

广东理工学院 2020 年本科插班生招生考试

《英汉互译》考试大纲

I. 考试性质

普通高等学校本科插班生招生考试是由专科毕业生参加的选拔性考试。《英汉互译》课程是广东理工学院招收专科毕业生入读商务英语专业的考试课程之一。学校根据考生的成绩，按已确定的招生计划，德、智、体全面衡量，择优录取。该考试具有较高的信度、较高的效度、必要的区分度和适当的难度。

II. 考试内容和要求

基本要求：着重考核应试者能否具备相关的商务翻译理论知识和翻译技巧，并将其应用于指导自己的翻译实践活动，能够忠实通顺地完整翻译商务名片、公司、组织名称、产品、信函、合同等，检验学生将翻译理论与技巧运用于译文优劣判断，特别是英汉互译实践的能力，检查学生是否达到了《高等学校英语专业英语教学大纲》所规定的基本要求。

第一章 名片 Business Cards

1、考试内容

- (1) 名片的构成要素、规格及款式
- (2) 名片的语言特点及翻译技巧

2、考试要求

- (1) 能够规范地进行英汉名片的互译
- (2) 熟悉商务英语的特点及翻译的原则

第二章 标识 Signs

1、考试内容

- (1) 商务环境中不同的中英文标识
- (2) 中英文商务标识的语言特点

2、考试要求

- (1) 能够运用相关知识准确地翻译各种商务标识语
- (2) 能较好地把握直译和意译的翻译方法

第三章 商标 Trademarks

1、考试内容

- (1) 商标的定义及其语言的特点
- (2) 商务英语翻译过程中转译的相关技巧

2、考试要求

- (1) 能够根据商标特点及翻译技巧进行商标的翻译
- (2) 能够在商务翻译过程中较为熟练地运用转译的方法

第四章 组织机构 Organizations

1、考试内容

- (1) 国际贸易中常出现的各种不同组织、机构尤其是企业名称
- (2) 外来语

2、考试要求

- (1) 能够根据相关知识自主翻译一些常见企业的名称
- (2) 能够准确翻译外来语

第五章 企业介绍 Company Introduction

1、考试内容

- (1) 企业介绍的组成部分
- (2) 英文企业介绍的语言特点及翻译技巧

2、考试要求

- (1) 能够规范地进行企业介绍的互译
- (2) 能够撰写并翻译特殊用途企业介绍

第六章 产品说明书 Product Descriptions

1、考试内容

- (1) 产品说明书功能及作用
- (2) 产品说明书的语言特点及翻译技巧

2、考试要求

- (1) 能够正确翻译产品说明书常用的词汇和句型
- (2) 能够熟练地翻译各类产品说明书

第七章 广告 Advertisements

1、考试内容

- (1) 广告文体的语言特点、行文方式和格式
- (2) 广告的常用翻译技巧

2、考试要求

- (1) 能够正确翻译广告的常用词汇和句型
- (2) 能够熟练地翻译各类广告

III. 考试形式及试卷结构

一、考试形式

闭卷，笔试，试卷满分为 100 分，考试时间为 120 分钟。

二、试卷内容比例

第一章 约占 15%

广东理工学院 2020 年本科插班生招生考试

《阅读与写作》考试大纲

I. 考试性质

普通高等学校本科插班生招生考试是由专科毕业生参加的选拔性考试。《阅读与写作》课程是广东理工学院招收专科毕业生入读商务英语专业的考试课程之一。学校根据考生的成绩，按已确定的招生计划，德、智、体全面衡量，择优录取。该考试具有较高的信度、较高的效度、必要的区分度和适当的难度。

II. 考试内容及要求

依照教育部颁布的《高等学校英语专业英语教学大纲》，要求学生运用相关阅读、写作技巧，大量进行商务英语阅读，写作实践，切实提高学生运用商务英语的能力。本课程注重能力培养，主要培养学生的阅读理解能力、逻辑思维能力、书面语言组织能力、熟悉运用跨文化背景知识的能力等，从而为今后实际工作提供必要的知识和能力准备。

考试目的是测试考生对本课程的基本知识和基本技能掌握的程度，以解决英语阅读、写作中遇到的实际问题；检测考生是否达到了《高等学校英语专业英语教学大纲》所规定的基本要求。

具体考试内容和要求如下：

《新商务英语阅读教程》第 1 册

序号	考试内容
Unit 1	Introduction
Unit 2	Job Interview
Unit 3	A New Job
Unit 4	On-the-Job Training
Unit 5	Phone Calls
Unit 6	Agenda
Unit 7	Meetings
Unit 8	Business Travel
考试要求	
1. 掌握课文中的生词及其变形和搭配； 2. 熟练运用重点句型； 3. 掌握该单元的语法重点； 4. 理解文章的总体结构以及上下文之间的关系； 5. 根据上下文语境推测生词的词义； 6. 理解文章的总体结构以及上下文之间的关系； 7. 理解作者的意图、观点或态度。	

《外贸英语函电》（第三版）

序号	考试内容
Unit 1	Written Communication——An Overview
Unit 2	Establishment of Business Relations
Unit 3	Inquires and Replies
Unit 4	Making Quotations and Offers
Unit 5	Making Counteroffers and Declining Orders
Unit 6	Acceptance and Orders
Unit 7	Terms and Payment
Unit 8	Letter of Credit
TM	
考试要求	
1. 掌握外贸信函格式以及信封的书写方法； 2. 了解如何通过各种途径与客户建立业务联系； 3. 了解如何进行询盘、报盘与还盘； 4. 了解外贸定单与合同的格式； 5. 熟悉各种付款方式； 6. 能阅读有关包装与运输的条件与条款； 7. 掌握整个外贸业务流程中的函电书写，提高涉外交际能力、提升英语素质。	

启航专插本

III. 考试形式及试卷结构

www.qihangzcb.com

一、考试形式：

闭卷、笔试，考试时间为 120 分钟，试卷满分为 100 分。

二、试题题型及赋分：试卷包括客观性试题和主观性试题。客观性试题主要测试商务英语词汇。阅读理解、外贸英语函电写作等三个部分；主观性试题主要测试考生的翻译能力和写作能力。

试卷结构

试题内容		题量	分值
客观性试题	第一部分：词汇匹配 (Vocabulary Matching)	10	10
	第二部分：阅读理解 (Reading Comprehension)	15	30
	第三部分：快速阅读 (Fast Reading)	10	20
主观性试题	第四部分：翻译题 (Translation)	4	20
	第五部分：写作题 (Writing)	1	20
合计		40	100

them into simple categories: containers, shelters and supports. It is certain that containers, shelters, and supports must be functional. The applied arts are thus determined by the laws of physics, which are related to both the materials used in their making and the substances and things to be contained, supported, and sheltered. These laws are universal in their application, regardless of cultural beliefs, geography, or climate. If a pot has no bottom or has large openings in its sides, it could hardly be considered a container in any traditional sense. Since the laws of physics, not some arbitrary decision, have determined the general form of applied-art objects, they follow basic patterns, so much so that functional forms can vary only within certain limits. Buildings without roofs, for example, are unusual because they are different from the normal buildings with roofs. However, not all functional objects are exactly alike; that is why we recognize a Shang Dynasty vase as being different from an Inca vase. What varies is not the basic form but the incidental details that do not hamper the object's primary function.

Sensitivity to physical laws is thus an important consideration for the maker of applied-art objects. It is often taken for granted that this is also true for the maker of fine-art objects. This assumption misses a significant difference between the applied-art objects and fine-art objects. Fine-art objects are not limited by the laws of physics in the same way that applied-art objects are. Because their primary purpose is not functional, they are only limited in terms of the materials used to make them. Sculptures must, for example, be stable, which requires an understanding of the properties of mass, weight distribution, and stress. Paintings must have rigid stretchers so that the canvas will be taut, and the paint must not deteriorate, crack, or discolor. These are problems that must be overcome by the artist because they tend to disturb this or her conception of the work. For example, in the early Italian Renaissance, bronze statues of horses with a raised foreleg usually had a cannonball under that feet. This was done because the cannonball was needed to support the weight of the leg. In other words, the demands of the laws of physics, not the sculptor's aesthetic intentions, placed the ball there. That this device was a necessary structural compromise is clear from the fact that the cannonball quickly disappeared when sculptors learned how to strengthen the internal structure of a statue with iron braces (iron being much stronger than bronze).

It would therefore not be too great an exaggeration to say that practitioners of the fine arts work to overcome the limitations of their materials, whereas those engaged in the applied arts work in concert with their materials.

1. The word “they” in the first paragraph refers to

- A. applied-art objects B. the laws of physics C. containers D. the sides of pots

2. Which of the following best expresses the essential information in the highlighted sentence? Incorrect answer choices change the meaning in important ways or leave out essential information.

- A. The function of applied-art objects is determined by basic patterns in the laws of physics
B. Functional applied-art objects cannot vary much from the basic patterns determined by the laws of physics. .

C. Since functional applied-art objects vary only within certain limits, arbitrary decisions cannot have determined their general form.

D. The general form of applied-art objects is limited by some arbitrary decision that is not determined by the laws of physics.

3. According to paragraph 2, sculptors in the Italian Renaissance stopped using cannonballs in bronze statues of horses because

- A. they began using a material that made the statues weigh less
- B. the aesthetic tastes of the public had changed over time
- C. they found a way to strengthen the statues internally
- D. the cannonballs added too much weight to the statues

4. Why does the author discuss the bronze statues of horses created by artists in the early Italian Renaissance?

- A. To note an exceptional piece of art constructed without the aid of technology
- B. To argue that fine artists are unconcerned with the laws of physics
- C. To contrast the relative sophistication of modern artists in solving problems related to the laws of physics
- D. To provide an example of a problem related to the laws of physics that a fine artist must overcome

.....

III Fast Reading (20%)

Direction: mark the corresponding letter (A or B) to respectively decide whether the statements are True or False .

The essential problem of man in a computerized age remains the same as it has always been. That problem is not solely how to be more productive, more comfortable, more content, but how to be more sensitive, more sensible, more proportionate, more alive. The computer makes possible a marvelous leap in human proficiency; it pulls down the fences around the practical and even the theoretical intelligence. But the question persists and indeed grows whether the computer will make it easier or harder for human beings to know who they really are, to identify their real problems, to respond more fully to beauty, to place adequate value on life, and to make their world safer than it is.

Electronic brains can reduce the profusion of dead ends involved in vital research. But they can't eliminate the foolishness and decay that come from the unexamined life. Nor do they connect a man to the things he has to be connected to -the reality of pain in others; the possibilities of creative growth in himself; the memory of the race; and the rights of the next generation.

Facts are terrible things if left spreading and unexamined. They are too easily regarded as evaluated certainties rather than as the rawest of raw materials crying to be processed into the texture of logic. It requires a very unusual mind, whitehead said, to undertake the analysis of a fact. The computer can provide a correct number , but it may be an irrelevant number until judgment is pronounced.

To the extent, then, that man fails to distinguish between the intermediate operations of electronic intelligence and the ultimate responsibilities of human decision, the computer could prove a digression. It could obscure illusion that he is asking fundamental questions when actually he is asking only functional ones. It may be regarded as a substitute for intelligence instead of an extension of it. It may promote undue confidence in concrete answers. "If we begin with certainties," Bacon said, "we shall end in doubts but if we begin with doubts, and we are patient with them, we shall end in certainties."

()1. The fundamental problem, since human beings entered into the computerized age, has changed to how to be more sensitive, more sensible and more proportionate.

()2. The computer makes it more complicated for human beings to identify themselves.

()3. The computer helps to increase dead ends in vital research.

()4. Human being's foolishness and decay come from examined life

()5. According to the author, facts are great and useful

.....

IV. E-C Translation (20%) Directions: Please translate the following sentences into Chinese.

1. The conviction that business operates most effectively with a minimum of government intervention inspired ICC's voluntary codes.

.....

V. Writing(20%)

Write a letter to a foreign company for establishing business relations covering the following contents:

- a. the source of your information
- b. your intention
- c. your business scope
- d. the reference as to your firm's financial standing
- e. your expectation

V. 参考书目

1. 《新商务英语阅读教程 1》，杨亚军、周瑞杰、谢职安，清华大学出版社 2015 年 5 月第 1 版，ISBN9787302370987；

2. 《外贸英语函电》（第三版），徐美荣，对外经济贸易大学出版社 2014 年 9 月北京第 3 版，ISBN9787566311627。

广东理工学院 2020 年本科插班生招生考试

《综合商务英语》考试大纲

I. 考试性质

普通高等学校本科插班生招生考试是由专科毕业生参加的选拔性考试。《综合商务英语》课程是广东理工学院招收专科毕业生入读商务英语专业的考试课程之一。学校根据考生的成绩，按已确定的招生计划，德、智、体全面衡量，择优录取。该考试具有较高的信度、较高的效度、必要的区分度和适当的难度。

II. 考试内容和要求

基本要求：着重考核应试者能否熟练掌握基本的综合商务英语知识，具体考核应试者是否掌握相关要求词汇的用法和基本的英语语法知识，以及是否具备一定的商务英语阅读、翻译和写作的能力，检查学生是否达到了《高等学校英语专业英语教学大纲》所规定的基本要求。

Unit 1 How to Get Straight A's

Unit 2 The Sandwich Man

Unit 3 Discovery in a Thunderstorm

Unit 4 Apes to Get iPads

Unit 5 Beauty and Love

Unit 6 If Only

Unit 7 A Good Heart to Lean on

Unit 8 Pets -- A Part of American Family

Unit 9 Doing Well by Doing Good

Unit 10 If I Were a Boy Again

Unit 11 A Lesson Learned at Midnight

Unit 12 Ask, Ask, Ask

Unit 13 The Littlest Fire-fighter

Unit 14 Always Changing

Unit 15 My Forever Valentine

Unit 16 The Midnight Visitor

III. 考试形式及试卷结构

一、考试形式

闭卷，笔试，试卷满分为 100 分，考试时间为 120 分钟。

二、试卷题型比例

I Vocabulary (20%)

II Grammar (20%)

III Reading (30%)

IV Translation (10%)

V Writing (20%)

三、试卷难易度比例

试题按其难度分为容易题、中等题、难题，三种试题分值的比例为 4:4:2。

IV. 参考书目 TM

《当代商务英语综合教程》(第二版) 学生用书, 卢敏、何兆熊主编, 华东师范大学出版社, 2016 年 2 月, 9787567517592

V. 题型示例

I Vocabulary (20*1'=20')

Choose the correct Chinese meaning of the **underlined** word in each sentence from choices A, B, C and D.

1. The law can compel fathers to make regular payments for their children.

- A. 强制 B. 比较 C. 驱逐 D. 欣赏

I Grammar (20*1'=20')

Choose one of best choices from A, B, C and D that can be used to complete the sentence.

21. Ability to get along with people is an _____ in business.

- A. capital B. property C. goods D. asset

III Reading (10*3'=30')

Read the passages and answer the questions below.

Passage A

After years of heated debate, gray wolves were introduced to Yellowstone National Park. Fourteen wolves were caught in Canada and transported to the park. By last year, the Yellowstone wolf population had grown to more than 170 wolves...

31. What does the underlined word “displaced” in paragraph 2 mean?

- A. Tested B. Separated C. Forced out D. Tracked down

...

IV Translation (5*2'=10')

Translate the following sentences into English

41. 你必须专心听老师讲课，注意力不要分散。

...

V Writing (20')

Write a passage of no less than 120 words on the topic of *The World Is Getting Smaller*.TM

启航专插本
www.qihangzcb.com