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RENEE MONTAGNE , host : Quick - name a Chinese brand , just one. The fact is , after 30 years of bone-shaking , mind-bending economic growth , everyone knows about brand China , but few can name a specific Chinese brand. As we continue our series on China , NPR ' s the reason for that is not just economic. ROB GIFFORD : In a bustling market near the center of the Phnom Penh , 24-year-old Soray Peah is testing the ringtones on a cell phone she wants to buy. Ms. SORAY PEAH : ( Foreign language spoken ) GIFFORD : I ' ll definitely buy a Chinese-made phone , she says , because they ' re cheap , even though the quality is not great. Ms. PEAH : ( Foreign language spoken ) GIFFORD : But she doesn ' t know any Chinese brands , and in fact the brand she is going to buy is a fake Nokia , copied in China and sold Asia. This reputation for Chinese-made goods holds inside more upscale stores in Phnom Penh , as well. Manager Tha Vy runs a smart store in a mall , selling electronics. Mr. THA VY ( Electronics Store Manager ) : No , we don ' t have Chinese brands. We ' ve got only Korean brands and Japanese brands , because the Chinese products came to Cambodia for the first time , the products were very poor quality. GIFFORD : So , a store manager in Cambodia puts his finger on a key point of China ' s rise : cheap T-shirts and fake mobile phones : fine. iPads and

laptops assembled for foreign companies : fine , too. But Chinese brands ? It ' s not really happening yet. GIFFORD : Half a world away , in Camden , South Carolina , American workers are attaching the seal on a refrigerator door. This is the American factory of Haier , a Chinese company that ' s probably the closest China gets to a known international brand. Mr. GERALD REEVES

( Manager , Haier ) : I think we got good people. We got good management. We got good products. GIFFORD : Manager Gerald Reeves says Haier is making quality goods , so it hasn ' t suffered from the image of low-end , made-in-China products.转载自:百考试题 - [100test] Mr. REEVES : I don ' t know that it ' s really been a challenge , because it says Made in the USA on our boxes. And a lot of people don ' t even realize this is a Chinese company , truth be known. GIFFORD : Haier , he says , is investing plenty in research and development to keep their quality high. Mr. REEVES : We ' ve got some R and D upstairs. If you ' re going to build products for an American market , you need to have Americans , for the most part , designing those products. GIFFORD : But many analysts say that Haier ' s limited success may , in some ways , be the exception that proves the rule. They attribute China ' s inability to develop and innovate to problems within China that go deeper than just the development of brands - a lack of legal protection , for a start. Mr. PAUL FRENCH ( Access Asia ) : If you ' re going to innovate , if you ' re going to be entrepreneurial , if you ' re going to create and invent things , you need a legal system that can protect your invention. GIFFORD : Paul French of

Shanghai consulting firm Access Asia has lived in China for nearly 20 years. Mr. FRENCH : The government should take the lead on that , and an independent legal system needs to be able to do that and to respect the rights of entrepreneurs and innovators. And at the moment , that is simply not the case , here. GIFFORD : French says intellectual property right is one of many issues that need to be dealt with if China is going to move up to the next level. Mr. FRENCH : The big picture would be the environment. The big picture would be social welfare - health care and pensions , particularly. But then it would be education and the ability for students and academics to challenge the consensus , to challenge the official version of things. We need to have freedom of the press so that confidence in the stock market can be maintained. We ' re going to need better ethical and corporate governance , and that ' s going to mean a lot more transparency , both from government and from corporations. GIFFORD : Any one of those issues on its own would be hard enough to reform. The fact that China needs to reform all of them is a monumental - not to mention dangerous - task. Modern Chinese society is simply becoming too complex to be contained within the old political and social framework. And it ' s not just Westerners who say that some of the entrenched cultural and political attitudes have to change. Take education , for instance. Dr. SHI YIGONG ( Dean of Life Sciences , Tsinghua University ) : This room is very similar to what I used to have at Princeton University. GIFFORD : Chinese-born scientist Shi Yigong went to the United States in the 1990s to gain a Ph.D. , and rose rapidly to

be a full professor of molecular biology at Princeton. In 2008 , to his colleagues ' amazement , he decided to give up his tenure and return to become dean of life sciences at Tsinghua University in Beijing. He says he owes something to his homeland. Shi , like most people here , knows there is one word that sums up the challenges ahead. Mr. SHI : Of course , it is the system. China do have a lot of talented scientists and engineers. People are very smart in China. But the mechanisms for people to apply their talents , for people to innovate , are not there yet. That needs to be resolved. GIFFORD : But the system , and indeed the culture , is very difficult to change. And Shi very honestly admits that he sees the problems even in himself. He encourages his graduate students to innovate and to challenge their teachers in a way the Chinese education system does not. But he realized recently when his own children get home from school , the only question he asked them was : Did you listen to your teacher today ? Mr. SHI : For someone who stayed in the United States for 18 , 19 years , who ' s been really influenced by Western culture , still the question was : Did you listen to your teachers ? You know , we are told to listen. We are told to accept. We are told to - not to doubt about authority. So I think that element is very hard to do away with , because that ' s part of our culture. GIFFORD : Observers point out that discouraging students from questioning teachers is a political issue , too. If you start to let kids question authority , who knows where that ' s going to end up ? And anyway , surely you can ' t have all these reforms and continue to be a one-party state , can you ? Mr. FRENCH : Yeah

, you know , people said you can ' t have private property ownership in a one-party state. GIFFORD : Consultant Paul French of Access Asia again. Mr. FRENCH : People said you can ' t have a banking system that gives out loans and mortgages in a one-party state. People even used to say you can ' t have a one-party state where people are just given passports and allowed to fly off to other countries , because none of them will ever come back. Well , turns out , you actually can have a one-party state and those things , right ? And , you know , we ' re off the map here. I think we ' re going to find that there ' s a lot of things that you can have and still have a one-party state. GIFFORD : We are , indeed , off the map , here. The extraordinary experiment that is modern China staggeringly ( 惊人的 ) impressive , though brutally flawed - is utterly off any map that has ever gone before. And there ' s possibly just one thing that could be more difficult to implement than the transformation the Communist Party has made in China over the last 30 years , and that ' s the transformation it needs to make over the next 30. 编辑推荐 100Test 下载频道开通 , 各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)