

英美报刊选读

(下册)

李泮池 主编

SELECTED READINGS FROM BRITISH AND AMERICAN PRESS

复旦大学出版社

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图书在版编目(CIP)数据

英美报刊选读. 下册/李泮池主编. —上海: 复旦大学出版社,
2001. 10
ISBN 7-309-02956-9

I. 英… II. 李… III. 英语-报刊-阅读教学-高等学校-
教材 IV. H319.4

中国版本图书馆 CIP 数据核字(2001)第 052000 号

出版发行 复旦大学出版社

上海市国权路 579 号 200433

86-21-65118853(发行部) 86-21-65642892(编辑部)

fupnet@fudanpress.com <http://www.fudanpress.com>

经销 新华书店上海发行所

印刷 上海浦东北联印刷厂

开本 787×1092 1/16

印张 27

字数 670 千

版次 2001 年 10 月第一版 2001 年 10 月第一次印刷

印数 1—6 000

定价 39.00 元

如有印装质量问题, 请向复旦大学出版社发行部调换。

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前 言

1978年“改革”开放以来,随着我国国际交往大幅度的增加,我国各大院校的英语专业课程教材常常跟不上形势发展的需要,外语院校纷纷增开或加强“英语报刊”课以弥补不足。目前国内现有的“英语报刊”教材内容趋于老化,亟待更新,国外的同类教材并不适合我国英语报刊教学的特点。《英语报刊选读》为授课教师编写,取材于英美各大报刊,具有独特的风格。课文内容按国际重大热点话题分类,荟萃了国际政治、国际关系、军事、科技、文化、经济的最新动态。为加深学生对各专题的了解,各单元均附有详尽的注释以及用英语编写的相关阅读材料、背景参考和讨论题。

英语报刊课具备语言文化教学多种优点。就单词而言,在今天的信息时代,新的词汇随着信息爆炸而不断出现,其中有些十分有用而又不是过于专业化的词汇,往往最早出现在包括报刊在内的新闻传播媒介上,并由此进入千家万户。多年教学实践证明,“英语报刊”课不但能使学生获得最新信息和增加国际知识,而且也是提高英语水平,尽快掌握英语最新词汇最见效的途径之一。

《英美报刊选读》是按照教育部颁布的两个英语教学大纲的要求结合中国英语教学的特点编写的,与国内现有的英语报刊教程相比有以下特点。

1. 符合教育部《高等院校英语专业高年级英语教学大纲》六级和八级的要求。
2. 突破了同类教材在题材和体裁方面的狭隘性。课文的编写重点以阅读和讨论为主要目的,旨在拓宽大学生知识的覆盖面,提高学生分析问题和判断是非的能力,扩大信息的交流。全书突出国际热点话题。内容涉及:“联合国”、“中东问题”、“伊斯兰革命”、“巴尔干战争风云”、“世界经济”、“股票市场”、“巴林银行倒闭”、“海湾战争”、“高科技武器”、“信息革命”、“核走私与核扩散”、“俄罗斯问题”、“美国新闻媒体”、“欧洲一体化”、“麦当劳与环保问题”、“全球黑社会”、“非致命电子武器”、“克隆技术”、“洛杉矶暴乱”、“辛普森案”、“美中央情报局与克格勃”、“二战犹太人集中营”等系列当代大学生应了解的热点话题。
3. 附有英文报刊阅读常识介绍。
4. 新词数量大,有些词汇不易查到,其他英语课本中很少出现。
5. 用英文编写的背景材料简明扼要,尽量反映各专题的历史、文化背景。入选文章截止在2000年2月。
6. 采用中、英文,注释详细,难句子附有相应的译文。
7. 课后备有讨论题,有助于学生理解课文了解重点话题及其动向。

8. 各单元附有相关文章(Research Reading), 可作为学生讨论课前或课后了解热点话题的辅助读物。附加课文不加注释, 旨在培养学生独立阅读的能力。教员可有计划安排学生阅读相关的文章, 组织课堂讨论或要求学生写摘要。

9. 保持原文风貌的基础上, 删除对中国不友好的词句或在注释中作必要的说明。

10. 该书适合于大学英语专业三年级以上、英语涉外专业高年级以及英语研究生使用, 也适合有一定英语基础的国际问题研究者、外事工作者、翻译以及英语爱好者阅读。

国际关系学院国际新闻系蒋云教授担任这套书的顾问。并提出诸多宝贵的建议。蒋云教授多年担任“英美报刊课”教学工作, 执教前曾在我国驻外使馆工作多年。1982年以来他独立编写了四套全学年基础教材, 深受学生的欢迎。1996年由他和李泮池副教授主编的《英美报刊选读》由中国矿业大学出版社出版。这门课程荣获北京市优秀教学成果奖。

这套书分上下两册, 共计十六个单元。李泮池副教授担任全套教材的主编并负责第上册各单元课文、阅读材料和背景的编注修改工作以及第下册一至六单元中八篇课文、阅读材料和背景的编注修改工作。杨岸清副教授负责第下册第三单元(课文A)、第四单元(课文B)、第六单元(课文A)、第八单元(课文A)共四篇课文和背景的编注工作。艾久红负责第下册第一单元(课文B)、第七单元(课文A、课文B)以及第八单元(课文B)共四篇课文和背景的编注工作。张秀美负责世界主要英文报刊简介、世界主要国际通讯社简介以及世界其他通讯社译名的修改和编写。李桂英负责英语报刊阅读常识的编写。

在编写过程中我们得到了美国朋友辛博斯基夫妇、英国约克郡电视台爱萨艾克·戴伯拉女士、国际关系学院副院长郭惠民教授、学术交流部李树刚主任的热情帮助, 我们在此谨表诚挚的谢意。

本书编者水平有限, 疏漏难免, 望读者赐教。

编者

2001年2月于北京国际关系学院

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Unit One Information Superhighway

Text A

The Future Is Already Here

By Barrett Seaman

It is simple but ingenious, easily accessible—and it gives people what they want without fuss or argument. It is, in short, one of the great conveniences of modern technology, the ATM, or automated teller machine.¹

Only a few years ago, getting your hands on real money meant waiting in line at the bank, or knowing the corner shopkeeper well enough to cash a personal check. The ATM changed all that, using a fusion of computer chips, telepad, phone line and dispensing mechanism to transform the way people access their money.² Armed with only a plastic card and a functioning index finger, a customer can now obtain cash as easily in Tierra del Fuego as in downtown Brussels.

Yet the ATM's great convenience and relatively humble workings should not obscure the fact that it is in the vanguard of the information age, no less than the Internet,³ interactive TV⁴ or video teleconferencing⁵. By applying technology to people's everyday needs, it epitomizes what Yale University computer scientist David Gelertner calls "the true potential of the information superhighway⁶: making everyday life for most people somewhat easier and less irritating."

To that end, the new age of technology is already well launched, fueled by a long stream of techno-driven goods and services that is flooding the consumer marketplace to change the ways people live and work. So advanced is this transformation that even some of the most recent innovations are already taken for granted.⁷

The heart of the cyberrevolution⁸ remains, of course, the personal computer. Cheaper, faster, more versatile and easier-to-use PCs are infiltrating America's social fabric.⁹ Software like Mosaic¹⁰ and Netscape¹¹ has made navigating the Internet a lot less daunting for average citizens, who are rushing to buy modems¹² and sign up for online services.¹³

The modern, well-wired U.S. home already offers young and old a head-spinning array of computer-borne activities.¹⁴ Children use CD-ROM¹⁵ to play games and hear music. Teenagers flock to online services not only to "chat" but also to reach primary schoolwork sources, such as images of original works of art, documents prepared by

experts, even possible exchanges of E-mail with the experts themselves. Adults have access to instant stock-market quotes, to online versions of magazines and to a host of “clubs”, where people gather to discuss subjects ranging from astronomy to genealogy to bicycling.¹⁶

Using online programs and the Internet’s increasingly crowded World Wide Web,¹⁷ one can find not just information about products and services but help in bringing the transactions to conclusions as well. Real estate agents are discovering online as an efficient way to sell properties. The Homes and Land Publishing Corp’s Website lists homes across the U.S.—by state, then by city.¹⁸ The Austin Real Estate Connection¹⁹ in Texas gives information on the full range of homebuying services, from photographs of the houses to the names of builders and mortgage lenders,²⁰ lawyers and title companies. Using a search program, prospective buyers can enter preferences, such as price range, style, school district and number of bedrooms, and thus narrow the field to homes that meet those criteria.²¹

In some instances, whole U.S. communities—even states—are building multipurpose computer networks. For the past 18 months, a partnership between the town of Blacksburg, Virginia, Bell Atlantic and Virginia Tech University has operated a communal network called the Blacksburg Electronic Village. By the end of 1994, the project had hooked up a majority of the town’s businesses and 36,000 citizens, including 24,000 students at Virginia Tech, whose campus is situated in town.²² All these people reach the Internet through a local network that ties Blacksburgians to the town hall, hospitals, stores, restaurants and one another. In time, participating merchants hope to do business using Digcash Corp’s “E-cash”, a form of electronic money.

Computer-connected communities, in various stages of development, are operating in dozens of cities in the U.S. and Canada. The entire state of North Carolina has built its own information highway based on a fiberoptic system that links most of the state’s departments and services, its public universities and even parts of the penal system.²³ In Mecklenburg County, for example, a video link permits prisoners to “appear” before judges without actually making the trek²⁴ to the county courthouse.

Convenience remains at the core of any technological application, which is a big reason why television, as a conduit of news and entertainment, still commands impressive loyalty. Operating instructions are crystal clear: turn on the set, select a channel and watch. Where TV is vulnerable, however, is in the area of choice.²⁵ Traditional U.S. network television delivers a packaged product: news at 6:30, sitcom²⁶ at 8, movie at 9, a pattern that, VCRs notwithstanding, often does not match individual viewers’ needs. Communications giants, including Time Warner,²⁷ Viacom and Comcast, are currently

conducting trials of interactive-TV systems that attempt to merge convenience and choice. In Time Warner's Orlando, Florida, test market, for example, participating families are able to choose from a video menu of movies, shopping catalogs, network programming and news—switching from one to another whenever they choose.²⁸

The new services offer more than video entertainment. Telephone giant U.S. West (a partner in the Orlando experiment as well as others) contributes an interactive elaboration of its printed yellow pages.²⁹ With the click of a remote, viewers can survey the local restaurant scene, read reviews, peruse the menus and even reserve a table for four at 8,³⁰ or they can check local movie theaters—not only for what's playing and when but for what rating³¹ a film carries, what the critics are saying and previews of films. Tickets can be bought in advance through a credit-card debit system.³² “This is not couch-potato³³ stuff,” says Sol Trujillo, president of U.S. West Marketing Resources. “It gets the people out.”

Indeed, a driving force behind most research and development in the communications field today is mobility. Smaller, lighter, multifunctional devices—and programs to run them—are pouring onto the market, with names like Envy, Magic Link, Marco, Simon and Zoomer. Most of these devices combine the two basic technologies of the information age: computing and telephony—a union that promises more than the sum of its parts.³⁴

The idea is to stuff as much information and as many communications tools as possible into a small package—called a personal digital assistant, or PDA³⁵—that will perform dozens of tasks for the user. More advanced versions, weighing less than 1 kg can operate off regular phone line or cellular connection and send and receive faxes, voice mail or E-mail. They can be used to keep appointment schedules, expense ledgers,³⁶ addresses and phone numbers, as well as large digitized documents.

Some of these devices include (or soon will) so-called intelligent agents:³⁷ programs that sort your E-mail, find you a convenient flight and book a seat or remind you of appointments and anniversaries. Electronic secretarial services³⁸ are already in use in sophisticated paging systems³⁹ on the market today. Call someone—let's call him Fred—who uses wildfire, and you will be greeted by a “personal receptionist” who asks you to “tell me your name, and I will try to find Fred for you.” Half a minute may go by, but if Fred wants to talk to you—even from his raft in the Colorado River—he will get the message on his cell phone and come on the line. If Fred is too busy negotiating the rapids to talk, you can always leave him a voicemail message.

The reach of phone systems continues to extend across the planet, as cellular transfer stations are built and communications satellites are launched. If Motorola's ambitious Iridium satellite project is ever completed, prospectively in 1998, virtually no place on earth will be out of range.⁴⁰ Satellites are also making possible commercial use of the

Pentagon-developed global positioning system,⁴¹ which was employed by soldiers using handheld monitors during the Gulf War to pinpoint their location in the desert. Private-boat owners have been using GPS to fix their position at sea for the past decade.

One of the hottest testing grounds for consumer-related technology is the supermarket. Across North America, food stores are erupting with radio and infrared data bursts that track pricing changes, inventory and customer buying patterns.⁴² Battery-powered shelf labels that receive instant price changes via radio transmitter are currently used in 25 Edwards Super Food Stores in Connecticut; more than 40 European stores employ a solar-powered version that receives pricing data⁴³ via infrared.⁴⁴ Several large food retail operators are exploring the use of "smart cards"⁴⁵ and interactive kiosks⁴⁶ to provide shoppers with information and keep track of the buying habits of their regular customers, using the information to adjust inventories and to price and promote products better.

Digital display screens visible above highways, warning of icy bridges ahead and detours, will become even more ubiquitous and varied.⁴⁷ So will the long-awaited telescreen⁴⁸ for seeing and being seen by those you talk with on the telephone. Carl Ledbetter, president of AT&T Consumer Products division, predicts that "in a decade, every phone will have a screen on it." At Xerox's Palo Alto Research Center in California, where the PC, on-screen icons and the laser printer originated, Mark Weiser, manager of the computer science laboratory, envisions a world in which flat-panel screens bearing a multitude of images will be household regulars.⁴⁹ They will range from tiny ones, costing perhaps \$5 each and plastered everywhere, to wall-size ones for viewing video. The smaller ones, says Weiser, are "where you'll plan your grocery list or do your homework. They'll be the equivalent of post-it notes⁵⁰ on the refrigerator or the crumpled-up notepaper in your pocket."

In Weiser's world, people will wake up to a tiny bedside screen that gives the time and the weather forecast and even displays news headlines or sports scores. Pocket-size screens would also serve as remote controls for larger screens in the bedroom or living room, where family members will use them variously to watch TV, read the newspapers (which will be customized for each member's personal interests) or draw up the family grocery list.

To get themselves through the day, people will carry pocket-size Personal Assistants, called smart badges or smart cards, encoded with basic information that uniquely identifies them. Simple versions of such devices would allow their carriers to walk through security checkpoints—a concept already being tested in a section of the Paris Metro, where commuters need never remove the card from their pockets.⁵¹

In future supermarkets, consumers will shop without having to pay cash or sign

credit card receipts. An infrared or microwave “interrogator” could register each consumer as soon as he or she enters a store and be ready with account information when the time comes to pay. Supermarket futurist Gary Lind, envisions “intelligent carts” that will use optical lasers to scan bar codes automatically as items are moved in or out of a shopping cart, thus enabling customers to keep a running tab.⁵² These carts might even be programmed to organize the customer’s shopping expedition through the store, by scanning a handwritten list and sorting out the fastest route through the aisles.

The process of Home Shopping, now a three-part, cable-TV, dedicated phone number and credit-card transaction, is poised to move to higher level of interactivity.⁵³ Next: interactive TV programs and in-store kiosks known as “electronic mirrors” with holographic images⁵⁴ that enable buyers to see what clothes look like on them without trying anything on. Computer catalogs of homes will include virtual-reality⁵⁵ “tour” of each room in a house.

Far simpler combination of technologies could be used to create highly efficient urban-transportation systems. Buses, subways and private cars would be superfluous under a plan proffered by Nobel laureate Arno Penzias at Bell Laboratories⁵⁶. In his vision, a fleet of passenger vans, each equipped with a global-positioning system and cellular phone would provide total customized coverage of every street and every neighborhood in town, 24 hours a day.

Through the computer and the cell phones, drivers would receive destination instructions; using GPS, dispatchers would keep tabs on the real-time progress of each vehicle. Passengers would call up the service, be met with minimum delay, transfer only if necessary and relax while professional drivers took them to their desired destination—say, that quaint little farmers’ market on the far side of town, where the vegetables are always fresh but they don’t take credit cards. In that case, you’d better hope there’s an ATM around.

Time

May 1995

BACKGROUND:

1. In *Neuromancer*, a novel written by William Gibson, a young expatriate American living in Canada, cyberspace is computer-generated landscape. What people see when they get there is a three-dimensional representation of all the information stored in “every

computer in the human system”—great warehouses and skyscrapers of data.

In the years since, there have been other names given to that shadowy space where our computer data reside: the Net, the Web, the Cloud, the Matrix, the Metaverse, the Datasphere, the Electronic Frontier, the information superhighway. By 1989 it had been borrowed by the online community to describe today's increasingly inter-connected computer systems—especially the millions of computers jacked into the Internet.

Now hardly a day goes by without some newspaper article, some political speech, some corporate press release invoking Gibson's imaginary world. suddenly, it seems, everybody has an E-mail address, from Hollywood moguls to the Holy See. Thousands chose to celebrate New Year's this year with an online get-together called First Night in Cyberspace.

In Washington cyberspace has become a political hot button of some potency, first pressed during the 1992 presidential campaign by Al Gore and Bill Clinton, who rode to the White House in part on the promise that they would build the so-called information superhighway and route it through every voter's district—if not to his home.

The Republicans were quick to grab the initiative. No sooner had House Speaker Newt Gingrich taken office than he made his bid, staging a big press conference to unveil a new House of Representatives computer system. At a Washington confab called "Democracy in Virtual America," the speaker talked expansively about wiring the world. "Cyberspace is the land of knowledge," proclaimed an information age Magna Carta issued in his name.

Corporations are scrambling to stake out their own claims in cyberspace. Every computer company, nearly every publisher, most communications firms, banks, insurance companies and hundreds of mailorder and retail firms are registering their Internet domains and setting up sites on the World Wide Web. They sense that cyberspace will be one of the driving forces for economic growth in the 21st century.

Cyberspace encompasses the million of personal computers connected by modems—via the telephone system—to commercial online services, as well as the millions more with high-speed links to local area networks, office E-mail systems and the Internet. It includes the rapidly expanding wireless services, microwave towers that carry great quantities of cellular phone and data traffic; communications satellites that will soon crisscross the globe like angry bees, connecting folks too far-flung or too much on the go to be tethered by wires. Someday even our television sets may be part of cyberspace, transformed into interactive "teleputers."

But these wires and cables and microwaves are not really cyberspace. They are the means of conveyance, not the destination: the information superhighway. Cyberspace, in the sense of being "in the same room," is an experience, not a wiring system. It is about

people using the new technology to do what they are genetically programmed to do: communicate with one another. It can be found in electronic mail exchanged by lovers who have never met. It emerges from the endless debates on mailing lists and message boards. It's that bond that knits together regulars in electronic chat rooms and newsgroups.

In a world already too divided against itself—rich against poor, producer against consumer—cyberspace offers the nearest thing to a level playing field. Take, for example, the Internet. Until something better comes along to replace it, the Internet is cyberspace. It may not reach every computer in the human system, as Gibson imagined, but it comes very close.

Begun more than 20 years ago as a U.S. Defense Department experiment, the Internet escaped from the Pentagon in 1984 and spread like kudzu during the personal-computer boom, nearly doubling every year from the mid-1980s on. Today 30 million to 40 million people in more than 160 countries have at least E-mail access to the Internet; in Japan, New Zealand and parts of Europe the number of Net users has grown more than 1,000% during the past three years.

One factor fueling the Internet's remarkable growth is its resolutely grass-roots structure. The Internet is open (nonproprietary) and democratic. No one owns it. No single organization controls it. It is run like a commune with 4.8 million fiercely independent members (called hosts). It crosses national boundaries and answers to no sovereign. It is literally lawless.

Although graphics, photos and even videos have started to show up, cyberspace, as it exists on the Internet, is still primarily a text medium. People communicate by and large through words, typed and displayed on a screen. Yet cyberspace assumes an astonishing array of forms, from the E-mail list to which anyone can contribute to the MUDS, or Multi-User Dungeons (elaborate fictional gathering places that users create one "room" at a time). All these "spaces" have one thing in common: they are egalitarian to a fault.

Nowhere is this leveling effect more apparent than on Usenet—more than 10,000 discussing groups (called newsgroups) distributed over the Internet and devoted to every conceivable subject, from conservative U.S. talk-show host Rush Limbaugh to particle physics to the nocturnal habits of ring-tailed lemurs. The Usenet newsgroups are, in their way, the perfect antidote to modern mass media.

The Internet is changing rapidly. Lately a lot of the development efforts have shifted from the rough-and-tumble Usenet newsgroups to the more passive and consumer-oriented "home pages" of the World Wide Web.

There is a broad consensus in U.S. government and industry that the National Infrastructure, as the Clinton Administration prefers to call the info highway, will be a

broadband, switched network. But how it will be structured and how it will be deployed are not so clear. For example, if cable-TV and telephone companies are allowed to roll out the new services in only the richest neighborhoods, that could exacerbate the already growing disparity between those who have access to the latest information and the best intelligence and those who must be content with what they see on TV.

Welcome to Cyberspace
(Abridged and adapted)
Time
May 1995

2. On August 24, 1995, Microsoft Corporation announced the launch of Windows 95, a new Windows operating system for personal computers.

Windows 95 is backwards compatible. As well as containing many exciting new applications, such as enhanced music CDs and easy-to-use Plug and Play devices, you won't need new hardware or new software to use it. In fact, you won't even have to change the file formats of your databases, spreadsheets and documents. Examples of popular products that are compatible with Windows 95 include Word Perfect, Lotus 1-2-3, dBASE, Compuserve, and Flight Simulator.

If you've got a PC with of RAM (four megabytes of random access memory) and a 386DX processor (a 32-bit microprocessor from Intel) inside it, windows 95 will run as fast or faster than windows 3.1. If you have more memory, you'll get even better performance. (The Microsoft Network on-line service requires 8MB of RAM.)

The first improvement that you will notice is the new user interface. It makes computing even easier for inexperienced users and allows computer "veterans" greater efficiency and flexibility. A major component of his new interface is the "Start" button and the system "Taskbar" which will make all the functions, files and applications that most users need accessible with a single click of a button. Another improvement is the long filename support.

Through the Microsoft Network (MSN), an in-built, on-line service, you have easy access to useful information and communication features. So you don't need to learn a new application or read a manual to go on-line and access MSM-sponsored forums, bulletin boards and discussion groups, the Internet or E-mail.

Through Microsoft Exchange, you can increase the ease, speed and convenience of the different types of electronic mail and fax systems with a single interface.

New enhanced music CDs will allow you to access an interactive world where multimedia meets music. The CDs will play music from a stereo's CD player as normal, but once inserted into a Windows 95-based multimedia PC, they will display information and images provided by the artist as well as play the music. So you can type a document while your favourite music video plays discreetly—or not so discreetly—in the corner of the screen.

As technology, Windows 95 is little more than a belated catch-up to Apple's Macintosh software. But Windows 95 is less about technology than about industry leadership.

3. As businesses big and small wire themselves into high-speed electronic communications systems, their reliance on traditional mail will inevitably lessen. In the long run, that could leave the U.S. Postal Service, with its 40,000 branches, 780,000 employees and \$50 billion annual budget, as one giant piece of roadkill on the information highway.

While the total volume of mail delivered by the U.S. post office has actually risen 5% since 1988, business-to-business mail during that same period dropped an alarming 33%. Most of that, the post office acknowledges, has been lost to fax machines, E-mail sent via the Internet arrives instantly, provided it is addressed correctly, while the post office is lucky to deliver 80% of first-class letters within three days—an average that has caused the netheads of cyberspace to dub it “snail mail.” Moreover, one never reads about thousands of electronic messages being misplaced for years and turning up at the wrong address.

Even before the loss of traffic to the Internet and related technologies, government-operated mail service was losing the overnight letter-and parcel-delivery businesses to firms such as Federal Express and United Parcel Service. So far the post office has held its own because of the growing volume of mail between businesses and homes, mainly catalogs, credit-card offers, bills and payments. But as more private citizens get computer-connected, even that revenue source will face fierce competition from electronic shopping and banking services. America Online, for example, gives its members access to a service called 2Market, allowing them to browse for products online and order electronically. Since purchased goods are delivered by either FedEx or U.P.S., these transactions entirely circumvent the Postal Service.

U.S. Postal officials counter that their service is truly universal, whereas their electronic predators are unduly optimistic about how widespread the new communications infrastructure will become. Faithful human couriers still haul letters by mule train to the Havasupai tribe in Arizona and don Santa Claus suits to deliver cards and presents at