industry, China has begun to forge cooperative agreements with foreign automotive manufacturers. Nevertheless, protectionist policies remain in place due to the importance of the automotive sector to the nation's economy. Any foreign company wishing to enter China's automotive market must do so via a joint-or cooperative-venture format. The final approval of a company's entrance into the Chinese market hinges on whether or not it is ready to bring with it the latest world-class technology.

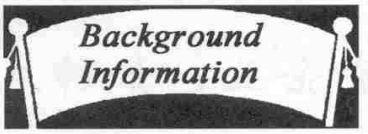
背景知识

中国政府扶植的大型汽车企业有一汽、东风和上汽等三大集团。汽车产品已从中型载货车发展到客车、轿车和专用车等多种系列。80年代中期以后又先后成立了上海大众、广州标致和北京吉普等合资企业。随着中外合作的进一步深入，以及中国市场对汽车需求的增加，90年代又新建了技术更成熟的合资企业，如神龙富康。90年代末，美国通用汽车公司在浦东投资1.5亿美元，依靠其世界顶级的设计、制造技术及优质的售后服务体系，在中国生产并推出了别克轿车。轿车工业逐步成为中国汽车工业发展的核心。同时，为了扩大内需，国家开始鼓励私人购车，轿车开始进入寻常百姓家。

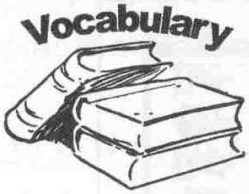
背景知識

中國政府扶植的大型汽車企業有一汽、東風和上汽等三大集團。汽車產品已從中型載貨車發展到客車、轎車和專用車等多種系列。80年代中期以後又先後成立了上海大衆、廣州標致和北京吉普等合資企業。隨著中外合作的進

一步深入，以及中國市場對汽車需求的增加，90 年代又新建了技術更成熟的合資企業，如神龍富康。90 年代末，美國通用汽車公司在浦東投資 1.5 億美元，依靠其世界頂級的設計、製造技術及優質的售後服務體系，在中國生產並推出了別克轎車。轎車工業逐步成爲中國汽車工業發展的核心。同時，爲了擴大内需，國家開始鼓勵私人購車，轎車開始進入尋常百姓家。



China's government supports three major automotive groups, Yiqi, Dongfeng, and Shangqi. The types of products they offer have already begun to shift from traditional cargo vehicles to buses, passenger cars, and specialized vehicles. After the mid-1980's, joint ventures such as Shanghai Volkswagen, Guangzhou Peugeot, and Beijing Jeep were established. As cooperative ties deepened and, as Chinese demand for automobiles increased, more mature joint ventures came onto the scene in the 1990s such as Citroenax. Toward the end of the 1990s, General Motors (GM) invested US $ 150 million in Pudong, used world-class design and manufacturing technology, and offered top quality after-sales service to produce Buick sedans in China. The Chinese automotive industry is now concentrating its efforts on the development of passenger cars. At the same time, in order to increase domestic demand, the government is beginning to encourage individuals to purchase cars, and passenger cars have begun to find their way into ordinary households.



生词表

起步	起步	qǐbù	（动、名）	to start out; to begin to (run or undertake a task); to take the first step; start
带动	帶動	dàidòng	（动）	to spur on; to bring along
失当	失當	shīdàng	（形）	improper; inappropriate (antonym of 得当)
轿车	轎車	jiàochē	（名）	car; sedan
货车	貨車	huòchē	（名）	truck; cargo vehicle
主体	主體	zhǔtǐ	（名）	main body; main part
从属	從屬	cóngshǔ	（形、动）	subordinate to; to be secondary
盲目	盲目	mángmù	（形、副）	blind; blindly; without clear understanding
以致于	以致於	yǐzhìyú	（连）	as a result; consequently; so that
总和	總和	zǒnghé	（名）	sum; total
不及	不及	bùjí	（动）	not as good as; inferior to; to find it's too late for
举足轻重	舉足輕重	jǔ zú qīng zhòng		to prove decisive; to be of crucial importance
闭门造车	閉門造車	bì mén zào chē		to work behind closed doors; to divorce oneself from the masses and from reality
状态	狀態	zhuàngtài	（名）	condition; state; situation; status
能否	能否	néngfǒu	（副）	whether or not something is possible
其	其	qí	（代）	its; his; her; their
核心	核心	héxīn	（名）	core; kernel
寻常	尋常	xúncháng	（形）	ordinary; common

1. 基本上（副）“basically; fundamentally; on the whole; mainly; essentially”

基本上 is used to express that something has essentially been covered for the most part. It can be used both in a positive or negative sentence.

1. 与美国和日本相比，中国的汽车工业基本上还处于低产量阶段。
   Compared with that of the U. S. and Japan, China's automobile industry is still basically in a low-production phase.

2. 中国各主要城市基本上都有有线电视网。
   In general, all major Chinese cities have cable TV networks.

3. 由于买卖双方意见分歧太大，谈判基本上没有按原来的计划进行。
   Because the views held by the buyer and the seller were too far apart, the negotiation essentially was not carried out as originally planned.

2. 带动

带动 is used as a verb and has two meanings.

a. （动）“to drive”

带动 means to make something move by means of some force or energy.

1. 齿轮带动机器进行生产。
   Gears drive the machine to carry out production.

2. 黄浦江上的渡轮大都是由柴油机带动的。
Most of the ferryboats in the Huangpu River are powered by diesel engines.

b. （动）"to spur on; to drive; to bring along"

带动 refers to making something happen or having influence on other things or people.

1. 现有企业间的相互兼并是带动行业发展的有效手段。
Mergers amongst existing enterprises is an effective means of spurring on the development of the whole industry.

2. 中国轿车工业的发展是带动整个汽车行业发展的关键。
In China, the development of the passenger car is key to driving the development of the entire automobile industry.

3. 老板的敬业精神把全体员工的积极性都带动起来了。
The boss' dedication to work inspires enthusiasm in the entire staff.

3. 失当（形）"to be inappropriate; to be improper"

失 is a verb meaning "to lose" and 当 is an adjective meaning "appropriate". Therefore, the compound 失当 means "inappropriate or improper" and is used as an adjective in written form only. The antonym is 得当.

1. 对国产汽车零件的打假十分重要，处理失当会阻碍中国汽车工业的发展。
It is important to combat the counterfeiting of domestic auto parts and, if this issue is not handled properly, the development of the Chinese auto industry will suffer.

2. 在跨国公司工作应该注意文化差异，以免行为失当。
If you work in a transnational company, you should pay attention to cultural differences in order to avoid inappropriate behavior.

3. 劳资纠纷的处理失当会直接影响企业的正常运转。
Improper handling of disputes between labor and management will directly affect the company's normal operation.

4. 盲目（形、副）“blind; blindly; without clear understanding”

盲目 means "blind" and is used as a metaphor to imply that someone does not have a clear picture about something or fails to fully understand the things he/she is doing.

1. 他年纪虽轻，可是做起事来一点也不盲目。
Though he is young, he never acts blindly.

2. 下级对上级不应该盲目服从。
Subordinates should not blindly obey their superiors.

3. 未经调研就盲目上马会使项目失败，甚至导致企业破产。
Blindly launching operations without prior market research will result in failure and may even lead to bankruptcy.

5. 以致于（连）“as a result; consequently”

以致于 is used in the second clause of a sentence to indicate a consequence resulting from the reason stated in the first clause. It usually refers to negative results.

1. 该公司经营不善，以致于长期亏损。
Due to poor management, the company has suffered long-standing deficits.

2. 他由于长期不锻练，以致于身体每况愈下。
His health has gradually deteriorated due to lack of exercise.

3. 因为生产流程设计失当，以致于产量不及预计的高。
Due to the improper design of the production process, the output failed to meet projections.

6. 不及（动）

a. "not as. . . as. . ."

1. 中国国产汽车的质量不及进口汽车的质量好。
The quality of domestically-manufactured cars is not as good as that of imported cars.

2. 这家工厂的生产能力不及那家工厂的三分之一。
The productivity of this factory is less than a third of that of the other factory.

3. 今年这种车型的销路不好，一年的销售量还不及去年一个季度的销售量。
This car model didn't sell well this year and, therefore, the total sales volume for the year did not even match the sales of a single quarter from last year.

b. "to find it too late to do something"

不及 also means 来不及. It is used with a limited number of disyllabic words in written form only.

1. 他没有仔细衡量利弊得失就作了决定，现在后悔不及了。
He failed to weigh the pros and cons before making the decision and now it is too late for regrets.

2. 他还来不及细问，那个警察就走开了。
Even before he had a chance to ask about the details, the police officer walked away.

3. 班车已经开走了，他追赶不及。
The regular service bus had already left and it was too late for him to catch it.

词语辨析

1. 尤其 特别

尤其（副）"especially; particularly; in particular"

尤其 is often followed by 是 and means "especially" or "particularly".

1. 中国内地人喜欢买进口货，尤其是从美国和日本进口的。
   People from inland China prefer to buy imported commodities, particularly from the U. S. and Japan.

2. 零部件的国产化对中国汽车工业的发展尤其重要。
   The localization of auto parts production is especially important to the development of the Chinese automotive industry.

3. 汽车工业的发展取决于小型车，尤其是轿车的发展。
   The rise of the automotive industry will be determined by the development of small vehicles, especially sedans.

特别（形、副）"extraordinary; very; specially; especially"

1. 中国应该创造自己的品牌，特别是名牌。
   China should build up its own brands, especially name brands.

2. 这种新款手机看上去特别吸引人。
   This new style cell phone looks very attractive.

3. 上海大众公司特别为新产品推出了促销活动。
   Shanghai Volkswagen has a special promotion for the new products.

4. 这种引擎的设计很特别。
   The design of this engine is extraordinary.

尤其 suggests that the quality of someone or something stands out from a group. 特别 stresses distinct qualities that make someone or something different , but

usually without reference to a group. Unlike *尤其*, which can only be used as an adverb, *特别* can be used either as an adverb or as an adjective to make such terms as *特别快车（特快）* or *特别待遇*. *特别* is used more often than *尤其*.

2. 促进　促使

促进（动）“to promote; to advance; to facilitate; to accelerate”

1. 对外交流促进了国内厂商对世界市场动态的了解。
Domestic manufacturers' interaction with foreign manufacturers facilitates their understanding of international market trends.

2. 据报导，汽车拉力赛比电视广告更能促进汽车销售。
According to the report, auto races are more effective than TV commercials in promoting car sales.

3. 一流技术的引进将促进民族汽车工业的崛起。
Bringing in first-class technology will promote the rapid rise of the domestic amomotive industry.

促使（动）“to urge; to drive; to compel; to spur”

促使 indicates that some force or reason drives something to a particular state or action. The drive or force may bring a positive or negative result.

1. 年产20万辆盈亏点的目标促使该公司不断努力。
The goal of reaching the break-even point of 200,000 cars per year drives the company's ongoing efforts.

2. 市场的需求促使企业提高质量。
Market demand compels the enterprise to improve quality.

3. 人均收入的提高促使中高档产品开始热销。
The increase in per capita income propels the sales of mid and high-quality products.

Since 进 means "progress", 促进 can only be used to express advancement to a higher grade or for the better. Since 使 means "to cause or to make", 促使 can be used with either a positive or a negative change. In addition, 促进 can be used as an adjective such as 起了促进作用, but 促使 cannot be used as an adjective.

3. 基本　根本

基本（形、副）"basic; main; in general"

1. 发达的公路网络是促进汽车工业发展的基本条件之一。
   A developed highway network is one of the basic conditions for promoting the development of the Chinese automotive industry.

2. 上海通用公司的工人必须具有关于汽车的基本知识。
   Workers at Shanghai GM must have a basic knowledge of cars.

3. 那项工程的策划工作已基本完成。
   Preparation of that project has basically been completed.

根本（名、形、副）"base; foundation; fundamental; simply"

The usage of 根本 was explained in Section 5, Explanation of Terms, Lesson 5.2. For the purpose of comparison with 基本, here are a few more examples:

1. 生产厂商过多是行业效率低下的根本原因。
   The fundamental reason for low efficiency in the industry is the existence of too many manufacturers.

2. 这种车型主要零部件的国产化问题已经根本解决。
   The issue of localizing the production of parts for this car model has basically been resolved.

3. 闭关经济被证明是根本行不通的。
   A closed-door economy has been proven to be simply unworkable.

基本 refers to the foundation of something. For example, the foundation of a building is a single structure upon which other structures are built. 根本 refers to the roots of a tree. When used as a noun, 基本 emphasizes the foundation element, while 根本 stresses the source element. As an adjective, 基本 modifies something that is the minimum requirement, whereas 根本 refers to the main or the most important element or component of something. When used as an adverb, 基本 indicates "overall" or "in general", whereas 根本 indicates "thoroughly" or "completely".

6.3 中国的房地产业

1998年以后，中国政府取消了福利分房政策，个人将不能再依靠所属的国家单位，以远低于市价的象征性价格购得住房。同时，为进一步推动房地产业的发展，政府又颁布并实施了一系列房地产政策和法规，房地产业开始真正市场化。

房地产业之所以能够成为政府优先发展的产业，主要是基于以下三个原因：首先，中国城镇居民人均住房面积不足9平方米，房地产业拥有广阔的市场需求；其次，通过80年代以后的住房制度改革，国有土地的有偿使用和房屋商品化两项基本政策得以推行，从而消除了原有制度对房地产业发展的阻碍；最后，房地产业的发展可以带动相关产业，如建筑业、装修业、家电业乃至耐用消费品制造业和保险业等的共同发展。

房地产，尤其是住宅型房地产和商业型房地产，具有资金需求量大和投资回报率高的特点，理所当然地吸引了大量外资。自90年代起，中国政府实施了许多优惠政策，如降低地价、提供优惠的税收条件、给外商选择土地的优先

6.3 中國的房地產業

1998年以后，中國政府取消了福利分房政策，個人將不能再依靠所屬的國家單位，以遠低於市價的象徵性價格購得住房。同時，爲進一步推動房地產業的發展，政府又頒布並實施了一系列房地產政策和法規，房地產業開始眞正市場化。

房地產業之所以能够成爲政府優先發展的產業，主要是基於以下三個原因：首先，中國城鎭居民人均住房面積不足9平方米，房地產業擁有廣闊的市場需求；其次，通過80年代後的住房制度改革，國有土地的有償使用和房屋商品化兩項基本政策得以推行，從而消除了原有制度對房地產業發展的阻礙；最後，房地產業的發展可以帶動相關產業，如建築業、裝修業、家電業乃至耐用消費品製造業和保險業等的共同發展。

房地產，尤其是住宅型房地產和商業型房地產，具有資金需求量大和投資回報率高的特點，理所當然地吸引了大量外資。自90年代起，中國政府實施了許多優惠政策，如降低地價、提供優惠的税收條件、給外商選擇土地的優先

权等，为海外资本进入中国房地产市场提供了各种有利的条件。

權等，爲海外資本進入中國房地産市場提供了各種有利的條件。

6.3 China's Real Estate Industry

After 1998, the Chinese government did away with its welfare housing allocation policy. Since then, Chinese people could no longer count on their government work unit to provide homes at prices far below market value. In order to propel the development of real estate, the government has enacted and implemented new real estate policies and regulations, and the real estate sector has begun the process of becoming truly market driven.

The following three reasons account for why the government has designated the real estate sector for priority development: First, the average living space in China's cities and towns is less than nine square meters per person, so there is considerable market demand for housing. Next, through housing system reforms in the 80s, the government carried out fundamental policies in which state-owned land could be purchased and housing became commercialized, thus eliminating the barriers to real estate development that had existed under the old system. Lastly, development of the real estate sector can drive development in related sectors such as construction, renovation, the manufacture of home appliances and other durable consumer goods, and the insurance industry.

Real estate, particularly in the residential and commercial sectors, requires a lot of capital and promises a relatively high rate of return on investment. So naturally this sector has attracted considerable foreign investment. Since the early 1990s, the chinese government has implemented numerous incentive policies such as discounts on land purchases, favorable tax rates, and priority in land selection, in order to provide advantageous conditions for the influx of overseas capital into China's real estate market.

背景知识

目前，中国各主要城市普遍存在房地产供过于求的现象，上海的浦东新区就是一例。在北京，由于居民购买力有限，而住宅价位又居高不下，导致大量现房空置；商业用房的问题则更为严重。

从海外投资者的角度来看，大陆的房地产业也存在不少问题。大陆施工建楼的工期与香港的类似工程相比，至少要多出1/3的时间。而不同城市的投资环境和房地产政策不一致，也给海外投资者带来诸多不便。因此，建立一个标准化的房地产体系是中国房地产发展的首要任务。

背景知識

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從海外投資者的角度來看，大陸的房地産業也存在不少問題。大陸施工建樓的工期與香港的類似工程相比，至

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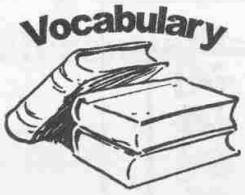
Background Information

At present, in all major Chinese cities, there exists a common situation in which the supply of real estate exceeds demand. Shanghai's Pudong Development Zone is a prime example. In Beijing, the buying power of most residents is limited while housing prices remain overpriced, which leads to a high residential vacancy rate. The situation is even more desperate with commercial real estate.

From the point of view of overseas investors, Mainland China's real estate market is also plagued by a number of problems. It takes at least one-third longer to construct a building in China than it takes to construct an equivalent building in Hong Kong. The investment environment and real estate policies are not uniform throughout China, which also causes an inconvenience for foreign investors. Thus, establishing a standardized real estate system is the most urgent task in developing China's real estate industry.



生词表

取消	取消	qǔxiāo	(动)	to cancel; to call off; to withdraw
市价	市價	shìjià	(名)	market value
实施	實施	shíshī	(动)	to implement; to put (laws, policy, plans) into effect
之所以	之所以	zhīsuǒyǐ	(连)	the reason... (is that...)
优先	優先	yōuxiān	(动)	to have priority; given first consideration;
城镇	城鎮	chéngzhèn	(名)	cities and towns
面积	面積	miànjī	(名)	area
平方米	平方米	píngfāngmǐ	(量)	square meter
有偿	有償	yǒucháng	(形)	subsidized (housing); paid (service); something that is not free of charge
阻碍	阻礙	zǔ'ài	(名、动)	obstruction; impediment; to hinder; to block; to impede
装修	裝修	zhuāngxiū	(名、动)	renovation; to fix up (the interior of a building)
耐用	耐用	nàiyòng	(形)	durable; long-lasting
住宅	住宅	zhùzhái	(名)	residence; house; dwelling
理所当然	理所當然	lǐ suǒ dāngrán		as a matter of course; naturally
供过于求	供過於求	gōng guò yú qiú		supply exceeds demand
居高不下	居高不下	jū gāo bú xià		(the price) stays high and does not come down
角度	角度	jiǎodù	(名)	point of view; angle
施工	施工	shīgōng	(动)	to carry out construction
一致	一致	yízhì	(形)	consistent; identical; unanimous
首要	首要	shǒuyào	(名)	of first importance; chief

1. 之所以……（连）“The reason ...（is that ...）”

之所以...is usually followed by是因为，是由于，or是基于. The structure of之所以... 是因为...is mostly used in the written form and is the reverse of 因为... 所以...The difference between the two structures is that in之所以... 是因为...the consequence or result is introduced first, whereas with 因为... 所以...the consequence or result is stated last.

1. 这次新产品促销之所以能获得巨大成功，是因为我们的市场调研工作做得相当充分。
   The reason the promotion of the new product is successful is that we have undertaken thorough market research.

2. 他之所以能被这家著名公司录用，是由于他通过了CPA资格考试。
   The reason he was hired by this famous company is that he passed the CPA test.

3. 这种新开发的药品之所以未能获得政府批准，是因为它有副作用。
   The reason the newly developed medicine was not approved by the government is that the medicine has side effects.

4. 公司董事会之所以做出上述决定是基于对整个市场形势的判断。
   The reason the board of directors made the aforementioned decision was based on their judgment of the entire market situation.

2. 优先（动）“take priority; take precedence; given first consideration; preferential”

优先 means to take precedence over other persons or things, and usually pertains to rights obtained or treatments received by the order of importance or urgency. The commonly used terms are: 优先权、优先股、优先考虑, or 优先待遇. The English equivalents of “priority” and “precedence” are nouns but, in Chinese, 优先 is used as a verb.

1. 按照中国破产法的规定，当企业破产时，职工工资的偿付应优先考虑。
   According to Chinese bankruptcy law, when an enterprise goes bankrupt, employee compensation is a priority consideration.

2. 老人、小孩和孕妇可以优先登机。
   Seniors, children, and pregnant women may board first.

3. 凭本公司签发的证明，客人入住该酒店可以享受优先待遇。
   With a voucher issued by this company, guests can have priority in checking into the hotel.

3. 基于（介）“based on; because of; in view of; owing to”

基于 is often accompanied with 理由、事实、情况, or 考虑 to form a prepositional phrase that expresses the reason for an action or a measure. It is usually placed at the beginning of a sentence or a clause.

1. 基于上述理由，我公司决定终止与贵公司的合作。
   For the above-mentioned reason, our company has decided to cease cooperating with your company.

2. 基于公司目前的营运情况，董事会决定增加在中国的投资。
   In view of the company's present situation, the board of directors decided to increase its investment in China.

3. 基于贵公司单方面违反合同的事实，我公司已委托律师向法院起诉。
Due to the fact that your company unilaterally violated the contract, we have retained a lawyer to file suit.

4. 基于去年公司的业绩，张总决定奖励全体员工。
On the basis of last year's accomplishments, President Zhang decided to reward all the employees.

5. 我公司员工人均创利已达50万美元，基于这样一个事实，我们做出以下决策。
Based on the fact that our company's profit has reached an average of US 500,000 per employee, we have made the following decision.

4. 不足

a. (形、动)"not enough; insufficient; inadequate; to lack; to be short of; to be less than ..."

When 不足 is used as a verb, it expresses insufficiency or inadequacy in terms of the number, level, or degree. 不足 can have a noun as its object but a number must be placed before the object. It can also be used as a verb complement.

1. 虽然去年我们取得了巨大的成绩，但售后服务方面仍有不足之处。
Although we achieved a lot last year, we still have to improve our after-sales service.

2. 他之所以失败，是因为他对困难估计不足。
The reason he failed was that he underestimated the degree of difficulty.

3. 由于资金不足，二期工程还得推迟一段时间。
The second phase of the project has to be postponed for a while due to insufficient capital.

4. 投资总额不足100万美元的项目，只要总经理签字就行，不需要董事会批准。
   If the entire investment for a project is less than one million dollars, the general manager's signature is sufficient and approval by the board of directors is not needed.

b. （动）"not worth"

As a verb, 不足 is usually used in fixed expressions such as 微不足道、不足挂齿、不足为奇, etc.

1. 我这点成绩微不足道/不足挂齿。
   My achievement is not worth mentioning.

2. 只是口头上说不足为据，必须把协议写下来。
   Verbal agreements have little value, so written agreements must be made.

3. 如今百万富翁已不足为奇。
   Nowadays, millionaires are no longer all that unusual.

词语辨析

1. 实行 实施 执行

实行（动）“to carry out; to implement; to put into practice”

实行means to implement or carry out a plan or policy. It is followed by nouns such as 计划、政策、制度、方案, or 纲领 as its objects. Refer to Section 3, Lesson 1.1, Distinguishing Synonyms and Section 2, Lesson 3.2, Distinguishing Synonyms, Volume One.

1. 他提出的方案很好，可是在中国实行不了。
   His proposal is good, but it cannot be implemented in China.

2. 总公司决定在全球各分公司实行利润上缴制度。
   The headquarters decided to implement a system by which subsidiaries around the world must turn over their profits to the parent company.

3. 只要实行了这项政策，公司一定能扭亏为盈。
   If only the company would implement this policy, it would definitely turn deficits into surpluses.

实施（动）“to put into effect; to implement; to carry out”

实施usually takes 法令、政策、战略, or 办法 as its objects.

1. 新版的对外贸易法的实施标志着中国的对外开放又前进了一步。
   Implementation of the new foreign trade law marks a further step in “opening up”.

2. 公司法于1994年7月1日开始实施。
   The corporate law went into effect on July 1, 1994.

3. 正式实施这项法律之前还需要相当长的准备时间。
It will require a lot of preparation time before this law can be formally implemented.

执行（动、名）"to execute; to carry out; to implement; implementation"

1. 该省省长因贪污已被执行死刑。
The governor of the province was found guilty of embezzling and was executed.

2. 执行命令是军人的职责。
Carrying out orders is the duty of a soldier.

3. 公司董事会的决议没有得到很好的执行。
The board's resolution has not been carried out very well.

实行 and 实施 mean to implement or put something into practice. 实行 is used with the implementation of policies, systems, or plans such as 计划、政策、制度、方案、纲领, etc. The compound 实施 is used with laws and regulations. For example, 法律、法令、法规、办法, etc. There is overlap between the uses of 实行、实施 and 执行. However, 实行 and 实施 emphasize turning plans and regulations into reality, while 执行 emplasizes the actual execution or carrying out of the plan or regulation.

2. 拥有　具有　具备

拥有（动）"to own; to possess; to have"

拥有 is used more often in written form and is used to express that someone or some organization owns a great number of things such as 土地、人口、财产、资金、武器, etc.

1. 这家公司拥有至少一千亿美元的资产。
The company has assets of at least US $ 100 billion.

2. 不同的名牌产品拥有不同层次的消费者。
Different brand names appeal to consumers in different income groups.

3. 美国拥有世界上最强的军事力量。
The U. S. has the strongest military force in the world.

具有（动）“to possess; to have; to exist”

具有 is used both in colloquial and written forms and is often used with abstract nouns such as 意义、知识、风格、资格、信心、品质、技术、能力、水平, etc.

1. 很多杰出的领导人都具有与众不同的人格魅力。
Many outstanding leaders have unique charisma.

2. 我们招聘的条件之一是员工必须具有大学本科以上学历。
One of our recruiting requirements is that candidates have at least a college degree.

3. 只有具有开发新产品能力的企业，才有希望在市场竞争中立于不败之地。
Only companies capable of developing new products can sustain their success in the market place.

4. 鲁迅写了许多具有时代代表性的作品。
Lu Xun wrote many literary works that are representative of his era.

具备（动）“to have; to be qualified for; to be equipped with; to be provided with”

具备 indicates that someone possesses or is equipped with the ability, quality, or qualification that is required for a particular task. It is used with objects such as 条件、资格、能力、优点, etc.

1. 以他的年龄、文化水平和经验，他都具备了当房产销售部经理的条件。
   He has met all the requirements to be a real-estate sales manager in terms of age, education, and experience.

2. 目前这个车间还不具备实行“五天工作制”的条件。
   At present, our factory is not yet prepared to implement the “five working day” system.

3. 各大企业都积极征聘具备网络技能的人。
   Every big company is actively recruiting people who have Internet skills.

4. 这家公司还不具备房地产中介的资格。
   The company does not qualify for being a real-estate agent.

The main difference between 拥有 and 具有 is that 拥有 means someone owns or possesses a large number of things and it is used with tangible nouns, whereas 具有 means something exists and it is used with abstract nouns. 具备 stresses that someone or something is of sufficient quality. 具有 has a wider range of use than 具备.

3. 阻碍　阻挡

阻碍（动、名）“to hinder; to block; to impede; a hindrance; impediment”

阻碍 means something or some certain situation that prevents other things from developing smoothly or normally.

1. 不利的地理位置和落后的交通条件阻碍了这个地区的经济发展。
   Unfavorable geographic location and backward transportation infrastructure have hindered the economic development of this region.

2. 阻碍我们进一步合作的分歧正在逐步消除。
   The difference of opinion, which impedes our further cooperation, is gradually diminishing.

3. 营养不良阻碍了他的正常发育。
Malnutrition impeded his normal development.

4. 采取这一步骤会减少很多阻碍。
Taking this measure will reduce a lot of impediments.

阻挡（动）"to stop; to stem; to resist; to obstruct"

1. 世界经济一体化的潮流是任何人也阻挡不了的。
The trend of global economic integration cannot be stopped by anyone.

2. 他不顾众人阻挡一下子冲了出去。
Suddenly he rushed out, ignoring everyone's efforts to stop him.

阻碍 emphasizes the obstructions that hinder a person or thing from development, while 阻挡 emphasizes the action of blocking a person or thing from advancing forward. The subject of 阻碍 may be a person or a thing, whereas the subject of 阻挡 must be a person. 阻碍 can be used as either a verb or a noun, but 阻挡 can only be used as a verb.

6.4 中国的保险业

改革开放以来，中国的保险业从无到有飞速发展，保费收入从1979年恢复国内保险业务的4.6亿元发展到了1998年的1247.3亿元，年平均增长速度超过30%以上，远远高于同期国民经济的增长速度。目前，中国的保险业在促进经济发展、保障公民生活、保持社会稳定等方面发挥着日益明显的作用。

中国的保险业由中国人民保险公司（PICC）独家经营迅速发展到了1998年的25家保险公司。此外，在市场经济改革和对外开放政策的推动下，至98年底已有14家外国保险公司获准在中国内地营业，另有17个国家和地区的113家保险机构相继在中国设立了202个代表处。

然而，与欧美国家相比，中国的保险业还处于起步阶段。国内的保险公司，无论在业务规模、管理方法还是服务水平上，都与外国公司存在着较大的差距。为了缩小差距及规范业务操作，中国政府在1998年设立了中国保险监督管理委员会（CIRC），以期通过监督管理来完善保险市场，早日赶上世界水平。

6.4 中國的保險業

改革開放以來，中國的保險業從無到有飛速發展，保費收入從1979年恢復國內保險業務的4.6億元發展到了1998年的1247.3億元，年平均增長速度超過30%以上，遠遠高於同期國民經濟的增長速度。目前，中國的保險業在促進經濟發展、保障公民生活、保持社會穩定等方面發揮著日益明顯的作用。

中國的保險業由中國人民保險公司（PICC）獨家經營迅速發展到了1998年的25家保險公司。此外，在市場經濟改革和對外開放政策的推動下，至98年底已有14家外國保險公司獲准在中國內地營業，另有17個國家和地區的113家保險機構相繼在中國設立了202個代表處。

然而，與歐美國家相比，中國的保險業還處於起步階段。國內的保險公司，無論在業務規模、管理方法還是服務水平上，都與外國公司存在著較大的差距。爲了縮小差距及規範業務操作，中國政府在1998年設立了中國保險監督管理委員會（CIRC），以期通過監督管理來完善保險市場，早日趕上世界水平。

6.4 China's Insurance Industry

Since economic reforms began, the insurance sector in China has developed from ground zero with an amazing speed. In 1979, the year that the insurance business was revived in China, premium revenues totaled RMB 460 million. This figure rose to RMB 124.73 billion by 1998. At an average annual growth rate of over 30%, this sector far outstripped the annual GNP growth rate for the same period. Today, the insurance industry is becoming increasingly instrumental in promoting economic development, safeguarding people's lives, and maintaining social stability.

The Chinese insurance sector has developed rapidly from the period when the People's Insurance Company of China (PICC) played a monopolistic role until 1998 when there were a total of 25 insurance companies. By the end of 1998, 14 foreign insurance companies had been allowed to operate in China under the Reform and Open Door policy. Additionally, 113 insurance organizations from 17 countries and regions have established 202 representative offices in China.

Nevertheless, when compared with Europe and the U.S., China's insurance industry is still in its infancy. In terms of operational scale, management methods, and quality of service, Chinese insurance companies lag far behind foreign companies. In order to narrow this gap and to impose standards on the industry, the Chinese government established the China Insurance Regulatory Commission (CIRC) in 1998 in the hopes that, with supervisory management, China's insurance industry would soon improve and catch up with international standards.

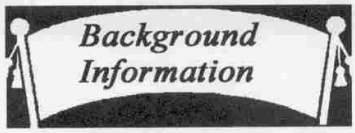
背景知识

1992年，AIG成为第一家获准在华经营保险业务的外资公司，它也是目前中国惟一一家独资的外资寿险公司。随着保险市场的逐步发展，许多外国保险公司相继获得了在中国市场上经营保险业务的许可，如德国的安联保险公司和英国的皇家太阳联合保险公司等。入世以后，中国将继续向外国保险公司开放20多个城市，包括重庆、成都、大连、天津和深圳等。不过，外资保险公司进入中国市场仍将采取合资方式，且股份不能超过50%。

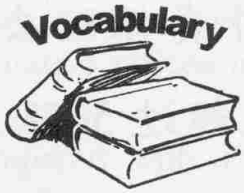
背景知識

1992年，AIG成爲第一家獲准在華經營保險業務的外資公司，它也是目前中國惟一一家獨資的外資壽險公司。隨著保險市場的逐步發展，許多外國保險公司相繼獲得了在中國市場上經營保險業務的許可，如德國的安聯保險公司和英國的皇家太陽聯合保險公司等。入世以後，中國將繼續向外國保險公司開放20多個城市，包括重慶、成都、大連、天津和深圳等。不過，外資保險公司進入中國市場仍

將採取合資方式，且股份不能超過50%。



In 1992, AIG became the first foreign insurance company to be approved by the Chinese government to operate in China. So far it has been the only wholly owned foreign life insurance company operating in China. As China's insurance market has gradually opened up, a number of foreign insurance companies have been issued permits to set up operations in the country, including Allianz from Germany and SunAlliance from Britain. After its entry into the WTO, China will further open more than 20 cities to foreign insurance companies, including Chongqing, Chengdu, Dalian, Tianjin, and Shenzhen. However, even at that time, foreign insurance companies will only be allowed to operate by joint ventures with less than 50% foreign ownership.



生词表

飞速	飛速	fēisù	(副)	at full speed; rapidly
日益	日益	rìyì	(副)	increasingly; more and more
相继	相繼	xiāngjì	(副)	in succession; one after another
无论	無論	wúlùn	(连)	no matter...
缩小	縮小	suōxiǎo	(动)	to narrow; to reduce; to shrink
操作	操作	cāozuò	(名、动)	operation; to operate (usually refers to machines)
委员会	委員會	wěiyuánhuì	(名)	committee; council
惟一	惟一	wéiyī	(形)	only; sole; unique
寿险	壽險	shòuxiǎn	(名)	life insurance

1. 无论（连）“regardless of; no matter（what/how/etc.）”

无论 indicates that a conclusion or a situation remains unchanged whatever the conditions may be. When 无论 is used in a sentence, the main verb must be preceded by an adverb such as 都、也、总, or 始终. The compound 不管 can replace 无论. However, 无论 is used only in written form, whereas 不管 can be used in both written and spoken form. 无论如何 is a fixed expression and can be placed before or after a subject.

1. 无论董事长是否出席，明天的会议都照常进行。
   No matter whether the chairman is present or not, tomorrow's meeting will be held as scheduled.

2. 他是个意志坚强的人，无论环境多么困难，他始终能坚持下来。
   He is a man of strong will and, no matter how tough the situation is, he can always persevere.

3. 过了期限我们就会被罚款，所以明天无论如何也要把账单付清。
   We will be fined if we miss the deadline and, therefore, we must pay the bill tomorrow, no matter what.

2. 相继（副）“in succession; one after another”

相继 describes actions that occur in succession. The subject is usually a plural noun, but 相继 can also be used with a singular subject with multiple events such as 这个游泳健将相继获得了三块金牌. Any verb modified by 相继 must be disyllabic or, if the verb is monosyllabic, an additional element must be added such as 倒（下）or 走（出、来）.

1. 为适应市场经济发展的要求，新的政策法规将相继出台。
To meet the developmental needs of the market economy, new policies and regulations will be enacted one after another.

2. 90年代，日本泡沫经济的崩溃导致很多日本公司相继倒闭。

In the 90's, the bursting of the Japanese bubble economy led to the successive bankruptcy of many Japanese companies.

3. 为贯彻企业的股份制改革，在政府支持下，国有企业相继上市融资。
In order to thoroughly implement enterprise stock reform, state-owned enterprises with government support were publicly listed one after the other to obtain financing.

4. 门打开后，观众相继走进放映厅。
After the door was opened, viewers entered the theater one after another.

3. 以期（连）"in the hope of; in anticipation of"

以期 is placed at the beginning of a second clause in a compound sentence to indicate anticipation of or hope for a situation to be caused by the action stated in the first clause.

1. 他买了许多彩票，以期能一夜暴富。
He purchased many lottery tickets in the hope of becoming wealthy overnight.

2. 公司为促销新产品利用了电视广告、印刷宣传品和商会展览等各种手段，以期迅速占据市场份额。
The company promoted its new product through TV commercials, printed ads, and trade shows in hopes of quickly seizing a sizeable market share.

3. 他每天面试一百多名应聘者，以期尽快找到合适的雇员。
He interviewed more than 100 applicants everyday, hoping to find suitable employees as soon as possible.

词语辨析

1. 保持 保存 维持

保持（动）“to keep; to maintain; to preserve”

保持means to keep something from weakening or disappearing. It can use a noun, a verb, or an adjective as its object.

1. 公司经常举办员工培训，以期提高员工素质、保持整个机构的竞争力。
   The company regularly sponsors employee training in order to improve employee quality and maintain organizational competitiveness.

2. 他每天都打扫房间以保持家里的清洁。
   He sweeps everyday to keep the house clean.

3. 中国少数民族众多，每个少数民族都保持着自己特有的文化传统。
   China has many ethnic groups, each of which still preserves its own cultural tradition.

保存（动）“to preserve; to conserve; to keep”

保存means to protect something from loss or depletion. It usually uses a noun as its object.

1. 总经理要求秘书定期地将重要文件归档保存。
   The general manager asks his secretary to file important documents on a regular basis.

2. 博物馆这次展出的文物已有两千多年的历史，但绝大部分都还保存完好。
   The artifacts exhibited by the museum this time have more than 2000 years of history, and the vast majority of them are well preserved.

3. 肉类和鱼类可以用速冻的方法保存。
Meat and fish can be preserved by quick freezing.

维持（动）"to maintain; to keep; to preserve"

维持 means to safeguard something and ensure that no changes occur. It usually uses a noun as its object.

1. 该病人靠呼吸器来维持生命。
The patient relies on a respirator to stay alive.

2. 维持生态平衡需要保持食物链的完整。
Maintaining ecological balance requires the preservation of an unbroken food chain.

3. 交通灯坏了的时候，警察会出来维持交通秩序。
When traffic lights are out of order, policemen would be called in to maintain traffic control.

保持 emphasizes sustainability, especially of a situation or phenomenon that lasts a long time. The objects of 保持 are usually abstract such as 清洁、联系、友好关系, or 荣誉. The compound 保存 emphasizes the maintaining of an intact, perfect, or unaltered condition. It is usually used with objects that are concrete nouns such as 资料、文物、书信、食物, etc. The compound 维持 emphasizes the effort needed to maintain the status quo by continually overcoming any forces that threaten it. The objects of 维持 include nouns such as 生活、秩序、现状, etc.

2. 稳定　固定

稳定

a. （动）"to stabilize; to maintain stability"

1. 政府可以通过财政金融政策稳定经济。
The government can stabilize the economy through fiscal and monetary policies.

2. 老板为了稳定职工的情绪，宣布从下个月开始工资一律上浮 20%。
In order to stabilize employee morale, the boss announced that, as of next month, he would increase salaries across the board by 20%.

3. 今年农业欠收，国家大量进口粮食来稳定市场价格。
With the harvest shortfall this year, the nation imported a large amount of grain in order to stabilize market prices.

b. （形）"stable; steady"

1. 许多人都希望到银行工作，因为人们普遍认为银行的工作比较稳定。
Many people hope to work for a bank, because jobs with banks are usually considered to be relatively stable.

2. 政府现阶段的工作目标是维持国家的稳定与繁荣。
The goal of the government at this stage is to maintain the stability and prosperity of the country.

固定

a. （动）"to fix; to fasten; to affix"

1. 他用钉子将镜框固定在墙上。
He affixed the frame to the wall with nails.

2. 为防止倾倒，船舱里的家具都被固定在地板上。
To prevent slippage, all the furniture on the ship has been fastened to the floor.

b. （形）"fixed; static"

1. 政府对油价严格控制，一直实行固定价格制度。
The government exercises strict control over oil prices and has always implemented a fixed price system.

2. 这家超市在固定节假日也照常营业。
This supermarket stays open even on fixed holidays.

稳定 emphasizes an unchanged situation or condition, whereas 固定 emphasizes a fixed or unmoved position. 稳定 is usually used with 时局、局面、情况、情绪, etc; whereas 固定 can be used to describe 工作、职业、工资、位置、时间, etc.

3. 明显　显著

明显（形）"clear; obvious; noticeable; evident; distinct"

1. 因为光线太暗，拐弯处的交通标志不是很明显。
Because the lighting is too dim, that traffic sign at the corner is not clearly visible.

2. 经过努力，他的英语能力有了明显的提高。
Through his efforts, his English ability has distinctly improved.

3. 很明显，这家公司是由于管理不善而破产的。
Obviously, the company's insolvency is due to mismanagement.

显著（形）"notable; marked; striking; remarkable; outstanding"

1. 公司由于采用了先进的科技，生产力获得了显著的提高。
By applying advanced technologies, the company attained notable improvement in productivity.

2. 中国加入 WTO 以后，外国企业将直接进入中国市场并在很多领域里占有显著的优势。
After China's entry into the WTO, foreign enterprises can enter directly into the Chinese market and have significant advantages in many sectors.

3. AIG 经过多年的经营，已在中国保险市场取得了显著的业绩。

After years of operation, AIG has made remarkable achievements in the Chinese insurance market.

Both 明显 and 显著 mean that something is obvious or easily observed, but 显著 is stronger than 明显 in terms of magnitude. 明显 emphasizes a clear or distinct feature, while 显著 emphasizes a remarkable or striking aspect. 明显 can be used at the beginning of a sentence, but 显著 cannot.

6.5 中国的医药市场

据统计，中国拥有13亿人口，其中年龄超过65岁的占10%。随着人口老龄化的加剧，医药消费也逐年上升。中国的医药消费额差不多占国内生产总值的4%，其中55%是花在药品消费上。从以上数字不难看出，为什么外国公司一直看好中国的医药市场。

所有进入中国市场的药品都必须经过国家医药管理局的审批。一般说来，新药的审批过程需要18到26个月，主要包括初审、临床试验和质量检测等几个阶段。

药品在中国市场的销售渠道为：生产商→各级分销商→医院和药店。药品价格由生产商和政府协商制定。中国对非处方药品的广告并没有特殊的规定，但广告必须通过有关卫生行政部门审查和当地政府的批准。

据预测，今后中国药品市场年均增长率将超过10%。然而，中国医药市场存在的问题也不少，比如外国医药公司经常抱怨他们药品的知识产权在中国没有得到很好的保护。针对这个问题，自1993年以来，中国政府相应地制定

6.5 中國的醫藥市場

據統計，中國擁有13億人口，其中年齡超過65歲的佔10%。隨著人口老齡化的加劇，醫藥消費也逐年上升。中國的醫藥消費額差不多佔國內生產總值的4%，其中55%是花在藥品消費上。從以上數字不難看出，爲什麼外國公司一直看好中國的醫藥市場。

所有進入中國市場的藥品都必須經過國家醫藥管理局的審批。一般說來，新藥的審批過程需要18到26個月，主要包括初審、臨床試驗和質量檢測等幾個階段。

藥品在中國市場的銷售渠道爲：生產商→各級分銷商→醫院和藥店。藥品價格由生產商和政府協商制定。中國對非處方藥品的廣告並沒有特殊的規定，但廣告必須通過有關衛生行政部門審查和當地政府的批准。

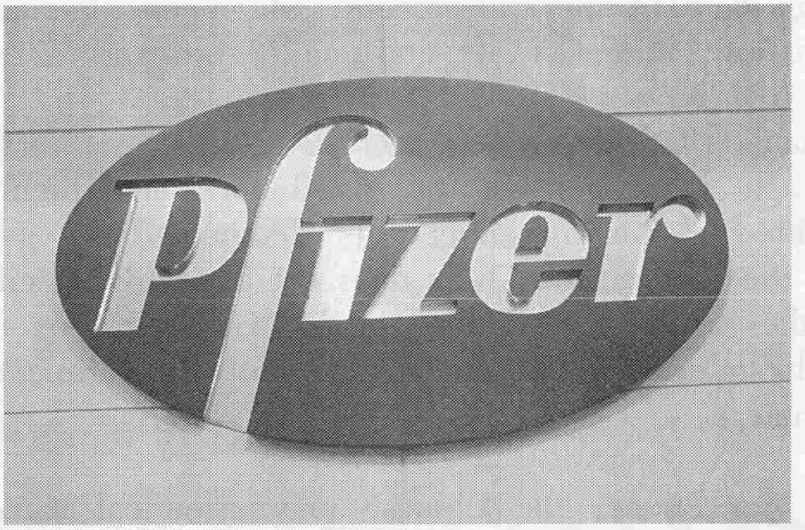
據預測，今後中國藥品市場年均增長率將超過10%。然而，中國醫藥市場存在的問題也不少，比如外國醫藥公司經常抱怨他們藥品的知識產權在中國沒有得到很好的保護。針對這個問題，自1993年以來，中國政府相應地制定

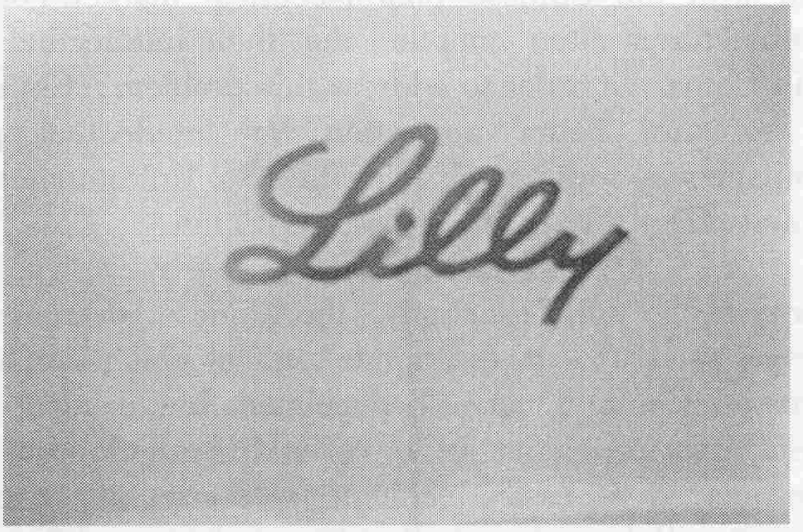
了许多法规，以加强对药品知识产权的保护。遗憾的是，在个别地方，这些法规并没有得到有效的执行。

此外，和世界上大多数国家一样，中国政府在大力发展医药工业的同时，也在努力控制医疗消费。中国虽然人口众多，但享有医疗保险的只占四分之一，绝大多数农村人口由于没有医疗保险，根本支付不起昂贵的医药费用。可见，中国医药市场的开拓比想象的要更艰难，更具有挑战性。

了許多法規，以加强對藥品知識産權的保護。遺憾的是，在個别地方，這些法規並没有得到有效的執行。

此外，和世界上大多數國家一樣，中國政府在大力發展醫藥工業的同時，也在努力控制醫療消費。中國雖然人口衆多，但享有醫療保險的只佔四分之一，絶大多數農村人口由於没有醫療保險，根本支付不起昂貴的醫藥費用。可見，中國醫藥市場的開拓比想象的要更艱難，更具有挑戰性。





6.5 China's Medical & Pharmaceutical Markets

According to current statistics, China's population stands at about 1.3 billion, and 10% of the population is above 65 years old. As the aging of the population accelerates, medical expenses will also increase. The medical sector in China currently accounts for about 4% of the GDP, and 55% of this total is spent on pharmaceuticals. Given these statistics, it is not difficult to understand why foreign companies see great potential in the Chinese pharmaceutical market.

All pharmaceuticals entering the Chinese market must have the approval of the State Drug Administration (SDA), In general, it takes 18 to 26 months for a new drug to pass through the SDA approval process, which consists mainly of three stages: preliminary examination, clinical trial, and quality testing.

The sales channel for pharmaceuticals in the Chinese market goes from the manufacturer through various levels of distributors and then to hospitals and pharmacies. The price of pharmaceuticals is determined by negotiations between manufacturers and the government. China does not have any specific guidelines as to how OTC (over-the-counter) medicine should be advertised, but advertisements must be reviewed by relevant health and administrative departments and be approved by the local government.

According to projections, the Chinese pharmaceutical market is expected to increase by 10% annually in the foreseeable future. There are, however, a number of problems associated with the Chinese pharmaceutical market. For instance, foreign pharmaceutical manufacturers often complain that their intellectual property rights are not well protected in China. In order to address this problem, China's government has tried since 1993 to offer better protection for intellectual property rights of pharmaceutical companies by formulating relevant laws. Unfortunately, these laws have yet to be implemented effectively in many parts of China.

Like the majority of the world's nations, the Chinese government is trying to limit medical expenses even as it tries to foster the medical and pharmaceutical industries. Only about a quarter of China's immense population has medical insurance. The vast majority of China's agrarian population is not covered by any kind of medical insurance, and these people cannot afford costly medicines. Clearly, the expansion of China's pharmaceutical market will be more challenging and more difficult to achieve than one might imagine.

背景知识

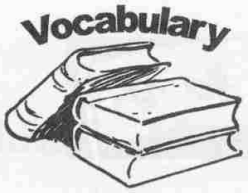
除了西药，中国人还使用已经有4000多年发展历史的传统药——中药。大多数中国人之所以愿意用中药，是因为他们相信中药的药性温和、副作用小，价格也明显比西药低。因此，许多人只在治疗急性病或严重疾病的时候才使用西药。

背景知識

除了西藥，中國人還使用已經有4000多年發展歷史的傳統藥——中藥。大多數中國人之所以願意用中藥，是因爲他們相信中藥的藥性温和、副作用小，價格也明顯比西藥低。因此，許多人只在治療急性病或嚴重疾病的時候才使用西藥。

Background Information

China has a 4,000 year history of traditional medicine that is independent of Western medicine. The vast majority of Chinese people prefer to use traditional medicines because they believe they are milder than Western medicines and cause fewer side effects. Moreover, Chinese medicine costs significantly less than Western medicine, which explains why most Chinese people resort to Western medicine only in case of acute illnesses.



生词表

加剧	加劇	jiājù	（动）	to aggravate; to intensify; to exacerbate
国内生产总值	國內生產總值	guónèi shēngchǎn zǒngzhí		gross domestic product (GDP)
初审	初審	chūshěn	（名）	preliminary examination
临床	臨床	línchuáng	（名）	clinical
试验	試驗	shìyàn	（名）	experiment; test
检测	檢測	jiǎncè	（名、动）	test; to test
渠道	渠道	qúdào	（名）	channel; means of communication
协商	協商	xiéshāng	（动、名）	to consult with each other; to talk things over; consulting
行政	行政	xíngzhèng	（名、形）	administration; administrative
审查	審查	shěnchá	（名、动）	examination; to examine
抱怨	抱怨	bàoyuàn	（动）	to complain; to grumble
知识产权	知識產權	zhīshi chǎnquán		intellectual property right
相应	相應	xiāngyìng	（形）	relevant; appropriate; suitable
遗憾	遺憾	yíhàn	（形）	regretful; it's a pity...
医疗	醫療	yīliáo	（名）	medical treatment
支付	支付	zhīfù	（动）	to pay; to defray
昂贵	昂貴	ángguì	（形）	expensive
艰难	艱難	jiānnán	（形）	difficult; hard
温和	温和	wēnhé	（形）	moderate; mild
副作用	副作用	fùzuòyòng	（名）	side effect
治疗	治療	zhìliáo	（动）	to treat; to cure
急性	急性	jíxìng	（形）	acute
疾病	疾病	jíbìng	（名）	disease; illness

1. 加剧（动）“to aggravate; to intensify; to exacerbate”

加剧 means to intensify a conflict or burden.

1. 这项投资一旦失败，将加剧公司的财务困难。
   Our company's financial difficulties will be exacerbated if this investment fails.

2. 这一冲突加剧了该地区的紧张局势。
   This conflict aggravated the tension in that area.

3. 一连串的恐怖活动加剧了人们的恐慌心理，导致投资者纷纷抛售手中的股票。
   A series of terrorist activities intensified the people's sense of panic, which led investors to dump their stocks in rapid succession.

2. 占（动）

a. “to constitute; to account for; to hold (a position)”

It indicates that someone or something is in a certain position or situation or occupies a certain proportion of a whole.

1. 目前，中国的国有经济成分仍然占主导地位。
   Up to now, state-owned enterprises still occupy the leading position in China.

2. MBA 毕业生占该公司本年度录用人数的百分之五。
MBA graduates account for 5% of the people hired by the company this year.

3. 与西药相比，中成药在价格上明显占优势。
Compared with Western medicines, traditional Chinese medicines have a clear price advantage.

4. 在辩论中，他明显占了上风。
He obviously had the upper hand in the debate.

5. 不要占小便宜，否则会吃大亏。
Don't cut corners; it will cost you in the long run.

b. "to seize; to occupy; to take up"

占 means to occupy a physical space or seize possession and maintain control over a place.

1. 这个大桌子占去了我办公室的大部分空间。
This big desk occupies most of the space in my office.

2. 公共财物不能随便占为己有。
Public property cannot be kept as one's own possession.

3. 我们去晚了十分钟，好的座位都被人占去了。
We were ten minutes late and all the good seats were already taken by others.

c. "divination"

Unlike the uses described above, in the following examples 占 is pronounced with the first tone, and is used in the compounds 占卜 and 占卦 which refer to astrology or divination as used by fortune tellers。

1. 中国的偏远地区仍然盛行占卜。
Divination is still popular in the remote areas of China.

2. 在深圳街头经常有一些人占卦。
There are often astrologers divining on the streets of Shenzhen.

3. 针对（动）“to be aimed at; to deal with; to be directed against; to counter”

针对 means to propose or implement a remark, plan, measure, or effort directlyaimed at someone or something. It cannot be used with 了.

1. 针对这件事，董事会决定召开紧急会议。
The board of directors decided to have an emergency meeting to deal with this matter.

2. 针对腐败现象，中国政府正加大整治力度。
China's government is making greater efforts to counter corruption.

3. 我们要针对不同的情况提出不同的方案。
We should propose different measures to deal with different situations.

4. 公司采取的这项措施并不是针对全体员工的。
The measure adopted by the company is not directed against all of the employees.

4. 相应（形）“relevant; appropriate; suitable”

相应 is used to modify something that is relevant, parallel, or appropriate in responding to a situation or condition.

1. 面对对手的挑战，我公司应迅速采取相应的措施。
Our company should quickly take appropriate measures to counter the challenge presented by our competitor.

2. 为保证按期完成生产任务，公司领导早已做出了相应的安排。
In order to guarantee the completion of production goals on schedule, the company leaders made appropriate arrangements long ago.

3. 经理根据新职员的不同学历对他们进行了相应的培训。
The manager arranged suitable training for new employees according to their respective academic degrees.

词语辨析

1. 增长 增进 增加 增添

增长（动、名）“to grow; to increase; to raise”

增长 indicates that there is an increase or growth in things such as 经济、产量、知识、见识, etc.

1. 去年，中国经济有了显著的增长。
Last year, the Chinese economy grew markedly.

2. 过去五年，我们公司的净利润平均每年增长百分之十。
Over the past five years, our company's net profits have increased an average of ten percent annually.

3. 环游世界的经历使他增长了不少见识。
The experience of travelling around the world enriched his knowledge considerably.

4. 成药产品的推出促进了中药消费的增长。
The introduction of ready-made medicinal products helped increase the consumption of Chinese medicine.

增进（动）“to promote; to enhance; to facilitate”

增进 means to increase and make something greater. It is used with abstract nouns such as 了解、友谊、合作, etc.

1. 互派留学生有利于增进不同国家间的了解和沟通。
Participation in student exchanges will enhance mutual understanding and communication among nations.

2. 这次访问演出增进了两国人民的传统友谊。
The performance of a visiting troupe enhanced the traditional friendship between the people of the two countries.

3. 上次谈判的结果对于增进同贵公司的合作有重要意义。
The result of the last round of negotiations proved to be important in promoting cooperation with your company.

4. 饭前喝一点开胃酒有助于增进食欲。
Drinking an aperitif before dinner will help stimulate the appetite.

增加（动）"to add; to increase; to raise"

增加 is to make things greater or larger by adding. It can be used with concrete nouns as well as abstract nouns.

1. 新增生产线以后，我公司拟增加招收500名操作员。
After the establishment of a new production line, our company plans to recruit 500 additional operators.

2. 同去年相比，今年医疗设备的进口量有了显著增加。
Compared with last year, the import of medical equipment this year has increased greatly.

3. 市场调查的结果增加了公司对新产品的信心。
The result of market surveys increased the company's confidence in its new product.

增添（动）"to add; to increase"

增添 is to increase the quality or quantity of something by adding more onto that which already exists. The object used by 增添 can be either an abstract or concrete noun.

1. 春节的彩灯为首都北京增添了节日气氛。
The colorful Spring Festival lights add to the holiday atmosphere in Beijing.

2. 他的妻子快要生产了，这个家庭就要增添新成员了。
His wife is about to give birth, so the family will add a new member soon.

3. 这门课程又增添了不少新的案例。
A number of new cases have been added to this course.

增长 emphasizes that the quality of something has been improved or the amount of something (usually production) has been increased. It is more often used for abstract things. 增进 can only be used with abstract nouns and stresses promotion or advancement. 增加 means an increase in quantity and is mostly used with concrete nouns, although it can be used with abstract nouns. 增添 means an increase in both quantity and quality, and it can be used with both abstract and concrete nouns. Although both 增加 and 增添 indicate an increase in something, 增加 emphasizes that things are becoming greater in number, whereas 增添 emphasizes the newly added ingredient(s) or member(s).

2. 占　占有　占据

占（动）"to constitute; to amount to; to hold; to account for"

The usage of 占 was explained earlier in this lesson in the Explanation of Terms, Section 2. The following examples containing 占 are for the purpose of comparison with 占有 and 占据.

1. 印花税收入占今年总财政收入的百分之五强。
The stamp tax accounted for more than five percent of the total fiscal income this year.

2. 中国以占世界百分之七的耕地养活了占世界百分之二十一的人口。
China supports 21% of the world population on 7% of the world's cultivated land.

3. 台湾生产的电子设备差不多占世界总产量的三分之一。
Electronics manufactured in Taiwan account for approximately one third of the world's production.

占有（动）“to possess; to occupy; to have”

1. 外企由于拥有先进的技术而在竞争中占有较大优势。
Foreign companies have a competitive edge due to their advanced technology.

2. 未经允许占有公家财产是违法的行为。
It's illegal to take possession of public property without permission.

3. 微软公司在操作系统软件开发方面占有重要的战略地位。
Microsoft occupies an important strategic position in the development of operating systems.

占据（动）“to occupy”

1. 为了占据一个好位置，负责展览的市场部人员很早就支付了展览费。
The marketing personnel in charge of the exhibition paid their fees early in order to reserve a good location.

2. 占据制高点对于一次战斗的胜利至关重要。
Occupying an advantageous position is crucial to winning a battle.

3. 辉瑞公司的这种新药迅速占据了市场的大部分份额。
Pfizer's new product promptly occupied a majority market share.

There is an overlap among 占、占有, and 占据. However, only 占 has the meaning of accounting for a certain proportion while 占有 and 占据 do not. The compound 占有 means to simply occupy or have a position, whereas 占据 means to occupy a place or position by force.

3. 渠道 管道

渠道（名）“channel; means of communication; irrigation ditch”

Although 渠道 literally means “irrigation ditch”, it is also used as a metaphor for a channel or means of communications, usually in social settings.

1. 他通过很多渠道打听她的消息。
   He inquired about her through multiple channels.

2. 信息渠道不畅是公司经营失误的主要原因。
   The company's operational errors can be attributed mainly to obstructed information channels.

3. 政府应制定政策，为企业开辟多种融资渠道。
   The government should institute policies to create multiple financing channels for enterprises.

4. 这块农田的灌溉系统是由许多排水渠道组成的。
   The irrigation system of this agricultural tract is comprised of a series of drainage ditches.

管道（名）“piping; tubing; conduit; pipeline”

1. 城市基础设施建设需要在地下铺设各种管道。
   All kinds of pipelines are going to be laid underground in the construction of the city's infrastructure.

2. 管道堵塞造成污水外溢。
   A blockage of the pipeline led to a leakage of wastewater.

3. 这个公司是生产管道防腐材料的。
   This company produces anti-corrosive materials for pipelines.

The uses of these two nouns are quite distinctive and should not be confused. The main distinction is that 渠道 means irrigation ditch and 管道 means pipeline. Moreover, 渠道 is often used metaphorically, whereas 管道 is used mainly in its concrete sense.

4. 加强 加紧 加速

加强（动）“to strengthen; to enhance; to intensify; to reinforce”

加强 means to give more force in order to make things more effective or stronger.

1. 中国政府近期加强了反贪污腐败的力度。
   The Chinese government recently intensified its anti-corruption measures.

2. 新修改的证券法加强了政府对证券市场的管理。
   The latest version of the Securities Law strengthened the government's supervision over the securities market.

3. 为了更好地提高服务质量，越来越多的咨询公司加强了同客户的联系。
   For the delivery of better services, more and more consulting companies are strengthening contacts with their clients.

加紧（动）“to step up; to speed up; give a boost to; to press forward with”

加紧 means to act vigorously and hastily in order to speed up the process of an activity.

1. 中国政府正加紧筹备2008年奥运会，在环境保护、场馆建设方面投入了大量的资金。
   China's government is pressing forward with preparation for the 2008 Olympic Games by injecting a lot of capital into environmental protection and stadium construction.

2. 为顺应人口老龄化的趋势，中国医疗保险制度的改革正加紧进行。
   In order to respond to the aging population trend, the implementation of Chinese medical insurance reforms is being stepped up.

3. 中国政府正加紧制定网上知识产权保护法规。
   The Chinese government is pressing forward with online intellectual property laws.

加速（动）“to quicken; to accelerate; to expedite”

加速 means to speed up the process in order to cause something to occur soon.

1. 为加速医药销售制度的改革，中国政府正在制定相关政策。
   To speed up the reform of medicine sales distribution, the Chinese government is drafting relevant policies.

2. 公司的各生产部门目前正加速运行，以满足产品需求。
   The various production departments of the company are accelerating their operations to meet increasing market demand.

3. 飞机在跑道上加速到每小时380公里时才能起飞。
   Airplanes can only take off after accelerating to a speed of 380 km per hour.

加强 means to give more force in order to make things more effective or stronger. It is usually used with abstract nouns such as 管理、领导、团结、联系、信心、纪律、力量, etc. There is an overlap between the usage of 加紧 and 加速, and both mean “to accelerate”. However, 加紧 is greater than 加速 in terms of magnitude. 加紧 usually has 生产、工作、训练、研究、准备、复习, etc. as its object. 加速 also means to cause a change in speed or velocity and, therefore, is often used as an adverb.

第七章

热点话题

7.1 中国的环境保护

中国还是一个发展中国家，目前正处于加速推进工业化和城市化的阶段，对自然资源的消耗很大。由于长期以来采取粗放型的经济发展模式，再加上技术和管理水平落后，导致污染不断增加，环境质量日趋恶化。环境污染和生态破坏对人类健康和工农业生产所造成的危害，已严重影响了中国经济和社会的发展。据世界银行调查，每年仅水污染和大气污染两项对中国所造成的经济损失就达国内生产总值的8%左右。

为了改善环境质量，中国政府作出了不懈的努力。近年来，中国政府采取的基本措施包括：提高汽车尾气的排放标准；大力开展植树造林活动，在市区栽花种草，进行绿化，力求做到“黄土不露天”；要求有污染的企业开发技术、处理污水、减少污染物的排放量。

但是，中国在环境保护问题上仍然面临着很多困难。众所周知，改善环境需要大量的资金，而中国财力有限，缺乏必要的投入。此外，中国总体技术水平落后，要利用高新技术减少能源消耗和废物排放，依然困难重重。

7.1 中國的環境保護

中國還是一個發展中國家，目前正處於加速推進工業化和城市化的階段，對自然資源的消耗很大。由於長期以來採取粗放型的經濟發展模式，再加上技術和管理水平落后，導致污染不斷增加，環境質量日趨惡化。環境污染和生態破壞對人類健康和工農業生產所造成的危害，已嚴重影響了中國經濟和社會的發展。據世界銀行調查，每年僅水污染和大氣污染兩項對中國所造成的經濟損失就達國內生產總值的8%左右。

爲了改善環境質量，中國政府作出了不懈的努力。近年來，中國政府採取的基本措施包括：提高汽車尾氣的排放標準；大力開展植樹造林活動，在市區栽花種草，進行緑化，力求做到“黄土不露天”；要求有污染的企業開發技術、處理污水、減少污染物的排放量。

但是，中國在環境保護問題上仍然面臨著很多困難。衆所周知，改善環境需要大量的資金，而中國財力有限，缺乏必要的投入。此外，中國總體技術水平落後，要利用高新技術減少能源消耗和廢物排放，依然困難重重。

针对这些难题，中国开始进行国际合作，同时支持外国公司进入环保市场，期望通过广泛互利的合作，寻找一条良性循环、可持续改善现状的道路。中国环保市场将成为又一个吸引外资的热点。

針對這些難題，中國開始進行國際合作，同時支持外國公司進入環保市場，期望通過廣泛互利的合作，尋找一條良性循環、可持續改善現狀的道路。中國環保市場將成爲又一個吸引外資的熱點。

7.1 Environmental Protection in China

China is still a developing country. It is currently in the stage of accelerating the pace of its industrialization and urbanization, so it consumes a considerable amount of natural resources. A long history of adopting *laissez-faire* economic development models, compounded by dated technology and poor management, has led to a continuous increase in the production of pollutants and a gradual deterioration in the quality of the environment. The damage to human health, industry, and agriculture caused by environmental pollution and ecological destruction has already severely constrained China's economic and social development. According to a World Bank study, economic losses caused by water and atmospheric pollution alone account for about 8% of China's GDP each year.

The Chinese government has made relentless efforts to improve the quality of the country's environment. Over the past several years, the government has adopted some basic measures, including raising automotive emissions standards, vigorously promoting forestation, and planting flowers and grass in urban areas aiming to "leave no earth exposed". The government has required polluting industries to develop technologies for treating waste water and curtailing the emission of other waste products.

However, China still faces many problems with respect to environmental protection. It is common knowledge that considerable capital is needed to improve environmental quality, but China's ability is limited because it lacks the necessary financial resources. In addition, China's overall technological level is low and efforts to utilize new technologies for effectively reducing energy consumption and emission of waste products are still fraught with difficulties.

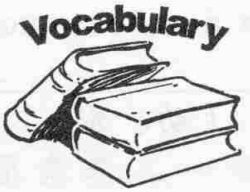
In light of these problems, China has begun to seek out international cooperation and has supported the entry of foreign companies into its environmental protection market. China hopes that through extensive mutually beneficial cooperation, it will be able to establish a favorable cycle leading to sustainable improvement of the current situation. China's environmental protection market is yet another popular sector that will attract considerable foreign investment to China.

为成功举办2008年奥运会，北京提出了“绿色奥运”的口号。到2007年，北京市用于环境保护和生态改善的投入将达到1000亿元，占北京GDP的4%以上。城市环境质量将有很大的提高：森林覆盖率提高到50%，城市垃圾全部实现无害化处理，50%的污水得到再利用，污染严重的企业全部从市区迁出。届时的北京市将成为一个生态环境优美的现代化国际大都市。

爲成功舉辦2008年奧運會，北京提出了“绿色奥運”的口號。到2007年，北京市用於環境保護和生態改善的投入將達到1000億元，佔北京GDP的4%以上。城市環境質量將有很大的提高：森林覆蓋率提高到50%，城市垃圾全部實現無害化處理，50%的污水得到再利用，污染嚴重的企業全部從市區遷出。屆時的北京市將成爲一個生態環境優美的現代化國際大都市。

Background Information

To successfully host the 2008 Olympic Games, Beijing has adopted the slogan "Green Olympics". By 2007, total investment in the environmental protection and ecological improvement of China's capital will mount to RMB100 billion, accounting for over 4% of Beijing's GDP. The city's environmental quality will be greatly improved in several ways: the percentage of forest cover will reach 50%; all trash will be processed in a nontoxic manner; 50% of the total waste water will be recycled; and all enterprises that generate heavy pollution will be moved away from the inner city area. By then, Beijing will blossom into a modern international metropolis situated in a beautiful ecological environment.



生词表

消耗	消 耗	xiāohào	（名、动）	consumption; to consume
粗放型	粗放型	cūfàngxíng		laissez-faire
恶化	惡 化	èhuà	（动）	to deteriorate; to worsen
生态	生 態	shēngtài	（名）	ecology
破坏	破 壞	pòhuài	（名、动）	destruction; to destroy
危害	危 害	wēihài	（名、动）	damage; to jeopardize; to endanger
不懈	不 懈	búxiè	（形）	unrelenting; untiring; unceasing
措施	措 施	cuòshī	（名）	measure; step
尾气	尾 氣	wěiqì	（名）	(auto) emission
排放	排 放	páifàng	（名、动）	discharge; to discharge; to let out
植树造林	植樹造林	zhíshù zàolín		forestation
黄土不露天	黃土不露天	huángtǔ bú lòu tiān		"yellow earth not exposed to the sky"—ground covered with vegetation
众所周知	衆所周知	zhòng suǒ zhōu zhī		it is common knowledge that; as is known to all
投入	投 入	tóurù	（名、动）	investment; to invest; to put into; to plunge into
废物	廢 物	fèiwù	（名）	waste material trash
困难重重	困難重重	kùnnan chóngchóng		fraught with difficulties
支持	支 持	zhīchí	（动、名）	to support; to sustain; support
期望	期 望	qīwàng	（动、名）	to hope; to expect; expectation
寻找	尋 找	xúnzhǎo	（动）	to seek; to look for
良性	良 性	liángxìng	（形）	benign; beneficial
循环	循 環	xúnhuán	（名、动）	cycle; circulation; to circulate

良性循环	良性循環	liángxìngxúnhuán		favorable cycle (antonym of 恶性循环 "vicious cycle")
持续	持續	chíxù	(动、形)	to last; to continue; to keep on; continuous; sustained
口号	口號	kǒuhào	(名)	slogan
覆盖	覆蓋	fùgài	(动)	to cover (wih trees, snow, plastic sheets, etc.)
覆盖率	覆蓋率	fùgàilǜ	(名)	proportion of coverage (such as forestation)
无害	無害	wúhài	(形)	harmless; nontoxic; not dangerous (antonym of 有害)
迁	遷	qiān	(动)	to move (as in 迁出/入); to change (as in 事过境迁)
届时	届時	jièshí	(副)	when the time comes; at that time

1. 消耗

消耗 refers to the consumption of such things as energy, strength, or natural resources (fuel, for example) over a period of time. It is usually used as a verb but can be used as a noun.

a. (名) "consumption; attrition"

1. 能源消耗在冬天会加剧。
   Energy consumption increases during the winter.

2. 有些自然资源的消耗是无法弥补的，例如石油。
Certain natural resources, such as petroleum, cannot be replenished once they are consumed.

3. 交战双方都不愿意卷入一场消耗战。
Neither side of the conflict wants to be involved in a war of attrition.

b. （动）"to consume; to use up; to expend; to deplete"

When 消耗 is used as a verb, it must have an object and can also have a complement.

1. 燃烧会消耗氧气。
Combustion consumes oxygen.

2. 象棋比赛很消耗棋手的精力。
Chess tournaments use a great deal of the contestants' energy.

3. 盲目砍伐会把森林资源消耗殆尽。
Blindly cutting down trees will lead to the exhaustion of forest resources.

2. 不懈（形）"tireless; untiring; unrelenting"

不懈 is used to modify a noun and indicates that an effort is persistent and never slackens. It is usually used with 努力 or 斗争. The phrase 坚持不懈 is a fixed expression.

1. 治理环境污染需要几代人不懈的努力。
It requires several generations of tireless effort to bring environmental pollution under control.

2. 环保局同非法排污的单位进行了不懈的斗争。
The Environmental Protection Bureau is untiring in its struggle against factories that discharge pollutants illegally.

3. 只要我们坚持不懈，就一定能把沙漠变成绿洲。
As long as we persist in this effort, we will definitely be able to turn the desert into an oasis.

3. 措施（名）“measure; step”

措施 is a way, means, or method taken to tackle something on a large scale. It is used as an object of verbs such as 采取、制定、实行, etc. It cannot be used with 进行. The measure word for 措施 is 项.

1. 炼钢厂由于采取了有效措施大大减少了有害物质的排放。
The steel plant adopted effective measures and thereby greatly reduced harmful emissions.

2. 政府必须制定一项长期措施来扩大城市的绿化面积。
The government should formulate long-term measures to extend the “greening” process to more areas in the cities.

3. 进入工地前必须采取相应的安全措施。
People must take relevant safety measures before entering the construction site.

4. 总体

a. （形）“overall; total”

总体 is a noun but is more often used as an adjective to modify something that represents the sum or overall combination of smaller units.

1. 这个项目的总体规划已被董事会批准。
The Board of Directors has already approved the overall plan for this project.

2. 经过培训，员工的总体素质得到了提高。
The employees' overall quality improved after undergoing training.

3. 技术引进使得公司的总体生产能力翻了一番。
The introduction of technology caused the company's overall productivity to double.

b. （名）"in general; as a whole; on the whole"

总体 can be used with 从…来说（看） or can be followed by 上 to form a prepositional structure meaning "in general".

1. 从总体上看，这次收购是成功的。
In general, this acquisition was successful.

2. 这项工程总体上是符合国际标准的。
On the whole, this project met international standards.

3. 要彻底解决问题非从总体出发不可。
In order to solve the problem thoroughly, we must tackle it in a comprehensive manner.

词语辨析

1. 保护　爱护

保护

a. （动）"to protect; to safeguard"

1. 种树有助于保护土壤。
Planting trees will help protect the soil.

2. 警察的职责是保护市民免受伤害。
The duty of police officers is to protect citizens from harm.

3. 我们从小就要注意保护视力。
We should take care of our eyesight from a young age.

b. （名）"protection; safeguard"

1. 政府已开始注重对森林的保护。
Tne government has begun paying attention to the protection of forests.

2. 人类对大熊猫的保护使其免于绝种。
The protection of pandas by man has prevented their extinction.

3. 这块土地上的原始森林已受到保护。
The virgin forest on this piece of land has already received protection.

爱护

a. （动）"to cherish; to devote loving care; to take good care of"

1. 爱护公物，人人有责。
Taking care of public facilities is everyone's responsibility.

2. 母亲对他爱护有加。
His mother loves him very much.

3. 我们不应该只在植树节才想起爱护树木。
We should not think of taking care of trees only on Arbor Day.

b. （名）"loving care; protection; safeguard"

1. 影片中女主角对孩子们的爱护令观众感动。
In the movie, the female lead's loving care for the children moved the audience.

2. 他一辈子都忘不了小时候母亲对他的爱护。
He can never forget the loving care that he received from his mother as a child.

Both 保护 and 爱护 indicate an attempt to take care of someone or something and protect him, her, or it from harm. The main difference is that 保护 refers to protection that does not involve emotional attachment, whereas 爱护 is more of an affectionate or loving protection. However, this affection refers to the love for children or the affection of a superior for a subordinate, but not between equals.

2. 持续　继续

持续

a. （动）"to last; to continue; to keep on"

1. 大雨持续了三个小时。
   The rain lasted for three hours.

2. 持续改革开放是中国政府的政策，也是人民的要求。
   The continued reform and opening up of the economy is both the policy of the Chinese government and the desire of the Chinese people.

b. （形）"continuous; sustained"

1. 改善大气质量需要作持续不断的努力。
   It requires continuous effort to improve the quality of the air.

2. 公司的股票价格显示出持续上扬的良好势头。
   The company's stock price indicates a good momentum in sustainable growth.

3. 经济持续的衰退会减弱投资者的信心。
   The continuous recession will weaken investors' confidence.

继续（动）"to continue; to go on; to resume"

1. 已是深夜，会议还在继续。
   It is already late at night and the meeting is still going on.

2. 明天的会议将继续讨论环境污染问题。
We will continue to discuss the issue of environmental pollution at tomorrow's meeting.

3. 从管理方式来讲，继续采用原来的模式是会被淘汰的。只有不断创新，才能提高生产效率，赢得市场。
From the perspective of management methodology, the company will not survive if it continues with its old model. Only through continual innovation can the company improve its productivity and win a place in the market.

持续 emphasizes the extension or prolonging of something without interruption or cessation. 继续 means to go on with a particular action or to resume an action after an interruption. When used as a verb, 持续 must be followed by a complement.

3. 支持　支援

支持

a. （动、名）"to support; to backup; support"

1. 中央支持各地方的植树造林运动。
The central government supports all local forestation initiatives.

2. 环保工作的展开需要企业的大力支持。
Launching an environmental protection initiative requires considerable support from enterprises.

3. 治理污染需要政府政策的支持。
Treating pollution problems requires policy support from the government.

b. （动）“to sustain; to hold out; to bear”

1. 公司的原材料储备足够支持三个月的生产。
   The company's reserve of raw materials can sustain production for three months.

2. 他饿得支持不住了。
   He is too hungry to hold himself up.

支援（动、名）“to support; to assist; to provide aid; assistance”

1. 一有水灾，全国人民都赶去支援。
   Wherever there is a flood, people from all over the country rush in to provide assistance.

2. 这是联合国对受灾国最大的一笔支援。
   This is the greatest amount of assistance that the UN has ever provided to a country suffering from a disaster.

3. 政府鼓励经济发达地区支援经济落后地区。
   The government encourages developed areas to support less-developed areas.

Both 支持 and 支援 mean to support. However, 支持 refers to spiritual or moral support that keeps someone or some entity from collapsing, while 支援 means to provide for or support someone or some entity with money or other necessities. 支持 also has the meaning of sustaining or holding something up.

4. 改善　改良　改进

改善（动、名）“to improve; to make better; improvement”

1. 通过改革，政府改善了执法环境，放宽了市场准入的限制。
   Through reform, the government has improved the legal environment and has relaxed its restrictions on market entry.

2. 为了留住人才，公司改善了员工的待遇。
In order to keep talented staff, the company has improved the employees' benefits.

3. 经济条件的改善使他们今年可以出国旅游。
The improvement in their economic condition allows them to travel abroad this year.

改良（动、名）"to improve; to make better; improvement"

1. 这些年来中国通过不断改良土壤增加了农业的收成。
These past few years China has increased its agricultural output by continuously improving the quality of the soil.

2. 由于技术条件的限制，我们目前还改良不了这种机器。
Due to limitations in technology, we are not able to improve this machine at this moment.

3. 水稻品种的改良使每亩收成提高了30%。
Improvement in the strains of rice has increased output by 30% per acre.

改进（动、名）"to advance; to improve; advance; improvement"

1. 私有化以后，商场售货员明显改进了他们的服务态度。
Since privatization, salespeople in shopping malls have noticeably improved their service attitude.

2. 我们开会的效率太低，应该改进一下方式。
The way we conduct meetings is not efficient, so we should improve it.

3. 微软的新版视窗系统比它的前期产品有了很大的改进。
Microsoft's new Windows system has been improved a lot compared with its previous products.

改 means to change, rectify, or remedy an error or defect. 善 and 良 refer to goodness. Hence, 改善 and 改良 mean to make something better or to advance something towards a better state or condition. However, 改善 is used with abstract nouns such as 关系、环境、待遇、条件, or 情况; whereas 改良 is used with concrete nouns such as 品种、土壤、工具, or 机器. Since 进

means to advance or to progress, 改进 means to bring something forward or upward so as to raise its level or make it more advanced or better. It is often used with 方法、技术、态度, or 作风.

7.2 因特网在中国

在中国，上网是一个时髦的名词，越来越多的年轻人把上网当成一种时尚。网络的发展使商业沟通变得格外迅速、便捷，它在向人们提供更广阔的商业机会的同时，也在改变中国人的生活习惯。人们通过网页浏览信息、下载资讯，通过电子邮件进行交流，并且通过各种网站在网上购物、拍卖、炒股票、选举、聊天、听音乐、看电影和从事其它各种活动。

中国政府目前把数据通信作为信息产业重点之一进行发展。今后几年中，中国每年将投入1400亿人民币用于建设可以传输数据的通讯网络，意图建设一个超大容量、安全可靠的基础传输网和经济适用的宽带接入网。一项名为“政府上网工程”的计划也正在实施。这项工程的目的是把政府的信息公开化，增加透明度，从而提高政府服务质量。同时也希望通过启动“政府上网工程”及其他相关工程，实现迈入网络化社会的目标。

尽管国际互联网业在中国取得了很大的进步，但是与先进国家相比，还有很多问题，主要反映在上网速度慢、费用

7.2 因特網在中國

在中國，上網是一個時髦的名詞，越來越多的年輕人把上網當成一種時尚。網絡的發展使商業溝通變得格外迅速、便捷，它在向人們提供更廣闊的商業機會的同時，也在改變中國人的生活習慣。人們通過網頁瀏覽信息、下載資訊，通過電子郵件進行交流，並且通過各種網站在網上購物、拍賣、炒股票、選舉、聊天、聽音樂、看電影和從事其它各種活動。

中國政府目前把數據通信作爲信息產業重點之一進行發展。今後幾年中，中國每年將投入1400億人民幣用於建設可以傳輸數據的通訊網絡，意圖建設一個超大容量、安全可靠的基礎傳輸網和經濟適用的寬帶接入網。一項名爲“政府上網工程”的計劃也正在實施。這項工程的目的是把政府的信息公開化，增加透明度，從而提高政府服務質量。同時也希望通過啓動“政府上網工程”及其他相關工程，實現邁入網絡化社會的目標。

儘管國際互聯網業在中國取得了很大的進步，但是與先進國家相比，還有很多問題，主要反映在上網速度慢、費用

高以及信息资源不充分等方面。另外，据中国互联网络信息中心调查表明，中国的互联网用户分布不均匀，主要集中在北京、上海、广东三个经济发展最快的地区。还有，中国的信息产业受到较强的政策性保护，因此在一定程度上束缚了因特网的迅速发展。

高以及信息資源不充分等方面。另外，據中國互聯網絡信息中心調查表明，中國的互聯網用户分布不均匀，主要集中在北京、上海、廣東三個經濟發展最快的地區。還有，中國的信息產業受到較強的政策性保護，因此在一定程度上束縛了因特網的迅速發展。

7.2 The Internet in China

"Going online" is a fashionable term in China. More and more of today's youth feel "logging on the Internet" to be fashionable. The development of the Internet has accelerated the pace of business communications considerably. The Internet has created a wide range of business opportunities and, at the same time, has changed the Chinese people's lifestyles. People get information by browsing websites and exchanging information via email. Through various websites, they make purchases, auction items, trade stocks, and cast votes. They also chat, listen to music, watch movies, and engage in all sorts of other activities online.

The Chinese government is proceeding with the development of data telecommunications, which is considered to be one of the key sectors in the information industry. In the next few years, China will invest approximately RMB140 billion annually in establishing networks that transmit data and intends to build a secure, reliable network with economical, viable broadband access. A program called the "Government Getting Online Project" has already been launched. The objective of this program is to open up government information to the public and promote transparency, thereby raising the quality of government services. The government also hopes that, through initiating the "Government Getting Online Project" and other related projects, it will be able to realize its goal of entering a truly networked era.

Although the Internet industry has made great progress in China, when compared with more advanced countries it still has many problems as reflected by slow Internet access, high costs, and limited information resources. In addition, according to an investigative report by the China Internet Information Center, Internet users are distributed unevenly across the country, with the majority of users concentrated in Beijing, Shanghai, and Guangdong—the three most rapidly developing economic regions in China. China's information industry is also strongly protected by government policy which has, to a certain extent, constrained the pace of Internet development.

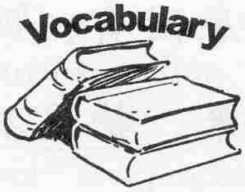
背景知识

以互联网为依托的网上购物已逐渐被中国消费者所接受。大多数网民认为网上购物的优势是方便、快捷，不受时间地域的限制，而且东西往往比较便宜。但是，也有网民认为网上购物真假难辨，而且担心付款不安全。许多网民认为当前制约中国网上购物普及的主要原因有：网上支付方式不完善，大众的消费习惯还没有转变过来，物流不完善以及成本太高。

背景知識

以互聯網爲依托的網上購物已逐漸被中國消費者所接受。大多數網民認爲網上購物的優勢是方便、快捷，不受時間地域的限制，而且東西往往比較便宜。但是，也有網民認爲網上購物眞假難辨，而且擔心付款不安全。許多網民認爲當前制約中國網上購物普及的主要原因有：網上支付方式不完善，大衆的消費習慣還没有轉變過來，物流不完善以及成本太高。

Internet-based online shopping has been gradually accepted by Chinese consumers. Most Internet users consider the advantages of online shopping to be its convenience and speed, lack of constraints on time and space, and generally cheaper goods. However. there are some Internet users who argue that it is hard to distinguish between real and fake products on the Internet and who also worry about the security of payment. Many Internet users attribute the factors limiting online shopping' s popularity in China to its inadequate payment methods, consumers' unchanged shopping habits, poor logistics, and high costs.



生词表

因特网	因特網	yīntèwǎng	（名）	Internet
上 网	上 網	shàng wǎng		to get on the Internet; to log on
时 髦	時 髦	shímáo	（形）	fashionable; modern
时 尚	時 尚	shíshàng	（名）	fad; fashion
格 外	格 外	géwài	（副）	considerably; especially
便 捷	便 捷	biànjié	（形）	convenient and quick
网 页	網 頁	wǎngyè	（名）	webpage
浏 览	瀏 覽	liúlǎn	（动）	to browse; to glance over
下 载	下 載	xiàzǎi	（动）	download
拍 卖	拍 賣	pāimài	（动、名）	to sell something at an auction; to sell off goods at reduced prices; auction
炒股票	炒股票	chǎo gǔpiào		to speculate on stocks

选举	選舉	xuǎnjǔ	（动、名）	to elect; election
数据	數據	shùjù	（名）	data; information
通信	通信	tōngxìn	（名、动）	communication; to communicate in writing
传输	傳輸	chuánshū	（动）	to transmit (data or information)
容量	容量	róngliàng	（名）	capacity; volume
宽带	寬帶	kuāndài	（名）	broadband
接入网	接入網	jiērùwǎng	（名）	access network
透明度	透明度	tòumíngdù	（名）	transparency
迈入	邁入	màirù	（动）	to advance into... with large strides
反映	反映	fǎnyìng	（动、名）	to reflect; to report; to make known; reflection
均匀	均勻	jūnyún	（形）	even; evenly distributed
束缚	束縛	shùfù	（动、名）	to constrain; to tie; constraint
依托	依托	yītuō	（动）	to depend on; to rely on
地域	地域	dìyù	（名）	space; place; territory; region
往往	往往	wǎngwǎng	（副）	often; frequently; generally
难辨	難辨	nán biàn	（动）	hard to distinguish
物流	物流	wùliú	（名）	logistics

1. 格外（副）“especially; particularly; exceptionally; extraordinarily”

格外 is used to indicate that the level or status of something or someone is above or apart from the ordinary because of a distinctive feature or characteristic.

1. 经过多年的不懈努力，他的公司就要上市了，他感到格外兴奋。
   After years of unremitting effort, his start-up company will soon go public, so he is especially excited.

2. 这家位于中关村的互联网公司经营有道，生意格外好。
   This dot-com company located in Zhongguancun is doing exceptionally well due to its good management.

3. 这家公司的产品由于技术领先、设计新颖、价格合理，在展览会上格外引人注目。
   Due to its leading technology, novel designs, and reasonable prices, this company's products are attracting an exceptional amount of attention at the exhibition.

2. 投入（动）“to throw into; to put into; to plunge into”

投入 means to thrust something forcefully into a place. It also means to invest resources or to put something into production. Yet another meaning is to throw oneself into work or a project.

1. 与大多数传统行业相比，高科技公司需投入更多的资金用于研制开发新产品。
   Compared with the vast majority of traditional enterprises, high-tech companies need to invest more in product R&D.

2. 由于市场前景看好，分销商订货积极，这种新型电缆已大量投入生产。
Because market prospects are encouraging and many distributors have placed orders, this new type of cable has been put into mass production.

3. 他一向把时间安排得很紧凑，往往是一个项目完成后便马上投入另一个项目。
He always arranges a fast-paced schedule; as soon as he finishes one project, he immediately plunges into another one.

3. 带（动）"to bear; to carry; to have"

带 has many uses. In this lesson, 带 refers to something that exhibits or contains a visible quality or characteristic. The most commonly used expressions are: 面带微笑 and 话中带刺. It can be followed by 有, 着, or 入 before an object.

1. 没有人知道他对这个项目有什么看法，因为开会讨论时，他总是面带微笑，一言不发。
No one knew how he felt about this project because, during the meetings, he always kept a smile on his face and did not utter a single word.

2. 在因特网上可以找到许多带讽刺意味的时事评论。
A lot of cynical commentary on current events can be found on the Internet.

3. 写新闻报道事先要经过周密的调查，不要太主观，也不要带入个人感情色彩。
Writing news reports requires thorough investigation and one should not be too subjective, nor carry one's personal feelings into the report.

4. 这家公司新建的办公楼外部采用全玻璃结构，内部装修内用黑白两种颜色，因此带有很强的现代感。
The new office building constructed by this company has an exterior entirely made of glass and an interior made with only materials in black and white, thus giving it a pronounced modern ambience.

词语辨析

1. 时尚 时髦

时尚（名）“a fad; a fashion; a trend”

1. 年轻人通过互联网互赠节日贺卡已经成为一种时尚。
Sending greeting cards via the Internet has become a fad among today's youth.

2. 毛衣、短裙配长靴这种搭配将是今年秋天流行的时尚。
The combination of woolen sweaters, short skirts, and long boots will be the fashion this autumn.

3. 很多年轻人盲目追求时尚。
Many young people blindly follow the prevailing fashion.

时髦（形）“fashionable; stylish; in vogue”

1. 许多年轻人穿着上喜欢赶时髦，却忽略了选择衣服应符合自身条件的基本道理。
Many young people like to dress fashionably, but they ignore the basic principle that one should choose clothes that fit one's personal style.

2. 虽然长头发很好看，但最近短头发似乎更时髦。
Although long hair looks beautiful, short hair seems to be more fashionable these days.

时尚 is used as a noun and means a prevailing style, atmosphere, or practice that lasts only for a certain period of time. 时髦 is used as an adjective and describes something, particularly clothing or hairstyle, that is popular for a certain period of time.

2. 反映 反应 反响

反映（动、名）“to reflect; to report; to make known (to a superior); to show”

反映 means to reflect a thought, idea, or opinion that is formed as a result of an action or a situation. It also means to report someone's opinions or situation to a person who is in charge. It can be duplicated, in the ABAB form, i. e. 反映反映. It can also be used as a noun.

1. 市场销售人员因直接面对顾客而更了解顾客需求，他们应该向设计部门反映相关信息以改进产品设计。
   Because marketing and sales people have direct contact with customers and understand their needs, they should report relevant information to R&D departments to improve product design.

2. 互联网公司股价大跌反映出民众对网络公司目前的发展状况感到失望。
   The sharp decline in Internet companies' stock prices reflects people's disappointment with the current developmental trend of these companies.

3. 人事部经理将员工们的工作情况反映上去了。
   The HR manager has reported the condition of the employees' work to the upper management.

4. 请您把我们的意见向上级反映反映。
   Please make our opinions known to our superiors.

反应（名、动）“response; reaction; to respond; to react”

反应 means a reciprocal action or response to a specific stimulus, situation, or event. It can also be used as a verb.

1. 绝大多数的消费者对这个产品的反应良好。
   Most consumers have shown a favorable reaction to this new product.

2. 经过一个月的试销，这种软件在市场上的反应很好，公司决定投入大批量生产。
The market response to this software product was good after the one-month trial period, thus the company decided to invest in mass production.

3. 工人们对降低工资反应强烈，他们罢工以示抗议。
The workers reacted strongly to the salary cut and they went on strike to demonstrate their opposition.

4. 这家公司的营销部门对竞争者的促销行为反应不够快。
The marketing and sales department of this company did not react quickly enough to its competitor's promotion program.

反响（名）"repercussion; echo; response; reverberation"

反响 is an effect or a result produced by an issue, thought, act, or event.

1. 航空公司的兼并风潮在市场上引起强烈反响，因为人们担心消费者利益将受到损害。
The recent trend of mergers among airlines created strong repercussions in the market, because the public worried that consumer interests would be hurt.

2. 连日来的校园枪杀案在社区中引起了强烈反响。
A series of campus shootings induced a strong response from the community.

3. 科学家们关于保护环境的提议在全世界引起了广泛的反响。
The scientists' proposals on environmental protection evoked a worldwide response.

The difference between 反映 and 反应 is that 反应 means the opinion, attitude, or behavior that is caused by a specific stimulus. 反映, on the other hand, is a voluntary action that reflects the true condition or situation. It also means reporting a situation or event to an authority. Both 反映 and 反应 can be used as nouns or verbs, but 反应 is mostly used as a noun, whereas 反映 is more frequently used as a verb. 反响 is used in a situation in which something (an issue, expression, thought, or event) catches people's special attention and generates various comments, opinions, arguments, or praise. It can only be used as a noun.

3. 集中 集合 聚集

集中（动、形）“to concentrate on; to put together; focused”

1. 研发部门集中了所有的科研力量研制这一种新产品。
The R&D department concentrated all of its research efforts on developing this new product.

2. 公司应集中财力物力经营主营业务以获得更大的市场份额并提高效益。
The company should concentrate its financial and material resources on developing its core business in order to increase market share and improve efficiency.

3. 这个学生上课注意力很集中。
This student concentrates his attention on the teacher during class.

集合（动）“to gather; to assemble; to muster”

1. 队长命令大家集合，准备出发。
The team leader commanded everyone to assemble and prepare to set out.

2. 他总是很粗心，常常忘记集合地点。
He is so careless that he often forgets where the rendezvous is.

聚集（动）“to gather; to assemble; to collect”

1. 公司员工在中午吃饭时经常聚集在一起讨论工作。
The company's employees often get together during lunch to discuss their work.

2. 作为美国的高科技基地，硅谷聚集了大批工程师，也吸引了大量的风险投资。
As the hi-tech base in the U. S., Silicon Valley has attracted a great number of engineers and a huge amount of venture capital.

3. 广场上聚集了大批向政府示威的群众。
A crowd assembled in the square to demonstrate against the government.

集中 refers to organizing and putting things, efforts, or opinions together to concentrate on some special issue or purpose. 集合 means to gather or assemble for a purpose or activity. It is usually only used with respect to people. 聚集 also means people getting together, however, the togetherness is without organization or order.

4. 充分　充足　充满　充实

充分（形、副）"abundant; ample; fully"

1. 我们有充分的理由相信，这种产品的销路会很好。
We have ample reason to believe that this product will sell well.

2. 市场营销应充分考虑地区间的文化差异，从而制定适合当地的营销策略。
In marketing, companies should fully take into consideration the cultural differences among regions and formulate localized marketing strategies accordingly.

3. "政府上网工程"充分体现了政府对互联网事业的支持。
The "Government Getting Online Project" amply demonstrates the government's support for the Internet.

充足（形）"adequate; sufficient; abundant; ample"

1. 植物的生存需要充足的阳光和水分。
Plants need sufficient sunlight and water to survive.

2. 生产光缆需要昂贵的原材料、先进的设备和充足的资金。
The production of optical fiber cable requires expensive raw materials, advanced equipment, and abundant capital.

3. 日本的煤炭资源不充足，需要大量进口。
Japan lacks adequate coal resources and relies on a large volume of imports.

充满（动）“to be filled with; to be full of”

1. 在年度报告中，总裁表示虽然全球经济衰退，但他对公司的前景仍充满信心。
In the annual report, the president indicated that, although the global economy is in recession, he was still full of confidence for the company's future.

2. 员工们在除夕晚会上表演了精彩的节目，会场充满了欢乐的气氛。
Employees performed superbly at the New Year's Eve party and the atmosphere in the hall was full of good cheer.

3. 这间屋子三面都有窗户，每到下午屋里充满了阳光。
With windows on three sides, this room is filled with sunshine in the afternoon.

充实（形、动）“substantial; rich; to substantiate; to enrich; to replenish”

1. 这篇《互联网在中国的发展状况》的报导内容不够充实。
The contents of the report entitled “Internet Development in China” lacks substance.

2. 他工作尽管很忙但是生活一直很充实。
Though he is very busy, his life is always fulfilling.

3. 我们的总裁学历不高，但是他不断地充实自己，才有了今天这样的成就。
Our president does not have high academic credentials, but he has continuously enriched himself with knowledge to attain his present great achievements.

In addition to expressing that something is abundant, 充分 also implies that a behavior or action has reached its limit. 充足 indicates something that is merely filled with satisfactory or sufficient to meet the requirements. 充分 usually modifies abstract nouns, whereas 充足 modifies concrete nouns. 充满 means that a place is filled with people or things and can be used with both concrete or abstract nouns such as 人、东西、阳光、力量、矛盾, etc. 充实 refers to ample resources or indicates that the contents are substantial.

7.3 中国的知识产权保护

知识产权是人类通过智力劳动获取的一种无形资产权利，包括专利、商标、著作、商业秘密、服务标记、厂商名称和货源标记等权利。在一个开放的市场环境中，任何一个竞争主体，大到国家，小至企业，其竞争优势的强弱将在很大程度上取决于拥有知识产权的多少。

1978年以来，中国政府为加快经济、科技和文化事业的发展，引进了大量的知识产权，同时也把知识产权保护工作列入了议事日程。经过20多年来的努力，基本建立了以专利、商标、版权为三大核心的知识产权保护体系，且先后成立了相关的司法、行政、执法和民间协调组织，初步形成了目前有机结合、有效运作的机制。

但是，中国的知识产权保护仍然存在着很多问题。由于知识产权保护意识淡薄、执法力度不严，许多不法商人为利益所驱使，大量从事盗版活动，致使假冒名牌商标等侵权行为十分猖獗，严重损害了中国在保护知识产权领域的国际形象。另一方面，缺乏知识产权保护观念也使中国企业的知名品牌屡屡被外商在境外抢先注册，甚至有些技

7.3 中國的知識產權保護

知識產權是人類通過智力勞動獲取的一種無形資產權利，包括專利、商標、著作、商業秘密、服務標記、廠商名稱和貨源標記等權利。在一個開放的市場環境中，任何一個競争主體，大到國家，小至企業，其競争優勢的强弱將在很大程度上取决於擁有知識產權的多少。

1978 年以來，中國政府爲加快經濟、科技和文化事業的發展，引進了大量的知識產權，同時也把知識產權保護工作列入了議事日程。經過 20 多年來的努力，基本建立了以專利、商標、版權爲三大核心的知識產權保護體系，且先後成立了相關的司法、行政、執法和民間協調組織，初步形成了目前有機結合、有效運作的機制。

但是，中國的知識產權保護仍然存在著很多問題。由於知識產權保護意識淡薄、執法力度不嚴，許多不法商人爲利益所驅使，大量從事盗版活動，致使假冒名牌商標等侵權行爲十分猖獗，嚴重損害了中國在保護知識產權領域的國際形象。另一方面，缺乏知識產權保護觀念也使中國企業的知名品牌屢屢被外商在境外搶先註册，甚至有些技

术也被国外企业抢先申请专利，使中国企业在世界市场上蒙受了巨大的损失。

为解决上述问题，中国政府一方面通过新闻媒体加强对知识产权保护的宣传；另一方面要求企业真正成为保护自有知识产权的主体。中国政府希望通过加强对知识产权的保护，使更多的中国产品成为世界名牌，以增强中国产品的国际竞争力。

術也被國外企業搶先申請專利，使中國企業在世界市場上蒙受了巨大的損失。

爲解決上述問題，中國政府一方面通過新聞媒體加强對知識產權保護的宣傳；另一方面要求企業眞正成爲保護自有知識產權的主體。中國政府希望通過加強對知識產權的保護，使更多的中國產品成爲世界名牌，以增强中國產品的國際競争力。

7.3 Protection of Intellectual Property Rights in China

An intellectual property right is an intangible asset obtained through intellectual efforts and includes patents, trademarks, written works, trade secrets, service logos, manufacturer names, or product logos. In an open market environment, the competitive strength of an entity, be it as large as a country or as small as a business, depends on how much intellectual property it owns.

Since 1978, the Chinese government has brought in much intellectual property in order to speed up the country's economic, technological, and cultural development. Protection of intellectual property rights is also included on the government's agenda. After 20 years of effort, a system for protecting the rights to three core types of intellectual property, including patents, trademarks, and copyrights, has basically been set up. Meanwhile, judicial and administrative institutions, as well as non-governmental mediation organizations, have been established one after another to form the current integrated and effective enforcement mechanism.

There are, however, still some problems with regard to intellectual property rights protection in China. The international image of China with regard to intellectual property rights protection has been severely damaged by the lack of awareness of intellectual property rights protection, lax law enforcement, and rampant counterfeiting among many businessmen who are driven by high profits and have been involved in illegal activities such as piracy. Conversely, intellectual property has repeatedly resulted in foreign businesses getting ahead of the Chinese in registering Chinese brand names abroad and even in applying for technology patents, which has engendered huge losses to Chinese companies.

In order to solve the above-mentioned problems, the Chinese government has used the news media to promote understanding of intellectual property rights. At the same time, the government demands that Chinese companies take it upon themselves to protect their own intellectual property. The Chinese government hopes that through strengthening intellectual property rights protection, an increasing number of Chinese products will establish brand names globally, thereby strengthening the international competitiveness of Chinese products.

背景知识

目前保护知识产权的主要国际性公约有《保护知识产权巴黎公约》、《世界知识产权组织版权公约》和《国际专利合作条约》。参加这些公约的国家必须遵守公约对知识产权保护的规定，不得任意无偿使用他人的专利、商标或专有技术。

中国在建立和完善国内知识产权立法和执法体系的同时，也积极承担保护知识产权的国际义务。中国于1980年加入了世界知识产权组织（WIPO），知识产权的保护范围和保护力度逐步与国际惯例接轨。

背景知識

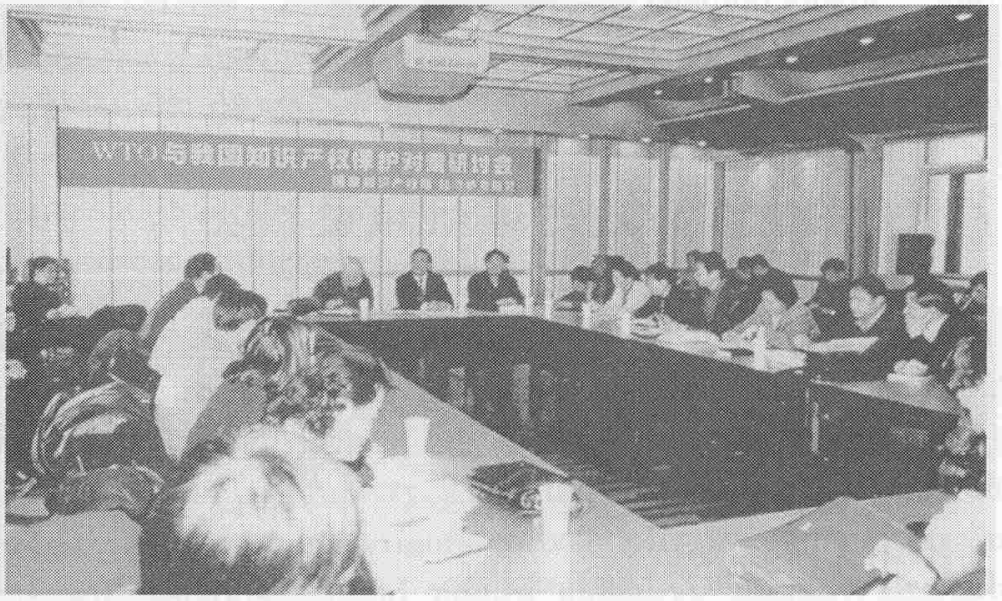
目前保護知識產權的主要國際性公約有《保護知識產權巴黎公約》、《世界知識產權組織版權公約》和《國際專利合作條約》。參加這些公約的國家必須遵守公約對知識產權保護的規定，不得任意無償使用他人的專利、商標或專有技術。

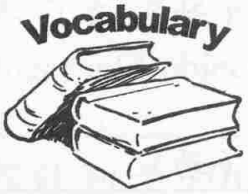
中國在建立和完善國内知識産權立法和執法體系的同時，也積極承擔保護知識産權的國際義務。中國於1980年加入了世界知識産權組織（WIPO），知識産權的保護範圍和保護力度逐步與國際慣例接軌。

Background Information

The principal international pacts that protect intellectual property are the "Paris Intellectual Property Rights Protection Treaty", the "World Intellectual Property Organization Copyright Treaty", and the "International Patent Cooperation Treaty". Countries that participate in these treaties must comply with regulations for protection of intellectual property and may not arbitrarily use any patent, trademark, or technology without compensation to the owner.

Even as it was establishing its own intellectual property laws and enforcement system, China began to take an active role in carrying out its duty to protect intellectual property rights internationally. China joined the World Intellectual Property Rights Organization (WIPO) in 1980. Since then, the scope and strength of China's protection of intellectual property rights have been gradually approaching international standards.





生词表

智力	智力	zhìlì	(名)	intelligence; intellect
无形	無形	wúxíng	(形)	intangible; invisible
专利	專利	zhuānlì	(名)	patent
商标	商標	shāngbiāo	(名)	trademark
标记	標記	biāojì	(名)	sign; mark; logo
货源	貨源	huòyuán	(名)	source of goods
取决于	取決於	qǔjuéyú	(动)	to depend on; to be determined by
议事日程	議事日程	yìshì rìchéng		agenda; schedule of items to be discussed
版权	版權	bǎnquán	(名)	copyright
司法	司法	sīfǎ	(名、形)	administration of justice; judiciary; judicial
执法	執法	zhífǎ	(动)	to enforce: to execute; to impose the law
协调	協調	xiétiáo	(动)	to coordinate: to mediate
有机	有機	yǒujī	(形)	organic
结合	結合	jiéhé	(动)	to integrate; to combine
运作	運作	yùnzuò	(动)	to function; to operate
淡薄	淡薄	dànbó	(形)	dim (impression); weak (interest or feeling); hazy
力度	力度	lìdù	(名)	the degree of power, force, or strength
驱使	驅使	qūshǐ	(动)	to prompt; to urge
盗版	盜版	dàobǎn	(名)	pirated edition
侵	侵	qīn	(动)	to violate (as in 侵犯); to infringe; to invade
猖獗	猖獗	chāngjué	(形)	rampant; wild; unrestrained; uncontrolled
屡屡	屢屢	lǚlǚ	(副)	repeatedly; time and again

抢先	搶先	qiǎngxiān	（动）	to compete to be the first to do something; to vie to be first
注册	註册	zhùcè	（动）	to register
蒙受	蒙受	méngshòu	（动）	to suffer
媒体	媒體	méitǐ	（名）	media; medium
宣传	宣傳	xuānchuán	（动、名）	to publicize; to make public; to propagate; to promote; propaganda
公约	公約	gōngyuē	（名）	treaty; pact; convention
遵守	遵守	zūnshǒu	（动）	to comply with; to meet the terms of; to abide by; to observe
任意	任意	rènyì	（副）	as one wishes; arbitrarily
义务	義務	yìwù	（名）	duty; obligation
接轨	接軌	jiēguǐ	（动）	to connect; to join; to meet (literally means to merge railroad tracks)

1. 主体（名）"main body; essential part"

主体 means the main body or principle part of something. It is a noun but can be used as an adjective.

1. 按照中国法律，任何商业主体要从事盈利性活动都必须经过工商行政管理部门的批准。

   According to Chinese law, any commercial entity that runs a business for profit must receive approval from the industrial and commercial administrative regulatory authorities.

2. 在哲学上，主体与客体是两个不同概念。
In philosophy, subject and object are two different concepts.

3. 奥运会主体工程计划于2005年完工。
The principal part of the Olympic project is scheduled to be completed in 2005.

2. 大到……小到……（小到……大到……）“from ... to ...”

大到…小到…is a prepositional structure and is used in a complex sentence to indicate the inclusion of a range. The pattern can be reversed as 小到…大到… and 到 can be replaced by 至.

1. 大到整个宇宙，小到微观粒子，都遵循自然规律。
From the whole universe to the atom, everything follows the laws of nature.

2. 小到平民百姓，大到国家元首，都在关注经济衰退的问题。
From the common person to the president of the country, everyone is concerned about the economic recession.

3. 小到钮扣，大到宇宙飞船，都可以申请专利。
A patent can be applied for something as small as a button or as big as a space ship.

3. 取决于（动）“to be determined by; to depend on”

取决 must be followed by 于 to introduce the condition or factor that is used to determine the decision or situation described by the subject of the sentence.

1. 企业对研发的投入取决于政府对知识产权的保护程度。
The amount that enterprises invest in R&D depends on the extent of intellectual property rights protection from the government.

2. 盗版现象能否控制取决于国家的执法力度。
Whether piracy can be controlled is determined by the degree of law enforcement.

3. 公司是否投资这个项目取决于董事会的最后批复。
Whether the company invests in this project or not is determined by the board of directors' final response.

4. 机制(名) "mechanism"

机制 refers to a process or technique involved in or responsible for an action or other natural or social phenomenon.

1. 任何一个公司都必须建立良好的人才选拔机制。
All companies must establish a good mechanism for recruiting talented people.

2. 相对于内地省份，中国的经济特区政策优惠，机制灵活。
Compared with the inland provinces, China's special economic zones enjoy favorable policies and flexible mechanisms.

3. 这家公司因转换了内部机制而提高了经济效益。
By changing its internal mechanisms, this company has improved its economic performance.

5. 为……所(verb) "(verb) by . . ."

为 is used as a preposition with a noun and is followed by 所 before a verb. This pattern expresses a passive voice and is used in written form only.

1. 很多科学家是为好奇心所驱使而发现了他们所观察到的现象背后的原因。
Many scientists are driven by curiosity to discover the reasons behind the phenomena they observe.

2. 在现实社会中，不为金钱所诱惑的人确实不多。
In today's society, those who are not enticed by money are indeed few and far between.

3. 盗版为中国法律所不容，违法者会被判刑或罚款。
Piracy is not allowed under Chinese law and anybody who violates the law will be sentenced or fined.

6. 盗

盗 is a written form of 偷 and is usually used with another word to form a verb or a noun.

a. (动) "to steal"

When used as a verb, 盗 may modify a noun (e.g. 盗窃行为) or be followed by a nominal object (e.g. 盗卖公物/文物、盗窃邮件/机密, or 盗用公款/名义).

1. 盗版行为虽然已经受到了打击，但仍然很猖獗。
Piracy has received a severe blow, but it's still rampant.

2. 盗窃他人财物在世界各国都是犯罪行为。
Stealing is a crime in all countries.

3. 任何人都不得为自身利益而盗用他人名义。
No person is allowed to usurp another's name for personal benefit.

4. 他因盗用公款而被指控。
He was charged with embezzlement.

b. (名) "thief; robber"

1. 警察正在全力通缉一群连续作案的盗匪。
The police are going all out to arrest a group of bandits that has committed a series of crimes.

2. 盗贼闯入房内用手枪威胁他。
The thief broke into the house and threatened him with a gun.

7. 猖獗（形）“rampant; unbridled; out of control; unrestrained”

猖獗 describes an activity or a phenomenon, such as a disease, that is marked by menacing wildness, extravagance, or lack of control. It has a negative connotation.

1. 前几年，疯牛病在英国很猖獗。
A few years ago, a major outbreak of mad cow disease occurred in England.

2. 在远郊区县，盗版行为格外猖獗。
Piracy is especially rampant in rural areas.

3. 这一带近来盗贼活动猖獗，居民屡受其害。
Recently, this area has been rife with burglars who have repeatedly plagued its residents.

8. 形象（名）“image”

形象 means a favorable or popular conception of a person, institution, or nation projected through the mass media.

1. 形象设计逐渐在中国流行起来。
Image design is gradually catching on in China.

2. 保持良好的公众形象是每一个政治家都应该做到的。
Every politician should maintain a good public image.

3. 要在市场上树立良好的企业形象需要全体员工的努力。
Establishing a positive corporate image in the marketplace requires the effort of all employees.

9. 抢（动）“to seize”

抢 is a verb. It has two major meanings:

a. “to scramble for”

In this lesson, 抢 is used to mean people vying or competing with each other to be the first to do something.

1. 很多外国企业正抢滩中国市场。
   Many foreign companies are scrambling to capture a share of the Chinese market.

2. 抢占市场份额是公司营业目标之一。
   Seizing market share is one of the company's goals.

3. 新闻发布会上，许多媒体记者都抢着提出问题。
   Many journalists vie with each other to ask questions at press conferences.

b. “to grab; to rob; to snatch”

抢 also means to get a hold of something by force or illegal action. It can have a verb complement.

1. 他突然一把抢过那张纸条。
   He suddenly grabbed that piece of paper.

2. 他曾因抢银行而被判了刑。
   He was sentenced to prison for robbing a bank.

10. 蒙受（动）“to suffer; to endure, to undergo”

蒙受 is the written form of 受到 or 遭受 and means someone or something sustaining a loss or damage. It is often used with nouns that describe an unpleasant situation such as 损失、耻辱、痛苦、灾难、不白之冤、不公正的待遇, etc.

1. 这次金融危机使很多公司蒙受了重大损失。
   The financial crisis made many companies suffer great losses.

2. 这场比赛的失败会使国家蒙受耻辱。
   To lose this game would be a national humiliation.

3. 这次意外使他们家蒙受了巨大的痛苦。
   The accident caused their family to suffer greatly.

词语辨析

1. 智力　智慧

智力（名）“intelligence”

1. 智力测验曾一度风行中国大陆。
   Intelligence tests were once popular in mainland China.

2. 他小时候因大脑受伤而导致智力低下。
   His intelligence is limited due to a brain injury he sustained when he was a child.

3. 通过相关训练，可以提高一个人的智力水平。
   Through relevant training, one's intelligence level can be improved.

智慧（名）“wisdom; intelligence”

1. 智慧来源于遗传、教育、经历与感受。
Wisdom is derived from heredity, education, experience, and insight.

2. 以智慧取胜强于以蛮力取胜。
Winning through intelligence is preferable to winning through brute strength.

3. 集体的智慧高于个人。
Collective wisdom is better than individual intelligence.

智力 is the ability to learn, to understand, or to deal with a new situation. It is also the ability to apply knowledge or experience to manipulate one'senvironment or to think abstractly as measured by objective criteria such as an intelligence test. 智慧 is the acquired or accumulated knowledge that enables one to comprehend, to analyze, to judge, or to create.

2. 协调 调和

协调

a.（动）“to coordinate; to harmonize; to mediate”

1. 经理做了很多工作协调他们两人的关系。
The manager has done a lot to harmonize the relationship between the two of them.

2. 沟通和协调公司各部门间的关系至关重要。
It is extremely important to communicate and coordinate among all departments within the company.

3. 为了解决这两家企业间的产权纠纷，政府已经组成了专门的协调委员会。
In order to resolve the property dispute between those two companies, the government has set up a special mediation committee.

4. 我们要协调好保护知识产权和反对垄断的关系。
We need to strike a balance between protecting intellectual property rights and combating monopolization.

b. (形) "coordinated; harmonious"

1. 芭蕾舞演员的动作协调优美，给人以美的感受。
The ballet dancer's movements are harmonious and graceful, and bring an aesthetic sense to the audience.

2. 新中国建立以来，中国的产业结构比例逐步协调。
After the liberation of China, the structures of various industries have become more balanced.

3. 评价员工不仅要看业绩，还要看其是否与公司文化协调。
Employee appraisal is based not only on the employee's performance, but also on whether he or she is in harmony with the corporate culture.

调和

a. (形) "harmonious; well-balanced"

1. 这幅画虽然用了很多颜色，然而色彩十分调和。
Although many colors are used in this picture, the overall color scheme is quite harmonious.

2. 今年雨水调和，一定会有好收成。
This year the rainfall is well-distributed, which means there will be a good harvest.

b. (动) "to compromise; to make concession; to reconcile"

1. 他们之间的矛盾看来已经无法调和了。
There seems to be no room for compromise in the conflicts between them.

2. 主权问题的争端根本就没有可能调和。
It is impossible to compromise on disputes over sovereignty.

3. 多亏他从中调和，最终两国外交关系恢复正常化。
Thanks to his mediation efforts, the two nations finally resumed their normal diplomatic relationship.

协调 is usually used as a verb that means to function harmoniously or to coordinate or mediate among people or institutions for effective results. It can also be used as an adjective. 调和 is usually used as an adjective indicating that things are naturally harmonious such as colors that blend well or rainfall that is well-distributed. 调和 can also be used as a verb that means to reconcile, to get things squared away, or to compromise. However, 协调 does not have this same meaning.

3. 淡薄　淡泊

淡薄（形）"weak（feeling）; dim（impression）; indifferent"

1. 在高度发达的商业社会里，人情一般比较淡薄。
In highly developed commercialized societies, people are relatively indifferent about human relationships.

2. 中国人重感情，可是法律意识相对淡薄。
The Chinese value human relationships highly, but their consciousness of laws and regulations is relatively weak.

3. 上次去罗马是十年前，现在他对罗马的印象已经很淡薄了。
He went to Rome ten years ago, so by now his recollection of it has become quite hazy.

淡泊 "not to seek fame and fortune; live a simple life"

1. 他是个淡泊名利的人。
   He does not care for fame and fortune.

2. 他对能否升迁态度淡泊。
   He does not care whether or not he is promoted.

3. 在中国，淡泊处世是很多传统知识分子的特点。
   Living a simple life without worldly concerns is characteristic of many traditional intellectuals in China.

淡薄 means that one's interest in something is weak or impression of some event is dim. 淡泊 expresses a traditional Chinese value wherein one is devoid of interest, enthusiasm, or concern for worldly things such as fame and fortune.

4. 标记　标志

标记（名）"sign; symbol; mark"

1. 凡是总经理做了标记的都应修改。
   All the parts marked by the general manager should be amended.

2. 每种产品的包装上都有不同的标记。
   Each product package has a different label on it.

3. 托运行李前要在行李上做好标记。
   Baggage should be clearly marked before it is checked in.

标志（名、动）"mark; symbol; to indicate; to symbolize"

The usage of 标志 was explained in Section 3. Lesson 6.1, Explanation of Terms For the purpose of comparison with 标记, here are a few more examples:

1. “V”形符号是胜利与和平的标志。
The V sign is the symbol of victory or peace.

2. 财富是一个企业家成功的标志。
Wealth is the mark of a successful entrepreneur.

3. 股票上市发行成功标志着我公司进入了一个新的发展阶段。
The successful issuance of stock marks a new phase for our company.

When used as nouns, both 标记 and 标志 mean a tangible mark or sign that is used to show the specific feature or characteristic of something. Unlike 标记, 标志 can refer to intangible things and can also be used as a verb.

7.4 技术转让

技术转让是把无形资产作为商品，通过有偿转让来实现其价值的特殊交易。换句话说，拥有技术的一方将自己的技术、知识或经验传授给对方，允许对方使用并从中获得经济报酬的一种交易方式。

技术转让往往涉及专利权的使用许可。专利权是为了鼓励发明创造，而授予发明人在一定期限内对其发明享有的一种法定权益。

此外，技术转让也包括商标和专有技术的转让。商标是生产者或销售者用来区别自己和他人商品的一种标志。它可以是文字、名称、图案或综合标志。在市场经济中，商标的作用越来越明显，已经成为识别商品来源、宣传商品和促进销售的有效手段。而专有技术是企业为生产某种产品而采用的特殊技术和流程，是技术和经验的积累。

和其它专利一样，商标和专有技术的所有者享有专有权，既可以使用其专有权进行商品生产和销售，也可将使用权转让给他人。在引进国外的先进技术和知识产权的过程中，以上这两种技术转让具有积极的作用。

7.4 技術轉讓

技術轉讓是把無形資產作爲商品，通過有償轉讓來實現其價值的特殊交易。換句話說，擁有技術的一方將自己的技術、知識或經驗傳授給對方，允許對方使用並從中獲得經濟報酬的一種交易方式。

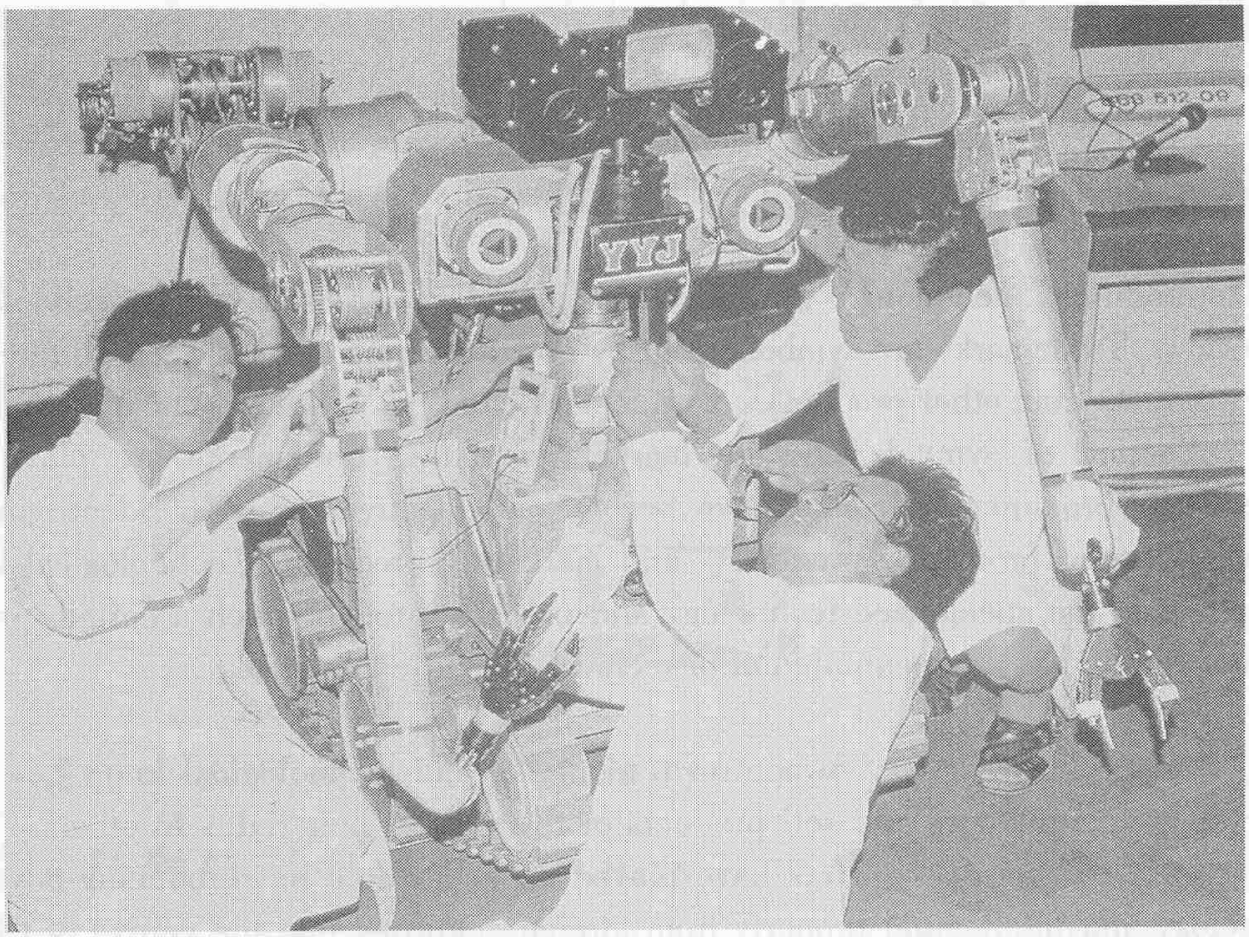
技術轉讓往往涉及專利權的使用許可。專利權是爲了鼓勵發明創造，而授予發明人在一定期限內對其發明享有的一種法定權益。

此外，技術轉讓也包括商標和專有技術的轉讓。商標是生產者或銷售者用來區別自己和他人商品的一種標誌。它可以是文字、名稱、圖案或綜合標誌。在市場經濟中，商標的作用越來越明顯，已經成爲識別商品來源、宣傳商品和促進銷售的有效手段。而專有技術是企業爲生產某種產品而採用的特殊技術和流程，是技術和經驗的積累。

和其它專利一樣，商標和專有技術的所有者享有專有權，既可以使用其專有權進行商品生產和銷售，也可將使用權轉讓給他人。在引進國外的先進技術和知識產權的過程中，以上這兩種技術轉讓具有積極的作用。

常见的国际技术转让方式有交钥匙工程、合资经营、合作生产、咨询服务等。如今，特许经营、共同研发、网络转移等新形式也不断出现。

常见的國際技術轉讓方式有交鑰匙工程、合資經營、合作生產、咨詢服務等。如今，特許經營、共同研發、網絡轉移等新形式也不斷出現。



7.4 Technology Transfer

Technology transfer is a special type of trading which treats intangible assets as products with value that is compensated for in the transaction. In other words, technology transfer is a type of trade in which a party that has technology, knowledge or experience passes it on to another party, allows that party to use it, and obtains compensation in exchange for it.

Technology transfer often involves the permission to use patents. For the purpose of encouraging invention and creation, patent rights are conferred upon inventors and bestow certain legal rights and benefits for a certain period of time.

In addition, technology transfer also includes trademarks and technological know-how. Trademarks are symbols used by manufacturers or retailers to differentiate their products from other products. A trademark can be a script, a name, a pattern, or a collection of symbols. In the market economy, trademarks are playing an increasingly prominent role and have become an effective means of identifying the product source, promoting products, and marketing products. Technological know-how refers to the specialized technology and process through which a certain product is produced and is an accumulation of technology and experience.

As with patent rights, owners of trademarks and technological know-how have the right to manufacture and sell products or to transfer their rights to others. These two types of technology transfers have played an active role in introducing advanced technology and intellectual property from foreign countries into the course of China's economic reform.

The most commonly encountered forms of international technology transfer include build-operate-transfer (BOT), joint ventures, cooperative manufacturing, and information services. As technology advances, new forms of transfer such as special permit operations, joint research and development, and network transfer will continue to emerge.

背景知识

尽管中国政府非常重视外商的技术转让，也制定了相关政策鼓励转让的进行，但是由于一些因素的妨碍，许多顶尖技术的转让并未能如愿进行。这些因素包括：外方缺乏对技术的控制权，国内的相关政策还不够合理，严格的市场准入，以及中国对知识产权的保护力度不足。

加入世贸组织后，中国政府将继续致力于改善政策与行政环境，增加转让方对技术的控制权，制定行政干预的标准，为引进更多的先进技术提供动力。

背景知識

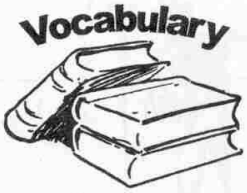
儘管中國政府非常重視外商的技術轉讓，也制定了相關政策鼓勵轉讓的進行，但是由於一些因素的妨礙，許多頂尖技術的轉讓並未能如願進行。這些因素包括：外方缺乏對技術的控制權，國內的相關政策還不夠合理，嚴格的市場准入，以及中國對知識產權的保護力度不足。

加入世貿組織後，中國政府將繼續致力於改善政策與行政環境，增加轉讓方對技術的控制權，制定行政干預的標準，爲引進更多的先進技術提供動力。

Background Information

The Chinese government has paid a great deal of attention to technology transfer and has also formulated relevant policies to encourage the process. However, due to several obstacles, the more sophisticated technologies were not transferred as much as was hoped for. Those obstacles include: the lack of controlling power given to foreign counterparts over their technologies; China' s unreasonable policies pertaining to technology transfer; strict regulations on allowing foreign market entry; and weakly enforced protection of intellectual property rights.

After being admitted to the WTO, the Chinese government will continue to make efforts in improving policies and it' s administrative environment, grant more controlling power to the parties which convey the technologies, and set up standards for governmental intervention. In this way, the government can provide incentives for bringing in more advanced technologies.



生词表

转让	轉讓	zhuǎnràng	（动）	to transfer the possession of (technology, property, etc.)
技术转让	技術轉讓	jìshù zhuǎnràng		technology transfer
无形资产	無形資產	wúxíng zīchǎn		intangible asset
有偿转让	有償轉讓	yǒucháng zhuǎnràng		a transfer that requires compensation
交易	交易	jiāoyì	（名）	business deal; transaction; trade
传授	傳授	chuánshòu	（动）	to impart; to pass on (knowledge, skills, etc.); to teach
从中	從中	cóngzhōng	（副）	therefrom; out of
报酬	報酬	bàochou	（名）	compensation; reward; remuneration
专利权	專利權	zhuānlìquán	（名）	patent right
授予	授予	shòuyǔ	（动）	to award; to confer; to grant; to bestow
法定	法定	fǎdìng	（形）	statutory; legal
权益	權益	quányì	（名）	rights and interests; legal rights; inviolable rights
专有技术	專有技術	zhuānyǒu jìshù		technical know-how; proprietary technology
图案	圖案	tú'àn	（名）	pattern; design
综合	綜合	zōnghé	（形、动）	comprehensive; inclusive; to summarize
识别	識別	shíbié	（动）	to distinguish; to discern; to spot
积累	積累	jīlěi	（名、动）	accumulation; to accumulate
所有者	所有者	suǒyǒuzhě	（名）	owner; proprietor

专有权	專有權	zhuānyǒuquán	（名）	exclusive right
转移	轉移	zhuǎnyí	（动）	to shift; to transfer; to divert; to change
妨碍	妨礙	fáng'ài	（动、名）	to hold back; to hinder; to disturb; obstruction; hindrance
顶尖	頂尖	dǐngjiān	（形）	most advanced; most sophisticated
如愿	如願	rúyuàn	（动）	to have one's wish fulfilled
控制权	控制權	kòngzhìquán	（名）	controlling power
市场准入	市場准入	shìchǎng zhǔnrù		to allow to enter the market (of a nation)
致力（于）	致力（於）	zhìlì（yú）	（动）	to devote oneself to; to make efforts in; to endeavor
干预	干預	gānyù	（动、名）	to interfere; to meddle; interference
动力	動力	dònglì	（名）	incentive; motivation; driving force

1. 涉及（动）“to involve; to be related to; to touch upon”

涉及 must be used with an object and often uses 到 as its verb complement.

1. 国际技术转让不仅涉及商业利益，而且涉及国家安全和两国关系等重大的原则性问题。
   International technology transfer not only involves commercial interests, but also involves major issues of principle such as national security and the relationship between countries.

2. 涉及到敏感问题以后，两国的谈判不得不暂时中止。
   After touching upon sensitive issues, the negotiations between the two nations had to be temporarily suspended.

3. 为了尽量避免涉及政治问题，他放弃了原来在政府部门的工作。
   In order to avoid getting involved in political issues, he gave up his job in the government sector.

2. 致力于（动）“to devote oneself to; to make efforts in; to endeavor”

致力 means to concentrate one's time, attention, or efforts to work on a particular activity or project. It is often used with 于 to form a prepositional phrase introducing the object of 致力.

1. 爱因斯坦一生都致力于相对论的研究。
Einstein devoted his whole life to the research of "The Theory of Relativity".

2. 中国政府一贯致力于促进企业与外商的技术交流。
The Chinese government has consistently made efforts in promoting technology exchange between domestic enterprises and foreign companies.

3. 去年以来，警方就一直致力于打击盗版活动。
Since last year, the police have endeavored to crack down on piracy activities.

3. 积累

积累 means things have been gathered or piled up gradually over a period of time. It can be used as a noun or a verb.

a. (名) "*accumulation*"

1. 她的知识来自于长期经验的积累。
Her knowledge comes from long-term accumulation of experience.

2. 经过多年的积累，他的阅历丰富了。
After years of accumulation, he is rich in experience.

3. 技术的创新同知识的积累同样重要。
Technological innovation is as important as the accumulation of knowledge.

b. (动) "*to accumulate*"

积累 cannot have a noun such as 力量 as its object, nor can it be used in conjunction with people or animals.

1. 多年来，他积累了不少为人处世的经验。
Over the years, he has accumulated much experience in getting along in this world.

2. 广泛的阅读使他积累了丰富的知识。
Reading extensively helped him accumulate vast knowledge.

3. 这个慈善机构用多年来积累的基金帮助灾民重建家园。
This charitable organization used the funds they accumulated over the years to help the disaster victims rebuild their homes.

词语辨析

1. 传授　讲授

传授（动）“to impart; to pass on (knowledge, skills, etc.); to teach”

1. 这位工程师很乐意向年轻的技术人员传授经验和技术。
   This engineer is happy to pass on his experience and know-how to young technicians.

2. 现代教育不仅向学生传授专业知识，而且注重培养学生的其它技能，如团队精神、领导能力等。
   Modern education not only teaches students specific knowledge, but also cultivates other abilities such as team spirit and leadership skills.

3. 老师的责任之一就是把知识传授给学生。
   One of the responsibilities of a teacher is to impart knowledge to students.

讲授（动）“to lecture; to instruct”

1. 我们公司经常请专家来讲授各种市场营销的策略。
   Our company often invites experts to lecture on marketing strategies.

2. 经济学一向是由王教授讲授的。
   The economics course has always been taught by Professor Wang.

传授 means to impart one's knowledge, skills, know-how, or experience to someone else. It can be used in 把 sentences. 讲授 means to deliver a lecture to someone or to instruct a class.

2. 使用　利用

使用（动）“to use; to employ; to apply”

1. 这种产品使用了我公司最新开发的技术。
This product is made with the newest technology developed by our company.

2. 中国公司要求员工必须学会使用计算机。
Chinese companies require employees to learn how to use computers.

3. 未经法庭批准使用非法手段获取的证据将不被采用。
Evidence obtained by illegal methods, if used without permission of the court, will not be accepted.

利用（动）“to use; to make use of; to take advantage of”

1. 环境保护者极力反对利用核能发电。
Environmentalists are vehemently opposed to using nuclear power to generate electricity.

2. 回收再造技术能帮助人们充分利用自然资源。
Recycling technology can help people fully utilize natural resources.

3. 政府应该利用积极的财政政策抑制通货膨胀。
The government should apply active financial policies to control inflation.

4. 过分轻信别人的人容易被人利用。
Gullible people are easily taken advantage of by others.

使用 means to make use of something and usually is used with concrete nouns. 利用 means to effectively make full use of something or someone. When used with people, 利用 usually has a negative connotation.

3. 干预　干涉

干预（动、名）“to interfere; to meddle; interference”

1. 首席执行官不应干预各部门的日常经营活动。
The CEO should not interfere with the daily operations of each division.

2. 这是他的私事，我们无权干预。
It's his own business and we have no right to meddle in his affairs.

3. 必要时政府会对市场采取行政干预的手段，以维护公平的竞争。
When necessary, the government will apply administrative interference to ensure fair competition in the market.

干涉（动、名）“to interfere; to intervene; interference; intervention”

1. 现在许多父母已不再干涉子女的婚姻问题。
Nowadays, many parents no longer intervene in their children's marital affairs.

2. 大国不应武装干涉别国的内政。
Powerful countries should not interfere with armed force in the civil matters of other nations.

3. 由于政府的干涉，该事件得以平息。
Due to government intervention, the issue has been settled.

Both 干预 and 干涉 refer to an act, a process, or an instance of interfering or intervening and can sometimes be used interchangeably. However, the expression of 干涉 is stronger than 干预 in implying unwanted or unnecessary interference. 干涉 also refers to one country's interference into the affairs of other countries through force or the threat of force.

4. 区别　分别

区别

a.（动、副）“to distinguish; to differentiate”

区别 means to make a distinction or to distinguish things by comparison or contrast. It usually has an object or complement. It can also be used as an adverb, but is not followed by 地. For example, 区别对待, but not 区别地对待.

1. 为了区别于其它公司，我公司的产品采用了不同的包装。
   In order to differentiate our product from other companies' products, we use different packaging.

2. 我们要把公司的利益与个人的利益区别开来。
   We should make a distinction between the company's interest and our personal interests.

3. 我们应该根据不同情况区别对待客户。
   We should treat our clients differently based on their different situations.

b.（名）“difference; distinction; dissimilarity”

1. 这两种现象没有本质上的区别（分别）。
   The two phenomena have no essential difference.

2. 这两个词意义上没有多大的区别（分别）。
   There is no substantial difference in meaning between these two words.

分别

a.（名）“difference”

1. 这块假表看上去和真的劳力士没什么分别（区别）。
   This fake watch looks no different than a real Rolex.

2. 专利和专有技术是有分别的（区别）。
There is a difference between patents and specialized technology.

b. （动）“to be apart; to leave each other”

When used as a verb, 分别 means to be apart and cannot have an object.

1. 分别了四十年，他们终于又见面了。
After 40 years of separation, they finally met again.

2. 在机场分别时，他们两人都抑制不住内心的伤感哭了。
When they parted at the airport, both of them were overcome with emotions and cried.

c. （动）“to differentiate; to tell apart”

分别 means to tell apart or to separate two or more things that are clearly distinguishable from each other so as to compare their differences or treat them differently.

1. 并不是每个人都有分别是非善恶的能力。
Not everyone has the ability to distinguish right from wrong and good from evil.

2. 市场上产品的好坏有时很难分别。
Sometimes it is hard to distinguish the good products from the bad ones in the marketplace.

d. （副）“differently; respectively; separately; individually”

1. 国家主席和国务院总理分别接见了来访的美国公司总裁。
The President and the Premier separately received the visiting presidents of American companies.

2. 就技术转让问题公司分别与各企业商务代表进行了谈判。
Regarding the technology transfer issues, the company conducted negotiations with business representatives from various companies respectively.

区别 and 分别 can be used interchangeably when they are used as nouns. However, when they are used as verbs to mean "differentiate", there is a difference in usage. The difference between them is that 区别 means to compare and distinguish two or more things that are different, whereas 分别 means to distinguish things that are at opposite ends of a spectrum expressed by such "contrast nouns" as 黑白, 是非, 里外, 优劣, etc. 分别 also has the meaning "to part" or "to leave each other" and can be used as an adverb meaning "respectively" or "separately", but 区别 does not have these meanings.

5. 识别　辨别

识别（动）"to distinguish; to discern; to spot"

1. 收银员用机器从一叠钞票中识别出两张假钞。
The cashier used a machine and identified two fake bills in a stack of money.

2. 由于市场上假货泛滥，消费者必须善于识别真假。
Because of the ubiquitous presence of fake goods on the market, consumers have to be good at distinguishing the authentic ones from the fake ones.

辨别（动）"to distinguish; to recognize one thing out of a group"

1. 掌握一门语言，必须学会辨别两个近义词的细微差别。
To master a language, one needs to learn how to distinguish subtle differences between synonyms.

2. 信鸽能凭星星辨别方向。
Courier pigeons can tell directions by the stars.

3. 他对色彩特别敏感，能比别人更容易辨别不同的颜色。
He has a special sensitivity to colors and can distinguish between different shades in colors more readily than other people.

识别 emphasizes that someone has the knowledge to recognize or identify something as distinct or different from a group. 辨别 emphasizes the ability to discern the dissimilarities in things that are similar.

6. 转移　移动

转移

a. （动）“to shift; to transfer; to divert”

1. 投资热点逐渐由沿海转移到内陆。
The investment “hot spots” gradually shifted from coastal areas to inland provinces.

2. 为了转移对方的注意力，他故意岔开了话题。
To shift people's attention, he intentionally changed the topic.

3. 为了获得更大的利润，公司转移了收购目标。
In order to earn higher profits, the company switched acquisition targets.

b. （动）“to change; to transform”

1. 市场经济的发展趋势是不以人的意志为转移的。
The trend towards developing a market economy cannot be changed by the will of the people.

2. 管理层的变动使公司工作重心转移了。
The management shuffle led to a change in the company's business focus.

移动（动）“to move; to shift”

1. 他把桌子移动了一下。
He moved the table a bit.

2. 由于风力作用，沙丘平均以每天十几米的速度向前移动。
Pushed by the wind, the dune moves forward at an average speed of more than ten meters per day.

3. 仅仅两年的时间，移动电话在中国大陆就已经普及了。
In just two years, mobile phones have become popular in mainland China.

转移 means a shift, change, or transfer of something's position, location, or situation. 移动 only means a shift or movement in something's physical location.

7. 妨碍　障碍

妨碍（动、名）“to hold back; to hinder; to disturb; obstruction; hindrance”

1. 飞机巨大的噪音妨碍了机场附近居民的正常生活。
The huge noise generated by planes disturbs the normal life of nearby residents.

2. 设备的欠缺妨碍了这项工程的按期动工。
The launch of this project was held back due to a lack of equipment.

障碍（名）“barrier; obstacle”

1. 语言上的障碍妨碍了他与同事间的交流。
The language barrier hampers his communication with colleagues.

2. 基础设施的落后已成为发展全国互联网的最大障碍。
The underdeveloped infrastructure has become the biggest obstacle in the development of the Internet nationwide.

3. 两国政府通过面对面谈判排除了共同发展所有的障碍。
The governments of these two nations have eliminated all obstacles for joint development through face-to-face negotiations.

妨碍 is usually used as a verb and means to slow down, to prevent progress, or to keep something from going smoothly. 障碍 is only used as a noun and refers to any kind of barrier or obstacle that prevents progress. While 障碍 refers to an obstacle that can be overcome or removed, 妨碍 refers to an obstacle that can be reduced but not eliminated.

索　　引

词汇索引

A

					章节
ángguì	昂贵	昂貴	（形）	expensive	6.5

B

bǎnquán	版权	版權	（名）	copyright	7.3
bàochou	报酬	報酬	（名）	compensation; reward; remuneration	7.4
bàoyuàn	抱怨	抱怨	（动）	to complain; to grumble	6.5
bǐlì	比例	比例	（名）	proportion; ratio	6.1
bìlěi	壁垒	壁壘	（名）	barrier; rampart	5.2
bì mén zào chē	闭门造车	閉門造車		to work behind closed doors; to divorce oneself from the masses and from reality	6.2
bìmiǎn	避免	避免	（动）	to avoid; to prevent something from happening	4.2
biànjié	便捷	便捷	（形）	convenient and quick	7.2
biāojì	标记	標記	（名）	sign; mark; logo	7.3
biāozhì	标志	標誌	（名、动）	symbol; mark; to symbolize	6.1
bóruò	薄弱	薄弱	（形）	weak; vulnerable; frail	5.2
bǔcháng màoyì	补偿贸易	補償貿易		compensation trade	5.1
búxiè	不懈	不懈	（形）	unrelenting; untiring; unceasing	7.1
bùjí	不及	不及	（动）	not as good as; inferior to; to find it's too late for	6.2
bùrù	步入	步入	（动）	to enter; to get into	5.1
bùzú	不足	不足	（形、名）	inadequate; insufficient; deficiency; shortage	5.1

C

cāiyí	猜疑	猜疑	（名、动）	suspicion; to suspect; to be suspicious	4.2
cāozuò	操作	操作	（名、动）	operation; to operate (usually refers to machines)	6.4
chājù	差距	差距	（名）	gap; disparity	6.1
chāngjué	猖獗	猖獗	（形）	rampant; wild; unrestrained; uncontrolled	7.3
chángshì	尝试	嘗試	（动）	to try	4.1
chǎo gǔpiào	炒股票	炒股票		to speculate in stocks; speculation on stocks	7.2
chèdǐ	彻底	徹底	（形）	thorough; complete	5.1
chéngzhèn	城镇	城鎮	（名）	cities and towns	6.3
chíxù	持续	持續	（动、形）	to last; to continue; to keep on; continuous; sustained	7.1
chóngfù	重复	重復	（动、名）	to repeat; duplicate	4.1
chūshěn	初审	初審	（名）	preliminary examination	6.5
chuánshòu	传授	傳授	（动）	to impart; to pass on (knowledge, skills, etc.); to teach	7.4
chuánshū	传输	傳輸	（动）	to transmit (data or information)	7.2
chuànghuì	创汇	創匯	（名、动）	foreign exchange earnings; to obtain money in hard currency	5.1
cóngshǔ	从属	從屬	（形、动）	subordinate to; to be secondary	6.2
cóngzhōng	从中	從中	（副）	therefrom; out of	7.4
cūfàngxíng	粗放型	粗放型		laissez-faire	7.1
cuīhuǐ	摧毁	摧毀	（动）	to destroy; to wreck; to smash	5.2
cúnzài	存在	存在	（动）	to exist; to be	4.1
cuòshī	措施	措施	（名）	measure; step	7.1

D

dàidòng	带动	帶動	（动）	to spur on; to bring along	6.2
dànbó	淡薄	淡薄	（形）	dim (impression); weak (interest or feeling); hazy	7.3
dǎozhì	导致	導致	（动）	to lead to; to bring about; to result in; to cause	4.1
dàobǎn	盗版	盜版	（名）	pirated edition	7.3
dédàng	得当	得當	（形）	apt; appropriate; proper	4.2
dìjiāo	递交	遞交	（动）	to hand over; to submit	5.2
dìyù	地域	地域	（名）	space; place; territory; region	7.2
diǎnfàn	典范	典範	（名）	model; example; paragon	4.2
dǐngjiān	顶尖	頂尖	（形）	most advanced; most sophisticated	7.4
dònglì	动力	動力	（名）	incentive; motivation; driving force	7.4
duōbiān	多边	多邊	（形）	multilateral	5.2
duōyàng	多样	多樣	（形）	diverse	5.1
duōyuánhuà	多元化	多元化		diversity; to diversify	5.1

E

èhuà	恶化	惡化	（动）	to deteriorate; to worsen	7.1

F

fǎdìng	法定	法定	（形）	statutory; legal	7.4
fǎnyìng	反映	反映	（动、名）	to reflect; to report; to make known; reflection	7.2
fànwéi	范围	範圍	（名）	scope; limits; boundary	4.1
fáng'ài	妨碍	妨礙	（动、名）	to hold back; to hinder; to disturb; obstruction; hindrance	7.4
fǎngxiào	仿效	仿效	（动）	to emulate; to imitate; to follow an example	4.1

fàngqì	放弃	放棄	（动）	to abandon; to give up; to renounce	4.1
fēisù	飞速	飛速	（副）	at full speed; rapidly	6.4
fèiwù	废物	廢物	（名）	waste material; trash	7.1
fēnqí	分歧	分歧	（名）	difference; divergence	5.2
fùgài	覆盖	覆蓋	（动）	to cover (with trees, snow, plastic sheets, etc.)	7.1
fùgàilǜ	覆盖率	覆蓋率	（名）	proportion of coverage (such as forestation)	7.1
fùzuòyòng	副作用	副作用	（名）	side effect	6.5

G

gǎishàn	改善	改善	（动）	to improve; to make better	5.1
gānyù	干预	干預	（动、名）	to interfere; to meddle; interference	7.4
géjú	格局	格局	（名）	structure; arrangement	5.1
géwài	格外	格外	（副）	considerably; especially	7.2
gēnběn	根本	根本	（副、名、形）	fundamentally; not at all; simply	5.2
gōng guò yú qiú	供过于求	供過于求		supply exceeds demand	6.3
gōngyì	公益	公益	（名）	public welfare; public good	6.1
gōngyuē	公约	公約	（名）	treaty; pact; convention	7.3
gòngxiàn	贡献	貢獻	（名、动）	contribution; dedication; to contribute; to devote	5.1
gǔquán	股权	股權	（名）	equity share	6.1
guānshuì	关税	關税	（名）	customs duty	5.2
guànlì	惯例	慣例	（名）	custom; convention; customary practice	6.1
guīshǔgǎn	归属感	歸屬感	（名）	a sense of belonging	4.1
guójì guànlì	国际惯例	國際慣例		international practice; international convention	6.1

guónèi shēngchǎn zǒngzhí	国内生产总值	國內生產總值		gross domestic product (GDP)	6.5
guóqíng	国情	國情	(名)	the condition of a country; the state of a nation	4.1

H

héxīn	核心	核心	(名)	core; kernel	6.2
héngliáng	衡量	衡量	(动)	to measure; to weigh; to judge	6.1
huàgōng	化工	化工	(名)	chemical industry; chemical engineering	5.2
huǎnmàn	缓慢	緩慢	(形)	slow; sluggish	5.2
huángtǔ bú lòu tiān	黄土不露天	黃土不露天		"yellow earth not exposed to the sky" —ground covered with vegetation	7.1
huòchē	货车	貨車	(名)	truck; cargo vehicle	6.2
huòyuán	货源	貨源	(名)	source of goods	7.3

J

jiā	佳	佳	(形)	distinguished; good; fine	4.2
jiājù	加剧	加劇	(动)	to aggravate; to intensify; to exacerbate	6.5
jiānnán	艰难	艱難	(形)	difficult; hard	6.5
jiǎncè	检测	檢測	(名、动)	test; to test	6.5
jiāoyì	交易	交易	(名)	business deal; transaction; trade	7.4
jiǎodù	角度	角度	(名)	point of view; angle	6.3
jiàochē	轿车	轎車	(名)	car; sedan	6.2
jiēguǐ	接轨	接軌	(动)	to connect; to join; to meet (literally means to merge railroad tracks)	7.3
jiērùwǎng	接入网	接入網	(名)	access network	7.2

jiéhé	结合	結合	（动）	to integrate; to combine	7.3
jièshí	届时	届時	（副）	when the time comes; at that time	7.1
jīlěi	积累	積累	（名、动）	accumulation; to accumulate	7.4
jīlì	激励	激勵	（动、名）	to encourage; to inspire; inspiration	4.1
jīyù	机遇	機遇	（名）	opportunity; favorable circumstances	5.2
jíbìng	疾病	疾病	（名）	disease; illness	6.5
jíchéng	集成	集成	（名）	integration; consolidation	6.1
jíshǒu	棘手	棘手	（形）	difficult to handle; knotty; thorny; troublesome	4.2
jíxìng	急性	急性	（形）	acute	6.5
jízhōng	集中	集中	（动）	to concentrate; to centralize; to focus	4.1
jìshù zhuǎnràng	技术 转让	技術 轉讓		technology transfer	7.4
jìnchéng	进程	進程	（名）	course; process	5.1
jīnglì	精力	精力	（名）	energy; vigor	4.1
jìngdì	境地	境地	（名）	situation; circumstances; condition	4.2
jū	居	居	（动）	to occupy a certain position; to hold a position; to reside	5.1
jū gāo bú xià	居高 不下	居高 不下		(the price) stays high and does not come down	6.3
jǔ zú qīng zhòng	举足 轻重	舉足 輕重		to prove decisive; to be of crucial importance	6.2
juécè	决策	決策	（名）	strategic decision	5.1
jué dà duōshù	绝大 多数	絕大 多數		great majority	4.1
juésè	角色	角色	（名）	role; part or character (in a film or play)	5.1
jūnyún	均匀	均勻	（形）	even; evenly distributed	7.2

K

kòngzhìquán	控制权	控制權	（名）	controlling power	7.4
kǒuhào	口号	口號	（名）	slogan	7.1
kuāndài	宽带	寬帶	（名）	broadband	7.2
kùnnan chóngchóng	困难重重	困難重重		fraught with difficulties	7.1

L

làngcháo	浪潮	浪潮	（名）	tide; wave	6.1
lǐ suǒ dāngrán	理所当然	理所當然		as a matter of course; naturally	6.3
lìdù	力度	力度	（名）	the degree of power, force, or strength	7.3
lìyì	利益	利益	（名）	benefit; gain; profit	5.2
liángxìng	良性	良性	（形）	benign; beneficial	7.1
liángxìng xúnhuán	良性循环	良性循環		favorable cycle (antonym of 恶性循环 "vicious cycle")	7.1
línchuáng	临床	臨床	（名）	clinical	6.5
línghuó	灵活	靈活	（形）	flexible; adaptable; nimble	5.1
liúchéng	流程	流程	（名）	(production or technical) process	4.1
liúlǎn	浏览	瀏覽	（动）	to browse; to glance over	7.2
lǚlǚ	屡屡	屢屢	（副）	repeatedly; time and again	7.3

M

màirù	迈入	邁入	（动）	to advance into . . . with large strides	7.2
mángmù	盲目	盲目	（形、副）	blind; blindly; without clear understanding	6.2

méitǐ	媒体	媒體	（名）	media；medium	7.3
méngshòu	蒙受	蒙受	（动）	to suffer	7.3
miànjī	面积	面積	（名）	area	6.3
mínzú gōngyè	民族工业	民族工業		domestic industry	5.2
míngquè	明确	明確	（形）	clear and definite	4.2
míngxiǎn	明显	明顯	（形）	clear；obvious；noticeable；evident；distinct	5.1
mócā	摩擦	摩擦	（名、动）	friction（between people）；to rub	4.2
móshì	模式	模式	（名）	model（for imitation）；pattern	4.1
mùbiāo	目标	目標	（名）	objective；goal；target	4.2

N

nàiyòng	耐用	耐用	（形）	durable；long lasting	6.3
nánbiàn	难辨	難辨	（动）	hard to distinguish	7.2
néngfǒu	能否	能否	（副）	whether or not something is possible	6.2
níngjùlì	凝聚力	凝聚力	（名）	cohesion；cohesive force	4.1

P

pāimài	拍卖	拍賣	（动、名）	to sell something at an auction；to sell off goods at reduced prices；auction	7.2
páifàng	排放	排放	（名、动）	discharge；to discharge；to let out	7.1
píngfāngmǐ	平方米	平方米	（量）	square meter	6.3
pòhuài	破坏	破壞	（名、动）	destruction；to destroy	7.1

Q

qīhuò màoyì	期货贸易	期貨貿易		futures trade；transaction in futures	5.1
qīwàng	期望	期望	（动、名）	to hope；to expect；expectation	7.1

qí	其	其	（代）	its; his; her; their	6.2
qǐbù	起步	起步	（动、名）	to start out; to begin to (run or undertake a task); to take the first step; start	6.2
qǐdòng	启动	啓動	（动）	to start (a process or movement)	5.1
qiān	迁	遷	（动）	to move (as in 迁出/入); to change (as in 事过境迁)	7.1
qián suǒ wèi yǒu	前所未有	前所未有		unprecedented	5.1
qiànquē	欠缺	欠缺	（动）	to lack; to be deficient in	6.1
qiǎngxiān	抢先	搶先	（动）	to compete to be the first to do something; to vie to be first	7.3
qīn	侵	侵	（动）	to violate (as in 侵犯); to infringe; to invade	7.3
qūshǐ	驱使	驅使	（动）	to prompt; to urge	7.3
qúdào	渠道	渠道	（名）	channel; means of communication	6.5
qǔjuéyú	取决于	取決於	（动）	to depend on; to be determined by	7.3
qǔxiāo	取消	取消	（动）	to cancel; to call off; to withdraw	6.3
quánhéng	权衡	權衡	（动）	to weigh (pros and cons)	5.2
quányì	权益	權益	（名）	rights and interests; legal rights; inviolable rights	7.4
quèbǎo	确保	確保	（动）	to guarantee; to ensure	4.2

R

rán'ér	然而	然而	（连）	however; nevertheless	5.1
rénzhì	人治	人治	（名）	rule by man (versus 法治)	4.1
rènyì	任意	任意	（副）	as one wishes; arbitrarily	7.3

rìqū	日趋	日趨	(副)	day by day; gradually	5.2
rìyì	日益	日益	(副)	increasingly; more and more	6.4
róngliàng	容量	容量	(名)	capacity; volume	7.2
rújīn	如今	如今	(副)	nowadays; at present	6.1
rúyuàn	如愿	如願	(动)	to have one's wish fulfilled	7.4

S

sècǎi	色彩	色彩	(名)	flavor; color; hue	6.1
shāngbiāo	商标	商標	(名)	trademark	7.3
shàng wǎng	上网	上網		to get on the Internet; to log on	7.2
shěnchá	审查	審查	(名、动)	examination; to examine	6.5
shěnpī	审批	審批	(动)	to examine and approve	6.1
shèntòu	渗透	滲透	(动)	to penetrate; to permeate	6.1
shēngtài	生态	生態	(名)	ecology	7.1
shīdàng	失当	失當	(形)	improper; inappropriate (antonym of 得当)	6.2
shīgōng	施工	施工	(动)	to carry out construction	6.3
shíbié	识别	識別	(动)	to distinguish; to discern; to spot	7.4
shímáo	时髦	時髦	(形)	fashionable; modern	7.2
shíshàng	时尚	時尚	(名)	fad; fashion	7.2
shíshī	实施	實施	(动)	to implement; to put (laws, policy, plans) into effect	6.3
shíxiào	实效	實效	(名)	actual effect; efficacy	4.2
shìchǎng zhǔnrù	市场准入	市場准入	(动)	to allow to enter a market (of a nation)	7.4
shìjià	市价	市價	(名)	market value	6.3
shìyàn	试验	試驗	(名)	experiment; test	6.5
shōuzhī	收支	收支	(名)	revenue and expenditure	5.1
shǒuyào	首要	首要	(名)	of first importance; chief	6.3

shòuxiǎn	寿险	壽險	(名)	life insurance	6.4
shòuyǔ	授予	授予	(动)	to award; to confer; to grant; to bestow	7.4
shùfù	束缚	束縛	(动、名)	to constrain; to tie; constraint	7.2
shùjù	数据	數據	(名)	data; information	7.2
shùnchā	顺差	順差	(名)	surplus in foreign trade; favorable balance (antonym is 逆差)	5.2
sīfǎ	司法	司法	(名、形)	administration of justice; judiciary; judicial	7.3
suōxiǎo	缩小	縮小	(动)	to narrow; to reduce; to shrink	6.4
suǒyǒuzhě	所有者	所有者	(名)	owner; proprietor	7.4

T

tánpàn	谈判	談判	(动)	to negotiate	5.2
tànsuǒ	探索	探索	(动)	to probe; to explore	4.1
téngfēi	腾飞	騰飛	(动)	to advance rapidly; to take off	6.1
tǐxiàn	体现	體現	(动)	to reflect; to embody; to characterize; to personify	5.1
tōngxìn	通信	通信	(名、动)	communication; to communicate in writing	7.2
tōngxùn	通讯	通訊	(名)	communication; dispatch; correspondence	5.2
tòumíngdù	透明度	透明度	(名)	transparency	7.2
tóurù	投入	投入	(名、动)	investment; to invest; to put into; to plunge into	7.1
tú'àn	图案	圖案	(名)	pattern; design	7.4
tújìng	途径	途徑	(名)	way; channel (usually used as a metaphor)	5.2
tuòzhǎn	拓展	拓展	(动)	to expand	6.1

W

wǎngwǎng	往往	往往	（副）	often; frequently; generally	7.2
wǎngyè	网页	網頁	（名）	webpage	7.2
wēi bù zú dào	微不足道	微不足道		insignificant; not worth mentioning	5.1
wēihài	危害	危害	（名、动）	damage; to jeopardize; to endanger	7.1
wěiqì	尾气	尾氣	（名）	(auto) emission	7.1
wéiyī	唯一	唯一	（形）	only; sole; unique	6.4
wěiyuánhuì	委员会	委員會	（名）	committee; council	6.4
wèi	未	未	（副）	have not; not yet; not	6.1
wēnhé	温和	溫和	（形）	moderate; mild	6.5
wúfǎ	无法	無法	（动）	to be incapable of . . . ; to have no way to . . .	5.2
wúhài	无害	無害	（形）	harmless; nontoxic; not dangerous (antonym of 有害)	7.1
wúlùn	无论	無論	（连）	no matter . . .	6.4
wúxíng	无形	無形	（形）	intangible; invisible	7.3
wúxíng zīchǎn	无形资产	無形資產		intangible asset	7.4
wúyí	无疑	無疑	（副）	beyond doubt; undoubtedly	5.2
wùliú	物流	物流	（名）	logistics	7.2

X

xiàzǎi	下载	下載	（动）	download	7.2
xiǎnshì	显示	顯示	（动）	to show; to indicate; to demonstrate; to manifest	4.2
xiànhuì màoyì	现汇贸易	現匯貿易		trading on a cash basis	5.1
xiànxiàng	现象	現象	（名）	phenomenon; appearance of (things)	4.1

xiànzhuàng	现状	現狀	（名）	present situation	4.1
xiāngjì	相继	相繼	（副）	in succession; one after another	6.4
xiāng tí bìng lùn	相提并论	相提並論		to mention in the same breath	5.2
xiāngyìng	相应	相應	（形）	relevant; appropriate; suitable	6.5
xiǎngshòu	享受	享受	（动、名）	to enjoy; to benefit from; enjoyment; pleasure	5.2
xiǎngxiàng	想像	想像	（动、名）	to imagine; to visualize; imagination	4.2
xiǎngyǒu	享有	享有	（动）	to enjoy (rights, prestige, etc.)	5.2
xiāochú	消除	消除	（动）	to eliminate; to dispel; to remove; to clear up	5.2
xiāohào	消耗	消耗	（名、动）	consumption; to consume	7.1
xiédìng	协定	協定	（名）	agreement; treaty	5.2
xiéshāng	协商	協商	（动、名）	to consult with each other; to talk things over; consulting	6.5
xiétiáo	协调	協調	（动）	to coordinate; to mediate	7.3
xīnxīng	新兴	新興	（形）	newly emerging; newly developed; burgeoning	6.1
xíngzhèng	行政	行政	（名、形）	administration; administrative	6.5
xuānchuán	宣传	宣傳	（动、名）	to publicize; to make public; to propagate; to promote; propaganda	7.3
xuǎnjǔ	选举	選舉	（动、名）	to elect; election	7.2
xúncháng	寻常	尋常	（形）	ordinary; common	6.2
xúnhuán	循环	循環	（名、动）	cycle; circulation; to circulate	7.1
xúnzhǎo	寻找	尋找	（动）	to seek; to look for	7.1

Y

yīliáo	医疗	醫療	（名）	medical treatment	6.5

yīrán	依然	依然	（副）	still; as before	6.1
yītuō	依托	依托	（动）	to depend on; to rely on	7.2
yídòng	移动	移動	（动、名）	move; motion	6.1
yíhàn	遗憾	遺憾	（形）	regretful; it's a pity ...	6.5
yízhì	一致	一致	（形）	consistent; identical; unanimous	6.3
yǐzhìyú	以致于	以致於	（连）	as a result; consequently so that	6.2
yìhuò màoyì	易货 贸易	易貨 貿易		barter trade	5.1
yìshì rìchéng	议事 日程	議事 日程	（名）	agenda; schedule of items to be discussed	7.3
yìtǐhuà	一体化	一體化	（名）	integration; to unify into a single entity	5.1
yìtú	意图	意圖	（名）	intention	6.1
yìwèi	意味	意味	（动）	to imply; to signify	5.2
yìwù	义务	義務	（名）	duty; obligation	7.3
yīntèwǎng	因特网	因特網	（名）	Internet	7.2
yōuxiān	优先	優先	（动）	take priority; given first consideration	6.3
yǒucháng	有偿	有償	（形）	subsidized (housing); paid (service); something that is not free of charge	6.3
yǒucháng zhuǎnràng	有偿 转让	有償 轉讓		a transfer that requires compensation	7.4
yǒujī	有机	有機	（形）	organic	7.3
yòuzhì	幼稚	幼稚	（形）	childish; immature	5.2
yú	余	餘	（数）	more than; over	5.2
yuǎnjiàn	远见	遠見	（名）	foresight; vision	4.1
yuǎntān dēnglù	远滩 登陆	遠灘 登陸		offshore launch	6.1
yuèjū	跃居	躍居	（动）	to jump to; to leap to	5.1
yùnzuò	运作	運作	（动）	to function; to operate	7.3

Z

zhànlüè	战略	戰略	(名)	strategy	4.1
zhàng'ài	障碍	障礙	(名)	hindrance; obstruction; barrier	4.2
zhīchí	支持	支持	(动、名)	to support; to sustain; support	7.1
zhīfù	支付	支付	(动)	to pay; to defray	6.5
zhīshi chǎnquán	知识产权	知識產權		intellectual property right	6.5
zhīsuǒyǐ	之所以	之所以	(连)	the reason ... (is that ...)	6.3
zhīzhù	支柱	支柱	(名)	pillar; mainstay	6.1
zhífǎ	执法	執法	(动)	to enforce; to execute; to impose the law	7.3
zhíshù zàolín	植树造林	植樹造林		forestation	7.1
zhìchéngpǐn	制成品	製成品	(名)	finished product	5.1
zhìlì	智力	智力	(名)	intelligence; intellect	7.3
zhìlì(yú)	致力(于)	致力(於)	(动)	to devote oneself to; to make efforts in; to endeavor	7.4
zhìliáo	治疗	治療	(动)	to treat; to cure	6.5
zhòng suǒ zhōuzhī	众所周知	衆所周知		it is common knowledge that; as is known to all	7.1
zhǔtǐ	主体	主體	(名)	main body; main part	6.2
zhùzhái	住宅	住宅	(名)	house; residence; dwelling	6.3
zhuānlì	专利	專利	(名)	patent	7.3
zhuānlìquán	专利权	專利權	(名)	patent right	7.4
zhuǎnkǒu màoyì	转口贸易	轉口貿易		entrepot trade; intermediary trade; reexport trade	5.1
zhuǎnràng	转让	轉讓	(动)	to transfer the possession of (technology, property, etc.)	7.4

zhuǎnyí	转移	轉移	（动）	to shift; to transfer; to divert; to change	7.4
zhuānyǒu jìshù	专有技术	專有技術		technical know-how; proprietary technology	7.4
zhuānyǒuquán	专有权	專有權	（名）	exclusive right	7.4
zhuāngxiū	装修	裝修	（名、动）	renovation; to fix up (the interior of a building)	6.3
zhuàngtài	状态	狀態	（名）	condition; state; situation; status	6.2
zhùcè	注册	註册	（动）	to register	7.3
zīxún	咨询	咨詢	（动）	to seek advice from; to consult	4.2
zōnghé	综合	綜合	（形、动）	comprehensive; inclusive; to summarize	7.4
zǒnghé	总和	總和	（名）	sum; total	6.2
zǒngtǐ	总体	總體	（名）	overall; total; in general; as a whole	4.2
zǔ'ài	阻碍	阻礙	（名、动）	obstruction; impediment; to hinder; to block; to impede	6.3
zūnshǒu	遵守	遵守	（动）	to comply with; to meet the terms of; to abide by; to observe	7.3
zuòwéi	作为	作爲	（动、名）	as; in the capacity of; in the role of; achievement; (form of) conduct	5.1

词语例释索引

B-F

			章节
biāozhì	标志	標誌	6.1 (3)
búxiè	不懈	不懈	7.1 (2)
bùjí	不及	不及	6.2 (6)
bùzú	不足	不足	6.3 (4)
chāngjué	猖獗	猖獗	7.3 (7)
chǔyú	处于	處於	4.2 (4)
cóng... láikàn	从……来看	從……來看	5.2 (7)
cuòshī	措施	措施	7.1 (3)
dàdào... xiǎodào...	大到……小到……	大到……小到……	7.3 (2)
dài	带	帶	7.2 (3)
dàidòng	带动	帶動	6.2 (2)
dǎozhì	导致	導致	4.1 (2)
dào	盗	盜	7.3 (6)
duì... fāhuī zuòyòng	对……发挥作用	對……發揮作用	5.1 (2)
fēi	非	非	4.1 (3)

G-Q

gāi	该	該	4.2 (1)
géwài	格外	格外	7.2 (1)
gēnběn	根本	根本	5.2 (5)
héngliáng	衡量	衡量	6.1 (2)
jīběnshàng	基本上	基本上	6.2 (1)
jīlěi	积累	積累	7.4 (3)
jīyú	基于	基於	6.3 (3)
jīzhì	机制	機制	7.3 (4)
jiājù	加剧	加劇	6.5 (1)

jiù	就	就	4.1 (5)
mángmù	盲 目	盲 目	6.2 (4)
méngshòu	蒙 受	蒙 受	7.3 (10)
qǐ	启	啓	5.1 (3)
qiǎng	抢	搶	7.3 (9)
qǔjuéyú	取 决 于	取 决 于	7.3 (3)

R-X

rìqū	日 趋	日 趨	5.2 (2)
shèjí	涉 及	涉 及	7.4 (1)
shīdàng	失 当	失 當	6.2 (3)
suízhe... ér	随 着 …… 而	隨 著 …… 而	6.1 (1)
tíchū	提 出	提 出	4.1 (1)
tóurù	投 入	投 入	7.2 (2)
wéi... suǒ	为 …… 所	爲 …… 所	7.3 (5)
wèi	未	未	6.1 (7)
wèi... ér	为 …… 而	爲 …… 而	5.2 (3)
wúlùn	无 论	無 論	6.4 (1)
wúyí	无 疑	無 疑	5.2 (8)
xiāngbǐ	相 比	相 比	5.2 (4)
xiāngjì	相 继	相 繼	6.4 (2)
xiāngyìng	相 应	相 應	6.5 (4)
xiāohào	消 耗	消 耗	7.1 (1)
xíngxiàng	形 象	形 象	7.3 (8)

Y-Z

yǐ	以	以	6.1 (5)
yǐqī	以 期	以 期	6.4 (3)
yǐxià	以 下	以 下	6.1 (6)
yǐzhìyú	以 致 于	以 致 於	6.2 (5)
yìwèi	意 味	意 味	5.2 (6)
yīncǐ	因 此	因 此	4.2 (2)

yīn. . . ér	因……而……	因 …… 而 ……	4.2 (3)
yōuxiān	优 先	優 先	6.3 (2)
yóu	由	由	5.1 (4)
yú	…… 于	……於	4.1 (4)
zài. . . jīchǔshàng	在 …… 基础上	在 …… 基礎上	6.1 (4)
zhàn	占	佔	6.5 (2)
zhēnduì	针 对	針 對	6.5 (3)
zhèngshì	正 式	正 式	5.2 (1)
zhìlì(yú)	致 力 (于)	致 力 (於)	7.4 (2)
zhīsuǒyǐ	之 所 以	之 所 以	6.3 (1)
zhǔtǐ	主 体	主 體	7.3 (1)
zǒngtǐ	总 体	總 體	7.1 (4)
zuòwéi	作 为	作 爲	5.1 (1)

词语辨析索引

A			章节	同义词
àihù	爱护	愛護	7.1 (1)	保护
B				
bǎochí	保持	保持	6.4 (1)	保存、维持
bǎocún	保存	保存	6.4 (1)	保持、维持
bǎohù	保护	保護	7.1 (1)	爱护
biànbié	辨别	辨别	7.4 (5)	识别
biāojì	标记	標記	7.3 (4)	标志
biāozhì	标志	標誌	7.3 (4)	标记
C				
cǎisè	彩色	彩色	6.1 (2)	色彩
cānjiā	参加	參加	5.2 (3)	参与、加入
cānyù	参与	參與	5.2 (3)	参加、加入
chíxù	持续	持續	7.1 (2)	继续
chōngfèn	充分	充分	7.2 (4)	充足、充满 充实
chōngmǎn	充满	充满	7.2 (4)	充分、充足 充实
chōngshí	充实	充實	7.2 (4)	充分、充足 充满
chōngzú	充足	充足	7.2 (4)	充分、充满 充实
chuánshòu	传授	傳授	7.4 (1)	讲授
chuàngzào	创造	創造	4.1 (4)	创作、制造 制作

chuàngzuò	创作	創作	4.1 (4)	创造、制造 制作
cùjìn	促进	促進	6.2 (2)	促使
cùshǐ	促使	促使	6.2 (2)	促进

D

dànbó	淡薄	淡薄	7.3 (3)	淡泊
dànbó	淡泊	淡泊	7.3 (3)	淡薄
diǎnfàn	典范	典範	4.2 (5)	典型
diǎnxíng	典型	典型	4.2 (5)	典范
duìcè	对策	對策	5.1 (1)	政策、决策

F

fǎnyìng	反应	反應	7.2 (2)	反映、反响
fǎnyìng	反映	反映	7.2 (2)	反应、反响
fǎnxiǎng	反响	反響	7.2 (2)	反映、反应
fáng'ài	妨碍	妨礙	7.4 (7)	障碍
fàngkāi	放开	放開	5.2 (2)	开放
fǎngxiào	仿效	仿效	4.1 (3)	仿照、模仿
fǎngzhào	仿照	仿照	4.1 (3)	仿效、模仿
fēnbié	分别	分别	7.4 (4)	区别

G

gǎijìn	改进	改進	7.1 (4)	改良、改善
gǎiliáng	改良	改良	7.1 (4)	改进、改善
gǎishàn	改善	改善	7.1 (4)	改进、改良
gānshè	干涉	干涉	7.4 (3)	干预
gānyù	干预	干預	7.4 (3)	干涉
géjú	格局	格局	5.1 (3)	格式
géshì	格式	格式	5.1 (3)	格局
gēnběn	根本	根本	6.2 (3)	基本

gēnchú	根除	根除	5.2 (1)	消除、消灭
gùdìng	固定	固定	6.4 (2)	稳定
guǎndào	管道	管道	6.5 (3)	渠道
guòchéng	过程	過程	5.1 (2)	进程

J

jīběn	基本	基本	6.2 (3)	根本
jíhé	集合	集合	7.2 (3)	集中、聚集
jízhōng	集中	集中	7.2 (3)	集合、聚集
jìxù	继续	繼續	7.1 (2)	持续
jiājǐn	加紧	加緊	6.5 (4)	加强、加速
jiāqiáng	加强	加強	6.5 (4)	加紧、加速
jiārù	加入	加入	5.2 (3)	参与、参加
jiāsù	加速	加速	6.5 (4)	加强、加紧
jiǎngshòu	讲授	講授	7.4 (1)	传授
jìnchéng	进程	進程	5.1 (2)	过程
jīngguò	经过	經過	4.1 (1)	通过
jùbèi	具备	具備	6.3 (2)	具有、拥有
jùjí	聚集	聚集	7.2 (3)	集中、集合
jùyǒu	具有	具有	6.3 (2)	拥有、具备
juécè	决策	決策	5.1 (1)	政策、对策

K

kāifàng	开放	開放	5.2 (2)	放开

L

lìyòng	利用	利用	7.4 (2)	使用

M

míngxiǎn	明显	明顯	6.4 (3)	显著

mófǎng	模仿	模仿	4.1 (3)	仿效、仿照
mùbiāo	目标	目標	4.2 (2)	目的
mùdì	目的	目的	4.2 (2)	目标

Q

qūbié	区别	區别	7.4 (4)	分别
qúdào	渠道	渠道	6.5 (3)	管道

S

sècǎi	色彩	色彩	6.1 (2)	彩色
shíbié	识别	識别	7.4 (5)	辨别
shímáo	时髦	時髦	7.2 (1)	时尚
shíshī	实施	實施	6.3 (1)	实行、执行
shíshàng	时尚	時尚	7.2 (1)	时髦
shíxíng	实行	實行	6.3 (1)	实施、执行
shǐyòng	使用	使用	7.4 (2)	利用
shìhé	适合	適合	4.1 (2)	适应
shìyìng	适应	適應	4.1 (2)	适合

T

tèbié	特别	特别	6.2 (1)	尤其
tiáohé	调和	調和	7.3 (2)	协调
tōngguò	通过	通過	4.1 (1)	经过
tuīdòng	推动	推動	6.1 (1)	推进
tuījìn	推进	推進	6.1 (1)	推动

W

wéichí	维持	維持	6.4 (1)	保持、保存
wěndìng	稳定	穩定	6.4 (2)	固定

X

xiǎnshì	显示	顯示	4.2 (6)	显现
xiǎnxiàn	显现	顯現	4.2 (6)	显示
xiǎnzhù	显著	顯著	6.4 (3)	明显
xiāochú	消除	消除	5.2 (1)	消灭、根除
xiāomiè	消灭	消滅	5.2 (1)	消除、根除
xiétiáo	协调	協調	7.3 (2)	调和

Y

yídòng	移动	移動	7.4 (6)	转移
yìngyòng	应用	應用	4.2 (4)	运用
yōngyǒu	拥有	擁有	6.3 (2)	具有、具备
yóuqí	尤其	尤其	6.2 (1)	特别
yùnyòng	运用	運用	4.2 (4)	应用

Z

zēngjiā	增加	增加	6.5 (1)	增长、增进 增添
zēngjìn	增进	增進	6.5 (1)	增长、增加 增添
zēngtiān	增添	增添	6.5 (1)	增长、增进 增加
zēngzhǎng	增长	增長	6.5 (1)	增进、增加 增添
zhàn	占	佔	6.5 (2)	占有、占据
zhànjù	占据	佔據	6.5 (2)	占、占有
zhànyǒu	占有	佔有	6.5 (2)	占、占据
zhàng'ài	障碍	障礙	7.4 (7)	妨碍
zhèngcè	政策	政策	5.1 (1)	决策、对策
zhīchí	支持	支持	7.1 (3)	支援
zhīyuán	支援	支援	7.1 (3)	支持
zhíxíng	执行	執行	6.3 (1)	实行、实施

zhìhuì	智慧	智慧	7.3 (1)	智力
zhìlì	智力	智力	7.3 (1)	智慧
zhìzào	制造	製造	4.1 (4)	制作、创造 创作
zhìzuò	制作	製作	4.1 (4)	制造、创造 创作
zhuǎnyí	转移	轉移	7.4 (6)	移动
zīběn	资本	資本	4.2 (3)	资金、资产
zīchǎn	资产	資産	4.2 (3)	资金、资本
zījīn	资金	資金	4.2 (3)	资本、资产
zǔ'ài	阻碍	阻礙	6.3 (3)	阻挡
zǔchéng	组成	組成	4.2 (1)	组织
zǔdǎng	阻挡	阻擋	6.3 (3)	阻碍
zǔzhī	组织	組織	4.2 (1)	组成

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