高职高专商务英语实践系列教材

Information and Communication Technology in Business

实用商务信息通讯技术

Information and Communication Technology in Business

总主编：徐小贞
主　编：周玉林

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

高职高专商务英语实践系列教材

实用商务信息通讯技术

Information and Communication Technology in Business

总主编：徐小贞
主　编：周玉林
编　者：文前国　朱立立　唐小毅

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS
北京　BEIJING

图书在版编目(CIP)数据

实用商务信息通讯技术 = Information and Communication Technology in Business / 徐小贞总主编；周玉林主编 .— 北京：外语教学与研究出版社，2007.6
（高职高专商务英语实践系列教材）
ISBN 978-7-5600-6766-7

Ⅰ. 实… Ⅱ. ①徐… ②周… Ⅲ. 商务—英语—高等学校：技术学校—教材 Ⅳ. H31

中国版本图书馆 CIP 数据核字（2007）第 094398 号

出 版 人：于春迟
项目负责：朱书义
责任编辑：程 序
封面设计：高 鹏
版式设计：蔡 颖
出版发行：外语教学与研究出版社
社 址：北京市西三环北路 19 号（100089）
网 址：http://www.fltrp.com
印 刷：北京国防印刷厂
开 本：787×1092 1/16
印 张：17.75
版 次：2007 年 6 月第 1 版 2007 年 6 月第 1 次印刷
书 号：ISBN 978-7-5600-6766-7
定 价：21.90 元

* * *

前言

近一二十年来，随着计算机和通讯技术的迅猛发展，人类已步入了信息社会。信息社会对人类生活的方方面面提出了新的挑战，而信息通讯技术（ICT）在商务活动中的应用发展更加迅速，影响更加深刻，大大提高了商务活动的效率、扩大了商务活动的空间并节省了商务活动的成本，已成为商务活动不可或缺的重要工具。

为了能在将来的商务活动中生存、发展，高职学生需要熟练掌握搜索、利用、管理、评价和传递信息的技能。本教材作为“高职高专商务英语实践”系列教材之一，由广东省教育厅牵头，与英国文化委员会合作开发而成，广东省高校实施的中英合作项目——新世纪广东省高等教育教学改革工作项目的成果之一。该教材借鉴英国ICT教育经验和英国国家职业资格证书体系（NVQ）理念，结合中国经贸发展与职业的实际需要，对我国高职商务英语专业教材编写的内容和体例进行了改革，创建了评估与教学融为一体的教学模式，并尝试将评估贯穿于整个以学生为中心的教学过程．从而形成了适合国内商务英语专业课程的特点、符合当前高职高专教育实际的能力评估体系。

为了顺利开展本课程教学，学校需具备一些必要的信息通讯设备和现代办公设备，包括计算机机房或装备了电脑的教室、连接了互联网或局域网的教室、复印机、打印机、传真机、扫描仪、胶圈装订机、热熔装订机、数码照相机、数码摄像机、网络会议系统等。

本教材分为三大部分：一、商务信息的搜索与处理（Searching and Processing Business Information），包括网络搜索引擎、Word、Excel、PowerPoint、Acrobat Adobe Reader和Photoshop在商务环境中的运用；二、商务信息的收集与储存（Collection and Storage of Business Information），包括刻录机、打印机、复印机、扫描仪、热熔装订机、胶圈装订机、数码照相机和数码摄像机等的使用；三、商务通讯（Communications in Business），包括传真机、网络视频会议和网页制作等。

每个单元的编排体例基本一致，具体使用说明如下：

1、Unit Objectives（单元目标）

单元标题下的方框内容即为本单元的学习目标，每单元开始前首先

明确这些目标，做到有的放矢。

2、 Tasks（任务）

该部分设置了在商务情景下运用ICT的各种任务，并讲解完成这些任务的具体操作步骤。通过教师讲解、示范完成这些真实的商务任务的方法，掌握 ICT 技能。

3、Practice Exercises（实践练习）

这部分旨在训练学生独立完成商务ICT任务的能力。这部分内容要求学生在完成文中设置的任务后，开展进一步训练，达到熟练运用 ICT 技能的目标。

4、Assessment for Performance（实际操作评估）

该部分提供了评估表，将本单元需要掌握的ICT技能分解成不同的细项，并说明了每项的具体要求。教师参照实际操作评估表，检查学生任务的完成情况并对其进行考核。通过每个单元的考评保证形成性评估的实施。

教材的最后部分提供了英中对照的专业术语表。

本教材旨在培养高职学生在商务环境下运用ICT，包括商务文秘和办公自动化技术的能力，并了解迅速发展的ICT在商务中的运用及其带来的挑战与机遇，这对于培养学生职业能力具有重要意义。

本教材为国际商务系列教材之一，深圳职业技术学院徐小贞教授为系列教材的总主编；周玉林副教授为本教材主编，并编写了第 7、11、14、15 单元；文前国老师编写了第 2、3、4、5 单元；唐小毅老师编写了第 1、8、9、10 单元；朱立立老师编写了第 6、12、13、16 单元。加拿大籍专家 Angel Yuan 审阅了书稿，提出了修改意见。

编者

2007 年 5 月

Preface

Rapid changes in information and communication technology (ICT) over the last decades have had a radical impact on today's business activities. Information systems, telecommunications and the Internet challenge our thinking on organizational structures and business boundaries.

Audience and Purpose

To succeed in the information-driven business in the future, students need to know how to find, use, manage, evaluate, and convey information effectively and efficiently. Teachers with the School of Applied Foreign Languages of Shenzhen Polytechnic have collaborated to create this coursebook specifically designed for the higher vocational education environment as a part of the series on Business English. All the units in this book relate students to the real business world, in which they will work in future. The relevance of the material will enhance the value of the course and make it more interesting for both students and teachers.

This book aims at providing a basic understanding of the application, challenges and opportunities in this fast developing area. After they have completed the book, students will be able to apply their ICT skills to specified business contexts. Combining a secretarial perspective on ICT with a solid foundation in office automation, the book prepares the students to play a pro-active leadership role in this field and will prove to be its readers' profitable career investment.

To better understand this book, let's clarify the implication of the conception of "ICT in Business".

What is "ICT in Business"?

"ICT in business" in this book is defined as the application in industry and commerce of the combination of information, communication and office automation technology, including the design, realization, evaluation, use, and maintenance of information processing systems and the related hardware, software, organizational and human aspects.

Required Facilities for ICT in Business Class

To fulfill the objectives of this book, some prerequisite facilities in the classroom

are needed. These include:
1) Computer lab and/or classroom computers;
2) Networked classrooms with the Internet and/or the Intranet;
3) Resource-rich training centres with a range of devices, such as copying machines, scanners, fax machines, ring binders, thermal binders, digital cameras, handy-cams, and Word-processing, web-conferencing and presentation software.

Features of the Coursebook

The book is structured to provide students with opportunities to apply their ICT skills to business. Students are trained not only on the sophisticated use of daily software in the business environment, such as Word, PowerPoint, Excel, Dreamweaver, Photoshop, Adobe Reader and Office Groove, so as to gain new insights on the use of seemingly familiar software, but also on the utilization of modern office equipment, such as the printer, scanner photocopier, thermal binder and ring binder, digital camera, digital video, fax machine to facilitate business operation and communication, in order to learn how to get relieved from future office drudgery.

The book consists of 16 units divided into three parts: 1) Searching and Processing Business Information; 2) Collection and Storage of Business Information; 3) Communications in Business. Each unit is made up of learning objectives, tasks, practice exercises and assessment. The four sections are arranged around the topic of the unit and they are correlated with each other. The last section, the assessment in each unit evaluates students' performance in accomplishing a task in a specific business context and scores for each step are assigned with. This allows teachers to know students' level of ICT skills and their ability to apply what they have learned to business.

Contents

Part I

Searching and Processing Business Information

Unit 1 Search Engines

Unit Objectives (单元目标)

After you have completed this unit, you will be able to

- identify and describe features and functions of different types of search engines.
- explain how search engines work.
- evaluate the web pages from the Internet.
- search the Internet effectively and efficiently.

Search engines are programs on the Web that help users search for files and information. There are basically three types of search engines that people use to find what they want on the Web:

Crawler-based search engines
Human-powered directories
Meta search engines

None of these search engines allow you to search the entire Web; that would be an almost impossible task. However, you can use these search engines to scour different parts of the Web, and obtain different types of information.

Task 1 Different Types of Search Engines

Compare features and functions of crawler-based search engines, human-powered directories and meta search engines, and determine which one to use for specific searching tasks.

Crawler-based search engines

Crawler-based search engines are large, robots (called crawlers or spiders) created databases of web pages that help searchers find specific information on any given subject. The crawlers or spiders visit the sites and rank them for relevance without human interception. Some of the well known crawler-based search engines are:

- Google
- AltaVisa
- All the Web (FAST Search)
- Excite
- HotBot
- Inktomi

To search for business and other information in Chinese, you can use the famous search engine *Baidu*.

Table of features

- built by computer robot programs;
- not organized by subject categories. All pages are ranked by a computer algorithm;
- contain full-text of the web pages they link to;
- huge and often retrieve a lot of information;
- unevaluated: They contain the good, the bad and the ugly. You must evaluate everything you find.

Human-powered directories

Human-powered directories, also known as subject directories, are smaller and more selective than crawler-based search engines. They are based on human indexing of sites in different categories. The editors review and select sites to add to their directories on the basis of determined selection criteria. Some good examples of human-powered directories are:

- Yahoo!
- LookSmart
- Open Directory Project (DMOZ)
- MSN

Table of features

- built by human selection, not by computers or robot programs;
- organized into subject categories. The subjects are not standardized and vary according to

the scope of each directory;
- never contain full-text of the web pages they link to. You can only search what you can see (titles, descriptions, subject categories, etc.);
- small and specialized to large, but smaller than most search engines—huge range in size;
- often carefully evaluated and annotated.

Meta search engines

Meta search engines, also called metacrawlers, do not crawl the web themselves to build their own listings. Instead, they query other search engines for results. The results are then blended together on one web page. Metacrawlers present the results of their searches in one of the two ways:
- **Single list.** Most metacrawlers display multiple-engine search results in a single merged list, from which duplicate entries have been removed.
- **Multiple lists.** Some metacrawlers do not collate multiple-engine search results but display them instead in separate lists as they are received from each engine. Duplicate entries may appear.

Below are some of the major meta search engines:

- Ixquick
- Metor
- Vivisomo
- Dogpile
- Webcrawler

Table of features
- useful in obtaining a quick overview on a subject and/or unique term;
- take advantage of differences in pages indexed by individual search engines;
- good for hard-to-find information;
- quick but not thorough, with loss in precision and complexity of searching.

Task 2 How Search Engines Work

Could you find out how a spider works for a crawler-based search engine?

Search engine is actually a general term for any internet portal that has World Wide Web search capabilities. The way crawler-based search engines collect information about the website is quite different from human-powered directories. This doesn't mean one is better than the other, but it does mean that the success of each search engine is based on meeting its specific requirements. Here is a quick look at how search engines work.

Crawler-based search engines

Crawler-based search engines "crawl" or "spider" the Web from link to link, identifying and perusing pages. Usually, crawler-based search engines are made up of three major elements: the spider, the index, and the software. Each has its own function and they together produce what we have come to trust (or distrust) on the SERPs (Search Engine Results Pages).

◆ **The Spider**

Also known as a web crawler or robot, a search engine spider is an automated program that reads web pages and follows any links to other pages within the site. This is often referred to as a site being "spidered" or "crawled".

Spiders start their journeys with a list of page URLs that have previously been added to their index (database). As it visits these pages, crawling the code and copy, it adds new pages (links) that it finds on the page to its index. The spider returns to the sites in its index on a regular basis, scanning for any changes. Web page owners may submit their URLs to search engines for "crawling" and finally inclusion in their databases.

◆ **The Index**

An index is like a giant catalog or inventory of websites containing a copy of every web page and file that the spider finds. If a web page changes, this catalog is updated with the new information. To give you an idea of the size of these indexes, the latest figure released by Google is 8 billion pages.

It sometimes takes a while for new pages or changes that the spider finds to be added to its index. Thus, a web page may have been "spidered" but not yet "indexed." Until a page is indexed—added to the index—spidered pages will not be available to those searching with the search engine.

◆ **The Software**

At the end of the day, a search engine is a software program designed to sift through billions of pages recorded in its index to find matches to a search query and rank them in an order that

it believes is most relevant.

How do search engines go about determining relevancy, when confronted with hundreds of millions of web pages to sort through? Each search engine has developed a set of rules and mathematical equations, known as an algorithm, which it uses to set the order of its rankings.

Exactly how a particular search engine's algorithm works is a closely-kept secret, but some general rules often being used to increase a website's ranking performance are clear. This is referred to as search engine optimization.

Human-powered directories

A human-powered directory depends on humans for its listings. Website owners submit a short description to the directory for their entire sites, or editors write one for sites they review. In general, most directories link only to the home pages rather than indexing the full text of each page on the sites.

Changing the web pages has no effect on the listing. Things that are useful for improving a listing with a search engine have nothing to do with improving a listing in a directory. The only exception is that a good site, with good content, might be more likely to get reviewed for free than a poor one.

In the web's early days, it used to be that a search engine either presented crawler-based results or human-powered listings. Today, it is extremely common for both types of results to be presented. Usually, a hybrid search engine will favor one type of listings over another. For example, MSN Search is more likely to present human-powered listings from LookSmart. However, it does also present crawler-based results (as provided by Inktomi), especially for more obscure queries.

Meta search engines

In a meta search engine, when keywords are submitted in its search box, it will transmit the search simultaneously to several individual search engines and their databases of web pages. Within a few seconds, results will get back from all the search engines queried. Meta-search engines do not own a database of Web pages; they send your search terms to the databases maintained by search engine companies. Meta search engines provide a quick way of finding out which engines are retrieving the best results for you in your search.

Task 3 Web Page Evaluation

Today, the Internet provides faster and more extensive ways of retrieving and sharing information than ever before. The World Wide Web can be a great place to accomplish research on many topics, because the Web opens windows to easy access and distribute information, almost anyone can publish anything on the Web. It follows that much of the information on the Web has not been for accuracy or quality. Thus, to make effective use of the information on the Web, to improve our touch and help us make our way along the line, the web pages must be evaluated. But how can it be done?

Reading web addresses

An important element you should look out for when evaluating a website, is the very structure of its own address, or URL (Uniform Resource Locator).

What do you know about the sponsoring institution?

A web address could provide a clue about an organization's integrity as well as maybe its bias. The name of the institution is usually what appears after the server (usually www) and before the domain (.com, .edu, etc.):

http://www.**phillipmorris**.com/smokingfacts.html
http://www.**communistparty**.org/viewsoncapitalism.html

Taking the first web address above as an example, let's have a look at what it all means:

- "**http**" is the Hypertext Transfer Protocol and refers to the format used to transfer and deal with information, the protocol is followed by a colon, then two slashes: http://
- "**www**" stands for World Wide Web, states the generic name of the server. It is not an essential part of the address and some websites don't use it.
- "**phillipmorris**" is the name of the institution and usually owns the server.
- "**com**" is the domain name.
- "**smokingfacts**" is the file name.
- "**html**" is the file type, stands for Hyper Text Make-up Language (that is the language the computer reads).

What is the domain?

It is the three or two character extension at the end of the main institution's address, which is the address before the first single slash on the right:

http://www.amazon.**com**/
http://www.epa.**gov**/
http://www.berkeley.**edu**/
http://www.rand.**org**/

A **.com** is a commercial website, meaning the institution is a corporate or small business entity.

A **.gov** indicates the sponsoring institution is a government body, which has the responsibility to provide reliable information.

A **.org** is a non-profit organization attempting to influence public opinion. Most often, the website is selling its ideas and therefore, can be more biased.

A **.edu** is coming from an educational institution (usually students take four years or more to get a degree). Many educational websites are to present factual information, however, you need to read a .edu website before the first slash to make sure.

Other domains that have been in operation and are generally accepted are:

- **.net**—Internet service provider, organizations, networks
- **.mil**—US military site
- **.info**—general use by both commercial and non-commercial sites
- **.museum**—restricted use by museums
- **.biz**—general use by business
- **.coop**—restricted use by cooperatives
- **.pro**—restricted use by certified professionals and professional entities

Country names appear as a two-letter abbreviation in the domain name. For example, .uk for United Kingdom, .fa for France, .cn for China. Because the Internet was created in the United States "US" was not originally assigned to U.S. domain names. For a complete list, go to http://www.norid.no/domenenavnbaser/domreg.html#u.