

## ***Unit 1 The Structure of Electronic and Telecom Companies***

### **Part I More information about the unit**

Company structure is the most basic organizational characteristics of a modern company, and its essence is the company's balance of power. A standard company structure consists of various departments that contribute to the company's overall mission and goals. Common departments include Marketing, Finance, Accounting, Human Resource, and IT. These five divisions represent the major departments within a publicly traded company, though there are often smaller departments within autonomous firms. There is typically a CEO, and the Board of Directors. There are also company presidents, vice presidents, and CFOs. There is a great diversity in corporate forms as enterprises may range from a single company to a multi-corporate conglomerate.

There are four main company structures which are functional structure, divisional structure, geographic structure and matrix structure. Functional structure refers to business organized according to function. This structure is commonly used in single-program organizations and it is most appropriate for small organizations. Functional structure is efficient, but there are two disadvantages. Firstly, people are usually more concerned with the success of their department than that of the company. Secondly, separating functions is unlikely to encourage innovation. Divisional structure is also called product structure because it is based on a certain product or project. This structure is most common in multi-service companies. Normally, it is based on the divisions divided

in the firm. Divisional structure encourages internal competition. Geographic structure is used in multi-site organizations and is frequently used by networks across different geographic areas. Matrix structure covers two organizational forms: the functional and project oriented structures. In a matrix structure, there are two official reporting lines: one to the manager of the specialist function and the other to the project manager. This structure is commonly used in very large organizations, but it is very difficult to manage. Realistically, most corporations tend to have a “hybrid” structure, which is a combination of different models with one dominant strategy.

## Part II Explanation of difficult sentences in reading passages

1. It was launched in April 2008 as an online retail platform to complement the Taobao consumer-to-consumer portal and became a separate business in June 2011. (Para. 4)

**Explanation:** 此句中不定式短语to complement the Taobao consumer-to-consumer portal作目的状语，来说明“it”建立的目的。此句的中文意思是：它作为一个网络零售平台创立于2008年4月，来弥补淘宝C2C网口的不足，而且它于2011年6月开始独立经营。

2. It provides “flash sales” that offer goods at preferential price for a limited period of time. (Para. 5)

**Explanation:** 此句是一个主从复合句，其中定语从句that offer goods at preferential price for a limited period of time修饰其先行词flash sales。此句的中文意思是：它提供“快闪销售”，以优惠的价格提供限时销售商品。

3. Established in 1999, it serves as a wholesale channel for merchants doing business on Alibaba Group’s retail marketplaces to purchase products from domestic wholesalers. (Para. 8)

**Explanation:** 此句中使用了2个分词短语，过去分词短语Established in 1999用作句子的独立状语，现在分词短语doing business on Alibaba Group’s retail marketplaces作后置定语，修饰其前面的名词merchants。不定式短语to purchase products from domestic wholesalers作目的状语。此句的中文意思是：它创立于1999年，为在阿里巴巴集团旗下零售市场经营业务的商家提供从国内批发商采购产品的渠道。

4. Established in November 2007, it aims to build an online marketing platform with electric characteristics. (Para. 9)

**Explanation:** 此句中过去分词短语established in November 2007用法与前例类似，用作状语，其逻辑主语是句子的主语it，逻辑主语与分词是被动关系。介词with在此是“具有…”的意思。此句的中文意思是：它创立于2007年11月，致力于打造具有电商特色的网上营销平台。

5. In addition, Alibaba group also includes Ant Financial Services Group which focuses on serving small and micro enterprises as well as consumers and China Smart Logistics which aims to meet the current and future logistics needs of China’s online and mobile commerce sector. (Para. 11)

**Explanation:** 此句的结构比较复杂，句中谓语includes有两个并列宾语Ant Financial Services Group... and China Smart Logistics...，每个宾语都含有一个which引导的定语从句分别来修饰Ant Financial Services Group和China Smart Logistics。此句的中文意思是：除此之外，阿

里巴巴集团还包括专注于服务小微企业与普通消费者的蚂蚁金融服务集团和致力于满足现在及未来中国网上和移动商务业在物流方面的需求的中国智能物流骨干网。

## Passage 2

1. It was the “cool” phone which everyone, from businessman to middle school student to stay-at-home-mom, wanted.

**Explanation:** 此句是一个主从复合句，其中which everyone, (from businessman to middle school student to stay-at-home-mom) wanted.作为定语从句来修饰其先行词the “cool” phone。括号中的部分是同位语，进一步说明everyone的所指。此句的中文意思是：它是一种每个人都想拥有的“酷”电话，包括商人、中学生和家庭主妇等人人如此。

2. Another major strategic blunder was that its models were based on a European communications standard called GSM while roughly half the United States market used the CDMA (code division multiple access) format.

**Explanation:** 此句的主要部分是一个主从复合句：主句的主语和谓语分别是another ... blunder和is + that引导的表语从句。在表语从句中的后半部分又由while引出另一个对比状语从句。that从句中的 called GSM 是过去分词短语做European communications standard 的后置定语。此句的中文意思是：诺基亚另一个重大的战略失误是其手机以欧洲通信标准GSM为基准，而美国市场大约有一半却使用CDMA（码分多址）格式。

3. In September 2013, Microsoft announced that it would acquire Nokia’s mobile phone business as part of an overall deal totaling €5.44 billion (US\$7.17 billion).

**Explanation:** 此句是一个主从复合句，其中that 引导的从句做动词announce的宾语。此句的中文意思是：2013年9月，微软宣布收购诺基亚的手机业务，作为交易总额5.44亿欧元（7.17亿美元）的一部分。

## Part III Examples with some of the key words and expressions

### Passage 1

1. support n. 支撑（物），支持（者）；v. 支持；支撑；维持

e.g. The proposal had to be canceled because of lack of support.

这项提议因缺乏支持而被迫取消。

He climbed the steep mountain with a walking stick to support him.

他用一根拐杖支撑着来爬这座陡峭的大山。

The debater cited a few well-known sayings to support his argument.

这位辩论者引用了几句名言来支持他的论点。

2. related a. 相关的，有联系的，有亲属关系的

e.g. All the related people attended the conference.

所有相关人士参加了此次大会。

She is related to him by marriage .

她与他是姻亲。

3. affiliated a. 隶属的，附属的

e.g. The hospital is affiliated with the famous university.

这家医院附属这所著名大学。

The company has six affiliated factories.

这家公司有六个附属的工厂。

4. promote v. 促进，提升，促销

e.g. He was promoted to the general manager last month.

上个月他被提升为总经理。

The aim of the dialogue is to promote the communication between the two countries.

此次对话的目的是促进两国间的交流。

5. complement v. 补充，补足；n. 补充（物），补足物

e.g. The fine wine complements the good food perfectly.

美酒配美食最妙不过了。

There will be an oral test to complement the written examination.

将会有一场口语考试来补充笔试。

6. separate a. 分开的，单独的，各自的；v. 分开；区分；脱离

e.g. The twins are sleeping in separate beds.

这对双胞胎正在各自的床上睡觉。

Even numerous mountains and rivers can't separate their love.

即使是万水千山也隔不断他们的爱情。

7. preferential a. 优先的，优惠的

e.g. This preferential tariff policy made them earn a lot of money in the transaction.

这个优惠的关税政策让他们挣了很多钱。

Don't expect to get preferential treatment.

不要指望受到优待。

8. dedicated (to) a. 致力于，献身于，从事于

e.g. His father is dedicated to education.

他父亲献身于教育事业。

The organization is dedicated to international peace.

这个机构致力于国际和平。

9. a variety of 各种各样，多种多样

e.g. You can buy a variety of daily necessities from the market.

你可以从市场上买到多种多样的生活必需品。

She broke up with him for a variety of reasons.

她因为各种各样的原因而跟他分手了。

10. domestic a. 国内的，家庭的

e.g. My brother is engaging in domestic trade.

我哥哥从事国内贸易。

He came here for a domestic dispute.

他因为家庭纠纷而来到这里。

## Passage 2

### 1. popularity n. 普及, 流行

e.g. The popularity of the short message service is undeniable.

短消息服务的普及是不可否认的。

At the rate data is growing today, it's not surprising that cloud storage is also growing in popularity.

以目前数据增长的速度来看, 云存储越来越流行不足为奇。

### 2. respectively ad. 各自地, 分别地

e.g. These two books were first published in 1975 and 1980 respectively.

这两本书分别于1975年和1980年第一次出版。

Their daughters, Mary and Catherine, were seven and nine respectively.

他们的女儿, 玛丽和凯瑟琳, 分别是7岁和9岁。

### 3. skyrocket v. 突升, 猛涨

e.g. The price of oil skyrocketed up last month.

上个月油价突飞猛涨。

Food commodity prices continue to skyrocket in developing countries.

发展中国家的粮食商品价格继续飙升。

### 4. flock v. 群集, 蜂拥

e.g. The public have flocked to see the film.

公众蜂拥而至观看这部电影。

Birds of a feather flock together.

物以类聚, 人以群分。

### 5. blunder n. 大错, 失策

e.g. He's made an awful blunder.

他做了一件大错特错的事。

The government committed a double blunder.

政府重蹈覆辙。

### 6. attitude n. 态度, 看法

e.g. We must maintain a firm attitude.

我们必须保持坚定的态度。

Beauty is an attitude. It has nothing to do with age.

美是一种态度, 与年龄无关。。

### 7. arrogant a. 傲慢的, 自大的

e.g. One should never be arrogant even when he is at his best.

一个人绝不应该傲慢，即使在最得意时。

Flattery will only make him more arrogant.

恭维只会助长他的傲气。。

8. cooperate v. 合作，配合

e.g. We hope we can cooperate even more closely in the future.

希望我们将来能更加紧密地合作。

I advise you not to cooperate with that deceitful businessman.

我建议你不要和那个不诚实的商人合作。

## Part IV Key to exercises and scripts for listening

### Task 5:

1. Four tips are given in the passage.
2. The simplest way to conduct a research about a company is to access the company's website and read the "About Us" section.
3. Practicing an interview can help you calm your frazzled nerves and make you more confident.
4. Dress for success.
5. The proper time to get to the company is about 15 minutes before the interview.

### Task 6:

1. a communications technician
2. qualifications
3. related work experience
4. the starting salary
5. an application form

### Task 7 (Open)

### Task 8

1. Alibaba Group provides consumer-to-consumer, business-to-consumer and business-to-business sales services as well as online shopping search engines, third-party payment and cloud computing services.

Taobao.com is China's largest consumer-to-consumer online shopping platform. Tmall.com is the largest third-party platform for brands and retailers in China. Juhuasuan.com is China's most popular online group shopping website.

Alibaba.com is a marketplace for global wholesale trade while 1688.com is a marketplace for

China's wholesale trade.

2. *www.aliyun.com* renders the services of cloud computing and data management.
3. The major businesses of Alibaba Group and its related and affiliated companies are Taobao, Tmall, Juhuasuan, AliExpress, Alibaba, 1688, Alimama, Alibaba Cloud Computing, Ant Financial Services Group and China Smart Logistics.

#### Task 9

- |             |                 |                 |                 |              |
|-------------|-----------------|-----------------|-----------------|--------------|
| 1. related  | 2. promoting    | 3. a variety of | 4. affiliated   | 5. support   |
| 6. separate | 7. preferential | 8. domestic     | 9. dedicated to | 10. purchase |

#### Task 10

1. 阿里巴巴集团是一家中国电商公司。它通过入门网站提供‘消费者对消费者’，‘公司为消费者’、‘公司对公司’(C2C, B2C, B2B)的销售服务。
2. 为了促进消费者和店主之间及时沟通，淘宝推出了一种即时信息程序——阿里旺旺软件。
3. 世界各地的消费者可以通过阿里全球速卖通，以实惠的价格直接从中国批发商和制造商购买多种多样的产品。
4. 阿里妈妈网站是一个营销技术网上平台。
5. 除此之外，阿里巴巴集团还包括专注于服务小微企业与普通消费者的蚂蚁金融服务集团和致力于满足现在及未来中国网上和移动商业在物流方面的需求的中国智能物流网。

#### Task 11 (Open)

#### Task 12

- |      |      |      |      |      |
|------|------|------|------|------|
| 1. T | 2. T | 3. F | 4. F | 5. T |
|------|------|------|------|------|

#### Task 13

- |             |                      |                |                 |
|-------------|----------------------|----------------|-----------------|
| 1. 市值       | 2. 网络浏览器             | 3. 好评          | 4. 经济放缓         |
| 5. 网络运营商    | 6. mobile phone      | 7. smart phone | 8. touch screen |
| 9. software | 10. operating system |                |                 |

#### Task 14

- |   |  |
|---|--|
| 1. apply for the position of            | 2. majoring in Electronic and Information Technology |
| 3. obtained several skills certificates | 4. gained some practical experience                  |
| 5. Enclosed is my resume                | 6. offer me an opportunity to have an interview      |
| 7. your early reply                     |  |

### Task 15 (Open)

#### Scripts for Task 5:

A job interview is crucial for getting a job. Here are some tips for a job interview.

First of all, do some research about the company. The simplest way of doing this is to access the company's website and read the "About Us" section. You also can google the company to get more information. The more information you get, the higher chance of success you will have.

Then, practice interviewing. Taking some time to practice answering typical interview questions will help you calm your frazzled nerves and make you more confident. Of course, you needn't memorize responses, just remember a framework for your responses.

Besides, dress for success. Professional business clothes are always appropriate. Keep accessories and jewelry to a minimum. Iron your clothes if you can, and avoid strong perfumes.

At last, arrive on time. There is no excuse for arriving late for an interview. Try to arrive about 15 minutes before your scheduled interview.

#### Scripts for Task 6:

**HP manager:** Hello, Personnel Department of ABC Communications Company. Can I help you?

**Mr. Li:** This is Li Ming speaking. I saw your ad in *China Daily* for a communication technician. I'd like to ask whether it is still open.

**Manager:** Yes, it will be open for three months.

**Mr. Li:** What qualifications must I have for this job?

**Manager:** The applicants should be college graduates majoring in communication, and with related work experience.

**Mr. Li:** Is the job temporary or permanent?

**Manager:** It's a permanent full-time job.

**Mr. Li:** Can you tell me what the salary is?

**Manager:** Well, the starting salary is \$3,000 a month, with medical care, work injury insurance, and a paid vacation, too.

**Mr. Li:** Sounds good. How can I apply for the position?

**Manager:** You can download an application form from our website. Fill it in and email to us.

**Mr. Li:** Ok, many thanks for your information.

**Manager:** Thank you for your interest in our company. If you have further questions, you can call me at this number.... Good-bye, Mr. Li.

**Mr. Li:** Bye-bye.

## Part V Chinese translation of passages

### Passage 1

#### 阿里巴巴集团

阿里巴巴集团是一家中国电商公司。它通过入门网站提供‘消费者对消费者’，‘公司对消费者’、‘公司对公司’(C2C, B2C, B2B)的销售服务。它还提供网购搜索引擎、第三方支付和云计算等服务。阿里巴巴集团于1999年由马云在中国杭州成立。

阿里巴巴集团经营各种业务，还获得其相关联和附属的公司的业务和服务支持。它的主业和它的关联和附属公司的业务包括：

##### 1. 淘宝网站

淘宝网站是中国最大的C2C网购平台，类似于美国的e-Bay和亚马逊。它创立于2003年5月，为小公司和个体创业者开网店提供平台。为了促进消费者和店主之间及时沟通，淘宝推出了一种即时通讯软件——阿里旺旺。

##### 2. 天猫网站

天猫网站是中国最大的为品牌及零售商而设立的第三方平台。它作为一个网络零售平台创立于2008年4月，来弥补淘宝C2C网口的不足。它于2011年6月独立经营，致力于给消费者提供高质量的品牌商品。

##### 3. 聚划算网站

聚划算网站是中国最受欢迎的团购网站。它于2010年3月由淘宝推出，2011年10月独立经营。它提供“快闪销售”，以优惠的价格提供限时销售商品。

##### 4. 阿里全球速卖通网站

阿里速卖通网站是一个全球消费者零售市场。它于2010年4月成立，专攻全球零售市场，其用户主要来自俄罗斯、巴西和美国。世界各地的消费者可以通过阿里全球速卖通，以实惠的价格直接从中国批发商和制造商购买多种多样的产品。

##### 5. 阿里巴巴网站

阿里巴巴网站是一个全球批发贸易的大市场。它创立于1999年，是世界上最大的为小企业服务的网上B2B贸易平台。通过这个平台，小企业可以将产品卖到其他国家的公司。

##### 6. 1688.com

1688网站是一个在中国运营的主要网络批发平台。它创立于1999年，为在阿里巴巴集团旗下零售市场经营业务的商家提供从国内批发商采购产品的渠道。

##### 7. 阿里妈妈网站

阿里妈妈网站是一个营销技术网上平台。它创立于2007年11月，致力于打造具有电商特色的网上营销平台。它通过营销搜索、营销展示、佣金推销以及实时竞价等模式，为阿里巴巴集团旗下的卖家销售产品提供网上营销服务。

##### 8. 阿里云计算网站

阿里云计算网站是一个云计算与数据管理平台。它于2009年9月成立，旨在打造互联网数据分享最高平台。2014年2月，阿里云与东软结盟，成为了中国最大的云计算公司。

除此之外，阿里巴巴集团还包括专注于服务小微企业与普通消费者的蚂蚁金融服务集团和致

力于满足现在及未来中国网上和移动商业在物流方面的需求的中国智能物流骨干网。2014年9月19日，阿里巴巴集团在纽约股票交易所首次公开募股约3.2亿美国存托股份，筹资总额约217.7亿美元。按总商品额计算，现在阿里巴巴集团是世界上最大的网上和移动商务公司。

## Passage 2

### 衰落的信号

诺基亚是一家芬兰公司，2000年的市值接近2500亿美元，曾是移动电话的世界领军者。然而，近年来诺基亚手机已经失去了人气。2011年的第二季度，苹果和三星手机销量分别超越了诺基亚。到底发生了什么，更重要的是，诺基亚在做什么呢？

当年，随着移动电话使用量的飙升，诺基亚曾经成为最受欢迎的手机。它是一种每个人都想拥有的“酷”电话，包括商人、中学生和家庭主妇等人人如此。2005年，诺基亚开发了N系列，这是一种创新性的新系列产品，集网络浏览器、图片、音乐和视频于一体。这一创新机型使得诺基亚在打造第一代真正的智能手机的竞争中领先了一代。但在2007年，苹果推出了有智能触摸屏和复杂精密的软件和服务功能的iPhone手机。由于iPhone拥有众多好评和炫酷的声誉，顾客都蜂拥去购买。然而，诺基亚高管们却废弃了iPhone，声言他们对其设计构造印象不深。”

诺基亚另一个重大的战略失误是其手机以欧洲通信标准GSM为基准，而美国市场大约有一半却使用CDMA（码分多址）格式。一位前诺基亚总管说，“诺基亚在其成功的巅峰时决定不调整其手机适应美国市场。这是一个大错误，他们至今依然试图弥补恢复。”一位北美的网络运营商总管说，“诺基亚的态度基本上是：这是一部手机，你想要吗？诺基亚不会遵守这里的规则，从而付出了代价。”傲慢的态度和全球经济放缓进一步损害了公司的销售和盈利。

2011年2月11日，诺基亚宣布与微软合作，将采用Windows电话系统作为其智能手机的主要操作系统。2013年9月，微软宣布收购诺基亚的手机业务，作为交易总额5.44亿欧元（7.17亿美元）的一部分。2014年10月22日，微软正式宣布将诺基亚手机品牌改为微软“Lumia”（Microsoft Lumia），这意味着诺基亚手机品牌正式走入历史。

## Unit 2 Office Environment

### Part I More information for the unit

Computers are used in many fields in our daily life. From Engineers to Doctors, Students, Teachers and Government Organizations, they all use computers to perform specific tasks, for entertainment or just to finish office work. The computer has changed the way we live and work.

Office Automation is a general term that includes a wide range of applications of computer, communication and information technologies in office environments. Though automation is in a continual state of flux, the size of the market is huge, with annual investments measured in billions of

dollars. Automation has altered not only our work environment, but our every concept of work.

The technology we see today had its start in the 1960s and went through such three identifiable streams of development as computing, text processing and communication technology in succession. The most dramatic shift for business in communications technology has been the Internet. Increasing use of the Internet in the form of e-mail and websites is transforming the work environment. The Internet has broken down traditional geographic barriers to communication, opened up markets, and created an environment of almost instantaneous feedback. As the government policy of convergence makes high-speed Internet the norm, businesses will rely more and more on the Internet for their communication needs. When the 3 technologies are incorporated into an office environment, many improvements become possible.

Computers are used in many fields in our daily life. From Engineers to Doctors, Students, Teachers and Government Organizations, they all use computers to perform specific tasks, for entertainment or just to finish office work. The computer has changed the way we live and work.

#### Task 4

**Michael:** My computer is really going crazy today.

**You:** Have you tried rebooting it?

**Michael:** I think the boss would be really angry if she saw me kicking my PC.

**You:** I don't mean that you should kick your computer! Have you tried to restart it?

**Michael:** Do you think that would help?

**You:** Maybe. What error message are you getting?

**Michael:** It says that I have too much email.

**You:** How many emails do you have in your inbox?

**Michael:** About 10,000!

**You:** Leave your computer alone for a while and I will tell you how to manage your email more efficiently.

**Michael:** Professional staff should develop systems to prioritize their work efficiently.

## Part II Explanation of difficult sentences in reading passages

### Passage 1

1. Just picking up a telephone and dialing a number involves the use of a sophisticated computer system, as does making a flight reservation or bank transaction. (Para. 1)

**Explanation:** 这是一个主从复合句结构，前面主句的主语是两个动名词短语picking up a telephone and dialing a number，谓语是involves；as引领的比较从句是倒装结构，其主语是making a flight reservation or bank transaction，其谓语动词does指代前面主句中的谓语动词involves。本句的意思是：只要顺手拿起电话拨出一个号码，就涉及使用一个复杂的计算机系

统，订一张飞机票或是办一项银行业务也是如此。

2. As well, the cost of the technology continues to diminish to such an extent that computer literacy in the workplace is now expected. (Para. 2)

**Explanation:** “As well”的意思是“同样的”，相当于In addition, besides 的意思。(such...) that...引领结果状语从句。本句的意思是：还有，由于计算机技术的成本不断大幅降低，如今工作场所就要求要掌握计算机基本技能。

3. Information is the product of data processing, which includes refining, summarizing, categorizing and otherwise manipulating the data into a useful form for decision making. (Para. 3)

**Explanation:** 此句的关系代词which引导的是非限制性定语从句，用来修饰data processing。句中的otherwise的用法比较特殊，含义是You use otherwise to indicate that other ways of doing something are possible in addition to the way already mentioned，也即“还有其他”的意思。本句的意思是：信息是数据处理的产品，数据处理包括检索、总结、分类以及其他诸如将数据转化为对决策有用的形式。

4. Unlike computer software or data that can be frequently changed, modified or erased on a computer, computer hardware is not frequently changed and so is stored in hardware devices such as read only memory (ROM) where it is not readily changed. (Para. 8)

**Explanation:** 此句的主语是“computer hardware”，“unlike”是介词，意思是：“不像，和……不同”，引出一个介词短语做比较状语，其中that又引导一个定语从句指代其前的computer software or data。本句的意思是：与计算机的软件或数据可以经常在电脑上进行改变、修改或删除不同，计算机硬件是不常改变的，因此硬件被存储在不容易改变的硬件设备中，如只读存储器中。

## Passage 2

1. It refers to the varied office equipment and software used to digitally create, collect, store, manipulate, and relay office information needed for completing basic tasks and goals. (Para. 1)

**Explanation:** 这是一个很长的简单句。主语是it，谓语是refers。句中 used to...和needed for...是过去分词短语作后置定语，分别修饰office equipment and software和office information。本句的意思是：它指的是不同的办公设备和软件，用于数字化地创建、收集、存储、操作以及传送用于完成基本任务和目标所需的办公信息。

2. The LAN allows users to transmit data, voice, mail, and images across the network to any destination, whether that destination is in the local office on the LAN, or in another country or continent, through a connecting network. (Para. 2)

**Explanation:** 这是一个比较繁长的主从复合句。主句是the LAN allows users to transmit ... across...to...；从句是whether that destination is in... or in...through ...引导的状语从句。本句的意思是：局域网使用户通过连接的网络，将数据、语音、邮件和图片传输到任何地方性的办公室，无论它身处局域网内的某处，还是在与之联网的别国或大陆。

3. Both of the streams were centered around the processing of information in the office. (Para. 3)

**Explanation:** 本句的意思是：这两个技术流都集中在办公信息处理，虽然原始，但是实用。

4. At this stage, a wide range of techniques were introduced, from telex and facsimile services to services using specially conditioned TELEPHONE lines and others using sophisticated satellite links between distant points. (Para. 3)

**Explanation:** 现在分词短语 “using...” 作 “services” 和 others (services) 的定语。本句的意思是：这个阶段引进了一系列的技术，从电传和传真技术服务到利用特别专门的电话线和连接远程点之间复杂的卫星技术方面的服务。

### Part III Examples with some of the key words and expressions

#### Passage 1

1. pick up 拿起；拾起；捡起  
e.g. David picked up a pencil from the desk and began to write.  
大卫从桌子上拿起一支铅笔开始写起来。  
I would have picked it up if I had noticed it. 如果我真的看见了，早就把它拣起来了
2. make a reservation 预订  
e.g. I'll call the restaurant and make a reservation.  
我要给饭店打个电话预订座位。  
He is making a reservation of room for Mr. Black.  
他正在给布莱克先生预订房间。
3. involve n. 包含；牵涉  
e.g. Running a small grocery store involves a great deal of discipline and speed...  
经营好一个小杂货店涉及许多规矩，且要讲求速度。  
Higher positions involve greater responsibilities.  
职位越高，责任越大。
4. sophisticated a. 复杂的；精致的；富有经验的  
e.g. He is rich, extremely sophisticated and cosmopolitan.  
他很富有，老于世故，且见多识广。  
Some sign languages are very sophisticated means of communication.  
有些手语是非常复杂的沟通手段。
5. simultaneously a. 同时地  
e.g. They stood up almost simultaneously.  
他们几乎同时站了起来。  
The Windows allows a computer user to execute multiple programs simultaneously.  
Windows操作系统允许计算机用户同时运行多个程序。
6. as well也，还有  
e.g. She speaks English and Japanese as well.  
她既能说英语，也能说日语。

There may be travel expense, as well.

可能还有旅途费用。

This new career doesn't pay well, as well.

这份新工作的薪水也不多。

7. consists of 由……组成

e.g. The course consists of ten core modules and five optional modules.

这门课程包括十个核心必修单元和五个选修单元。

A whole consists of parts, the parts constitute the whole.

整体由部分组成, 部分构成整体。

8. conventionally ad. 依据惯例, 照常例

e.g. She still wore her hair long and dressed conventionally.

她还是留着长发并穿着传统服饰。

Conventionally, the purpose of reading is for meaning.

通常, 阅读的目的是了解其意。

## Passage 2

1. term n. 术语; 学期; 条款 v. 把……称为, 把……叫做

e.g. In this term, he has made a huge success.

这学期, 他取得了巨大的成功。

He has no right to term himself a scientist.

他无权自称为科学家。

2. a range of 一系列, 一套

e.g. They have designed a range of activity for this special day.

为了这个特殊的日子, 他们设计出了一系列的活动。

During their six-week voyage, researchers will employ a range of techniques to unlock some of the secrets of the giant marine mammals.

在他们为期六周的航行中, 研究者们将采用一系列的技术揭秘一些巨型海洋哺乳动物。

3. refer (to) v. 说到, 提及; 查阅

e.g. You can refer to my notes to find the exact figures.

你可以查阅一下我的笔记, 找出准确数字。

The new law does not refer to the application of information technology.

那条新法律并不涉及信息技术的应用。

4. digitally a. 用数字, 用数字处理

e.g. All the photos have been digitally stored.

所有的照片都已经进行了数字存储。

So whose idea was it to reproduce music digitally on a CD?

那么将音乐以数字化方式记录到CD上是谁的主意呢?

5. relay (to) v. 转播; 传达

- e.g. This metal tower is used to relay television signals to distant villages.  
这个金属塔是用于向遥远的村子转播电视讯号的。  
They will relay your message.  
他们会转达你的口信。
6. a variety of 很多的, 大量的  
e.g. There are a variety of good shops and supermarkets in this area.  
在这个地区有各种各样不错的店铺和超级市场。  
People change their mind for a variety of reasons.  
人们会由于种种原因改变主意。
7. integrated a. 完整的; 结合的 v.使一体化,使整合  
e.g. We are living in an integrated society.  
我们生活在一个和谐的社会里。  
They soon became fully integrated into the local community.  
他们很快就完全融入了当地社会。
8. center around 集中于; 围绕着  
e.g. From then on, his interests started to center around sports.  
从那时起, 他的兴趣开始以运动为中心。  
The meeting may center around the weather.  
这次会议有可能是围绕天气专题的。
9. transmit v. 上交; 传输; 传递  
e.g. The device is not designed to transmit to satellites.  
该设备不是为向卫星发送信号而设计的。  
Insects can transmit diseases.  
昆虫能传播疾病。
10. instantaneous a. 瞬间的; 即刻的; 猝发的  
e.g. She accidentally swallowed the poison and death was instantaneous.  
她意外地吞下了毒药,当即就死去了。  
He gave an instantaneous response.  
他立刻做出了反应。
11. norm n. 标准; 规范; 准则  
e.g. Families of six or seven are the norm in Borough Park.  
在区公园住宅区六口或七口之家十分普遍。  
Of his age, the child is above the norm in arithmetic.  
在他这个年龄,孩子的算术能力是超常的。

## Part IV Key to exercises and scripts for listening

### Task 5

1. Yes, everything he wanted was already on his desk.
2. Some of the copies came through pretty blurred.
3. She would call the senders back and ask them to get them refaxed.
4. The fax machine is out of toner. They need to change the toner cartridge.
5. She would have someone look at the machine that afternoon.

### Task 6

1. order
2. in advance
3. urgently
4. delivered
5. Speed up

### Task 7

1. microchips
2. electromechanical
3. Software
4. Monitors
5. data processing
6. memory
7. the CPU

### Task 8

1. data, information
2. Software, hardware
3. main memory, peripherals
4. Storage devices, optical disks
5. RAM, ROM

### Task 9:

1. A standard computer system consists of three main sections: the central processing unit (CPU), the main memory and peripherals.
2. The CPU
3. Peripheral devices
4. Yes.
5. By using input devices.

### Task 10

1. 只要顺手拿起电话拨出一个号码, 就涉及使用一个复杂的计算机系统, 订一张飞机票或是办一项银行业务也是如此。
2. 今天, 驱动大部分技术的计算机动力呈几何级数持续增强。计算机不仅能够处理和存储更多的信息, 而且能更快更高效地处理信息。更为重要的是, 计算机可以让你几乎同时执行多项任务。
3. 电脑这个术语是用来表述一种由电子和机电(半电子半机械)组件组合而成的设备。

4. 信息是数据处理的产品, 数据处理, 包括检索、总结、分类以及其他诸如将数据转化为对决策有用的形式。
5. 硬件系统包括内部和外部实体组件, 使电脑能够接受输入、处理输入、存储数据并产生输出。

**Task 11**

- |                               |   |
|-------------------------------|---|
| 1. communication; information | 2. electronic communication; image processing |
| 3. transmit; images           | 4. efficient; productivity                    |
| 5. Internet                   | 6. environment; concept                       |

**Task 12**

- |                       |                          |
|-----------------------|--------------------------|
| 1. 图像处理; applications | 2. 数字化的; text processing |
| 3. 集成的; telex         | 4. 办公自动系统; productivity  |
| 5. 即时反馈; facsimile    | 6. 局域网; administrative   |
| 7. 计算; norm           | 8. 自动化; transmit         |

**Task 13**

- |                    |                 |                  |                  |
|--------------------|-----------------|------------------|------------------|
| 1. the flu         | 2. a sick leave | 3. duties        | 4. doctor's note |
| 5. herewith submit |                 | 6. inconvenience |                  |

**Task 14 (Open)****Task 15**

Office equipment is essential for office automation. People may also operate them in their daily life and work. Therefore, the students must be familiar with varied kinds of office equipment. Below are some core words and phrases about office equipment and automation for reference. The aim for this survey is to get to know the English names for the office equipment, and enable the students to discuss with their partners the function of the equipment orally.

			
1	2	3	4

			
5	6	7	8
			
9	10	11	12

1. PC 2. fax machine 3. copier 4. video camera 5. printer 6. projector 7. paper shredder 8. Scanner 9. digital camera 10. Amplifier 11. louder speaker box 12. MFP

Here, PC is acronym for personal computer. Personal computers can be used for word processing, accounting, desktop publishing, spreadsheet making, and database managing, and so on. MFP is acronym for multi-function peripheral (多功能一体机), which is hardware that combines several functions in a single unit, such as a combined fax, copier, printer and scanner.

## Part V Chinese translation of passages

### Passage 1

#### 计算机系统

计算机和芯片已经成为我们日常生活的一部分。我们去的商店和办公室是在计算机的帮助下设计出来的；我们读的杂志是在计算机上生产出来的；我们支付的账单也是计算机准备出来的。只要顺手拿起电话拨出一个号码，就涉及使用一个复杂的计算机系统，订一张飞机票或是办一项银行业务也是如此。计算机在现代生活中变得越来越重要了。

今天，驱动大部分技术的计算机动力呈几何级数持续增强。计算机不仅能够处理和存储更多的信息，而且能更快更高效地处理信息。更为重要的是，计算机可以让你几乎同时执行多项任务。例如，在一台计算机上，工作人员可以同时连接几个网站，接收电子邮件，并且处理多个不同的文件。还有，由于计算机技术的成本不断大幅降低，如今工作场所就要求要掌握计算机基本技能。

电脑这个术语是用来表述一种由电子和机电（半电子半机械）组件组合而成的设备。信息是数据处理的产品，数据处理包括检索、总结、分类以及其他诸如将数据转化为对决策有用的形式。

信息是数据的形式, 程序被称为软件。组成计算机系统的电子和机械部件称为硬件。硬件系统包括内部和外部实体组件, 使电脑能够接受输入, 处理输入, 存储数据并产生输出。软件告知硬件如何执行任务。

通常, 一个标准的计算机系统由三个主要部分组成: 中央处理单元(中央处理器)、主存储器和外围设备。

(1) 中央处理器是计算机的“大脑”, 或是微型计算机的神经中枢。它的功能是执行程序指令和协调所有其他单位的活动。

(2) 电脑的主要内存也被称为“即时访问存储”。它由两部分组成: RAM(随机存取存储器)和ROM(只读存储器), 这两种芯片都包含在连接到计算机主板的电子芯片中。它是计算机的工作区域, 即微处理器存储所需信息的基本位置。没有内存, 计算机不能读取程序或保留数据。

(3) 外围设备允许从外部获取信息源, 并对运行结果进行存储和检索处理。

存储设备(软盘、硬盘或光盘)提供数据和程序的永久性存储。磁盘驱动器用于处理一个或多个软盘。输入设备使数据进入计算机的内存。最常见的输入设备是键盘和鼠标。输出设备使我们能够从系统中检索产品。显示器、扬声器和打印机是最常见的输入设备。与计算机的软件或数据可以经常在电脑上上进行改变、修改或删除不同, 计算机硬件是不常改变的, 因此硬件被存储在不容易改变的硬件设备中, 如只读存储器中。

## Passage 2

### 办公自动化

办公自动化是一个通用术语, 包括计算机、通信和信息技术在办公环境下的广泛应用。它指的是不同的办公设备和软件, 用于数字化地创建、收集、存储、操作以及传送用于完成基本任务和目标所需的办公信息。

现在, 各种办公自动化系统已应用于商务和通信。办公自动化系统集成的功能类型包括(1)电子出版; (2)电子通信; (3)电子协作; (4)图像处理; (5)办公管理。在这些系统的核心往往是局域网(局域网)。局域网使用户通过连接的网络, 将数据、语音、邮件和图片传输到任何地方性的办公室, 无论它身处局域网内的某处, 还是在与之联网的别国或大陆。OAS(办公自动化系统)使办公室的工作更有效, 从而提高生产力。

我们今天看到的办公自动化系统的技术在上世纪60年代就已经开始了, 有三个清晰的可识别的发展流。技术发展的第一个阶段是计算, 第二个阶段是在文本处理领域。这两个技术流都集中在办公信息处理, 虽然原始, 但是实用。第三个技术流是通信技术, 专注于将信息从一个地方传输到另一个地方。这个阶段引进了一系列的技术, 从电传和传真技术服务到利用特别专门的电话线和连接远程点之间复杂的卫星技术方面的服务。

也许在通信技术业务方面最重要的变化是互联网的应用。互联网打破了传统的地理障碍, 开拓了市场, 创造了一个几乎是瞬时反馈的环境。互联网的大量应用正在以电子邮件和网站的形式改变着工作环境。由于政府政策的趋同使得高速互联网的规范, 企业因通信需求将会更加依赖互联网。当这三种技术同时被引入到办公环境中时, 许多改进成为可能。

自动化不仅改变了我们的工作环境, 而且改变了我们的每一个工作理念。随着电脑和信息技

术的发展，秘书和行政助理将从办公自动化中受益很多。

**Scripts for Task 5:**

**Chris:** Hello, Lily.

**Lily:** Hi, Chris.

**Chris:** Did you put this morning's faxes on my desk? I'm waiting for some urgent faxes from the headquarters.

**Lily:** Yes, everything you want is already on your desk, but I noticed that some of the faxes came through pretty blurred. You can take a look at them. If the copy is unreadable, I'll call them back and ask them to have them refaxed.

**Chris:** Yeah, I'm afraid these copies are so light and I can't make out any of the words. How can that be?

**Lily:** Oh, I think the fax machine might be out of toner. They should change the toner cartridge.

**Chris:** Yes, and look, there are about 3 pages missing. It looks like the fax machine ate half of my important faxes.

**Lily:** Well, I guess the fax machine is out of paper too. Don't worry, I'll have someone look at it this afternoon, and in the meantime, I'll have your documents refaxed to our other fax machine.

## Unit 3 Network Technology

### Part I More information for the unit

Network technology is defined as a medium to connecting people without any geographical restrictions and time limitations. Nowadays, the network has been extended to every corner of the world, we continuously suffered various computer virus infection and hackers malicious attacks, so network security is paid more and more attention. In network security solutions, establish or firewall Settings is a very critical and effective, so how to use the link of the safety of network firewall protection, how to protect information security, also become the focus of this unit.

Cloud computing is a general term for the delivery of hosted services over the internet. Cloud computing enables companies to consume a compute resource, such as a virtual machine, storage or an application, as a utility—just like electricity—rather than having to build and maintain computing infrastructures in house. Cloud computing boasts several attractive benefits for businesses and end users.

The Internet of Things (IOT), sometimes referred to as the Internet of Objects, will change everything—including ourselves. This may seem like a bold statement, but consider the impact

the Internet already has had on education, communication, business, science, government, and humanity. Clearly, the Internet is one of the most important and powerful creations in all of human history.

## Part II Explanation of difficult sentences in reading passages

### Passage 1

1. The name cloud computing was inspired by the cloud symbol that is often used to represent the Internet in flowcharts and diagrams. (Para. 2)

**Explanation:** that引导的定语从句that is often used to represent the Internet in flowcharts and diagrams 修饰先行词cloud symbol。

此句的中文意思是：云计算这个名称，是受到云标识的启发。云标识经常在流程图和图表中用来代表互联网。

2. Companies that would normally require enormous amounts of startup capital may only need a fraction of what was previously required to succeed. (Para. 9)

**Explanation:** 此句是一个比较繁杂的复合句。主句的基本主谓结构是Companies may only need。由that引导的定语从句that would normally require enormous amounts of startup capital 修饰主句主语companies；同时a fraction of 后的what引领的从句是介词of的宾语从句。

此句的中文意思是：通常需要大量启动资金的公司现在也许只需要之前所需的一小部分就可以成功。

3. If the company can afford it, then they can have access to the full Microsoft Suite, ERP applications, CRM applications, accounting software, and a host of other applications that will improve productivity within a company. (Para. 9)

**Explanation:** 此句的主干部分是由if ... then引导的主从复合句。主句中have access to引出一长串宾语（the full Microsoft Suite ...other applications）。其后由that引出定语从句修饰其前的那一长串宾语，that在从句中做主语。

此句的中文意思是：当前，只要公司有能力支付云计算，他们就可以使用所有微软套件、ERP应用、CRM应用、会计软件以及众多其他应用，所有这些都有助于提升公司的生产力。

### Passage 2

1. As mobile operators and their partners pilot new services across multiple sectors, ranging from health to automotive, they have identified several distinctive features of the Internet of Things. (Para. 3)

**Explanation:** 句中as引导时间状语从句，ranging from...to...是分词短语做后置定语，修饰说明sectors的范围；

此句的中文意思是：在从保健到汽车等多个部门开展新服务试点过程中，移动运营商及其合伙人已经确认了物联网的若干显著特征。

2. The IOT has the potential to enable extensions and enhancements to fundamental services in transportation, logistics, security, utilities, education, healthcare and other areas, while providing a new ecosystem for application development. (Para. 9)

**Explanation:** 此句前半部分是一个比较繁杂的简单句，其主谓语骨架为The IOT has the potential to enable extension and enhancement to...，后跟的介词in 列举出不同的领域。最后面的while引导的是现在分词短语（providing a new ecosystem...）做伴随状语，此while也可省略。

此句的中文意思是：在为应用开发提供新生态系统的同时，物联网有潜力延伸到运输、物流、安全、共用设施、教育和保健等领域，并提升这些领域的基础服务水平。

### Part III Examples with some of the key words and expressions

#### Passage 1

1. trend n. 趋势；时尚，时髦

e.g. The rise, the first in 10 months, reversed the downward trend in Belgium's joblessness rate.  
10个月来失业率的首次上升逆转了比利时失业率下降的趋势。

The record has already proved a success and may well start a trend.

该唱片已证明大获成功，并且很可能会引导潮流

2. on-demand n. 应需求

e.g. In an on-demand environment, the database schema may be different.

在一个应需求提供的环境中，数据库模式可能有所不同。

This utility enables on-demand deletion of alerts and packet log data from your database.

该实用程序可按需求删除数据库中的警报和数据包日志数据。

3. inspire v. 激励；鼓舞；启迪

e.g. These herbs will inspire you to try out all sorts of exotic-flavoured dishes!

这些香草会激发你去品尝各种异国风味的菜肴！

The book was inspired by a real person, namely Tamara de Treaux.

那本书的灵感源于一个真实人物，即塔玛拉·德特罗。

4. be responsible for 对……负责

e.g. We cannot be responsible for loss or damage through the post or handling.

我们对邮寄或处理中造成的丢失或者损伤不负责。

They should be responsible for planning and carrying out the financial policies of the company.

他们要对公司的财务政策的计划与执行负责。

5. access v. 接近，进入；使用，接近

e.g. They now have access to the mass markets of Japan and the UK.

他们现在进入了日本和英国的大众市场。

The country has no access to foreign loans or financial aid.

该国得不到任何外国贷款或经济援助。

6. diversified a. 多样化; 多元化;

e.g. At present, social demands are more comprehensive and diversified.

目前, 社会需求更加全面和多样化。

With a rapid development of China's economy, demand for diversified financial services in community becomes increasingly vigorous.

随着中国经济的迅速发展, 社区多样化的金融服务需求越来越旺盛。

7. no longer 不再, 已不

e.g. When a thing has been used, it is no longer new.

当一件东西被用过, 就不再是新的了。

The construction industry is no longer as depressed as it was.

建筑业不再像以往那样萧条了。

8. invest v. 投资

e.g. He invested all our profits in gold shares.

他把我们所有的收益都投资在黄金股上了。

They had the foresight to invest in new technology.

他们有投资新技术的远见。

9. owing to 由于, 因为;

e.g. He was out of work owing to a physical injury.

他因为身体受伤而失业了。

Owing to the help from his comrades, he has made rapid progress.

由于同志们的帮助, 他进步很快。

10. enormous a. 巨大的; 庞大的

e.g. It is an enormous challenge but we hope to meet it within a year or 18 months.

这是一个巨大的挑战, 但是我希望能够在1年或1年半的时间内应对它。

It was an enormous task that affected every stratum of society.

这是一项影响到社会各阶层的重大工作。

## Passage 2

1. an array of 一批; 一系列; 大量

e.g. The store had quite an array of leather shoes in stock.

这个商店有相当一批皮鞋现货。

We visited the local markets and saw wonderful arrays of fruit and vegetables.

我们游逛了当地市场, 看到了排列美妙的一堆堆水果和蔬菜。

2. have an impact on 对……有影响, 对……起作用, 产生效果

e.g. Society begins to have an impact on the developing child.

社会开始对成长中的孩子产生影响。

One of the main objectives of academic research is to have an impact on society and its development.

学术研究的主要目的之一是对社会及其发展产生影响。

3. underpin v. 支撑；支持；巩固

e.g. UK businesses and governments rely on sound financial knowledge to underpin their strategies for success.

英国商业和政府依靠健全的金融知识巩固了取得成功的策略。

Additional investments in staff training and information technology underpin these proposals.

对员工培训和对信息技术的补充投资都是对这些建议的支持。

4. pilot v. 试点；试验

e.g. We are now piloting through Parliament a new strategy to tackle youth crime.

我们正通过议会来施行处理青少年犯罪的一项新策略。

The trust is looking for 50 schools to pilot a programme aimed at preparing teenage pupils for work.

该信托基金机构正在寻找50所学校，以试行一个旨在帮助青少年学生做就业准备的项目。

5. range from... to ... 从……到……

e.g. The room rates at this motel range from \$30 to \$50 per day.

这家汽车旅馆的房价为每天三十到五十美元不等。

The plants range from Canada to Mexico.

这种植物分布于加拿大到墨西哥之间。

6. distinctive a. 独特的；有特色的，与众不同的；

e.g. This is a city that has distinctive culture and historical bequest.

这是个有着独特文化和历史遗产的城市。

A social group within a national culture has distinctive patterns of behavior and beliefs.

一个民族文化内部的社会团体都有着其鲜明的行为方式和信仰。

## Part IV Key to exercises and scripts for listening.

### Task 5

1. The world might not yet be ready for the Internet of Things.
2. It will greatly change our life.
3. Nearly 26 billion devices will be on the Internet of Things.
4. They will communicate with each other to make even simple decisions.
5. The fridge itself will contact the delivery service.

### Task 6:

1. How long have you had it
2. interactive games
3. download games from the Internet
4. Worth
5. an arm and leg

**Task 7:**

1. Internet-based
2. basic infrastructure
3. simple-to-use applications and services.
4. platform and applications
5. resource wastage

**Task 8:**

1. symbol
2. is responsible for
3. accesses
4. upgrade
5. accessible

**Task 9:**

1. Cloud computing, also on-demand computing, is a kind of Internet-based computing that provides shared processing resources and data to computers and other devices on demand.
2. Cloud computing services are broadly divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS).
3. SaaS service providers deploy application software on the server, users on demand ordered from the manufacturer via the Internet, service providers charge based on customer's needs, and provide customers with the software through a browser.  
 PaaS: Manufacturers provide a development environment, server platforms, hardware resources services to customers, customers develop their own application and pass through its servers and the Internet to other customers.  
 IaaS: The memory, I/O equipment, storage and computing power are integrated into a virtual pool of resources to provide the required storage resources and virtual server for the whole industry and other services.
4. The greatest benefit cloud computing can bring to users is that it offers flexible, personalized, diversified and simple-to-use applications and services.
5. With cloud computing, small and medium enterprises no longer need to invest heavily in buying and installing computer hardware and software, constructing computer rooms and employing

maintenance staff. They can avoid resource wastage caused by excessive deployment owing to overestimation of service popularity, or loss of potential customers because of insufficient service provision.

**Task 10:**

1. 云计算，也称为按需求的计算，是一种基于互联网的计算。它像电网一样，为有需求的计算机和其他有需求的设备提供共享的处理资源和数据。
2. 云计算是一个通用术语，用于描述所有通过互联网提供的代办服务。
3. 一种涉及外包基础设施和平台（Window和 Unix）的服务模式。
4. 有了云计算，大多数用户不再需要持续不断地购买或升级硬软件。
5. 云计算被誉为未来之途。云技术打开了让应用及技术比前几年更易得易用的大门。

**Task 11:**

1. The Internet of Things
2. enterprises
3. life-enhancing
4. mobile networks
5. productivity

**Task 12:**

1. 无线通信
2. 收发器
3. 能源效率
4. 提升生活质量的服务
5. 移动网络
6. The internet of things
7. information industry
8. global distribution
9. value-added services
10. ecosystem

**Task 13:**

1. On behalf of
2. annual meeting
3. make a speech
4. delighted
5. convenience

**Task 14: (Open)**

**Scripts for Task 5:**

A top technology analyst has warned that the world might not yet be ready for what is called the Internet of Things. This is the next stage of the digital and technological revolution. It will greatly transform our lives via the interconnectedness of all the devices, services and appliances we use in our daily life. The technology research company Gartner predicts that by 2020, nearly 26 billion

devices will be on the Internet of Things. All of these things will communicate with each other to make even simple decisions, like ordering a new carton of milk, a seamless experience. The fridge will simply contact the delivery service when it senses stocks need replenishing, and hey presto – no need to go shopping.

### Scripts for Task 6:

**Jack:** Check it out! Our computers are on sale! Hello!

**Lily:** Oh, Hi, I'm just looking. I have a computer already.

**Jack:** 1. \_\_\_\_\_?

**Lily:** Five years. Works like a charm.

**Jack:** Five years? What a dinosaur! I can't believe you still use it.

**Lily:** It's fine for surfing the internet and write the documents...

**Jack:** Do you like to play 2. \_\_\_\_\_?

**Lily:** Well, I'm not interested in it.

**Jack:** Today's computer graphics are so realistic. And you can 3. \_\_\_\_\_.

**Lily:** Oh, yeah, the Internet thing. I'd like to get that some day.

**Jack:** Why not today? Live in the 21st century with a new system.

**Lily:** But my parents gave me that computer when I started grad school. Can't I just upgrade it?

**Jack:** Even if it's possible, it won't be 4. \_\_\_\_\_ it.

**Lily:** I used it to write my thesis. The hard drive has almost 20gigabytes!

**Jack:** Today's have 80 to 500gigabytes.

**Lily:** But it was so expensive, over 8,000 yuan. It must be high quality.

**Jack:** Now, computers with high configuration 5. \_\_\_\_\_.

## Part V Chinese translation of passages

### Passage 1

#### 云计算

在这个新技术趋势起落日变的世界，有一个新趋势却会更加经久不衰，它就是我们称之为的云计算，而且它还会改变你使用电脑和互联网的方式。

云计算，也称为按需求的计算，是一种基于互联网的计算。它像电网一样，为有需求的计算机和其他有需求的设备提供共享的处理资源和数据。云计算这个名称，是受到云标识的启发。云标识经常在流程图和图表中用来代表互联网。

云计算是一个通用术语，用于描述所有通过互联网提供的代办服务。这些服务大体上可分为三类：基础设施即服务、平台即服务和软件即服务。

#### 1. 基础设施即服务

一种涉及外包用于支撑经营运作的基础设施的服务模式，基础设施包括存储、硬件、服务器

和网络组件。

该服务提供者拥有基础设施设备并负责其房舍、运营和维护。客户每次使用后进行支付，并且使用自己的平台（Window和 Unix）及应用系统。

### 2. 平台即服务

一种涉及外包基础设施和平台（Window和 Unix）的服务模式。这种模式可以免除为配置应用设备而采购和管理基础硬软件的成本和麻烦。这些设施该模式都可提供。客户使用自己的应用程序操作。

### 3. 软件即服务

该服务模式也称为“应需求软件”，涉及外包基础设施、平台和软件。客户可以通过互联网使用应用程序。

云计算为使用者带来的最大好处是，它能提供灵活、个性化、多样化并易于使用的应用和服务。有了云计算，大多数用户不再需要持续不断地购买或升级硬软件。有了云计算，中小型企业不再需要大量投资购买和安装计算机硬软件，建设机房和雇佣维护人员。他们可以避免由于高估服务量而造成资源配置过度从而导致资源浪费，或者由于服务量不足而失去潜在客户。

云计算被誉为未来之途。云技术打开了让应用及技术比前几年更易得易用的大门。通常需要大量启动资金的公司现在也许只需要之前所需的一小部分就可以成功。当前，只要公司有能力强支付云计算，他们就可以使用所有微软套件、ERP应用、CRM应用、会计软件以及众多其他应用，所有这些都有助于提升公司的生产力。

云计算的过去是令人瞩目的，云计算的未来会更加辉煌！

## Passage 2

### 物联网（IOT）

过去几年里，无线通信和网络领域的一个新范式在学术界和产业界获得了越来越多的关注。这个新范式就是凯文·艾什顿在1998年首次提出的物联网（IOT）。通过将短距离移动收发装置嵌入到大量附加装置和日用品中，形成人与物和物与物之间新的交流形式，物联网给信息与通信世界增加了一个新的维度。因此，“物联网”被称为继计算机与互联网之后，全球信息产业的第三次浪潮。

虽然物联网最终会对消费者、企业和整个社会产生巨大的影响，但它目前仍处于发展的早期阶段。对于消费者来说，物联网的潜力在于能够提供解决方案来显著改善能源效率、安全、健康、教育和日常生活的其他方面。对于企业来说，在提升制造业、零售业、农业和其他部门的决策和生产力方面，物联网可以为解决方案提供支持。

在从保健到汽车等多个部门开展新服务试点过程中，移动运营商及其合伙人已经确认了物联网的若干显著特征。人们普遍认识到这一新生机遇的独有特性，会有助于加快该市场的发展。这五个显著特征是：

1. 物联网可以在多个基础经济部门掀起下一波提高生活品质服务的浪潮。
2. 满足客户需求可能需要全球化的配送模式和全球一致的服务。
3. 物联网为支持大规模全球部署的新型商业模式带来了机遇。
4. 大部分收入来自提供增值服务，且移动运营商正在建立新设施，来实现这些新兴服务

领域。

5. 设备和应用程序的运行将对移动网络提出多样化的新需求。

物联网预示着个人生活品质和企业生产力方面的阶段性飞跃。在为应用开发提供新生态系统的同时，通过广泛分布的、由智能设备构成的本地智能网络，物联网有潜力延伸到运输、物流、安全、共用设施、教育和保健等领域，并提升这些领域的基础服务水平。

## Unit 4 The Development of Communication Technology

### Part I More information about the unit

#### 1. Pony express

The Pony Express was a mail service delivering messages, newspapers, mail, and small packages from St. Joseph, Missouri, across the Great Plains, over the Rocky Mountains and the Sierra Nevada to Sacramento, California, by horseback, using a series of relay stations.

Officially operating as the Leavenworth and Pike's Peak Express Company of 1859, in 1860 it became the Central Overland California and Pikes Peak Express Company; this firm was founded by William H. Russell, Alexander Majors, and William B. Waddell, all of whom were notable in the freighting business.

During its 19 months of operation, it reduced the time for messages to travel between the Atlantic and Pacific coasts to about 10 days. From April 3, 1860 to October 1861, it became the West's most direct means of east-west communication before the telegraph was established and was vital for tying the new state of California with the rest of the United States.

2. Information – Communication Technology (ICT) is a general expression for a variety of different computer, information and communication devices, applications, network and services. Communication Technology has become important in our daily lives. Both individuals and businesses use communication technology to get what they need. However, it also has its downsides. Communication technology in an organization involves things like Voice mail, Email, Teleconferences and Compressed video, GDSS (Group Decision Support System).

#### ADVANTAGES OF COMMUNICATION TECHNOLOGY IN AN ORGANIZATION

**Speeds the sending of information:** Communication technology tools like electronic mail and text messaging systems, speed up the sending of information within and outside of the organization. Also with the use of decentralized computing systems, sharing of information within an organization is very fast because all data is accessed from one central unit "Database" and it is shared across different departments within the organization.

**Improves organizational communication:** Communication technology helps in the creation of a shared information environment in an organization. Organization information is organized in one central location, allowing anyone access that information as they need. Also technologies like electronic mail will enable low level employees to communicate with the manager without any need of having a dedicated time for meeting. This allows information to flow easily from the bottom to the top without any barriers.

**Speeds decision making in an organization:** Since communication technology speeds the transfer of information, employees in an organization can easily consult each other and analyze information in a shortest period and make a decision. Also with the use of (OLAP) (Online Analytical Processing), employees can perform queries on a database to get data about a specific client or matter and make a quick decision based on the data retrieved from the database about that specific client or matter.

**Increases participation in organizational processes:** Every employee will have a specific task to complete and all this can be monitored remotely by the manager. So all parties will be active since their work is being made simple by easy communication. Employees who are shy to ask for advice and help, will use tools like electronic mail or instant text messaging services to ask for help from their workmates within the organization, they can also use the same media to participate in decision making and creative design challenges.

**Influences the way people interact in organizations:** Let's look at an organization where you only see the operations manager twice a week, by the time he comes, everyone will need to speak to them and they will have less time for each of you. But with electronic mail, you can simply draft an email and send it to your superior or workmate. In this case, they don't have to stop what they're doing to attend to your matter, but you will get an instant reply and continue with your work.

**Structures organizational life:** Communication technology puts everything where it is supposed to be. No need to see papers and files everywhere in the office. All data is stored on the database, and you will have less paper work in the organization which makes life easier at work. Also the organization will spend more time on other productive sections since the time to organize their data is saved by technology.

**Supports open discussions:** Most organizations have used the internet to create organizational forums where members of the organization can discuss various issues and get a solution. In this case members can make suggestions on areas of improvement within the organization.

**Eliminates stereotypical classifications:** according to Urban Dictionary, Stereotypical is a term used to define all people of a certain belief into a mostly negative category that may only reflect a selected few of the racial demographics. With communication technology, all this will be eliminated because there is no face-to-face communication. Stereotyping of employees can result into poor performance and lack of self-esteem amongst employees, so it is a wrong character.

**Provides a voice to those who normally would not speak up in groups:** Face-to-face communications tends to be difficult to some people, so the use of communication technology

will help them communicate effectively at work. Some employees might have a fear of face-to-face expression, but these employees might have relevant suggestions or contributions which can help the organization grow, so they can easily use technological tools like electronic mail to voice out their concerns.

#### DISADVANTAGES OF COMMUNICATION TECHNOLOGY IN AN ORGANIZATION:

**Poor substitute for face-to-face (ftf) communication:** Since employees are using machines to communicate, they get less time to talk to each other and know each other better. This has resulted into increased bad relationships at work. Even though the shy ones will benefit from this technology, they will also be denied the chance to learn how to interact with others.

**Difficulty Training Employees:** If an organization deploys a new communication technology system, they will have to pay an extra fee to train employees in the organization to use that technology effectively. Sometimes some employees will not learn as fast as others which might lead to job losses.

**Expensive:** It can be very expensive to install a new communication technology system in a very big organization. Let's say that an organization has over 50 employees and they want them to access information from a centralized location. They will have to create a strong database which will handle all the queries made by these employees in a minute as well they have to buy a computer for each of these employees.

**Not Safe:** Since information has been centralized under one database, it is exposed to people with wrong intention within the organization. Also information can be attacked by a hacker or a virus and all data will be lost in a minute. So the organization must pay an extra cost to keep this information safe.

## Part II Explanation of difficult sentences in reading passages

1. In the 21st century, the Internet has become such a pillar of communication that it appears it will remain the nucleus of all current and future developments within the industry. (Para. 2)

**Explanation:** 这是一个结构比较复杂的复合句。句中含有 such...that...结构，意为“如此/那么……以致”。第一个that 为连词，引导结果状语从句it appears (that) it will remain...，而此状语从句it appears之后又由其形式主语it引出一个主语从句，指代谓语动词appears的实际内容。后面引出实际主语从句it will remain...，其前省略了连词that。remain 为系动词作谓语。nucleus 为名词作表语。此句的中文意思是：在21世纪，互联网已成为通讯的支柱，它似乎将会持续成为通讯行业现有和未来发展的核心。

2. Wireless communication, also known as WiFi (wireless fidelity) or WLAN (wireless local area network), uses low-power radio waves to transmit data over distances from one device to another without the use of wires, allowing senders and recipients to access information while on the move. (Para. 3)

**Explanation:** 此句的结构比较繁杂，其主谓语为 Wireless communication uses。句中 also known as WiFi (wireless fidelity) or WLAN (wireless local area network) 为同位插入语，解释主语 Wireless communication 的具体内容。to transmit...over...from...to...without ... 为不定式短语，作谓语动词 uses 的目的状语。allowing...to access information 为现在分词短语作伴随状语。while 为连词，引导状语从句，句中省略了前句中使用的主语 senders and recipients。此句的中文意思是：无线通讯，也称为 WiFi (wireless fidelity 的缩写，即无线保真)，或称为无线局域网 (WLAN wireless local area network 的简称)，使用低功率无线电波在设备间远距离传输数据，让数据发出者和接受者在移动中也能获取信息。

3. Senders can not only send a direct message but also attach images and documents to the email, giving recipients immediate access to information that might otherwise take days to receive and even longer to edit or update as necessary. (Para. 4)

**Explanation:** 此句是一份比较繁长的复合句，前半部分为主句，后半由 that 引导出定语从句，修饰先行词 information。主句中含有 not only...but also... 并列结构，意为“不但……而且……”，giving... 为现在分词短语作伴随状语，且 giving 为双宾动词。recipients 为间接宾语，access 为直接宾语。that 引导的定语从句修饰先行词 information。此句的中文意思是：发送邮件者不仅可以直接发送信息，还能附上图片或者文件，让邮件接收者可以立即获得可能本要好几天才能收到的邮件，甚至是本需要更长时间编辑或更新的内容。

4. These cellular phones have a multitude of features that not only allow you to communicate while on the go in a number of different ways, but give you Internet access, keep track of appointments, and allow you to add features and applications for every need (or desire) you can think of. (Para. 5)

**Explanation:** 此句中 that 引导定语从句，修饰先行词 features。not only...but (also)... 引导并列补足语 to communicate, but give ...keep...and allow ...。while 为连词，引导状语从句 while on the go, 其中省略了主谓语 you are。You can think of 为定语从句，关联词 that 被省略。此句的中文意思是：这些手机有许多特点，不仅可以让你外出旅行时用多种不同方式与人沟通，还可以让你上网，跟踪约会安排，还能根据你能想到的（或希望的）每一个需求来添加特性和应用。

## Passage 2

1. While it may only take a driver a few seconds to read a text message, during that time his vehicle could have traveled the length of a football field without his eyes on the road. (Para. 2)

**Explanation:** 此句中 while 为连词，引导状语从句。it 为先行主语，代表后移作主语的不定式 to read ...。主句中 could have travelled 表述的是虚拟情节，故使用虚拟语气 could have traveled。此句的中文意思是：司机看一条短信可能只要几秒钟，但就在这几秒钟的时间内司机的眼睛却不在看路，它驾驶的汽车却已驶出一个足球场的距离。

2. In addition, these social networks sometimes replace a small number of strong social connections with a larger number of much shallower connections, leading to situations where a user may have large numbers of “friends” but few actual real-world companions. (Para. 4)

**Explanation:** 这是一个主从复合句。主句的主谓语为networks...replace, leading引出现在分词短语, 作伴随状语。where为关系副词, 引导定语从句, 修饰先行词situations。此句的中文意思是: 而且, 这些社交网络有时使技术玩家本来已有的少量很深刻的社会关系被大量的肤浅得多的联络所取代, 产生的后果却是一个玩家肯会有众多的“朋友”, 却只有很少的真实世界的伙伴。

3. If an outsider manages to compromise an email account or application, he may gain access to months or even years of correspondence. (Para. 5)

**Explanation:** if这是由if引导条件状语从句的主从复合句。to compromise 为不定式, 作宾语, 这里不是常见的“妥协”含义, 而是“盗取”的含义。gain access to是指获得进入渠道。此句的中文意思是: 如果一个局外人能够盗取电子邮件账户或应用, 他就可能进入账户窥视几个月甚至几年的信件。

### Part III Examples with some of the key words and expressions

#### Passage 1

1. advanced a. 先进的; 高级的; 发达的

e.g. It is a superpower equipped with the most advanced military technology in the world.

它是一个拥有世界上最先进的军事技术的超级大国。

The course is suitable for beginners and advanced students.

该课程适合初学者和高阶学生。

Agricultural productivity remained low by comparison with advanced countries like the United States.

与美国等发达国家相比, 农业生产率仍很低。

2. pillar n. 柱子, 柱形物; 栋梁

e.g. These are the pillars supporting the roof.

这些是支撑屋顶的柱子。

The pillar of her economic policy was keeping tight control over money supply.

她的经济政策的核心就是严格控制货币供应。

My father is a pillar of the community.

我父亲是这个社区的顶梁柱。

3. nucleus n. 核, 核心

e.g. Neutrons and protons are bound together in the nucleus of an atom.

在原子的核内, 中子和质子聚合在一起。

Matt Cummings and LikoSoules-Ono form the nucleus of the team.

马特·卡明斯和莱克·索尔斯-奥诺形成这个团队的核心。

4. invaluable a. 无价的; 非常贵重的

e.g. I was able to gain invaluable experience over that year.

在那一年里我获得了十分宝贵的经验。

5. luxury n. 奢侈, 奢华; 奢侈品

e.g. By all accounts he leads a life of considerable luxury.

从方方面面来讲, 他都过着极为奢侈的生活。

He could not afford luxury food on his pay.

凭他的薪水, 他吃不起奢侈的食品。

6. immediate a. 立即的; 直接的; 最接近的

e.g. These tragic incidents have had an immediate effect.

这些悲惨事件已经有了立杆见影的结果。

Relief agencies say the immediate problem is not a lack of food, but transportation.

救援机构称当务之急不是食品匮乏, 而是交通运输不足。

7. attach v. 使依附; 贴上; 附加; 附属;

e.g. We attach labels to things before we file them away.

我们在把东西归档前先给它们贴上标签。

It is possible to attach executable program files to e-mail.

可以给电子邮件附加可执行程序文件。

8. retain v. 保留; 保持

e.g. The interior of the shop still retains a nineteenth-century atmosphere.

那家商店内部依然保持着19世纪的格调。

9. instant a. 立即的; 瞬时的 n. 瞬间; 片刻

e.g. For an instant, Barney was tempted to flee.

那一瞬间, 巴尼很想逃走。

Mr. Porter's book was an instant hit.

波特先生的书立刻引起了轰动。

10. connect v. 连接; 联合; 关连

e.g. You can connect the speakers to your CD player.

你可以将这些扬声器与你的激光唱机连接起来。

Go seek them out and connect with them.

去把他们找出来并与他们取得联系。

A search of Brady's house revealed nothing that could connect him with the robberies.

对布雷迪住处的搜查没有查出可以显示他同这些抢劫案有关联的任何线索。

## Passage 2

1. revolutionize v. 发动革命; 彻底改革

e.g. Over the past forty years plastics have revolutionised the way we live.

在过去40年里, 塑料完全改变了我们的生活方式。

2. negative a. 负的; 消极的; 否定的; 阴性的

e.g. The news from overseas is overwhelmingly negative.

来自海外的消息完全不容乐观。

When asked for your views about your current job, on no account must you be negative about it.

当被问及你对自己目前工作的看法时，你没有理由需要持否定态度。

Dr. Velayati gave a vague but negative response.

韦拉亚提医生做出了一个含糊但否定的答复。

3. distraction n. 注意力分散；消遣；心烦意乱

e.g. Total concentration is required with no distractions.

需要全神贯注，不可有分心。

4. hostility n. 敌意；战争行动

e.g. The last decade has witnessed a serious rise in the levels of racism and hostility to black and ethnic groups.

过去的10年里，种族主义及对黑人和少数民族的敌意变得更加严重了。

There is hostility among traditionalists to this method of teaching history.

传统主义者中有人仇视这种教授历史的方法。

5. exclusionary a. 排他的

e.g. These are exclusionary business practices.

这些属于排外的商业行为。

6. hazard n. 危险，冒险；冒险的事

e.g. A new report suggests that chewing gum may be a health hazard.

一份新的报告指出，嚼口香糖可能给健康带来危害。

7. intercept v. 拦截；截断；窃听 n. 拦截；截距；截获的情报

e.g. Gunmen intercepted him on his way to the airport.

持枪人在他去机场的路上截住了他。

The alpha is just the intercept of this curve.

Alpha是这条曲线的截距。

8. gain n. 增加；利润；收获 v. 获得；增加；获利

e.g. Students can gain valuable experience by working on the campus radio or magazine.

学生们通过在校园广播台或校刊工作能够获得宝贵的经验。

News on new home sales is brighter, showing a gain of nearly 8% in June.

有关新房销售的新闻更加乐观，显示6月份有近8%的增长。

## Part IV Key to exercises and scripts for listening

### Task 5:

1. SinaWeibo is a Chinese microblogging website.
2. The definition, number of users, history, messaging amount, platforms and identification policy

of Weibo.

3. August 4th, 2009.

4. About 100 million.

5. The user gets the verification on the internet: a colorful V will be added behind their username. Then, a graph and a declaration will be put on the user's page to show the verification.

#### Task 6:

1. installed
2. shuts down
3. prompts
4. operating system
5. download

#### Task 7 (Open)

#### Task 8

1. The earliest forms of communication include pictograms, signals and language.
2. It allows the boss, who travels frequently, to stay in touch with his employees back at the office.
3. Email can not only send a direct message but also attach images and documents to the email, giving recipients immediate access to information that might otherwise take days to receive and even longer to edit or update as necessary. Additionally, email services retain messages sent between parties in your account until you delete them manually, allowing you to always have a record of communication.
4. To communicate while on the go in a number of different ways, give you Internet access, keep track of appointments, add features and applications, and send text messages.
5. Facebook, Twitter and LinkedIn.

#### Task 9

- |                          |                       |                   |
|--------------------------|-----------------------|-------------------|
| 1. makes it possible for | 2. advanced           | 3. remain         |
| 4. transmit              | 5. stay in touch with | 6. A multitude of |
| 7. communicate           | 8. promised           | 9. keep track of  |
| 10. replaced             |                       |                   |

#### Task 10

1. 在21世纪，互联网已成为通讯的支柱，它似乎将会持续成为通讯行业现有和未来发展的核心。
2. 随着世界不断前进，科技也在不断进步。
3. 尤其对商务来说，WiFi网络可谓是无价之宝，因为它能为常常需要出差在外的老板与留在办

公室后方的员工间保持沟通。

4. 发送邮件者不仅可以直接发送信息，还能附上图片或者文件，让邮件接收者可以立即获得可能本要好几天才能收到的邮件，甚至是本需要更长时间编辑或更新的内容。
5. 手机短信已日益成为人们和朋友、家人和客户快速沟通思想的方式。

### Task 11 (Open)

#### Task 12

1. F
2. T
3. F
4. F
5. T

#### Task 13

1. 实时网络
2. 深刻影响
3. 排他行为
4. 网络霸凌
5. 支持系统
6. negative effect
7. mobile device
8. text message
9. malware
10. encryption

#### Task 14

1. expressed in
2. held
3. pavilions, booths
4. qualified service
5. invite
6. reply
7. grateful    inform

### Task 15 (Open)

#### Scripts for Task 5:

SinaWeibo is a Chinese microblogging website. It can be seen as a hybrid of Twitter and Facebook. Nowadays, it is one of the most popular websites in China, with over 30% Internet users. It was launched by Sina Corporation on August 4th, 2009. For each day, there are about 100 million messages posting on Weibo. Sina produced mobile applications for various platforms to access SinaWeibo. The platforms include Android, BlackBerry OS, iOS, Symbian S60, Windows Mobile and Windows Phone. Sina also released a desktop client for Microsoft Windows under the product name of Weibo Desktop. SinaWeibo has an identification policy. It is like Twitter's verified account which could verify the identity of a famous person, organization and so on. Once a user gets through the verification on the internet, a colorful V will be added behind their username. An orange V is for people while a blue one is for organizations and companies. Also there will be a graph and a declaration on its user page to show the verification.

**Scripts for Task 6:**

**Customer Service Representative:** Newtech software. What can I do for you?

**Customer:** Hello. I've bought your new multimedia system and installed it on my PC. But the problem is that it doesn't work. It always shuts down automatically without a warning.

**Customer Service Representative:** What does the warning say then?

**Customer:** Just a second...it prompts that Java Virtual Machine should be installed.

**Customer Service Representative:** Yeah! That's it. The operating system in your PC doesn't provide Java Running Environment. Maybe you should download a new version of Java Virtual Machine and install it in your operating system. We have put a link on our official website. Please check it and download the latest version.

**Customer:** OK. I'll have a try.

**Customer Service Representative:** If there is any problem, feel free to call us again!

**Customer:** Thank you so much.

**Customer Service Representative:** Anytime. Thank you for calling! Have a nice day!

## Part V Chinese translation of passages

### Passage 1

#### 通讯科技的进步

随着世界不断前进，科技也在不断进步。每年，人们都能看到昨日老旧设备的改进和有新颖发明进入人们视野。这些发展的核心源于人们对更加快速联通全球的渴望，力求让生活中的不便成为过去。

通讯的最早形式包括象形图、符号，当然还有语言。随着时间的推移，通讯方式一直在不断进步，变得更加高效，从家养信鸽到计算机。重大的例子包括1860年的驿马加急投递的发展，此办法不断向西部扩展，将信件从国家的一边尽快地投送到一边。19世纪还见证了电报、电话和无线电通信的发展。20世纪诞生的电视和计算机被用来扩大通讯传播。在21世纪，互联网已成为通讯的支柱，它似乎将会持续成为通讯行业现有和未来发展的核心。

无线网络：无线通讯，也称为WiFi（wireless fidelity的缩写，即无线保真），或称为无线局域网（WLAN wireless local area network的简称），使用低功率无线电波在设备间远距离传输数据，让数据发出者和接受者在移动中也能获取信息。尤其对商务来说，WiFi网络可谓是无价之宝，因为它能为常常需要出差在外的老板与留在办公室后方的员工间保持沟通。无线通讯也让更多人有可能居家工作，而这在仅仅30年前几乎是很少可能的奢侈。

电子邮件：电子邮件通常被称为E-mail，是使用网络通过服务提供商或电子邮件托管网站向他人即时发送信息的一种方式。如今电子邮件几乎已经取代了通过邮递系统传送的手写信件。发

送邮件者不仅可以直接发送信息，还能附上图片或者文件，让邮件接收者可以立即获得可能本要好几天才能收到的邮件，甚至是本需要更长时间编辑或更新的内容。此外，电子邮件服务可以在你的账户里保存双方发送的信息直到你手动将其删除，让你能永久保存一份沟通记录。

**智能电话：**智能电话准确的说就是知道如何能完成许多神奇任务的手机。这些手机有许多特点，不仅可以让你外出旅行时用多种不同方式与人沟通，还可以让你上网，跟踪约会安排，还能根据你能想到的（或希望的）每一个需求来添加特性和应用。不管你是想过后回个电话还是你只想告诉别人一个想法而免得忘记，手机短信已日益成为人们和朋友、家人和客户快速沟通思想的方式。

**社交网络：**线上网络社交网站，比如Facebook、推特和连客应，已日益成为人们进行实时且详细沟通最流行的方式。这些网站的注册用户可以随时与朋友、家人和客户沟通。你可以上传图像，更新你的处境（告诉大家你此时此刻在做什么），为你的业务创建粉丝群、做记录、发私人信息，甚至做更多的事情。这些网站的理念就是希望为用户提供一个与他们认识的每个人沟通的机会，即便他们相隔千里。

## Passage 2

### 科技对通讯的负面影响

科技已经革新了人们沟通的方式，用一个全球实时联通的网络将人们联系起来。然而，科技也在许多方面改变了通讯，有些方面并不都是正面的。虽然有些负面影响较小，但有些时候却对通讯技术玩家的生活和幸福有很深的坏影响。

#### 无处不在的干扰

手机和移动设备可能是危险的干扰。每年都有成千上万的人因为司机开车分心而导致的车祸受伤，而驾驶过程中最主要的干扰源就是发短信和使用手机。司机看一条短信可能只要几秒钟，但就在这几秒钟的时间内司机的眼睛却不在看路，它驾驶的汽车却已驶出一个足球场的距离。科技在家里或是在办公室里也可能成为干扰源，因为一直在线的瞬时信息功能和社交网络可以将这些技术玩家的注意力从更为重要的事情上脱离开来。

#### 人情淡漠和性格缺失

科技也会影响沟通的质量，它会让技术玩家的行为方式和面对面交流时完全不同。当网络将一个人压缩成一个无面孔的屏幕名字时，有些玩家就很难会记住在信息化身之后还有一个真实的人存在，从而会激起有敌意的或者排他性的行为。尤其年轻人更倾向于产生网络敌意，有43%的孩子报告说他们曾遭受过网络欺凌，其中有25%还不止一次。

#### 社会孤立

网络沟通取代了用户间的面对面交流，减少了他们实际上花在与其他人相伴的时间。而且，这些社交网络有时使技术玩家本来已有的少量很深刻的社会关系被大量的肤浅得多的联络所取代，产生的后果却是一个玩家肯会有众多的“朋友”，却只有很少的真实世界的伙伴。这就可能导致抑郁感和孤独感，而缺失相互支持系统会是科技玩家很难探索外界去寻找帮助来解决这些问题。

#### 隐私问题

另一个通过科技进行沟通的潜在危害在于其缺乏隐私。通过网络发送的通讯内容可能是不安

全的，有可能让第三方看到电子邮件的对话内容或拦截短信。如果一个局外人能够盗取电子邮件账户或应用，他就可能进入账户窥视几个月甚至几年的信件。虽然给账户加密可以帮助避开窥探的眼睛，但想要保护社会通信链中的每一个环节是很难的。恶意软件的设计者甚至在开始瞄准手机和移动设备，将这些设备视为窥探机主私人生活的常开窗口。

## Unit 5 Electronic Technologies

### Part I More information about CES2016

At CES2016, there are many cutting-edge gadgets. Here are some examples.

#### 1. A foldable, wearable theater system

What it is: The smallest mobile theater system ever.

The Royole-X Smart Mobile Theater system is basically a foldable set of noise-canceling headphones that you wear over your eyes for an immersive theater experience. The device lets you watch movies streamed from Netflix, Amazon Video, Hulu and YouTube and play videos from gaming platforms PlayStation, Wii, Xbox, Apple and Google.

And glasses wearers rejoice: The system has customizable vision controls that can be adjusted to varying optical powers so you can take your specks off.

How much it costs: \$700

When you can buy it: It's now available for preorder on Indiegogo.

#### 2. The best Part of waking up? Your nose knows

What it is: Alarm clocks that rouse only your sense of hearing are so 2015. Rise and shine in the future with the Sensorwake alarm clock that awakens your sense of smell.

An aroma module inserted in the clock releases your choice of scent, including croissant, espresso, seaside, lush jungle, chocolate or peppermint, designed to gently wake you up at the programmed time.

And if you are wont to set multiple alarms, the clock will sound an audible one if you haven't "silenced" it after three minutes.

How much it costs: \$109

When you can buy it: It's available for preorder now through the company's website.

#### 3. Wave hello to the sports car of tomorrow

What it is: A car that lets the driver sit back and enjoy the view.

The BMW i Vision Future Interaction is a concept car that takes self-driving cars to the next level. In addition to offering three different driving modes, including an automated one where the car drives itself, the hype surrounding the car's debut centers on BMW's AirTouch technology that lets the driver control it all with the wave of a hand.

With a flat hand, the driver can guide navigation, entertainment and connectivity functions by “selecting” items on a 21-inch display screen — the centerpiece of the car — above the passenger’s side dashboard, activated by the driver’s movement and sensors throughout.

To select, the driver either pushes forward in space or touches a button on the steering wheel.

How much it costs: Unknown

When you can buy it: Neither the interior or the exterior features of the car are ready for production, but the company says the self-driving technology and the gesture-controlled system will be a part of BMW’s regular production in the coming years.

## Part II Explanation of difficult sentences in reading passages

### Passage 1

1. It takes much time to fuse together little filaments of plastic or melt layers of metallic powder into a solid shape, which means hours are required for even a small item to come out of a 3D printer. (Para. 1)

**Explanation:** 这是一个带定语从句的主从复合句。主句主要结构 “it takes some time to do sth”，意为花了多长时间做某事。其结构是：it是形式主语，实际主语是动词不定式短语to fuse…。which引导的定语从句，指代先行句全句的内容。

此句的中文意思是：3D打印技术需要花费很多的时间来熔化塑料细丝或者将金属粉末层融合成为固体的形状，这就意味着哪怕是要用3D打印机打印一个很小的物件都需要花几个小时的时间。

2. But to carry the technology beyond experts and low-volume manufacturing into mass production will call for a step-change in speed. (Para. 1)

**Explanation:** 此句的主谓结构骨架为 “to carry...will call for...”。 “to carry the technology beyond experts” 的含义是 “要让此项技术走出专家理论研究范围”。step change的含义是阶段性的改变。

此句的中文意思是：但是，要将技术超出专家层面，将小量生产升级为大规模生产，打印速度就需要有阶段性突破。

3. Their idea dates back to a process called stereo lithography invented in 1986. (Para. 2)

**Explanation:** 此句中 “date back to” 的意思为 “追溯到……”，也可以使用 “date from” 的结构。

此句的中文意思是：他们的想法可以追溯到1986年发明的一种叫做立体光刻的工艺。

4. Their 3D printer works from the bottom of the vat instead of the top, and cures nonstop as the growing object is gradually extracted from the fluid. (Para. 3)

**Explanation:** 此句要注意 “cure” 的含义是 “加工处理”，而不是经常使用的 ‘治愈’ 这一含义。

此句的中文意思是：他们的3D打印机是从桶的底部而不是从其顶部打印，并且一直不停地矫正，使逐步扩大生成的物件从液体中渐渐抽取出来。

5. This window must also be passed through for oxygen, letting the gas into the zone between the window and the area being cured. (Para. 5)

**Explanation:** 此句中的“letting the gas into...”是现在分词用作伴随结果状语。

此句的中文意思是：氧气也需要通过窗户进来，让气体进入到窗户和正在做矫正处理的区域的空隙内。

## Passage 2

1. In November, for example, Snapchat, a messaging app which makes it possible for users to send each other photos that disappear after a few seconds. (Para. 3)

**Explanation:** 此句是一个结构比较繁杂的主从复合句，主句的主谓结构骨架为Snapchat introduced a service。主语Snapchat后的a messaging app是Snapchat的同位语，其后的which定语从句修饰其先行词messaging app。而which引导的定语从句中，又有一个that引导的定语从句来修饰其先行词photos。

此句的中文意思是：例如，11月Snapchat信息传送应用软件就能让用户彼此发送照片并于几秒钟后让照片消失。

2. Compared to Snapcash and Venmo, Facebook's service does not make payments at once: the money only arrives after a few hours or even days, relying on how fast users' banks act. (Para 4)

**Explanation:** Compared to...是过去分词短语，放在句首作对比状语，含义是“和……相比”。因为句中主语Facebook's service是被比较对象，故用过去分词形式compared。另一个现在分词短语relying on...位于句末作伴随状语，说明前面句中行为的依据。

此句的中文意思是：同Snapcash和Venmo相比，脸书服务不能立刻完成支付，钱款要在几个小时或者几天之后才能到账，这取决于用户银行的处理速度，

3. The reason is that money is not dealt with between accounts that are managed by the social network, but goes through traditional payment channels from one bank account to the other. (Para. 4)

**Explanation:** 此句中is后面that引导的是表语从句，在表语从句中有两个谓语动词，即is not dealt with 和 goes through。表语从句里account后面又带了一个有that引导的定语从句。

此句的中文意思是：因为钱款并不是在社交网络管理的账户间处置，而是通过传统的支付渠道，从一个银行账户转入到另一个账户。

## Part III Examples with some of the key words and expressions

### Passage 1

1. additive a. 附加的；加法的；添加的 n. 添加剂

e.g. Colour is often an additive in foods.

颜料经常是食物中的添加物。

Learning is an additive process, but you are apparently giving it a different meaning

altogether.

学习是一个累加的过程，但是显然你赋予了这个词完全不同的含义。

2. fuse n. 保险丝 v. 熔合

e.g. The fuse blew as he pressed the button to start the motor.

他按下电钮启动电机时保险丝断了。

Rainwater had fused the bulbs.

雨水打湿了灯泡的保险丝。

3. accelerate v. 加快；加速

e.g. Was that one of your aims to accelerate the rate of development?

加快发展的速度是你的目标之一吗？

‘Mobile Internet usage will only accelerate,’ he said to reporters.

他对记者说，移动互联网的使用只会加快。

4. date back to 追溯到

e.g. These plant fossils date back to the age of the dinosaurs.

这些植物化石可追溯至恐龙时代。

These games date back to the time of serial consoles, mainframes, and minicomputers.

这些游戏的历史可以追溯到串行控制台、大型机和小型机时代。

5. turn upside down v. 上下颠倒

e.g. Based on interviews with the surviving crew member, the ship was hit by a huge wave which caused it to turn upside down. “

据受到采访的一位获救船员说，这艘轮船在海上遭遇巨浪，被完全打翻。

Did you have fun watching my life turn upside down because of love?

看着我因爱情而把生活搞得一团糟，你很开心吗？

6. prevent v. 阻止

e.g. He said the “six steps” or “building blocks” can help prevent history from repeating itself.

他说，这“六个步骤”或“建筑块件”可以帮助预防历史重演。

Nothing but a miracle could prevent the company from going bankrupt.

只有奇迹发生，这家公司才能免于破产。

7. apply 应用，运用；申请；涂；敷（药）

e.g. Mr. Phillips adds that this minimalist approach should apply to the writing as well.

菲利普斯补充说，应该采用最为简约的写法。

Anyone with a sense of humor and a desire to help others can apply.

任何有幽默感并且乐意帮助他人的人都可以申请。

8. set up 建立，成立，创立

e.g. Isn't it a good idea to set up a lab of our own?

建一座我们自己的实验室不是个好主意吗？

A committee was set up to look into the matter and report to the next plenary session.

成立了一个委员会来调查此事，并由它向下次全会进行报告。

### Passage 2

1. promising a. 有希望的；有前途的；有出息的

e.g. It seems to me that this research plan will be very promising.

在我看来，这项研究计划是很有希望的。

The sun seems to be the most promising source for the future.

太阳似乎是未来有希望的能源。

2. suffer from 受……折磨

e.g. How long have you been suffering from a headache?

你头痛有多久了？

The disease is not the only thing that AIDS patients have to suffer from.

这种病并非艾滋病病人必须承受的唯一问题。

3. Compared to 和……相比较

e.g. Man's life is often compared to a candle.

人生常被喻为蜡烛。

Compared to that of six months ago, the financial situation of your company is better, worse or the same?

与六个月前比较，贵公司的财务状况是变好了、变差了还是跟六个月前一样？

4. payment n. 支付，付款

e.g. How much is down payment required?

首期付款是多少？

Now, the problem is how much the total payment is.

现在的问题是要支付的总额是多少？

5. smart a. 聪明的，时髦的，智能的

e.g. When I opened the door, I saw a man in a smart suit. It was the insurer again.

我打开门看见一个西装笔挺的男人。又是那个卖保险的。

So far Singapore has had no smart water meters, and at the moment there is no pressing need.

到目前为止新加坡还没有安装智能水表，而且眼下也没有迫切的需求。

6. instant a. 立刻的；速食的，即时的

e.g. instant noodles 方便面

instant coffee 速溶咖啡

instant messaging 瞬时信息传送

## Part IV Key to exercises and scripts for listening

### Task 5:

1. When she was 9 years old.

2. Bonnassee developed a Diet Sensor.
3. It can help measure your daily intake of food, making recommendations about what to eat—and not to eat—throughout the day.
4. Put your plate on the scale, and hold the scanner to each food item on your plate. The scanner instantly measures how much fat, protein and carbohydrates are in your food, and the app figures out how much of each component you consume as you eat, in real time. .
5. Yes, they can.

**Task 6**

1. transparent TV
2. ergonomic keyboard-mouse
3. Ergonomic keyboard
4. split
5. thumbs
6. left
7. programmable
8. lift your fingers off
9. a week
10. typing speed

**Task 7**

1. 3D printing
2. low-volume manufacturing
3. dates back to
4. extracted
5. start-up

**Task 8**

1. Additive manufacturing
2. fuse together
3. top-down
4. liquid interface production (CLIP) process
5. Oxygen
6. researchers

**Task 9**

1. It has the problem of speed. It takes much time to fuse together little filaments into a solid shape, which means hours are required for even a small item to come out of a 3D printer.

2. Stereo lithography makes use of ultraviolet (UV) light to process plastic into the required shape.
3. Oxygen prevents polymerization and is used in plastics production to slow down the curing process.
4. Adding one layer to another.
5. Open.

### Task 10

1. 积层制造或俗称3D打印，可以运用许多材料来制作复杂的物件
2. 3D打印技术需要花费很多的时间来熔化塑料细丝或者将金属粉末层融合成为固体的形状，这就意味着哪怕是要用3D打印机打印一个很小的物件都需要花几个小时的时间。
3. 目前，它还不能和很多航天公司使用的激光或电子束打印金属的技术相匹敌。
4. DeSimone博士把这种新的方法称为持续不断的液体界面生产工艺，用该工艺打印一座10厘米高的埃菲尔铁塔需用1小时的时间。
5. 氧气会防止聚合，可用于塑料生产来减缓矫正过程。
6. 它还可以用来制作医疗设备甚至生物组织——或许将来有一天会需要打印生物组织来满足器官移植的需求。

### Task 11

1. mobile payments
2. instant-messaging app
3. transfer
4. social networks
5. contactless

### Task 12

1. 移动支付
2. 即时信息应用
3. 消费者
4. 门户网站
5. 赚取利润
6. the promising market
7. notes and coins
8. debit card
9. money-transfer app
10. account

### Task 13

1. complaint
2. ordered
3. packing case
4. replacement
5. representative
6. Cracked

**Task 14 (Open)****Task 15 (Open)****Task 16 (Open)****Scripts for Task 5:**

When Rémy Bonnasse's daughter was diagnosed with type 1 diabetes at age 9, he had to start closely monitoring her food intake. Food labels helped a bit, but there are no labels when you go out to eat.

So Bonnasse developed DietSensor that won an innovation award. The new app helps you measure your daily intake of food, making recommendations about what to eat—and not to eat—throughout the day.

DietSensor really becomes impressive. Put your plate on the scale, and hold the scanner to each food item on your plate. The scanner instantly measures how much fat, protein and carbohydrates are in your food, and the connected app figures out how much of each component you consume as you eat, in real time, as it leaves the scale (and enters your mouth).

DietSensor has pre-set plans for individuals who are overweight. You can also enter your own daily consumption goals, based on your doctor's recommendations.

**Scripts for Task 6:**

**A:** Hi Tom! I haven't seen you recently. Where have you been?

**B:** Hi, Jack. How are you! I have been to the CES 2016 in Las Vegas.

**A:** Really? What have you seen there?

**B:** Wow, a lot of latest technologies, such as transparent TV, autonomous cars, VR, ergonomic keyboard-mouse all-in-one, etc.

**A:** Ergonomic keyboard? What is it like?

**B:** The ergonomic keyboard, named KeyMouse, is a split keyboard that fits your hands perfectly. Move around the two keyboard halves, and it becomes a mouse.

**A:** Amazing.

**B:** Yes. It has a mouse button at your thumbs. There's a NumLock button on the left that lets you convert the letters to numbers on the right hand. There are a bunch of programmable buttons that pretty much do whatever you want them to do.

**A:** That is impressive.

**B:** You pretty much never have to lift your fingers off the home keys using KeyMouse. But using it was a little tricky. The keys aren't exactly where you'd expect them to be, and my first few attempts at "The quick brown fox jumps over the lazy dog" came back a bit garbled. KeyMouse founder Heber Allred said it takes about a week to get used to the \$399 keyboard. But once you do, your typing speed improves dramatically.

## Part V Chinese translation of passages

### Passage 1

#### 3D打印——一种更快速打印物件的方式

积层制造或俗称3D打印,可以运用许多材料来制作复杂的物件。但是,这项技术也有一个问题:速度慢。3D打印技术需要花费很多的时间来熔化塑料细丝或者将金属粉末层融合成为固体的形状,这就意味着哪怕是要用3D打印机打印一个很小的物件都需要花几个小时的时间。当然也可以同时成批打印物件,这会稍许提高速度。但是,要将技术超出专家层面,将小量生产升级为大规模生产,打印速度就需要有阶段性突破。最近北卡罗莱纳大学(位于教堂山)的Joseph DeSimone领导的研究团队在《科学》杂志上发表了一篇文章,论述了如何实现这一目标。

他们的想法可以追溯到1986年发明的一种叫做立体光刻的工艺。立体光刻利用紫外光将塑料加工成需要的形象。用一种特定模式的紫外光作用于一桶液体聚合物表面就会从该表面的一部分创造出一个固体层,然后让这一过程再次重复,在第一层固体层上创造出第二层固体层,这样层层进行下去,直到成品形状逐步下降到溶液里,打印的作品最后成型。

DeSimone博士和他的同事颠覆了立体光刻技术。他们的3D打印机是从桶的底部而不是从其顶部打印,并且一直不停地矫正,使逐步扩大生成的物件从液体中渐渐抽取出来。

连续不停的打印会使速度加快很多。自上而下的方式打印的厚度为二十分之一毫米到十分之一毫米。打印一层需要几秒钟时间,而要打印几毫米厚的产品需要一个小时左右。DeSimone博士把这种新的方法称为持续不断的液体界面生产工艺,用该工艺打印一座10厘米高的埃菲尔铁塔需用1小时的时间。其他的形状打印速度更快,一个小时最多可以打印50厘米。

但是,这一工艺并不是仅仅颠覆了立体光刻。首先,矫正需要的形状的紫外线需要通过装有液体聚合物的大桶底部的一扇窗户投射。氧气也需要通过窗户进来,让气体进入到窗户和正在做矫正处理的区域的空隙内。氧气会防止聚合,可用于塑料生产来减缓矫正过程。应用通过聚合作用来创建一个“死亡区”,DeSimone博士就阻止了矫正的聚合物粘结在大桶底部。随着形状在死亡区之上逐渐形成,打印机慢慢将打印的物件升起,直到最后完整出现。

DeSimone博士和他的同事们建立了Carbon3D这一新兴公司,让持续液体界面生产得以商业化。目前,它还不能和很多航天公司使用的激光或电子束打印金属的技术相匹敌。但是持续液体界面生产使得打印塑料产品的现行工艺成为有钱可赚的行业。研究人员相信,这一技术可以用于打印柔软、富有弹性的物件,还可以加以改造用于打印陶器。它还可以用来制作医疗设备甚至生物组织——或许将来有一天会需要打印生物组织来满足器官移植的需求。

### Passage 2

#### 摒弃现金友——移动支付

脸书涉足移动支付这一具有广泛前景的市场。

现金正在消亡,这种说法有些夸大。但是纸币和硬币却实在有繁殖之忧。3月17日,世界最大的社交网络脸书说,在美国,得益于瞬时信息发送应用软件的应用,用户发现相互汇款就像相互发送文本信息和照片一样容易。他们只需要将自己的借记卡和脸书账户连接起来,点击应用软

件中的金额符号，输入金额，点击发送即可。

脸书并不是进入到免费各人对个人（P2P）支付领域的第一家公司。例如，11月Snapchat信息传送应用软件就能让用户彼此发送照片并于几秒钟后让照片消失。它和网络支付公司PayPal提供的颇受欢迎的转账应用软件Venmo展开竞争。在亚洲，瞬时发送信息应用软件，例如微信和Line软件都已经推出了‘个人对个人’转账服务。

和Snapcash和Venmo相比，脸书服务不能立刻完成支付，钱款要在几个小时或者几天之后才能到账，这取决于用户银行的处理速度，因为钱款并不是在社交网络管理的账户间处置，而是通过传统的支付渠道，从一个银行账户转入到另一个账户。

还有，脸书的新服务进一步证明技术公司正在进入银行业务。下个月，苹果将开始销售它的智能手表，消费者只需要对着账单挥动手臂即可完成支付。这有利于公司开展其无连接支付服务。美国人每消费的三个美元中就有二个美元是通过手指智能手机或银行卡花费的。谷歌最近买下了Softcard这一移动支付服务，来推动它自己的支付应用服务。与此同时，南韩最大的门户网站Naver也将在6月推出一项新的移动支付服务。

如果脸书在全球推广其移动支付，并且做到真的是瞬时支付，其影响将是巨大的。脸书有14亿用户，有5亿用户使用其即时信息服务。很多人无疑会跨境汇款，而有些汇款很可能不是通过银行完成的。要为这样的用户提供服务，其监管和钱款流转的难度就是巨大的。银行希望赚取利润，而这恰恰也是技术公司想要分享的挑战。

## Unit 6 Products

### Part I More information about the unit

Smart electronics systems now have more computing power, a lighter weight, and are smaller than ever before, and that trend is likely to accelerate. As a result, ever-smarter power supplies are required to complement these systems. The days are gone when system designers could wait until it was determined what components were needed to accomplish a performance goal before considering the system power requirements. In the past, attempts were often made to squeeze a power supply into whatever corner of the system remained vacant. Accommodating that supply with its requirements for cooling was usually an afterthought. Performance monitoring and power supply optimization were rarely considered. Simple fault monitoring was sometimes possible, but detailed analysis was beyond the scope of most system designs. Today, system specifications are being written with an emphasis on intelligent platform management and intelligent system management. This specification makes a strong case for carefully monitoring and controlling all aspects of the system to significantly improve system performance and to drastically reduce downtime and maintenance costs.

## Part II Explanation of difficult sentences in reading passages

### Passage 1

1. Mobile phones have changed our lives in hundreds of tiny ways, and it isn't until we try to spend a day or two without them that we find out exactly how dependent we are on them. (Para. 2)

**Explanation:** 此句中 it isn't until ....that (意思是“直到……才”) 是一个强调结构。It is... 引出强调部分, that 引出句子其余部分。此句的中文意思是: 手机已经通过千百种微小方式改变了我们的生活。直到我们试图过上一两天没有手机的日子, 我们才得以准确发现我们是多么依赖手机。

2. For better or worse, there's no question that we are becoming inextricably linked to those devices, which allow us to connect with our family and friends and the world around us. (Para. 2)

**Explanation:** for better or worse 是一个固定短语, 还可以表达为 for better or for worse, 意思是“不管是好是坏, 不管结果如何”。there's no question that 意思是“毫无疑问”, 这里的 that 从句是同位语从句, 解说 question 的内容。which 引出非限制性定语从句, 先行词为 those devices。此句的中文意思是: 且不论这是好事还是坏事, 一个不争的事实就是我们正变得与那些联通我们和家庭、朋友以及周遭世界的设备之间有着千丝万缕的联系。

3. Technology is making too many people more fearful and anxious than ever before, while increasing numbers of teenagers and young people spend too much of their time sitting alone in their bedrooms playing videogames and updating Facebook, creating fun and cool online personas for themselves, at the expense of their real-life ones beyond the screens. (Para. 2)

**Explanation:** 这是一个结构比较复杂的复合句。主句是 Technology is making too many people more fearful and anxious than ever before。while 引出伴随状语从句, 表示同时发生的事情。从句中 spend 的用法是 spend...time (in) doing..., 这里的 doing 又由随后的 sitting, creating 补充其具体内容。

此句的中文意思是: 科技让太多的人比以往增添了更多的恐惧和焦虑, 越来越多的青少年在花费太多的时间独自留在卧室里玩视频游戏和更新 Facebook, 创造他们好玩的且又酷又爽的网上人物形象, 却以牺牲他们在屏幕之外的真实生活身份为代价。

4. An addiction is when the thing you are addicted to begins to control your life and interferes with your daily activities, work, and relationships. (Para. 4)

**Explanation:** 句中 when 引导表语从句, 直至句末。其中 you are addicted to 是定语从句, 修饰先行词 the thing, 其前省略了关联词 which/that。此句的中文意思是: 上瘾是指你沉溺于某事, 而它却开始控制你的生活, 干扰你的日常活动、工作和人际关系。

5. Sometimes we miss the days filled with a bit more fun or exciting activities, going out in nature, playing sports or playing in a band, working towards our biggest goal, having uninterrupted conversations or a fun night out, with no reasons to use the phone that much anymore. (Para. 5)

**Explanation:** 此句主干部分为 Sometimes we miss the days, 后面 filled with 引出的 a bit more fun or exciting activities 来补充说明充满那些日子的具体活动内容。其后的分词 going..., playing..., working..., having... 短语即为前面的 exciting activities 的具体内容。最后 with 引出的

介词短语with no reasons to use the phone that much anymore作附加说明状语，综合说明再也没有理由那么频繁地使用电话。其中that much的含义是so much。此句的中文意思是：

有时我们会想念那些充满更多欢乐或令人激动的活动：外出亲近大自然，参加体育运动或乐队演奏，为我们极为宏伟的人生目标去努力，和朋友畅聊或外出度过欢乐的夜晚，从而不再有理由去翻看手机。

## Passage 2

1. Gone are the days of waking up to the bells ringing on your beside table; early-risers these days are choosing to startle themselves into alertness using its digital counterpart. (Para. 3)

**Explanation:** 此句中前半部分Gone are the days是倒装句，强调那样的日子一去不复返。正常的语序为：The days of waking up to the bells ringing on your beside table are gone. 另外using its digital counterpart，而digital counterpart则是指digital alarm。作方式工具状语。此句的中文意思是：清晨被床头桌上的闹钟闹醒的日子一去不复返了，如今早起的人选择用数字闹钟来使自己警觉醒来。

2. Handsets are already connected to the same networks as mobile payment terminals and so it isn't too hard to imagine they will be able to mimic the same functionality. (Para. 5)

**Explanation:** 这是一个由and引出的并列复合句，前边句中the same networks as mobile payment terminals的含义是‘移动支付终端相同的网络。so引导结果状语从句。... it isn't to imagine they will be able to mimic the same functionality是不定式短语做主语，其形式主语为前面的it。此句的中文意思是：手机已经连接到同一个网络作为移动支付终端，所以不难想象它们将能够模仿相同的功能。

3. Being able to access, authorize and make payments using your smartphone is a very real possibility. (Para. 6)

**Explanation:** 本句中being able to access, authorize and make...为动名词短语作主语。using your smartphone是现在分词做方式状语。此句的中文意思是：使用你的智能手机进入网站、进行授权和支付真的有可能实现。

## Part III Examples with some of the key words and expressions

### Passage 1

1. evolve v. 发展；进化

e.g. Popular music evolved from folk songs.

流行音乐从民歌演变而来。

As medical knowledge evolves, beliefs change.

随着医学知识的逐步发展，信念也在发生变化。

2. incorporate v. 组成；吸收；合并

e.g. The new cars will incorporate a number of major improvements.

新款汽车会有若干重大改进。

The party vowed to incorporate environmental considerations into all its policies.

该党宣誓要把环境考虑纳入它所有的政策当中。

3. dependent a. 依靠的；依赖的；取决于.....的

e.g. Up to two million people there are dependent on food aid.

那里有多达 200 万人依靠食品援助。

Britain became increasingly dependent upon American technology...

英国变得越来越依赖美国的技术。

4. expense n. 费用

e.g. He's bought a specially big TV at vast expense so that everyone can see properly...

他花大价钱购买了一台特别大的电视机，这样每个人都能看清楚。

Teachers who signed up did so out of personal choice and at their own expense.

老师们签名是出于个人选择并且是自费。

5. beyond prep. 超过；越过

e.g. Few jockeys continue race-riding beyond the age of 40...

很少有职业赛马骑师过了40岁还继续参加赛马。

You may be entitled to Child Benefit if a child continues getting full-time education beyond the date already notified by you.

如果小孩接受全日制教育的时间超过了您已告知我们的那个期限，您就有权申请儿童补助金。

6. addict v. 使沉溺；使上瘾 n. 有瘾的人；入迷的人

e.g. He's only 24 years old and a drug addict.

他只有24岁，却是个瘾君子。

She is a TV addict and watches as much as she can.

她是个电视迷，看起电视来没完没了。

7. assignment n. 任务；指定，委派

e.g. The assessment for the course involves written assignments and practical tests.

这门课程的考核包括书面作业和实际操作测试。

An Australian division scheduled for assignment to Greece was ordered to remain in Egypt.

原定去希腊执行任务的一支澳大利亚小分队接到命令继续留在埃及。

8. boom v. 快速发展，繁荣 n. 繁荣；激增

e.g. An economic boom followed, especially in housing and construction.

接着出现了经济繁荣，尤其是在房地产业和建筑业。

The 1980s were indeed boom years.

20世纪80年代是真正的繁荣时期。

Sales are booming.

销售额在快速增长。

9. attachment n. 附件，附属物；依恋，依附

e.g. As a teenager she formed a strong attachment to one of her teachers...

少女时代的她曾迷上了自己的一位老师。

Mother and child form a close attachment.

母子情深。

## Passage 2

1. availability n. 有效; 有益; 可用; 可得到

e.g. The ready availability of guns has contributed to the escalating violence.

枪支唾手可得加剧了暴力活动。

2. tend v. 倾向(于), 趋向(于)

e.g. In older age groups women predominate because men tend to die younger.

在更年长的群体里, 女性占大多数, 因为男性通常更为年轻早逝。

They tend to buy cheap processed foods like canned chicken and macaroni.

他们往往会买便宜的加工食品, 像鸡肉罐头和通心粉之类。

3. startle v. 惊吓

e.g. The telephone startled him.

电话铃声吓了他一跳。

Sorry, I didn't mean to startle you.

对不起, 我不是故意想吓你一跳。

The news will startle the whole city.

这个消息会让全城大吃一惊。

4. associated a. 相关的; 相联系的

e.g. These symptoms are particularly associated with migraine headaches.

这些症状尤其与偏头痛有关。

5. default n. 缺省, 默认值

e.g. The default is usually the setting that most users would probably choose.

默认值通常是大多数用户都会选择的设置。

6. deploy v. 部署

e.g. The president said he had no intention of deploying ground troops.

总统称并不打算部署地面部队。

The US-made Patriot anti-missile system was deployed in the Gulf war.

美国制造的“爱国者”反导弹系统曾在海湾战争中部署。

## Task 5

1. Smart TV household penetration in China

2. 46%

3. Smart TV

4. online content services

5. They are now entering the TV set market

### Listening script:

Although China is still considered to be an emerging TV market, smart TV household penetration is expected to reach 46 percent by 2019, which is higher than other emerging regions. Smart TV is an essential feature of the TVs sold in China, because many Chinese consumers seek out online content services. With smart-device manufacturers, such as Alibaba, LeTV, Xiaomi, now entering the TV set market, Chinese consumers have more smart TV choices than ever before.. Increased sales of 4K TVs will accelerate these trends in the Chinese market.

[http://www.electronicproducts.com/Optoelectronics/Displays/Japan\\_U\\_S\\_and\\_Europe\\_lead\\_the\\_way\\_to\\_smart TVs.aspx](http://www.electronicproducts.com/Optoelectronics/Displays/Japan_U_S_and_Europe_lead_the_way_to_smart TVs.aspx)

### Task 6

- |                 |             |                  |               |
|-----------------|-------------|------------------|---------------|
| 1. built-in     | 2. Digital  | 3. surf          | 4. voice      |
| 5. touch screen | 6. one year | 7. return policy | 8. sound good |

### Task 7

- |                  |                   |                  |
|------------------|-------------------|------------------|
| 1. mobile phones | 2. device         | 3. Linked        |
| 4. Technology    | 5. text-messaging | 6. manufacturers |

### Task 8

- |            |                |             |             |
|------------|----------------|-------------|-------------|
| 1. console | 2. incorporate | 3. updating | 4. addicted |
| 5. boom    | 6. attachment  |             |             |

### Task 9

1. Modern mobile phones support telephony, text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming, and photography, etc.
2. We spend too much of our time sitting alone in our bedrooms playing videogames and updating Facebook, creating fun and cool online personages for themselves.
3. If you find someone checking his or her phone first thing in the morning—before even getting out of bed, he or she may be addicted.
4. An addiction is when the thing you are addicted to begins to control your life and interferes with your daily activities, work, and relationships.
5. We will miss the days filled with a bit more fun or exciting activities, going out in nature, playing sports or playing in a band, working towards our biggest goal, having uninterrupted conversations or a fun night out, etc.

**Task 10**

1. 手机现在将我们的电子邮件设备、照相机、游戏机、Twitter仪表板和社交网络控制器等集于一身。
2. 手机已经发展到允许我们把日常的各种用具都纳入一个小装置，可装进我们的口袋里。
3. 且不论这是好事还是坏事，一个不争的事实就是我们正变得与手机有着千丝万缕的联系。
4. 但随着科技的繁荣，除了酒杯见底之外，也可以在其他地方找到成瘾的迹象，这就是玩手机成瘾。
5. 我们对手机的依赖将随着制造商不断升级他们的游戏而恶化。

**Task 11**

1. incorporated, directions.
2. alertness, counterpart
3. payment terminals, functionality
4. access, possibility
5. bandwidth, tele-conference

**Task 12**

卫星导航系统遥控支付终端全球定位系统视频会议

wireless technology Bluetooth connectivity Intelligent Key file manager alarm clock

**Task 13**

confirm, schedule, appointment, busiest, slow down, meeting

**Passage 1****有手机的生活**

现代的手机除了接打电话以外，还支持各种各样的其他服务，如发短信、多媒体、电子邮件、互联网接入、短距离无线通信（红外，蓝牙）、商业应用、游戏和摄影。手机现在将我们的电子邮件设备、照相机、游戏机、Twitter仪表板和社交网络控制器等集于一身。手机已经发展到允许我们把日常的各种用具都纳入一个小装置，可装进我们的口袋里。

手机已经通过千百种微小方式改变了我们的生活。直到我们试图过上一两天没有手机的日子，我们才得以准确发现我们有多么依赖手机。且不论这是好事还是坏事，一个不争的事实就是我们正变得与手机有着千丝万缕的联系。手机让我们能够与我们的家人、朋友和周围的世界相联系。科技让太多的人比以往增添了更多的恐惧和焦虑，越来越多的青少年在花费太多的时间独自留在卧室里玩视频游戏和更新Facebook，创造他们好玩的且又酷又爽的网上人物形象，却以牺牲他们在屏幕之外的真实生活身份为代价。

如果你发现自己早上一睁眼还没起床就要做的第一件事是查看手机，你就可能已经玩手机上瘾了。如果你发现你在开车时发短信，你在翻看手机而不去完成很重要的任务，或者你在享用浪漫晚餐时翻看脸书，那么手机已经干扰了你的生活，而你已经玩手机上瘾了。

上瘾是指你沉溺于某事，而它却开始控制你的生活，干扰你的日常活动、工作和人际关系。有关酒鬼的经典定义是指某人早晨醒来就要喝一杯伏特加而不是喝一杯咖啡。但随着科技的繁荣，除了酒杯见底之外，也可以在其他地方找到成瘾的迹象，这就是玩手机成瘾。

我们对手机的依赖将随着制造商不断升级他们的游戏而恶化。有时我们会想念那些充满更多欢乐或令人激动的活动：外出亲近大自然，参加体育运动或乐队演奏，为我们极为宏伟的人生目标去努力，和朋友畅聊或外出度过欢乐的夜晚，从而不再有理由去翻看手机。

## Passage 2

### 你的手机会取代的东西

移动电话似乎会取代家里的许许多多设备。在这篇文章里，我们研究的是我们期待智能手机可能会帮助我们去改进并最终取代的一些东西。

#### 1. 卫星导航系统

你的手机很可能会内置一个全球卫星定位系统芯片。大多数智能手机已经把地图纳入到它们的软件中，但大多数导航软件尚没有每遇转弯就发出指令的功能。

#### 2. 谦卑的闹钟

清晨被床头桌上的闹钟闹醒的日子一去不复返了，如今早起的人选择用数字闹钟来使自己警觉醒来。对于许多人来说，移动电话就是一个完全好用的闹钟替代物。

#### 3. 远程控制

随着电视机和相关硬件的发展而纳入了IP功能和无线技术，现在移动手机虽然已安装红外线端口有数年之久，但是却逐渐被WiFi和蓝牙连接替代。

#### 4. 支付终端

智能手机是处于“一直开机”状态：在默认设置下，它们一直在接受网络发送的信息。手机已经连接到同一个网络作为移动支付终端，所以不难想象它们将能够模仿相同的功能。

#### 5. 你的钱包

智能手机有能力进行移动支付，而且银行应用程序已经可以在苹果手机上使用。使用你的智能手机进入网站、进行授权和支付真的有可能实现。

#### 6. 车钥匙

某些汽车制造商曾一起研发将“智能钥匙”纳入其移动电话。这一功能可以让车主站在车的近处就能用手机打开车门，等司机坐进驾驶座时打开点火装置。

#### 7. 便携式USB存储

智能手机正在通过整合集成存储和接入SD外卡增加额外空间的方式开始提供大量的存储空间。移动操作系统开始部署文件管理器，让您可以在您的设备上有效地处理不同类型的文件。

#### 8. 视频会议/投影仪

世界各地的移动运营商已经开始动用他们的4G网络向其连接的设备提供超快速的连接。如果智能手机可以进行技术包装，4G网络将能够提供显著的带宽让企业与员工和客户通过移动3D远程会议进行沟通。

#### 结论

智能手机技术的创新范围是巨大的。智能手机在未来将能提供很多不同的功能。我们能够做

的就是去揣摩接下来会需要有哪些必需具备的功能。

## Unit 7 After Sales Service

### Part I More information for the unit

With the rapid development of new technology and the improvement of people's living standard, more products become modern in style and convenient in function, more demands are in variety, and more products are being personalized in nature. Then the delivery time, the quality of the products and the after-sales services get more attention than ever.

After-sales service plays an important role in customers' purchase decision. A business can't exist unless it has customers to buy the products it wants to sell. Good and satisfactory after-sales service can benefit both the buyers and the sellers. Satisfied customers can return to the business and ensure that the healthy profits are made. They also help to build a good reputation and long-term relationship with the company and thus make free advertisements for the company.

### Part II Explanation of difficult sentences in reading passages

#### Passage 1

1. The goal of after-sales services is usually to address and successfully resolve any issues the customer is experiencing, help to keep the purchased item operational, and generate goodwill between buyer and seller that increases the potential for the consumer to make additional purchases from that same seller in the future. (Para. 1)

**Explanation:** 此句是一个主从复合句，主句的主系表谓语结构骨架是The goal is to address ... resolve..., help ...and generate ...; 后面that引导的定语从句that increases the potential...in the future修饰其先行词goodwill。此句的中文意思是：售后服务的宗旨通常是处理并成功解决顾客经受的任何问题，帮助顾客购买的产品能正常运行，以及在买家和卖家之间产生良好的意愿，从而增加顾客在将来还从同一个卖家那里再次购买产品的可能性。

2. Any product found broken or in a damaged condition must be exchanged immediately by the sales professional. (Para. 5)

**Explanation:** found broken or in a damaged condition是过去分词短语作 any product的后置定语。此句的中文意思是任何产品发现破损，销售人员应立即更换。

3. Create a section in your organization's website where the customers can register their complaints. (Para. 6)

**Explanation:** 此句中关系副词where引导定语从句。Where引导的定语从句修饰的先行词一般

是地点名词，这里是website。此句的中文意思是：要在您的机构网站上创建一个区间，让顾客可以提出投诉。

4. Providing good after-sales service shows your customers you want to build a long-term relationship with them, earn their loyalty and keep their business, which is much more likely to generate both positive word of mouth and repeat business by that customer. (Para. 10)

**Explanation:** 此句为一个结构比较繁杂的主从复合句，providing good after-sales services 是动名词短语作句子主语，谓语是shows。宾语是省略了连词that的宾语从句you want to build..., earn... and keep...。其后的 which is much more likely to generate both positive word of mouth and repeat business by that customer 是非限制性定语从句，修饰的不是一个先行词，而是整个前面全句的含义。此句的中文意思是：提供良好的售后服务会向你的可顾客表明你想和顾客建立长久的关系，赢得他们的经常光顾从而能守住他们的生意，这更能产生顾客的好口碑和回头生意。

## Passage 2

1. Any items returned must be unused with the factory seal and packaging intact. (Para. 4)

**Explanation:** 首先，此句中的过去分词returned单独做后置定语，修饰其前的items。其次，with引出的介词短语结构比较特殊，在句中作顺带说明状语。with介词短语中的前后两个部分the factory seal和intact，在逻辑上具有主谓关系，也即（with）the factory seal and packages（主）（are---being）impact（谓），being可以使用，也可以省略，且经常省略。此句的中文意思是：退回的任何货品都必须未曾使用过，出厂密封和包装完好。

2. Most eBay sales go smoothly, but if there's a problem with a purchase, the eBay Money Back Guarantee ensures that buyers receive the item they ordered or get their money back. (Para. 9)

**Explanation:** 此句的结构比较复杂。前半部分是由but引导的两个并列复合句。在but引导的后半句the eBay Money Back Guarantee ensures...之前面插入了一个if引导的条件状语从句，后面跟的是由that引导的宾语从句that buyers receive the item ... or get their money back。在that引导的宾语从句中又有一个省略了that的定语从句they ordered，来修饰先行词the item。此句的中文意思是：大多数eBay销售都运行顺利，但是如果购物出现问题，eBay退款担保会确保买家收到他们订购的货品或得到退款。

3. Any items that have been damaged, or otherwise altered after delivery, won't be accepted for refund... (Para. 13)

**Explanation:** 此句中that have been damaged, or otherwise altered after delivery 是定语从句后置，修饰先行词items。此句的中文意思是：货品已损坏或送达后经过任意改动，不受理退款。

## Part III Examples with some of the key words and expressions

### Passage 1

1. purchase n. 购物，购买（的东西） v. 购买

e.g. I have some purchases to make.

我要买些东西。

Every employee has the opportunity to purchase the shares of the company they work for.

每一个员工都有机会购买所任职公司的股票。

2. address v. 提出, 处理

e.g. Kindly address any complaints you have to your manager.

如有任何不满, 请向经理反映。

We must deal with any problems seriously that the customers address.

我们必须认真处理顾客提出的任何问题。

3. potential n. 潜能; 可能性

e.g. The boy has great potential as a lawyer.

这个男孩大有成为律师的潜质。

This new product has a great sales potential in the market

这个新产品在市场上有很大的销售潜力

4. impact n. 影响, 冲击

e.g. The computer has had a great impact on our lives

电脑对我们的生活产生了重大的冲击。

I hope this anti-smoking campaign will make/have an impact on young people.

我希望这次禁烟运动对年轻人能起作用。

5. professional n. 专业人员 a. 职业的, 专业的

e.g. How can you become a computer professional?

你怎样才能成为一名计算机的专业人员?

What qualities are needed to become a qualified computer professional?

成为一名合格的专业计算机专业人员需要什么条件?

His professional career started at Liverpool University.

他的职业生涯始于利物浦大学。

Doctors and engineers are highly qualified professional people.

医生和工程师是具有高资质的专业人才。

6. register v. 登记, 注册 n. 登记, 注册, 登记表

e.g. Newly arrived guests must register at the hotel's reception desk.

新来的客人必须在旅馆接待处登记。

By law we are required to keep a register of all materials

根据法律, 我们要保存所有材料的记录。

7. install v. 安装

e.g. Can you help me install the air-conditioner?

你能帮我安装空调吗?

We are waiting to have our new washing machine installed.

我们在等人来安装新的洗衣机。

8. transparent a. 透明的, 易懂的

e.g. Glass is transparent.

玻璃是透明的。

It's very transparent for the students to understand the meaning of this passage.

对学生来说, 理解这篇文章的意思非常容易。

9. alternative n. (供替代的) 选项

e.g. There are several alternatives open to us at the moment.

我们目前有几种选择。

I have no alternatives but to give up.

除了放弃, 我别无选择。

10. covenant n. 契约, 盟约, 合约

e.g. Our company has made a long-term covenant with some companies in Europe.

我们公司已和欧洲一些公司签订了长期合约。

If you obey the covenant, you will pay for a lot of money.

如果你屈从合约, 你就要付出很多的钱。

Passage 2

1. refund n. 退款

e.g. He took the damaged computer back to the store and demanded a refund.

他把受损的电脑退给商店并要求退款。

This customer had finally received the refund.

这位顾客最终收到了退款。

2. profile n. 简况, 简介; 轮廓, 外形

e.g. We are building up a profile of our average customer.

我们正在建立一份我们的典型客户的资料轮廓。

The profile of the hills against the sky is very beautiful.

太空衬托下的山丘轮廓非常漂亮。

3. intact a. 完整的; 原封不动的; 未受损伤的

e.g. The money was returned intact by its finder.

钱原封未动地被捡拾者送还。

This is one of the largest intact collections of stamps that his father has had.

这是他爸爸所收藏的最大最完整的集邮册之一。

4. reject v. 拒绝, 驳回

e.g. You can either accept or reject their invitation.

你可以接受或者拒绝他们的邀请

If that is not what you want, reject them completely.

如果你并不想那样做, 就完全拒绝它。

5. encounter v. 遭遇, 邂逅; 遇到

e.g. We encountered so many problems in our work.

我们在工作中遇到了如此多的问题。

Whatever difficulties you encounter, please tell us immediately.

不管你们遇到任何困难，请立刻告诉我们。

6. guarantee n. 保证；担保；保证书

e.g. quality guarantee 品质保证，质量保证

credit guarantee 信用担保；信贷保证

They have guaranteed that any faulty parts will be replaced free of charge.

他们保证任何有毛病的零件都将免费更换。

What sort of guarantee do you offer?

你们提供什么样的担保？

7. alter v. 改变，更改

e.g. Nothing can alter history.

任何事情改变不了历史。

It's impossible for us to alter the reality.

对我们来说，改变现实是不可能的。

8. consume v. 花费，消费

e.g. She consumed most of her time in reading.

她把大部分时间都花在读书上。

We want to be known not just for what we consume, but for what we produce.

我们希望成名，但不是因为我们消费了什么，而是因为我们生产了什么。

## Part IV Key to exercises and scripts for listening

### Task 5

1. A desktop computer
2. It couldn't connect to the Internet.
3. He implied he also wanted to have something to make up.
4. Yes, she did.
5. Yes, he was.

### Task 6

- |                       |                     |                       |
|-----------------------|---------------------|-----------------------|
| 1. I'm terribly sorry | 2. Not really       | 3. your understanding |
| 4. That's ok.         | 5. Please go ahead. |                       |

### Task 7 (Open)

### Task 8

1. After-sales service is a term used to describe the various forms of support and service provided to consumers after they have made a purchase.
2. It is usually to address and successfully resolve any issues the customer is experiencing, help to keep the purchased item operational, and generate goodwill between buyer and seller that increases the potential for the consumer to make additional purchases from that same seller in the future.
3. Sales Professionals need to stay in touch with the customers even after the deal.
4. Because it is closely related to whether the customer chooses to do business with a certain company a second time or not.
5. Feedback helps the organization to know the customers better and make the necessary changes for better customer satisfaction

### Task 9

- |                     |                    |                       |
|---------------------|--------------------|-----------------------|
| 1. service          | 2. long-term       | 3. stay in touch with |
| 4. feedback         | 5. Keeping promise | 6. Eventually         |
| 7. has an effect on | 8. in favor of     | 9. exchange           |
| 10. purchased       |                    |                       |

### Task 10

1. 售后服务是一个商务术语，用来描述为顾客购物后提供的各种形式的支持和服务。
2. 售后服务的质量常常会影响顾客是否愿意和一家公司再次做生意。
3. 任何产品发现破损，销售人员应立即更换。
4. 每个机构都应该有一个免费电话，用来给顾客打电话和讨论他们的问题。
5. 顾客满意且高兴，不仅可以带来更多的个体顾客，而且最终会给机构带来更多的利润。

### Task 11 (Open)

### Task 12

- |      |      |      |      |      |
|------|------|------|------|------|
| 1. F | 2. T | 3. F | 4. F | 5. T |
|------|------|------|------|------|

### Task 13

- |                  |                        |              |                |             |
|------------------|------------------------|--------------|----------------|-------------|
| 1. 包装完好          | 2. 退货和退款规定             | 3. 遵循这些指导原则  | 4. 耗时的         | 5. 发货后      |
| 6. in most cases | 7. after-sales service | 8. make sure | 9. credit card | 10. invoice |

### Task 14

- |                                    |                                 |
|------------------------------------|---------------------------------|
| 1. inconvenience                   | 2. our sincere apology          |
| 3. our customer service department | 4. your continued support to us |
| 5. According to your request       |                                 |

### Task 15 (Open)

#### Scripts for Task 5:

- Woman:** Hi, After-Sales Service Department. Can I help you?
- Customer:** The desktop computer I bought from your company can't connect to the Internet. I would like to exchange it for a new one.
- Woman:** I'm really sorry to hear that you have been having so much trouble.
- Customer:** Well, simply saying sorry is not enough. What will you do to make up for this?
- Woman:** Well, if you don't mind, I'd like to ask you a few questions.
- Customer:** Fine, whatever it takes to get this matter straightened out!

#### Scripts for Task 6:

- Michael:** I'm terribly sorry for being late. There was a traffic jam on the way
- Customer:** Never mind. It's not your fault.
- Michael:** Sorry for having kept you waiting so long.
- Customer:** Not really. I'm reading this new brochure of yours.
- Michael:** Thanks for your understanding. I will be as quick as possible.
- Customer:** That's OK. ...Can we get down to business now?
- Michael:** Yes. Please go ahead!

## Part V Chinese translation of passages

### Passage 1

#### 售后服务

售后服务是一个商务术语，用来描述为顾客购物后提供的各种形式的支持和服务。售后服务的宗旨通常是处理并成功解决顾客经受的任何问题，帮助顾客购买的产品能正常运行，以及在买家和卖家之间产生良好的意愿，从而增加顾客在将来还从同一个卖家那里再次购买产品的可能性。因此，售后服务的质量常常会影响顾客是否愿意和一家公司再次做生意。

以下的售后服务技巧能帮助你与顾客建立更好的关系。

1. 即使在做完生意之后，销售专业人员也仍然要和顾客保持联系。决不要忽略他们的电话。
2. 要给顾客提供必要的支持。要帮助顾客安装、维护或操作一个具体的产品。例如，销售笔记本电脑的销售专业人员一定要确保系统中的windows配置正确，顾客使用网络没有任何困难。
3. 任何产品发现破损，销售人员应立即更换。不要抱怨顾客，要听取他们的不满，使他们感到满意。
4. 要在您的机构网站上创建一个区间，让顾客可以提出投诉。每个机构都应该有一个免费电话，用来给顾客打电话和讨论他们的问题。
5. 要收集顾客对产品和服务的反馈意见。反馈能帮助机构更好地了解顾客并进行必要的改进使顾客更加满意。

6. 请求顾客与你的机构签署年度维修合同。年度维修合同是机构与顾客之间签订的一项协议,机构承诺在一定期限内按额定成本向乙方提供售后服务。

7. 产品退换政策必须透明,而且要有利于顾客。顾客来退换产品所受到的待遇应该和他第一次来退货一样。要真诚地和他说明情况并给他提出最佳解决方案。

售后服务可以采取多种形式,但是任何公司都必须兑现所有的承诺,签订协议都要心中有顾客。顾客满意且高兴,不仅可以带来更多的个体顾客,而且最终会给机构带来更多的利润。提供良好的售后服务会向你的可顾客表明你想和顾客建立长久的关系,赢得他们的经常光顾从而能守住他们的生意,这更能产生顾客的好口碑和回头生意。

## Passage 2

### eBay网的售后服务

多数情况下,eBay.com和eBay.com网上的大多数卖家在多数情况下都提供退货或或货品要求项目。您可以在购买商品以前或以后在卖家简介网页上查看卖方的退货和退款规定。

#### 1. 退货货品状况的规定

· 如果你需要退货,一定要遵循商品状况指导规定。退回货物的状况必须收到货品时的状况相同,没有使用过或任何方式的改变。

· 所有货品包装(包装盒、说明书、保修卡等),产品认证书及折扣卡,必须随货品一并退回

· 退回的任何货品都必须未曾使用过,出厂密封和包装完好。

· 没有原始单据,退换任何货品将被拒绝。

· “免费礼物”或奖励物件必须包括在内。

· 所有货品都应置放在一个捆包中。

要确保你遵循这些指导规定。如果您违背规定,你就可能会遇到一系列的麻烦,包括限制你的买卖优惠和暂停您的账户。

#### 2. eBay退款保证

大多数eBay销售都运行顺利,但是如果购物出现问题,eBay退款担保会确保买家收到他们定购的货品或得到退款。

eBay退款担保涵盖大多数交易,如果以下事实属实:

· 没有收到货品或者货品与清单信息中所列不同。

· 货品已损坏或送达后经过任意改动,不受理退款。

· 买家在eBay网购物却通过收款处结算支付,或是通过下列任何一种付款方式取得发票:支付宝卡、信用卡或借记卡。

· 如果买家收到的货品有残损或有缺陷,你可以要求换货或退款。

· 由于客户原因致使货品损坏或丢失,买家不能得到退款。

有了eBay退货和退款规定,买家可以在eBay.com上方便购物,而且可以用任何更简单更节约时间的方式支付。

## Unit 8 Development of Electronics and Telecom

### Part I More information about the unit

The history of electronic communication began in 1729 when Stephen Grey discovered that electricity could be transmitted over large distances using insulated metal wires. Since then its development has been continuing, and more rapidly, helping shape the world as we see it today.

Timeline of Events:

1729 – Stephen Grey discovered that electricity could be transmitted over large distances using wires as long as they were insulated.

1800- The electric battery was invented by Volta, but at his time there was still no practical use of it.

1838- Samuel Morse demonstrated a new and improved telegraph which used Morse Code.

1850-First successful submarine telegraph cable was laid between England and France by John Watkins Brett's.

1851- A total of 51 telegraph companies were in operation.

1866- The first successful transatlantic cable was laid using a special ship designed by Brunel.

1901- Marconi is the first to successfully wirelessly communicate between Cornwall and Newfoundland.

1935- the world's first telephone call using radio and cable happened.

1940 – The first police FM radio communication was setup in Hartford.

1962- NASA launched its first artificial satellite Telstar.

1972- Bob Kahn and Vint Cerf invented TCP.

1991- Tim Burners – Lee invented the World Wide Web.

2006- Using fourth generation fibre optic technology it was possible to send data at a rate of 14TB/s compared to the 6MB/s that was possible with the first generation.

2012 and a bit beyond – HTML5 and CSS3 were being developed to improve the capabilities of websites.

### Part II Explanation of difficult sentences in reading passages

#### Passage 1

1. In telecommunications and computer networking, a communication channel, or channel, refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel. (Para.2)

**Explanation:** 此句是一个比较繁杂的简单句，其主干为“A communication channel or channel refers to a physical transmission medium or a logical connection over a multiple medium”，“in

telecommunications and computer networking”为介词短语作状语，限定主语的领域或范围。两个such as引出其前的medium的示例。refer to意为“指的是……”，再用either to...or to...引出refer to的2个并列宾语；either...or...意为“或者……或者……”。此句的中文意思是：在电信和计算机网络中，通信通道或简称通道，是指实体传输媒介，如线路，或指通过广播频道等多路媒介实现的逻辑链接。频道是用来将信息信号，例如数字位流，从一个或多个发送人（或发送器）传输给一个或多个接受者。

2. The first time you make a BBS connection you are required to register your name, address, phone number and other information such as the kind of computer and modem you are using. (Para.4)

**Explanation:** 这里The first time之后省略了when, 引出时间状语从句you make a BBS connection, 主句中your name, address, phone number and other information为register的并列宾语, such as举例说明other information的所指: the kind of computer和modem you are using, 其中you are reading是省略了which/that的定语从句, 修饰先行词modem。此句的中文意思是: 你第一次做论坛链接时, 你需要注册你的名字、地址、电话号码和其他信息, 如你正在使用的计算机和调制解调器类别。

3. Internet service providers usually offer access to the Web and newsgroups, an e-mail address, a program to download files from FTP sites, and IRC software so that you can have live chats with other users. (Para.5)

**Explanation:** 此句的实际结构很简单, 即主语和谓语为Internet service providers offer, 其后是offer的并列宾语: access to (the Web and newsgroups), an e-mail address, a program (to download files from FTP sites), and IRC software。so that 引出目的状语从句you can have live chats with other users。此句的中文意思是: 互联网服务提供商通常提供方文网站和新闻组, 一个电子邮件地址, 一个可以从FTP (文件传输协议) 网站下载文件的程序, 以及IRC (网络即时聊天程序) 软件, 使您可以与其他用户在线聊天。

4. Nevertheless devices like the telephone system were originally advertised with an emphasis on the practical dimensions of the device (such as the ability to conduct business or order home services) as opposed to the social dimensions. (Para.6)

**Explanation:** 此句的主干为Devices were originally advertised。with an emphasis on...是with复合结构 (with+名词+介词短语), 介词with后的两部分之间逻辑上为主谓关系, 也即with emphasis (is >being) on the practical dimensions), being可以使用, 也可以省略, 且常省略) 作方式状语修饰advertised。as opposed to的完整形式为“as it is/they are opposed to”, 表示对比, 相当于instead of或rather than。此句的中文意思是: 然而, 像电话系统这样的设备做广告的初衷只是强调设备的实用方面 (例如能够开展业务或者预约家庭服务), 而忽略了社会层面。

5. New promotions started appealing to consumers' emotions, stressing the importance of social conversations and staying connected to family and friends. (Para.6)

**Explanation:** 逗号前面为句子主干, 逗号后的stressing...和staying...为现在分词短语作连带说明状语, 如说明目的、结果等。Appealing这里是形容词, 含义为有吸引力的, appealing to意

为“对……有吸引力”。此句的中文意思是：新的促销宣传开始触动消费者的情感，强调社交对话和保持与家人和朋友联系的重要性。

## Passage 2

1. Video teleconferencing is a new technology that allows organizations to create “virtual” meetings with participants in multiple locations. (Para.7)

**Explanation:** 此句的主句为Video teleconferencing is a new technology。That引导的是限制性定语从句，先行词是a new technology，that在从句中充当主语。with participants in multiple locations为介词短语作方式状语，补充说明开会的方式。With引出的复合结构（with+名词+介词短语）中，介词with后的两部分之间逻辑上为主谓关系，也即with participants (are >being) in multiple locations（being可以使用，也可以省略，且常省略）作方式状语修饰advertised。此句的中文意思：视频会议是一项新技术，它能让组织机构构建“虚拟”会议，让参加会议者在多个地方出席会议。

2. The residents' only concern will be to ensure there is enough money in their bank accounts to pay the bills. (Para.8)

**Explanation:** 此句的主句为系表结构The concern will be to ensure。不定式短语to ensure作表语。there is enough money...是ensure的宾语从句，其前省略了连词that。不定式短语to pay the bills作目的状语。此句的中文意思：住户唯一需要关注的就是确保他们银行账户里有足够的钱来支付账单。

3. Financial analysis will be done by a server controlled by the organization concerned using electronic documents, not by an accountant on a personal computer. (Para.9)

**Explanation:** 此句的主干为Financial analysis will be done by a server。过去分词短语controlled by the organization是过去分词短语作后置定语，修饰先行词server。请注意，其后的concerned是形容词，含义为“涉及到的，相关的”。作organization的后置定语。现在分词短语using electronic documents作方式状语，修饰will be done；on a personal computer为介词短语作后置状语，修饰前面的will be done。此句的中文意思：财务分析将由相关机构控制的服务器使用电子文件来完成，而不是由一个会计在个人电脑上完成。

## Part III Examples with some of the key words and expressions

### Passage 1

1. transmission n. 传输，传播，播送，变速器

e.g. He varied the *transmission* frequency.

他变换了无线电传输频率。

The company has a transmission plant in France.

公司在法国有一座变速器工厂。

2. transfer n. v. 转移，传递，传输

- e.g. There are no policies for transferring funds from one department to another.  
没有将基金从一个部门转移至另一个部门的规定。  
His job requires him to accept transfers from a city to another.  
他的工作要求他接受在不同城市之间来回调动。
3. terminal n. 末端, 终点站, 航站楼; a. 末端的, 终点的, 晚期的  
e.g. Please wait for me at the bus terminal.  
请在汽车终点站等我。  
About 70% patients were in terminal as they are diagnosed.  
大约有70%的病人确诊时已为晚期。
4. configured v. 配置  
e.g. We have everything configured as we wanted.  
我们拥有一切我们想要的配置。  
This plant uses all the components you have configured and built in,  
这套设备使用你们已经配置和内装的所有组件。
5. exclusive a. 独有的; n. 独家新闻  
e.g. Despite his lack of experience, he got the job. 尽管缺少经验, 他还是得到了这份工作。  
A journalist has tried to get my exclusive story.  
一个记者一直想要得到我的独家故事。
6. dramatically a. 显著地, 引人注目地  
e.g. The black market has grown dramatically since the mid-1980s.  
从80年代中期开始黑市明显兴旺起来。  
IT has changed dramatically in recent years.  
IT行业近些年有了飞速变化。
7. convey v. 表达, 传达; 运输, 转移  
e.g. It's hard to convey my feelings in word.  
很难用言语来表达我的感受。  
This train conveys both passengers and goods.  
这趟列车客货均载。
8. Register v. 登记, 记录; n. 登记簿, 记录  
e.g. You must register if you tend to vote.  
如果你要投票就必须登记。  
Would you sign the register?  
请你在登记簿上签名。

## Passage 2

1. extinct a. 灭绝的, 破灭的  
e.g. This species will be extinct in a few decades.  
这个物种将会在几十年后灭绝。

My hope of getting some employment was extinct.

我要找工作的希望落空了。

2. vice versa ad. 反过来也是一样

e.g. You know me better than others, vice versa.

你比其他人都了解我，反过来也是一样。

3. artificial a. 人造的，虚伪的

e.g. This dress is made of artificial fibers.

这件连衣裙是人造纤维的。

Her artificial manner made me sick.

她那装腔作势的样子令我恶心。

4. take over v. 接收，接管

e.g. The company would take over the accounts.

公司会将那些账目接收过来。

The military took over the government.

军方接管了政府。

5. concern n. 关心，担心； v. 涉及，影响，关心

e.g. I am not sensible of your concern.

我没察觉到你的担心。

This matter concerns all of us.

这件事让我们大家都担心。

6. leak n. 泄露，漏洞； v. 漏，渗

e.g. Water had started to leak into the cellar.

水已经开始渗入地下室。

There is a leak in the roof.

屋顶上有一个漏洞。

## Part IV Key to exercises and scripts for listening

### Task 5:

1. When they receive an award.
2. It is a chance to express thanks to those who helped and supported you.
3. By listing the names of those who you want to thank.
4. Yes, of course.
5. By summarizing your main points at the end.

### Task 6

1. personal privacy

2. two experts
3. security
4. examine
5. teamwork

### Task 7 (open)

### Task 8

1. Telecommunications mainly means transferring information from one PC to another via a modem and phone lines.
2. You need a PC, a modem connected to the computer and the telephone line, and communication software.
3. Because they are run by enthusiasts and sponsored by user groups or small businesses.
4. You need first to open an account with an ISP or a commercial online service provider.
5. Because these sites allow users to communicate with each other as well as post photographs, events and profiles for others to see.

### Task 9

- |            |                  |            |          |               |
|------------|------------------|------------|----------|---------------|
| 1. install | 2. as opposed to | 3. via     | 4. offer | 5. register   |
| 6. convey  | 7. are required  | 8. charges | 9. was   | 10. prominent |

### Task 10

1. 举例来说就好比有两个人在打电话，或者是销售部门在给客户发传真，又或者是某人在电视上读取信息。
2. 你第一次做论坛链接时，你需要注册你的名字、地址、电话号码和其他信息，如你正在使用的计算机和调制解调器类别。
3. 互联网服务提供商通常提供方文网站和新闻组，一个电子邮件地址，一个可以从FTP（文件传输协议）网站下载文件的程序，以及IRC（网络即时聊天程序）软件，使您可以与其他用户在线聊天。
4. 新的促销宣传开始出动消费者的情感，强调社交对话和保持与家人和朋友联系的重要性。
5. 这些网站能让用户相互沟通，还可以将照片、事件和个人简历挂到网上便于他人查看。个人简历可以列出一个人的年龄、兴趣、性别取向和交往状态。

### Task 11 (open)

### Task 12

- |      |      |      |      |      |
|------|------|------|------|------|
| 1. F | 2. T | 3. T | 4. F | 5. T |
|------|------|------|------|------|

**Task 13**

- |                                    |                              |
|------------------------------------|------------------------------|
| 1. 个人电脑                            | 2. 发送和接收语音                   |
| 3. 日常劳务                            | 4. 家居用品                      |
| 5. 支付账单                            | 6. Connect the server        |
| 7. Information-technology industry | 8. Computer simulation       |
| 9. intelligent device/ equipment   | 10. electronic document/file |

**Task 14**

- |                  |                    |
|------------------|--------------------|
| 1. third party   | 2. mobile platform |
| 3. privacy       | 4. prevent leaks   |
| 5. how to manage |                    |

**Task 15 (open)****Scripts for Task 5:**

When you receive an award, you might need to give a thank-you speech. It's a chance to express how grateful you are to the people who helped and supported you. Here are some tips to make a thank-you speech:

1. Start by saying thank you, and list the people you want to thank.
2. Say what you are thanking them for and why?

In the conclusion, summarize your main points and finish.

**Scripts for Task 6:**

**Mr. Wang:** I'm coming to express our deep appreciation for your professional solution to personal privacy disclosure.

**Mr. Li:** It's our pleasure. For this project, we actually had our best team to work on it and also invited two experts from outside to support us.

**Mr. Wang:** we were so much impressed by your professional solution.

**Mr. Li:** I'm glad to hear that.

**Mr. Wang:** By solving the security problem, we have attracted more than one million new subscribers.

**Mr. Li:** That's really good news. We have also helped more than 10 companies out.

**Mr. Wang:** We will develop a new APP next month; I hope you could help us to examine the security system in order to protect customers' privacy.

**Mr. Li:** Sure, it's our pleasure to have your trust.

**Mr. Wang:** Thank you again for your dedicated teamwork.

**Mr. Li:** You are welcome.

## Part V Chinese translation of passages

### Passage 1

#### 电信

电信这一术语是指利用电话系统、无线电、电视、卫星或计算机连接等来长距离传输信息。举例来说就好比有两个人在打电话，或者是销售部门在给客户发传真，又或者是某人在电视上读取信息。但在当今世界，电信主要是指通过调制解调器和电话线路将信息从一台电脑传输到另一台电脑上。

在电信和计算机网络中，通信通道或简称通道，是指实体传输媒介，如线路，或指通过广播频道等多路媒介实现的逻辑连接。频道是用来将信息信号，例如数字位流，从一个或多个发送人(或发送器)传输给一个或多个接收者。

我们进行通信都需要什么设施呢？你只需要一台PC机（或一个终端），一个连接到计算机和电话线上的调制解调器，以及通信软件。一旦你已经安装和配置了你的调制解调器，你就可以通过公告板和在线服务与人们沟通。

公告板系统（BBS）经常是免费的，因为它们是由爱好者运行，并由用户组或小企业赞助。你第一次做论坛连接时，你需要注册你的名字、地址、电话号码和其他信息，如你正在使用的计算机和调制解调器类别。负责管理BBS的人称为系统经管人。你可以使用一个BBS来下载艺术作品、游戏和程序，或可以参加正在进行的讨论。你还可以上传（发送）程序，但要确保是共享软件或公共领域的程序。

要访问互联网，你必须首先在互联网服务提供商（ISP）或商务在线服务提供商哪里开户。两者都提供互联网接入，但后者提供独家服务。互联网服务提供商通常提供访问网站和新闻组，一个电子邮件地址，一个可以从FTP（文件传输协议）网站下载文件的程序，以及IRC（网络即时聊天程序）软件，使您可以与其他用户在线聊天。大多数互联网服务供应商按月或者按年收取的费用额固定不变，从而你可以无限时地上网。

电信在社交关系中起到了重要的作用。然而，像电话系统这样的设备做广告的初衷只是强调设备的实用方面（例如能够开展业务或者预约家庭服务），而忽略了社会层面。直到20和30年代后期，该设备的社会服务方面才在电话广告中成为突出的主题。新的促销宣传开始触动消费者的情感，强调社交对话和保持与家人和朋友联系的重要性。

从那时起，电信在社交关系中发挥的作用变得越来越重要。近年来，社交网站的普及度急剧增加。这些网站能让用户相互沟通，还可以将照片、事件和个人简介挂到网上便于他人查看。个人简介可以列出一个人的年龄、兴趣、性别取向和交往状态。通过这种方式，这些社交网站在组织社交应酬到安排婚介中都起到了重要的作用。

### Passage 2

#### 个人电脑可能会在30年后消失

1986，IBM设计了世界上的第一台个人电脑（PC）。从那时起，个人电脑就以惊人的速度开始融入我们的工作、生活和学习。它先是进入了正常的使用范围，而后它又进而改变社会和人们

的生活方式。

30年后会怎样？你能想象30年后或者到2045年信息技术将会如何发展和改变我们的生活？

第一，智能手机发送和接收语音、电子邮件和互联网数据已经实现。从无线星球下载的软件可以将你连接到服务器，显示数据库和信息服务的目录。你可以将移动访问连接到你的笔记本电脑，并设置其调制解调器从而访问网络。

第二，互联网电视允许你边看电视边上网收索和接收邮件，反之亦然。想象一下，你在电视上观看一部电影，同时你可以上网查看影片中电影演员的信息。这对于不太想用个人电脑，但却很喜欢上网的人来说是非常理想的。

第三，到处都可能有机机器人在做着几乎所有的繁重日常劳务。IT业就将成为机器人程序开发公司的家，就像他们现在开发应用程序供用户下载和安装一样。

第四，虚拟现实通过3D计算机模拟可以让人与人造物体和人造环境相互影响。3D打印将实现快速和廉价。3D打印机将使我们能够设计和创造我们所需要的东西，从家庭用品盘子和衣服到建造未来住宅需要的砖瓦。

第五，视频会议是一项新技术，它能让组织机构创建“虚拟”会议，让参加会议者在多个地点出席会议。

第六，家庭智能化，由软件来管理能源、水、食物和日用品的消耗和补给。住户唯一需要关注的就是确保他们银行账户里有足够的钱来支付账单。

最后，可能不会再有电脑了。将会有更多种类的智能设备出现来逐步取代今天的个人电脑的功能。例如，财务分析将由相关机构控制的服务器使用电子文件来完成，而不是由一个会计在个人电脑上完成。