



Chapter 34

Ocean Freight



Objectives

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- A.** To gain an understanding of ocean transport
- B.** To gain an understanding of its advantages and disadvantages are
- C.** To get familiar with the factors one should consider when arranging a shipment
- D.** To learn relevant words, expressions and structures



Introduction

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Ocean transport has been the most important mode of transport in international trade. Two thirds of the world's total trade volume and over 80% of China's imports and exports now are transported by sea. It has the advantages of easy passage and large capacity, although it is comparatively slow, which is its disadvantage.

参考译文

在国际货物运输中，运用最广泛的是海洋运输。目前其运量在国际货物运输总量中占三分之二以上。中国百分之八十的进出口产品都是通过海运传输到世界各地。海运之所以被如此广泛地采用，是因为它有许多优点。





Main points of the text

Main points of the text

A

Ocean freight is the most widely used form of transportation in international trade as well as the most efficient form in terms of energy.

Main points of the text

B

The factors that should be considered before a shipment is made, like distance, carrying capacity, etc.



Main points of the text

- C** Things that should be done to ensure safe transport, like handling, packing, etc.

Main points of the text

D

1. Factors like cost, safety and speed should be considered in combination.
2. The importance of the factors varies with the nature of the goods to be shipped.



Background & terminology

Background and terminology

1) deliver




transport to the proper place or recipient

运送

Background and terminology

2) carrying capacity




the maximum number of persons
or things that a vehicle can carry

承运能力

Background and terminology

3) unit cost



cost of producing or carrying over a certain distance one unit of product or service, usually based on averages

单位成本

Background and terminology

4) carrier



individuals or businesses that are employed to deliver people or property to an agreed destination

承运人

Background and terminology

5) transshipment



the act of transshipping, or transferring, as goods, from one ship or conveyance to another 转船

direct shipment: the act of shipping goods from the port of loading to the port of destination on the same vessel without transshipment 直达装运



Language points

Language points

1) in terms of



**(to explain or describe something)
only in relation to a particular fact
or event**

从...方面来看; 从...角度来讲

Language points

1. We should think of it **in terms of** an investment.

我们应从投资的角度来考虑那件事。

2. **In terms of** business the project isn't feasible, but it would add to the prestige of the company.

从生意角度来看，该项目并不合算，但它会提高公司的声誉。

3. He is a genius **in terms of** speech.

他在演讲方面是个天才。

Language points

2) have a bearing on



to have an effect or influence on something

对.....有影响

Language points

1. The quality of the goods has an important bearing on its price.

货物的质量与价格有重要关系。

2. Exercise has a direct bearing on how healthy you are.

锻炼会直接影响你的健康。

Language points

3) economical



using money, time, goods etc
carefully and without wasting any
节约的

1. My new car is economical of fuel.
我的新汽车节省燃料[不费油]。

Language points

Economic: relating to trade, industry, and the management of money
经济(上)的

2. In the current economic climate, we must keep costs down.

在目前的经济情况下，我们必须压低成本。

Language points

4) see to it that ...



to make sure or check that
something is done

务必...

Language points

1. Please **see that the lights** are switched off before you leave.

请务必在离开前把灯关了。

2. Please **see to it that** no one comes in without identification.

请务必不要让没有身份证件的人进来。

Language points

5) insist on



demand that something should happen

坚持

Language points

1. We **insist on** the highest standards of cleanliness in the hotel.

我们坚持旅店必须达到最高的清洁标准。

2. He **insisted upon** checking everything himself.

他坚持亲自检查所有的东西。

Language points

6) superior to



better than average

优秀的，优等的，

Language points

This machine is **superior** in many respects to that.

这台机器在很多方面比那台好。

Your computer is far **superior** to mine.

你的计算机远比我的要好。



Difficult sentences



Language points

- 1) Since transportation costs increase with distance, they constitute an important factor in determining the limits of the area within which any given commodities can be marketed.



they are an important factor in determining the limits of the area within which any given commodities can be marketed 是主句，they 指 transportation costs。


Language points

介词短语**in determining ...**是定语，修饰**factor**，其中**within which...**是定语从句，修饰先行词**area**，**within which**可被替换成关系副词**where**。

since transportation costs increase with distance是个由**since**引导的原因状语从句，从句中介词**with**意思是“随着”。

Language points

2) The longer the journey, the higher the freight.



the more + 多音节形容词或副词(或the + 单音节或部分双音节形容词或副词+er) the more + 多音节形容词或副词 (或the + 单音节或部分双音节形容词或副词+er) 意思是“越...越.....”。例如:

Language points

The better the quality (is), the higher the price (is).

质量越好，价格越高。

The more carefully you listen, the better you understand.

你听得越认真，你理解得就越好。



Language points

3) It is customary for the importer to insist on direct steamer without transshipment if it is a small shipment.




It is customary for sb to do sth 某人习惯上做某事，例如：

It is customary for people to wash their hands before meals.
人们习惯于在饭前洗手。

Language points

- 4) Their relative importance varies with the nature of the goods carried and their significance with the different modes of transport employed.



这一句子是由and连接的并列句。第一个分句的主语是“importance”，谓语是“varies”，介词with意思是“随着”，第二个分句的主语是their significance，谓语varies被省略了，介词with也表示“随着”。



Summary

Summary

Ocean freight is the most widely used form of transportation in international trade. Its advantage lies in its low expenses for delivering large quantities of goods over long distances. However, it is much slower compared with other modes like air transportation, rail transportation, etc. Therefore, the shippers, when making decisions concerning which mode to choose, should consider such factors as the goods to be shipped, and the cost, time, and risks involved.



Comprehension questions

Comprehension questions

1. What are the special features of ocean transport?
2. What is the major factor in determining the freight?
3. What will an exporter consider before he arranges for transportation of his commodities?
4. How can an exporter save freight when he transports his commodities?

Comprehension questions

5. Who will be responsible for handling shipment?
6. If it is a small shipment, what will an importer insist on? And why?





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