

21世纪高等职业教育信息技术类规划教材

21 Shiji Gaodeng Zhiye Jiaoyu Xinxu Jishulei Guihua Jiaocai

电子商务 英语

(第2版)

DIANZI SHANGWU YINGYU

张云 主编

- 精选阅读文章
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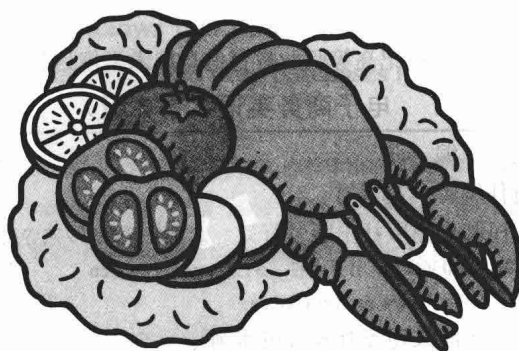
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内 容 提 要

本书在编写的过程中突出强调读者对于专业文献的各方面的应用能力, 安排时文阅读技巧、时文翻译技巧、商务电邮写作和工作场景用语等内容。

本书分 10 个单元, 共 20 篇课文和 10 篇阅读材料, 内容涉及电子商务概述、电子商务的交易模式、电子商务安全技术、电子商务网上支付、电子商务物流管理、电子商务的系统实施、网络营销和电子商务的行业应用等 10 个方面, 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运营的各个环节、内容以及未来的发展动向。

本书可作为高职高专院校电子商务、物流专业和金融管理等专业的教材, 也可作为从事电子商务人员及其他自学者的学习用书。

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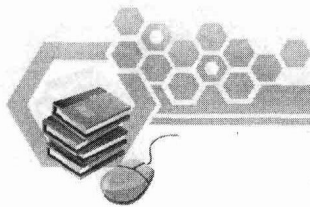
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电子商务是一门新兴学科。它的特点是信息技术加商务管理,涉及面极广,对信息基础设施、法律体系提出了更高的要求。如果没有专业人才,这一切将无法实现。由于诸多原因,国际上最通用的语言仍是英语。而互联网的普及,更加强了英语作为跨文化交流的地位。为了更好地迎接电子商务的挑战,要求相关的专业人才必须具备较高的专业英语水平。

在编写过程中,编者以电子商务与网络技术为背景,针对高职高专的教学特点,参考了大量的国内外电子商务类的书籍,精心组织,合理选材。全书有如下特点。

- 在编排上,每一个单元围绕一个主题,分 Text A 和 Text B 两篇课文进行阐述,并配有该单元的学习指南,每个单元都有详细注释、课后习题和参考译文,为课堂教学和自学提供了方便。

- 本书在编写的过程中突出强调了学习者对于专业文献的各方面的应用能力,安排了时文阅读技巧、时文翻译技巧、商务电邮写作和工作场景用语等。此外,为了满足学习者的可持续性技能的发展,教材在每一单元后还安排了自学环节以供学习者进行自主测试。

- 本书系统地收集了全球电子商务网站集锦、电子商务常用词汇和部分的屏幕英语。

- 为了学习方便,本书提供了课文的参考译文。需要说明的是,笔者在翻译时,考虑到读者学习的需要,尽量采用直译的方式,以保持译文与原文结构的一致性。

- 此外,本书还配有时文阅读、考试样卷及答案、书中习题参考答案,读者可登录人民邮电出版社教学服务与资源网(www.ptpedu.com.cn)免费下载。

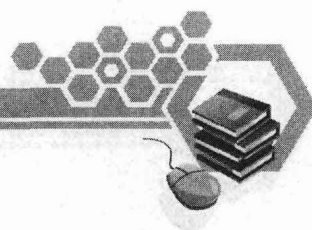
- 建议本书的教学在一个学期内完成。如果本课程的教学计划为 64 课时,教师可以充分地讲解每一个单元的 Text A 和 Text B 及后续的技能训练。如果本课程的教学计划为 32 课时,教师可以重点讲解每一个单元的 Text A 及后续的技能训练,Text B 可作为学习者课后自主学习的材料。

由于时间仓促,加之编者水平有限,书中难免存在疏漏之处,敬请广大读者批评指正。

编者

2010 年 6 月

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Unit One

Electronic Commerce Summary

本章学习指南

讲一讲：随着电子商务日益渗透日常生活，人们对电子商务知识的需求也越来越迫切。本章将在比较电子商务和电子事务的基础上介绍电子商务的基本概念，与电子商务平台密切相关的网络与通信技术、Web 技术、数据库技术和 EDI（Electronic Data Interchange）技术。

学一学：在阅读技巧训练环节，将着重讲解如何找出主题句，确定中心思想。在翻译技巧训练环节，将讲解如何通过上下文的逻辑关系来确定词义。

练一练：设想在被录用之后，读者如何书写回复工作邀请的电邮，并帮助读者熟悉第一天工作报到时可能会出现的场景对话。

想一想：在这一环节，要求读者加强自学能力的培养，自学完成 *Projecting the Economic Impact of the Internet* 这篇文章，了解电子商务的主要载体互联网对人类社会所产生的积极影响。

Text A

Electronic Commerce (EC) Theory

The term electronic commerce is heard frequently in modern society. It is one of the most common business terms in use in the 21st century. So what exactly is electronic commerce or will it be just another overused and discarded buzzword? This section is intended to clear the ground and examine the definition of electronic commerce and introduce its framework.

1. Definition of Electronic Commerce

One only has to pick up virtually any newspaper or business-related magazine to see a story about some facet of electronic commerce. Businesses are incorporating electronic commerce into strategic



plans; business schools are incorporating it into their curriculum; and consulting and software firms are marketing electronic commerce "solutions". So what exactly is electronic commerce? Different people define this term in different ways or from different perspectives. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services and information via computer networks including the Internet. Kalakota and Whinston define EC from these perspectives:

From a communication perspective, EC is the delivery of information, products/services or payments over telephone lines, computer networks, or any other electronic means.

From a business process perspective, EC is the application of technology toward the automation of business transactions and work flows.

From a service perspective, EC is a tool that addresses the desire of firms, consumers and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

From an online perspective, EC provides the capability of buying and selling products and information on the Internet and other online services.

The term commerce is viewed by some as transactions conducted between business partners. Therefore, the term electronic commerce seems to be fairly narrow to some people. Thus, many use the term e-business. It refers to a broader definition of EC, not only buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization. According to Lou Gerstner, IBM's CEO, "E-business is all about cycle time, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions for competitive advantage."

Some define electronic commerce as: The use of electronic transmission mediums (telecommunications) to engage in the exchange, including buying and selling, of products and services requiring transportation, either physically or digitally, from location to location.

Electronic commerce involves all size of transaction bases. As one would expect, electronic commerce requires the digital transmission of transaction information. While transactions are conducted via electronic devices, they may be transported using either traditional physical shipping channels, such as a ground delivery service, or digital mechanisms, such as the download of a product from the Internet.

Liqi, a professor and expert in this field defines EC from the perspective of productive force. He thinks there should be two kinds of definitions. The boarder definition is that electronic commerce is the employment of electronic tools in commercial activities. These electronic tools range from telegram, telephone of early times to NII, GII and INTERNET of modern times. The commercial activities here refer to all lawful activities of demand and consumption except for typical production process. The narrower definition is that electronic commerce is the whole process in which people, who master information technology and business regulations and rules, systematically use electronic tools and efficiently and low-costly engage in all kinds of activities centering on the exchange of commodities and services in a highly technically and economically advanced society. The first definition can be simplified as commercial computerization; the second can be shortened as electronically commercial system.



2. E-business

The term electronic commerce is restricting, however, and does not fully encompass the true nature of the many types of information exchanges occurring via telecommunication devices. The term electronic business also includes the exchange of information not directly related to the actual buying and selling of goods. Increasingly, businesses are using electronic mechanisms to distribute information and provide customer support. These activities are not “commerce” activities, but “business” activities. Thus, the term electronic business is broader and may eventually replace the term electronic commerce. Although the term electronic commerce is used throughout this book, many of the activities described are more accurately classified as electronic business.

Those readers familiar with traditional electronic data interchange systems (EDI) may be questioning what makes electronic commerce different from the EDI systems that have been in place for the past 20~30 years. EDI is a subset of electronic commerce. A primary difference between the two is that electronic commerce encompasses a broader commerce environment than EDI. Traditional EDI systems allow pre-established trading partners to electronically exchange business data. The vast majority of traditional EDI systems are centered on the purchasing function. These EDI systems are generally costly to implement. The high entry cost precluded many small and mid-sized businesses from engaging in EDI. Electronic commerce allows a marketplace to exist where buyers and sellers can “meet” and transact with one another.

3. The Framework of EC

Many people think EC is just having a Web site, but EC is more than that. There are dozens of applications of EC such as home banking, shopping in online stores and malls, buying stocks, finding a job, conducting an auction, and collaborating electronically on research and development projects. To execute these applications, it is necessary to have supporting information and organization infrastructure and systems. The EC applications are supported by infrastructures, and its implementation is dependent on four major areas: people, policy, technical standards and protocols, and other organizations.

Word Study

- frequently ['fri:kwəntli] *adv.* 常常, 频繁地
 overuse ['əʊvə'ju:z] *vt.* 使用过度
 discard [dis'ka:d] *vt.* 丢弃, 抛弃
 definition [defi'nɪʃən] *n.* 定义, 解说
 framework ['freimwə:k] *n.* 构架, 框架, 结构
 virtually ['vɜ:tʃuəli] *adv.* 事实上, 实质上
 incorporate [in'kɔ:pəreit] *v.* 体现, 收编, 编入, 放进
 strategic [strə'ti:dʒik] *adj.* 战略的, 战略上的
 curriculum [kə'rikjuləm] *n.* 课程
 perspective [pə'spektiv] *n.* 视角, 角度
 exchange [iks'tʃeɪndʒ] *vt.* 交换, 调换, 交易



communication [kə,mju:ni'keɪʃn] *n.* 通信
delivery [dɪ'livəri] *n.* 递送, 交付
means [mi:nz] *n.* 手段, 方法
application [æpli'keɪʃən] *n.* 应用, 运用
automation [ɔ:tə'meɪʃən] *n.* 自动, 自动化
address [ə'dres] *vt.* 满足, 从事, 忙于
capability [ˌkeɪpə'bɪlɪti] *n.* (实际) 能力, 性能
collaborate [kə'læbəreɪt] *vi.* 合作
globalization [ˌgləʊbəlaɪzeɪʃən] *n.* 全球化, 全球性
competitive [kəm'petɪtɪv] *adj.* 竞争的
transmission [trænz'mɪʃən] *n.* 传送, 传输, 转播
transportation [ˌtræns'pɔ:t'eɪʃən] *n.* 运输, 运送
employment [ɪm'plɔɪmənt] *n.* 雇用, 使用, 利用
consumption [kən'sʌmpʃən] *n.* 消费
systematically [sɪstə'mætɪkəli] *adv.* 系统地, 有系统地
computerization [kəm'pjʊ:təraɪzeɪʃən] *n.* 计算机化
restrict [rɪs'trɪkt] *vt.* 限制, 约束, 限定
encompass [ɪn'kʌmpəs] *v.* 包围, 环绕
classify ['klæsɪfaɪ] *vt.* 分类
question ['kwɛstʃən] *v.* 询问, 怀疑
subset ['sʌbset] *n.* 一部分
preclude [pri'klu:d] *v.* 排除
infrastructure ['ɪnfə'strʌktʃə] *n.* 基础设施
implementation [ˌɪmplɪmen'teɪʃən] *n.* 执行

Phrases and Expressions

to pick up 捡起, 获得, 使恢复精神
to refer to 查阅, 提到, 谈到, 打听
not only... but also... 不但……而且……
either... or... 或者……或者……, 不论……还是……
according to 依照
range from... to... (在一定范围内) 变动, 变化
be familiar with 对……熟悉
be different from 与……不同
be in place 在适当的位置, 适当
to engage in 使从事于, 参加
dozens of 许多的
be dependent on 依赖, 依靠



CEO (chief executive officer)首席执行官

NII (national information infrastructure)美国信息高速公路, 全美信息基础设施

GII (global information infrastructure)全球信息高速公路, 全球信息基础设施

Notes

1. This section is intended to clear the ground and examine the definition of electronic commerce and introduce its framework.

这里的 clear 作动词, 译为“使清楚, 使清晰”。例如:

clear one's mind about sth. 弄清楚某事

本句译为: 下面这部分内容将要弄清楚电子商务所涉及的范围, 研究其定义, 并且介绍其框架。

2. ...to see a story about some facet of electronic commerce.

这里的 story 应译为“(新闻)记事, 报道; 值得报道的人物(或事实)”。例如:

a news story 新闻报道

a feature story 特写

本句译为: ……可以看到有关电子商务的某一方面的报道。

3. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet.

(1) 这里的 that 引导的是定语从句, 修饰前面的先行词 concept。

(2) via 是“through”的意思, 作“通过(手段)”解释。例如:

The contract established via oral negotiation can hardly provide such evidences as human testimony and material evidence.

通过口头协商而缔结的合同难以提供像证明人和证明材料这样的证明。

Shipping your order can be made via the transshipment at Hong Kong.

可以通过在香港转船来装运你方订货。

本句译为: 电子商务是一个刚出现的概念, 它描述通过计算机网络, 包括了互联网, 买卖或交换产品、服务和信息的过程。

4. EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

这里的 while improving the quality of goods...就是 while EC improves the quality of goods...。

当从句的主语和主句的主语相同时, 从句的主语可省略, 代以现在分词短语。

本句译为: 在提高商品质量, 加快服务递送速度的同时, EC 可作为一种降低服务成本以满足公司和消费者需求的工具。

5. It refers to a broader definition of EC, not only buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization.

(1) refer to 作“指的是; 谈到, 提到; 涉及, 有关”解释。例如:

By movie theatre, I refer to the one in the 15th street.

说到电影院, 我指的是十五大街那家。



(2) not only...but(also)...不但……而且……。例如:

He not only had read the book but (also) remembered what he had read.

他不但读过此书, 而且还记得所读的内容。

本句译为: 它指的是 EC 的一种较广的定义, 并不只是买和卖, 还包括向顾客提供服务, 与商业伙伴合作, 以及在机构内处理电子事务等。

6. While transactions are conducted via electronic devices, they may be transported using either traditional physical shipping channels, such as a ground delivery service, or digital mechanisms, such as the download of a product from the Internet.

这里的 either...or...作“或者……或者……, 不论……还是……”解释。例如:

Either you come in person, or you entrust someone with the matter.

你要么自己来, 要么就托人来处理这件事。

It is wrong to regard our work either as totally good or as completely bad.

说我们的工作样样都好或者一无是处, 都是错的。

本句译为: 在利用电子设备处理商业事务时, 产品可以选择传统的物理运送渠道, 例如陆运递送服务, 或是数字传送方式, 例如从互联网上下载一个产品来进行传送。

7. The narrower definition is that electronic commerce is the whole process in which people, who master information technology and business regulations and rules, systematically use electronic tools and efficiently and low-costly engage in all kinds of activities centering on the exchange of commodities and services in a highly technically and economically advanced society.

这里的 in which people...advanced society. 是定语从句, 修饰前面的先行词 process。但在该定语从句中又嵌套了另一个定语从句, 那就是 who master information technology and business regulations and rules, 修饰先行词 people。该句中还有一个现在分词短语 centering on the exchange of commodities and services 作定语, 修饰前面的 activities。在翻译过程中要注意两个定语从句和一个现在分词处理的位置。

本句译为: 电子商务在狭义上的定义指的是在高度技术化、经济化的先进社会里, 掌握了信息技术和商业规则的人系统地、高效地、低成本地使用电子工具进行各种以商品和服务交换为中心的各种行为活动。

8. Increasingly, businesses are using electronic mechanisms to distribute information and provide customer support.

Increasingly 放在句首作状语, 用来修饰整个句子, 可表示说话人对这句话的态度或作为对这句话内容的归纳性评注。一般, 副词置于句首, 并用逗号与主句隔开, 这种用法被称作状语前置。类似的用法如:

Clearly, he isn't telling the truth.

显然, 他没说实话。

Luckily, he wasn't at home that day.

幸运的是, 那天他不在家。

本句译为: 企业利用电子手段发送信息和提供客户支持的现象在不断增加。

9. Traditional EDI systems allow pre-established trading partners to electronically exchange business data. allow sb. to do sth. 允许某人做某事。例如:



Parents seldom allow their children to touch electricity wires.

家长很少允许孩子去摸电线。

They are allowed to enter the university for studying.

他们被批准入学了。

本句译为：传统 EDI 系统允许先前建立联系的贸易合作伙伴利用电子手段进行数据交换。

Exercises

I. Review the questions

1. What do businesses, business schools and consulting and software firms do with electronic commerce?
2. How do Kalakota and Whinston define EC?
3. What does electronic business mean, according to Lou Gerstner, IBM's CEO?
4. How does Liqi define EC from the perspective of productive force?
5. According to the text, say something about EC, E-business and their difference.
6. What is EDI?
7. How many applications of EC do you know? What are they?

II. Put in the missing information based on the text

1. The term electronic commerce is heard f_____ in modern society.
2. Different people define this term in different ways or from different p_____.
3. Electronic commerce is an e_____ concept that describes the process of buying and selling or e_____ of products, services, and i_____ via computer networks including the Internet.
4. E-business is all about cycle time, speed, g_____, enhanced p_____, reaching new customers and sharing knowledge across institutions for c_____ advantage.
5. The boarder definition is that electronic commerce is the e_____ of electronic tools in c_____ activities.
6. Thus, the term electronic business is broader and may eventually r_____ the term electronic commerce.
7. The EC applications are supported by infrastructures, and its implementation is dependent on four major areas: p_____, p_____, t_____ standards and p_____, and other organizations.

III. Translate the following passage into Chinese

1. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet.
2. There are dozens of applications of EC such as home banking, shopping in online stores and malls, buying stocks, finding a job, conducting an auction, and collaborating electronically on research and development projects.



IV. Translate the following sentences into English

1. 有些人认为电子商务只不过又是一个被滥用后而被丢弃的时髦词。
2. 电子商务这个词有些局限, 不能充分涵盖许多通过远程通信设施所进行的信息交流的性质。
3. 更多的非企业机构, 比如学术机构、非营利组织、宗教组织、社会组织和政府机构采用种种电子商务形式降低成本或改善运作。
4. 电子事务比电子商务更宽泛, 它包含通过电子手段进行的所有信息的交流活动。

Text B

Technological Platform of E-commerce

Electronic Commerce is a very complicated system project. The construction of such system involves in a series of technologies such as the computer network and communication, the Web application, the database application and the EDI(Electronic Data Interchange).

1. The Computer Network and Communication Technology

(1) Fundamentals of Computer Network

A computer network allows computers to communicate with many other and to share resources and information. The following list presents categories used for classifying networks.

From connection method perspective, computer networks can also be classified according to the hardware and software technology that is used to interconnect the individual devices in the network, such as optical fiber, Ethernet and wireless LAN. Ethernet uses physical wiring to connect devices. Frequently deployed devices include hubs, switches, bridges and/or routers. Wireless LAN technology is designed to connect devices without wiring. These devices use radio waves or infrared signals as a transmission medium.

From scale perspective, networks are often classified as Local Area Network (LAN), Wide Area Network (WAN), Metropolitan Area Network (MAN), Personal Area Network (PAN), Virtual Private Network (VPN), Campus Area Network (CAN), Storage Area Network (SAN), etc. depending on their scale, scope and purpose. Usage, trust levels and access rights often differ between these types of network — for example, LANs tend to be designed for internal use by an organization's internal systems and employees in individual physical locations (such as a building), while WANs may connect physically separate parts of an organization to each other and may include connections to third parties.

From topology perspective, computer networks may be classified according to the network topology upon which the network is based, such as bus network, star network, ring network, mesh network, star-bus network, tree or hierarchical topology network. Network topology signifies the way in which devices in the network see their logical relations to one another. The use of the term "logical" here is significant. That is, network topology is independent of the "physical" layout of the network. Even if networked computers are physically placed in a linear arrangement, if they are connected via a hub, the network has a star topology, rather than a bus topology. In this regard the visual and operational



characteristics of a network are distinct; the logical network topology is not necessarily the same as the physical layout. Networks may be classified based on the method used to convey the data, which include digital and analog networks.

(2) Fundamentals of Internet

The Internet is a global system of interconnected computer networks that use the standardized Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies. The Internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail. In addition it supports popular services such as online chat, file transfer and file sharing, gaming, commerce, social networking, publishing, video on demand, and teleconferencing and telecommunications.

The origins of the Internet reach back to the 1960s when the United States funded research projects of its military agencies to build robust, fault-tolerant and distributed computer networks. This research and a period of civilian funding of a new U.S. backbone by the National Science Foundation spawned worldwide participation in the development of new networking technologies and led to the commercialization of an international network in the mid 1990s, and resulted in the following popularization of countless applications in virtually every aspect of modern human life. As of 2009, an estimated quarter of Earth's population uses the services of the Internet.

2. The Web Applications

In software engineering, a web application is an application that is accessed via a web browser over a network such as the Internet or an intranet. It is also a computer software application that is coded in a browser-supported language (such as HTML, JavaScript, Java, etc.) and reliant on a common web browser to render the application executable.

Web applications are popular due to the ubiquity of web browsers, and the convenience of using a web browser as a client. The ability to update and maintain web applications without distributing and installing software on potentially thousands of client computers is a key reason for their popularity, as is the inherent support for cross-platform compatibility. Common web applications include web mail, online retail sales, online auctions and many other functions.

3. The Database Applications

A database is a collection of logically related records or files consolidated into a common pool that provides data for one or more multiple uses. The data in a database is organized according to a database model. By data, we mean known facts that can be recorded and that have implicit meaning. For example, the names, telephone numbers, and addresses of all the people you know. You may have recorded this data in an indexed address book, or you may have stored it on a disk using a personal computer and software such as DBASE III or Lotus 1-2-3. This is a collection of related data with an implicit meaning and hence is a database.

A data model describes a way to structure and manipulate the data in a database. The structural part



of the model specifies how data should be represented (e.g. tree, tables, and so on). The database model can be classified as the hierarchical model, the relational model, the network model and the object model.

4. EDI(Electronic Data Interchange)

Electronic Data Interchange (EDI) refers to the structured transmission of data between organizations by electronic means. It is used to transfer electronic documents from one computer system to another, i.e. from one trading partner to another trading partner. It is more than mere E-mail; for instance, organizations might replace bills of lading and even checks with appropriate EDI messages.

The National Institute of Standards and Technology in a 1996 publication defines Electronic Data Interchange as the computer-to-computer interchange of strictly formatted messages that represent documents other than monetary instruments. EDI implies a sequence of messages between two parties, either of whom may serve as originator or recipient.

Word Study

construction [kən'strʌkʃən] *n.* 建筑, 构建

application [æpli'keɪʃən] *n.* 应用, 应用程序, 应用软件

database ['deɪtəbeɪs] *n.* 数据库

fundamental [ˌfʌndə'mentl] *n.* 基本知识, 基本原理

perspective [pə'spektɪv] *n.* 角度

wireless ['waɪələs] *adj.* 无线的

deploy [di'plɔɪ] *v.* 配置

hub [hʌb] *n.* [计]网络集线器

switch [swɪtʃ] *n.* [计]交换机

bridge [brɪdʒ] *n.* [计]网桥

router ['ru:tə(r)] *n.* [计]路由器

infrared [ˌɪnfə'red] *adj.* 红外线的

topology [tə'pɒlədʒi] *n.* 拓扑

hierarchical [ˌhaɪə'rɔ:kɪkəl] *adj.* 分等级的

layout ['lei,aut] *n.* 布局

arrangement [ə'reɪndʒmənt] *n.* 排列, 安排

characteristic [ˌkærɪktə'ristɪk] *n.* 特性, 特征

distinct [dɪ'stɪŋkt] *adj.* 清楚的, 明显的, 不同的, 独特的

convey [kən'veɪ] *vt.* 传达, 转让

analog ['ænələg] *n.* 模拟

academic [ˌækə'demɪk] *adj.* 学院的, 学术的

document ['dɒkjumənt] *n.* 文档

telecommunication [ˌtelɪkəmju:nɪ'keɪʃən] *n.* 电信

robust [rə'bʌst] *adj.* 牢固的