

# Technology and Management

WTO实用英语会话学习丛书

## 技术与管理

冉隆德 张 兰 主编



中国海关出版社

# Technology and Management 技术与管理

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## PREFACE

### 前 言

中国加入 **WTO** 以及西部大开发战略的实施,对我国西部经贸管理人员、从事经贸工作的业务人员、科学和工程技术人员、国家公务员以及服务行业各类人员的英语素质和技能提出了新的、更高的要求。但不少学过多年英语的人,在涉外业务交流中英语口语表达仍感困惑。这除了英语考试模式上的缺陷外,在英语口语教程和会话读物的编写中,长期以来也未突破生活用语、一般会话的误区。编者认为,结合时代特征和社会需要,亟待强化高校学生、经济科技工程技术人员和涉外人士的英语适应性能力和相关口语基础知识的训练。学生英语素质和技能的适应性和基础性知识应涵盖以下两个方面:英语语言体系本身的基础知识;以英语为载体的特别是实用性强、内容新颖和有一定广度和深度的经济、科技、人文、国际交往与合作、跨文化交流等方面的适应性知识。只有将生活用语、适应性知识以及本专业和学科等广博的英语知识结合起来进行综合训练,才可能练就扎实的英语基本功,满足实用水平的口语交际要求。

在重庆市教委高教处的大力支持下,我们经过两年多的努力,精心选材,编写了《**WTO** 实用英语会话学习丛书》。该丛书分为 4 册:《贸易与经济》,《技术与管理》,《金融与投资》,《旅游与文化》。其突出特点是:针对西部英语人才的口语缺陷,大胆尝试了将经济、科技、人文、国际交往和 **WTO** 的基础知识和适应性知识融入英语会话;会话的内容难易梯度较大,旨在更广泛地适应不同层次读者的需求,为西部高校英语教学和各类业务培训弥补不足,努力改

变高校学生和涉外人士在英语口语表达和国际交往中的困惑状态。丛书题材广泛、知识丰富、内容新颖、针对性和实用性强。

《贸易与经济》分册的主要内容有:世贸组织、WTO 协议、反倾销协议、国际贸易、国际商务、服务贸易、跨国公司、国际工程合作、技术转让;WTO 和中国的经济政策、中国经济、知识经济、公司的国际竞争力、国际高新技术展览、经济技术合作、中美公司的商务关系、商务合同、合资企业等。

《技术与管理》分册的主要内容有:信息技术、传统的制造技术、信息技术与制造技术相结合的高新技术、生物技术等,例如,电子商务、多媒体技术、数字技术、智能机器、机器人及其发展、计算机模拟、柔性制造技术、自动化和信息技术应用、美国绿色农业、转基因农作物的发展和前景、克隆等;管理新理念、从公司内部培育创新思想、企业创新、人事政策、海外人员培训与雇用、降低生产成本的途径、市场营销与市场研究、财务管理、公共关系等。

《金融与投资》分册的主要内容有:世界银行、银行管理、美国银行并购的利弊、中国金融支付系统、国际货币基金组织及其对解决将来危机的作用、欧洲单一货币——欧元、现金管理、信用卡以及传统的银行;中国的投资政策、海外投资政策、确立投资项目、外国直接投资、项目融资、在中国西部的投资意向、设备租赁、投资股票等。

《旅游与文化》分册的主要内容有:长城、秦兵马俑、明十三陵、承德避暑山庄、长江三峡、西湖、莫高窟、黄山、泰山、九寨沟、布达拉宫、丽江、美丽的西双版纳、苏州园林、深圳民俗文化村、世界之窗等;中国龙、黄帝、孔子、唐舞、杂技、武术、大学教育、求职面试、交际技能、中国春节在美国、跨文化交流、美国的宗教信仰、大众传媒、中国人的婚恋、在英国看足球、爱滋病等。

作为被重庆市教委高教处推荐的重庆和西部地区相关院校学生的口语实践教材或辅助读物,该丛书可用作大学经济类、管理类、理工类、旅游类、外语院系、翻译学院等专业的研究生和本专科

前 言  
PREFACE

生的教学用书,也可作为各类职业技术学院、成人教育学院和各种社会办学的口语实践教材;适用于英语翻译工作者、经贸人士、企业营销管理人员、三资企业和涉外机构从业人员、政府公务员、金融机构职员、涉外律师、高级技师、高级工人等读者学习使用;同时也是自学英语口语人士的良好益友。

针对西部地区各类读者的特点,我们对会话中的难句、短语和生词均做了详细的注释,请读者在学习本书时,先学会话后面的注释,再学会话。

《WTO 实用英语会话学习丛书》编写组  
2004 年 1 月 18 日

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## 1. How to Use a Computer

James (J) decides to learn how to use a computer, and goes to the computer room. He asks his classmate (C) how to use a computer.

J: Excuse me, can you help me?

C: Oh, sure. What's the problem?

J: Well, I've never used a computer before, so I have little idea what to do.

C: OK, well, you'd better start at the beginning, then... first you need to switch it on. Now, we've just got to wait for a minute or so while the computer checks itself out... now just wait. Right, here it is, you see this colored screen, this is Windows 2000.

J: What is Windows 2000?

C: Windows 2000 is an operating system, which controls the hardware, reading from and writing to the disk, sending information to the printer and so forth. Now move the mouse. You see the arrow on the screen? It is controlled by the mouse. Move the arrow to the "Start" icon at the bottom of the screen and click the left-hand button of your mouse and you will get a menu.

J: What does the menu mean?

C: The menu is just the list of programs that are on the computer so you can choose the one you want.

J: Well, I just want to do some typing, so what do I want actually?

C: Right, you want the word processor, that is, the "Microsoft Word" in this computer. Point the cursor to "Program" and you can find some of the programs that come with Windows 2000, that's it, OK. To start the typing program, click "Microsoft Word" now... There you are, blank screen. You could just start typing now, as if it's a typewriter.

J: Er... what if I make a mistake, I know it'll correct it, but how to do that?

C: Mm, well, the mouse you used before, you can use it to move the cursor to the front of the mistake and click, then press "Delete", and type in whatever you want to correct it to. Very important is saving your document so that you can go away, come back to it... In order to save your document, you should use your mouse to click the "File" menu and find "Save" function there. Now click

the “Save” and see what happens. Now you can see it asks you for a name, so now you need to type in a name you want to call your document.

J: OK, so if I call it by my name, James?

C: Right, and press “Enter” again, and there you can see it’s saving it for you.

J: OK, it seems quite easy actually.

C: The other thing you need to know is, how to finish, how to exit. I’ll go and get on with my work over there, and let me know when you’ve finished, and I’ll come and help you exit.

J: Oh, thank you very much, you’ve been very helpful and kind. Thank you. Will you be here actually?

C: Yeah, I’m going to be here for the next couple of hours, so, sure.

J: So, if I get stuck you can help me?

C: Yes, of course.

J: Thanks a lot.

## Notes

1. The computer checks itself out. 计算机在自动检索。
2. Move the arrow to the “Start” icon at the bottom of the screen. 移动箭头到屏幕下方的“开始”键。
3. Click the left-hand button of your mouse. 单击鼠标左键。
4. What do I want actually? 我该选哪个程序?
5. the word processor 文字处理器 (程序)
6. Point the cursor to “Program”. 将光标移到“程序”上。
7. blank screen 空白屏幕
8. “Save” function “存盘”程序
9. get stuck 死机

## 2. Multimedia Technology

A: What is multimedia?

B: Well, it typically refers to a synthesis of graphics, animation, optical storage, image processing, and sound. It is not a single technology, product, or

market. Instead, it is a collection of technologies that are in the process of being joined together.

**A:** It seems multimedia is something that makes something else more efficient. Can you list an example?

**B:** Yes. Suppose you have a list of written directions for getting to the bank. Now imagine you have a mapping application that you could use to pinpoint where you want to go. Not only could that application print out detailed instructions of how to get to the bank, it could also display a full-color image of a map to the bank, along with a brief audio segment telling you the traffic conditions of roads around the bank.

**A:** Oh, I see. This mapping application is multimedia in action, which is the combination of text, static graphic images, and digital sound. It makes you get to the bank faster.

**B:** You are right. Multimedia has started to play an increasingly important role in today's computer world and is truly changing the way people are using computers because of even more powerful computer systems and experiences of creative programmers.

**A:** What are the uses of multimedia in certain areas?

**B:** It can be used for computer-based training. Many companies are turning to multimedia application to train their employees. Then in education, it makes the learning process more interesting. There is a new type of software category – edutainment that mixes education with entertainment. And it is no doubt of great use for entertainment. And you know we are in an age of information, multimedia provides effective ways to organize information and to search for specific facts quickly and efficiently. Another area, multimedia is applied in business presentations.

**A:** Obviously, you have more to tell, but I think I've got the main idea. Multimedia has many applications and uses, and the only limitation is your imagination. Thank you very much.

**B:** You're welcome.

(注:该会话改编自“多媒体技术”一文,《最佳计算机英语快通教程》,张钟澍、吴红著,重庆大学出版社,2000.4)

## Notes

1. multimedia 多媒体
2. It typically refers to a synthesis of graphics, animation, optical storage, image processing, and sound. 它(多媒体)一般是指图形、动画、光存储、图像处理和声音的合成。
3. mapping application 地图应用程序
4. pinpoint 找到,精确地找到……的位置
5. a brief audio segment 简短的声音(节目)
6. the combination of text(the printed instruction), static graphic images (the color map), and digital sound (the narration describing traffic conditions) 包含了文本(打印指令)、静态图像(彩色图)和数字语言(说明交通情况的叙述)
7. computer-based training (CBT) 基于计算机的培训
8. There is a new type of software category — edutainment. 现在有一种寓教于乐的新型软件。
9. business presentations 商业简报

## 3. Internet

A: Are you a netizen?

B: What do you mean by netizen?

A: It is a compound word composed of net and citizen. It is the result of development of the internet technology. A netizen is a person who takes great interest in the internet and makes full use of it.

B: In this sense, I am not up to a netizen, because I don't often get on-line although I am interested in it. Besides netizen, what words have emerged along with the internet?

A: Email, e-commerce, cyberspace, chat room, web site, dotcom and so on.

B: Would you like to tell me something about the internet?

A: We have discussed some mass media such as radio and TV, which are basically "one-way" communications, while the internet is inherently a "two-way" medium.

**B:** Why?

**A:** The ease with which a computer user can communicate to the rest of the world has created a sense of “global community” which is found almost nowhere else. People around the world post web sites, exchange email, and participate in online chats.

**B:** The world appears like a village because of the internet.

**A:** You are right. Nowadays people get an internet-is-the-world mood.

**B:** The internet is used for email and online chats?

**A:** It goes beyond that. In fact, the access to the internet feels more and more like utility of sorts like the phone line, the electricity, and the cooking gas. You pay for it as the daily necessity. These days, of course, no more self-respecting people would live without access to the internet. The internet access gives us our email address, our capability of buying a book or a vacation on-line, even though the more traditional distribution channels are never less convenient and always more reliable. The internet undoubtedly enriches our lives in many a way. The instant reach of the email makes keeping-in touch so rewarding and so excuse-proof.

**B:** You mentioned dotcom just now. What does it mean.

**A:** Dotcom is used to describe a company which is related to the internet. The 1990s were the golden age for internet for it was heralded as another earth-shaking new technological revolution that would lead us to a very different kind of advanced world. Any dotcom company was warmly welcomed. The American stock market took off and went up and up and up.

**B:** I have ever seen two interesting cartoon pictures which may describe the situation then. Two beggars are begging in the street side by side. One of them is hanging a sign with a word “beggar”, while the other hanging a sign with “dotcom”. The latter obviously gets more money.

**A:** It is the dotcom that makes difference. It seems as if any dotcom company would automatically become the company of the future equivalent of today's Microsoft. Any traditional company and business would be sneered at as passé. But the dream didn't last long and the internet bubble finally burst and as a result, the American stock market went down and down and down, and many people lost much money.

**B:** But we should take advantage of the new technology to make our life more convenient.

**A:** Yes. Many companies have set up their own web sites and put their information on-line so that it may be available to most people. For example, I can buy jeans directly from the factory without leaving home. First I go to a scanning studio where computerized 3-D images of my bodies and my measurements are stored on a computer database. Then I go on-line, pull up the Just Jeans web pages, place orders, which are delivered to my home.

**B:** Our life is greatly changed by the internet.

**A:** Yes. Traditional businesses tend to find a way out by combining with the internet. For example, AOL "bought" Time-Warner. I put quotes around "bought" because I'd rather think AOL was smart enough to realize it couldn't survive by being AOL alone. It was ingenious for AOL to hitch onto the traditional entertainment giant Time-Warner and become part of the "new" old business, establish and secure a future for itself.

**B:** What is its future like?

**A:** In the next few years, you can expect a more dynamic Internet experience, faster connection speeds and freedom from a few of the hassles that accompany existing technology.

**B:** Can you name some of them?

**A:** Here are a few of the highlights to come; broadband connections, which increase the speed at which data is transmitted, should multiply quickly. VoIP technology, short form for video-over-IP, which moves analog voice traffic onto the Internet, will explode in popularity because of its great cost savings over traditional long-distance phone calls. Unified messaging, which ties your voice mail, faxes, e-mail and pager messages together so that you can retrieve any type of message through any of the channels, will become more popular because of its potential time-savings.

## Notes

1. netizen 网民
2. In this sense, I am not up to a netizen. 在这个意义上,我算不上一个网民。

3. Email, e-commerce, cyberspace, chat room, web site, dotcom 电子邮件、电子商务、互联网空间、聊天室、网站、公司域名
4. the internet is inherently a "two-way" medium 互联网就是一种内在的“双向”媒体
5. The ease with which a computer user can communicate to the rest of the world has created a sense of "global community" which is found almost nowhere else. 计算机用户轻松地与外界交流产生一种“地球社区”的感觉,这种感觉在其他地方找不到。
6. online chats 网上聊天
7. an internet-is-the-world mood 网络就是世界的情结
8. In fact, the access to the internet feels more and more like utility of sorts like the phone line, the electricity, and the cooking gas. 实际上,使用互联网越来越感觉像电话线、电、做饭用的天然气这样的日常用品。
9. These days, of course, no more self-respecting people would live without access to the internet. 当然,现在任何自重的人如果离开互联网都难以生存。
10. The instant reach of the email makes keeping-in-touch so rewarding and so excuse-proof. 电子邮件的及时传递使得保持联系变得那么有益,因此就没有不保持联络的托辞了。
11. It was heralded as another earth-shaking new technological revolution. 它预示着另一次震撼世界的新技术革命。
12. stock market took off 股市飙升
13. cartoon pictures 卡通漫画
14. It seems as if any dotcom company would automatically become the company of the future equivalent of today's Microsoft. 好象任何一个网络公司都会在将来自动地变成今天的微软。
15. be sneered at as passé 被嘲笑为落伍
16. bubble 泡沫
17. a scanning studio 扫描室
18. computerized 3-D images 经计算机处理的三维图像
19. AOL was smart enough to realize it couldn't survive by being AOL alone. 美国在线很聪明地意识到只靠自己是难以生存下去的。
20. It was ingenious for AOL to hitch onto the traditional entertainment giant Time-Warner and become part of the "new" old business, establish and



secure a future for itself. 美国在线机灵地傍上传统娱乐巨头时代华纳, 变成这个“新”的旧行业的一部分, 建立和保证了自己的未来。

21. In the next few years, you can expect a more dynamic Internet experience, faster connection speeds and freedom from a few of the hassles that accompany existing technology. 未来几年, 你有希望得到更有活力的因特网体验, 更快捷的联结速度, 也不会出现现有的技术带来的烦恼。
22. Here are a few of the highlights. 几个最突出的部分。
23. broadband connections 宽带接入
24. VoIP technology, short form for video-over-IP, which moves analog voice traffic onto the Internet, will explode in popularity because of its great cost savings over traditional long-distance phone calls. IP 视频技术(video-over-IP 的缩写形式)将模拟声音输入因特网, 比起传统的长途电话它大大地节省了钱, 将会大受欢迎。
25. Unified messaging, which ties your voice mail, faxes, e-mail and pager messages together so that you can retrieve any type of message through any of the channels, will become more popular because of its potential time-savings. 统一信息传递技术将你的声音、传真、电子邮件和传呼信息结合在一起, 你可以通过任何频道找到任何种类的信息, 由于节省时间的潜力而会更受欢迎。

#### 4. Internet-Based Training

A: What are you reading?

B: I'm reading something about internet. By the way, what is CBT?

A: Well, it stands for computer-based training, which allows employees to learn at their own pace and with little disruption of workflow in the office.

B: Is it very popular?

A: It has been used by some companies for years, but CBT programs have been very costly. Now faced with fast-changing technology, a tight labor supply, and ever-increasing pressures on budgets, IT managers are looking to Internet-based training(IBM) as a viable option for keeping employees' skills up to date.

B: Is that different from CBT?