

# Unit 9

## Mobile Commerce

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# New Words

coin	[kɔɪn]	vt.杜撰; 创造
forum	[ˈfɔːrəm]	n.论坛
wireless	[ˈwaɪərləs]	adj.无线的
pocket	[ˈpɒkɪt]	n.衣袋, 口袋vt.装...在口袋里adj.袖珍的, 小型的
forecast	[ˈfɔːkəst]	n. & vt.预测, 预报
estimate	[ˈestɪmət]	v. & n.估计, 估价, 评估
considerable	[kənɪdərəbəl]	adj.相当大(或多)的, 值得考虑的, 相当可观的
popularity	[ˌpɒpjʊləˈrɪti]	n.普及, 流行
stationary	[ˈstetʃənəri]	adj.固定的
carnival	[ˈkɑːnɪvəl]	n.嘉年华; 狂欢节; 节日; 联欢
fair	[feɪə]	n.展销会, 商品交易会, 集市
parade	[pəˈreɪd]	n.游行
seminar	[ˈsemɪnɑː]	n.研究会, 讨论发表会
workshop	[ˈwɜːkʃɒp]	n.车间, 工场
voucher	[ˈvɔːtʃə]	n.凭证, 凭单, <美>优惠购货券
content	[kənˈtɛnt]	n.内容, 容量, 目录, 满足
ring-tone	[ˈrɪŋ.təʊn]	n.铃声
convergence	[kənˈvɜːdʒəns]	n.集合, 集中
location	[ləʊˈkeɪʃən]	n.位置, 场所, 特定区域



# New Words

emergency

[ ˌɛɪdʒənˈdʒi ]

n.紧急情况, 突然事件

pattern

[ ˈpætərn ]

n.式样, 模式, 样品

broadcast

[ ˈbrɒdkæst ]

n.广播

v.广播, 播送, 播放

impractical

[ ɪmˈpræktɪkəl ]

adj.不切实际的

bandwidth

[ ˈbændwɪð ]

n.带宽

brokerage

[ ˈbrɒkərɪdʒ ]

n.经纪人之业务, 回扣

irrespective

[ ɪrɪˈspektɪv ]

adj.不顾的, 不考虑的, 无关的

auction

[ ˈɔːkʃən ]

n. & vt.拍卖

browser

[ ˈbraʊzə ]

n.浏览器

geolocation

[ ˌdʒiələʊˈeɪʃən ]

n.地理定位

accelerate

[ ˈæksələreɪt ]

v.加速, 促进

pioneer

[ ˈpiəniə ]

n.先驱, 倡导者, 先锋

synonymous

[ ˈsɪnənɪməs ]

adj.同义的

profitability

[ ˌprɒfɪtəˈbɪləti ]

n.收益性, 利益率

micropayment

[ ˌmaɪkrəʊˈpeɪmənt ]

n.微支付, 小额支付

conception

[ kənˈsepʃən ]

n.观念, 概念

motivator

[ ˈmɒtɪveɪtə ]

n.促进因素, 激发因素

preference

[ ˈprefərəns ]

n.偏爱, 优先选择



# Phrases

**gain considerable popularity**

非常受欢迎

**mobile device**

移动设备

**on the other hand**

另一方面

**a variety of**

多种的

**digital boarding pass**

数字登机牌, 数字登机证

**move towards**

走向, 接近

**loyalty card**

(商店的) 积分卡, 购物卡

**location-based service**

基于位置的服务

**stock quote**

股票报价



# Phrases

remit money

汇款, 划拨款项

stock market

股票市场

mobile reverse auction `javascript;`

移动反向拍卖

personal computer

个人计算机, 缩写为 PC

killer application

杀手级应用

premium-rate telephone number

额外收费电话号码

stored-value card

储值卡



# Abbreviations

**ATM (Automated Teller Machine)**

自动柜员机

**IRCTC (Indian Railway Catering and Tourism Corporation)**

印度铁路餐饮和旅游公司

**4G (fourth generation of wireless mobile telecommunications technology)**

第四代移动通信技术

**SIM (Subscriber Identification Module)**

客户识别模块

**HCE (Host-based Card Emulation)**

基于主机的卡模拟

**UX (User eXperience)**

用户体验



# 难句讲解

原句

[1] Understanding the advantages and disadvantages of mobile commerce is an integral part of critical thinking to see the aspects that can turn challenges into opportunities.

讲解

本句中，**Understanding the advantages and disadvantages of mobile commerce** 是一个动名词短语，作主语。**to see the aspects that can turn challenges into opportunities** 是一个动词不定式短语，作目的状语。在该短语中，**that can turn challenges into opportunities** 是一个定语从句，修饰和限定 **the aspects**。



# 难句讲解

原句

[2] Ad technology based on demographics or geographies can help you connect with customers in the moment before they decide to make a purchase, increasing the likelihood of completing a purchase.

讲解

本句中，**based on demographics or geographies**是一个过去分词短语，作定语，修饰和限定**Ad technology**。**increasing the likelihood of completing a purchase**是一个现在分词短语，作结果状语。

# 难句讲解

原句

[3] **Whether you are launching a new product or trying to reach a new market, it is clear that mobile commerce offers significant competitive advantages for retailers.**

讲解

本句中，**Whether you are launching a new product or trying to reach a new market**是一个让步状语从句。**it**是形式主语，真正的主语是从句**that mobile commerce offers significant competitive advantages for retailers**。

# 难句讲解

原句

[4] One of the best ways to deal with both the pros and cons of mobile commerce is by building a mobile-first site or shopping mobile app so you can connect with consumers and stand out from your competitors.

讲解

本句中，to deal with both the pros and cons of mobile commerce是一个动词不定式短语，作定语，修饰和限定One of the best ways。by building a mobile-first site or shopping mobile app是表语，so you can connect with consumers and stand out from your competitors是目的状语。

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