



中等职业教育“十一五”规划教材
电子商务专业

电子商务 英语

兰征 主编



机械工业出版社
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中等职业教育“十一五”规划教材——电子商务专业

电子商务英语

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机械工业出版社

本书设7个单元,共13课,内容涉及因特网基础、电子商务基础、网络营销、电子支付与网络安全等方面。

本书课文语言浅显,图文并茂,具有较强的时代气息,内容具有较强的可读性。每课主要包括:热身练习、课文阅读、单词、注释、练习、进一步学习和课文翻译等部分。每一课均由与该课主题相关的开放式的问题引入,课后配有与课文紧密相关的练习题用以巩固所学内容。在练习中,又以多样的形式使学生掌握词汇、语法和本课的重点内容。在“进一步学习”栏目中,以具有时代性的阅读材料、实用知识等方式使学生了解相关内容的发展动态。课文与“进一步学习”这两部分由教师根据学生的实际情况做灵活的处理,可采用分层教学,使每位学生都能从中受益,在原有的基础上有所提高。为了方便学习,书后附有阅读材料的参考译文和练习答案。

本书既可作为中等职业学校电子商务及相关专业的教材,还可作为自学爱好者的参考书。本书配有免费电子教案,可登录 www.cmpbook.com 下载,或联系编辑: kongxijun@163.com。

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前 言

电子商务正彻底地改变着人类的生活方式和商务运作模式，它是一种世界经济体的潮流，是进入世界经济一体化的捷径。电子商务和英语无论在生活还是工作中都与我们紧密相连。

本书的编写有三个目的：

1. 适应新形势对教学改革的要求，力求通过新的教学模式，使学生熟练掌握电子商务的基本知识，并用于实际生活中。

2. 由于网络上超过90%的资源都是以英语为母语的人士提供的，因此，本书对网络上常用的电子商务中流行的英语术语、词汇、惯用法、表达方式等进行总结，并用简单易懂的语言形式编写成课文表达出来，以利于中等职业学校的学生具备浏览英文网站，掌握并提高进行网上电子商务交易的能力，轻松、快速、高效地利用浩如烟海的信息资源，与合作伙伴快速高效地联系。

3. 电子商务的发展必定会拓宽贸易范围，学习和掌握必要的国际商务英语用语有利于中等职业学校学生走上工作岗位后，顺利地从事简单的商务接待工作，具有较强的实用性。

作为中等职业学校电子商务专业的学生，应该在学习电子商务专业课程的基础上，掌握和使用专门用途的英语。本书编写突出电子商务英语语言的应用，力求将一些复杂、难懂、枯燥的术语融于浅显的短文之中；以低起点编写了电子商务基础知识的内容，是电子商务专业学生学习英语的实用教材。

本书编写具有以下特点：

1. 结构清晰。每课均由 Warm-up、Reading、Word List、Notes、Exercises、For Further Study 和 Translation 七部分组成，并且均由开放式的问题引入课文，有利于学生活跃思维，完成由易到难的过渡，使学生能够顺利进入课文角色。

2. 图文并茂，形式新颖，文章内容时代性强。本书图片丰富，所选文章均配有与主题相对应的图片，便于激发学生学习兴趣，使学生产生亲切感，增强感性认识。在确定文章内容时，我们参考了大量的英文报刊、杂志和最新的网络文章，内容与现实生活紧密相联。在编写文章和阅读材料时，充分考虑到本书教学对象的特点，将其“本土化”，力求使内容浅显易懂，同时又能保持文章的“原汁原味”。

3. 实用性较强。在相关单元和课文中，加入了商务接待和商务谈判所需的简单知识，旨在帮助电子商务专业的学生日后可能进入相关工作领域时，提高其竞争力。

4. 练习活泼。课后练习多以词汇练习为主，填词、猜词形式多样；回忆文章内容、排序等形式活泼，旨在锻炼学生的思维能力、联想能力和表达能力。

5. 理论与实际操作相结合。在相关的单元和课文中，设置了小组讨论或上机操作的练习，便于学生加强团队合作精神和实际动手操作能力。

6. 为了方便学生阅读, 检查学习效果, 在书后附有阅读材料的译文以及练习参考答案。

7. 参与编写本书的教师均从事过多年的专业课教学与英语教学, 具有丰富的教学经验, 熟悉学生特点, 易于有的放矢, 故本书的实用性较强。

本书适合作为中等职业学校电子商务专业二年级学生或其他专业学生的课程教材。全书设 7 个单元, 共 13 课, 建议总学时为 36 学时, 对教学时间安排建议如下:

单 元	课 文	课 时
Unit One	Lesson 1 What Can We Do on Internet?	2 学时
	Lesson 2 WWW, Search Engine and E-mail	2 学时
Unit Two	Lesson 3 A Case of E-commerce	3 学时
	Lesson 4 What is E-commerce	3 学时
Unit Three	Lesson 5 Business to Consumer EC	4 学时
	Lesson 6 Business to Business EC	2 学时
Unit Four	Lesson 7 Going Global with E-marketing	2 学时
	Lesson 8 How to Build a Website That Sells	4 学时
Unit Five	Lesson 9 Credit Card	2 学时
	Lesson 10 Digital Cash	4 学时
Unit Six	Lesson 11 Firewall	2 学时
	Lesson 12 Encryption and Digital Signature	2 学时
Unit Seven	Lesson 13 The Future of E-commerce	2 学时
复习考试		2 学时
合计		36 学时

教师可根据实际情况对课程内容灵活使用, 对课时安排予以调整, 可以采取分层教学法, 使得每一位学生都能从中受益。

本书由武汉市财贸学校兰征任主编, 王创任副主编, 武汉理工大学管理学院方明副教授任主审。具体编写分工: 武汉市财贸学校兰征编写了第 1、第 6 单元, 王创编写了第 7 单元, 吕晓岚编写了第 3、第 5 单元, 秦丽华编写了第 4 单元; 武汉市商业职业学校陈爱萍编写了第 2 单元。全书由兰征统稿。

本书的编写凝聚了编写小组全体编写人员新颖的创意、闪光的智慧和辛勤的劳动。由于编者水平有限, 时间仓促, 本书难免有疏漏差错之处, 在此恳请专家同仁批评指正。

编 者

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Unit One Brief Introduction to Internet

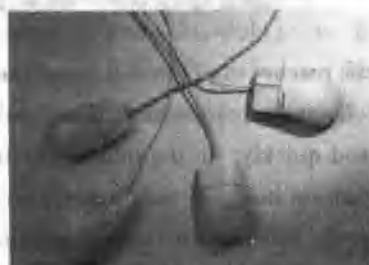
Lesson 1 What Can We Do on Internet?

Warm-up

Tick the following words or expressions that are closely associated with the Internet.

- | | |
|---|---|
| ☐ telephone | ☐ E-mail |
| ☐ electric lines | ☐ computers |
| ☐ VCD | ☐ wireless systems |
| ☐ Web | ☐ browsers |

Look at the pictures and write down the names with the words in the box.



Reading

Pre-reading

1. Have you ever used the Internet?
2. Do you know how a personal computer is connected to the Internet?
3. What do you think we can do on Internet?

Text



The Internet is a network. It consists of millions of computer networks run by private businesses and educational and research institutions. It is actually better thought of as a set of protocols that lets various types of networks "inter-communicate". Those protocols, TCP/IP, helps communications between public and private network running over telephone lines, traditional network lines, and even wireless systems. It also runs across personal computers.

Across the Internet, users can share information, discuss topics of common interest, publish ideas, trade, research various subjects, or conduct commerce, sell products with minimum overhead costs. Commercial use of the Internet is certain to develop very fast in the years to come. Companies are looking for ways to research the increasing number of users on-line so as to expand their business.



As more and more access reaches the Internet from their desktops, the Internet enables companies, organizations and individuals to communicate easily and quickly. In the future, the Internet may have a dramatic impact on business and higher education as more companies offer goods and services and universities offer courses online.

Post-reading

1. Decide whether the following statements are true or false according to the passage. Put "T" for true and "F" for false in the space provided.

- (1) The Internet can be regarded as a set of protocols that helps networks inter-communicate.
- (2) The public and private network communicate only by running over telephone lines.
- (3) On the Internet, you can listen to music you like, download your favorite soft wares.

- (4) If selling products across the Internet, companies will spend more money. _____
- (5) The Internet may have a dramatic impact on business and our life. _____

2. Answer the following questions according to the text.

- (1) What is the Internet?
- (2) What does the Internet enable us to do?
- (3) Is the Internet a true community(社会)?

Word-List

New Words

Internet ['intə:net]	n. 因特网	minimum ['miniməm]	a. 最小量的
network ['netwə:k]	n. 网络	on-line 在线的	
run [rʌn]	v. 运行	expand [iks'pænd]	v. 扩充
institution [ɪnsti'tju:ʃən]	n. 机构	create [kri'eit]	v. 创造
protocol ['prəutəkəl]	n. 协议	individual [ɪndi'vidjuəl]	a. 个别的 n. 个人, 个体
consist [kən'sist]	v. 组成	access ['ækses]	n. 通路
various ['veəriəs]	a. 各种各样的	desktop ['desktp]	n. 桌面
traditional [trə'diʃən(ə)l]	a. 传统的	enable [i'neɪbl]	v. 使……能够
wireless ['waiəlis]	a. 无线的	dramatic [drə'mætik]	a. 巨大的
conduct ['kɒndʌkt, -dəkt]	v. 管理	impact ['impækt]	n. 冲击 v. 对……发生影响
commerce ['kɒmə(:)s]	n. 商业		
commercial [kə'mɜ:ʃəl]	a. 商业的		

Expressions

consists of	组成
a set of	一组
so as to	为了
have an impact on	对……有影响

Terms

TCP/IP	传输控制协议/网际协议
TCP (transmission Control Protocols)	传输控制协议
IP (Internet Protocol)	网际协议

Notes

1. It is actually better thought of as a set of protocols that lets... 实际上它更应被看作是一套协议……

be thought of as... 被看作是..., 与 be regarded as, see sth as 的意思相近。

- e. g. John is thought of as the most diligent student in the class.

约翰被看成是班上最勤奋的学生。

另, ...that lets various types of networks "inter-communicate", that 引导的是一个定语从句, 修饰 protocols.

2. ...sell products with minimum overhead costs.

minimum 最小量的、最低额的, 其反义词为 maximum 最大的。

- e. g. reduce sth to a minimum 将某物减至最少(此处做名词)

the minimum temperature 最低温

3. Commercial use of the Internet is certain to develop very fast in the years to come.

is certain to do 注定..., 肯定...

in the years to come 动词不定式 to come 做定语, 修饰 the years.

4. ...the Internet enables companies, organizations and individuals to communicate easily and quickly.

individual: 做形容词“个别的”, 其反义词是 general; 做名词“个人、个体”, 则与 society 相对。

- e. g. 1) The famous toastmaster of CCTV Shuijunyi has an individual style of speaking.

中央电视台著名主持人水均益有着独特的谈话风格。

- 2) What a lovely individual she is.

她是多么可爱的人呀!



Exercises

1. Fill in the blanks with the proper words according to the text.

- (1) The Internet is a set of _____ that enable networks to "inter-communicate".
- (2) The public communicate with the private running across _____, traditional network lines, and even _____.
- (3) Companies can sell their products with _____ costs.
- (4) In the future, the Internet may have a great _____ on business and higher education.

2. Choose a word from the word list below to fill in the blank in each of the following sentences. Change the form of the word where necessary.

consist

conduct

enable

maximum

current

individual

- (1) This class _____ of forty-one girls and six boys.
- (2) Planes _____ us to travel to various parts of the world in one day in a very short time.
- (3) Youths should know the _____ events in the world.
- (4) The CEO is good at _____ business with foreign companies.
- (5) A teacher cannot give _____ attention to his pupils if his class is very large.
- (6) The _____ load for this lorry (卡车) is one ton.

3. Practical tasks

Surfing with your favorite Website(网站) and then telling the whole class some information you are interested in.

For Further Study

Survey on using the Internet in China

China connected to the Internet in 1994, and by 1995 had hundreds of thousands of users. Today there are 87 million-second largest netizenship (网民) worldwide-and the number of computers linking up to the Internet had increased from 200,000 to 36 million.



On a recent Internet survey, 42 percent of respondents said that they see the Internet as an aid to China's political democratization (民主化) process.

The Internet can also helped people solve their psychological problems through giving them the opportunity to talk to totally unrelated people from different backgrounds and environments.



But now, many people, especially young people indulge in net games. Net games have become the root of serious contemporary social problems. According to a report on a survey, in Beijing alone 200000 middle school students regularly play net games. Of students surveyed, 72.9 percent said they generally play for 5 hours

non-stop.

(Digest from China Today, 2004)

Discussing with your groups

1. What are the advantages of the Internet?

2. Do you think there are disadvantages of the Internet?
3. What do you think the Internet changes lives? Is it for better or for worse?

Translation



我们在因特网上能够做什么？

因特网是一个网络，是由数百万个私人企业、教育研究机构运行的计算机网络组成的。实际上它更应被看作是一套协议，帮助不同类型的网络相互交流。传输控制协议/网际协议可以帮助公众网与私人网通过电话线、传统的网络联线、甚至是无线系统相互联系。同样，也可以通过个人电脑来实现相互联系。

在因特网上，使用者可以分享信息，讨论共同感兴趣的话题，发表见解，进行贸易，研究不同的主题，或是处理商务，以最小的成本销售产品。因特网的商务用途必定会在未来的几年内快速发展。许多公司都在探索通过增加上网用户的方法来扩大他们的业务。

随着利用电脑上网的人越来越多，因特网能够使公司、组织和个人快速随意地交流。将来，当更多的公司在网上提供商品和服务，更多的大学提供在线课程时，因特网一定会对商业和高等教育带来巨大的冲击。

Lesson 2 WWW, Search Engine and E-mail

Warm-up

Usually, by what kinds of means for us can we contact our friends in different place? Look at the following pictures, and tell us the ways that Mary and Cheng keep in touch with each other.



Where can we go to look up when we need some important information for a certain purpose?



Reading

Pre-reading

1. Which search engine are you familiar with?
2. What do you think the advantages and disadvantages the E-mail has?

Text

The World Wide Web (WWW), always called simply the Web, is a series of Internet software, which can realize global data sharing. The important structure is client software/ server software. The client software, also called browser, can help users log on Internet with a computer and search wanted data from other computers, conducting them and then show them on the users' screens. Most popular browsers are Microsoft's Internet Explorer and Netscape's Netscape. The only thing that the users need to do is to use browser to get wanted data from Web servers.



Every Website has a fixed address, called IP address (when is in digital form), or called domain name (when is in literal form). Every Website page has its own file name, and with these identities users can track the data they want to get.

But when we don't know the Website address, or which Website the data user want is on, what can we do?

Search engine can help us.

When you put the key words that are included in the information you want into the search box correctly and then click the search button, it will show a plenty of websites or Web pages related to the key words, and then you can select from them. Most popular search engines are Yahoo!, Google, Baidu, etc.

E-mail stands for electronic mail. It was designed for personal and business communications through the Internet. To use E-mail, a user must have an electronic post office and E-mail address. This composed of a user name, a machine or host name and domain. For example: abc@126.com.

E-mail can send information to other clients at the same time, which can save time and make efficiency.



Post-reading

1. Decide whether the following statements are true or false according to the passage. Put "T" for true and "F" for false in the space provided.

- (1) WWW is always called Web. _____
- (2) The client software also refers to browser. _____
- (3) Our favorite browsers are Internet Explorer and Netscape. _____
- (4) When the Website is in literal form, it is called IP address. _____
- (5) E-mail plays an important role in our daily life, because it can save time and make efficiency. _____

2. Answer the following questions according to the text.

- (1) What is the important structure of the WWW?
- (2) What can help us when we don't know the Website address?
- (3) Can the E-mail save time and make efficiency?

Word List

New Words

World Wide Web (WWW) 万维网	domain [dəu'mein] <i>n.</i> 领域, 域
global ['gləubəl] <i>a.</i> 全球性的	file [faɪl] <i>n.</i> 文件
client ['klaɪənt] <i>n.</i> 顾客, 委托人, 客户端	identity [aɪ'dentɪti] <i>n.</i> 身份
browser ['braʊzə(r)] <i>n.</i> 浏览器	track [træk] <i>v.</i> 追踪
screen [skri:n] <i>n.</i> 屏幕, 显示器	engine ['endʒɪn] <i>n.</i> 引擎
address [ə'dres] <i>n.</i> 地址	key [ki:] <i>n.</i> 钥匙 <i>a.</i> 关键的 <i>vt.</i> 键入

Expressions

a series of	系列
log on	在计算机上与服务器连接
a plenty of	许多
stand for	代表
host name	主机名

Terms

client software/ server software	客户软件/服务器软件
IP address	IP 地址
domain name	域名
Website page	网页
search engine	搜索引擎

Notes

1. The client software, ... , can help users log on ... , conducting them and then show them on the users' screens.

在这个句子中, 有三个并列的宾语补足语: log on, search, show. conducting 现在分词做状语。

help sb do 帮助某人做……

e. g. Tom has to help his father, who is too old to work.

汤姆必须帮助他父亲，他父亲太老了，不能工作了。

2. The only thing that the users need to do is to use browser to get wanted data from Web servers.

用户需要做的只是用浏览器从网络服务器上得到所需要的数据。

此句的主要成分是: The only thing ... is to use browser to get wanted data from Web servers. to use 动词不定式做表语; to get wanted data 动词不定式做目的地状语; ... that the users to do 定语从句, 修饰 only thing.

3. Every Website page has its own file name, and with these identities users can track the data they want to get.

(1) identity “同一、本体、身份”, identity card 身份证

e. g. There is no clue to the identity of the thief, nothing to show who he is.
没有线索查明这个窃贼是谁。

(2) track 既可用做动词, 译为“追踪”; 也可用做名词, 译为“足迹”。
be on the track of sb. 追踪

e. g. 1) The hunter tracked the animal to its den. 猎人追踪动物至其窝穴。

2) The hunter followed the tracks left by a bear. 猎人跟踪熊的足迹。



Exercises

1. Fill in the blanks with the proper words from the words list below according to the text.

search button	IP address	domain name
search box	electronic	key words
client software/ server software		

- (1) The important structure of the WWW is _____.
- (2) When the Website is in digital form, it is called _____ and when is in literal form, it is called _____.
- (3) When you use the search engine, you will put the _____ into the _____, and then click the _____.
- (4) E-mail stands for _____ mail.

2. Complete the following sentences with an appropriate word from the box.

help(×2)	track	identity
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