

<<城市会展>>

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内容概要

本教材的编写得到成都大学的鼎力支持，并被列为学校2008年度校级立项教材。本着立足地方、服务全国的宗旨，我们选取了以成都会展为主、以全国会展为限的教材编写内容。根本目的就是想为英语学习者(英语专业或非英语专业学生)及涉外会展工作者提供一部实用的会展英语阅读教材，提供相关资源链接的方向。

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作者简介

宗端华，英国语文学学士，世界历史学硕士，成都大学外国语学院副教授。
先后主讲英美文学史、英美文选、英语写作及大学英语等课程，主研方向为英美文学（史）及文学翻译。

先后发表论 / 译著三十余篇（部）。

有影响的作品主要有：《军情6处》（历史文学译著）、《七层楼》（文学译著）、《中国名胜古迹精华双语要览》（编著）、《英语写作语言与技巧》（编著）、《不是金子也发光——非标准英语在英美文学作品中的妙用》（论文）、《文学非标准英语汉译初探》、《斯宾诺莎“民主政治”中的专制主义倾向》（论文）等。

李萍，成都大学外国语学院教授。

主要研究领域为：文化与国际传播、语用学、应用翻译理论与实践。

2009年在澳大利亚国立大学学习。

近年来发表中英文论文三十余篇。

其中在核心刊物发表中英专业论文十二篇；主编或参编已出版的编著、教材、习题集、字典、专集十余本。

近五年来，主持省、厅、市级科研与教改项目共9项，参与主持省、厅、市级科研与教改项目共15项。

担任了四川省级精品课程“英语视听说”课程负责人与主讲人。

2010年获得第六届四川省高等教育教学成果奖二等奖。

担任过英语专业的多门主干课程的主讲教学，其阅读教学与英语视听说教学受到同行专家和学生的肯定和赞扬。

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city is required to offer adequate cultural supporting facilities , such as exhibitionvenues , hotels , theaters or sports facilities , libraries , cafes and bars , galleries and thelike. Founded in 1997 , Chengdu Exhibition & Travel Group (referred to as ETG) established Chengdu International Convention & Exhibition Centre (Shawan) andJiuzhai Paradise International Resort & Convention Centre. In 2008 , a larger-scale andmore advanced exhibition center——Century City New International Convention &Exhibition Centre was completed. These exhibition venues and facilities provide materialfoundation for the development of Chengdu exhibition industry. Holding an exhibition challenges the host city ‘ s cultural creativity. On the onehand , various ceremonies and performances make great claims on the host. On the otherhand , higher demands are set on the host ‘ s cultivation qualities in integral imageplanning , space design and graphic design of the exhibition. Furthermore , the cityexhibition causes cultural talents to receive training opportunities so that the number ofthe local talents who are engaged in planning and creating the large-scale exhibition ison the rise. For instance , since 1997 , the ETG has been successful in holdingnationwide or international large-scale exhibitions and expositions such as China SportShow , and National Sugar and Alcoholic Commodities Fair. Currently , some large andmedium-sized cities such as Wuhan , Kunming , and Qingdao have invited the group toshare the development model to their infrastructure. The city exhibition makes all efforts to establish its cultural brand. The developmentof city exhibition serves as an ideal arena for cultural interaction of economies , technologies and cultures from home and abroad , which enriches people ‘ s life. Moreimportant , host cities also utilize the exhibition to brand and spread themselves. As aresult , exhibition will become a symbol of competitiveness and attraction. Exhibition alsooffers a platform for different cultures to learn from each other and gain experience. Cityexhibition is a cultural event in nature because it takes the form of exposition , employstechnologies as a means of presentation , and is supported by culture. Top priority ought to be given to quality , brand and features of city exhibitiondevelopment. Chengdu exhibition should lay great emphasis on regional and culturalcharacteristics , preferring “ optional and special ” features to “ large and comprehensive ” ones. “ The crying obligation is how to take advantage of superior resources in Chengdu , so that certain exhibition items or events related to Chinese medicine , food , agricultureand consumer goods can be nurtured and established , for these items have striking andcompetitive edge. “ Currently , in the process of urbanization , city exhibition promotesnot only economy , but also city culture as well as citizens ‘ spiritual life on a deeperlevel. In conclusion , exhibition is a booster for the cultural development of a moderncity.

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