电子商务专业英语

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高职高专专业英语规划教材

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本书是关于电子商务的专业英语教材，力求在向读者提供丰富的电子商务英语词汇及阅读资料的同时，向读者介绍目前电子商务的各个环节、内容等。全书共分7个单元，分别介绍了互联网时代，电子商务，网络营销，电子商务支付，电子商务物流，电子商务安全，合同、立法与税收等内容。

　　为了体现高等职业教育改革的方向，本书每单元有一篇导入性的文章，能够让读者对即将学习的内容有一个整体的把握；每单元还设有简短问答环节，选词简练，提供给读者该单元最关键、最核心的问题；同时，为了拓展读者的视野，很多问题都从正反两方面来分析，并给读者提供完备的答案；词汇准备部分内容详尽，其中很多核心词汇都有完整的背景知识介绍；相关背景阅读部分是对导入以及简短问答部分的巩固和提高，每部分可独立成段，亦可相互衔接，使内容更加完备；特色词汇和附录部分为读者提供了前沿核心词汇。

　　本书可作为电子商务专业、市场营销专业、计算机应用专业、计算机信息管理专业、工商管理专业、经贸专业的教材，也可作为有关电子商务的培训用书以及企业管理人员的参考书。

前　　言

随着信息技术、网络技术、Internet 技术的飞速发展，电子商务为越来越多的人所关注。电子商务使得人们可以在网上通过建立网站树立自己企业的形象，发布自己的产品信息，宣传产品广告，提供售后服务，甚至可以进行网上谈判、电子合同签订、电子交易和资金结算。本书是为高职高专电子商务专业编写的，力图通过英语原文的学习了解其语言特色和写作风格，为阅读相关专业英文原版资料做准备。

本书主要讲述电子商务的基本知识与实际应用。主要内容包括互联网时代，电子商务，网络营销，电子商务支付，电子商务物流，电子商务安全，合同、立法与税收等。每单元有一篇导入性的文章，能够让读者对即将学习的内容有一个整体的把握；每单元还设有简短问答环节，选词简练，为读者提供该单元最关键、最核心的问题，同时，为了拓展读者的视野，很多问题都从正反两方面来分析，并给读者提供完备的答案；词汇准备部分内容详尽，其中很多核心词汇都有完整的背景知识介绍；相关背景阅读部分是对导入以及简短问答部分的巩固和提高，每部分可独立成段，亦可相互衔接，使内容更加完备；特色词汇和附录部分为读者提供了前沿核心词汇。

本书内容丰富、形式简练，便于教学和学生自学。本书既可作为高职高专院校的教材，也可作为相关专业人员的学习用书和专业培训用书。

本书由辽宁机电职业技术学院潘维琴、张健担任主编。编写工作的具体分工如下：辽宁机电职业技术学院潘维琴编写第 1、2 单元及附录；张健编写第 3、4、5、6 单元；辽宁大学王华、黑龙江职业技术学院高玉环编写第 7 单元。全书由潘维琴负责统稿、定稿，张健对全书进行了校对。全书由辽宁机电职业技术学院孙明凯担任主审。

本书在编写过程中参考和引用了大量专家学者的论著、图书及网站资料，作者已尽可能在参考文献中列出，谨在此对他们表示衷心的感谢，若有疏漏，也在此表示歉意。

由于时间仓促，编者水平有限，书中难免有不妥之处，敬请广大读者批评指正。

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编　者

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目　　录

Unit 1　The Internet Era
互联网时代

Ⅰ. Leading In（学习指导）

因特网（Internet）即互联网，泛指由许多小的网络（子网）互联而成的一个逻辑网，每个子网中连接着若干台计算机（主机）。Internet 以相互交流信息资源为目的，基于一些共同的协议，并通过许多路由器和公共互联网而构成，它是一个信息资源和资源共享的集合。

互联网的发展

互联网最早来源于国防部高级研究计划局 DARPA（Defense Advanced Research Projects Agency）的前身 ARPA 建立的 ARPAnet，该网于 1969 年投入使用。

1972 年，ARPAnet 在首届计算机后台通信国际会议上首次与公众见面，并验证了分组交换技术的可行性，由此，ARPAnet 成为现代计算机网络诞生的标志。ARPAnet 在技术上的另一个重大贡献是 TCP/IP 协议簇的开发和使用。

1980 年，ARPA 投资把 TCP/IP 加进 UNIX（BSD4.1 版本）的内核中，在 BSD4.2 版本以后，TCP/IP 协议即成为 UNIX 操作系统的标准通信模块。

1982 年，Internet 由 ARPAnet，MILNET 等几个计算机网络合并而成。作为 Internet 的早期骨干网，ARPAnet 试验并奠定了 Internet 存在和发展的基础，较好地解决了异种机网络互联的一系列理论和技术问题。

1983 年，ARPAnet 分裂为两部分：ARPAnet 和纯军事用的 MILNET。ARPA 把 TCP/IP 协议作为 ARPAnet 的标准协议，其后，人们称呼这个以 ARPAnet 为主干网的网际互联网为 Internet。与此同时，局域网（LANs）和其他广域网（WAN）的产生和蓬勃发展对 Internet 的进一步发展起了重要的作用。其中，最为引人注目的就是 NSF（National Science Fundation）建立的美国国家科学基金网 NSFnet。NSFnet 于 1990 年 6 月彻底取代了 ARPAnet 而成为 Internet 的主干网。

今天的 Internet 已不再是计算机人员和军事部门进行科研的领域，而变成了一个开发和使用信息资源的覆盖全球的信息海洋。在 Internet 上，按从事的业务分类包括了广告公司、航空公司、农业生产公司、艺术、导航设备、书店、化工、通信、计算机、咨询、娱乐、财贸、各类商店、旅馆等 100 多类，覆盖了社会生活的方方面面，构成了一个信息社会的缩影。

在 Internet 发展的同时，其本身随着用户的需求的转移也发生着产品结构上的变化。1994 年，所有的 Internet 软件几乎全是 TCP/IP 协议，那时人们需要的是能兼容 TCP/IP 协议的网络体系结构；如今 Internet 重心已转向具体的应用，像利用 WWW 来做广告或进行联机贸易。同时，Internet 的应用已渗透到了各个领域，其应用将涵盖从办公室共享信息到市场

营销、服务等广泛领域。另外，Internet 带来的电子贸易正改变着现今商业活动的传统模式，必将对未来社会生活的各个方面带来影响。

Internet 的发展也有其固有的问题，如接入网络无整体规划和设计，网络拓补结构不清晰以及容错及可靠性能的缺乏，这些都制约着其在商业领域中的应用。安全性问题是困扰 Internet 用户发展的另一主要因素。虽然现在已有不少的方案和协议来确保 Internet 上的联机商业交易的可靠进行，但真正适用并将主宰市场的技术和产品目前尚不明确。另外，Internet 是一个无中心的网络。所有这些问题都在一定程度上阻碍了 Internet 的发展，只有解决了这些问题，Internet 才能更好地发展。

Ⅱ. Short Interview（简短问答）

Q：What is the **Internet**[1]？（什么是互联网？）

A：The Internet is a computer **network**[2]. Hook two computers together so they can communicate with one another. However, the system we call the Internet is global in scope and consists of millions of computers. It has **evolved**[3] into perhaps the most powerful business and marketing medium ever known.

Q：Does it mean that the Internet is a new technology in the 21st century?
（互联网将是 21 世纪的一项新技术吗？）

A：Yes, exactly. In this century, the technology is the Internet, like the invention of steam power in the 18th century. The Internet is the network of networks——the mother of all networks.

Q：What are the most important Internet services?
（互联网能提供哪些最重要的服务呢？）

A：They are the **World Wide Web**[4], **electronic mail**[5], and **file transfer protocol**[6], or FTP.

Q：What is the World Wide Web?（什么是万维网？）

A：The World Wide Web, abbreviated to WWW, is a vast information resource that exists around the world on hundreds of thousands of computers called Web **servers**[7]. These contain **website**[8] that can vary in content from a single **page**[9] to many thousands of pages that are electronically linked to each other. The total number of pages now available on the World Wide Web is numbered in billions. These pages add up to a global library of information that you can access and navigate by using your computer.

Q：Is it right to say that "the Web" is the largest and fastest growing area of the Internet?
（是否可以这样讲：万维网是互联网中发展最壮大、最迅速的领域呢？）

A：Yes, that's right. Because the Web provides **a single interface**[10] for accessing all these protocols and works with multimedia and **advanced programming languages**[11].

Q：Then, isn't the Web the same as the Internet?
（万维网与互联网是同一概念吗？）

A：Many people use the terms "World Wide Web" and the "Internet" to mean the same thing, but

they are different. The Internet is a global network of **interconnected**[12] computers that communicate with each other via the existing **telecommunications**[13] networks. The Web uses the Internet network to access and link websites. As well as providing the **infrastructure**[14] over which the World Wide Web is able to operate, the Internet offers a variety of other forms of communications and resources, including e-mail, **newsgroups**[15], and discussion groups. If the Internet is like a system of roads linking places together, then requests for Web pages, and the data from Web pages, are just two of the many kinds of traffic that travel on this road system.

Q：How does the Web work? （万维网是如何工作的?）

A：The World Wide Web consists of countless pages all connected via the global communications network provided by the Internet. The connections between pages are made by **hypertext links**[16], or **hyperlinks**[16], which are addresses **embedded**[17] in the Web pages. These links may connect to pages on the same website, or to pages that are on a computer on the other side of the planet (see Figure 1-1).

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.uk - .nz - .cn - .tw - .jobs - .eu - .fm - .ms - .nu - .tc - .tk - .v
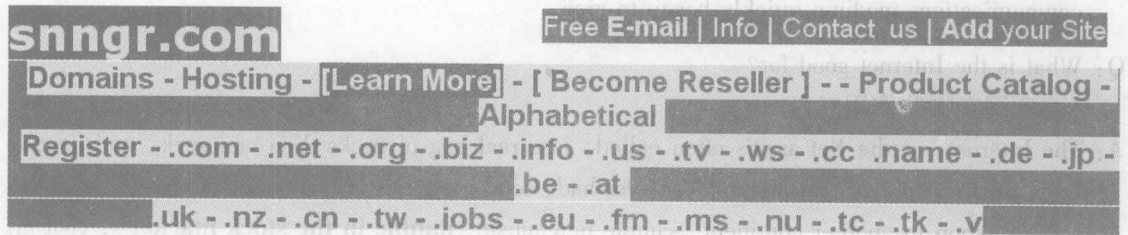
Figure 1-1

Q：How do we access the Web? （我们如何使用万维网?）

A：To access the Web, you need a **personal computer**（PC）[18] connected to a **modem**[19]—an electronic device that translates the computer's digital signals into the **analog**[20] signals that can pass along telephone lines. You also need an account with an **Internet service provider**（ISP）[21]. ISPs are your gateway to the Web as they operate powerful computers that are permanently connected to the Internet. Through the modem and your ISP, you can explore what is available on the Web by using a program called a **Web browser**[22].

Q：By the way, what is a Web browser? （什么是网络浏览器?）

A：A Web browser is a piece of software installed on the PC that lets us look at (or browse) different websites. The most widely used Web browsers are **Netscape**[23] Navigator and **Microsoft**[24] Internet Explorer. Navigator was the first to arrive and quickly became the most popular browser on the market. Microsoft then created its own browser, called Internet Explorer, and ever since there has been a strong **rivalry**[25] between the two, but both are excellent browsers. You can have both of them installed on your PC, and which one you use is a matter of personal preference.

Q：How does the Web operate?
（万维网的工作运行是如何实现的?）

A：The Web operates under a protocol called **HTTP**[26]（HyperText Transfer Protocol）. A Web

page is a text document written in **HTML**[27] (HyperText Markup Language). A Web site is made up of multiple HTML files available on a Web server connected full-time to the Internet. A Web page can incorporate **formatted text**[28], images, **animations**[29], forms, sound, video, live chats, and other multimedia elements. Each Web page has its own unique **URL**[30] (Uniform Resource Locator), or Web address, such as *http: //www. domain. com/page. html*, so the user's computer can find that particular page.

Q: What is the history of the World Wide Web?
(简要介绍万维网的发展史。)

A: The introduction of the World Wide Web is a recent event, even though the Internet was developed more than three decades ago. In 1991, a scientist named Tim Berners-Lee of **CERN**[31] (the European Laboratory for Particle Physics) conceived an Internet-based publishing environment called the World Wide Web. With the invention of **Mosaic**[32] in 1993, the first **integrated graphical Web Browser**[33], the popularity of the World Wide Web as a communications medium quickly began to grow.

Q: What is the Internet good for?
(互联网有哪些作用?)

A: The Internet, or the Net as it's often called, is a real bag of tricks. You can seek, and usually find, answers to every question you've ever had, send messages or documents across the world in a flash, shop in another continent, sample new music, **dabble in the stock market**[34], visit art galleries, read books, play games, chat, catch the latest news from home, make new friends with similar interests, grab free software, manage your bank account or just fritter hours away on surfing across waves of visual **bubble gum**[35]. That's not to say the Internet is merely something to play on when you get home from work. **Far from**[36] it, the Internet has huge capabilities for cheap, global, and immediate communication; it may grow to dominate areas of publishing, news, and education; it is already providing an alternative shopping mall; and it will almost certainly make major in roads into banking and customer support. It is also a serious business communications tool for **everyday correspondence**[37], in fact, it has become as indispensable as the fax and telephone.

Q: What is Internet exactly?
(细话互联网。)

A: Strictly speaking, the Internet is an international network of computers linked up to exchange information. The word 'Internet' is a **contraction**[38] of international and network. The core of this international network consists of computers permanently joined through high-speed connections. To get on the Net, you simply connect your computer to any of these networked computers via an Internet Service Provider. Once you are online (connected to the Net), your computer can talk to any other computer on the Internet whether it's down the street or on the other side of the world. Most importantly, the Net is not about computers or the fancy phone lines that string them together. It's about people, communication, and sharing knowledge. It's about

overcoming physical boundaries to like minds can meet. And that is why people want it.

Q: Would you like to say something about the electronic mail?
（请介绍一下电子邮件！）

A: Electronic mail (e-mail or email) is the single most popular application of the Internet. E-mail is a messaging service that allows Internet users to send message to one another. It also has emerged as an important marketing tool.

Using e-mail, a company can proactively 'push' a marketing message onto the **desktop**[39] of a customer or **prospect**[40]. Marketers are using e-mail to send out advertisements, newsletters, announcements, press releases, special deals and other marketing communications to their **target markets**[41].

Traditionally, e-mail messages were sent in plain text, without special formatting or images. However, as e-mail technology advances, more e-mail is being sent out in graphical format, particularly in HTML, the language of the World Wide Web. Many marketers claim that graphical e-mail gets a better response from recipients.

Q: How popular is e-mail?
（电子邮件的使用很普遍吗?）

A: Use of e-mail is **mushrooming**[42]. Because of Internet transmission speeds, e-mail message delivery can be almost **instantaneous**[43]. An e-mail message typically reaches its addressee within minutes (or at most, within an hour or so), even on the opposite side of the globe. It's faster than paper mail, easier than faxing, and sometimes just plain fun. In fact, people who haven't written a dozen paper letters in a decade write e-mail every day. It's a great way to keep up with friends and communicate with business contracts. There are some business people so tied to their e-mail that if you contact them in any way other than e-mail, you might not get an answer.

Q: What is an e-mail address? And how can you get an e-mail address?
（什么是电子邮件地址？ 如何获取它?）

A: You need a specific address to send and receive e-mail just as you have an address for your house or apartment.

You can get an e-mail address from your Internet service provider (ISP) when you sign up for Internet access. And ISP is the company that helps you get on the Internet—they can be local or national. Or you can get a free e-mail address from one of the Web-based e-mail services (where you do not need to sign up for Internet access).

Q: E-mail addresses can be broken down into three sections. What are these sections?
（电子邮件地址由哪三个部分组成?）

A: (1) **Username**[44]

(2) @ (translated 'at')

(3) Name of the host computer that receives and sends your mail

For instance, *henrywu@ nbip. net* or *charles@ aol. com*.

Sometimes an e-mail address can give you a little information about the user. The very last part of an e-mail address (the . net or . com) is known as a top-level domain. The top-level domain simply refers to how the company that provides the e-mail service to the user has registered their computer network on the Internet. These **domain names**[45] either define the type of organization or the geographic location of the address (see Figure 1-2).
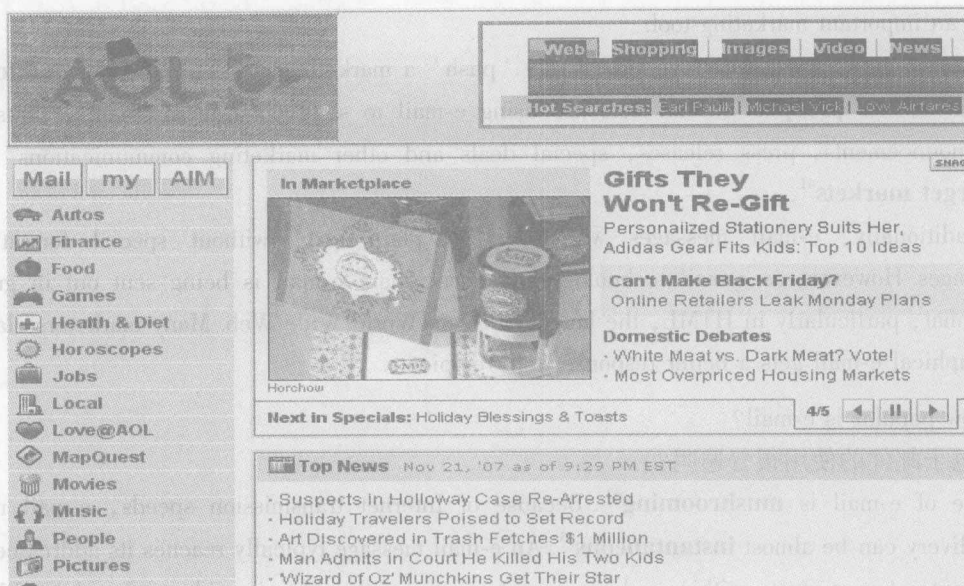
Figure 1-2

Q: What is file transfer protocol, or FTP?
（什么是文件传输协议？）

A: FTP is a service that is frequently used by a company's technical staff. FTP is a protocol for **uploading and downloading**[46] files over the Internet. Today in a business setting, FTP is used mostly to upload HTML files, images, applications, scripts, and other Web-related files from the **Web developer's workstation**[47] to a company's Web server.

Notes

1. Internet = Net	互联网
Intranet	内联网，内部网
Extranet	外联网，外部网
2. network	网络
3. evolve	逐渐形成，发展
4. World Wide Web = Web = WWW	万维网

5. electronic mail = e-mail = email 电子邮件
6. file transfer protocol = FTP 文件传输/送协议
   protocol 协议
7. server 服务器，为客户机提供共享和交互服务
8. website 网站
9. page 网页
   Home Page 主页
   Splash Page 醒目页
10. a single interface 统一界面
11. advanced programming languages 高级编程语言
12. interconnect 相互联接
13. telecommunications 电信
14. infrastructure 下部结构，基础下部组织
15. newsgroups 新闻组（是一个公告牌。在商务活动中，它常用来进行广告宣传、信息发布等）
16. hypertext links, hyperlinks 超文本链接，超链接
17. embed 埋置；把……嵌进（~in），使深留脑中（或记忆中）
18. personal computer = PC 个人电脑
19. modem = modulator-demodulator 调制解调器
20. analog/analogue 模拟
21. Internet service provider (ISP) 互联网服务提供商
22. Web browser 网络浏览器
23. Netscape 美国一家以开发浏览器闻名的公司
    Navigator Netscape 公司出产的浏览器
24. Microsoft 美国微软公司
    Internet Explorer Microsoft 公司出产的浏览器
25. rivalry 竞争，敌对
26. HTTP (HyperText Transfer Protocol) 超文本传输协议
27. HTML (HyperText Markup Language) 超文本标示语言
28. formatted text 版式文本
29. animations 动画片
30. URL (Uniform Resource Locator) 统一资源定位器
31. CERN (the European Laboratory for Particle Physics) 欧洲粒子物理实验室
32. Mosaic 马赛克（最早出现在互联网上的图形网络浏览器）
33. integrated graphical Web Browser 集成图形网络浏览器
34. dabble in the stock market 尝试一下股市
35. bubble gum 泡泡糖

36. far from 　　　　　　　　　　　远远不，完全不
37. everyday correspondence 　　　每日通信往来
38. contraction 　　　　　　　　　缩约词
39. desktop/desktop computer 　　台式电脑
40. prospect 　　　　　　　　　　可能的主顾；潜在顾客
41. target markets 　　　　　　　目标市场
42. mushroom 　　　　　　　　　迅速增长
43. instantaneous 　　　　　　　迅速的；即时的
44. username 　　　　　　　　　用户名
45. domain name 　　　　　　　域名
　　top-level domain name 　　　顶级域名
46. upload and download 　　　　上载和下载
47. Web developer's workstation 　环球网开发工作站

Ⅲ. Background Reading（相关背景阅读）

Intensive Reading（精读课文）

Benefit by Logging on the Internet
互联网的作用

What do the people get or benefit by logging on the Internet? The major types of services provided by Internet are e-mail, WWW, Telnet, FTP, E-mail Discussion Groups, Usenet News, Chat & Instant Message and MUD.

E-mail（电子邮件）

Electronic mail, or e-mail, allows computer users to exchange messages locally and worldwide. Each user of e-mail has a mailbox address to which messages are sent. Messages sent through e-mail can arrive within a matter of seconds.

A powerful aspect of e-mail is the option to send electronic files to a person's e-mail address. Non-ASCII files, known as binary files, may be attached to e-mail messages. These files are referred to as MIME attachments. MIME stands for Multipurpose Internet Mail Extension protocol, and was developed to help e-mail software handle a variety of file types. For example, a document created in Microsoft Word can be attached to an e-mail program and offer the ability to the recipient with the appropriate e-mail program. Many e-mail programs offer the ability to read files written in HTML, which itself is a MIME type.

E-mail is a mail client program that may be a facility of the web browser or a separate software package. Coming e-mails are downloaded from a post-box (file) on the server and outgoing e-mails

need addressing of the recipients, for example: "Lihua-Wang @ Guang-Ming. com" (the first part before @ is the person's name who owns the mail box and the second part after @ is the domain name of the post box that is used on the mail server to derive the IP address). IP address is a series of digital numbers used to indicate where the mail from or to. Every IP address corresponds to the domain name, domain name is designed for people, and IP address is designed for computer. E-mail could let users receive or send out many types of information such as literal, image or voice. E-mail is the fastest, simplest and lowest cost modern transmission facility, and it is the widest used service of Internet.

World Wide Web (万维网)

The World Wide Web (abbreviated as the Web or WWW) is a system of Internet servers that supports hypertext to access several Internet protocols on a single interface. Almost every protocol type available on the Internet is accessible on the Web. This includes e-mail, FTP, Telnet and Usenet News. In addition to these, the World Wide Web has its own protocol: HyperText Transfer Protocol, or HTTP. These protocols will be explained later in this article.

The World Wide Web provides a single interface for accessing all these protocols. This creates a convenient and user-friendly environment. It is no longer necessary to be conversant with these protocols together into a single system. Because of this feature, and because of the Web's ability to work with multimedia and advanced programming languages, the World Wide Web is the fastest growing component of the Internet.

The operation of the Web relies primarily on hypertext as its means of information retrieval. HyperText is a document containing words that connect to other documents. These words are called links and are selectable by users. A single hypertext document can contain links to other documents, images, video and sound. Each connection is programmed by the creator of the source document. Overall, the WWW contains a complex virtual web of connections among a vast number of documents, graphics, videos, and sounds.

Producing hypertext for the Web is accomplished by creating documents with HyperText Markup Language, or HTML. With HTML, tags are placed within the text to accomplish document formatting, visual features such as font size, italics and bold, and the creation of hypertext links. Graphics may also be incorporated into a HTML document. HTML is an evolving language, with new tags being added as each upgrade of the language is developed and released.

The World Wide Web consists of files, called pages or home pages, containing links to documents and resources throughout the Internet. The Web provides a vast array of experiences including multimedia presentations, real-time collaboration, interactive pages, radio and television broadcasts, and the automatic 'push' of information to a client computer. Programming languages such as Java, Java Script and Visual Basic are extending the capabilities of the Web. An increasing amount of information on the Web is served dynamically from content stored in databases. Therefore