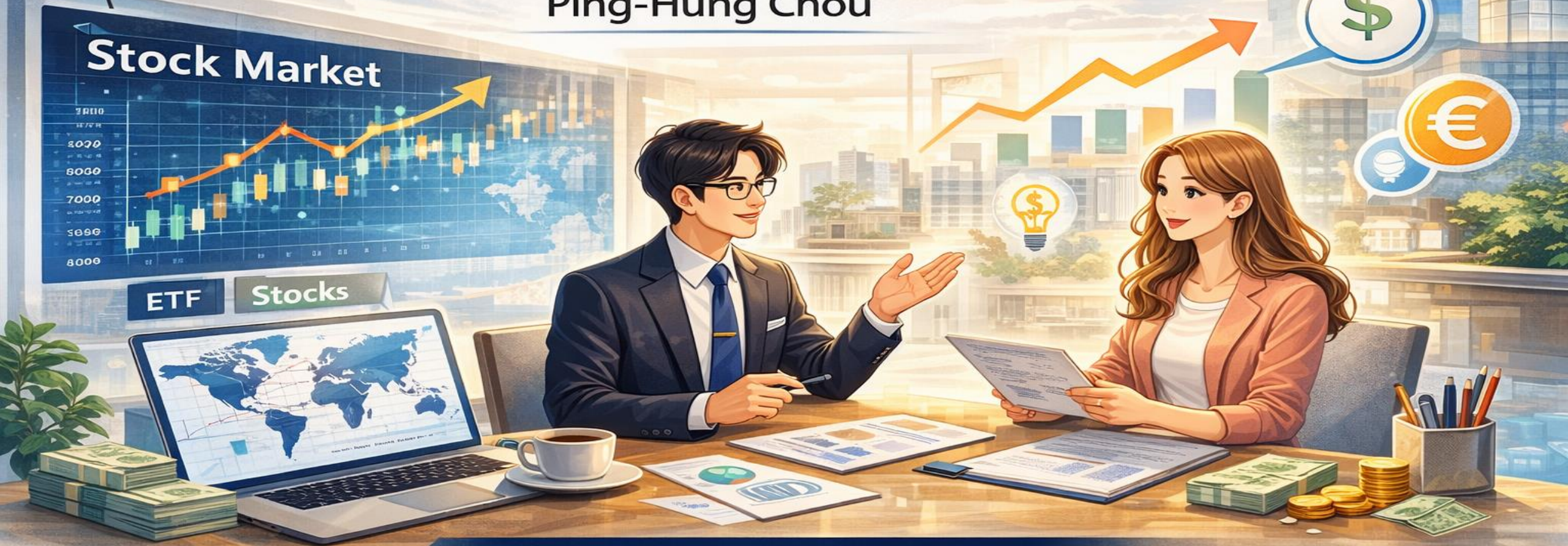




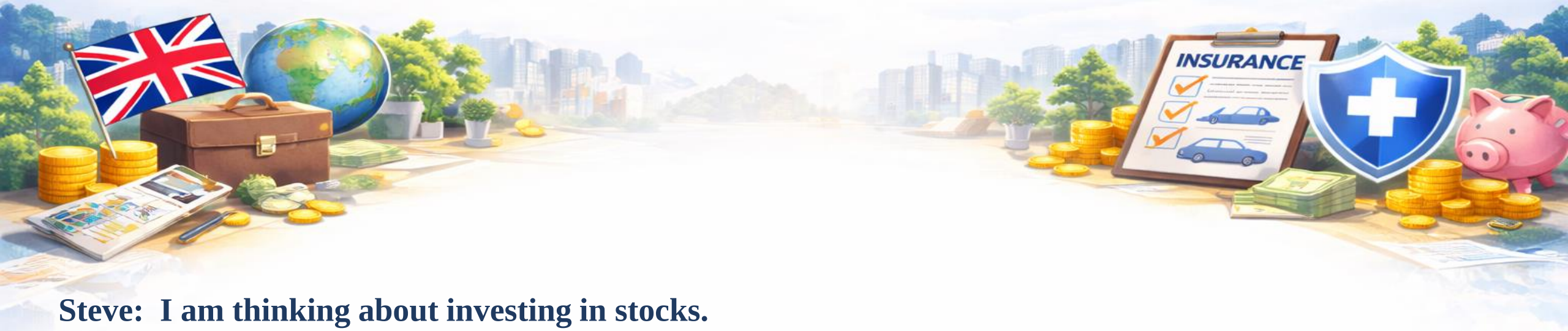
Financial English

– Conversation –

Ping-Hung Chou



Stock Investment 1



Steve: I am thinking about investing in stocks.

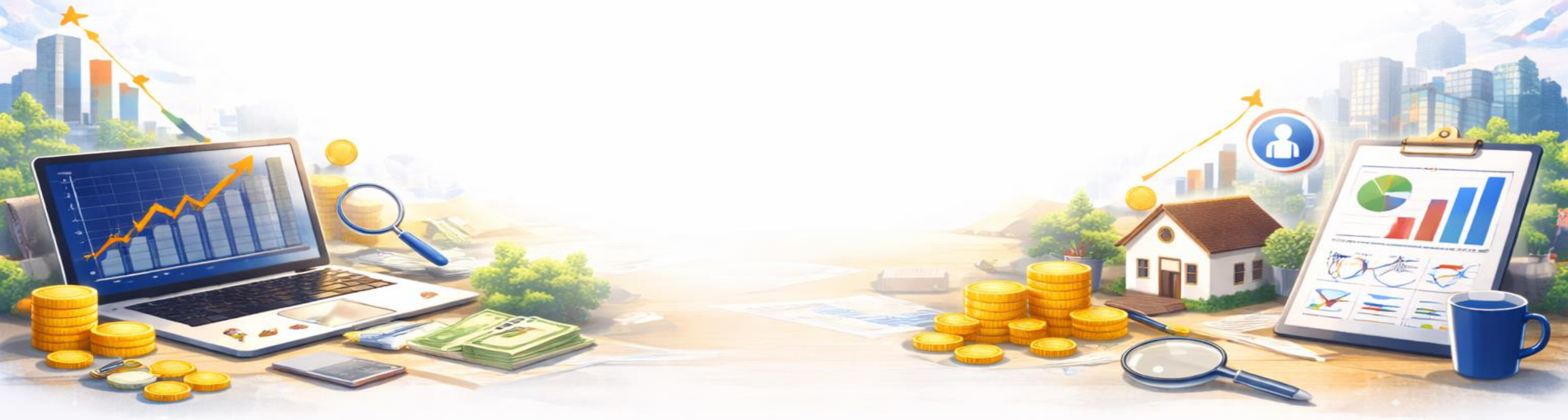
Judy: Really?





Steve: Yes. Can you tell me how to begin with stock investment?

Judy: Sure. First, you have to open a trading account with a stockbroker.





Steve: And then?

Judy: Then, you need to do some research before picking up a good stock.

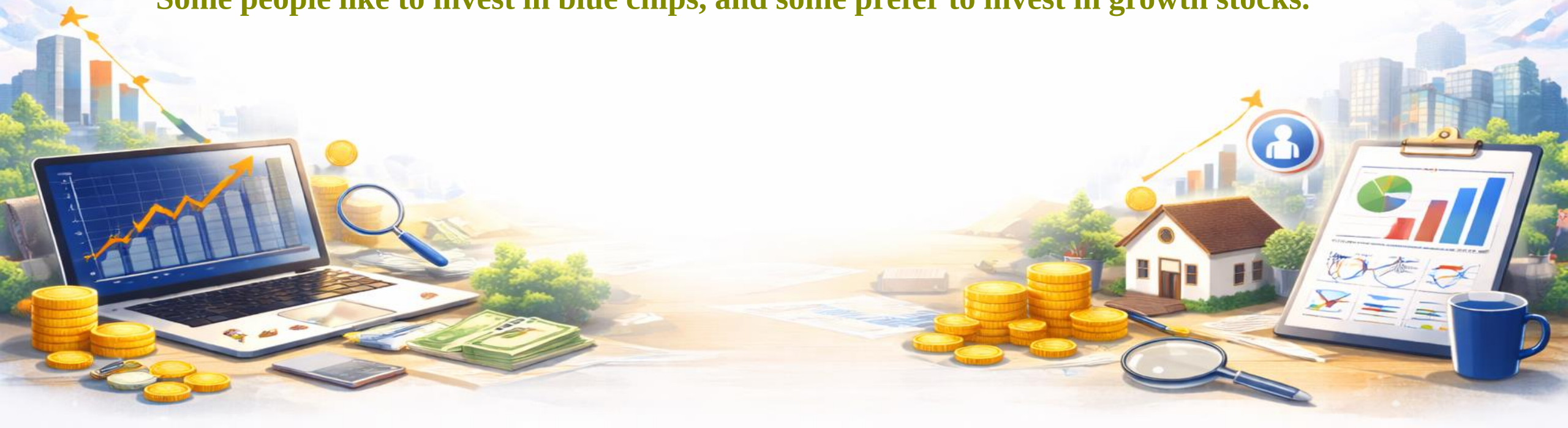




Steve: What do you mean by good stock?

Judy: It depends on one's preference.

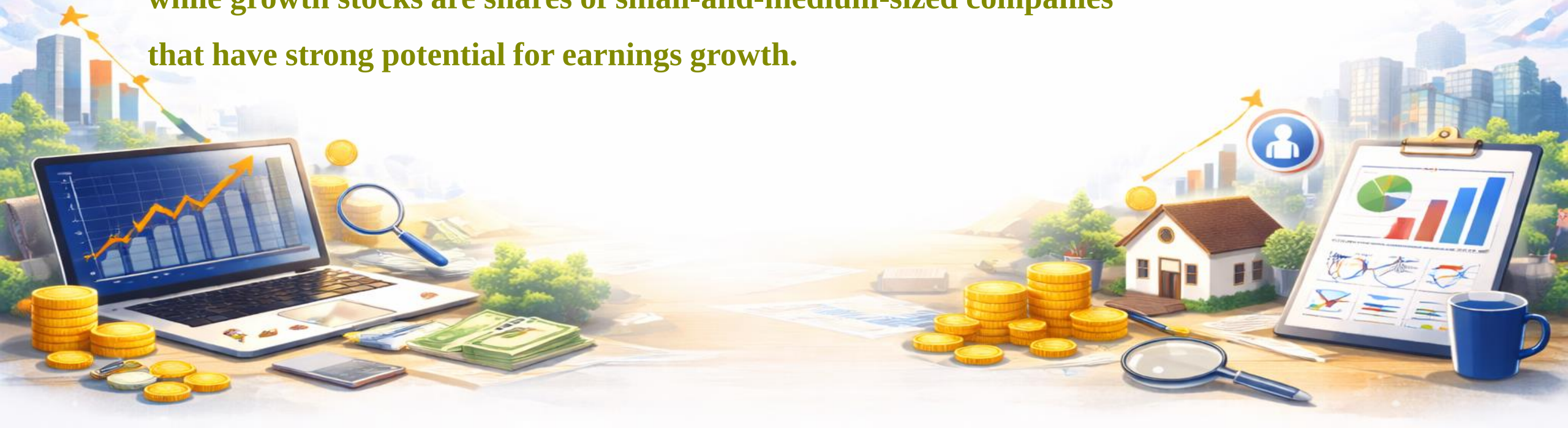
Some people like to invest in blue chips, and some prefer to invest in growth stocks.





Steve: What is the difference?

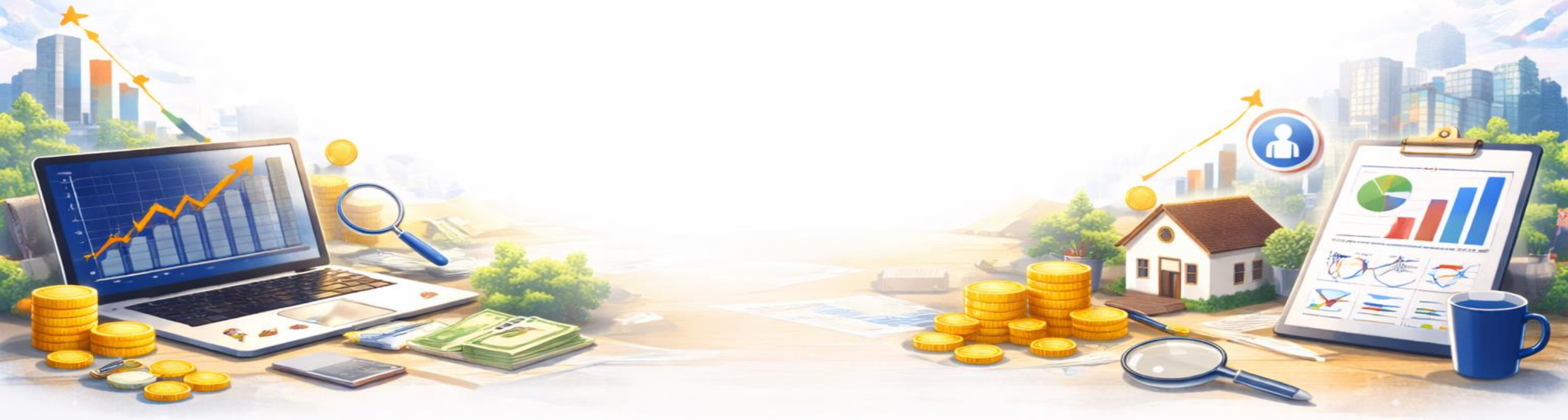
Judy: Blue chips are generally big companies with stable growth and steady cash dividends, while growth stocks are shares of small-and-medium-sized companies that have strong potential for earnings growth.





Steve: How do I know whether a company is a blue chip or a growth stock?

Judy: You should read financial newspapers and magazines frequently.





Steve: It's true. I think I had better do some study before investing in equities.

Judy: You are right. You won't make money just by listening to rumors.

Remember: "No pain, no gain."





Example sentences



1. blue chip

I only buy blue chips.

2. dividend

How much dividend did you get this time?



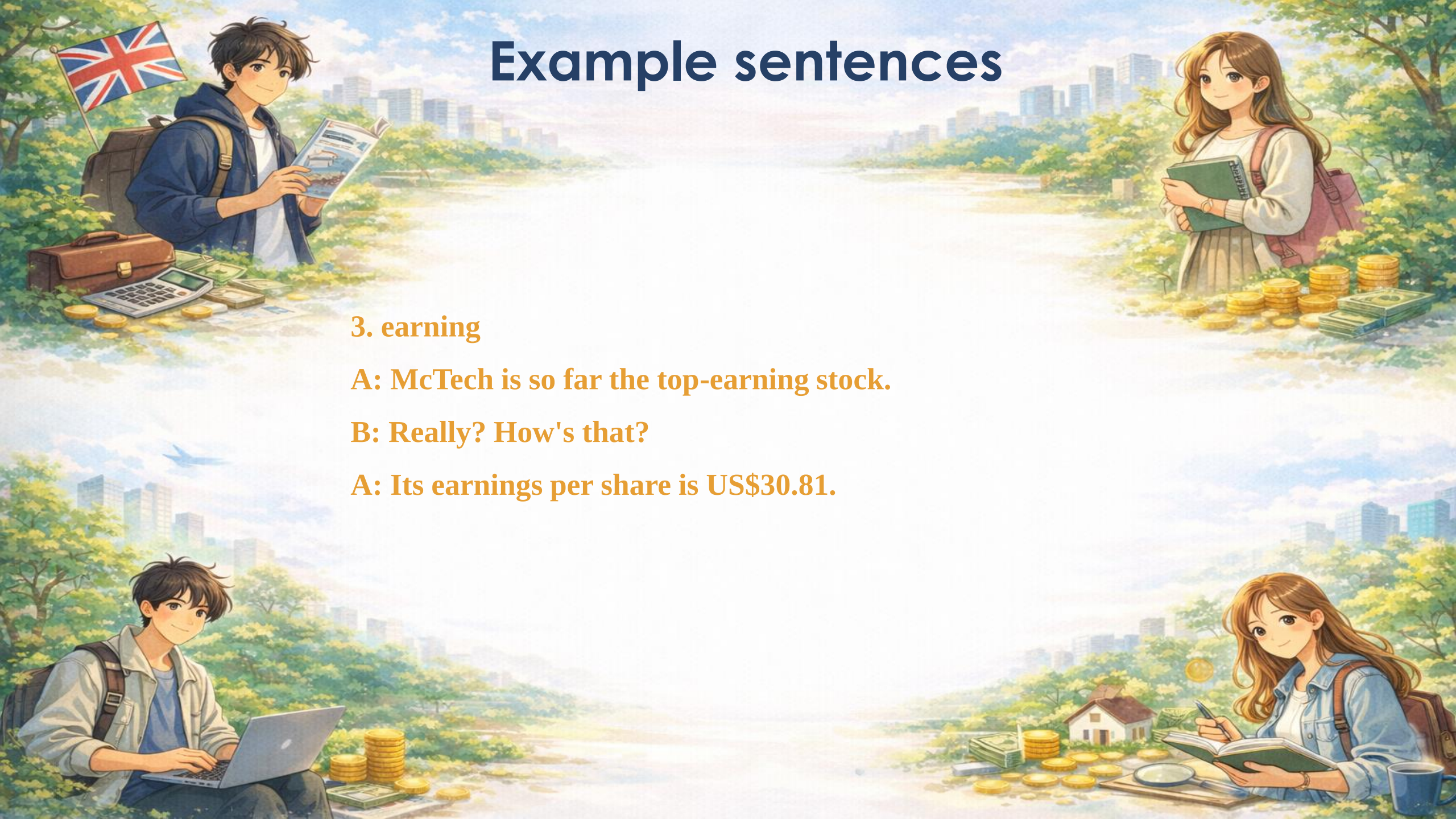
Example sentences

3. earning

A: McTech is so far the top-earning stock.

B: Really? How's that?

A: Its earnings per share is US\$30.81.



Example sentences



4. bull market

We're in the middle of a bull market now, and most stocks are gaining profits!



5. bear market

(Sigh~) The bull market is over, and the bear market has just begun.

Example sentences



6. round lot

In Taiwan stock market, one round lot represents 1,000 shares.

7. odd lot

Can I sell Neo-Tech in odd lot?

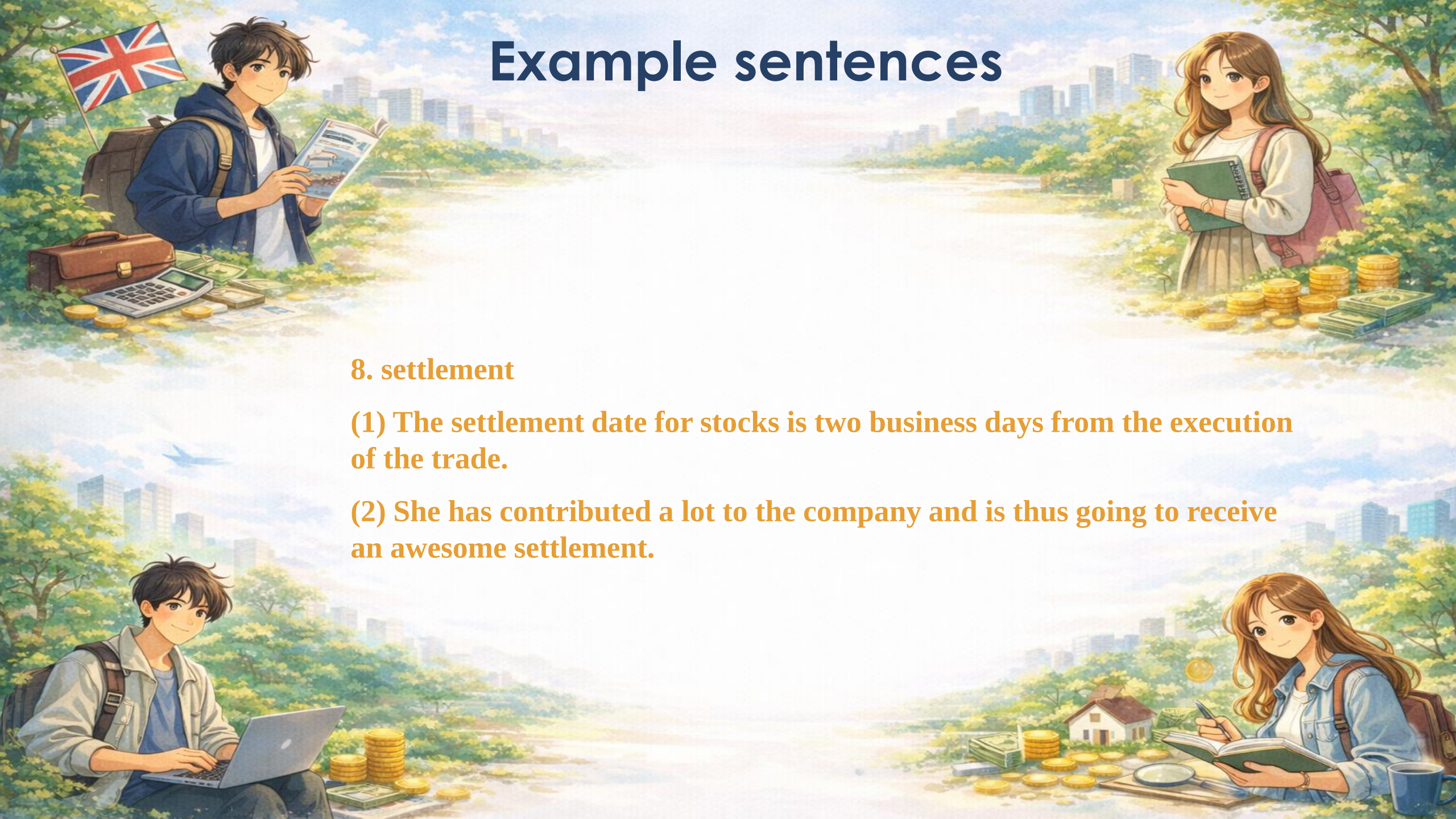


Example sentences

8. settlement

(1) The settlement date for stocks is two business days from the execution of the trade.

(2) She has contributed a lot to the company and is thus going to receive an awesome settlement.



Stock Investment



The Right Attitude



1. Know risks and your goals.
2. Do research.
3. Read financial newspapers and magazines.
4. Diversify.



The Wrong Attitude



1. Listen to rumors.
2. Conduct swing trading.
3. Act on impulse.
4. Borrow money.

Key Vocabulary



1. invest
2. stock
3. trading account
4. stockbroker
5. research
6. preference



Key Vocabulary



7. blue chip

8. growth stock

9. dividend

10. earnings

11. equity

👉 (stock / equity / shareholder's equity)



Supplementary Vocabulary



1. value stock
2. fundamental analysis
3. technical analysis
4. bull market

👉 bullish

5. bear market

👉 bearish



Supplementary Vocabulary



6. P/E ratio

7. common share

8. preferred share

9. round lot

10. odd lot



Supplementary Vocabulary



11. brokerage house

12. dot-com company

👉 dot-com bubble

13. settlement

👉 settlement date

14. trade date

15. place an order



連連看

- | | |
|--------|-------------------|
| • 多頭市場 | • P/E ratio |
| • 空頭市場 | • round lot |
| • 本益比 | • bull market |
| • 整股 | • bear market |
| • 零股 | • dot-com company |
| • 網路公司 | • trade date |
| • 交易日 | • odd lot |
| • 下單 | • place an order |
| • 交割 | • settlement |
| • 股利 | • blue chip |
| • 藍籌股 | • dividend |