

睿智·感悟

TIME

活力·流行

时代

周刊

精选片段选读

王欣◎丛书主编 曹阳◎本册主编

李丹 李颖◎副主编



最具影响力的报刊尽收眼底

最地道的英文表达**脱口而出**



天津大学出版社
TIANJIN UNIVERSITY PRESS

科技教育

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内 容 提 要

本书精选美国《时代》周刊中的优秀文章,供广大英语专业人士和各类英语学习者阅读欣赏。各篇文章均包括“中文简介”、“英语原文”、“单词和短语注解”和“难句翻译”四部分,语言地道,内容有趣,深入浅出,引人入胜。本书英语书面用语和口语兼备,网罗国计民生的方方面面,适合读者各取所需,在享受阅读快乐的同时,更能体会富有现代气息的人生百态。

图书在版编目(CIP)数据

《时代》周刊精选片段选读. 科技·教育: 汉英对照 /
王欣, 曹阳主编. —天津: 天津大学出版社, 2011. 5
ISBN 978-7-5618-3940-9

I. ①时… II. ①王… ②曹… III. ①英语—汉语—对
照读物 IV. ①H319.4

中国版本图书馆 CIP 数据核字 (2011) 第 083797 号

出版发行	天津大学出版社
出 版 人	杨 欢
地 址	天津市卫津路 92 号天津大学内 (邮编: 300072)
电 话	发行部: 022-27403647 邮购部: 022-27402742
网 址	www.tjup.com
印 刷	昌黎太阳红彩色印刷有限责任公司
经 销	全国各地新华书店
开 本	180mm × 240mm
印 张	17
字 数	373 千
版 次	2011 年 5 月第 1 版
印 次	2011 年 5 月第 1 次
定 价	29.00 元

凡购本书,如有缺页、倒页、脱页等质量问题,请与我社发行部联系调换

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写在前面的话

书中的人生百态

人人心中都有一个理想国，时态上属于将来，技术上偏向于魔幻，情感上却更倾向于对原始社会的回忆。英语有一个短语“the old good days”（过去的好时光），似乎无论现时如何，关于过去的一切都笼罩着一层绚烂的金色，闪烁着氤氲的幸福感和神秘的盖亚智慧。面对未知的前路，过去辐射来的股股暖意总会在我们的心中激荡起勇气。生存的本能就是世代传继，生生不息。

我们像海边拾贝的孩子，在无尽的知识潮汐间大胆地探索着，在广阔的信息大洋的岸边欣喜地寻觅着——伟大的时刻总会成为镌刻在脑海中的层叠的涟漪，抑或弥散的水汽，不久便成为风中的传说，不留一丝痕迹。间或有一些记忆成为深藏在博物馆里的标本，偏安一隅，却难为大众赏玩。正如资料一旦成为故纸堆，便失去了留存的价值。如何赋予旧信息新活力，是一个由来已久的难题。

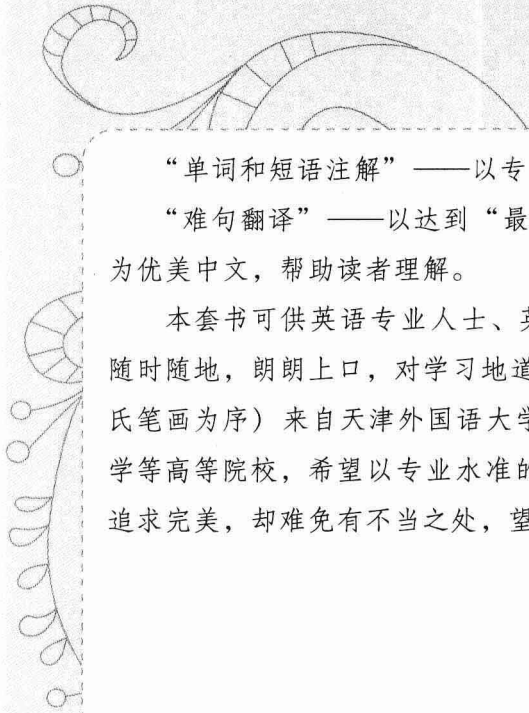
如何使用本书

通过阅读原汁原味的文章来学习地道英语，一直以来是英语学习最行之有效的方法之一。作为以英语为外语的读者，我们关注的重点往往是语言本身，对其叙述的事件倒不似源语读者那般执著于事实。因而，经由本书编译者介绍给广大读者的林林总总，是基于学习语言的目的，对其背后折射的宣传喉舌的作用并不加涉及。

本套书共四册，分别定位于“科技·教育”、“体育·健康”、“商业·管理”、“艺术·时尚”，读者可以各取所需，或者一并纳之。每篇文章有共同的体例：

“中文简介”——力求言简意赅，引人入胜；

“英语原文”——精选的各类文章原文；



“单词和短语注解”——以专业词汇、新词难字为主，释义贴近原文；

“难句翻译”——以达到“最大等效”为目的，将文中牵绊读者的难句转化为优美中文，帮助读者理解。

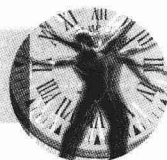
本套书可供英语专业人士、英语学习者、各界精英等阅读消遣和回味赏玩，随时随地，朗朗上口，对学习地道美式英语大有裨益。本套书编译者（排名以姓氏笔画为序）来自天津外国语大学、天津工业大学、天津商业大学、天津职业大学等高等院校，希望以专业水准的视角，带给读者极品的阅读享受。此间虽竭力追求完美，却难免有不当之处，望读者诸君不吝赐教。

丛书主编 王欣

Contents

科技

Science and Technology



- 1 A Service to Prove You Are Really You
网上身份识别法 / 3
- 2 Can a Space Museum Help Russia Get Its Glory Back?
航天纪念馆能否助俄罗斯重现昔日辉煌 / 8
- 3 Do I Know You?
似曾相识 / 13
- 4 Buildings That Breathe
会呼吸的建筑 / 17
- 5 Brain Sells
人脑助销售 / 23
- 6 Brainy Robots Start Stepping into Daily Life
智能机器人开始走进日常生活 / 30
- 7 Congress and Credit Cards Mean the Death of Privacy
国会涉足信用卡, 个人隐私全消失 / 38
- 8 Diving into the Gene Pool
进入基因库 / 42
- 9 Face-recognition Technology Improves
面部识别技术又获提高 / 46
- 10 Finding the Energy All Around Us
寻找身边新能源 / 51
- 11 For Today's Graduate, Just One Word: Statistics
送给当今毕业生一个词: 统计学 / 55
- 12 Here, Kitty, Kitty!
小猫咪, 小猫咪, 在这里 / 62
- 13 In Search of a Test-tube Hamburger
寻找试管汉堡包 / 68
- 14 In South Korea, All of Life Is Mobile
在韩国, 移动你的生活 / 72
- 15 Is the Overnight Envelope Anti-green?
快递邮件不环保 / 79

Contents

- 16 Kiss Your Phone Bill Goodbye
和话费单吻别 / 84
- 17 Leading Africans to Responsible Recycling
电子垃圾危害大, 回收利用要安全 / 89
- 18 Lost in the Real World, Found via Cyberspace
现实世界丢东西, 网上找 / 96
- 19 Privacy Lost: These Phones Can Find You
逝去的隐私: 电话知你行踪 / 101
- 20 India's Temples Go Green
印度寺庙崇尚环保 / 106
- 21 The Coming Superbrain
即将到来的超智能 / 110
- 22 The Truth About Plastic
揭开塑料的面纱 / 117
- 23 Tracking Someone Else's Every Move, with Permission
一款软件在手, 他人轻易跟踪 / 122
- 24 Learning to Love Radio Again
再次爱上收音机 / 128
- 25 Surviving the New Killer Bug
这个杀手实在冷 / 132

教育 Education



- 1 A Frosh New Start
新起点 / 139
- 2 A Victory for Vouchers
学券制的最后胜利 / 144
- 3 Back to School
科教兴国 / 150
- 4 Big Chill on Campus
学费寒颤 / 155
- 5 College Abroad
留学潮 / 161

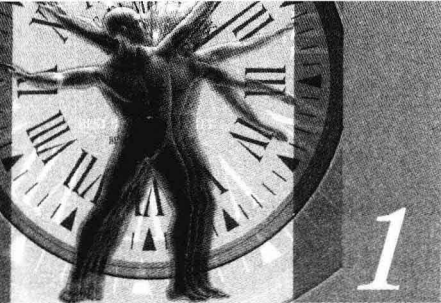
Contents

- 6 Does Kindergarten Need Cops?
幼儿园戒备森严 / 167
- 7 How Much Do I Hear for This Student?
助学金之战 / 173
- 8 How the Teachers Killed a Dream
梦想终结者 / 179
- 9 Involuntary Volunteers
志愿者不自愿 / 183
- 10 Looking Abroad for a Few Good Teachers
不拘一格降人才 / 188
- 11 More Employers Ask Job Seekers for SAT Scores
SAT 成绩——永恒的牵绊 / 194
- 12 Beating the Bubble Test
与标准化考试战斗到底 / 199
- 13 Sat Coaching Found to Boost Scores — Barely
考前辅导广告风，成绩提高质疑声 / 205
- 14 Sticking to the Script
照本宣科？独树一帜？ / 211
- 15 What Do These Two Men Have in Common?
二人撰 / 217
- 16 What Does SAT Stand for?
SAT 的真面目 / 223
- 17 Why Johnny Isn't Reading Much Better
美国儿童阅读水平令人堪忧 / 229
- 18 Should Kids Be Able to Graduate After 10th Grade?
学生分流 / 233
- 19 Top 10 Things You'll Discover at College
大学生活全攻略 / 238
- 20 Summertime and School Isn't Easy
暑假，想说爱你不容易 / 243
- 21 Stuck in Class
身陷阶层的“囹圄” / 249
- 22 As Beauty Schools Grow, Chemistry Joins Curlers
科技含量提升品牌价值 / 253
- 23 Dads and Daughters
父与女 / 258



科技

*Science and
Technology*



A Service to Prove You Are Really You 网上身份识别法

正如《纽约客》中一幅漫画的标题所写：“在网上，没有人知道你是一条狗。”但问题是，如果我们想要证明自己的身份，该怎么办？不用担心，已经有信用机构来帮我们解决这个难题。他们正在开发一种服务，能够证明你真的是你！

On the Internet, nobody knows you're a dog, as *the New Yorker* cartoon famously said. But what if, while you are surfing, you want to prove your **pedigree**^①?

Equifax, the big credit agency that already knows more about your flea count than you do, wants to help.

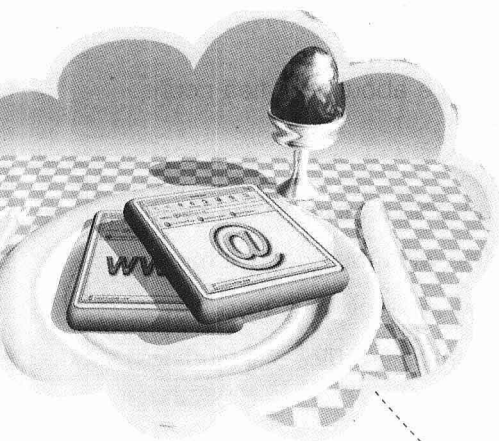
It is developing a service that will let you create an online **identity**^② that can **assert**^③ various “**claims**^④” that it will back up. To an online wine merchant, it might back you up when you say you are of legal age. If you are applying to open a bank account, the company might **vouch for**^⑤ your entire **profile**^⑥, including name, address, birthday and Social Security number.

Ron Carpinella, Equifax's vice president for ID management, said the service might even be of use on a blog. “Think of all the people using false identities on blogs to post 15 different comments on something,” he said. “We can prevent that.”

Consumers won't pay anything for this, as Equifax **envisions**⁷ the service. Rather, website owners will pay money for a better way to trust that what users tell them is true.

Mr. Carpinella would not say how much the company expected the fees to be. There is another year of testing before the service goes to market. But he did say he envisions a broad **range**⁸ of prices, depending on the information being verified. A publisher that wanted simple identity information might pay fractions of a dollar, while a banking site might pay several dollars.

Credit bureaus like Equifax already offer sites a way to **verify**⁹ the identities of users. You may have seen this when you tried to open a new bank or credit card account and you were presented with some **multiple**¹⁰ choice questions asking you to verify where you got your **mortgage**¹¹ or car loan (the sort of facts a credit bureau knows about you).



This new **initiative**¹² hopes to **piggyback**¹³ on an **elaborate**¹⁴ attempt to create an industry standard called Information Card that is meant to let people log into many sites with one account. If that reminds you of Microsoft Passport, it should, because the proposed standard combines work done by Microsoft to create an improved identity service with similar efforts by some of its rivals. Microsoft wants to use this technology both for people to sign on to corporate networks and for consumers to identify themselves to websites they use.

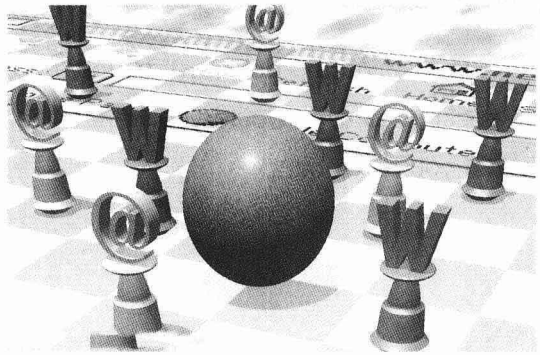
Whether the broader Information Card effort has any chance of taking off is a topic for another day. Information Card is far more complex, and thus harder to use, than Open ID, a standard that lets you use your name and password from

one site, say Google, to sign onto another site, for example, Facebook. But that complexity enables some extra features and possible protection against **fraud**¹⁵.

Equifax is on to something. There are times when you want someone you are dealing with online to know you really are you. Amazon's product reviews became more trustworthy when the company started identifying those written by people whose names were **validated**¹⁶ by way of their credit card accounts.

So let's look at how the technology might work with the sort of service Equifax is proposing.

Say you are shopping for a bottle of wine; the site you visit might display the Information Card icon (a purple letter I). Click it, and a piece of software called a selector will pop up. This is the key idea of information cards: Instead of using a name and password to sign onto a site, your selector program will pass an **encrypted**¹⁷ version of your identity to sites you visit. (Microsoft has been distributing with Windows a selector called Cardspace, which as far as I can tell nobody uses.)



Your selector can contain several versions of your identity — accounts you have created with various sites and bits about yourself. And you can choose which one you want to present to a given site. One of your cards can contain information you provide yourself. You say you are or aren't a dog, and a site you visit simply trusts you. Other cards contain “claims” that are backed up by third parties. Banks might provide cards that associate a particular account with a particular shopping address, to enable online shopping, for example. Governments may well provide the online equivalent of a driver's license, providing the electronic backup.

Your selector will show you which cards that you have can prove you are old enough to buy alcohol. Click again and your claim is sent off to the wine site. Behind the scenes, the wine company **zaps**¹⁸ some money to Equifax for helping avoid being **hauled**¹⁹ into court for selling to **minors**²⁰.

Equifax hopes you'll agree to let it spread more of what it knows about your buying habits to sites that you visit.

Never mind the details, though. If someone was able to make this as simple as possible to use, would you want to be able to prove to others online that in fact you are a cat?

- ① **pedigree** *n.* 出身, 门第
- ② **identity** *n.* 身份
- ③ **assert** *vt.* 维护, 坚持
- ④ **claim** *n.* 声称, 主张
- ⑤ **vouch for** 为……做担保, 保证

- ⑥ **profile** *n.* 简介, 概况
- ⑦ **envision** *vt.* 想象, 预想
- ⑧ **range** *n.* 范围
- ⑨ **verify** *vt.* 核实, 证实
- ⑩ **multiple** *adj.* 多重的, 多样的
- ⑪ **mortgage** *n.* 抵押贷款
- ⑫ **initiative** *n.* 创始, 发端
- ⑬ **piggyback** *vi.* (尤指小孩) 骑在某人的背或肩上

- ⑭ **elaborate** *adj.* 详尽的, 精心制作的
- ⑮ **fraud** *n.* 欺骗, 欺诈行为
- ⑯ **validate** *v.* 确认, 证实
- ⑰ **encrypted** *adj.* 加密的
- ⑱ **zap** *vt.* 迅速投入
- ⑲ **haul** *vt.* 拖, 拉
- ⑳ **minor** *n.* 未成年人

Sentences Translation

It is developing a service that will let you create an online identity that can assert various "claims" that it will back up.

这家公司正在开发一项服务，能让用户创建网上身份。这种网上身份能维护它所支持的各种对于身份的声明。

You may have seen this when you tried to open a new bank or credit card account and you were presented with some multiple choice questions asking you to verify where you got your mortgage or car loan (the sort of facts a credit bureau knows about you).

在你开通新的银行账户或信用卡账户时，可能遇到过这样的情况，需要做一些单项选择题，来核实你获得抵押贷款或购车贷款的地点（信用机构掌握的那类关于你的信息）。

This new initiative hopes to piggyback on an elaborate attempt to create an industry standard called Information Card that is meant to let people log into many sites with one account.

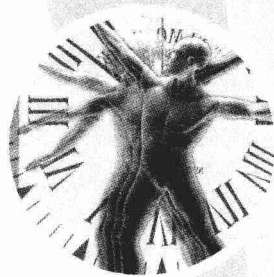
这项新举措有望为创立行业标准，即创建信息卡这一尝试打下基础。信息卡的目的就是让人们能用一个账户登录不同的网站。

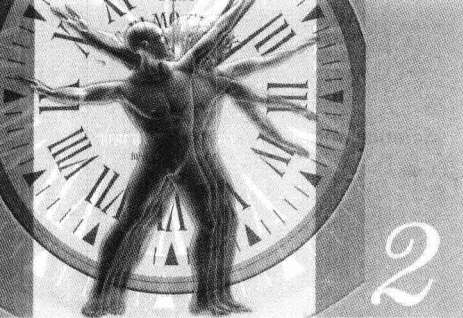
Whether the broader Information Card effort has any chance of taking off is a topic for another day.

为创建信息卡付出的广泛努力能否成功，还是个未知数。

Amazon's product reviews became more trustworthy when the company started identifying those written by people whose names were validated by way of their credit card accounts.

当亚马逊公司开始识别那些姓名已经通过信用账户证实的用户所写的评论时，其网站的产品评论也变得更加可信。





Can a Space Museum Help Russia Get Its Glory Back?

航天纪念馆能否助俄罗斯重现昔日辉煌

俄罗斯在 20 世纪曾经取得航天事业的伟大辉煌，如今，它正试图重振其霸主地位。为彰显昔日辉煌和教育年轻人，俄罗斯重新开放了莫斯科航天纪念馆。但面对教育体制的弊端和人才流失等问题，航天纪念馆能够帮助俄罗斯重现昔日辉煌吗？

With a 360-ft. high (110 m) steel flame swooping^① up from its roof, topped by a *Jetsons*-esque rocket, Moscow's Memorial Museum of **Cosmonautics**^② has opened again, after more than three years of expansion and renovation — one small step in Russia's effort to claim a more prominent place on the world stage by highlighting its past glory in space exploration.

“We wanted to build the new museum bigger and better, but the first goal was to remind young people of our glorious history, history that is being forgotten,” says Alexander Laveikin, a deputy director of the museum and one of the first cosmonauts to have lived aboard the Mir space station. Besides serving as a memorial to the past, the museum, which reopened in March, is also part of a government effort to get young Russians interested in science and technology. “If 5 or 10 years ago, everyone wanted to be in business, (but) now they are interested in technology — and our museum is playing a big part in that,” says Laveikin.

“After the financial crisis ends, they won't be interested in fast money

any more. Now we need to forget about business and oil and focus on **rejuvenating**^③ our technology sector.”



Indeed, as a new space race heats up — with China and India joining the US, Europe and Russia in the quest to be the first to build a moon base or put a man on Mars — Russia's government has done more than just **revamp**^④ its space museum. In 2007, it founded Rosnanotekh, the Russian Nanotechnology Corporation; last year, the government announced **tentative**^⑤ plans to abandon its current space base in Kazakhstan and build a new one in the Russian far east; and in March, it launched an effort to design a new moon rocket.

But two great **hurdles**^⑥ stand in the way of Russia's realizing its space dreams: a collapsing public-education system and a **brain drain**^⑦ that for decades has been **siphoning off**^⑧ the country's highly trained engineers as they move to better-paying jobs in the West. It is this second issue that the museum aims to address. “We need our youth to become interested in space again,” says Laveikin. “We need to develop a youthful **corps**^⑨ of engineers and cosmonauts.”

In order to draw in young people, the museum was renovated with an eye toward a more interactive experience, a concept unknown in Soviet-era museums, most of which have no pulse — and sometimes no lights. So there's a full-size mock-up of the Mir space station **module**^⑩ and a theater that monitors the progress of the space station in real time via video link. Most of the museum, however, is made up of the usual look-but-don't-touch exhibits. A full-size model of the iconic Sputnik satellite is suspended from the ceiling, while the tiny capsule that Russian cosmonaut Yuri Gagarin used to orbit the Earth rests on a **pedestal**^⑪. In two glass cases at the entrance, the stuffed bodies of Belka and Strelka, the first dogs to return to Earth alive after a space flight, sit with their heads cocked **inquisitively**^⑫. Some of the halls are lined with **kitschy**^⑬ “space art” (one piece shows a white-