

优秀的网上冲浪者没有固定的交流模式，

如何在不同情景下选择最佳的交流方式呢？



网络英语

中英双语

Internet Communication

杨海洋 著



国防工业出版社
National Defense Industry Press

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Preface

Since its birth in the 1960's, the Internet has been growing explosively throughout the world. The latest statistics show that there are now over one billion Internet users—that is one sixth of the world's total population. This incredible growth has made the Internet not only a critical infrastructure that the global economy depends on, but also a ubiquitous technology that connects people from all corners of the world. Therefore, acquiring computer proficiency, particularly Internet-related skills, has become a prerequisite for achieving success in today's increasingly digital and interconnected society.

The Internet has also become the largest reservoir of knowledge in human history. Information of any subject can be found on websites and digital archives or be obtained by inquiring other netizens. However, although languages such as Chinese, Spanish, and Japanese are gaining popularity on the Internet, English is still the *lingua franca* of the online world—the majority of the information available on the Net is in English, and most online communications are conducted using English. Therefore, obtaining an adequate level of Internet English proficiency is also vital to a person's success.

This book, *Internet Communication: Mastering Online Communication Skills and Harnessing Internet Resources*, aims to help readers develop both the technical know-how and Internet English proficiency to meet the challenges of the Internet Age. Through eight independent chapters, the book provides a comprehensive introduction to the different domains of Internet communication:

- Chapter 1 introduces the fundamentals of human communication from an online perspective, and explains the importance of developing effective communication skills.
- Chapter 2 helps the readers understand the unique elements of English used on the Internet, including emoticons, abbreviations, and Leet.
- Chapter 3 focuses on netiquette, and how it affects online communication.

IV

- Chapter 4 introduces web browsing and important web resources such as portals, online dictionaries, and encyclopedias.
- Chapter 5 provides an in-depth introduction to online searching, covering major categories of search engines and essential search techniques such as query syntax and advanced search interfaces.
- Chapter 6 focuses on email communication. Key issues in email software, message formats, and styles are analyzed. Case studies are also provided.
- Chapter 7 examines online chatting and instant messaging services such as Windows Live Messenger and IRC. Key issues and techniques related to these services are also discussed.
- Chapter 8 introduces blogs and the major Internet tools that can be used to search, create, and manage blogs.

The book is most useful to intermediate-level English learners such as high school and college students. This English-Chinese bilingual edition can be used either as a textbook in a classroom setting or as a self-study guide. The book is designed to help readers achieve a set of specific goals:

- Understand the fundamentals of human online communication
- Understand the unique elements of Internet English
- Master browsing, searching, emailing, blogging, chatting, instant messaging, and other essential online communication skills
- Develop strong online research and resource utilization skills
- Improve vocabulary, especially information technology related vocabulary
- Improve writing skills (both ad-hoc and formal)

This book aims to provide the readers with practical knowledge that they can use in everyday lives. Not only is each theory introduced in the book carefully explained, how the theory should be applied in real communication scenario is also demonstrated. The book's content is based on a wide spectrum of the latest researches, publications, and industry news, providing the readers with the most up-to-date information. Furthermore, the author has tried to keep the text both academic and fun-to-read. Humor is included in the writing to cultivate readers' continuous interest in the content. A set of interesting exercises and lab activities is also added to the end of each chapter to help readers better absorb the information learned.

Because the Internet is ever evolving, some of the information introduced in this book may become obsolete someday. However, the communication skills and foundational knowledge that readers acquire from the book will always be useful to them. The author understands that the book may contain some errors and imperfections. The author greatly welcomes readers to point out such imperfections and offer suggestions on how to improve the book. The author can be reached at writer@haiyang.com.

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前 言

自互联网 20 世纪 60 年代问世以来,一直在全球范围内迅猛发展。据最新统计数据,目前全球网民数已超过十亿,占世界人口的六分之一。这样强劲的增长使网络不仅变成了世界经济的一个重要支柱,同时也成为了一种让世界上每个角落的人们都能相互沟通交流的“泛在技术”。因此,掌握电子计算机技能,特别是网络运用方面的技能,已经成为了我们在这个越来越数字化和网络化的社会中取得成功的先决条件。

互联网也已成为人类历史上最大的知识储藏库。任何一种领域的信息都可以在万维网站和在线数据库中找到或从其他网民处觅得。然而,尽管中文、西班牙语、日语等语言都逐渐在网络上被普遍使用,英文仍是在线世界的“标准语言”,网络上的大部分信息都是英文的,多数网络交流都以英文形式进行。所以,掌握足够的网络英语知识对于一个人的成功也是至关重要的。

本书《网络交流—掌握网络英语与运用在线资源》的最终目的是帮助读者精通网络使用技能和提高在线英文交流能力,以迎接网络时代的挑战。本书通过八个独立的章节为读者全面介绍网络交流的不同领域:

- ① 第一章从网络交流的角度介绍人类交流学的基础知识,并阐述发展交流能力的重要性。
- ② 第二章帮助读者理解表情图标缩略词和“俚特语”等在线英文特有的语言要素。
- ③ 第三章重点讲述网络礼仪以及其对在线交流的影响。
- ④ 第四章介绍网上冲浪技巧,以及门户网站、在线字典、百科全书等重要网络资源。
- ⑤ 第五章重点讲述在线搜索,介绍分析各种类型的搜索引擎,以及如何使用“查询语法”与高级搜索界面等搜索技巧。
- ⑥ 第六章集中讨论电子邮件通讯,研究讲述有关电子邮件软件、邮件格式和文体等涉及的各类问题,并对实例进行解析。
- ⑦ 第七章介绍在线聊天和即时消息系统(如 Windows Live Messenger 和

IRC),并探讨其中的关键问题和主要技巧。

- ③ 第八章讲解博客,并介绍如何使用各类网络工具搜寻、创建、管理博客。

本书适用于高中生、大学生等中级英文水平读者。此英汉双语版本既可用于课堂教材,也可当作自学丛书使用。本书旨在帮助读者达到以下几个具体目标:

- ③ 理解和掌握网络交流的基础知识;
- ③ 理解和掌握在线英文的特有语言要素;
- ③ 掌握网页浏览、信息搜索、电子邮件、在线聊天、即时消息、博客等领域的必要交流技巧;
- ③ 培养搜索在线调研能力,特别是运用网络信息资源的能力;
- ③ 扩大词汇量,特别是与网络信息技术相关的词汇;
- ③ 提高从即时消息到正式电子文书的各个层次的英文写作水平。

本书旨在为读者提供日常网络技术运用的实用知识。该书不仅对每个理论进行了详细地阐述,而且介绍了如何在真实的交流情景中运用这些理论。书中内容基于大量的最新研究结果、发表文献、业界新知等,能为读者提供最前沿的信息。为了使读者保持对内容的浓厚兴趣,作者致力于使本书既有学术性又不失趣味性。因此,写作中使用了一定的西方幽默。另外,在每一章节后都有一套有趣的练习题以帮助读者更好地吸收和运用所学到的知识。

由于互联网在不停地发展更新,本书所介绍的一部分信息在将来也许会有变化。但是书中介绍的交流技能和互联网络的基础知识却能使读者受益长久。书中倘有疏漏和不足之处,敬请广大读者不吝赐教。作者的电子邮箱是 writer@haiyang.com。

杨海洋
于日本东京

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Chapter 1

Fundamentals of Human Communication



I. Introduction

As the core purpose of this book is to help you develop strong online communication skills, it is important to clarify the concept of communication at the very beginning. According to Merriam-Webster Dictionary (2006), communication is “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior”. In other words, communication is a vast domain that includes conversations, writings, speeches, gestures, paintings, movies, TV shows, and many other information related activities. In this book, however, we will focus on the communication activities on the Internet.

Interestingly, the plural form of the word, “communications” , refers to information activities involving technologies or the mass media. Because this book covers both the information exchange of individuals and utilization of specific Internet technologies, we will use the singular and plural forms of communication interchangeably. We will explore not only human communication activities such as emailing and instant messaging but also technical subjects such as information retrieval technology and blog systems.

II. Importance of Communication

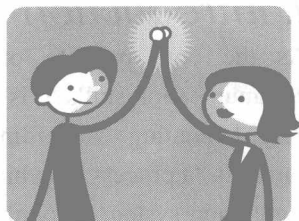
Some of you may wonder why you need to spend time studying communication. Isn't communication about simple things such as talking to someone or writing a message? To answer this type of question and help you see the true significance of communication, we need to have a close look at the five fundamental functions that communication serves.

1. Psychological Needs

As psychologists Arthur Combs and Donald Snygg (1959, p.134) point out, “the self is essentially a social product arising against experience with people”. Your self-identity is formed almost completely based on the communication and interaction with others. Whether you view yourself as attractive or ugly, intelligent or mediocre, your self-image has been shaped by how other people reacted to you. Without communicating with others, you would not have the sense of identity as you do today.

2. Social Needs

Communication also plays an important role in satisfying your social needs. Through communication, you are able to convey feelings and obtain affections. You are able to share your worries and concerns, and express your gratitude and love. Through communication, other people can let you know that they want you and care about you. Communication provides the basis for all of your social relationships.



3. Physical Needs

Communication is essential to good physical health. The lack of communication can lead to social isolation, which shortens human life. In fact, “social connectedness is among the most important predictors of health...almost as strong as not smoking or being overweight” (Amersbach, 2000, Section 6). Numerous medical studies have clearly demonstrated the critical effects that communication has on health. For example, in researches conducted by Harvard School of Public Health, scientists found that people without close social relationships are at a higher risk for death from heart disease, stroke, and even accidents and suicide. Scientists also found that among the people who suffered heart attacks, 53 percent of those socially isolated and without emotional support died, compared with 23 percent of those with emotional support.

4. Practical Needs

Communication also serves practical functions in everyday life. According to a