

商务英语口语实训教材

第 4 册

高新技术、技术转让 与国际工程合作

主 编 冉隆德 李 才 刘安洪 罗玲华 强亚丽

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H319.9
2014

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北航

C1644305



暨南大学出版社
JILIN UNIVERSITY PRESS

中国·广州

图书在版编目 (CIP) 数据

高新技术、技术转让与国际工程合作/冉隆德等主编. —广州:暨南大学出版社,
2013.3

(商务英语口语实训教材)

ISBN 978-7-5668-0404-4

I. ①高… II. ①冉… III. ①高新技术—国际科技合作—研究 IV. ①TB②G321.5

中国版本图书馆 CIP 数据核字(2012)第 260454 号

出版发行:暨南大学出版社

地 址:中国广州暨南大学

电 话:总编室 (8620) 85221601

营销部 (8620) 85225284 85228291 85228292 (邮购)

传 真:(8620) 85221583 (办公室) 85223774 (营销部)

邮 编:510630

网 址:<http://www.jnupress.com> <http://press.jnu.edu.cn>

排 版:广州市天河星辰文化发展部照排中心

印 刷:广州市怡升印刷有限公司

开 本:787mm×1092mm 1/16

印 张:8.25

字 数:190 千

版 次:2013 年 3 月第 1 版

印 次:2013 年 3 月第 1 次

定 价:22.00 元

(暨大版图书如有印装质量问题,请与出版社总编室联系调换)

Preface

序 言

21 世纪是科技与经济快速发展的世纪。科技不断创新与经济全球化是推动社会发展的两大动力。经济全球化和我国加入 WTO；科学技术的接力性和拓展性；新经济理论、制度、模式的创建；国际交往与合作在更多的国家之间、在更广泛的领域迅速发展和深入，都赋予了外语教学和外语人才新的内涵，并对其提出了更高的要求。

学生坚实的外语基础知识的形成，除了学生本人的智慧和勤奋学习外，我国外语教育的指导思想和实践，广大外语教师的思想观念，对学生学习与获得知识以及适应时代的要求，起着极大的导向作用。我们认为：外语教学的根本任务和永恒的主题是主动适应和促进国家的经济、科技、社会发展，提高国民的素质；加强国际交往与合作，吸收、消化、升华和创新人类一切智慧结晶和优秀成果等。外语教学和研究如果偏离了这一主题，就会走弯路，甚至会误入歧途。

随着经济全球化的不断深入与发展，英语口语教学、学生口头交流的能力越来越重要。国际间的各类经贸活动、商务活动、商务谈判、国际工程合作、投资融资、三资企业、合同与协议的签署和实施、国际交往、各国高层互访，中欧、中非、亚太经合组织，上海合作组织，东盟经济圈，一系列高峰论坛，国际博览会、展销会等，从语言交流角度讲，主要是通过外语口语或口译来实现的。

特别是由于我国的经济实力不断增强，中国的国际地位不断提升，在世界的影响力日益强劲和扩大，中国走向世界、融入世界的步伐不断加快。数以万计的企业和公司在国外做生意，从事经济技术合作、科技合作，承包工程和基础设施项目，并购企业，进行农业合作、交通和通讯合作，在世界各国开展舞台巡演等文化交流，所有这些活动都需要大量精通业务，熟悉国际规则和国际商法，外语基础扎实，具有流利英语和其他外语口语能力的国际型人才。

随着中国改革开放的不断深入，数以万计的三资企业已在神州大地生根、开花结果。国外一些高新技术产业和研究开发中心正陆续进入中国，服务贸易将大大增加，这就急需既懂经济、科技、管理、金融、旅游专业知识，又能用专业、流利的英语或其他外语进行交流的人才。

综合性大学，理、工、农、医、财经、师范类院系和各类公办、民办职业技术学院，是我国科学家、工程技术专家、经济学家、高级技师、各类大师、建设者和领导人的摇篮。这些高校学子和留学归国学子是经济全球化，我国履行 WTO 责任，促进国际交流、合作、和谐的参与者、实践者和创新者，是我国快步走向世界、融入世界、加快自主创新和知识创新、提高自主研发能力的中坚力量，是我国借鉴世界各国优秀科技成果、智慧精华并加以升华，为我所用的优秀人才或领军人物。他们的外语素质和英语口语自主交流能力将在很大程度上决定着这些方面的进程和结果。

这些高校学子和留学回国的学子,是将来的董事长、总经理、首席执行官和各类公司、企业的员工。在对外交流与合作中,如果他们能用外语自如地进行交流,这不仅可以赢得竞争对手或合作伙伴的赞赏和尊重,克服语言文化障碍,而且还可以提升这些公司和企业的国际形象和信誉。这些学子中的部分人,可能是将来的部长、省长、市长、县长、镇长,在对外交流与合作中,如果他们能讲一口流利的英语口语,或能自如地用英语与国外友人、合作者交流,不仅可以得到对方的赏识和敬佩,而且可以在很大程度上提高这些部、省、市、县、镇的国际知名度并树立良好形象。

众所周知,科技、经济相对落后的国家向发达国家学习先进技术和管理理念,主要是通过语言自主交流实现的;创新能力和创新意识相对落后的国家向发达国家学习也主要是通过语言自主交流实现的;中方人士在国际机构和组织行使权利,主要是通过发言权实施的;外交、国际经贸、跨文化交流等也主要是通过外语自主交流实现的。因此,外语自主交流的功底和专业知识的广度、深度,决定着吸取他国人民智慧结晶和科技、经济优秀成果的广度、深度和准确度,影响着创新思维、创新成果的速度和创新人才的品质。

科技创新人才具有丰富的、独特的想象力,有超凡的逻辑思维、形象思维、创新思维和理念思维。各种科学想象和思维要在同行科学家、相关学科、交叉学科和实践中碰撞、论证,或被其他科学想象和思维所代替,使其深化、升华,更接近实际和真理,这有助于取得重大科技突破和成果。而这些科技创新人才要经常进行学术交流,必须有很强的科技外语自主沟通能力。

在当今社会的各种交流中,面对面、视频上的口头自主交流越来越频繁,涉及的领域十分广泛,特别重要的一点是,这种口头自主交流,有助于对科技疑难或前沿课题的深入探讨;有利于认清事物的本质,有益于及时并准确了解各方思想中的闪光点;有助于掌握各方创新思维中的苗头或核心。这是科技、经济相对落后的国家培养顶尖人才并缩小与发达国家科技和经济差距的一种快速方法。因此,在我国理、工、农、医和财经类院校开设内容与其学科、专业相适应的口语课是外语教改中一项迫在眉睫的重要任务。

高校的外语教学应高瞻远瞩,放眼世界,清醒地看到世界政治、经济、科技等形势的巨大变化。中国要在全球化的世界经济中富有竞争力,必须拥有国有和民营的各行各业的跨国公司。跨国公司是全球化的先锋和主力,中国最缺的是这类公司;中国要有能力驾驭全球化,必须拥有大批具有国际观、业务精、外语好、熟知国际商法的高端人才,中国最缺的就是这类人才。外语教学的重心就是要为培养国际型人才贡献自己的一份力量。因此,外语教学从内容到方法必须打破传统模式,要造就千千万万适应国际和国内政治、经济、科技、金融、管理、交往与合作、跨文化交流等领域的人才,必须强调高校外语口语教学的地位和重大意义,在改革开放的珠三角、长三角、天津滨海新区以及其他沿海和内陆大中城市中的高校更应如此。

新中国成立以来,特别是改革开放以来,国家和各类高校十分重视外语教学,每年投入了大量人力、物力和财力,学生也投入了大量时间、金钱和精力学外语,但效果一直不尽如人意。一些专家学者惊呼:“我国高教中最失败的是外语和体育!”有的领导也指出,“近20多年的‘大学英语’教学,学生学成了‘哑巴英语’”;“我国外语教学费时较多,收效较低,学生不满意,用人单位不满意,家长也不满意”。对这些评价和批评,外语界

有些专家和学者可能持有异议,但我国高校学生外语口语表达不佳是一个不争的事实。

就“哑巴英语”而言,主要指的可能是:外语院系的学生能用英语进行礼仪接待、日常会话,而听不(大)懂、不(大)会说经贸、科技、国际交往与合作、金融、管理等专业英语;理、工、农、医和财经类等院系的学生,除了备考“大学英语”四、六级外,既不(大)会说生活用语、礼仪接待英语,也不(大)会用英语与同行交流科技、经贸、管理等方面的知识。其原因大致有以下几方面:①长期以来,各类高校不够重视学生口语训练;②某些外语、翻译类院系把英语口语学习主要局限在生活用语、礼仪接待内容方面;③外语口语教材和教学有两大弱点,一是没有突破日常会话、礼仪接待内容;二是试图突破日常会话、礼仪接待的外语口语教材,其中提及的商务、经贸、科技、管理等知识如蜻蜓点水,十分零散,学生无法学到较系统、知识面广的专业口语知识。④一些学者把学生的外语基础知识局限在外语语言体系本身及人文外语基础知识,长期忽视用外语表述的经贸、科技、管理、国际交往与合作、跨文化交流等方方面面的外语基础知识。⑤某些外语教材,一本书十多个单元,每单元有十七八个练习,却很少有口语练习,影响了学生学习更高层次、更广博的外语及口语知识,导致学生知识面窄,适应能力差。⑥邓小平同志指出,高等教育的关键,一是教师,一是教材。他精辟地阐释了学生学什么比如何学更重要的教学原则,并画龙点睛地说明了教师的关键作用。目前,我国外语教学在把握和执行这一原则中偏差颇大。

有鉴于此,我们在一定的基础之上,花了一年半左右的时间,组织编著了一套《商务英语口语实训教材》,共五册:①《商务礼仪接待与外贸基础会话》,主要内容有:建立商务关系;在广州国际会展中心的广交会;公司招待;商务宴请;理查到达伦敦;亨利在美国等51个会话。②《商务谈判与国际贸易》,主要内容有:商务谈判;洽谈电风扇的价格;艰难的谈判;我们应该努力消除分歧;国际贸易;进出口商务谈判;国际商务;补偿贸易;服务贸易等67个会话。③《市场营销、公司管理与投资融资》,主要内容有:公司在海外如何获利;工商企业的市场营销;汽车展馆;跨国公司;公司的国际竞争力;合资企业;品牌与诚信;投资:发展经济的发动机;在国外投资;项目融资等80个会话。④《高新技术、技术转让与国际工程合作》,主要内容有:电子化生活;数字技术;计算机模拟;智能机器;世界转基因农作物的发展和前景;高新技术展览;柔性制造技术;技术转让;国际工程项目等39个会话。⑤《商务合同、国际商法与WTO》,主要内容有:商务合同;国际商务的法律方面;公司法;美国的税务会计;WTO协议;WTO反倾销协议等35个会话。

我们编著此教材的理念:高校学生只有通过学习较系统、知识面涵盖较广的商务英语口语知识,结合本单位具体业务的英语知识,不断丰富、更新,才能适应经济全球化条件下的国际贸易、国际交往与合作等;突出篇章,未设练习,重在实训;商务英语、经贸、管理类专业以及外语、翻译院系的学生应把重点放在商务英语口语的学习和训练上,这是因为各类商务谈判、商务活动等,从语言交流角度讲,主要是通过口语、口译来实现的。

本书的特点:商务英语口语知识系统,由浅入深、涵盖面广、语言地道、知识丰富、内容新颖、实用性强。每册书后还有词汇拓展、语句展示、单证附录。本书以模块化方式编著,不同类型的商务英语内容相对集中,学生(员)可根据学习和工作的实际需要,五

册书全学,或选其中两三册学习,或在每册书中选数篇会话重点学、突击学。

本套书可用作大学经贸类、管理类、理工类专业,外语院系、翻译院系的本科生、研究生的口语、口译课教材;也可作为各类职业技术学院、民办高校、成人教育学院、社会外语培训机构的口语实训教材;适用于英语翻译工作者、经贸人士、涉外企业营销人员、三资企业或涉外机构从业人员、相关公务员、金融机构职员、涉外律师、高级技师等使用;同时也是自学英语口语人士的良好益友。

编写组成员在承担繁重的教学任务的同时,挤出宝贵的时间,全身心投入,充分利用寒暑假等节假日,克服重重困难,认真查阅,收集资料,一丝不苟地进行编著,反复校对,成功编著了知识较系统、内容较丰富、注释较翔实、话题较集中、形式较实用的《商务英语口语实训教材》。书本凝聚了编著者的辛勤劳动和智慧。其中冉隆德教授[1967年毕业于四川大学外语系英语专业,在中国科学院盐湖所工作21年,翻译了100余万字的科技文献资料;在国内外中英版杂志上发表译文、论文70余篇;接待过联合国及美国、英国、澳大利亚、新西兰、加拿大、德国、日本、瑞士等国的50多位科学家和学者,为其中30多次的学术报告及两次国际学术会议担任口译,1985年任中国科学院硫酸钾考察团成员兼翻译访澳;1981—1987年曾在2003年国家最高科学奖获得者刘东生院士领导的中科院与澳大利亚第四纪合作项目中任翻译,受到刘院士的好评。还参加过4个中美等合作科研项目(任翻译);1989年获中科院自然科学三等奖,1991年获青海省科技进步二等奖;1981年担任美澳阿尼玛卿山登山旅游队翻译。1987—2008年在重庆工商大学从事中层服务、管理、教学、科研21年,编著8本书,其中5本为教材,其教学经验丰富,科技、经贸知识比较全面]担任本书的总策划,搜集、查阅资料,组织编写,精心指导编写组每个成员注释会话,进行认真仔细的校对。参加编著工作的还有:广东科技学院的李才教授(1964年7月生,现任广东科技学院应用英语系主任,发表论文15篇,主持国家课题、子课题两项,省级课题一项,主编教材五本),刘安洪副教授(重庆文理学院外国语学院院长),卢兆强副教授,徐更生副教授,初兴春(讲师、教务处副处长),陈严春(讲师、广东科技学院应用英语系副主任);罗玲华(暨南大学硕士),胡菊花(上海外国语大学硕士),邹林风(湘潭大学硕士),单宇鑫(香港浸会大学硕士),梁树芬(中国地质大学外国语学院硕士),王苇(澳大利亚墨尔本英语教育硕士)等。

本教材还是校企、校校结合的产物。参加本书编著工作的还有重庆市外贸局国际商务师余世民先生(从事进出口贸易30余年,1967年四川大学外语系英语专业毕业),他对教材内容编写提出了宝贵建议;重庆工商大学外语学院院长李文英教授、外事处处长周茜副教授等。

本书由汤义贤教授(1968年毕业于武汉大学,长期从事高等教育工作,曾分别担任长江大学、广东科技学院外语系主任,教学经验丰富,科研成果丰硕)、李弼苍先生(美籍,在美国从事商贸工作近30年,长期奔忙于美国、香港、台湾、大陆,商务实践经验丰富,精通商务英语)担任主审;由广东科技学院党委书记梁瑞雄担任顾问。

在本书编写过程中,我们得到广东科技学院领导、教务处、科研处的关心和支持。

此外,本书还参考了一些编著者的劳动成果和智慧结晶,使本书内容更加丰富,知识领域更加宽广,话题更加全面,书的质量得到提高,我们在此向这些参考资料提及的所有

编著专家、教授、学者和出版社表示崇高的敬意和衷心的感谢!

由于工作条件,编著者的水平、知识和经验有限,本书编排的科学性、分类的准确性、难易梯度及搭配不尽如人意,编著中的错误在所难免,欢迎专家、教授、学者、同行及广大读者赐教。我们对此表示衷心感谢!

《商务英语口语实训教材》编写组

2012 年 12 月 18 日于广东

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Part One

High-tech

1

高新技术

1. How to Use a Computer

(怎样使用计算机)

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

J: Excuse me, can you help me?

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

J: Well, I've never used a computer before, I am afraid that I have very little idea about what to do.

C: OK, well, you'd better start at the beginning, then ... first you need to switch it on (He switches on the computer). Now, we've just got to wait for a minute while the computer is checking 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 and you can choose the one you want.

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

C: Right, you need 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 mistakes, I know it'll correct them, but how do I do that?

C: Mm, well, the mouse you used before, you can use it to move the cursor to the front of a mistake and click, then press "Delete", and type in whatever you want to correct it to. What's important is to save your document, then 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, that if I call it by my name, J?

C: Right, and press "Enter" again, and there you can see it's saving for you.

J: OK, it seems quite easy actually.

C: The other things you need to know are, how to finish and how to exit. I'll tell you later. I need to 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, can you help me?

C: Yes, of course.

J: Thanks a lot.

Notes

1. The computer is checking 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. the Microsoft Word 微软 Word 软件
7. Point the cursor to "Program". 将光标移到“程序”上。
8. blank screen 空白屏幕
9. "Save" function “存盘”程序
10. get stuck 计算机卡住了, 死机

2. Multimedia Technology (多媒体技术)

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 give an example?

B: Yes. Suppose you have a list of written directions of getting to the bank and 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 (the printed instruction), static graphic images (the color map), and digital sound (the narration describing traffic conditions). 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 use 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 (CBT). 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 there is no doubt that it is of great use for entertainment. And you know, as we are in an age of information, multimedia provides effective ways to organize information and search for specific facts quickly and efficiently. In another area, multimedia is applied in business presentations.

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

B: You're welcome.

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

(英特网)

- 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 the 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: E-mail, e-commerce, cyberspace, chatroom, website, 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 with the rest of the world has created a sense of "global community", which is found almost nowhere else. People around the world post websites, exchange e-mails, and participate in online chats.
- B: The world appears as 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 e-mail and online chats?
- A: It goes beyond that. In fact, the access to the Internet feels more and more like the utility of sorts like the phone line, the electricity, and the cooking gas. You pay for it as the daily necessities. These days, of course, no more self-respecting people would live without accessing to the Internet. The Internet access gives us our e-mail address, our capability of buying a book or a vacation online, 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 e-mail 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 was the golden age for Internet for it was heralded as another new earth-shaking 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.
- B: I have seen two interesting cartoon pictures which may describe the situation you mentioned.

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 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 websites and put their information on-line so that it can 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 3D images of my body and my measurements are stored in a computer database. Then I get on line, open up the Just Jeans web pages, place orders, which will be delivered to my home.

B: Our life is greatly changed by the Internet.

A: Yes. Traditional business tends to find a way 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: 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 into the Internet, will explode in popularity because of its great cost savings over traditional long-distance phone calls. Unified messaging—which ties your voice mails, faxes, e-mails and pager messages together so that you can retrieve any type of the message through any of the channels—will become more popular because of its potential time savings.

Notes

1. netizen 网民

2. compound 复合的

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

4. emerged 出现

5. e-mail, e-commerce, cyberspace, chatroom, website, dotcom 电子邮件、电子商务、互联网空间、聊天室、网站、公司域名
6. The Internet is inherently a “two-way” medium. 互联网就是一种内在的“双向”媒体。
7. The ease with which a computer user can communicate with 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。
8. online chats 网上聊天
9. an Internet-is-the-world mood 网络就是世界的情结
10. In fact, the access to the Internet feels more and more like the 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使用电话线、电、做饭用的天然气这样的日常用品。
11. These days, of course, no more self-respecting people would live without accessing 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。
12. The Internet undoubtedly enriches our lives in many a way. 毫无疑问，互联网在很多方面丰富了我们的生活。
13. The instant reach of the e-mail 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。
14. 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的到来。
15. stock market takes off 股市飙升
16. cartoon pictures 卡通漫画
17. It seems as if any dotcom company would automatically become the company of the future equivalent of today's Microsoft. 好像任何一个网络公司都会在未来自动地变成今天的微软公司。
18. Any traditional company and business would be sneered at as passé. 任何一个传统的公司或行业都可能被嘲笑为落伍。
19. bubble 泡沫
20. a scanning studio 扫描室
21. computerized 3D images 经计算机处理的三维图像
22. 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难以生存下去的。
23. 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。
24. 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，更快捷的连接速度，也不会出现现有的技术带来