# IT 英语
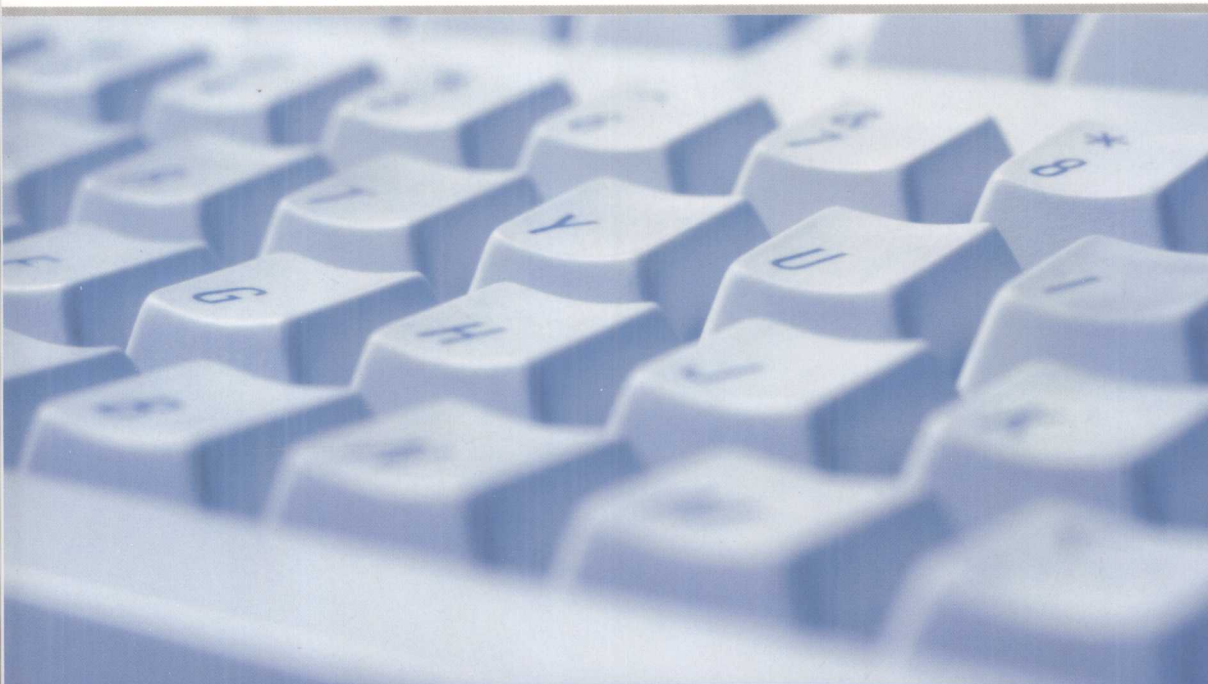
行业英语系列

# IT MATTERS

学生用书
STUDENT'S BOOK

作　者　David Gordon Smith

　　　　Wolfgang Towara　Evan Frendo

改　编　伍忠杰　王　静　朱伟利　韦仲稚

附光盘

# IT 英 语

## 行业英语系列

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作　者　David Gordon Smith
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改　编　伍忠杰　王　静　朱伟利　韦仲稚

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在本书的改编过程中，贺致远担任了德文部分的翻译。

本版图书如有印装质量问题，可向本社调换

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## 总 序

　　高等职业教育贯彻以服务为宗旨、以就业为导向的办学方针，培养的人才需最大限度地符合未来职业的要求。高职高专公共英语教学必须明确这一定位，为高职人才培养的总目标服务。高职高专公共英语教学改革也应该尝试能够体现这一教学改革目标的探索与实践，以职业岗位要求为依据，开展有针对性的教育，以强化高职高专公共英语教学的实用性、职业性特征。正在研讨的《高等职业教育英语课程教学要求》已体现了这一改革思路，将行业英语的教学纳入了高职高专公共英语教学的内容。然而高职高专公共英语教学应如何与行业相结合，这仍是一个值得我们思考和探讨的问题。"新标准高职高专公共英语系列教材·行业英语系列"不仅为这个问题给出了一个科学、合理的解决方案，也为行业英语教材的建设提供了一个优秀的范本。

　　细致是该系列教材最难能可贵之处。无论是对所涉及行业中需要使用英语进行工作的情景以及各种情景下常用的句型、词汇、专业术语，还是对国际交往中最容易引发沟通障碍的文化差异以及由于缺乏了解可能引起的商务礼仪失误，该系列教材都作了细致入微的介绍与分析。这使教材在选材、学习量及活动的设计上都极具科学性和针对性，既不是闭门造车，也不是眉毛胡子一把抓。同样的细致也体现在其内容的编排上。举个例子，我们很多教材中的口语练习往往失于空泛，学生无话可说，或有话说不出。而该系列教材中的口语练习场景真实、要求具体、引导详细、循循善诱，很容易激发学生想说英语的欲望。此外，该系列教材很注重语言的循环呈现，同样的句型、词汇和交际功能往往能在不同形式的练习中得到反复操练、不断深化，这将大大提高学习的有效性。每单元的各板块不是生硬的堆砌，而是既相互独立又前后连贯。对于行业英语教材来说，板块之间的这种独立性给教学留下了选择的空间，而这种连贯性则非常有助于引导学生进入教材设定的行业角色。该系列教材图文并茂，设计堪称精致，但真正的精致还在于其细致、认真、科学、严谨的内容编排。

　　实用是这套教材最突出的特点。书中选取的素材完全是来自真实工作场景下的真实语言材料，包括电话交谈、面谈、公司对外宣传资料、公司对内工作文书等职场内容，几乎涵盖了从业者日常工作的方方面面。书中还设计了大量模拟真实工作任务的练习，努力让学生进入从业者的角色，训练用英语处理业务的能力。这些真实的语言材料和训练把实际工作场景带入了课堂，学生学到的就是他们在未来工作中要面对的，使学以致用的原则真正落到了实处。

　　高职高专英语教育强调以实用为主，以培养职业能力为目标，这就需要我们的教学反映学生未来实际工作的需要，提高学生的就业能力。该系列教材以细致的行业需求分析为基础，以科学严谨的内容编排为特点，着力培养学生用英语进行工作的能力，融"教、学、做"为一体，充分体现了高职高专英语教学改革的方向。相信它的出版不仅会使广大英语学习者受益，也将为探索我国高职高专英语教育如何加强职业能力的培养拓展思路。

<div align="right">

刘黛琳 教授

教育部高等学校高职高专英语类专业教学指导委员会主任委员

</div>

# 前 言

《IT英语》是一套基于现代外语教学理念编写的行业英语教材，针对毕业后将从事IT行业的高校学生，旨在为他们在今后的工作中实际应用英语打下良好的基础。为了学好这门课程，学生应完成基础英语的学习。

《IT英语》一书包含12个单元，每一单元的学习内容贴近实际的IT行业技术和商业情景，不仅覆盖计算机系统的设计、软硬件安装及维护、在线商务、订货、发货、参展、项目管理、案例学习，还包含了跨文化交流、商务旅行、电话交谈、求职等内容。这些都与IT行业的工作息息相关。

《IT英语》各单元设置的情景主题贴近实际，适合开展互动性交际活动。精选的专业文章传达了IT行业的真实信息。所有的阅读、对话、图片、练习材料提供了学生在今后实际工作中所必需的专业词汇和用法。学生以多种多样的真实工作场景为背景，有助于提高语言的实际应用能力；通过角色扮演和对话练习主动地开展大量"说"的活动，不仅能够提升他们在工作中的交际能力，还能提高日常交际能力。

此外，本教材还通过书写商务信函、个人简历等练习来培养学生的语言创新能力，提高写作能力。前8个单元的"LEARNING"栏目向学生介绍了一些重要的学习技巧，帮助学生掌握新的词汇，更好地理解和运用英语。此外，本教材还根据IT行业常见的国际交流背景，着重介绍一些跨文化交际知识，帮助学习培养跨文化交际意识，提高在面对文化差异时的应变能力。书中还提供了演讲技巧和项目管理等学习内容和活动，力图帮助学生提高在IT行业中的工作能力。书后的Word List包括全书各处出现的生词和短语。学习者在书中任何地方碰到的生词几乎都能在书后的Word List中检索到。为了使用方便，我们特意提供了两种检索方式，Unit Word List按照单词、短语在书中出现的先后顺序排列，通过该词表，你可以看到每一页，每一项内容中所有的生词短语。A–Z Word List按照字母顺序排列，每个词出现的页码都进行了标注，通过该词表，你可以找到每一个单词出现的上下文。

本教材中的语法学习并不是最主要的学习内容，虽列出了一些语法规则和相应的练习，但所选取的仅限于最基础的语法说明，其目的是帮助学生复习和熟悉最本质的语法结构。

本教材的课程安排十分系统，不仅有专业文章阅读，实际工作对话、词汇练习、语法练习，每个单元后面还有供选学的扩展材料，以满足不同英语水平的学生需求，水平更高一些的学生就可以从这些难度较高的文章和练习中得到进一步提高。

最后，《IT英语》的学习还有助于学生通过国际广泛认可的TOEIC（国际英语测评）考试。

总之，《IT英语》包含的英语语言元素能够满足学生应对IT专业领域中与工作相关的交际需要，能帮助学生拓展其职业和其他领域的交际能力，是一本难得的IT行业英语教材。

| ADVANCED MATERIALS | SKILLS | GRAMMAR |
| --- | --- | --- |
| Profile of an IT company | How to say and write numbers<br>LEARNING SKILLS: different learning techniques | *Present tenses* |
| e-Commerce | Using telephone language<br>Making appointments<br>Advising a customer<br>LEARNING SKILLS: mediation | *Question forms* |
| Customer service | Making an enquiry by telephone<br>Placing an order by telephone<br>Writing emails<br>LEARNING SKILLS: vocabulary | *The future (1):*<br>*will future* |
| The Deep Web | Choosing search terms<br>Giving instructions<br>LEARNING SKILLS: speaking | *Modal verbs* |
| Installing upgrade cards | Understanding technical texts<br>Mediation: explaining instructions<br>LEARNING SKILLS: reading | *Passive voice* |
| Upgrade difficulties | Understanding installation instructions and<br>error messages<br>LEARNING SKILLS: grammar | *Relative pronouns* |
| Service and maintenance contracts | Calling a hotline<br>Helping a customer with technical problems<br>LEARNING SKILLS: listening | *Present perfect* |
| Intercultural misunderstandings | Describing arrangements and plans<br>Making small talk<br>LEARNING SKILLS: cultural awareness | *The future (2):*<br>*present continuous*<br>*and going to* |
| Product innovation | Discussing plans in a group<br>Planning and making a sales presentation | *Adjectives and*<br>*adverbs* |
| The perfect project manager | Discussing a project<br>Writing agendas | *-ing forms* |
| Tips for writing a CV | Writing a CV<br>Writing a covering letter<br>Preparing for and conducting an interview | *Past simple and*<br>*present perfect* |
| Interview with Linus Torvalds | Discussing requirements<br>Writing quotations and invoices<br>Describing past projects | |

# EXPLORING THE IT INDUSTRY

## 1 Start-up

**Work in a small group. Discuss these questions.**

1 Look at the photos. What jobs do you think these IT people do?
2 What sorts of job can you imagine yourself doing?
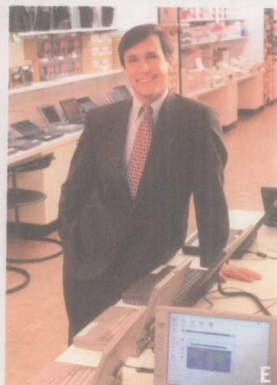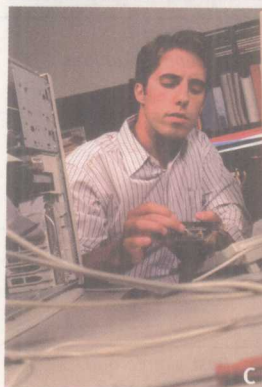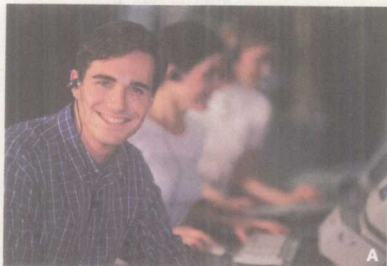
## 2 STEINBERG MEDIA TECHNOLOGIES AG

Stein Arnold works in the PR department of Steinberg Media Technologies AG. At a trade fair, he is approached by a young woman, Judith Maloney, who wants to find out about Steinberg.

**Study the Steinberg FAQs (frequently asked questions) on the next page. Then read or listen to the dialogue and write short answers to the FAQs.**

*Example* 1 *Steinberg is a leading audio software company ...*

1 *What is Steinberg?*

2 *Where are its offices located?*

3 *How big is Steinberg?*

4 *What is Steinberg's product range?*

5 *Who uses Steinberg's products?*

*(From: Steinberg's website)*

| | | |
|---|---|---|
| 1 | JUDITH | Steinberg ... I've heard that name before. What industry do you operate in? |
| | STEIN | Well, we're one of the leading companies in the field of audio software for the music industry. |
| | JUDITH | Ah, interesting. Where are you based? |
| 5 | STEIN | Our head office is in Hamburg, but we have subsidiaries in the USA, Canada, Japan and France. |
| | JUDITH | Wow – a global concern! And who are your customers? |
| | STEIN | Our customers range from amateur musicians to professional composers and world-famous pop stars like Phil Collins, The Prodigy, Stevie Wonder and Moby. |
| 10 | | Some of the best names in film production use our software – on films like *Gladiator*, *Independence Day*, *Pearl Harbour* and *The Lion King*. |
| | JUDITH | That's pretty impressive. So what exactly are your products? |
| | STEIN | OK ... We produce the popular Creative Tools series and of course Cubase VST, the best-known sequencer in the world. It's used by over 1.5 million people |
| 15 | | worldwide. And then there's the professional media production system Nuendo. |
| | JUDITH | Uh huh. I've definitely heard of Cubase before. And how big is Steinberg? |
| | STEIN | We have more than 200 employees worldwide, and have a turnover of over 22 |
| 20 | | million euros. |
| | JUDITH | Sounds like the sort of company I'd like to work for ... Are you recruiting new staff at the moment? |
| | STEIN | We certainly are. We're expanding rapidly, |
| 25 | | especially our research and development department, and there are also opportunities in sales and marketing. Let me just give you the name and address of the person you should contact ... |

Steinberg is a leader in the field of software.

7

## 3 WORKING WITH WORDS

**1 Match these words from the dialogue to the correct definitions (I–x). There are two definitions too many.**

| | | | |
|---|---|---|---|
| A operate | C subsidiary | E employee | G staff |
| B head office | D customer | F recruit | H expand |

I The place from where a company is controlled

II A person who works for a company

III To give a job to

IV People who work for a company

V A company which is partly or completely owned by another company

VI To be active

VII The amount of money taken in a business within a period of time

VIII Someone who buys a company's products or services

IX To grow larger

X The part of a company which is responsible for inventing new products

**2 Now find the words or phrases in the dialogue which match the two other definitions.**

## 4 YOUR TURN

**Write FAQs and answers for another company you know.**

## 5 PAIRWORK: NUMBERS

**Read the Language box below, then work with a partner.**

- Student A: turn to File 1 on page 114.
- Student B: turn to File 9 on page 118.

### Numbers

Do you remember how to say numbers in English? Here are some examples:

| | |
|---|---|
| 123 | one hundred and twenty-three |
| 4,567 | four thousand, five hundred and sixty-seven |
| 1,000,000 | a/one million |
| 1,000,000,000 | a/one billion |
| 1.95583 | one point nine five five eight three |
| £16.20 | sixteen pounds twenty |
| 9.30 am | nine thirty am / half past nine in the morning |
| 6.15 pm | six fifteen pm / a quarter past six in the evening |

In English a comma is used to mark thousands and a point is used to show decimals.

For example: 1,234: one thousand two hundred and thirty-four; 1.234: one point two three four

"0" is pronounced "zero" or sometimes "nought".

LANGUAGE

**怎样才能学好英语？**

　　人与人之间千差万别，学习英语的方法同样也不尽相同。有些人通过读与写的学习成效大，而有些人通过听与说学习的效率高。有些人喜欢自学，而有些人则愿意参加小组学习。如果科学地调整自己的学习习惯，我们通常都能找到好几种适合自己的学习方法。

　　请将下列英语学习方法按照其重要性排列，以找出最适合自己的学习方法。

- 阅读英文使用说明书
- 背英语单词表
- 观看英语电影
- 做英语的纵横填字谜游戏
- 阅读英语电脑杂志
- 去英语国家学习
- 用英语在电子邮件中同朋友交流
- 阅读英语书籍
- 参加国际友人俱乐部
- 在互联网上浏览英语网页
- 收听英语电台广播节目
- 在学校用英语和同学交流
- 讲英语笑话
- 使用英语 CD 学习

**6 A TOUR OF PPL**

3

Listen to Jim Spencer of PPL talking to a group of visitors. What sort of company do you think PPL is? What do you think Jim's job is?

## 7 DEPARTMENTS
3

**1 Listen to the recording again. Which of these departments are mentioned?**

A software development    D sales

B distribution           E finance

C order processing       F customer service

**2 Match the Chinese departments (I–VI) to the English (A–F).**

I 客户服务              IV 订单处理

II 经销                V 财务

III 销售               VI 软件开发

**3 Which departments (A–F) do these people work in?**

I'm **Naomi Smith**. My job is to help our customers with any problems they have with our products.

My name's **Ross Lonsdale**. My department develops new applications for our company to sell.
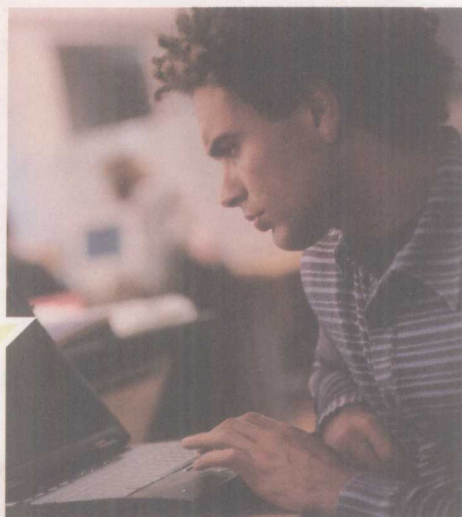
My name's **Lucy Tsang**. When a customer places an order, I enter the details into our computer system.

Hi, I'm **Craig McNeally**. I arrange appointments for our sales representatives and update the customer database. I also send out brochures to customers.
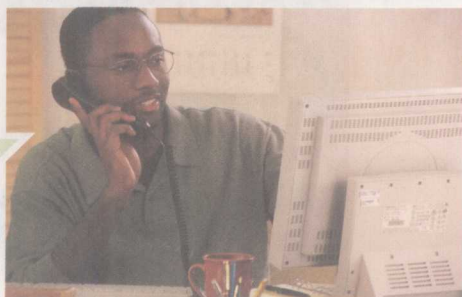
## 8 TIMETABLE
3

**Listen to the recording a third time and draw up a timetable for the day.**

*Example*  9.30  Introduction: ...

## 9  DIVISIONS

PPL has three divisions. Read the descriptions and complete them using these words.

| operations | hardware | software |

# Company structure

**PPL is divided into three customer-related divisions:**

The ...¹ division is responsible for all repairs, troubleshooting and replacement of equipment. New equipment is covered by a 12-month warranty. For vital business systems, most customers take out a maintenance contract which covers both repairs and maintenance.

The ...² division provides all software support, including training. We have a 24-hour hotline and can get a team anywhere in the world within 48 hours if

necessary. The team provides support for our in-house software and can also support software from third parties.

The ...³ division is responsible for ordering and delivery. All products can be ordered online, and items held in our warehouse are normally dispatched within 12 hours. This division also provides any information or advice customers may require about product upgrades (hardware or software).

## 10  GETTING ADVICE

**Which division should you contact if you need advice about these subjects?**

1 new versions of software
2 learning to use an application
3 printer repair
4 maintenance
5 an item which was ordered, but has not arrived

## Present tenses（现在时态）

1 Some of the best names in film production **use** our software.
2 This division also **provides** any information or advice customers may require.
3 Our head office **is** in Hamburg.
4 **Are** you **recruiting** new staff at the moment?
5 We**'re expanding** rapidly.

### Simple Present（一般现在时）

■ 一般现在时用在描述目前的状态，不变的事实和经常性发生的动作。（1–3）
■ 在人称代词是 he/she/it 的情况下谓语动词一般要加 -(e)s。（2）
■ 动词 be 变为 am/is/are。（3）

### Present Continuous（现在进行时）

■ 现在进行时一般用来描述一个动作一直持续到说话的时刻并仍未结束。（4, 5）
■ 现在进行时由 am/is/are 和动词的 -ing 形式构成。（4, 5）

## 11 PRACTICE

**Choose the best verb form to complete each sentence.**

1 This monitor *be / is / is being* new on the market.
2 Mike *work / works / is working* in technical support.
3 I *work / works / am working* on a new project just now.
4 Our company *grow / grows / is growing* rapidly at the moment.
5 We often *have / has / are having* problems with our customers in Munich.
6 This mouse *cost / costs / is costing* €15.30.
7 We *have / has / are having* subsidiaries in Berlin, Tokyo and New York.
8 Our company *recruit / recruits / is recruiting* new staff at the moment.
9 The contract *cover / covers / is covering* both repairs and maintenance.
10 When our customers *have / has / are having* problems, I *help / helps / am helping* them.

## 12 SETTING UP A COMPANY
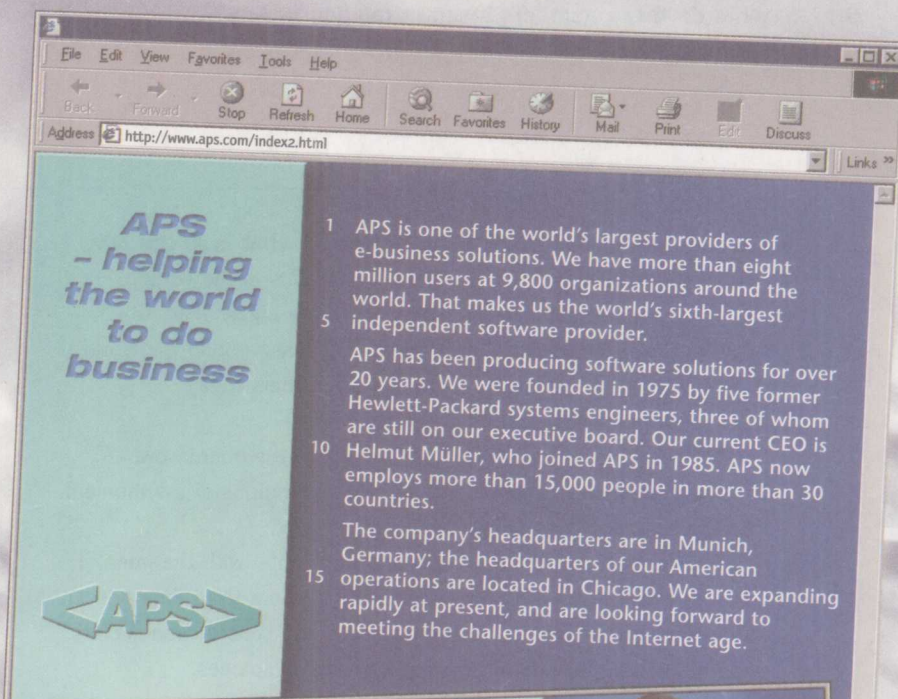
1 **Work in a small group. You are going to set up an IT company. You need to decide the following things.**

   A What is the name of your company?
   B What is your company's product or service?
   C How many employees do you need?
   D What are their main tasks?
   E What hardware do you need to buy for your company?

2 **Make a presentation about your company for the other groups.**

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   are still on our executive board. Our current CEO is
10 Helmut Müller, who joined APS in 1985. APS now
   employs more than 15,000 people in more than 30
   countries.

   The company's headquarters are in Munich,
   Germany; the headquarters of our American
15 operations are located in Chicago. We are expanding
   rapidly at present, and are looking forward to
   meeting the challenges of the Internet age.

<APS>

## Samantha Hilgendorf,
### Project Manager, APS Labs

1  I have been with APS since 1990 and at APS Labs since
   1997. I currently work in the SME (Small and Medium-
   sized Enterprises) Sector. Our focus is on providing APS
   solutions for small and medium-sized companies in many
5  different industries, including high-tech, construction and
   engineering.

   Not many people know that APS has so many small
   customers – we don't just provide solutions for
   multinationals. We have customers with as few as four APS
10 users. They choose APS because they know that as they
   grow, APS will grow with them. Our solutions are scalable
   and robust. Most other solutions couldn't grow that fast. By
   choosing APS right from the start, they know that they have a
   solution they can rely on. They can add users and processes
15 as they expand.

   I can honestly say that I love my job! Right now, it's a very
   interesting and exciting time to be working with these
   businesses. I meet so many talented and innovative
   people, and it's very satisfying to see them grow and
20 succeed with our help. One of my goals is to let more
   companies know how we can help them.

# 1 NUMBERS

**What do these numbers mean in relation to APS?**

1 8,000,000
2 9,800
3 1975
4 1985
5 15,000
6 30

# 2 UNDERSTANDING THE TEXT

**Choose the answer which best expresses what is in the text.**

1 A There are six independent software providers in the world.
  B There are five software providers which are bigger than APS.
  C APS provides software to six large companies around the world.

2 A Only three of the founders are board members today.
  B The current board has only three members.
  C All the original board members are still on the board now.

3 A The company is expanding its Internet operations at the moment.
  B The company is growing fast at the moment.
  C The company needs to expand further to cope with the Internet.

4 A APS works only with SMEs (Small and Medium-sized Enterprises).
  B APS has a main focus on the high-tech and construction sectors.
  C APS works with lots of different kinds of companies.

5 A Most APS customers have four APS users or less.
  B All APS customers are multinationals.
  C It's not widely known that APS has a lot of small customers.

6 A SMEs choose APS because APS can expand as the customer grows.
  B Most solutions are as scalable as APS.
  C Most SMEs buy a multi-user version of APS at the start, so they have spare capacity for the future.

# 3 COMPANY PROFILE

1 **Choose one of the following companies: IBM, Microsoft, Legend, Huawei, Oracle, Siemens or Red Hat (or think of one of your own). Visit the company's website to find out the answers to these questions.**

- When was it founded?
- How many employees does it have?
- What are its main products and services?
- Where is it located?
- Who runs the company?
- What is its mission?

2 **Prepare a five-minute talk to give to your classmates about the company.**