

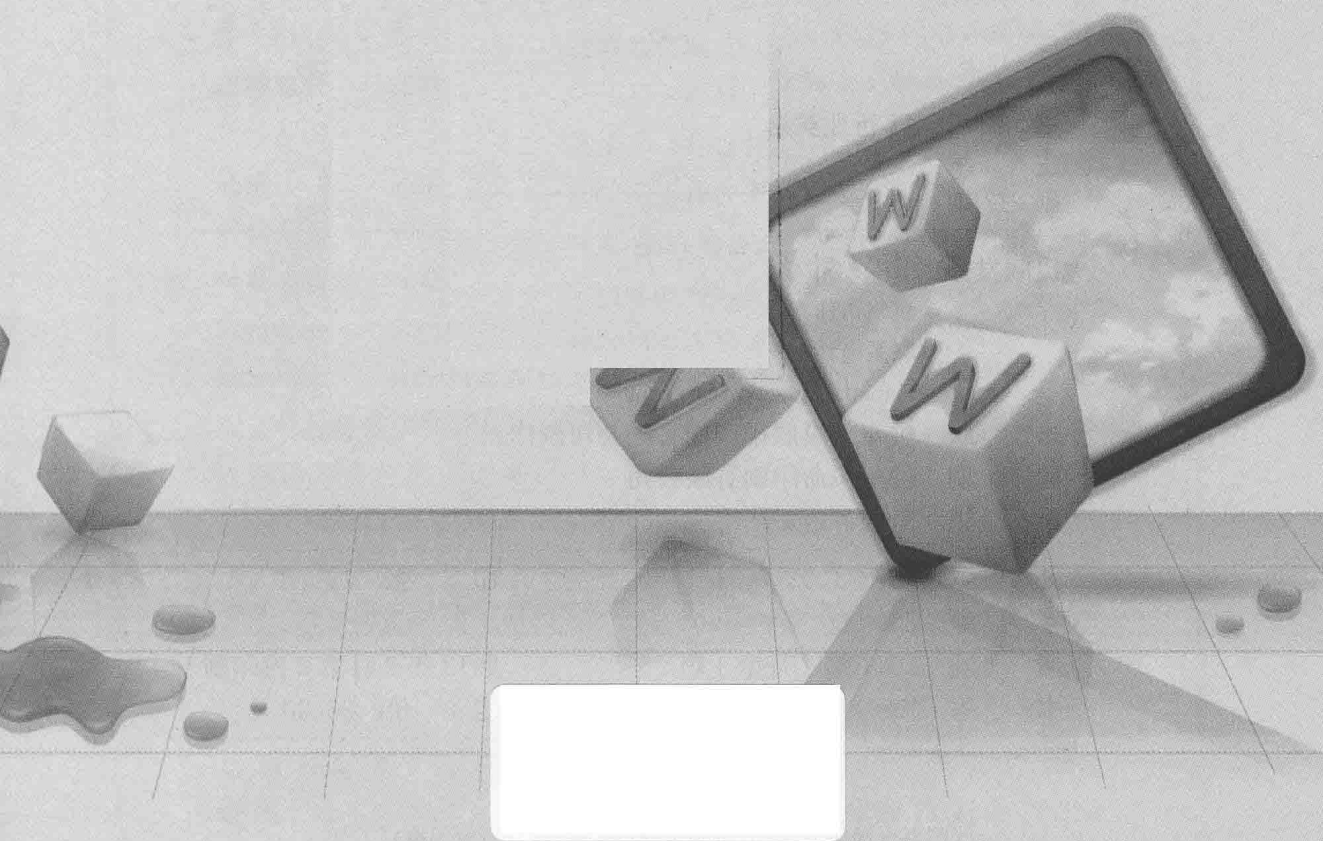
IT行业 英语

洪华英 主编

浙江科学技术出版社

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前 言

近年来,高职高专英语教学改革开始在全国大范围地开展。为贯彻“工学结合、能力为本”的职业教育理念,我们以国家教育部提出的“实用为主,够用为度”的高等职业技术教育为原则,在深入了解用人单位需求和职业院校人才培养目标的基础上,精心编写了本教材。

教材结构

本教材以 IT 行业经营活动为背景,包含文档识读(行业资讯、实用性文档、技术性文档)、产品推介(书面推介、口头推介)和求职面试(招聘信息获取、求职信套写、求职面试)三大模块,描述了业务活动过程中所涉及的典型工作任务,包括求职面试、社交活动、上班、客户会见、产品推广、解决问题等。全书共分为 10 个单元,包括了 IT 行业基础知识和典型工作任务及相应的工作岗位职责,10 个单元组成了 IT 行业主要职业最典型的工作任务。每个单元由 Reading A, Reading B, Supplementary Reading, Listening and Speaking 和 Writing 等组成。Reading A 和 Reading B 为精读材料,主要提供 IT 行业基础知识或相应工作任务及工作岗位的介绍,配有阅读理解、词汇词组、句子结构、英汉翻译等多种形式的练习,Reading A 后还配有 IT 行业小技巧的 Know-how; Supplementary Reading 为泛读材料,选取单元主题和相关工作任务过程中涉及的相关文章,供学生们课外阅读,扩大学生专业知识、语音知识和词汇量; Listening and Speaking 围绕一个中心展开多个任务, Listening 练习形式包括填空、选择、判断、问答等, Speaking 主要任务形式包括对话、小组活动、角色扮演、个人陈述等,力求使学生在 IT 行业“听”“说”两方面进一步得到训练; Writing 根据单元主题和相关工作任务,选取相关的实用写作文体,使学生掌握 IT 行业中实际应用文体的写作。

教材使用

本教材计划用时 56 学时,主要供信息技术类专业学生使用,也可供广大有志于自学计算机英语的学习者使用。编者对全书的生词率、难度、梯度均进行了合理控制,主要涉及计算机基础知识、计算机技术、网络管理、软件测试、电脑程序、数据开发、找工作等方面的内容,全书针对性和实用性都非常强,集听、说、读、写为一体,内容选材和练习设计相辅相成,既适合课堂教学,也适用于自学。

本书由洪华英担任主编,由蒋松来、魏庆平担任副主编。其中,由洪华英编写第 1—2 单元,蒋松来编写第 3—4 单元,张婷编写第 5 单元,王艳华编写第 6 单元,魏庆平编写第 7 单元,叶海英编写第 8 单元,饶素玉编写第 9 单元,徐进编写第 10 单元。

本书在编写过程中得到了金华职业技术学院国际商务学院相关领导的大力支持和帮助,在此表示衷心感谢;同时,本书的编写参考了一些相关资料,书中部分文章选自网络,在此也对提供文献参考资料的专家、学者表示深深的谢意。

由于水平有限,且编写时间仓促,书中疏漏甚至错误在所难免,欢迎各位读者批评指正。

编者

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Unit 1 Welcome to IT World



Learning Objectives

1. Some information about IT world
2. Recognizing computer logos
3. Reading “The History of Yahoo!”
4. Know-how of computer technology
5. Listening and speaking
6. Writing a letter of invitation

Warming-up

What Is It?

Task1 Please read aloud and guess what it is.

Let's begin this unit with a riddle. Try to guess what it is.

It is like a TV, but it is not a TV.

It is a calculator, but it is more than a calculator.

It is not so mysterious, but it is powerful and intelligent.

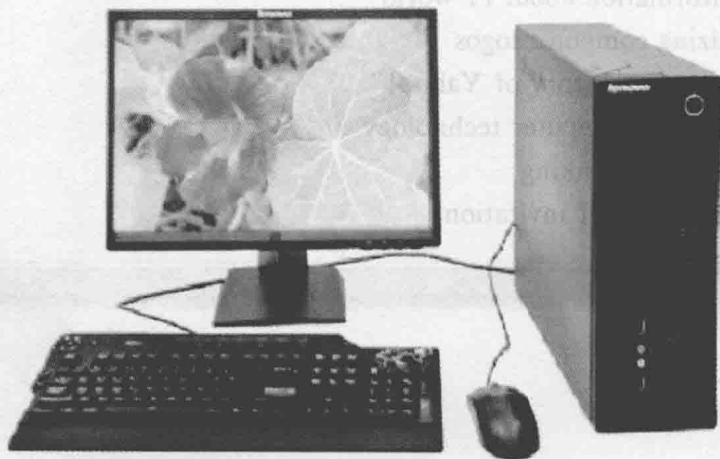
When you want to send or receive an e-mail, you have to use it.

When you want to play electronic games with your partners who are in different cities, you have to use it.

Maybe you can guess it without any hesitation—it is computer. You are right! Why can you guess it so quickly? Because computers are so widely used in our life and society right now. You can find them in schools, in factories, in offices and in personal rooms. People use them for different purposes:

- Office automation and production automation
- Learning purposes
- Entertainment
- Developing new software
- Other purposes

Now, you have known there are so many situations in which people want to use them. They are so powerful that they can do so many kinds of things. What is it like? How does it work? How can we operate it? Maybe your mind is now filled with many similar questions. It does not matter, you can understand them if you follow us and learn this book carefully. Follow us!





Task2 Look at the logos and write down the names of the companies.

			
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Task3 Please list at least 5 names of network companies that you know.

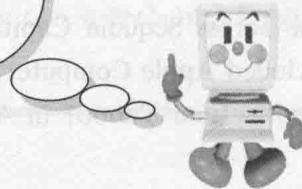
1. _____

2. _____

3. _____

4. _____

5. _____



Reading A

The History of Yahoo!

Yahoo! began as a student hobby and evolved into a global brand that has changed the way people communicate with each other, find and access information and purchase things. The two founders of Yahoo!, David Filo and Jerry Yang, Ph.D. candidates in Electrical Engineering at Stanford University, started their guide in a campus trailer in February



1994 as a way to keep track of their personal interests on the Internet. Before long they were spending more time on their home-brewed lists of favorite links than on their doctoral dissertations. Eventually, Jerry and David's lists became too long and unwieldy, and they broke them out into categories. When the categories became too full, they developed subcategories. . . and the core concept behind Yahoo! was born.

The Web site started out as "Jerry and David's Guide to the World Wide Web" but eventually received a new moniker with the help of a dictionary. The name Yahoo! is an acronym for "Yet Another Hierarchical Official Oracle," but Filo and Yang insist they selected the name because they liked the general definition of a yahoo: "rude, unsophisticated, uncouth." Yahoo! itself first resided on Yang's student workstation, "Akebono," while the software was lodged on Filo's computer, "Konishiki" — both named after legendary sumo wrestlers.



Jerry and David soon found they were not alone in wanting a single place to find useful Web sites. Before long, hundreds of people were accessing their guide from well beyond the Stanford trailer. Word spread from friends to what quickly became a significant, loyal audience throughout the closely-knit Internet community. Yahoo! celebrated its first million-hit day in the fall of 1994.

Due to the torrent of traffic and enthusiastic reception Yahoo! was receiving, the founders knew they had a potential business on their hands. In March 1995, the pair incorporated the business and met with dozens of Silicon Valley venture capitalists. They eventually came across Sequoia Capital, the well-regarded firm whose most successful investments included Apple Computer, Atari, Oracle and Cisco Systems.

They agreed to fund Yahoo! in April 1995 with an initial investment of nearly \$ 2 million.

Realizing their new company had the potential to grow quickly, Jerry and David began to shop for a management team. They hired Tim Koogle, a veteran of Motorola and an alumnus of the Stanford engineering department, as chief executive officer and Jeffrey Mallett, founder of Novell's WordPerfect consumer division, as chief operating officer. They secured a second round of funding in Fall 1995 from investors Reuters Ltd. and Softbank. Yahoo! launched a highly-successful IPO in April 1996 with a total of 49 employees.

Today, Yahoo! Inc. is a leading global Internet communications, commerce and media company that offers a comprehensive branded network of services to more than 345 million individuals each month worldwide. As the first online navigational guide to the Web, www.yahoo.com is the leading guide in terms of traffic, advertising,





household and business user reach. Yahoo! is the No. 1 Internet brand globally and reaches the largest audience worldwide. The company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo! 's clients. These services include Corporate Yahoo!, a popular customized enterprise portal solution; audio and video streaming; store hosting and management; and Web site tools and services. Headquartered in Sunnyvale, California, Yahoo! has offices in Europe, Asia, Latin America, Australia, Canada and the United States.



Notes:

① **Yahoo!** 《格列佛游记》的作者 Jonathan Swift 发明了 yahoo 这个词。在小说里,它代表了一个在外表和行为举止上都令人厌恶的家伙,简直都不能算是一个人。Yahoo! 的创始人杨致远和 David Filo 选择这个名字的原因是他们觉得自己是 yahoo。

另一种说法认为, Yahoo 是“Yet Another Hierarchical Officious Oracle”的首字母缩写,不过 David Filo 和杨致远坚持他们选择这个名称的原因是他们喜欢字典里对 yahoo 的定义:“粗鲁,不通世故,粗俗。”

② **Jerry Yang** 杨致远于 1968 年 11 月 8 日出生于中国台湾省台北市,其父在他两岁的时候去世,他和弟弟由母亲抚养长大。母亲是英文和戏剧教授,在杨致远 10 岁时,她带领两个男孩举家迁往美国,为孩子寻求更好的成长环境,定居在加利福尼亚州圣何塞市,取英文名 Jerry Yang。杨致远于 1990 年以优异的成绩进入离家不远的斯坦福大学。该校的电机系是硅谷神州的组成部分,他选修电机工程,只花了四年,就获得了学士、硕士学位,并结识 David Filo,两人于 1994 年 4 月创立 Yahoo!,因此杨致远被称为“世纪网络第一人”,开启了人类的网络时代。

③ **IPO** 首次公开募股(Initial Public Offerings);初次公开发行(Initial Public Offering)。

New Words and Expressions

torrent [ˈtɒrənt] *n.* 激流,山洪

alumnus [əˈlʌmnəs] *n.* 男校友;男毕业生

evolve [iˈvɒlv] *v.* 进展,进化,展开

candidate [ˈkændɪdeɪt] *n.* 候选人;应试者

trailer [ˈtreɪlə] *n.* 追踪者,拖车

home-brewed [ˈhəʊmˈbrʊəd] *adj.* 自酿的

dissertation [ˌdɪsə(ː)ˈteɪʃən] *n.* 论文

unwieldy [ʌnˈwiːldi] *adj.* 笨重的,笨拙的

category [ˈkætɪgəri] *n.* 种类,类别

moniker [ˈmɒnikə] *n.* 绰号;名字

acronym [ˈækronɪm] *n.* 缩写字

reside [riˈzaɪd] *vt.* 住,居住;属于

lodge [lɒdʒ] *vt.* 寄存;借住;嵌入

uncouth [ʌnˈkuːθ] *adj.* 笨拙的;粗野的



closely-knit *adj.* 紧密联系在一起

enthusiastic [inθju:zi'æstɪk] *adj.* 热情的, 热心的

potential [pə'tenʃ(ə)l] *adj.* 可能的, 潜在的

sumo wrestler ['sju:məu 'reslə] *n.* 相扑运动员

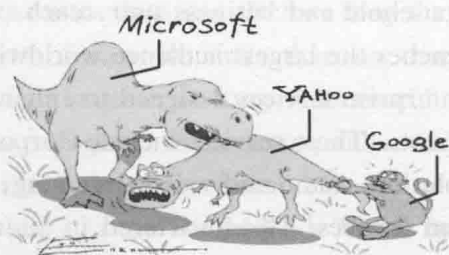
Silicon Valley 硅谷

veteran ['vetərən] *adj.* 老练的

portal [pɔ:təl] *n.* 大门, 入口

Sequoia [si'kwɔ:ɪə] *n.* 美洲杉

unsophisticated [ʌnsə'fɪstɪkeɪtɪd] *adj.* 质朴无华的, 天真无邪的



Task1 Read the passage and write down important events in the different periods of Yahoo! 's history.

Time	Important Events
February 1994	
The fall of 1994	
March 1995	
April 1995	
The fall of 1995	
April 1996	

Task2 Match Column A with Column B.

Column A

1. Yahoo!
2. Sunnyvale
3. Stanford
4. Softbank
5. Koogle
6. Silicon Valley

Column B

- A. 人名
- B. 投资公司
- C. 高科技区名
- D. 搜索网站
- E. 大学
- F. 城市名

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____



Task3 Translate the following sentences into English.

1. 为了完成学位论文, 雅虎创始人开始在网上查询信息, 收集资料, 并把它们编成目录。
2. 该软件以发明人的名字命名。
3. 到 1996 年 6 月底, 每天已经有 200 万网民造访雅虎。
4. 雅虎成功上市的消息很快在朋友间传开了。
5. 如果我们是个软件工具公司, 就会被微软挤垮。

Know-how

A. Shopping on Line

Have you ever bought anything on line? If not, it is likely that in the future you'll join the millions that have. Here are a few suggestions on how to shop online.

1. Consult Review Sites. To get evaluations or opinions on products, visit one of the many review sites on the Web such as www.consumersearch.com.

2. Use A Shopping Bot. Once you have selected a specific product, enlist a shopping bot or automated shopping assistants to compare prices. Two well-known shopping bots are located at www.mysinon.com and www.shopping.yahoo.com.

3. Consult Vendor Review Sites. Of course, price is not everything. Before placing an order with a vendor, check their reputation by visiting vendor review sites such as www.gomez.com.

4. Select Payment Option. Once you have selected the product and the vendor, the final step is to order and pay. Security of your credit card is critical. Consider payment options available from www.private.buy.com.

你网购过吗? 如果没有, 或许将来你会加入这数百万人群中。如何在网上购物, 这里提供一些建议。

1. 咨询审阅地点。为得到产品的评估或意见, 访问其中的一个审阅地点, 比如: www.consumersearch.com。

2. 使用购物模拟人。一旦选中特定的产品, 就征募一个购物模拟人或自动化购物助手来比较价格。众所周知的购物模拟人网址是 www.mysinon.com 和 www.shopping.yahoo.com。

3. 咨询卖家审阅地点。当然, 价格不是唯一决定因素。在与卖家订货之前, 应检查他们的名誉, 审阅卖家的网址: www.gomez.com。

4. 选择付款选项。一旦选择了产品和厂商, 最后的步骤是订货和付款。你信用卡中的安全是最要紧的。考虑付款选项可利用这个网址: www.private.buy.com。



B. Register

Users register with an instant messaging server and identify friends and colleagues (buddies). Whenever a user is online, the instant messaging server notifies the user of all buddies who are also online and provides support for direct “live” communication.

用户注册瞬时电子信函业务, 识别朋友和同事(伙伴)。每当用户上线时, 瞬时电子信函业务都会告知该用户所有在线的朋友, 并用瞬时电子信函业务进行直接“现场”交流。



Reading B

Liu Chuanzhi Operates Well

Hail the returning hero. Liu Chuanzhi, the founder of Lenovo who reassumed the chairmanship in February, has so far talked a good turnaround. On Thursday came the first evidence: a return to profit from June to September, after three quarters of losses.



What got the world's fourth largest PC maker into trouble was its binary structure: an excellent great China business, with industry-leading market share and operating margins, and a ho-hum international one, vulnerable to last year's collapse in corporate demand. Thanks to vigorous cost-cutting in the US and Europe, the picture is now more nuanced. China — where the market is growing at about 16 percent a year — remains



dominant, accounting for 49 percent of total revenues, up from 44 six months ago. Developed markets are still iffy, with a year-on-year increase of just 0.4 percent in total PC sales. But Lenovo's range of entry-level machines is galvanising the new emerging markets division, where shipments were up a tenth.

Plenty of challenges await. Taiwan's Acer tapped strong back-to-school demand with its Mini Notebooks in the third quarter to supplant Dell as the world's number two by sales, behind Hewlett-Packard. According to data tracker IDC, Acer beat the market in almost every region, with worldwide shipments up 26 percent to Lenovo's 18. And some perspective is needed; the market's consensus forecast of \$ 254m in net income for the year ending March 2011 is about half of what the group achieved in the year to March 2008. Lenovo's enduring valuation premium to HP and Dell — on an average 13 times forward earnings to Lenovo's 31— seems based almost entirely on its brand and distribution power in China, set to topple the US as the world's largest PC market within five years. If Mr. Liu has settled for managing decline in the west, so have investors.

New words and expressions

- hail [heil] *vt.* 向...欢呼 *n.* 招呼;冰雹
- ho-hum [həu'hʌm] *adj.* 沉闷乏味的
- turnround ['tɜ:nraʊnd] *n.* 突然好转(或恶化)
- binary ['bainəri] *adj.* 二进制的
- reassume [ri:əsju:m] *vt.* 再采取;再承担
- galvanise ['gælvənaiz] *vt.* 激励
- vulnerable ['vʌlnərəbl] *adj.* 易受攻击的,有弱点的
- nuance [nju:'ɑ:ns] *n.* 细微差别
- collapse [kə'læps] *vi.* 倒塌;瓦解;暴跌
- consensus [kən'sensəs] *n.* 一致;舆论
- vigorous ['vigərəs] *adj.* 有力的;精力充沛的
- tap [tæp] *vt.* 轻敲;轻打;轻叩
- dominant ['dɒmɪnənt] *adj.* 支配的,占优势的
- topple ['tɒpl] *vt.* 颠覆;推翻;使倒塌
- revenue [revənju:; -nu:] *n.* 税收,国家的收入
- iffy ['ifi] *adj.* 未确定的;偶然的;
- supplant [sə'plɑ:nt; -plənt] *vt.* 代替;排挤掉
- perspective [pə'spektɪv] *n.* 远景;观点
- valuation [ˌvælju'eɪʃən] *n.* 计算;评价,估价
- premium ['pri:mɪəm] *n.* 奖金;保险费,额外费用
- settle for 满足于;将就



Task4 Decide whether the following statements are true or false according to the passage.

1. Liu Chuanzhi is the founder of Lenovo.
2. Lenovo is the largest PC maker in the world.
3. Lenovo has got a good turnaround after Liu Chuanzhi reassumed the chairmanship.
4. According to the passage, Dell is the world's number two PC maker by sales in the third quarter.
5. Hewlett-Packard is the world's number two PC maker by sales according to the passage.
6. China will become the world's largest PC market within 5 years according to the passage.

Task5 Match Column A with Column B.

Column A

1. operating margins
2. total revenues
3. shipments
4. valuation premium
5. forward earnings
6. binary structure

Column B

- A. 估值溢价
- B. 二元结构
- C. 预期市盈率
- D. 营业毛利
- E. 装船; 发货
- F. 总收入

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Supplementary Reading

Chinese Entrepreneurs Special: Ma Yun

Many people can remember the story of "Alibaba and the Forty Thieves" from the Arabian Nights. And today, China has a new legend to match the old one. He says he doesn't know much more than how to send and receive an email, but he's created wealth



from the internet. He's become China's modern Alibaba, without even saying the magic words, "Open Sesame".

Ma Yun is the Chairman and Chief Executive Officer of a network services company called Alibaba. He was born in the city of Hangzhou in 1964. But this future entrepreneur was not an outstanding student in the school. After failing the entrance exam twice, he went to a no-name institute in the city. He graduated in 1988 and started work as a lecturer in English and International Trade at the university.

But Ma Yun dreamed of greater things than just being a teacher. In 1995, he traveled to the United States and developed an interest in the Internet industry. After he returned to China later the same year, he borrowed \$2,000 and set up China Pages, widely regarded as China's first internet-based company. From that moment, he started working to transform the industry.

In 1998, Ma Yun and his team of 18 founders created Alibaba.com in an apartment. It was China's first e-commerce website. In just six years, Alibaba became the leader in its field, serving well over 50,000 member traders in 200 countries and regions. It has an annual business turnover of around 10 billion US dollars.

But people doubted Ma Yun's vision for e-commerce at the start. They said Alibaba's success would be like carrying a ten-thousand-ton steamship to the top of the Himalayas. In fact, that's exactly how Ma Yun described their task to his partners. He didn't say it was easy. But he believed in the Chinese proverb that says, "Heaven stands by iron-willed men".

He never let anyone talk him out of his dream. "You cannot control what others say. However, you must know where you will go and what kind of social value you can create."

Ma Yun found his "heaven" between late April and early July in 2003. The SARS outbreak hit China and people stayed in their homes, cancelling their plans for travel and conferences. The business world suddenly realized transactions could be negotiated and concluded over the Internet. Business people did not have to meet face-to-face. Alibaba boomed overnight.

Today, it's the world's largest online business-to-business marketplace and Asia's most popular online auction site. After it acquired Yahoo! China, Alibaba.com leaped to become the 12th most popular website in the world.

Ma Yun started enjoying his fame as one of the most successful business leaders in China. He also attracted the public's attention by sharing his experiences with unique illustrations. "When I was just starting my own business, my colleagues and friends might have shed tears. But I never cried because tears were useless. Entrepreneurs have no retreat. What's more, they have to learn to use their left hand to warm their right hand. That means you have to see the pain as well as the happiness. Then, you will be successful."

Today, Ma Yun has reaped many honors as one of the most successful businessmen in China. In 2004, China Central Television (or CCTV) nominated him one of the "Top 10 Business Leaders of the Year". In 2006, authoritative American financial magazine