

高等学校英语应用能力提升系列 



# 英文精品阅读

顾问 修月楨  
主编 徐敬珍 副主编 王勇智  
编者 徐敬珍 王勇智 刘苏力 盖梦丽

SELECTED *of* FINE  
READINGS WORKS *in* ENGLISH



旅游教育出版社



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主编：陈永发  
副主编：陈永发、陈永发、陈永发、陈永发、陈永发

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## 前言

《英文精品阅读》是为了适应目前新形势下大学生英语学习的需求而编写的一本教材,包括两部分,共8个单元17课,供学生一个学期使用。

第一部分为时文选粹,包括4个单元,所选文章涉及现代科技与生活、西方人看中国、西方一瞥以及生活中的智慧;第二部分为中外经典,也包括4个单元,所选文章涵盖英国文学中的经典散文、诗歌、短篇小说和长篇小说节选,以及中国名流的经典英文散文。每一课都包括课文、注解、与课文密切相关的练习及开放性的思考题。本教材每单元的第一课都有一个关于阅读技巧的专题讲解。该单元的每一课都有就这一阅读技巧所设计的练习,同时这些练习与该课的课文也密切相关。此外,每单元还配有丰富的阅读材料,供学生课外阅读使用。除开放性问题外,所有问题都配有参考答案,以附录形式附在书后。

本教材在内容的选择上新颖独特,既保留了传统阅读教材的广泛性,又融入了英语文学的经典性;既有英语文学中的经典作品,又有反映时代信息的时文选粹;既有英语名家名篇,又有中国人的优秀英文作品;既有正文学习又有补充阅读;既有语言方面的练习,又有阅读技能的讲解,经典性、广泛性、趣味性和实用性相辅相成、有机地结合在一起。因此,本教材既能提高学生的英语语言水平,又能提高他们的文学文化修养,同时也能提高他们的英语学习兴趣和民族自豪感。

由于本教材包含内容广、信息量大,学生在使用本教材时应该做好课前预习和课后复习。另外,由于每课所配的练习量较大,教师在使用该教材过程中,可对课后练习有选择地使用。

本教材可作为英语专业大学一、二年级学生的泛读教材,非英语专业大学三、四年级学生的高级阅读教材,继续教育学院专升本学生、高职英语专业学生的泛读教材或高级阅读教材,也可作为英语专业学生的课外阅读材料,同时还可供其他英语爱好者自学使用。

本教材由徐敬珍总创意、编写阅读技巧大纲、设计体例、撰写前言,并最后统稿。王勇智参与了大纲的编写和文章篇目的选择。编写具体分工是:王勇智编写一课至五课;刘苏力编写六课至九课;盖梦丽编写十课至十二课;徐敬珍编写十三课至

十七课。

本教材的编写得到了北京第二外国语学院修月祯教授的热情鼓励和宝贵指导,在此特别表示感谢。

书中若有疏漏之处,请广大读者批评指正。

**徐敬珍**

于北京第二外国语学院

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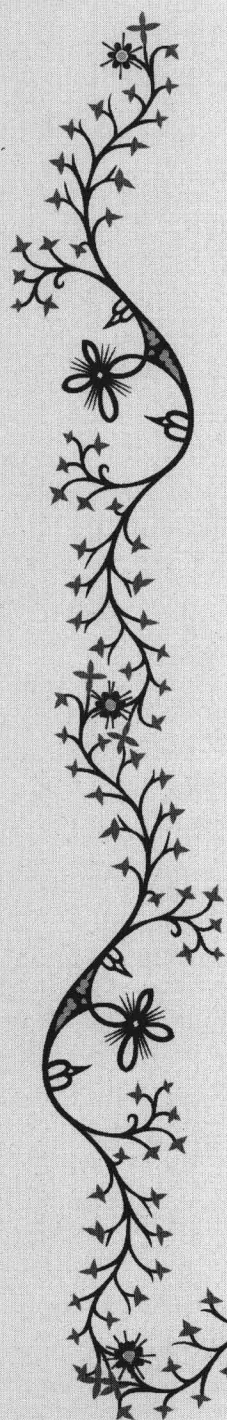
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# Section One

## ***Fine Works on Current Issues***





# Unit 1

## Modern Technology and Life

### Lesson One

## ***The Rise of Baidu***

*David Barboza*

### **Pre-reading Questions**

How can a “shy, reserved” young man and his search engine business manage to become such a tremendous success despite the pessimistic views of many towards this type of business? What enables Baidu, a newcomer on the search engine market, to grow so rapidly? What are their winning strategies? Keep these questions in mind as the legend of Baidu unfolds.

### **Text**

In the summer of 1998 at a picnic in Silicon Valley<sup>①</sup>, Eric Xu, a 34-year-old biochemist, introduced his shy, reserved friend, Robin Li, to John Wu, then the head of

---

① Silicon Valley: 硅谷

Yahoo's search engine team.

Mr. Li, 30 at the time, was a frustrated staff engineer at Infoseek, an Internet search engine partly owned by Disney, a company whose fading commitment to Infoseek did not mesh with Mr. Li's ongoing passion for search Engines. Like Disney, Mr. Wu and Yahoo were also losing interest in the business prospects of search Engines, and Yahoo—in a colossal corporate blunder<sup>①</sup>—eventually outsourced all of its search functions to a little startup named Google.

Mr. Xu, who had called together some friends for a documentary he was making on Silicon Valley, thought the two search guys would hit it off. Mr. Wu says he exchanged greetings with Robin Li, but what most impressed him was that despite all of the pessimism surrounding search, Mr. Li remained undaunted.

“The people at Yahoo didn't think search was all that important, and so neither did I,” says Mr. Wu, who is now the chief technology officer at the Chinese Internet company Alibaba.com. “But Robin, he seemed very determined to stick with it. And you have to admire what he accomplished.”

Indeed. A year after the picnic, in 1999, Mr. Li founded his own search company in China, naming it Baidu (pronounced “by-DOO”). Today, Baidu has a market value of \$3 billion and operates the fourth-most heavily trafficked<sup>②</sup> Web site in the world. And Baidu is doing what no other Internet company has been able to do: clobbering Google and Yahoo in its home market.

While Baidu continues to gain market share in China—and does so with a Web site that the Chinese government heavily censors and that gives priority to advertising rather than relevant search results—some analysts question whether Baidu can withstand competition from Google and Yahoo, which possess superior technology and global work forces.

But Baidu's evolution, along with Mr. Li's journey as an entrepreneur, offer textbook examples of the payoffs and perils of doing business in China and suggest that Baidu may prove to be far more resilient than some analysts believe. China has a population of 1.3 billion, about 130 million of whom are Internet users, an online market second in size

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① blunder: a stupid or careless mistake

② trafficked: flow; here it refers to all the information delivered on the Internet.

only to the American market. Because China is the world's fastest-growing major economy, analysts consider it the next great Internet battleground, with Baidu uniquely positioned to do well in that competition.

In exchange for letting censors oversee its Web site, Baidu has sealed <sup>①</sup> its dominance with support from the Chinese government, which regularly blocks Google and imposes strict rules and censorship <sup>②</sup> on other foreign Internet companies.

In addition, analysts say, entrepreneurs in China have a knack for pummeling American Internet giants. "The globally dominant U. S. Internet companies have failed to take the No. 1 market share position in any category," says Jason D. Brueschke, a Citigroup Chinese analyst. "And they came with more money and major brand names. And so there's something fundamentally different about this market."

So fundamentally different, Mr. Brueschke believes, that Baidu will retain its hammerlock <sup>③</sup> on the Chinese search industry. "The real battle in the competitive landscape is not about who's No. 1, it's about who's going to be No. 2," he says.

Google, of course, will have none of this, stressing the independence of its search results and the international reach it offers users. "People want information and they want global information," says Kaifu Lee, the president of Google in China. "We can't be bought."

But Mr. Li says Baidu's model is working supremely well and that the company has built a loyal base of users who value its search capabilities. "At the end of the day, if a user finds relevant information, they'll come back," he says.

On its corporate Web site, Baidu says that it takes its name from a Song Dynasty poem written several centuries ago that "compares the search for a retreating beauty amid chaotic glamour with the search for one's dream while confronted by life's many obstacles." <sup>④</sup>

Mr. Li, born Li Yanhong in 1968 in what was then an impoverished city 200 miles southwest of Beijing, is familiar with life's obstacles. The fourth of five children, he grew

① seal; make... definite or confirm how... is going to be

② censorship: 新闻审查制度

③ hammerlock: (摔跤) 将对方手臂拧到背后

④ "compares the search for a retreating beauty amid chaotic glamour with the search for one's dream while confronted by life's many obstacles.": 众里寻她千百度,那人却在灯火阑珊处——出自辛弃疾的《青玉案》。

up during China's Cultural Revolution. Despite the oppression that surrounded him, he said he was always able to focus on stamp collecting, performing traditional opera, and other interests—including, eventually, computers. He was bright enough to get into the country's most prestigious school, Beijing University, where he majored in library science and dabbled in computer science.

After graduation in 1991, he applied to the top three graduate programs in computer science in America, but did not get into any of them (perhaps, he says, because China was considered an also-ran in technology). "I blindly sent out 20 applications," he says. "SUNY Buffalo was the only program willing to give me a fellowship."

He enrolled at Buffalo planning to earn a Ph. D. in computer science but grew disillusioned with academia. He completed his master's degree in 1994 and then joined a New Jersey division of Dow Jones Company, where he helped develop a software program for THE WALL STREET JOURNAL's online edition. During that time, he also became enamored of the technology boom taking shape in Silicon Valley. He spent much of his time trying to solve one of the Internet industry's earliest problems: sorting information.

A breakthrough came in 1996, he says, when he developed a search mechanism he called "link analysis," which involved ranking the popularity of a Web site based on how many other Web sites were linked to it.

"The moment I created this thing I was very excited," he says. "I told my boss and pushed him. But he wasn't very excited." Soon after, he attended a computer conference in Silicon Valley and set up his own booth to demonstrate his search findings.

William I. Chang, then the chief technology officer at Infoseek, met Mr. Li at the conference and recruited him to oversee search engine development.

"Robin is possibly the single most brilliant and focused person I know," Mr. Chang says. "And his inventions, now widely adopted, are still the gold standards in Web search relevance."

After Disney acquired the small fraction of Infoseek stock it did not already own in 1999, it shifted the company's focus away from search and toward content, leading Mr. Li to form his own Internet company with Eric Xu, who had a Ph. D. in biochemistry and good contacts in Silicon Valley.



The partners raised \$1.2 million from two Silicon Valley venture capital firms, Integrity Partners and Peninsula Capital, and with their seed money in hand flew to China and founded Baidu in a hotel room overlooking Beijing University's campus. Nine months later, in September 2000, two other venture capital firms, Draper Fisher Jurvetson and IDG Technology Venture, pumped another \$10 million into the startup.

So, it was that on the eve of the Internet bubble bursting in the United States, Baidu took off in China.

"When I came back I was prepared for a rough life," Mr. Li says. "It turns out it wasn't so bad."

Baidu started out offering search services to other Chinese portals before developing its own stand-alone search engine. Some members of Baidu's board of directors opposed the shift, saying it would turn customers into competitors. But Mr. Li said he sensed a shift in the market after watching the success of Overture, a company in Pasadena, CA., that sold advertising space correlated with search results (which meant, for example, that ads for dental clinics might pop up next to search results for cavities).

"We were skeptical about search," says Scott Walchek, a partner at Integrity Partners and a member of Baidu's board. "But we weren't as smart as Robin. Robin said he had a unique opportunity to build a brand around search. And he was right."

In September 2001, Baidu began its own site—Baidu.com—which looked almost exactly like Google's no-frills<sup>①</sup> home page. And even before Google did it, Baidu allowed advertisers to bid for ad space and then pay Baidu every time a customer clicked on an ad. Small and medium-size companies loved it; the site became deluged with traffic and Baidu turned a profit in 2004. By then, Mr. Li was pushing for an initial public offering in the United States, insisting it would be a huge branding event for a company that had come to be called "China's Google."

BAIDU went public on Aug. 5, 2005, at \$27 a share. When trading ended that day, shares of Baidu closed at \$122, up 354 percent, the biggest opening on Nasdaq since the dot-com peak in 2000. Suddenly, Baidu was a \$4 billion company and Mr. Li held stock worth more than \$900 million. But not everyone cheered. Many analysts said

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① no frills: if you describe something as having no frills, you mean that it has no extra features, but it is acceptable or good if you want something simple; used showing approval.