

高等学校 **电 子 商 务 专 业** 规划教材

电子商务专业英语教程

张强华 司爱侠 吕淑文 解煜晨 编著

清华大学出版社



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内 容 简 介

本书是电子商务专业英语教材,选材广泛,覆盖电子商务软件与硬件、网络技术、网络营销和物流等方面,同时兼顾发展热点。本书分为电子商务基础、B2B、B2C、建立虚拟商店、数字钱包、密码术、数字证书、安全电子交易、电子支付以及电子商务的未来等单元。

本书力求体例创新,非常适合教学。每一单元包含以下部分:课文——选材广泛、风格多样、切合实际的两篇专业文章;单词——给出课文中出现的新词,读者由此可以积累电子商务专业的基本词汇;词组——给出课文中的常用词组;缩略语——给出课文中出现的、业内人士必须掌握的缩略语;习题——既有针对课文的练习,也有一些开放性的练习;阅读材料——进一步扩大读者的视野;参考译文——让读者对照理解和提高翻译能力;难点脚注——即时讲解,注释旁征博引,具有开放性。附录 A 的“词汇总表”既可复习和背诵,也可作为小词典长期查阅。附录 B 的“电子商务新词的构成与翻译”,揭示新词的构成方法、提供翻译技巧,对读者“破译”新词大有裨益。

本书吸纳了作者近 20 年的 IT 行业英语翻译与图书编写经验,与课堂教学的各个环节紧密切合,支持备课、教学、复习及考试各个教学环节,有配套的 PPT、参考答案、参考试卷等。

本书既可作为高等本科院校、高等专科院校电子商务相关专业的专业英语教材,也可供从业人员自学。作为培训班教材,亦颇得当。

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前言

电子商务已经进入高速发展时期,其从业人员众多、覆盖范围广阔。它以低廉的交易成本、突破时间与空间的限制,引领了经济的发展。伴随着电子商务的极速发展,需要从业人员掌握许多新技术、新方法,因此对专业英语要求较高。具备相关职业技能并精通外语的人员往往赢得竞争优势,成为职场中不可或缺的核心人才与领军人物。

本书的特点与优势在于:

(1) 选材全面,包括电子商务软件与硬件、网络技术、营销和物流系统,同时兼顾发展热点。许多内容非常实用,具有广阔的覆盖面。对丰富的课文素材进行了严谨推敲与细致加工,使其具有教材特性。

(2) 内容全面,包括了电子商务基础、B2B 指南、企业对个人电子商务、建立虚拟商店、数字钱包、密码术、数字证书、安全电子交易、电子支付以及电子商务的未来等。

(3) 体例创新,非常适合教学,与课堂教学的各个环节紧密切合,支持备课、教学、复习及考试各个教学环节。每一单元包含以下部分:课文——选材广泛、风格多样、切合实际的两篇专业文章;单词——给出课文中出现的新词,读者由此可以积累电子商务专业的基本词汇;词组——给出课文中的常用词组;缩略语——给出课文中出现的、业内人士必须掌握的缩略语;习题——既有针对课文的练习,也有一些开放性的练习;阅读材料——进一步扩大读者的视野;参考译文——让读者对照理解和提高翻译能力;难点脚注——即时讲解,注释旁征博引,具有开放性。

(4) 习题量适当,题型丰富,难易搭配,便于教师组织教学。

(5) 附录 A 的“词汇总表”既可复习和背诵,也可作为小词典长期查阅。附录 B 的“电子商务新词的构成与翻译”,揭示新词的构成方法、提供翻译技巧,对读者“破译”新词大有裨益。

(6) 教学支持完善,有配套的 PPT、参考答案、参考试卷等。

(7) 作者有近 20 年 IT 行业英语图书的编写经验,其中:国家级“十一五”规划教材三部,一部全国畅销书,一部华东地区教材二等奖。作者已经出版了三本“电子商务英语教材”,以前的经验有助于本书的完善与提升。

F O R E W O R D

在使用本书过程中,有任何问题,都可以通过电子邮件与我们交流,我们一定会给予答复。邮件标题请注明姓名及“索取电子商务英语参考资料”字样,教师也可到出版社网站免费下载课件。我们的 E-mail 地址为 zqh3882355@sina.com 和 zqh3882355@163.com。

望大家不吝赐教。让我们共同努力,使本书成为一部“符合学生实际、切合行业实况、知识实用丰富、严谨开放创新”的优秀教材。

作 者

2012.1

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Unit 1

Network

Text A

What is Internet?

Internet is a loose network of computers located all over the world. For many Internet users, electronic mail (e-mail) has practically replaced the postal service for short written transactions. Electronic mail is the most widely used application on the Net. You can also carry on live “conversations” with other computer users, using Internet Relay Chat (IRC). More recently, Internet telephony hardware and software allows real-time voice conversations.

The most widely used part of Internet is the World Wide Web¹ (often abbreviated as “WWW” or called “the Web”). Its outstanding feature is hypertext², a method of instant cross referencing. In most Web sites, certain words or phrases appear in text of a different color than the rest; often this text is also underlined. When you select one of these words or phrases, you will be transferred to the site or page that is relevant to this word or phrase. Sometimes there are buttons, images, or portions of images that are “clickable”. If you move the pointer over a spot on a Web site and the pointer changes into a hand, this indicates that you can click and be transferred to another site.

Using the Web, you have access to millions of pages of information. Web browsing is done with a Web browser, the most popular of which are Microsoft Internet Explorer and Netscape Navigator. The appearance of a particular Web site may vary slightly depending on the browser you use. Also, later versions of a particular browser are able to render more “bells and whistles”, such as animation, virtual reality, sound, and music files, than earlier versions.

1 The World Wide Web, abbreviated as WWW and commonly known as the Web, is a system of interlinked hypertext documents accessed via the Internet. With a Web browser, one can view Web pages that may contain text, images, videos, and other multimedia and navigate between them by via hyperlinks (超链接).

WWW 是环球信息网 (World Wide Web) 的缩写, 也简称为 Web, 中文名字为 “万维网”。

2 Hypertext is the organization of information units into connected associations that a user can choose to make. An instance of such an association is called a link or hypertext link.

超文本 (Hypertext) 是用超链接的方法, 将各种不同空间的文字信息组织在一起的网状文本。

1. What sorts of things can you find on Internet?

- (1) Lots of different types of information-text, sounds, pictures, and even short movie clips.
- (2) Information at all levels-storybooks and games for children, university course materials, business information, fine art, and lots of things that are just plain fun.
- (3) Actual businesses - including electronic shopping malls.
- (4) Games that you can play alone or with other people all over the world.
- (5) Programs to help you find the information that you want.

2. What is a browser?

The information in the WWW is viewed using a browser such as Netscape's Navigator or Microsoft's Internet Explorer. A browser will provide several means of navigating or finding your way around the WWW. It will also provide the means of displaying the various resources found on the Internet, from HTML hypertext Web pages to pictures, sounds and movies. Often the browser requires helper or plug-in programs to display a particular type of resource.

To see this page, you must have already found out how to start a browser. If you take a moment to look around the screen you will notice several features that are very useful.

- (1) The window that holds this Web page can be resized and moved by dragging the edge of the window. Note that the contents rearrange themselves to fit the new window size.
- (2) At the top of the window is a toolbar of useful shortcuts such as go back a page, go home, reload a page, print a page or stop loading a page. All of these commands and other less common ones are also available in the menus.
- (3) Below the toolbar is the location box telling you where this page is stored.
- (4) Scroll bars let you move up and down a page if it will not all fit on the screen at once.
- (5) The status indicator in the upper right corner () animates to show when a transfer is in progress. If the icon is changing, then the system is trying to get something for you - just be patient.
- (6) The status message field (along the very bottom of the window) shows you information about a targeted page or a transfer in progress.
- (7) The progress bar (behind the status message field) fills with colour as a file is being transferred. This helps you to tell how much longer you have to wait before you get the entire file.

3. What is hypertext?

Hypertext is information presented as a page which can contain text, pictures, sound, animations, and links to other pages which can be activated by buttons located on a page.

HTML stands for HyperText Markup Language¹, and is the language that most Web pages are written in. It provides a standard method for displaying Hypertext. This page is written in HTML and utilises the standard styles of headings, lists and links to other pages. It is possible to write Web pages so that they do not look like standard HTML pages, mostly through the use of pictures and graphics.

Some of the standard features of HTML are:

- (1) 6 levels of headings.
- (2) Bold and italics text styles for emphasis.
- (3) Inclusion of graphics and pictures within the text.
- (4) Un-numbered (bulleted) lists like this one.
- (5) Numbered lists with a choice of 1,2,3... or a,b,c... or i,ii,iii... styles.
- (6) Tables of information with or without borders.
- (7) Links to other Web pages or resources.
- (8) Shortcut links to a specific section within a page.

Links are shown by a coloured and/or underlined keyword or sentence. They will bring the new page to your screen when clicked on. A picture can also be a link to another page and is usually shown with a coloured border.

The colour of the highlight is different after you have visited a page, so that you do not revisit by accident a page that you have already seen.

4. Internet Protocol

The Internet Protocol (IP) is the method or protocol by which data is sent from one computer to another on the Internet. Each computer (known as a host²) on the Internet has at least one IP address that uniquely identifies it from all other computers on the Internet. When you send or receive data (for example, an e-mail note or a Web page), the message gets divided into little chunks called packets. Each of these packets contains both the sender's IP address and the receiver's IP address. Any packet is sent first to a gateway computer that understands a small part of the Internet. The gateway computer reads the destination address and forwards the packet to an adjacent gateway that in turn reads the destination address and so forth across the Internet until one gateway recognizes the packet as belonging to a computer within its immediate neighborhood or domain. That gateway then forwards the packet directly to the computer whose address is specified.

¹ HTML is the predominant markup language for Web pages. A markup language is a set of markup tags (标识标签), and HTML uses markup tags to describe Web pages.

² In Internet Protocol specifications, the term "host" means any computer that has full two-way (双向) access to other computers on the Internet. A host has a specific "local or host number" that, together with the network number, forms its unique IP address.

Because a message is divided into a number of packets, each packet can, if necessary, be sent by a different route across the Internet. Packets can arrive in a different order than the order they were sent in. The Internet Protocol just delivers them. It's up to another protocol, the Transmission Control Protocol (TCP¹) to put them back in the right order.

IP is a connectionless protocol, which means that there is no continuing connection between the end points that are communicating. Each packet that travels through the Internet is treated as an independent unit of data without any relation to any other unit of data (The reason the packets do get put in the right order is because of TCP, the connection-oriented protocol that keeps track of the packet sequence in a message). In the Open System Interconnection (OSI²) communication model, IP is in layer 3, the Networking Layer.

The most widely used version of IP today is Internet Protocol version 4 (IPv4). However, IP version 6 (IPv6) is also beginning to be supported. IPv6 provides for much longer addresses and therefore for the possibility of many more Internet users. IPv6 includes the capabilities of IPv4 and any server that can support IPv6 packets can also support IPv4 packets.

5. IP address

In the most widely installed level of the Internet Protocol (IP) today, an IP address is a 32-bit number that identifies each sender or receiver of information that is sent in packets across the Internet. When you request an HTML page or send e-mail, the Internet Protocol part of TCP/IP includes your IP address in the message (actually, in each of the packets if more than one is required) and sends it to the IP address that is obtained by looking up the domain name in the Uniform Resource Locator you requested or in the e-mail address you're sending a note to. At the other end, the recipient can see the IP address of the Web page requestor or the e-mail sender and can respond by sending another message using the IP address it received.

An IP address has two parts: the identifier of a particular network on the Internet and an identifier of the particular device (which can be a server or a workstation) within that network. On the Internet itself - that is, between the routers³ that move packets from one point to another along the route - only the network part of the address is looked at.

1 TCP (Transmission Control Protocol) is a set of rules (protocol) used along with the Internet Protocol (IP) to send data in the form of message units between computers over the Internet.

TCP 是一种面向连接（连接导向）的、可靠的、基于字节流的传输层（Transport Layer）通信协议。

2 OSI is a standard description or "reference model" for how messages should be transmitted between any two points in a telecommunication network. The reference model defines seven layers of functions that take place at each end of a communication.

3 路由器是连接因特网中各局域网、广域网的设备，它会根据信道的情况自动选择和设定路由，以最佳路径，按前后顺序发送信号。

New Words

Internet	['intənət]	<i>n.</i> 因特网
network	['netwə:k]	<i>n.</i> 网络
replace	[ri(:)'pleis]	<i>vt.</i> 取代, 替换, 代替
transaction	[træn'zækʃən]	<i>n.</i> 办理, 处理, 交易, 事务
Net	[net]	<i>n.</i> 网, 网络
live	[laiv]	<i>adj.</i> 现场直播的, 实况转播的
conversation	[kɒnvə'seɪʃən]	<i>n.</i> 会话, 交谈
telephony	[ti'lefəni]	<i>n.</i> 电话学, 电话
real-time	['ri:əl-'taim]	<i>adj.</i> 实时的
hypertext	['haipətekst]	<i>n.</i> 超文本
underline	[ˌʌndə'lain]	<i>vt.</i> 在……下面划线, 加下划线; 强调
		<i>n.</i> 下划线
transfer	[træns'fə:]	<i>vt.</i> 转移, 传递
button	['bʌtn]	<i>n.</i> 按钮
clickable	['klikəbl]	<i>adj.</i> 能点击的
pointer	['pɔɪntə]	<i>n.</i> 指针, 指示器
indicate	['ɪndikeɪt]	<i>vt.</i> 指出, 显示, 象征
access	['ækses]	<i>n. & vt.</i> 存取, 访问
browser	['brauzə]	<i>n.</i> 浏览器
particular	[pə'tɪkjələ]	<i>n.</i> 细节, 详细
		<i>adj.</i> 特殊的, 详细的, 精确的
program	['prəʊgræm]	<i>n.</i> 程序
resource	['ri:sɔ:s]	<i>n.</i> 资源
drag	[dræg]	<i>v.</i> 拖, 拖曳
rearrange	[ˌri:ə'reɪndʒ]	<i>vt.</i> 再排列, 重新整理
toolbar	['tu:lba:]	<i>n.</i> 工具栏
shortcut	['ʃɔ:tkʌt]	<i>n.</i> 捷径
reload	[ri'ləʊd]	<i>vt.</i> 再装, 重新装载
menu	['menju:]	<i>n.</i> 菜单
explain	['ɪks'pleɪn]	<i>v.</i> 解释, 说明
animate	['ænɪmeɪt]	<i>v.</i> 动画
icon	['aɪkɒn]	<i>n.</i> 图标
patient	['peɪʃənt]	<i>adj.</i> 忍耐的, 耐心的

message	['mesɪdʒ]	<i>n.</i> 消息, 通信, 信息 <i>vt.</i> 通知 <i>vi.</i> 带信息
target	['tɑ:ɡɪt]	<i>n.</i> 目标
standard	['stændəd]	<i>adj.</i> 标准的
utilise	['ju:taɪlaɪz]	<i>vt.</i> 利用, 实用
style	[stɑɪl]	<i>n.</i> 样式, 类型, 字体
picture	['pɪktʃə]	<i>n.</i> 画, 图画
graphic	['ɡræfɪk]	<i>adj.</i> 图形的, 图解的
heading	['hedɪŋ]	<i>n.</i> 标题
numbered	['nʌmbəd]	<i>adj.</i> 编号的
table	['teɪbl]	<i>n.</i> 表格 <i>vt.</i> 制表
highlight	['haɪlaɪt]	<i>vt.</i> 加亮, 突出
protocol	['prəʊtəkɒl]	<i>n.</i> 协议
method	['meθəd]	<i>n.</i> 方法
host	[həʊst]	<i>n.</i> 主机
address	[ə'dres]	<i>n.</i> 地址
identify	[aɪ'dentɪfaɪ]	<i>vt.</i> 识别, 鉴别
chunk	[tʃʌŋk]	<i>n.</i> 大块
packet	['pækɪt]	<i>n.</i> 包, 信息包
gateway	['geɪtweɪ]	<i>n.</i> 网关
forward	['fɔ:wəd]	<i>vt.</i> 转寄, 转发
adjacent	[ə'dʒeɪsənt]	<i>adj.</i> 邻近的, 接近的
domain	[dəʊ'meɪn]	<i>n.</i> 范围, 领域
order	['ɔ:də]	<i>n.</i> 次序, 顺序; 命令; 订购, 订单 <i>vt.</i> 命令; 订购, 定制
deliver	[dɪ'livə]	<i>vt.</i> 递送, 陈述
independent	[ɪnɪ'dɪpəndənt]	<i>adj.</i> 独立的
layer	['leɪə]	<i>n.</i> 层
support	[sə'pɔ:t]	<i>vt. & n.</i> 支撑, 支持
possibility	[pɒsɪ'bɪlɪtɪ]	<i>n.</i> 可能性
capability	[keɪpə'bɪlɪtɪ]	<i>n.</i> 能力, 性能, 容量
request	[rɪ'kwest]	<i>vt. & n.</i> 请求, 要求
respond	[rɪs'pɒnd]	<i>v.</i> 回答, 响应
server	['sɜ:və]	<i>n.</i> 服务器
router	['ru:tə]	<i>n.</i> 路由器

Phrases

electronic mail	电子邮件
postal service	邮电业
carry on	进行
Internet Relay Chat (IRC)	因特网在线聊天系统
real-time voice conversation	实时语音会话
outstanding feature	显著特点
cross reference	交互引用, 交叉引用
Web site	网站
depend on	根据, 依靠, 依赖
bells and whistles	修饰得更好的东西
electronic shopping mall	电子购物商城
take a moment	花一些时间
location box	位置框
scroll bar	滚动条
progress bar	进度条
the status message field	状态信息栏
by accident	偶然
Internet Protocol (IP)	因特网协议
Web page	网页
divide into	分成
destination address	目的地址
a number of	许多的
Transmission Control Protocol (TCP)	传输控制协议
connectionless protocol	无连接协议
connection-oriented protocol	面向连接的协议
Open Systems Interconnection (OSI)	开放式系统互连参考模型
domain name	域名

Abbreviations

URL (Uniform Resource Locator)	统一资源定位符
HTML (HyperText Markup Language)	超文本标识语言