

高等学校电子信息类专业
“十二五”规划教材

ELECTRONIC
INFORMATION SPECIALTY

电子商务专业英语

主 编 冀汶莉
副主编 马 莉 张云云



西安电子科技大学出版社
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内 容 简 介

本书根据电子商务专业教学的实际需要,设立了11个单元,包括互联网、电子商务介绍、电子商务模式、电子商务开发技术、网络营销、电子商务物流、电子支付概述、电子商务安全、法律与税收、物联网、移动电子商务等内容,基本涵盖了电子商务的主要领域。本书的内容编排由浅入深,既注重时效性、实用性,又注重前瞻性和专业深度。书末还附有科技英语语法、参考译文和各短文练习题的参考答案,旨在使读者掌握电子商务专业英语术语及用法,培养和提高其阅读与翻译专业英语文献资料的能力。同时,便于教师教学和学生自学。

本书适合作为高等学校电子商务、计算机及信息管理等专业学生专业英语课程的教材,对从事电子商务研究的读者也具有较大的参考价值。

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前 言

随着网络、通信与信息技术在社会生活中的广泛应用,通过网络实现商务活动,已经成为信息化社会的需要。我国加入 WTO 后,电子商务在我国对外贸易中发挥着日益重要的作用。

电子商务具有全球性的特点,电子商务专业外语的教学工作在我国已逐渐开展。电子商务专业作为一个新兴专业,具有交叉学科的特点。它由互联网技术、通信技术、网络经济学构成支撑学科。科学新技术及互联网的飞速发展,给电子商务也带来新的内涵和新的方向。目前大多数的电子商务专业外语教材,虽然覆盖的内容较多,但知识缺乏连贯性,同时也没有体现目前电子商务研究和发展的热点。在西安电子科技大学出版社的组织下,我们编写了本书。

本书紧密结合电子商务专业英语的教学需要,选取了新颖、实用、有代表性的 23 篇文章和 11 篇扩展阅读材料,内容涉及互联网、电子商务介绍、电子商务模式、电子商务开发技术、网络营销、电子商务物流、电子支付概述、电子商务安全、法律与税收、物联网、移动电子商务等方面。本书共分为 11 个单元,每个单元由 2~3 篇课文及一篇扩展阅读组成,同时每篇课文中又包括正文、单词、词组、注解及课后练习。

本书具有以下几个方面的特点:

(1) 本书根据电子商务专业委员会制定的教学模块,给出了 11 个核心知识单元的基本内容,简洁而全面,展现了电子商务领域完整的知识体系。

(2) 为了体现前瞻性,本书在最后两个单元讨论了目前电子商务领域中的热点研究问题:物联网和移动电子商务,对于拓展学生的知识面和了解电子商务新的方向和技术都有一定的帮助。

(3) 本书选编了 23 篇有代表性的电子商务英文原文,地道的英文表述对提高学生专业外文文献的阅读能力有很大帮助。

(4) 本书的附录包含科技英语语法、参考译文和参考答案,旨在使读者掌握电子商务英语的专业术语及用法,培养和提高读者阅读与翻译科技文献的能力,同时也便于教师教学和学生自学。

本书由冀汶莉担任主编,马莉、张云云担任副主编。其中由西安科技大学的马莉编写了 UNIT 1~UNIT 3 及其译文,郝秦霞编写了 UNIT 4 及其译文,张莹编写了 UNIT 5 及其译文,唐善成编写了 UNIT 7 及其译文,冀汶莉编写了 UNIT 10 及其译文,西安邮电学院的李彩凤编写了 UNIT 6 及其译文,西北政法大学的戚艳军编写了 UNIT 8 及其译文,陕西职业技术学院的张云云编写了 UNIT 9 及其译文以及附录 A,西安建筑科技大学的于帆编写了 UNIT 11 及其译文。在此要对西安电子科技大学出版社以及云立实老师的大力支持表示衷心

的感谢，同时感谢为我们提供素材的各位作者，以及参与编写的教师及李丹、蒋旭等同学。

虽然所有教师对本书的编写都付出了极大的努力，但由于经验和水平有限，书中难免存在疏漏之处，恳请各位读者批评指正，同时也请各位专家、学者多提宝贵意见。

冀汶莉

2011.3

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UNIT 1 Internet

Lesson 1 History of the Internet(1)

The Internet has become a cultural, economical and life changing technological phenomenon. Enough can not be said about this incredible technology. However, the Internet is not one single invention; it is a simple idea that has evolved throughout the decades into something bigger than us all. So in essence the Internet has already and will continue to revolutionize the world.

Looking back, the essential idea of the Internet is extremely basic; however with several innovations, the Internet has grown and evolved to where it is currently at today.

Typically the 20th century was defined by communications that went from one major source to thousands or millions of people at a time. This type of communications was characterized by television and radio broadcasters which sent out communications signals to TV sets and radios around the country and world. While the telephone evolved and became ubiquitous in the world as a way for an individual to reach out and talk with a specific person, this type of communications usually involved mostly two people, or a handful of people at most if you were on a conference call. However, with the advent of the Internet, a new type of communications technology would be available, where not only can two people communicate simultaneously, but thousands, millions and yes even billions of people at the same time.

■ The First Internet—ARPANET

The original Internet was known as the ARPANET. The ARPANET was pretty much the first configuration of a network of computers and while in its very early stages, the ARPANET was a huge springboard of innovation to the technologies we now use today. The physical construction of the ARPANET occurred in 1968 and it used the Honeywell minicomputer for its base. In fact, it took a network of 4 Honeywell minicomputers to create the first ARPANET, these computers or nodes were located at four separate universities including: the University of California at Santa Barbara, the University of California at Los Angeles, Stanford Research Institute at Stanford and the University of Utah. While the network was originally supposed to have a line speed of only 2.4 kbps (thousand bits per second), technology was already available to boost the line speed to 50 kbps. It is also important to note that during the 1960's, important contributions to computing and communications changed our world completely, unfortunately, these innovation, inventions and contributions are unknown or unnamed today. As the first Internet— the ARPANET was in place in 1969, the Internet started to build up steam and practicality during the 1970's.

■ **The Internet Progresses Into the 1970's**

As the 1970's were under way, plenty of experimenting took place with ARPANET. In fact, another 19 computers were hooked up into the ARPANET network. By 1972, the list of computers hooked into ARPANET totaled 23 host computers that made up the backbone of the network. And while many computers were hooked up, the line speed still continued to be 50 kbps. During the early days much innovation took place and protocols were being developed, the initial host protocol was created called NCP or Network Control Protocol.

□ **1971: Project Gutenberg and eBooks**

One of the most impressive developments of 1971 was the start of Project Gutenberg. Project Gutenberg, for those unfamiliar with the site, is a global effort to make books and documents in the public domain available electronically for free in a variety of eBook and electronic formats.

□ **1972: E-mail—the internet's killer app**

It turned out that 1972 was a banner year for the Internet, in fact that was the year that the killer app that not only spread the use of the ARPANET in its early days, but continued to fuel growth to E-mail. Ray Tomlinson is known as the creator of E-mail. Created in 1972, Ray Tomlinson working for BBN Corporation created the foundation for the basics of sending and reading messages over the ARPANET. While this initial invention was extremely crude, over the years much innovation went into making E-mails more users friendly. E-mail not only gave the ARPANET a great application, but added a social dimension to this burgeoning network.

Most would say that E-mail was and still continues to be the killer application that makes the Internet irresistible as a technology for both business and individuals. It's hard to fathom a world without E-mail; however it wasn't that long ago that we relied on post or at most the fax. E-mail has made sending a text message half way around the world instantly child's play. Not only was it fast, easy and very effective, it was free. Originally conceived in 1972, E-mail is now essential to practically all types of businesses and personal communications. We still usually log on only to check our E-mail and whether you send one E-mail, two or thousands the cost is free. Today, E-mail has grown to include not only a text message, but all types of media, hypertext links, etc. E-mail has grown in other ways as well. When it was originally conceived, you needed your own server, however today there are plenty of free E-mail services online where you can access your own E-mail account. Whether you use Yahoo Mail, Hotmail, Gmail, accessing mail from your computer or online are usually free and easy. In addition, web based E-mail does not require you to be at your computer to check your E-mail; you can be at any location around the world to read, write and send E-mail.

□ **1974: A new protocol is created —TCP/IP**

1974 was a breakthrough year. Today, when we connect our computer to the Internet, we are able to talk with millions upon millions of computers. And while the first ARPANET network consisted of only 19 computers, the one big disadvantage was that the protocol being used NCP (Network Control Protocol) only worked with specific types of computers. Imagine today if your computer logged onto the Internet and was only able to talk with Toshiba, Apple or Sony

computers. This was the problem that ARPANET was facing in the early 1970's. There were much more than a few dozen computers that would like to connect to the ARPANET, however NCP was only able to utilize a few dozen at best. Since this was a major flaw with NCP, a new protocol needed to be created. A new, more inclusive type of open source protocol needed to be developed. This new protocol turned out to be TCP/IP. It was originally created in 1973 and it was first used to communicate between computers in 1974. In fact, Vint Cerf and Bob Kahn, two Internet pioneers were considered the first individuals to utilize TCP/IP protocol and in a few years, NCP was no longer needed, making ARPANET requiring TCP/IP instead. Many that are familiar with Internet protocol recognize TCP/IP since it is still in use to this very day.

□ **1977: *The PC modem***

1977 was a big year for the development of the Internet as we know it today. It's the year the first PC modem, developed by Dennis Hayes and Dale Heatherington, was introduced and initially sold to computer hobbyists.

□ **1978: *The Bulletin Board System (BBS)***

The first bulletin board system (BBS) was developed during a blizzard in Chicago in 1978.

□ **1979: *MUD—The earliest form of multiplayer games***

The precursor to World of Warcraft and Second Life was developed in 1979, and was called MUD (short for Multi User Dungeon). MUD were entirely text-based virtual worlds, combining elements of role-playing games, interactive, fiction, and online chat.

□ **1979: *Usenet***

1979 also ushered into the scene: Usenet, created by two graduate students. Usenet was an internet-based discussion system, allowing people from around the globe to converse about the same topics by posting public messages categorized by newsgroups.

□ ***Making the Connection Easier and Quicker***

While the ARPANET and SATNET expanded the reach of the first Internet, connecting computers to the Internet was still a hodgepodge of cables and quite unorganized. This leads to the creation of the Ethernet cable. The Ethernet cable is still used today. In fact, many home computers still use a fixed line that connects their computer via an Ethernet cable to their modem and then to their ISP (Internet Service Provider). Ethernet offers an easy, economical and practical way to move data quickly from one computer to another computer or device at high speeds. Ethernet cables not only made connecting a LAN (Local Area Network) simpler, but increased the speed at which these computers can talk to one another.

【New Words】

- innovation n. 改革, 创新
ubiquitous adj. 无所不在的, 普遍存在的
springboard n. 跳板, 出发点
minicomputer n. 小型计算机
boost v. 推进

burgeon v. 萌芽
humble adj. 粗陋的
irresistible adj. 不可抵抗的, 不能压制的
fathom vt. 推测
conceive vi. 考虑, 设想
hodgepodge n. 混乱, 杂乱
unorganized adj. 无组织的, 无条理的

【Phrases】

conference call 电话会议
E-mail account 电子邮件账户
Ethernet cable 以太网电缆
ISP (Internet Service Provider) 互联网服务供应商
Local Area Network (LAN) 局域网
Multi User Dungeon 多用户模拟环境
role-playing games 角色扮演游戏

【Notes】

(1) ARPA(Advanced Research Project Agency), 美国国防部高级研究计划署。

1957年, 前苏联发射世界上第一颗人造卫星 Sputnik, 拉开了太空时代的序幕。此举让美国人大惊失色, 美国总统艾森豪威尔的反应之一就是创建国防部高级研究计划署(ARPA), 目的是开发最前沿的革命性军事技术。1958年, ARPA 仅用了3个月时间就建立起来, 从此一直沿袭最初的工作模式。唯一的重大改变是, 1972年在名称前添加 Defense(国防)一词。1993年, Defense 被去掉, 1996年又重新加上, 即 DARPA。50年后, DARPA 取得了惊人成就, 包括创造全球卫星定位系统、发明互联网等。

(2) ARPANET(Advanced Research Projects Agency Network), ARPA 网。

ARPA 网是美国国防部高级研究计划署建立的计算机网。这个国际网允许其成员使用网内设备并对大批不同的计算机存取数据。

(3) NCP(Network Control Protocol), 网络控制协议。

NCP 是运行在 ARPANET 网络主机上的协议栈中间层的一个程序, 它为 ARPANET 上的主机之间的通信提供连接和流量控制。应用层服务如 E-mail、文件传输等都依靠 NCP 来建立连接。1983年1月1号, ARPANET 将其网络核心协议由 NCP 替换为更加灵活、功能更加强大的 TCP/IP 协议, 这天也被看成是 Internet 时代的开始。

(4) It turned out that 1972 was a banner year for the Internet, in fact that was the year that the killer app that not only spread the use of the ARPANET in its early days, but continued to fuel growth to E-mail.

【解释】 killer app, 杀手程序, 指招人喜爱的应用程序, 即同类型和功能相同的计算机软件中最佳的软件。因此, 本句的意思是“对于互联网来说, 1972年是标志性的一年。在这一年里, 很多受人喜爱的应用程序迅速扩大了 ARPA 网的应用范围, 并且催生了电子邮件”。

(5) child's play, 指容易做的事情。

【Exercise】

1. Please fill in the blanks according to the text.

The Internet is a global network of interconnected computers, enabling users to 1 information along multiple channels. Typically, a computer that connects to the Internet can access information from a vast array of available servers and other computers 2 moving information from them to the computer's local memory. The same connection allows that computer to send information to servers 3 the network; that information is 4 turn accessed and potentially modified by a variety of other interconnected computers. A majority of widely accessible information on the Internet consists 5 inter-linked hypertext documents and other resources of the World Wide Web (WWW).

2. Please translate the following phrases into English.

电话会议	电子邮件账户
局域网	互联网服务供应商
网上聊天	新闻讨论组

3. Please translate the following phrases into Chinese.

Ethernet cable	NCP
Multi User Dungeon	role-playing games

4. Please translate the following sentences into Chinese.

(1) Even as its beginnings were humble, no one could have predicted its amazing growth through the last several decades. The Internet has brought us so much information and not only to the social and business elite, but to the entire world.

(2) However, with the advent of the Internet, a new type of communications technology would be available, where not only can two people communicate simultaneously, but thousands, millions and yes even billions of people at the same time.

(3) It is also important to note that during the 1960's, important contributions to computing and communications changed our world completely, unfortunately, these innovation, inventions and contributions are unknown or unnamed today.

(4) And while the first ARPANET network consisted of only 19 computers, the one big disadvantage was that the protocol being used NCP (Network Control Protocol) only worked with specific types of computers.

(5) Project Gutenberg, for those unfamiliar with the site, is a global effort to make books and documents in the public domain available electronically for free in a variety of eBook and electronic formats.

(6) MUD were entirely text-based virtual worlds, combining elements of role-playing games, interactive, fiction, and online chat.

(7) Usenet was an internet-based discussion system, allowing people from around the globe

to converse about the same topics by posting public messages categorized by newsgroups.

Lesson 2 History of the Internet(2)

■ The Internet Continues to Grow in the 1980's

While the 1970's saw the very beginning of the Internet called the ARPANET and innovations in Ethernet and SATNET, during the 1980's, the Internet will change drastically, never to be the same. By the end of the decade, the Internet will be well on its way of becoming the Internet many of us know and experience today.

□ *The founding of CSNET*

ARPANET still continued to dominate the Internet during the 1980's, but other networks were already established and continued to grow. While ARPANET was created by the government for military use initially, more government programs were utilizing the ARPANET along with a wide variety of research institutions. One network that found the ARPANET quite useful was the National Science Foundation; they created a network called the CSNET (Computer Science Network). CSNET was specifically created to conduct scientific research. While many organizations and institutions wanted to connect to ARPANET, unfortunately, not all were allowed or capable of doing so. The CSNET made it easier for a research institution to communicate with one another. Finally in 1981, a plan was put into place that finally allowed computers that utilized either ARPANET or CSNET to connect both nets, making an easy way for both networks to communicate with each other.

There were other innovations that improved communications between computers around the country and world. One innovation that is still in use today and proved to make the Internet more uniform and facilitate use was the creation of DNS (Domain Name System).

□ *1984: Domain Name Systems (DNS)*

DNS (Domain Name System) was an innovation that vastly improved the way individuals communicate with one another or other servers on the Internet. Before the implementation of DNS, long cumbersome numbers had to be inputted in order to contact another computer. Not only was it very difficult to remember, but made the entire process take a long time. DNS is a system that makes it easy to connect with another computer. In fact, we continue to use this system today. While we may actually input a name into our Internet browser to visit a site, each name has an IP number (IP stands for Internet protocol). Once DNS became operational and used, no longer did individuals or organizations have to remember meaningless numbers, instead they only had to remember the name of the site or actually the server that one computer connects to. As DNS took hold, other protocols would become mandatory. On January 1, 1983, all computers on ARPANET and CSNET no longer worked with the original protocol NCP and instead, all computers required TCP/IP to continue to connect.

□ **1985: *Virtual communities***

1985 brought the development of The WELL (short for Whole Earth 'Lectronic Link'), one of the oldest virtual communities still in operation. It was developed by Stewart Brand and Larry Brilliant in February of 1985. It started out as a community of the readers and writers of the Whole Earth Review and was an open but "remarkably literate and uninhibited intellectual gathering". Wired Magazine once called The WELL "The most influential online community in the world."

□ **1988: *IRC—Internet Relay Chat***

Also in 1988, Internet Relay Chat(IRC) was the first deployed, paving the way for real-time chat and the instant messaging programs we use today.

□ **1988: *First major malicious internet-based attack***

One of the first major Internet worms was released in 1988. Referred to as "The Morris Worm", it was written by Robert Tappan Morris and caused major interruptions across large parts of the Internet.

□ **1989: *AOL is launched***

When Apple pulled out of the AppleLink program in 1989, the project was renamed and America Online was born. AOL, still in existence today, later on made the Internet popular amongst the average internet users.

□ **1980's: *The innovation of the forum***

For those that used the Internet in the 80's and early 90's, one way to access information was the digital bulletin board. Bulletin board systems were like little Internet communities. A user would dial up the Internet on a phone line and either upload, download or write messages to a bulletin board. Before the web page, information was usually exchanged at these types of destinations. The early bulletin boards turned into the forums of today. Today, you can visit a wide variety of forums to discuss cars, music, health, sports, etc. Not only can you create a thread or topic to talk about, but you can read others comments or respond to other threads. These mini communities helped to forge the Internet and still play a huge role in the social aspects of the Internet today.

■ **The Internet Continues to Grow before the mid-90's**

While the Internet started in late 1969, it revealed its true potential by the end of the 1980's. However, throughout the 1990's, the Internet would continue to grow in leaps and bounds beyond anyone's comprehension. In 10 short years, the Internet will have transformed from a tool used by mainly research and tech savvy individuals to a household appliance that was found in almost anyone's home and which turned into an economic boom that fueled the economy to grow. While the Internet grew, it required the help of many components including more and more powerful home computers, software, overall technological advances and applications that made it worthwhile for common people to use.

□ **1990: *First commercial dial-up ISP***

1990 also brought about the first commercial dial-up Internet provider, The World. The same

year, ARPANET ceased to exist.

□ ***1990: World Wide Web protocols finished***

The vast majorities of Internet users do not start up their computers and log onto the ARPANET, we usually open our browsers and start typing www. WWW stands for the World Wide Web and this web is one of the most important innovations of the Internet. The code for the World Wide Web was written by Tim Berners-Lee, based on his proposal from the year before, along with the standards for HTML, HTTP, and URLs. The World Wide Web is pretty much a platform that makes it easy to access data on the Internet. The Web uses hypertext links which are pieces of code that links one site to another. Using a browser, you can easily access a link by clicking a mouse. Most of today's computer users access the Internet via a browser, whether it is Microsoft's Internet Explorer, Mozilla's Firefox or other browsers. The browser itself helps a user to not only access data, but view it. Today, via the web and a browser, you can view text and other types of media and navigate easily from one page to another utilizing hypertext links.

□ ***1991: The first webcam***

One of the more interesting developments of this era, though, was the first webcam. It was deployed at a Cambridge University computer lab, and its sole purpose was to monitor a particular coffee maker so that lab users could avoid wasted trips to an empty coffee pot.

□ ***1991: First web page created***

1991 brought some major innovations to the world of the Internet. The first web page was created and, much like the first email explained what email was, its purpose was to explain what the World Wide Web was.

□ ***1991: First content-based search protocol***

Also in the same year, the first search protocol that examined file contents instead of just file names was launched, called Gopher.

□ ***1991: MP3 becomes a standard***

Also, the MP3 file format was accepted as a standard in 1991. MP3 files, being highly compressed, later become a popular file format to share songs and entire albums via the internet.

□ ***1993: Mosaic—first graphical web browser for the general public***

The first widely downloaded Internet browser, Mosaic, was released in 1993. While Mosaic wasn't the first web browser, it is considered the first browser to make the Internet easily accessible to non-techies.

□ ***1993: Governments join in on the fun***

In 1993, both the White House and the United Nations came online, marking the beginning of the .gov and .org domain names.

□ ***1995: Commercialization of the internet***

1995 is often considered the first year the web became commercialized. While there were commercial enterprises online prior to 1995, there were a few key developments that happened that year. First, SSL (Secure Sockets Layer) encryption was developed by Netscape, making it safer to conduct financial transactions (like credit card payments) online. In addition, two major

online businesses got their start the same year. The first sale on "Echo Bay" was made that year. Echo Bay later became eBay. Amazon.com also started in 1995, though it didn't turn a profit for six years, until 2001.

□ **1995: The first mainstream search engine is created: Yahoo!**

Going back to the early 1990's, the web was more or less a huge depot of information, unfortunately, there was no easy way to organize it to help the millions of people now able to access the web find the information that they were looking for. Yahoo was created by two students, one was Jerry Yang. In January of 1994, he created Jerry's Guide to the World Wide Web. However, it wasn't until March of 1995 that Yahoo (Yet Another Hierarchical Official Oracle) was incorporated. While most consider Yahoo, a search engine of sorts where you can find specific items in a web page, it originally started out as a directory of websites. Today, Yahoo is more specifically a web portal offering quite a lot of services that are web oriented including email, instant messaging, streaming radio, news and more.

【New Words】

drastically adv. 彻底地, 激烈地
cumbersome adj. 麻烦的, 不方便的
mandatory adj. 指示的, 强制性的
reveal vt. 展现, 显示, 揭示
savvy n. 机智, 头脑, 理解
mainstream adj. 主流的
depot n. 库房, 仓库
hypothesis n. 假设
webcam n. 网络摄像头

【Phrases】

National Science Foundation(NSF) 美国国家科学基金会
Computer Science Network (CSNET) 计算机科学网
Domain Name System (DNS) 域名系统
household appliance 家用电器
weight sum 加权和
Virtual communities 虚拟社区
Internet Relay Chat 互联网中继聊天
digital bulletin board 电子公告板

【Notes】

(1) ISP(Internet Server Provider): 指 Internet 服务供应商。

ISP 是为用户提供 Internet 接入和 Internet 信息服务的公司和机构。前者又称为 IAP(Internet Access Provider, Internet 接入提供商), 是全世界用户通往 Internet 的必经之路; 后者又称为 ICP(Internet Content Provider, Internet 内容提供商), 提供 Internet 信息搜索、整