

中等专业学校教材
中等职业技术教育教材

电子商务英语

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内容简介

本书内容涉及以下三个方面:计算机及网络应用基础知识,包括计算机的发展史、软硬件设备、互联网的产生与发展及相关的技术应用等;商务英语基础及外贸函电,主要包括国际贸易活动中的一些基础知识,如交付条款、合同等相关内容,国际商业书信的格式、写作要领及实用例信等;电子商务的发展动态,主要包括电子商务的基本概念、发展模式及相关技术动态。

摇摇本书可作为各类中等职业学校高年级的电子商务英语教材或高等职业学校相关专业的英语阅读材料,同时也可作为从事电子商务的人员提高英语水平的参考用书。

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前 摇 谣 言

摇摇有人说电子商务就像蒸汽机的发明开创了一个时代一样,正彻底地改变着人类的生活方式和商务运作模式,它是一种世界经济发展的潮流,是进入世界经济一体化的捷径。

摇摇从事电子商务的中等技术人员除了要具备一定的计算机及网络应用的基础知识,熟悉电子商务常识及操作外,还应具备较强的英语读写能力。~~摇摇~~拥有丰富的信息资源,直接在网上阅读英语资料比阅读译文能更早更好地得到所需的信息。目前迅猛发展的中等职业教育,其目标是培养具有较强实际操作能力的中等技术人才,为此,迫切需要适合中等职业教育特色的电子商务专业英语教材。

摇摇《电子商务英语》是根据中等职业学校教学的要求,参照电子商务专业教学计划所含知识体系组织内容的。教材的编写突出了以下三个方面:第一,选材尽量新颖,课文、阅读材料等直接摘自最新的英文资料;第二,原文风格多样,所选资料有较好的实用性;第三,文章难度适中,适合中等及高等职业学校学生学习。

摇摇本教材共 10 课,授课时间为 120 学时,其中课文内容为精读部分,教师可配合练习讲解,语法和阅读材料部分可根据实际情况进行适当的调整。学生在学习本课程之前,需要具备一定的英语基础。建议本课程开设在三年制中等职业学校高年级或高等职业学校低年级。

摇摇本书每课按照课文、生词和短语、课文注释、语法、练习、阅读材料等内容组织,旨在使学生通过阅读和练习,较系统地学习和巩固语法知识;了解当前电子商务发展过程中的相关技术,同时掌握计算机及网络知识以及电子商务的基础知识和新生词汇。

摇摇本书由全国中专电子类教材协会统一组织编写,河南信息工程学校英语科赵淑红女士任主编,河南信息工程学校英语科申绍芳女士和山东潍坊信息工程学校王秀云女士参与编写了部分内容。本书在编写过程中得到了电子工业出版社副编审兼全国中专电子类教材协会常务理事刘文杰先生的大力支持和帮助,另外将星明先生审校了本书稿,在此深表感谢。

摇摇由于经验等方面的不足,书中错漏之处在所难免,恳请各位专家及广大读者不吝批评与指正。

编 摇 者 摇 摇 摇

惓惓裁云裁染

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摇摇晕辇幸燮泽		(怨远)
摇摇则隳皂刳		(怨愿)
摇摇耘耨耨暨穰		(元垣)
摇摇硃堇舌酉苻稷造 耘耨耨暨穰河城邪则隳穰早莫		(元运)
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Lesson One

Text

The History of Computer

The history of computers starts out about 2000 years ago, at the birth of the abacus, a wooden rack holding two horizontal wires with beads strung on them. When these beads are moved around, according to programming rules memorized by the user, all regular arithmetic problems can be done. The credit for inventing the first digital calculator goes to the Babylonians because they invented the abacus.

After the abacus, Blaise Pascal is usually credited for building the first digital calculator in 1642. It added numbers entered with dials and was made to help his father, a tax collector. Pascal's machine was an adding and subtraction machine only. In the years that followed Pascal's invention, many attempts were made to invent a machine that would perform all four arithmetic functions but unsuccessful. Finally, an English mathematician named Charles Babbage conceived the idea of a machine which could carry out complicated calculations and could also be completely automatic. As a mathematician, Babbage had to deal with long calculations and was getting bored with them, so he designed his Analytical Engine. The machine was to read data and programs from cards. However, Babbage's Analytical Engine proved too complex for him to build. His idea was ahead of the technology of his time. Later, Ada Lovelace improved Babbage's Analytical Engine. Not long afterwards, William Burroughs made Burroughs Adding and Listing Machine; Herman Hollerith developed the first electromechanical punched-card tabulator.

The start of World War II produced a large need for computer capacity, especially for the military. New weapons were made for which trajectory tables and other essential data were needed. In 1942, John P. Eckert, John W. Mauchly, and their associates at the Moore school of Electrical Engineering of University of Pennsylvania decided to build a high-speed electronic computer to do the job. This machine became known as ENIAC (Electrical Numerical Integrator And Calculator). It could multiply two numbers at a rate of 300 per second by finding the value of each product from a multiplication table stored in its memory.

Fascinated by the success of ENIAC, the mathematician John Von Neumann undertook, in 1945, an abstract study of computation that showed that a computer should have a very simple, fixed physical structure, and yet be able to execute any kind of computation by means of a proper programmed control without the need for any change in the unit itself. The first generation of modern programmed electronic computers was built in 1947. They were much smaller than ENIAC physically.

From 1950 to 1980, the computer has been developed greatly. But progress in the area of

software has not matched the great advances in hardware. New programming techniques, such as object-oriented programming, have been developed to help relieve this problem.

The computer field continues to experience huge growth. Computer networking, computer mail, and electronic publishing are just a few of the applications that have grown in recent years. Advances in technologies continue to produce cheaper and more powerful computers offering the promise that in the near future, computers or terminals will reside in most, if not all homes, offices, and schools.

New Words

abacus	/ˈæbəkəs/ <i>n.</i>	算盘
rack	/ræk/ <i>n.</i>	架,行李架
horizontal	/hɒriˈzɒnt(ə)l/ <i>adj.</i>	水平的
bead	/bi:d/ <i>n.</i>	珠子
programming	/ˈprəʊgræmiŋ/ <i>n.</i>	编程
arithmetic	/əriθˈmetik/ <i>n.</i>	算术,算法
credit	/ˈkredit/ <i>n.</i>	信任,信用,声望
	<i>vt.</i>	相信,信任,把……归给
digital	/ˈdɪɡɪtəl/ <i>adj.</i>	数字的
design	/diˈzeɪn/ <i>n.</i> & <i>v.</i>	设计,构思
program	/ˈprəʊgræm/ <i>v.</i>	编程,规划
data	/ˈdeɪtə/ <i>n.</i>	数据,资料
conceive	/kənˈsi:v/ <i>vt.</i>	构思,以为,持有
	<i>vi.</i>	怀孕,考虑,设想
electromechanical	/ɪlektɹənˈmiˈkænikəl/ <i>adj.</i>	〈计〉电动机械的
punch	/pʌntʃ/ <i>v.</i>	冲孔,打孔
tabulator	/ˈtæbjuleɪtə/ <i>n.</i>	制表机,制表的人
capacity	/kəˈpæsɪti/ <i>n.</i>	容量,智力
military	/ˈmɪlɪtəri/ <i>adj.</i>	军事的
trajectory	/ˈtrædʒɪktəri/ <i>n.</i>	轨道,弹道,射线
table	/ˈteɪbl/ <i>n.</i>	表格
essential	/ɪˈsɛnʃ(ə)l/ <i>adj.</i>	主要的,根本的
multiply	/ˈmʌltɪplai/ <i>v.</i>	乘
memory	/ˈmeməri/ <i>n.</i>	存储器
fascinate	/ˈfæsɪneɪt/ <i>v.</i>	使着迷,使神魂颠倒
abstract	/ˈæbstrækt/ <i>adj.</i>	抽象的
execute	/ˈeksɪkju:t/ <i>v.</i>	执行
physically	/ˈfɪzɪkəli/ <i>adv.</i>	身体上地

software	/ˈsɒftwɛə(r)/ <i>n.</i>	软件
hardware	/ˈhɑːdweə(r)/ <i>n.</i>	硬件
relieve	/riˈliːv/ <i>v.</i>	减轻,解除,缓解
experience	/iksˈpiəriəns/ <i>v. & n.</i>	经历,经验
networking	/ˈnetwɜːkiŋ/ <i>n.</i>	网络技术
application	/æpliˈkeɪʃən/ <i>n.</i>	应用,使用,申请
publish	/ˈpʌbliʃ/ <i>v.</i>	出版,公布,发表
advance	/ədˈvɑːns/ <i>v.</i>	前进,提前
continue	/kənˈtɪnjuː/ <i>v.</i>	继续
offer	/ˈɔːfə/ <i>v.</i>	提供,贡献,出价
promise	/ˈprɒmis/ <i>v. & n.</i>	许诺,诺言
terminal	/ˈtɜːmɪn(ə)l/ <i>n.</i>	终端
reside	/riˈzaɪd/ <i>v.</i>	居住,属于,在于

Phrases & Expressions

start out	出发,动身	carry out	完成,实现,贯彻,执行
deal with	安排,处理,涉及	be ahead of	在……之前,超过
reside in	存在于,属于	if not	不然的话,即使不
be/get bored with	对……厌烦		

Notes

1. The history of computers starts out about 2000 years ago, at the birth of the abacus, a wooden rack holding two horizontal wires with beads strung on them. 本句中的“a wooden rack holding two horizontal wires with beads strung on them.”是 abacus 的同位语。“holding two horizontal wires...”是“wooden rack”的定语,而“with beads strung on them”是“with + n. + -ed/ing”做定语,修饰“wires”。

2. It added numbers entered with dials and was made to help his father, a tax collector. “a tax collector”做“his father”的同位语。同位结构是由两个或两个以上同一层次语言单位组成的结构,其中前项与后项所指相同,句法功能也相同。形成同位语的成分叫同位成分,后一同位成分通常称做前一同位成分的同位语。就内在意义来说,后一同位成分通常是对前一同位成分的说明和补充。同位语的表现形式可以是各种词组,也可以是从句。英语的同位成分以“名词词组 + 名词词组”结构最为常见。

3. digital calculator 数字计算器

4. Babylonians 巴比伦的,巴比伦人

5. ...many attempts were made to invent a machine that would perform all four arithmetic functions but unsuccessful. 本句中的“that would perform all four arithmetic functions.”是定

语从句,修饰“machine”,“but unsuccessful”做“attempts”的补语。

6. Analytical Engine 分析机

7. punched card 穿孔卡

8. ENIAC: Electrical Numerical Integrator And Calculator 电子数字积分计算机,或ENIAC 计算机。

9. Fascinated by the success of ENIAC, the mathematician John Von Neumann undertook...without the need for any change in the unit itself. 本句中“fascinated by...”是过去分词短语做原因状语,修饰“undertook”,“that showed...”是定语从句修饰“an abstract study”,“that a computer should have...in itself”是“showed”的宾语从句。

10. object-oriented programming, 面向对象程序设计,面向对象编程技术[方法][OOP]。

11. Ada Lovelace 埃达·洛夫莱斯(1816—1852),英国数学家,电子计算机的设计人之一。

12. William Burroughs 威廉·巴勒斯(1855—1898),美国发明家。

13. Herman Hollerith 赫尔曼·何勒里斯(1860—1929),美国工程师。

Grammar

复合句

英语里很多句子是复合句,书面语尤其如此。复合句的构成方法可以是把简单句连接在一起。但复合句的各个组成部分并非同等重要,其中总有一个独立小句(或称主句)和一个或多个从属小句(或称从句);主句往往可以独立存在。复合句可用两种方法构成。

1. 用连词把从句与主句连接起来

The alarm was raised (主句) **as soon as** the fire was discovered. (从句)

一发现起火,警报器就响起来。

If you're not good at figures, (从句) it is pointless to apply for a job in a bank. (主句)

如果你不擅长计算,向银行求职就没有意义。

2. 用动词不定式或分词结构

动词不定式或分词是非限定动词,并且是短语而不是从句。但它们构成复合句(而不是简单句)的一部分,这是因为它们可以用从句的形式表现出来。

To get into university you have to pass a number of examinations.

进入大学你必须通过一系列考试。(=If you want to get into university...如果你想上大学的话……)

Seeing the door open, the stranger entered the house.

那个陌生人看见门开着就进了屋子。(=When he saw the door open...当他看见门开着……)

如果主句和从句的主语相同,从句的主语须代之以相应的代词:

The racing car went out of control before **it** hit the barrier.

赛车在撞上护栏之前失去了控制。

从句中的代词可在主句的主语之前先出现。这在并列句中是不可能的。

When **she** got on the train, **Mrs. Tomkins** realized she had made a dreadful mistake.

当汤姆金斯夫人上了火车,她才知道自己犯了一个可怕的错误。

简单句句型可以通过多种多样的方式进行组合。从句可以分为以下三种:

——名词从句:He told me **that the match had been cancelled.**

他告诉我比赛取消了。

——关系从句(或形容词从句):

Holiday resorts **which are very crowded** are not very pleasant.

那些拥挤的度假场所令人感到不很愉快。

——副词从句:However hard I try, I can't remember people's names.

不管我怎样用心,还是记不住人们的名字。

Exercises

I. Answer the following questions according to the text.

1. Why does the credit for inventing the first digital calculator go to the Babylonians?
2. Who developed the first electromechanical punched-card tabulator?
3. What is ENIAC?
4. Talk about the first generation of modern programmed electronic computers.
5. How about the future of computers?
6. Talk about the history of the computer in your own words.

II. Translate the following into English.

随着算盘的诞生	串有珠子的横杆
尝试	太复杂而无法制造
比同时代的技术超前	以……速率
解决问题	在不远的将来

III. Fill in the blanks with the proper form of the given words.

design	punch	capacity	essential	fascinate
abstract	execute	relieve	experience	offer

1. Her ideas seem a little _____.
2. He _____ him on the nose.
3. I must _____ them an apology for not going to attend their get-gathering.
4. That bowl has a _____ of two pints.
5. He _____ with Buddhist ceremonies.
6. The manager assistant came here to _____ a few small commissions for the manager.
7. Some of the students had experienced what hardships meant before they entered the university.
8. This will _____ pressure on the trains to some extent.

9. What is the _____ difference between these two economic systems?

10. This machine is of bad _____.

IV. Translate the following sentences into English.

1. 因为巴比伦人发明了算盘,所以最初的数字计算器的发明应归功于他们。
2. 在帕斯卡之后,人们做了很多尝试,企图制造出能进行所有四则运算的计算器。
3. 他的想法超前于当时的技术水平。
4. 他出生时有 10 磅重。
5. 这座城市强烈地吸引住了他。
6. 他厌烦她耍小聪明。
7. 这消息使和平无望。
8. 请你告诉我们你在美洲的经历。

V. Translate the following paragraphs into Chinese.

The computer did not come into being overnight, nor was it invented by one person. It evolved gradually, over a long period, from the ideas of many people——each one building on the work of the people before him.

We do not know how human beings did arithmetic before the time of the great civilizations. Anything more than simple addition would have been very difficult, so it is fortunate that simple societies have little need of arithmetic.

But advanced cultures have always needed arithmetic. Goods must be bought and sold and measured. Taxes must be computed and collected. Soldiers have to be paid. Yet even in the advanced civilizations of ancient times——Egypt, Greece, Rome, China, the near East——calculating was a formidable task. Imagine, for instance, the problems of a Roman accountant faced with columns of Roman numerals to add up. Subtraction would have been no easier. Multiplication and division must have been nearly impossible.

Reading Material

What is a Computer in General?

A computer is a machine whose function is to accept data and process them into information. So a computer is a data processing machine. Data are facts or observations, while information is the meaning we give to data. Data flow into the machine as input. Information flows from the machine as output. The computer accepts input data, processes these data, and generates information as output.

What do we mean when we say that a computer processes data? We process ore to make metal; we process straw to make paper. The word “process” tells us that a change takes place, that the raw materials are in some way remade. Computers, in general, can add, subtract, multiply, divide, compare, copy, request input, and request output. Most calculators can do so,

too. But unlike a pocket calculator which requires direct human operation at each step, a computer processes data automatically under the control of a stored program. We should realize that computers are not intelligent. They do not know when to add, or subtract, or compare, or request input. If a computer is to work without direct human control, it must be given a set of instructions to guide it, step by step, through a process. The set of instructions to guide a computer is called a stored program. The stored program makes a computer different from a calculator and allows it to work without human intervention.

What does a computer system mainly consist of ?

What are the basic components in a computer system? A typical computer system consists of four basic components: an input device, an output device, main memory, and a processor. Secondary storage is often used to extend memory capacity. An input device, a keyboard provides data. The data are stored in memory, which also holds a program. Under the control of that program the computer’s processor manipulates the data, storing the results back into the memory. Finally, the results flow from the computer to an output device, a screen or a printer. The disk drives provide secondary storage. The physical components of a computer—the processor, memory, input devices, and output devices—are its hardware. You can see them, touch them, and feel them.

The basic building block of a modern computer is a chip, a complex, integrated electronic circuit etched on a tiny square of silicon. It is no bigger than a fingernail. Loose chips are easily broken and difficult to handle, so they are usually packaged, and mounted on boards. A computer is assembled by putting the appropriate boards into a cabinet. One board might hold the processor. Another might hold main memory, while a third might contain the electronics to link a particular input or output device to the system.

How does a computer work?

A computer is controlled by a stored program. The first step in using a computer is to copy the program and store it in memory. Then, the processor can begin executing instructions. Under the control of the stored program, data are read from the keyboard and stored in memory. The processor manipulates the data and stores the results back into memory. Finally the results are output. Memory’s contents are easy to change. Thus, when one set of data has been processed, the program can be repeated, reading and processing new data, and generating new output. Just as the data can be changed, so the program can also be changed. When a program is finished, a new one can take its place in memory, allowing the computer to process completely different data. Programs and data are different from the physical components of a computer. They exist only as electronic pulses stored in memory. Generally, programs are called software.

New Words

function	/ˈfʌŋkʃ(ə)n/n.	功能
process	/ˈprɒses/v.	处理

information	/ɪnfə'meɪʃ(ə)n/n.	信息
flow	/fləʊ/v.	流过, 流淌
generate	/ˈdʒenəreɪt/v.	产生
straw	/strɔː/n.	稻草, 麦秆
subtract	/ˈsʌbtrækt/v.	减
multiply	/ˈmʌltɪplaɪ/v.	乘
divide	/dɪˈvaɪd/v.	除
require	/rɪˈkwaɪə/vt.	要求, 需要
request	/reˈkwest/vt.	要求
operation	/ɔpə'reɪʃ(ə)n/n.	操作
automatically	/ɔ:tə'mætɪkəli/adv.	自动地, 机械地
stored	/stɔ:d/adj.	储存的
intelligent	/ɪn'telɪdʒənt/adj.	智能的
allow	/ə'laʊ/v.	允许
intervention	/ɪntə'venʃ(ə)n/n.	干预
basic	/ˈbeɪsɪk/adj.	基本的
component	/kəm'pəʊnənt/n.	成分, 组成部分
typical	/ˈtɪpɪk(ə)l/adj.	典型的
device	/dɪˈvaɪs/n.	设备
secondary	/ˈsekəndəri/adj.	二级的
storage	/ˈstɔːrɪdʒ/n.	储存
manipulate	/mə'nɪpiəleɪt/vt.	操作
disk	/dɪsk/n.	磁盘
drive	/draɪv/n.	驱动器
block	/blɒk/n.	块
complex	/ˈkɒmpleks/adj.	复杂的
integrated	/ˈɪntɪgreɪtɪd/adj.	集成的
etch	/etʃ/adj.	蚀刻
fingernail	/ˈfɪŋɡəneɪl/n.	指甲
loose	/luːs/adj.	松弛的
package	/ˈpækeɪdʒ/n.	包裹, 包起来
mount	/maʊnt/v.	堆积
appropriate	/ə'prəʊpriət/adj.	恰当的
cabinet	/ˈkæbɪnɪt/n.	柜子
link	/lɪnk/n.	连接
particular	/pə'tɪkjʊlə/adj.	尤其, 特别的
pulse	/pʌls/n.	脉冲
generally	/ˈdʒenərəli/adv.	一般地

Special Terms

input	输入	keyboard	键盘
output	输出	screen	屏幕
instruction	指令	printer	打印机
program	程序	disk drive	磁盘驱动器
stored program	存储程序	chip	芯片
main memory	主存储器	processor	处理器
secondary storage	辅助存储器	board	板
integrated electronic circuit	集成电路		

Lesson Two

Text

Computer Hardware

In normal computer terms, all physical computer equipment is considered “Hardware” and all computer programs are known as “Software”. Therefore we can say that hardware is the physical electrical and electronic parts of your computer. This includes physical equipment such as electronic, magnetic, and mechanical devices (monitor, keyboard, printer, micro chip boards, etc.).

Some of the basic parts found on an average computer system include: the System Unit or Case, the Keyboard, the Floppy Disk Drives, the Video Monitor, the Hard Disk Drive(s), the Mouse and the Printer.

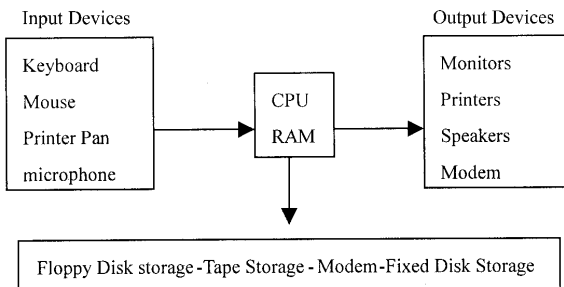
Hardware components are usually separated into four categories.

The Control device—The control device or central processing unit (CPU) is internal to the computer and not directly accessed by the user.

The Memory device—The memory device otherwise known as RAM chips is also internal to the computer and is not directly accessed by the user.

Input devices—Input devices are the parts of the computer that directly react with the outside world. They are used to put data into the computer and are basically the same as the senses (eyes, nose, ears, etc.) you use to feed information into your brain.

Output devices—Output devices also directly react with the outside world. They are used to get data from the computer. The chart below shows a breakdown of some of the more common hardware devices in the average computer.



These components are tied together in the computer system by groups of interconnecting wires called a bus. The bus provides a way for information to flow between the CPU and all other components of the computer.