



“十二五”职业教育国家规划教材  
经全国职业教育教材审定委员会审定

徐 源 周福娟 主编

# 电子商务英语

An English Course for E-Business

- To enhance learners' basic knowledge of English
- To improve learners' vocabulary and academic reading skills in English
- To build ESP and business knowledge into learners' language studies
- To develop learners' practical skills in business and e-business contexts



苏州大学出版社  
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## 使用说明

《电子商务英语》主要供具有一定英语基础的商务及电子商务专业的高职高专学生作为专业英语教材使用,也可作为经济、贸易、管理等专业学生的英语教材和商务及电子商务从业人员的阅读和学习资料。

电子商务知识方面,本书涉及电子商务网络环境、电子商务概念、电子商务类型和收益模式、电子商务营销、电子商务安全、电子商务隐私、电子商务实施、移动商务等,涵盖了电子商务领域中的主要概念和内容,结构合理,具有较强的系统性。

英语知识方面,本书以“词汇法”(Lexical Approach)为理论依托贯穿整个教学设计,既关注巩固和强化学习者的英语基础知识,也注重培养学习者使用英语完成实践任务的能力,兼顾不同英语基础的学习者对英语能力提升的不同要求,适应学习者的多样性学习需求。

本书选材针对高等职业教育的培养目标,结合《电子商务英语》课程的特点,广泛参考现代商务和电子商务的英文资料,吸收国内外的先进成果,从英美原版资料及国内有关参考书籍与文献中选材,同时考虑到目前广大商务与电子商务企业的实际,也适当选取部分常规内容,选材内容上深入浅出,注重基础性和实用性,具有鲜明的高职特色。

本书结构比较科学,体例完整,针对高职教材“强化应用,注重实践”的要求,注重理论联系实际,具有较强的针对性和实用性,便于因材施教。全书由16个单元组成,

每单元包括两篇课文和 Practical Workshop 部分。每篇课文由课文文本、词汇表、注释、活动、练习组成。每一课文文本对应有针对性英语教学的活动和练习 5 项。Practical Workshop 部分将英语知识与日常生活和工作或电子商务有关的实践应用相结合,着重提升学习者应用英语知识完成实践任务的能力。

本书可在学生完成基础英语课程后作为专业英语课程教材使用;用作全日制教材时,建议每周开设 4 课时,适用于一学期的教学。教学中应采用“理论结合实际”的教学模式和“边讲边练,讲练结合”的方法组织教学,并安排一定比例的实践训练时间,加强学生对商务与电子商务英语实践应用能力的培养。本书提供了较为丰富的教学内容和资源,一方面便于教师组织课堂教学及学生课后自学,另一方面也支持教师结合其具体情况对教学内容加以甄选。

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### TEXT A

## Getting to Know Computers

### What is a Computer?

A computer is an electronic device that deals with information or "data". It has the ability to store, process and present data. You can use a computer to write documents, send e-mail and browse the Internet. You can also use it to handle spreadsheets, databases, presentations, games and so on.

All types of computers consist of two basic parts, hardware and software. Hardware is any part of your computer that has a physical structure, such as the monitor or keyboard. Software is any set of instructions that will be the logical mind of the PC. It is what gives the hardware and tells it how to accomplish each task.

### What Are the Different Types of Computers?

When most people hear the word "computer", they think of a personal computer. Personal computers come in many flavors and sizes, and they perform many different functions in our daily lives.

Desktop computers. Many people use desktop computers at work, home,

**Unit 1****Knowing about Computers****TEXT A****Getting to Know Computers****What Is a Computer?**

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**What Are the Different Types of Computers?**

When most people hear the word “computer”, they think of a personal computer. However, computers come in many shapes and sizes, and they perform many different functions in our daily lives.

1. Desktop computers. Many people use desktop computers at work, home,

school or the library. They can be small, medium or large in size, and usually sit on a desk. Once you add a monitor, mouse and a keyboard, you have what is typically known as a desktop computer. Most desktop computers are easy to upgrade and add new parts. Another benefit of desktop computers is the cost. If you compare a desktop and a laptop with the same features, you will find that the desktop computer is much cheaper.

2. Laptop computers. The second type of computer that you may be familiar with is a laptop computer. Laptops are the personal computers that are more portable, allowing you to use them almost anywhere. Since a laptop is smaller than a desktop, it is more difficult to access its internal components. That means you may not be able to upgrade them as much as a desktop.

3. Servers. A server is a computer that provides information to other computers on a network. A server can look like a regular desktop computer, but it can be much stronger. Many businesses have file servers that employees can use to store and share files. Servers also play an important role in making the Internet work—they are where Web pages are stored. When you use your browser to click a link, a Web server delivers the page that you request.

### PCs and Macs

Personal computers come in two main “styles”: PC and Mac. Both styles are fully functional, but they do have a different look and feel. PC began with the IBM PC that was built in 1981. After that, other companies began to make similar computers, which were called IBM PC Compatible (often shortened to PC). Today, this is the most common type of personal computer, and it typically includes the Microsoft Windows operating system. The Mac, or Macintosh computer, was introduced in 1984, and it was the first widely sold personal computer with a Graphical User Interface or GUI. All Macs are made by one company, Apple Inc., and they almost always use the Mac OS operating system.

(506 words)

## ► Words and Phrases

1. device	[di'vaɪs]	<i>n.</i>	装置, 器具
2. data	['deɪtə]	<i>n.</i>	(datum) 数据, 资料
database	['deɪtəbeɪs]	<i>n.</i>	数据库
3. retrieve	[rɪ'tri:v]	<i>vt.</i>	取回, 找回; 检索, 搜索(信息)
4. process	['prəʊses]	<i>vt.</i>	处理, 加工
		<i>n.</i>	过程; 程序
5. browse	[braʊz]	<i>vt. / vi.</i>	浏览
browser	['braʊzə]	<i>n.</i>	浏览器(软件)
6. handle	['hændl]	<i>vt.</i>	处理, 应付
7. spreadsheet	['spredʃi:t]	<i>n.</i>	电子表格
8. presentation	[,prezn'teɪʃn]	<i>n.</i>	演示, 展示; 介绍, 陈述; 外观
9. consist of			由……组成, 构成
10. hardware	['hɑ:dweə]	<i>n.</i>	硬件
software	['sɒftweə]	<i>n.</i>	软件
11. structure	['strʌktʃə]	<i>n.</i>	结构; 体系
12. instruction	[ɪn'strʌkʃn]	<i>n.</i>	指示, 指令
13. accomplish	[ə'kʌmplɪʃ]	<i>vt.</i>	完成, 实现, 达到
14. perform	[pə'fɔ:m]	<i>vt.</i>	执行, 履行; 起到(功能/作用)
		<i>vi.</i>	表现(好/坏)
15. function	['fʌŋkʃn]	<i>n.</i>	功能, 作用
functional	['fʌŋkʃənl]	<i>a.</i>	功能的; 具有功能的, 起到作用的
16. desktop	['desktp]	<i>n.</i>	桌面; 台式计算机
laptop	['læptɒp]	<i>n.</i>	便携式计算机
17. medium	['mi:diəm]	<i>a.</i>	中型的, 中等的
		<i>n.</i>	( <i>pl. media</i> ) 媒质, 媒介, 媒体

18. typically	[ 'tɪpɪkli ]	<i>ad.</i>	典型地,一般地,通常
19. upgrade	[ ,ʌp'greɪd ]	<i>vt. / vi.</i>	升级
20. compare	[ kəm'preə ]	<i>vt.</i>	比较,对比
compare ... with/to ...			把……与……做比较
21. feature	[ 'fi:tʃə ]	<i>n.</i>	特征
		<i>vt.</i>	具有……特色,以……为特色/主要内容
22. familiar	[ fə'mɪliə ]	<i>a.</i>	熟悉的
(be) familiar with ...			对……熟悉
23. portable	[ 'pɔ:təbl ]	<i>a.</i>	手提的,便携的
24. access	[ 'ækses ]	<i>vt.</i>	接近,进入;获取
		<i>n.</i>	入口,通道;进入
25. internal	[ ɪn'tɜ:nəl ]	<i>a.</i>	内部的
26. component	[ kəm'pəʊnənt ]	<i>n.</i>	成分,组件,组成部分
27. server	[ 'sɜ:vyə ]	<i>n.</i>	服务器
28. regular	[ 'regjʊlə ]	<i>a.</i>	定期的,有规律的;正常的,普通的
29. employee	[ ɪm'plɔɪi ]	<i>n.</i>	雇员
30. share	[ ʃeə ]	<i>vt. / vi.</i>	分享,共享
		<i>n.</i>	股份,份额
31. play a(n) ... role			起到……作用;扮演……角色
32. click	[ klɪk ]	<i>v. / n.</i>	点击
33. link	[ lɪŋk ]	<i>vt.</i>	联系,关联
		<i>n.</i>	联系,关联;链接
34. deliver	[ dɪ'lɪvə ]	<i>vt. / vi.</i>	递送,发送,交付,投递(信件、邮包等)
35. request	[ rɪ'kwest ]	<i>vt.</i>	要求,请求
		<i>n.</i>	要求,请求;要求,请求的事物
36. compatible	[ kəm'pætəbl ]	<i>a.</i>	兼容的
37. shorten	[ 'ʃɔ:tn ]	<i>vt. / vi.</i>	(使)变短,(使)缩短

38. common	['kɒmən]	a.	常见的;共有的;通用的
39. graphical	['græfɪkl]	a.	图形的
40. interface	['ɪntəfeɪs]	n.	界面;接口

## Notes

**Graphical User Interface (GUI):** 图形用户界面,有别于早期计算机使用的命令行界面,图形用户界面以图形方式(窗口、菜单、按键等)显示计算机操作用户接口。

## Exercises

### 1. Read the text and decide whether the following statements are True (T) or False (F).

- ① \_\_\_ Any device that can deal with data is known as a computer.
- ② \_\_\_ The two basic parts of any computer are hardware and software.
- ③ \_\_\_ Compared with laptops, desktops are not easy to upgrade.
- ④ \_\_\_ Laptops are usually cheaper and more portable than desktops.
- ⑤ \_\_\_ With a different look and feel, PCs and Macs are not equally (同等地) functional.
- ⑥ \_\_\_ PCs and Macs typically use different operating systems.

### 2. Fill in the blanks with the given words. Change the form where necessary.

compare	component	deliver	familiar
feature	handle	internal	share

- ① \_\_\_\_\_ to our small flat, Bill's house looks like a palace.
- ② Each country has the right to control its own \_\_\_\_\_ affairs.
- ③ Exercise is one of the key \_\_\_\_\_ of a healthy lifestyle.
- ④ I'm having some flowers \_\_\_\_\_ to my wife for her birthday.
- ⑤ I've only just come here; I'm still not \_\_\_\_\_ with the work.
- ⑥ None of us are close friends, but we all \_\_\_\_\_ an interest in sport.

- ⑦ One of the \_\_\_\_\_ of modern banking is its dependence on computers.  
 ⑧ Some customers are quite difficult to \_\_\_\_\_.

### 3. Choose the best answer to complete the sentences.

- ① Both products come with detailed (详尽的) \_\_\_\_\_ for use.  
 A. construction                      B. instructions                      C. structures
- ② Computers give banks the power to \_\_\_\_\_ millions of transactions (交易) a day.  
 A. process                      B. produce                      C. progress
- ③ It's becoming more and more \_\_\_\_\_ for women to keep their family name when they marry.  
 A. common                      B. ordinary                      C. routine
- ④ Our class \_\_\_\_\_ 45 Chinese students and two foreign students.  
 A. consisted of                      B. made up of                      C. was consisted of
- ⑤ To \_\_\_\_\_ more information, please call our toll-free (免话费的) number.  
 A. ask                      B. request                      C. require
- ⑥ What size shirt does he wear—small, \_\_\_\_\_, or large?  
 A. average                      B. medium                      C. middle
- ⑦ Women in developing countries \_\_\_\_\_ have their first child when they are very young.  
 A. exactly                      B. hardly                      C. typically
- ⑧ You may gain \_\_\_\_\_ to the data by typing in a user name and password.  
 A. access                      B. entrance                      C. passage

### 4. Collocation. Try to find as many collocations as you can for the words and phrases below.

accomplish:                      e.g., accomplish the task

\_\_\_\_\_

\_\_\_\_\_