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网络双语时代

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杜洪 阳程◎主编

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前 言


英语,作为国际化的语言,有着非同寻常的地位。单纯的为了学习英语而学习,这样不仅让我们在心理上有排斥和逆反情绪,久而久之,它也会成为一种负担。这就违背了语言作为交流共同发展和进步的初衷。学习英语的目的只有一个:同交流,共进步;而学习英语的方法和手段却是多样化的。当然,书籍依然是这些途径当中的首选。在这里,我们将这套《课外英语》推荐给大家,一起分享这美好的课外时刻。

您将在本套书中欣赏到:美国各州的小知识,七彩缤纷的音符,优美好看的小散文,开心时分的短文,经典流传的寓言,超级高效的短句,实际有用的词汇等等。在这些书中,备有单词解释,相关简介,或中文翻译,便于同学们更好的阅读和理解,真正进入文字的内涵当中,准确地和文字进行交流。从课堂走到课外,同学们的视野要开放,而我们的每一本书都有启迪和想像的空间。因此,阅读过程中,同学

要尽量做到先独立阅读英文部分,将不太理解的地方做上记号,再参阅相关的简介或译文。相信这次的课外之旅,一定会让您从中得到意外的收获。

由于编写的内容只是亿万之一,加之编者水平有限,不足之处,愿大家批评和指正。

编 者



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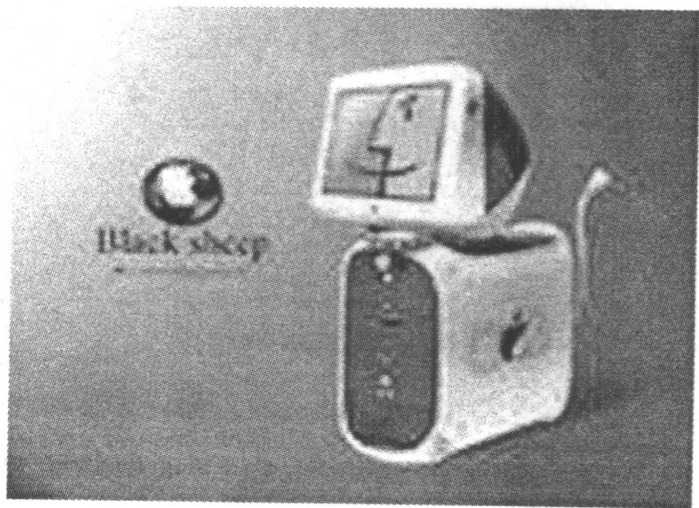
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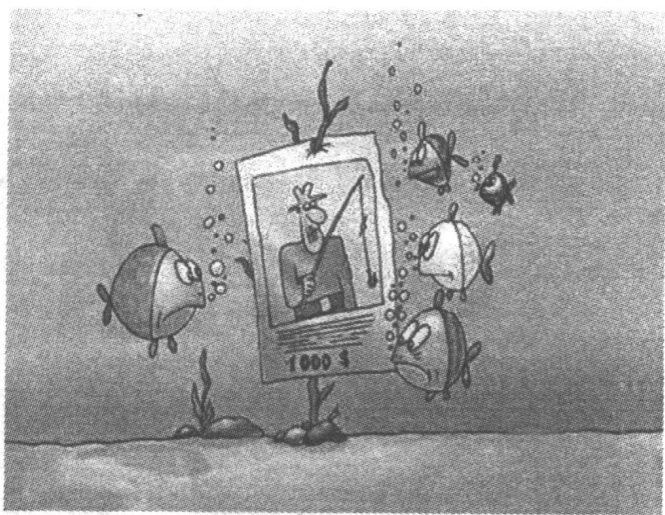
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网络时尚





Blog Reading



Americans are becoming avid blog readers, with 32 million getting hooked in 2004, according to new research.

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The survey, conducted^① by the Pew Internet and American Life Project, showed that blog readership has shot up by 58% in the last year.

Some of this growth is attributable^② to political blogs written and read during the U. S. presidential campaign.

Despite the explosive growth, more than 60% of online Americans have still never heard of blogs, the survey found.

Blogs, or web logs, are online spaces in which people can publish their thoughts, opinions or spread news events in their own words.

① conduct n. 行为, 操行 v. 引导, 管理, 为人, 传导

② attributable adj. 可归于……的

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网络日志

一项新的研究表明,美国人逐渐热衷于阅读网络日志,2004年共有3200万人沉迷于此。

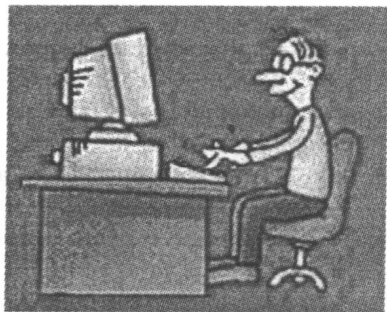
佩尤研究中心“网络与美国生活项目”的调查显示,去年网络日志的阅读人数激增了58%。

这样(迅速)增长的原因部分应归功于美国总统大选期间,许多人在网上发表或阅读讨论政治的文章。

调查发现,尽管网络日志迅速走红,仍然有超过60%的美国网民从未听说过blogs(博客,网络日志)这个词。

Blogs又称web logs,是一个在线的虚拟空间,人们可以在这里发表自己的想法和主张,或者用自己的话传播新闻信息。

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Cyberpromotion

Until the late 1940s, when television began finding its way into American homes, companies relied mainly on print and radio to promote their products and services. The advent^① of television brought about a revolution in

① advent n. (尤指不寻常的人或事) 出现, 到来



product and service. Between 1949 and 1951, advertising on television grew 960 percent. Today the Internet is once again transforming promotion. By going online, companies can communicate instantly and directly with prospective^① customers. Promotion on the World Wide Web includes advertising (usually in the form of banners^② across the top of Web sites), sponsorships^③, and sales promotions like sweepstakes^④, contests, coupons^⑤, and rebates^⑥. In 1996, World Wide Web advertising revenues topped \$ 300 million.

Effective online marketers don't merely transfer hard-copy ads to cyberspace. Successful sites blend promotional and non-promotional information indirectly delivering the

-
- ① prospective adj. 预期的
 - ② banner n. 标语, 旗帜, 横幅,
 - ③ sponsorship n. 赞助者的地位, 任务等
 - ④ sweepstakes n. 独得的赌金, 赌金独得赛马, 赌金, 比赛
 - ⑤ coupon n. 息票, 商家的优待券
 - ⑥ rebate n. 回扣, 折扣 vt. 减少, 打折扣 vi. 给……回扣, 打折扣



advertising messages. To encourage visits to their sites and to create and cultivate customer loyalty, companies change information frequently and provide many opportunities for interaction.

A prototype^① for excellent online promotion is the Ragu Web site. Here visitors can find thirty-six pasta recipes, take Italian lessons, and view an Italian film festival, but they will find no traditional ads. So subtle is the mix of product and promotion, visitors hardly know an advertising message has been delivered.

Sega of America, maker of computer games and hardware^②, uses its Web site for a variety of different promotions, such as introducing new game characters to the public and supplying Web surfers the opportunity to download games. Sega's home page averages 250,000 vis-

① prototype n. 原型

② hardware n. (电脑的)硬件, (电子仪器的)部件, 五金器具

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