**Unit Five**

**E-commerce**

**Objectives**

Students will be able to:

1. Grasp the main idea (that Electronic Commerce is the exchange of goods and services by means of the Internet) and structure of the text (introduction of the topic by the information of e-commerce; development of the article by the advantages and disadvantages of e-commerce; conclusion of the article by a statement);
2. Appreciate how the author achieves coherence of the essay;
3. Acquire the key language points and grammatical structures in the text;
4. Participate in a series of reading, listening, speaking and writing activities related to the theme of the unit.

**Suggested Teaching Steps**

Lead-in

Text A

* Word Study
* Sentence Study
* Structure

After-reading

Additional materials

**Lead-in**

**Directions: Watch a video and answer the questions.**

1) According to the video, what is e-commerce?

**A purchase of goods or services by Internet.**

2)What are the 4 categories of e-commerce?

**B2C, C2C, C2B, and B2B.**

**Text A: Electronic Commerce**

1.Electronic Commerce or e-commerce is the exchange of goods and services by means of the Internet or other computer networks. E-commerce follows the same basic principle as traditional commerce-that is, buyers and sellers come together to exchange goods for money. But rather than conducting business in the traditional way -in stores and other “bricks-and mortar" buildings or through mail order catalogs and telephone operators-e-commerce buyers and sellers transact business over networked computers.

2.E-commerce offers buyers convenience. They can visit the World Wide Web sites of multiple vendors 24 hours a day and seven days a week to compare prices and make purchases. without having to leave their homes or offices In some cases consumers can immediately obtain a product or service, such as an electronic book, a music file on computer software, by downloading it over the Internet.

3. For sellers, e-commerce offers a way to cut costs and expand their markets. They do not need to build, staff, or maintain a store; or print and distribute mail order catalogues. Automated order tracking and billing systems cut additional labour costs, and if the product or service can be downloaded, e-commerce firms have no distribution costs. Because they sell over the global Internet, sellers have the potential to market their products or services globally and are not limited by the physical location of a store. Internet technologies also permit sellers to track the interests and preferences of their customers with the customers permission and then use this information to build an ongoing relationship with the customer by customizing products and services to meet the customer’s needs.

4.E-commerce also has some disadvantages, however Consumers are reluctant to buy some products online. Online furniture businesses, for example, have failed for the most part because customers want to test the comfort of an expensive item such as a sofa before they purchase it. Many people also consider shopping a social experience. For instance, they may enjoy going to a store or a shopping mall with friends or family, an experience that they cannot duplicate online. Consumers also need to be reassured that credit card transactions are secure and that their privacy is respected.

5.A variety of businesses are conducted online, including retail businesses that sell products to consumers, service providers that sell services to consumers, auctioneers that create a marketplace for products and services and business-to-business commerce Retail transactions make up the largest part of e-commerce. Consumers car find computers, automobiles, clothing, books, music, airline and event tickets, food, and just about anything else for sale on the Internet.

6.Retail Web sites typically include electronic catalogs that describe and display products for sale. Consumers can search for individual items or randomly browse electronic catalogs, some much larger than their mail order printed counterparts. An Internet book retailer, for example, can offer millions of different book titles for sale on its Web site far more titles than could fit into a store or that could be cost-effectively included in a printed catalogue.

7.Other e-commerce businesses offer services Financial services represent a large segment of

e-commerce. For a small fee online investment brokerages trade stocks on behalf of their clients Online stock brokerages typically charge customers lower fees than traditional stock brokerages. Other sites provide consumers with a way to research and obtain mortgages and other loans online.

8.Some e-commerce sites specialize in bringing buyers and sellers together, rather than selling products from their own inventories. Online auctioneers provide sellers a way to list and display items for sale and take bids from interested buyers. An online auctioneer may bring together millions of users and feature more than 700.000 items at any given time. In exchange for the auctioneer’s services sellers pay the auctioneer a small fixed fee and a portion of the proceeds from the sale. Other sites invert this model. These sites enable bidders to name the price they are willing to pay for a particular product or service and then try to find a seller who is willing to meet that price.

9.E-commerce helps trucking and shipping companies match shipments with shippers. Before e-commerce, it was not uncommon for trucks or ships to drop off a shipment and then return to their base of operations empty. This practice was inefficient and cost the trucking or shipping company money. Specialized e-commerce software along with the Global Positioning System(GPS)enables trucking firms to track the whereabouts of their trucks at all times and make better decisions as to how their trucks are routed so they can respond efficiently and cost-effectively to companies that need their services dramatically reducing the number of trucks returning empty.

**Word Study**

Word Study:

**staff**:

v(usually passive) to be or provide the workers for an office,etc.

为……配备人员;担任……的工作人员

e.g. Our hospital is staffed by 30 doctors.

We must staff the center with men with a formal training

staff: n. the people who work for an organization员工，雇员

e.g.He spoke on behalf of all the members of the staff.

In the longer term this approach benefits staff employers and shareholders alike.

Word Study: **market**: v. to try to persuade people to buy a product by advertising it in a particular way. using attractive packaging, etc.推(促)销

e.g. School meals need to be marketed to children in the same way as other food.

If you could ever figure out how to market this, you’d make a fortune 163.

Word Study:

**retail**:

n. selling of goods, which are usually not for resale, in small quantities to the general public零售(卖) e.g. He made the sweets himself and sold them by retail.

He does wholesale business, while his brother is engaged in retail business.

retail: v. to sell goods to the public, usually through shops/stores零售

e.g. What do the family-size cartons retail at?

retailer: n. a person or business that sells goods to customers in a shop 零售商;零售店

e.g. A lot of money is spent by retailers on advertising

I enjoy a good business relationship with all the leading wholesalers and retailers in that line.

Word Study: **browse**:

v. to look through the pages of a book, magazine etc. without a particular purpose, just looking at the most interesting parts 浏览，随意翻阅

e.g. I found the article while I was browsing through some old magazines.

Every Saturday morning I browse through books in the public library.

browser: n.浏览器

e.g. They just suggest how to display the content through a Web browser

Point your browser to our website and buy a pair of jeans.

Word Study:

**mortgage**: n. an agreement in which money is lent by a building society, bank, etc. to buy a house or other property, the property being the security抵押，抵押贷款

e.g. We’re paying S900 a month on our mortgage.

This bank refused to accept any mortgage on land.

**mortgage**: n to give sb. the legal right to take possession of(a house or some other property)as a security for payment of money lent 抵押，抵押贷款

e.g. He will have to mortgage his land for a loan.

He mortgaged his house in order to start a business.

Word Study:

**specialize**: vi.(~in sth.)to limit all or most of your study, business, etc. to a particular subject or activity专攻专门研究

e.g. Graduate students specialize in a particular field of study.

The large hotel chains employ architects and interior decorators who specialize in hotel work

specialized: adj. trained, designed, or developed for a particular purpose, type of workplace, etc.专门的特别的

e.g. Beyond these, more specialized works have to be consulted.

The details of specialized subjects are beyond the scope of this text.

**Sentence Study**

1)(Para. 1) But rather than conducting business in the traditional way-in stores and other “bricks-and-mortar" buildings or through mail order catalogs and telephone operators -e-commerce buyers and sellers transact business over networked computers: But instead of doing business in the traditional way -in stores and other physical facilities or through mail order and telephone orders e-commerce buyers and sellers trade over the Internet.

【译文】电子商务与传统的交易方式不同，它没有店铺或其他“砖头水泥”建筑物等经营场所，也不通过邮购目录和话务员，而是买卖双方通过连接到互联网的计算机进行交易。

“bricks-and-mortar” buildings: here refers to the places (such as shops stands etc.) which are used to conduct traditional business. This term is used to contrast with e-commerce which does not need visible shops or stores.

(“砖头水泥"建筑物，指固定的能看得见的建筑物，这里指具体的经营场所)

2)(Para.2) In some cases, consumers can immediately obtain a product or service, such as an electronic book, a music file, or computer software, by downloading it over the Internet: Sometimes consumers can instantly get such products or services as an electronic book, a music file or computer software by means of downloading it over the Internet

【译文】有时，消费者从因特网上下载，可马上获得产品和服务，比如电子书、音乐文件，或计算机软件等等。

in some cases: in some situations sometimes在某些情况下

e.g. In some cases, output has increased more than fourfold

The visitors were courteous and, in some cases, helpful in pointing out minor errors, all of which was part of their job.

3)(Para. 3) They do not need to build, staff, or maintain a store; or print and distribute mail order catalogs: It isn’t necessary for them to build, recruit personnel for, or operate a store, or to print and hand out mail order lists.

【译文】他们无需创建店铺、配备店员、维持店铺经营，也无需印刷和分发邮购目录。

4)(Para. 3) Because they sell over the global Internet, sellers have the potential to market their products on services globally and are not limited by the physical location of a store: Because they sell their products on the world-wide Internet, sellers have the possible ability to promote their products or services all over the world and are not limited by the geographical location of a store

【译文】因为卖方通过全球的因特网销售，所以有潜力在全球范围内营销产品和服务，不会受到店铺地理位置的限制。

“physical location" here means the geographical position of a particular building

5)(Para.4) Many people also consider shopping a social experience: In most people's eyes shopping is also a social experience

【译文】许多人把购物视为一种社交体验。

6)(Para. 4) For instance, they may enjoy going to a store or a shopping mall with friends or family, an experience that they cannot duplicate online: For example, they are likely to get some special pleasure when they go to a store or a shopping mall with friends or family, and this experience is not reproduced while shopping online

【译文】比如，跟家人朋友逛店铺或购物中心的乐趣，是无法在网上享受到的。

7)(Para.5) A variety of businesses are conducted online including retail businesses that sell products to consumers, service providers that sell services to consumers, auctioneers that create a marketplace for products and services, and business-to-business commerce: Via the Internet, many kinds of deals are made ranging from selling products, selling services, auctioneers creating market places, to business-to-business commerce, which is the business between a manufacturer and a wholesaler or between a wholesaler and a retailer.

【译文】各式交易都可在网上进行，包括销售产品给消费者的零售企业，给消费者提供服务的服务业。为产品和服务创建市场的拍卖行，还有企业对企业的商务活动。

In an attributive clause “that” can be used after a noun of sth. or sb. Here "retail businesses”,

“service providers” and “auctioneers” are sb.

8)(Para. 6)Consumers can search for individual items or randomly browse electronic catalogues, some much larger than their mail order printed counterparts: Consumers can look for their own favourite products or just skim through the electronic lists, some of which have many more products than the mail order print catalogues.

【译文】消费者可以搜寻个别商品或随意浏览电子目录，有的要比同类邮购印刷品丰富许多。

9)(Para. 6) An Internet book retailer. for example, can offer millions of different book titles for sale on its Website, far more titles than could fit into a store or that could be cost-effectively included in a printed catalogue: For example, a retailer who sells books via the Internet can offer millions of different book titles on its website, which is a far greater number than a store or a printed catalogue can offer.

【译文】比如，一个网络书籍零售商可以在网站上提供几百万待售书籍的书名，远远多于一个书店涵盖的图书，或为有效控制成本而选择印刷的纸质书目。

“far more titles than could fit into a store or that could be cost-effectively included in a printed catalogue” here means the number of titles of books available on the Internet is much greater than the number a store provides or a printed catalogue can economically include.

fit into:适合(应)

e.g. Traditional roles do not fit easily into the new world.

I've been trained as a carpenter, and I think d fit into the woodcutting business.

10) (Para. 7) Other sites provide consumers with a way to research and obtain mortgages and other loans online: Other websites enable customers to research and get mortgages and other loans via the Internet.

【译文】有些网站也给消费者提供在线搜寻、获取抵押贷款及其他贷款这样的服务。

11)(Para.8) Some e-commerce sites specialize in bringing buyers and sellers together, rather than selling products from their own inventories: Some e-commerce websites act as intermediaries bringing buyers and sellers together, instead of selling products included in their own lists of goods.【译文】一些电子商务网站并不售货，而是专门撮合买卖双方。

12)(Para.9) Specialized e-commerce software along with the Global Positioning System (GPS), enables trucking firms to track the whereabouts of their trucks at all times and make better decisions as to how their trucks are routed so they can respond efficiently and cost-effectively to companies that need their services, dramatically reducing the number of trucks returning empty: With the help of the profession, a e-commerce software and the GPS trucking firms always know the locations of their trucks, allowing them to make better decisions about planning their routes. In this way, they can offer efficient services to companies with goods needing transporting. while drastically reducing the cost.

【译文】专业化的电子商务软件，连同全球定位系统，使得运输公司可以全程跟踪定位自己公司的卡车，更好地规划行车路线，以便为需要服务的其他公司提供高效的、节约成本的服务，由此大幅减少了空载而归的卡车数量。

along with sb./sth.:和……一起

e.g. She lost her job when the factory closed along with hundreds of others

另外，“along with”加在主语后，补充的内容不改变主语的单复数概念，谓语动词的单复数与主语一致句子中的“software”是单数，谓语动词用单数第三人称

e.g. She, along with hundreds of others goes to work in that big factory 166

enable sb./sth. to do sth.: to make it possible for sb.to do sth. or for sth.to happen使……能

e.g. I gave him directions to enable him to find the house.

This pass enables me to travel half-price on trains.

whereabouts: n. the place or area where someone or something is下落，去向

e.g. She has told them nothing that could shed light on her husbands whereabouts.

It took years of work to investigate the whereabouts of the art treasures.

whereabouts: adj. used to ask the general area where sb./sth.is 在什么地方，在哪里

e.g. Whereabouts did you find it?

Whereabouts did I leave my bag?

as to sth./ as regards sth.: used when you are referring to sth.关(至)于

e.g. As to tax, that will be deducted from your salary.

As to writing, we do not encourage them to scrawl too early.

**Structure**

**Structure:**

**Directions: Answer the following questions according to the text.**

1)What is the basic principle of e-commerce?

**Buyers and sellers come together to exchange goods or services for money transacting business over.**

networked computers.

2) Why can e-commerce help sellers to cut costs and expand markets?

**Because sellers do not need to build, staff or maintain a store or print and distribute mail order catalogs; and computer technologies can enable sellers to customize products and services to meet the customer's needs.**

3)Why are some customers reluctant to buy products online?

**Because some people wish to test the expensive products. some people enjoy going to a store with family and friends, and some people are concerned about the security of transactions and the protection of their privacy.**

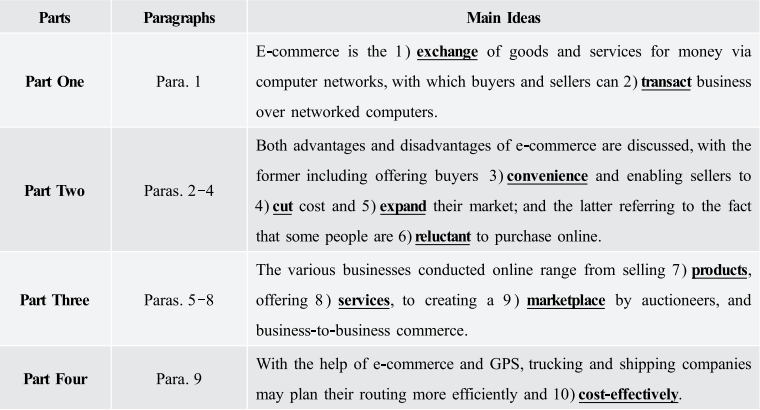
4) Why does a seller pay the auctioneer for the sale?

**A seller pays the auctioneer because the auctioneer has brought the buyer and seller together.**

5) How does e-commerce help trucking and shipping companies?

**Specialized e-commerce software, along with the GPS enables them to respond efficiently and cost-effectively to companies that need their services.**

**Directions: The text can be divided into four parts. Fill the blanks with appropriate words from the text to complete the main idea of each part.**



**Key to Exercises—Vocabulary**

1.

1）specialize 2）reassured 3）electronic 4）convenience 5）counterparts

6）automated 7）transacted 8）inventor/catalogue 9）Browsing 10）segment

2. 1) The center is staffed mostly by highly trained physicians.

2)We will try to match the applicants with appropriate vacancies.

3)The exhibition features paintings by contemporary artists.

4)Let us briefly consider how you might analyse this claim by means of the scientific method.

5)They began to regret the purchase of such a large house.

6)Despite numerous searches and enquiries, we still do not know their whereabouts.

7)Many elderly people expressed a preference to live in their own homes.

8) Becoming a donor is a simple process, but many people remain reluctant.

**Key to Exercises—Structure**

1.1）rather than accept the new rules

2）to study a foreign language rather than civil engineering

3）rather than stand up and give a speech

4）Rather than risk breaking up his marriage

5）Rather than driving around looking for somewhere to park

2. 1)He considers himself an expert in the subject.

2)People considered these workers a high-risk group.

3)Many people consider this strange creature a monster.

4)He considers this award a great honour for his family.

5)His fellow citizens consider his tenor voice the finest one.

**Key to Exercises—Comprehensive Exercises**

1）A shock 2）I interested 3）J reference 4）C hardest 5）O positive

6）H immigrants 7）F intensified 8）G vary 9）D deprived 10）K solution

2. To make a fair evaluation, we cannot stop at discussing the disadvantages of e-commerce. In many cases, customers want to experience the product before purchase. But e-commerce does not allow that. You cannot touch the fabric of the garment you want to buy. You cannot check how the shoes feel on your feet. You cannot “test” the perfume that you want to buy. In addition consumers also need to be reassured that credit card transactions are secure and their privacy is respected.

**After Reading Activity**

**Activity One Talk**

**Directions: E-commerce is the buying and selling of goods and services on the Internet. Have you ever tried it? Some shopping websites are familiar to almost everyone. Share what you know about them and your shopping experience on them with your classmates.**

**Activity Two Pair Work**

**Directions: Ten years ago, few people bought things over the Internet. Few thought it was safe. Ten years later, an estimated five out of ten Chinese youth have used a computer to buy something. What makes e-commerce so popular among us? List the advantages of e-commerce in the table below.**



**Activity Three Group Discussion**

**Directions: Every day more of us are turning to the Internet to order anything from electronic products to clothes, food to flights. E-commerce makes the street stores worried about the future of shopping. Do you think we’ll soon be doing all our shopping on the Internet? Does this mean the death of the traditional commerce? Discuss with your group members and be ready to present your idea in class.**



**Additional Materials**

**Activity One**

**Directions: As of December 2018,the number of China’s online shoppers hit 610 million. Are you one of them? Please fill out the flow chart below and describe the online shopping process.**

1. browse products

2. view product details

3. add to cart

4. confirm the order

5. fill out the shipping information

6. select the payment method

7. submit the order

**Background information**

**1. The World Wide Web**

The World Wide Web(commonly abbreviated to the “Web”) is a system of interlinked hypertext documents accessed via the Internet. With a Web browser, one can view Web pages that may contain text, images, videos, and other multimedia; and navigate between them using hyperlinks. Using concepts from earlier hypertext systems the World Wide Web was invented in 1989 by the English physicist Sir Tim Bemers-Lee, now the Director of the World Wide Web Consortium, and later assisted by Robert Cailliau, a Belgian computer scientist, while both were working at CERN in Geneva, Switzerland. In 1990,they proposed building a “web of nodes” storing "hypertext pages viewed by “browsers" on a network, and released that web in December. Connected by the existing Internet, other websites were created around the world, adding international standards for domain names and the HTML language.

The World Wide Web enables the spread of information over the Internet through an easy-to-use and flexible format. It thus plays an important role in popularizing use of the Internet. Although the two terms are sometimes conflated in popular use, the World Wide Web is not synonymous with the Internet. The Web is an application built on top of the Internet.

**2. The Internet**

The Internet is a global system of interconnected computer networks that use the standardized Internet Protocol Suite(TCP/IP).It is a network of networks that consists of millions of private and public, academic business, and government networks of local to global scope that are linked by copper wires, fibre-optic cables wireless connections, and other technologies.

The Internet carries a vast array of information resources and services, most notably, the inter-linked hypertext documents of the World Wide Web(WWW)and the infrastructure to support electronic mail, in addition to popular services such as online chat, file transfer and file sharing online gaming and Voice over Internet Protocol (VoIP)person-to-person communication via voice and video.

**3. Electronic Commerce**

Electronic Commerce, commonly known as e-commerce or E-Commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily with widespread Internet usage.

A large percentage of electronic commerce is conducted entirely electronically for virtual items such as access to premium content on a website, but most electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as E-tailers and online retail is sometimes known as e-tail Almost all big retailers have an electronic commerce presence on the World Wide Web.

**4. Business-to-Business Commerce**

Business-to-business (B2B) describes commerce transactions between businesses. such as between manufacturer and a wholesaler, or between a wholesaler and a retailer. Contrasting terms are business-to-consumer(B2C) and business-to-government (B2G).

The volume of B2B transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical supply chain there will be many B2B transactions involving sub-component or ray materials, and only one B2C transaction, specifically sale of the finished product to the end customer

**5. Global Positioning System (GPS)**

The Global Positioning System (GPS) is a Global Navigation Satellite System (GNSS) developed by United States Department of Defence and managed by the United States Air Force 50th Space Wing. It can be used freely by anyone, unless the system is technically restricted. These restrictions can be applied to spell regions by the U.S. Department of Defence. GPS can be used almost anywhere near the earth, and is often used by civilians for navigation purposes. Since it became fully operational on April 27,1995GPS has become a widely used aid to navigation worldwide, and a useful tool for map-making land surveying, commerce, scientific uses tracking and surveillance, hobbies, etc.