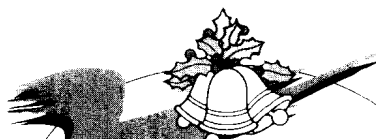


COMPUTER PARK

00000039

范红 主编



世纪风铃
阅读文库

(英汉对照)

电脑大观园

Computer Park

宋丽丽 编译 覃学岚 审校



清华大学出版社

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编者的话

阅读是一种语言领受能力,也是一种语言学习的方法。它是学生掌握语言知识,打好语言基础,获取信息的重要途径。阅读技能是大部分学生今后工作中最需要的语言技能,注重阅读能力的培养与提高是语言学习者必不可少的任务。从语言学习的规律来看,语言应用能力的提高是建立在大量的语言输入,尤其是大量的阅读的基础之上的。阅读能力的培养仅靠少量的精读材料是不够的,更重要的是要靠大量的泛读材料。学习者通过大量阅读趣味性强的读物,培养自己的阅读兴趣与自学能力,既可更有效地获取书面信息,扩大词汇量,丰富语言知识,也可更深刻地了解英语国家的社会文化背景,开阔视野,扩大知识面,提高自身文化素养。

《世纪风铃阅读文库》就是一套专门为大学英语四级水平以上学生精心编写的高级趣味阅读丛书。此套丛书的编者均是清华大学长期从事一线教学、经验极为丰富的英语教师。在教学过程中,他们发现虽然许多学生能够通过全国大学英语四级考试,但其英语语言基础知识仍然不够扎实,主要表现在词汇量较小、阅读速度慢、阅读理解不够精确、翻译能力较差等方面,其阅读与翻译能力迫切需要进一步提高。据了解,目前很难从市面上找到适合此类学生自学提高阅读能力的英文读物。为了满足此类学习者的实际需要,本套丛书的编者确定了培养

学生阅读兴趣、提供当代最新信息的选材定位原则,在满足学习者对文章题材及内容的取向要求的同时,努力为他们营造一个寓阅读于乐的课外自学环境,为保证大学英语学习四年不断线创造有利条件。因此,从某种程度上来说,该套丛书填补了此类图书市场的空白。

全套丛书共分为五册,分别是《科学的奥秘》、《电脑大观园》、《当代名人趣闻》、《新闻聚焦》和《美好生活点拨》。全部文章内容选自 20 世纪 90 年代末的国外权威性报刊与英特网,涉及社会、人文、科技等诸方面内容。所选文章内容新颖、题材广泛,有强烈的时代气息,不愧为一套融知识性、科学性、实用性、趣味性于一体的优秀阅读丛书。

全套丛书各册编写体例一致,语言规范。每册书均由二十个单元组成,每个单元包括正文、难点注释、阅读理解检测题。每册书后附有全部课文译文及阅读理解检测题参考答案。选文中出现的文化背景及语言难点均有脚注,目的在于节约读者查词典的时间,帮助读者理解此类难点在文章中的准确含义。阅读理解检测题紧扣语言素材主题,意在帮助读者归纳文章中心思想及把握关键细节。书后所提供的译文文体优美、文字准确,是读者遇到问题时的可靠参考。此外,在每课正文之前,编者还提供了阅读文章长度,并根据 1999 年新修订的《大学英语教学大纲》对大学英语应用提高阶段阅读速度每分钟 100 字的规定,计算出了所需阅读时间,是读者衡量自己阅读速度的参考标准。

本套丛书适合大学英语基础阶段结束后的英语提高阶段使

用,是一套值得推荐的适合本科生及研究生阅读提高课使用的教材,也适合具有相当水平的英语爱好者课外阅读使用,衷心希望本套丛书的读者能从中有所收益。

由于所选文章来源广泛,同原文作者及出版单位联系有些不便。在此,谨向他们表示诚挚的谢意。

编 者

2000年1月于清华园

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1

Length

829 words

Expected Reading Time

8 minutes

The View from Microsoft

Adam Cohen

(Time, February 1, 1999)

*Bill Gates sees the world very differently from his
antitrust¹ pursuers. Could it be that he is right?

When Bill Gates appeared on **Martha Steward Living*² last week he seemed as *wholesome³ as a tin of her homemade *ginger-bread⁴ cookies. He encouraged America's children to "dive in and use the computer, even if they feel like maybe the other kids are better." He talked about his two-year -old daughter who "gets a *kick⁵ out of the software she's using to learn the alphabet. And he was warmly supportive when Stewart *confided⁶ that her 84-year-old mother is getting started on e-mail. "That's fantastic ", Gates told Stewart, with genuine interest. "With a few hours you can get very comfortable."

The segment ended before Gates could help make scented

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1. 反垄断的 2. 由 Martha Steward 主持的名为“生活”的电视节目
3. 有生气的 4. 姜汁饼干 5. 从中得到快乐 6. 吐露, 讲真心话

candles, but Microsoft's point has been made. Gates' TV appearance was part of a *two-pronged¹ effort: a Microsoft *p.r.² campaign to counter those famously *snarly³ Gates videotapes, and a courtroom defense, begun in earnest last week, to fight the anti-trust charges against the company. At the center of both is Microsoft's peculiar vision of the computer world and its place in that realm. Microsoft sincerely sees itself as a force for good—bringing PC users technical innovation and consumer value—and far from being a powerful *monopoly⁴, feels threatened on all sides. It's a radically different view from the government's, and the outcome of the antitrust suit may *turn on⁵ whether Microsoft can persuade the courts to see the world as it does.

How can Microsoft say it's not a monopoly when its software operates 9 out of 10 of the world's PCs? Because it considers nearly every high-tech company—including *behemoths⁶ like Intel, Sun Microsystems, Oracle and AT&T—to be a direct rival. The company has become increasingly concerned about the *breakneck⁷ speed at which those companies are forming *alliances⁸. America Online is buying Netscape, At Home is buying Excite, Lucent is acquiring Ascend Communications—all deals worked out since the start of the antitrust trial. "This is a *yeasty⁹ industry," Says Microsoft general counsel William Neukom. "It's important to realize how fast things move." Of course, none of the deals is focused on operating-system software, so none *poses¹⁰ a direct

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1. 两个方面的 2. 通过宣传手段与公众联系 3. 使纠缠不清的, 惶惑的
4. 独占权 5. 转向 6. 庞然大物 7. 极危险的 8. 联盟 9. 动荡的
10. 提出

threat to the dominance of Windows. But that doesn't stop Microsoft from worrying.

Microsoft is also *flummoxed¹ by the government's claim that its *allegedly² monopolistic practices have hurt consumers. Microsoft argues, with some *justification³, that PC software has been rapidly improving and continues to do so. As for price, Microsoft's lead *witness⁴, economist Richard Schmalensee, testified last week that if it were a monopoly, Microsoft would charge at least 16 times as much for Windows as it really does. Microsoft makes much of the fact that the government's economist, Franklin Fisher, testified that consumers weren't being hurt by Microsoft's actions in the *Internet-browser⁵ market. Of course, Fisher also said he believed there will be harm—just that it hasn't happened yet.

Microsoft also *contends⁶ that the government's factual case—those e-mails about dividing up the internet-browser market, the deals that reward companies for using Microsoft's browser—is based on a fundamental misunderstanding about how the computer industry works. When the company *leans hard on⁷ rivals, it says, it's playing typical high-tech *hardball⁸. Oracle, Intel or Apple, Microsoft insists, would do no differently. And meetings that look *collusive⁹ to lawyers in Washington are required in an industry where rival products must fit together. "There have to be some standards," says Neukom. "That means *collaboration¹⁰, that means cooperation."

Microsoft's most *intriguing¹¹ argument is that the industry

1. 使……狼狈 2. 有……嫌疑地 3. 辩护 4. 证人 5. 因特网浏览器
6. 争辩 7. 依赖 8. 棒球 9. 共谋的 10. 合作 11. 引起兴趣的

model it dominates—PCs that run on their own operating-system software—is ‘in peril’¹. When you think of competition, you have to get out of the ‘mind-set’² that this is a PC-centered world,” says Neukom. In the near future, Microsoft argues, computers may run on free, open-source software, or may use the Internet as a ‘platform’³ for running applications like word processing and e-mail, making windows ‘obsolete’⁴. In Microsoft’s view, its dominant market position is just one ‘paradigm’⁵ shift away from being ‘undone’⁶.

Tech experts debate hotly how likely this is to happen, and how soon. Legal experts add that it may be a hard argument to make at trial. “It’s difficult because it relies on getting the court to look over the ‘horizon’⁷ and take seriously events that haven’t happened yet,” says George Washington University law professor William Kovacic.

It may also seem strange to hear the world’s most successful company predict its own ‘demise’⁸. But it’s a familiar story on Wall Street, where Microsoft is famous for telling ‘analysts’⁹ that the future looks ‘bleak’¹⁰ and then acting surprised when its profits go up. Sure enough, when Microsoft announced its quarterly results last week, it revealed that its income had jumped 75%, ‘handily’¹¹ beating expectations and sending its stock soaring. Investors learned long ago to ‘discount’¹² Microsoft’s prediction that the sky is falling. Microsoft’s challenge is to convince the courts that now

1. 危急 2. 思维定势 3. 平台 4. 过时的 5. 范例 6. 毁坏, 毁掉
7. 地平线 8. 末日 9. 分析家 10. 悲哀的 11. 得心应手地 12. 不重视

it really is.

Comprehension Check:

1. Why did Bill Gates appear on TV show?
2. Why did Microsoft say that it was not a monopoly?
3. What monopolistic practices have Microsoft conducted in the government's claim?
4. What's Microsoft's most intriguing argument?
5. Why did investors discount Microsoft's prediction that the sky was falling?

微软的观点

亚当·科恩

比尔·盖茨对世界的看法与他的反垄断原告大相径庭。是他对了吗？

上周比尔·盖茨在玛莎·斯图尔德主持的“生活”栏目中露面的时候，就像斯图尔德家中那筒自制的姜汁饼干一样引人注目。他鼓励美国的孩子们即使感到自己不如其他的孩子，也要钻研使用计算机。他谈到了他两岁的女儿，她从用来学习字母的软件中找到了乐趣。当斯图尔德透露她84岁的老母亲正开始用电子邮件时，盖茨热情鼓励道：“太妙了”。盖茨真诚地、饶有兴趣地对斯图尔德说：“几个小时的工夫，你就能感到轻松自如”。

盖茨还没来得及帮助制作香味蜡烛，这个片断便结束了，但微软已表明了他们的观点。盖茨在电视上露面是微软作出的双重努力的一部分：一方面微软要通过大众传媒来回击那些扰乱人心的盖茨录像带；另一方面在法庭上辩护，回击那些对微软公司垄断的指控。这些努力上周已认真地开始进行了。两种举动核心是微软对计算机世界的特殊视角，以及它在这

一领域的地位。微软确实将自己看作是一种恒定的力量——给个人计算机用户带来技术革新和给消费者带来价值——而它并不承认自己是强大的垄断力量，因为它同时感到来自各方面的威胁。这一观点与政府的观点相去甚远。反垄断起诉的最终结果取决于微软能否说服法庭像它那样看待世界。

世界上十分之九的个人计算机都在运用微软软件，微软怎能说自己不是垄断公司呢？由于它把包括英特尔、太阳—微系统、奥瑞克尔和美国电话电报公司等巨头在内的几乎每一个高科技公司都看作是直接的竞争对手，微软越来越对这些公司结成联盟的惊人速度感到担心。美国在线正在收购网景，At Home 正在收购 Excite，Lucent 正在兼并 Ascend Communications，从反垄断审判一开始这些交易就达成了。“这是动荡不定的产业，”微软的总顾问威廉纽克姆说：“重要的是要意识到一切正飞速向前发展”。当然，没有一笔交易是瞄准操作系统软件的。因此无一直接地威胁到微软视窗操作系统的支配地位，但这并不能消除微软的担心。

微软也被政府搞得狼狈不堪。政府声称它涉嫌的垄断行为伤害了消费者。微软振振有词地辩解说：个人计算机软件一直在突飞猛进地发展，而且这种情形势不可挡，至于价格，微软的主要证人，经济学家理查德·施麦伦斯上周在证词中说，假设微软垄断市场，那么，微软收费至少会是视窗软件实际收费的16倍。微软也尽可能地利用政府部门的经济学家富兰克林·费舍证词中的事实为自己辩护。富兰克林·费舍作证说：消费者在因特网浏览器市场上还没有受到微软所作所为的伤害。当然，费舍还说他相信会伤害到消费者，只是还未发生而已。

微软又辩论说：“政府提出的实例——那些关于如何分割互联网浏览器市场的电子邮件，那些对使用微软浏览器的公司



进行奖励的交易——完全是基于对计算机工业如何运转的基本误解提出来的。微软说，当公司严重依赖对手时，那它就是在打典型的高科技棒球。微软坚信奥瑞克尔、英特尔或苹果都会这样做。各种在华盛顿的律师们看来有串通之嫌的会议，对于一个竞争各方的产品必须捆在一起的行业却是必不可少的。“应该有一定的标准”。纽克姆说：“有了标准，对企业来说不仅意味着合作，还意味着协作。”

微软最让人感兴趣的论点是它所主导的行业模式正面临着生死存亡的危机。纽克姆说，“想到竞争时，必须摆脱这是以个人计算机为中心的世界这样的思维定势”，纽克姆说。微软辩护道：在不远的将来，计算机将以免费索取的软件运行。或者人们将利用互联网作为应用平台来进行文字处理和发电子邮件等，从而淘汰掉微软视窗。以微软的观点，它主宰市场只不过是为了避免被淘汰的权宜之计。

技术专家热烈地辩论这种可能性有多大，为期还有多远。法律专家补充说：在审判法庭上进行辩论会很难。乔治华盛顿大学法律教授威廉·科沃西克说，“很困难，因为它有赖于让法庭高瞻远瞩，严肃地考虑还未曾发生的事件。”

听到世界上最成功的公司预见自己的末日似乎令人感到奇怪。但在华尔街，这是家常便饭。微软常对分析家们说，前景很暗淡；然后，当其利润上升时表现得大为惊讶。这已成了众所周知的事情。果不其然，当微软上周宣布它的季度成果时，结果表明它的收入猛增了75%，轻而易举地突破了预期目标，从而也使其股票直线攀升。投资家很久以前就不再看重微软的天要塌下来的预言了。微软面临的挑战是让法庭相信现在果真如此。

2**Length**

1037 words

Expected Reading Time

10 minutes

Why AOL Really Clicks

Building the World's Largest 'Mall' without Laying a Brick

Russ Mitchell

(U.S. News & World Report, December 7 1998)

The World Wide Web started out as a place to find information. But forget information. The Web is becoming a mass medium, not just a 'haunt² for 'nerds³. And there is little the masses enjoy more than finding, acquiring, and consuming things. In other words, shopping.

In 'cyberspace⁴, nobody boasts a bigger body 'count⁵ than does American Online. Its 14 million members 'dwarf⁶ anybody else's online population. Last week, AOL grew even bigger, after agreeing to 'shell out⁷ \$4.2 billion to buy Netscape Communications.

The primary reason for the purchase: to construct the largest shopping mall on Earth, without ever having to lay a brick or pave a single parking space. The deal, says AOL CEO Steve Case, marks

1. 商业城 2. 常光顾的地方 3. 电脑呆子 4. 电脑空间 5. 总人数
6. 使……相比之下显得矮小 7. 付款

“a new era of E-commerce,” making it “easier for business to sell and consumers to shop online.”

And easier, Case hopes, for AOL to make money. Already, online shoppers are clicking *to the tune¹ of \$13 billion, according to Boston Consulting Group. Revenue forecasts for E-shopping range from impressively big to incredibly big—tens to hundreds of billions of dollars within three or four years. A small piece of that would enrich any company. AOL wants the biggest piece.

America online is the No. 1 *virtual² shopping mall. It hosts more than 400 stores, ranging from J. Crew to J & R Computer World, who pay AOL millions—in some cases \$50 million or more—for their prime location. By buying Netscape, AOL intends to widen its lead.

Netscape is best known for its Internet browser. But AOL never would have bought Netscape for its *browser³ alone—the product, after all, is free. What really *piqued⁴ AOL’s interest was the company’s Netcenter *portal⁵, and its behind-the-scenes E-commerce software.

Portals, a first stop for Web *surfers⁶, are the most valuable sites on the Web, simply because their search engines, shopping areas, and other services attract the most traffic. Netcenter is one of the most popular portals, chiefly because it is programmed to *pop up⁷ automatically whenever someone clicks open a Netscape browser; large numbers of Netcenter users don’t know or don’t care that they can easily change the automatic pop-up on their

1. 达……之多 2. 虚拟 3. 浏览器 4. 引起好奇 5. 入口 6. 冲浪者 7. 弹出

own PC to favor a competing Web site, which helps keep traffic number high—Netcenter boasts 9 million registered users.

Virtual mall rats. Heavy traffic is essential to AOL's grand plans. An online shopping mall profits not only by charging for a position on its real estate but also by selling advertising and even demanding a sales percentage on goods sold. *Web-ratings¹ service Media Metrix figures that Netcenter and the America Online Web site AOL.com are visited by between 70 percent and 75 percent of Web surfers at least once a month. Even *megasites² like Yahoo! And Microsoft's MSN. com doesn't come close to reaching that share. And the figures don't include AOL's heavily used members-only section, which make the combination even more *potent³.

The AOL-Netscape *merger⁴ makes up for each company's weakness, too. AOL is strongest in the home market; Netcenter's strength is in the workplace. Don't assume that the workplace isn't a good location for a virtual shopping mall: Many employees today are so *deskbound⁵ that they are doing their shopping from the office. Online shopping malls are "acting as a daytime *concierge⁶ for business users who don't have time for traditional shopping," says Mike West, a research director at the Gartner Group, a market research firm. More visitors to Amazon.com—the Web based *retailer⁷ of books, CDs, and videos—are *logging in⁸ from work than from home, according to Media Metrix.

In addition to Netcenter, AOL also picks up Netscape's

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1. 网页评估 2. 巨大网址 3. 潜力 4. 合并 5. 忙于工作的
6. 旅馆前台服务员 7. 零售商 8. 把……输入计算机

