

职业教育
行业英语立体化系列教材
English for Your Career

电子商务行业英语

English for
E-commerce

本书编写组 编



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Dianzi Shangwu Hangye Yingyu

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前言

从20世纪90年代初开始,我国的高职高专教育英语课程教学改革与研究已经历时20年,硕果累累,成绩斐然。在此期间,教育部先后颁布了《普通高等专科学校英语课程教学基本要求》(1993年)和《高职高专教育英语课程教学基本要求(试行)》(2000年)。这两部教学指导性文件确立了英语课程“以实用为主、应用为目的”的教学指导方针,把培养应用能力,特别是实用能力作为教学目标,大力推进了我国高职高专英语课程的基本建设和改革,使高职高专英语教学改革不断向纵深发展,教学质量明显提高,学生实际应用英语从事涉外活动和业务交际的能力,尤其是听说能力,得到大幅度提高。十多年来,教育部批准实施的“高等学校英语应用能力考试”合格率逐年攀升,“高教杯”全国高职高专实用英语口语大赛上选手们精彩表现,都从不同侧面反映出我国高职高专教育英语课程教学改革与研究取得的显著成效。

进入21世纪,在教育部提出的高等职业教育“以服务为宗旨,以就业为导向”的办学指导方针和“工学结合”培养模式的指导下,根据新世纪我国高等职业教育的特点和改革发展的需要,在传承和创新20世纪90年代研究成果的基础上,教育部高等学校高职高专英语类专业教学指导委员会《高等职业教育英语课程教学要求》项目组积极汲取国内外先进的外语教学理念,经过大量的社会调查和教学状况调查与分析,对我国高等职业教育英语课程的改革与建设提出了更深一层的思路,并在全国教学一线教师中达成共识:高等职业教育英语课程要以培养学生实际应用英语的能力为目标,侧重职场环境下交际能力的培养;应以岗位需求为主线,开发和构建教学内容体系;要按照行业涉及的典型职业岗位和主要工作内容进行教学情景设计,做到职业岗位群、典型工作任务与英语交际技能的有效结合,通过开设行业英语教学提高学生的就业竞争力。

“职业教育行业英语”系列教材的开发就是以上述研究成果为基础,针对行业英语教学阶段设计的。其宗旨是培养学生在职场环境下使用英语从事职场交际的能力,

提升学生的工作适应性,并为未来的职业发展创造有利的条件。

教学理念与特色

1. 根据“工学结合,能力为本”的职业教育理念,以“行业人”的涉外交际需求为主线,针对具体行业岗位群对“行业人”所需要的英语实用能力设计教材的框架、教学内容和语言交际技能。

2. 选材注重语言交际技能的实用性、通用性、时效性、典型性和可模拟性,体现从事行业涉外交际必需掌握的基本知识和技能。题材反映该行业在技术应用方面的最新成果或重大发展趋势,体现行业涉外交际的需要;内容涉及行业人物访谈、行业发展趋势与动向、企业或公司简介、产品介绍、招聘和求职、行业信息交流等;体裁表现应用性语言的多样性,如交谈、讨论、信函、报告、广告、通知、纪要等。

3. 练习突出大行业或行业中大岗位群所需要的涉外职场交际的语言知识与技能的训练,体现“以完成职场任务为导向”和“引导学生主体参与”的教学理念,以group project, pair work, discussion, presentation, survey report等方式使练习体现出职业性、开放性、实践性、交际性、活用性、协作性和多样性等特点。

4. 充分利用先进的现代网络技术,以及每个行业英语的资源库,为教师和学生提供丰富便捷的教与学的资源和全新的学习途径。

教材结构与创新

根据高职高专院校人才培养计划,本系列教材每册设计8个单元,教学时数约为60学时,每单元的主体由单元预览(Unit Preview)、口头交流(Oral Communication)、书面交流(Written Communication)、职场项目(Workplace Project)和职业沙龙(Career Salon)五大模块组成。各册根据行业特点和学生的实际需求,在内容安排上略有不同。本书单元结构安排如下:

单元预览模块(Unit Preview)介绍单元需掌握的基本技能,使学生对单元内容和“行业人”应掌握的技能目标一目了然,做到学有重点,练有目的。

口头交流模块(Workplace Listening and Speaking)以“行业人”涉外口语交际需求为主线,针对最具典型性的有关“行业人”职场需求的交际话题和工作场景,每个单元分听说两部分进行学习和训练。

书面交流模块由职场阅读(Practical Reading)和职场写作(Simulated Writing)两部分组成。职场阅读以“行业人”需了解和掌握的本行业在技术应用方面的最新发展为主线,通过对行业人物的访谈或传记、企业或公司简介、新产品介绍、广告和使用说明书、行业信息交流等,为学生提供职场环境下的阅读资料。其练习突出职业性、实用性和适切性,侧重培养学生在职场环境下获取行业信息的能力。职场写作根据行业特点设计,以“行业人”职场交际中涉及的典型应用文体为主线,通过模拟写作、表单填写、典型句式套用等,培养学生在职场环境下处理应用文的文字能力。

职场项目模块 (Workplace Project) 提供一个现实职场涉外需要的交际任务, 指导学生以未来“行业人”的身份走进行业, 培养学生模拟处理实际职场交际任务的能力。

职业沙龙模块 (Career Salon) 围绕职业文化环境和行规的警句箴言, 引导学生以未来“行业人”的身份学习和讨论职业文化, 培养高尚的职业道德, 提高追求职业发展的动力。

本系列教材的总主编为教育部高等学校高职高专英语类专业教学指导委员会副主任委员、中国职业教育学会教学工作委员会外语教学研究会主任、韶关学院安晓灿教授, 总主审分别由大连理工大学孔庆炎教授和上海交通大学刘鸿章教授担任。

《电子商务行业英语》的主编为浙江省大学外语教学研究会高职高专分会副会长、浙江商业职业技术学院外语部主任胡海英副教授; 副主编为浙江商业职业技术学院外语部的诸葛霄及浙江水利水电专科学校国际教育交流学院的丁桂红; 参与编写的其他编者包括浙江商业职业技术学院外语部的张彩霞、韩玲、刘莎、毛艳梅、黄益琴及黑龙江农业经济职业学院的徐艳美。

《职业教育行业英语立体化系列教材》是我们深化高等职业教育英语课程改革所做的研究与尝试, 其中存在的不足和疏漏之处, 敬请使用者批评指正。

编 者
2012年7月

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Unit 1

What a Smart Shopper!

Unit Preview

In this unit, you'll

- ▶ learn to understand and talk about online shopping.
- ▶ learn to discuss companies that have achieved success with the Internet business.
- ▶ learn how to find information about companies and products via the Internet.
- ▶ learn how to write a business email.

Task 1 Which way of shopping do you prefer: online or offline? Compare your view with your partner's. Read about the benefits of both online and traditional shopping. Discuss their downsides with your group members.

Online Shopping

- is convenient;
- can save time;
- can compare shops;
- has a much bigger variety.



Traditional Shopping

- can see or touch the goods.
- can experience and enjoy.
- can get immediate satisfaction.
- can return the purchase easily.





English for E-commerce

Task 2 Look at the words below. Choose the correct category for each column.

Books

Movies, Music & Games

Computer & Office

Electronics

Collectibles(珍藏物) & Art

Fashion

1 Books
Textbooks
Audio books
Reference books
Magazines

2
Cameras & Photo
Cell phones
MP3 players
Home Appliances

3
Clothing
Shoes
Handbags
Jewelry

4
Antiques
Coins & Paper Money
Collectibles
Stamps

5
Laptops
Desktops
Computer accessories
Software

6
DVD & Movies
Music
Video Games
Musical Instruments

Workplace Listening and Speaking

Task 3 Listen to Dialogue 1 and fill in the missing information.

Dialogue 1 First Meeting at a Workplace

Susan is a new employee in ABC Company. David is showing her around.

David: Hi, Susan! My name is David. I am the director of the marketing department. Nice to meet you. _____(1)?

Susan: It's a pleasure to meet you. Yes, yes. It's been great!

David: Good. Actually, while we're here, _____(2). This is where you'll be sitting. It's opposite me. This is your desk. _____(3).

Susan: All right. Thank you!

David: Well, _____(4), whom you'll be working with a little more

closely.

Susan: Good.

David: Gary. This is Susan who'll be working with us.

Gary: Hi, Susan. _____ (5)?

Susan: Good!

David: This is her first day so I'm giving her a little tour. _____ (6),
as well.

Gary: Or if you need any help, _____ (7).

Susan: Oh, sure, great!

David: If you've got any worries or questions, _____ (8), OK?

Susan: OK. Thank you so much.

Task 4 Pair work.

Suppose you have worked in a web design company for several years. Now you are showing the new staff Cindy around.

Remember: It's not a good idea to overload (灌输) the newcomer with too much information or introduction.

Student A: a senior worker in the company

Here are some things you can say:

- Hi, Cindy. Did you get here alright?
- I'll show you around.
- Here are Kate and Sally, our receptionists.
And behind them is where we keep all the stationery.
- So upstairs is the meetings space which you can book by calling Lucy.
- I think we can probably sit about twenty people. If you need to use that, give Lucy a call.

Student B: a new employee, Cindy

Here are some things you can say:

- Yes. It's been great!
- How many people can we book in the room?
- Alright. Thank you.



English for E-commerce

Dialogue 2 Talking About Online Shopping

Alex and Johnson are talking about online shopping.

Johnson: Hey, what a nice watch!

Alex: Thanks!

Johnson: I would like to have a watch like that for myself.

Alex: Oh really? I think you would really like it. It's also very comfortable to wear.

Johnson: Yeah. Where did you get it?

Alex: I bought it online. I just did a search online and found it. It was convenient and cheap.

Johnson: But do you think online shopping is safe and reliable?

Alex: It's no problem. I usually do my online shopping on Taobao.

Johnson: You are required to register a user name first on the website, aren't you?

Alex: Yes, and you also need a password and provide your personal information.

Johnson: Does online shopping usually involve paying with a credit card?

Alex: It depends. You can use Alipay or your bank account. You can also pay after you get the product in cash if they provide that service.

Johnson: That's great. I'll have to check it out.

Task 5 Listen to a dialogue and then make correct choices according to what you hear. Put a tick (✓) on the words you choose.

Grace bought a new **watch** **phone** **coat** online. She saved **10%** **20%** **30%** doing it that way. She thought ordering stuff online was **scared** **unsafe** **safe** because she used PayPal and only bought stuff from sellers with good **reviews** **ratings** **prices**. Grace also mentioned if you didn't receive the product, **PayPal** **the seller** **the website** would return the money to you.

Task 6 Group work.

Class Survey: What have you bought online?

Do a class survey and try to find out the top categories for purchasing online.

NET FACT

Based on a survey by University of Michigan, the following are the top categories for purchasing online:

1. software 2. books 3. computer hardware 4. music 5. home electronics



Practical Reading

Think about it

- Do you think "Alibaba" is a good brand name? Why or why not?
- In your opinion, what makes a good brand name?

Passage 1 Alibaba: Open Sesame

When seeing the name "Alibaba", you might be thinking "Alibaba? Is this where the forty thieves came in?"

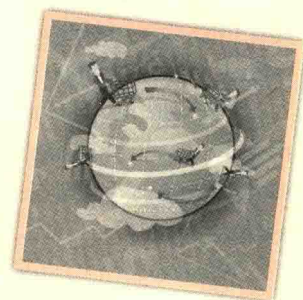
Actually Alibaba Group is a privately owned Hangzhou-based Internet family business that includes business-to-business international trade, online retail and **payment** platforms. But first: where did Alibaba, the brand name, come from? On an Internet forum, we had an interview with Alibaba.com's CEO, Jack Ma:

Lorraine Hahn: Now Alibaba... Fancy name, catchy, too! But it **conjures** up, at least to me, something to do with thieves, not **legitimate** business. Why Alibaba?

Jack Ma: One day I was in San Francisco in a coffee shop, and I was thinking Alibaba was a good name. And then a waitress came, and I said 'Do you know about Alibaba?' And she said yes. I said 'What do you know about Alibaba?', and she said 'Open **Sesame**.' And I said yes, this is the name! Then I went onto the street and found 30 people and asked them, 'Do you know Alilbaba?' People from India, people from Germany, people from Japan and China... They all knew about Alibaba. Alibaba — open sesame. Alibaba — 40 thieves. Alibaba was not a thief. Alibaba was a kind, smart businessman, and he helped the village. So... easy to spell and has global **recognition**, Alibaba's "open sesame" opens doors to small- and medium-sized companies. We also **registered** the name Alimama, in case someone wants to "marry" us!

In 1999, Jack Ma, a former school-teacher **launched** Alibaba.com from an apartment in Hangzhou, China. Alibaba.com has since grown into three online marketplaces serving the B2B (alibaba.com), B2C (china.alibaba.com) and C2C (taobao.com) marketplaces.

"Alibaba and Taobao have been much more successful in China than their competitors because they are able to **cater** their services



付款

使…变戏法般地出现
合法的

芝麻

承认

注册

创办

迎合…的要求



specifically **for** the China market," said Rein at China Market Research. "eBay, on the other hand, tried to bring what worked in the United States. But many other global-brand companies, like eBay or Google, run into this problem when they enter China: they simply do not **adjust to** local realities enough."

适应

Ma said he first used a computer 10 years ago, and he believed that the key to his success was fairly simple. "I'm not a tech guy," he said. "I'm looking at the technology with the eyes of my customers, normal people's eyes."

Alibaba.com has succeeded because it has filled a **void**. It sits in the middle of the world's **manufacturing** belt, with hundreds of thousands of factories and suppliers nearby. By targeting small- and medium-sized companies, the site, for example, allows a **mom-and-pop** toy maker in China to sell directly to a shopkeeper in San Francisco.

空白

制造业

夫妻（或家庭）经营的

In 2003, Alibaba started an **auction** website, Taobao.com, which **incorporated** an **innovative, escrow-based** online payment system, called Alipay. The system, which holds the electronic payment in escrow and **releases** the money only when the goods arrive, is necessary in China, where cash **transactions** are the norm. Well before eBay bought Skype, the system also allowed instant messaging between buyers and sellers, making the trading environment less **anonymous**.

拍卖

组建；革新的；基于第三
方暂管契约的

放开

交易

匿名的

Alibaba.com and its parent company, Alibaba Group, is Asia's greatest Internet success story and the story is still being written.

Notes

1. Lorraine Hahn: 洛林·哈恩，曾是美国有线电视新闻网“亚洲访谈”节目资深主持人。
2. Alibaba Group: 阿里巴巴集团，是成立于杭州的一家基于互联网的民营企业，业务包括B2B国际贸易，网上零售和支付平台，并以数据为中心的云计算服务。

Task 7 Read Passage 1 and judge whether each of the following statements is TRUE or FALSE.

STATEMENTS	TRUE	FALSE
1. Jack Ma named his company "Alibaba", because it is related to the thieves.	<input type="checkbox"/>	<input type="checkbox"/>