



NATIONAL
GEOGRAPHIC

THEME SETS™

国家地理

英语阅读与写作训练丛书

Communication Around the World

全球传播

[美] Ruth Devcich 著

适合



高中生及同等英语水平读者使用



北京大学出版社
PEKING UNIVERSITY PRESS



NATIONAL
GEOGRAPHIC

国家地理
英语阅读与写作训练丛书

Communication Around the World

全球传播

江苏工业学院图书馆
藏书章



北京大学出版社
PEKING UNIVERSITY PRESS

著作权合同登记 图字: 01-2005-3645

图书在版编目(CIP)数据

Communication Around the World (全球传播) / (美) 德维奇 (Devcich, R.) 著; 朱京力 注. —北京: 北京大学出版社, 2005. 7

(国家地理英语阅读与写作训练丛书·英语注释版)

ISBN 7-301-08584-2

I. 全… II. ①德…②朱… III. ①英语—阅读教学—自学参考资料 ②英语—写作—自学参考资料 IV. H31

中国版本图书馆CIP数据核字(2005)第065294号

Copyright © (2004) National Geographic Society/Macmillan Education Australia. All rights reserved.

Copyright © (2005) (in English-Chinese bilingual) National Geographic Society. All rights reserved.

图片来源 (Photo Credits)

Cover: Teenage girl wearing headphones, Photodisc.

Comstock Images: page 8 (top), 74, 76; © Corbis: page 13 (top, bottom), 14 (bottom), 17, 18, 25, 26, 27, 29, 32 (top, bottom), 34, 35, 36 (bottom), 37, 38 (top right, bottom), 39, 40, 48, 49, 58, 59, 60, 66, 67, 71, 72, 77, 78, 79; © courtesy of dangdang.com: page 50; Digital Vision: page 5, 7 (bottom right); © Getty Images: page 1, 12, 14 (top), 23, 28, 30, 62, 64, 65; Jun Hong Reading /Rereadable: page 50; © National Geographic website: page 47; © Nokia: page 61; © Panorama Stock: page 10, 16, 19, 20, 22, 31, 33, 43, 44, 51, 83, 85; Photodisc: page 7 (top, bottom left), 8 (bottom), 9, 11 (top, bottom), 15, 21, 24, 36 (top), 46, 68, 70, 73, 80; Stockbyte: page 41; Thinkstock: page 6.

国家地理英语阅读与写作训练丛书(英语注释版)由美国北极星传媒有限公司授权,并与君红阅读(北京)出版咨询有限公司共同策划。

书 名: **Communication Around the World (全球传播)**

著作责任者: [美] Ruth Devcich 著 朱京力 注

责任编辑: 游冠辉 孔燕红

标准书号: ISBN 7-301-08584-2/G·1435

出版发行: 北京大学出版社

地 址: 北京市海淀区中关村北京大学校内 100871

网 址: <http://cbs.pku.edu.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62765014

电子信箱: zbing@pup.pku.edu.cn

设计制作: 君红阅读

印 刷 者: 北京大学印刷厂

经 销 者: 新华书店

787毫米×1092毫米 16开本 5.5印张 100千字




2005年7月第1版 2005年7月第1次印刷

定 价: 20.00元

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,翻版必究

Contents

 Communication Around the World.	4
Telephone Communication	6
Radio Communication.	18
Television Communication.	30
Internet Communication.	42
 Think About the Key Concepts.	53
Visual Literacy Timeline.	54
Genre Study Job Description.	56
Jobs in the Telephone Industry	57
Jobs in the Radio Industry.	63
Jobs in the Television Industry.	69
Jobs in the Internet Industry.	75
 Apply the Key Concepts.	81
Research and Write Write Your Own Job Description.	82
Sharing Your Work Create a Booklet of Job Descriptions.	82
Glossary.	86
Index.	87

Communication

Around the World

People have always found ways to **communicate**, or share **information**, over long distances. In the past, they used smoke **signals**, **beacon** fires, messengers, and even pigeons. These methods were slow, and sometimes **messages** did not get through. Today, telephone, radio, television, and the Internet make communication around the world quick and **reliable**.



Key Concepts

1. Different communication **systems** help people communicate in different ways and for different **purposes**.
2. Throughout history, people have used **technology** to develop new ways of communicating.
3. Communication systems can **influence** many **aspects** of people's lives.

阅读进阶词汇

aspect /'æspekt/
n. 方面
reliable /rɪ'laɪəbəl/
adj. 可靠的

阅读参考词汇

beacon /'bi:kən/
n. 烽火

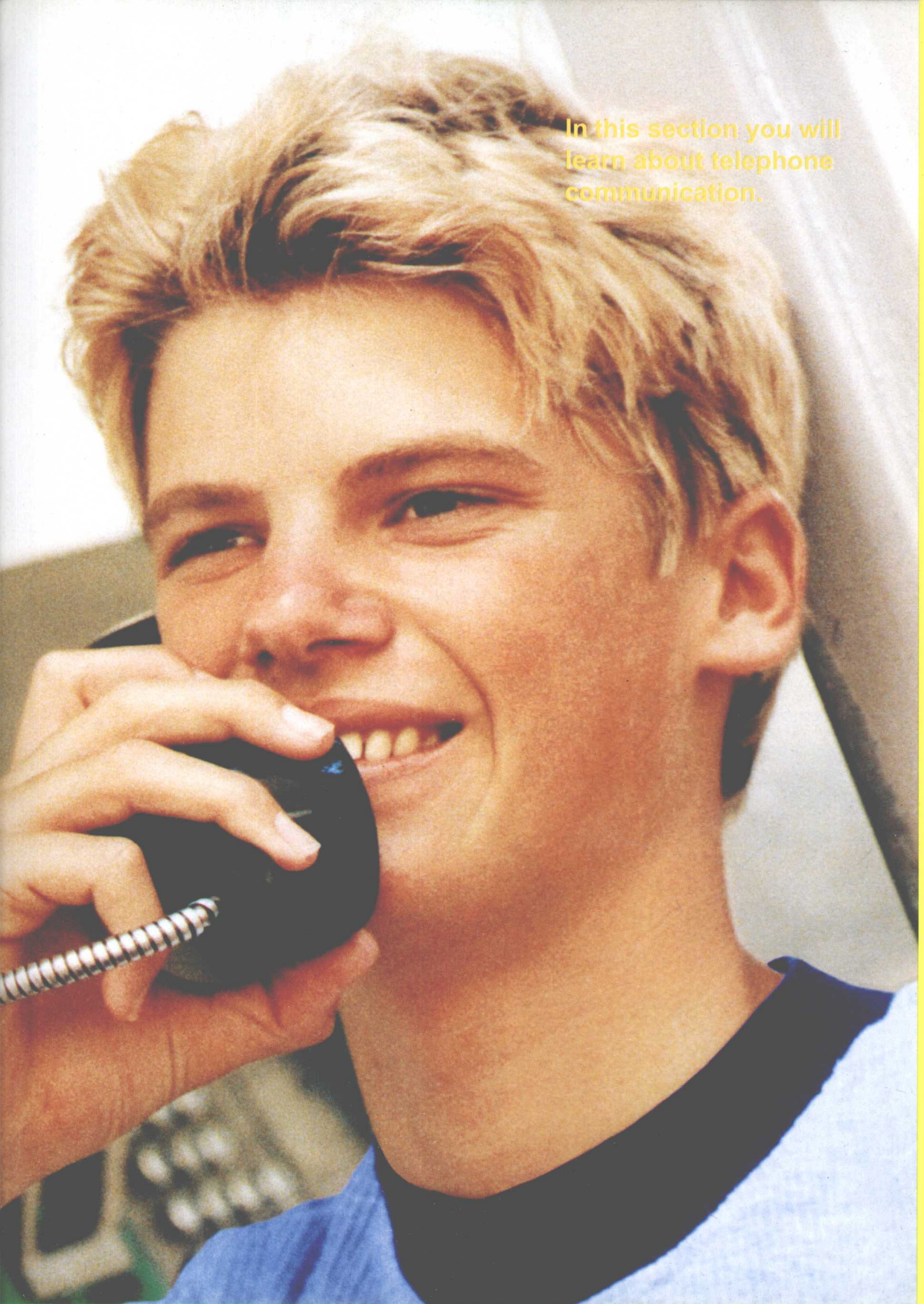
记忆词汇

adult /'ædʌlt/ *n.* 成年人
apart /ə'pɑ:t/ *adv.* 分离着
communicate /kə'mju:nɪkət/
n. 交际, 沟通
connect /kə'nekt/ *v.* 接通, 连接
form /fɔ:m/ *n.* 方式
improve /ɪm'pru:v/ *v.* 改善, 改进
influence /'ɪnfluəns/ *v.* 影响

information /,ɪnfə'meɪʃən/
n. 信息
keep in touch 保持联系
link /lɪŋk/ *n.* 联系
location /ləu'keɪʃən/ *n.* 地方
message /'mesɪdʒ/ *n.* 讯息
network /'netwɜ:k/
n. 网络, 网状系统
purpose /'pɜ:pəs/ *n.* 目的, 意图

receive /rɪ'si:v/ *v.* 接到, 接收
respond /rɪ'spɒnd/ *v.* 回答, 响应
signal /'sɪgnl/ *n.* 信号
space /speɪs/ *n.* 太空
system /'sɪstəm/ *n.* 体系; 系统
technology /tek'nɒlədʒi/ *n.* 技术
uncomfortable /,ʌn'kʌmfətəbəl/
adj. 不舒服的, 不安的

In this section you will learn about telephone communication.



Telephone Communication

Pick up the telephone. Push a few buttons. Speak into the **mouthpiece**. Listen for a reply. With a telephone, you can talk to your friends across town. You can ask for information in a distant city. Telephones let you talk to people who are near and far.

Communication

Communication is the sharing of information. People communicate in many ways. We answer questions in class. We talk on the telephone. We send and **receive** e-mails. When we communicate, we may listen or speak. We may read or write. All these are **forms** of communication.

阅读参考词汇

mouthpiece
/'mauθpi:s/ n. 话筒

People communicate by telephone and by e-mail.

Ways of Communicating

People communicate in two ways. One way is called **personal communication**. The other is called **mass communication**.

Personal Communication

Personal Communication is one way of sending information. A person who talks or writes to another person is using personal communication. When you talk on the telephone, you use personal communication. When you send e-mails, you use personal communication.

In personal communication, two things happen. You receive information. You can also **respond** to the information you get.

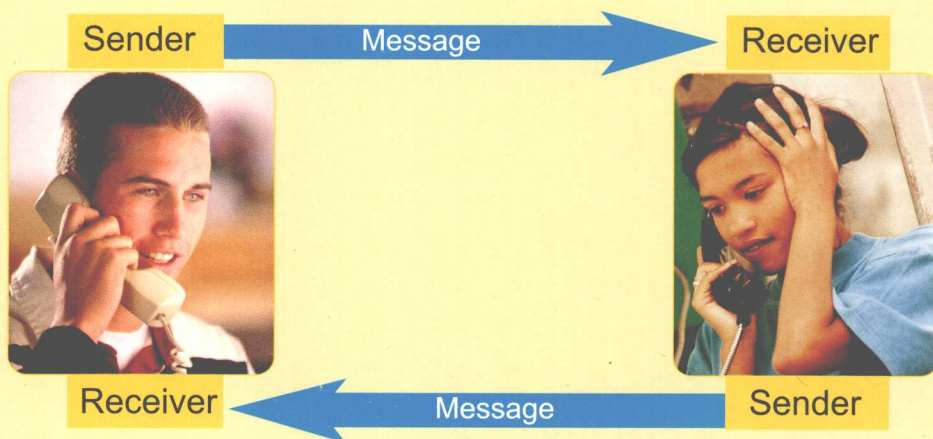


Telephones are used for personal communication.

阅读进阶词汇

Mass communication
大众传播
Personal communication
人际传播

Personal Communication



Mass Communication

The other way of sending information is called mass communication. The purpose of mass communication is to reach many people at once. Radio and television are forms of mass communication.

In mass communication, people can only hear and see information. They cannot respond, or talk back.



Radio is a form of mass communication.

Mass Communication





Key Concept 1 Different communication systems help people communicate in different ways and for different purposes.

Telephone Communication

The telephone is an important communication system. A communication system forms a **link** between people. This link allows people to share information.

The telephone is a personal communication system. It can link two or more people. By talking and listening, people can share information. When people talk, they give information. When people listen, they receive information.



The telephone is a personal communication system.



Communication With Family and Friends

Families and friends often use the telephone to communicate. The telephone helps them **keep in touch** when they are far **apart**. People do not have to write letters. With a telephone, they can hear each other's voice.

People also use the telephone to communicate even when they live close to each other. Calling on the telephone is much faster and easier than visiting. People use the telephone to make plans, or just to say hello.

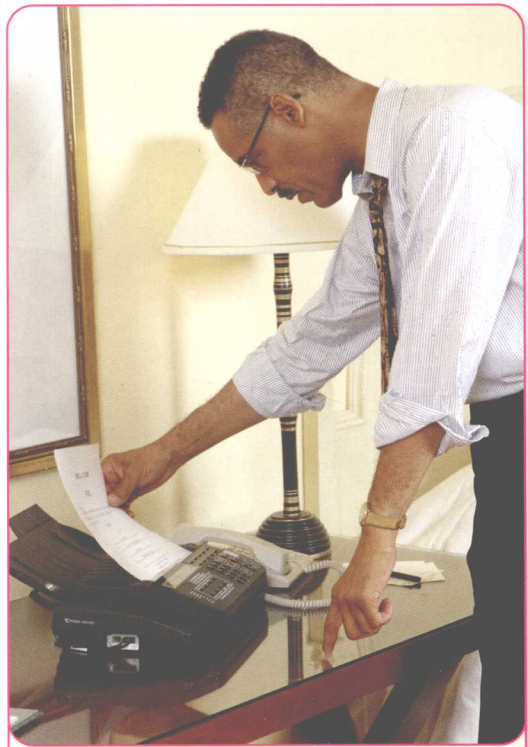


People can talk to friends and family who live far away.

Business Communication

People also use telephones to communicate in business. Before telephones, people had to wait many days for letters. Telephones allow people to send information quickly. Telephones **speed up** the way people do business.

Business people don't need to travel long distances to have a meeting. Instead, they can talk and share ideas by using the telephone. A **speakerphone** lets many people talk to each other at the same time. People can also send information on written pages through the phone lines. These messages are called **facsimiles**. They are sent using fax machines. "Fax" is a short form of *facsimile*.



This man is receiving a facsimile.

阅读进阶词汇

conference

/ˈkɒnfərəns/ *n.* 会议

speakerphone

/'spi:kəfəʊn/ *n.* 免提电话

speed up 加速, 促进



These people are using a speakerphone to have a **conference**. They are talking with people at a different **location**.

阅读参考词汇

facsimile

/fæk'simili/

n. 传真



Key Concept 2 Throughout history, people have used technology to develop new ways of communicating.

Technology and the Telephone

The telephone is an example of technology. New technology improves the way things are done. The telephone has **improved** the way people communicate.

阅读参考词汇

cordless

/'kɔ:dləs/ adj. 无绳的

With new technology, telephones keep improving. Think of **cordless** telephones. These telephones do not need wires like older telephones. They are also easier to use.



Telephones can now be cordless because of telephone technology.

The First Telephone

Alexander Graham Bell invented the telephone in 1876. At first, one telephone was **connected** to another by a wire. Soon the **switchboard** was invented. Then telephones were connected to the switchboard, not to each other. A person operating the switchboard would connect the calls.

As technology developed, telephones were able to connect people who were farther apart. The first international call was made in 1891. A person in London spoke with a person in Paris. Today, it is easy to make calls to other countries.



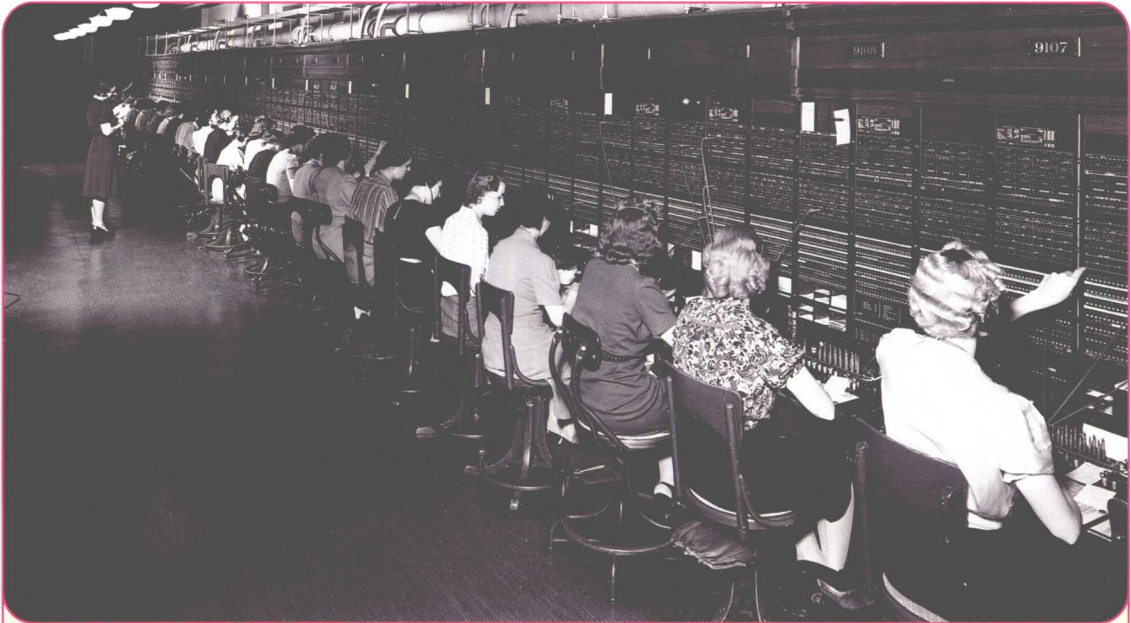
Alexander Graham Bell with his telephone invention

阅读进阶词汇

operator
/'ɒpəreɪtə/
n. (电话)接线员

阅读参考词汇

switchboard
/'swɪtʃbɔ:d/
n. 电话交换台



Telephone switchboard **operators** at work

Cellular Telephones

In recent years, **cellular** telephones, or cell phones, have changed the way people keep in touch. Cell phones are not connected to wires. People can carry them around so they can communicate at any time.

The first cell phones were big and expensive. New technology has made cell phones smaller and cheaper to buy. Now, many people have cell phones.



阅读进阶词汇

cellular /'seljʊlə/
adj. 蜂窝的; 细胞的

Cell phones have changed over the years.



New technology means telephones can now take photographs.



Key Concept 3 Communication systems can influence many aspects of people's lives.

The Influence of the Telephone

Telephones are connected within countries by **networks**. Telephones are also connected by networks that reach all over the world.

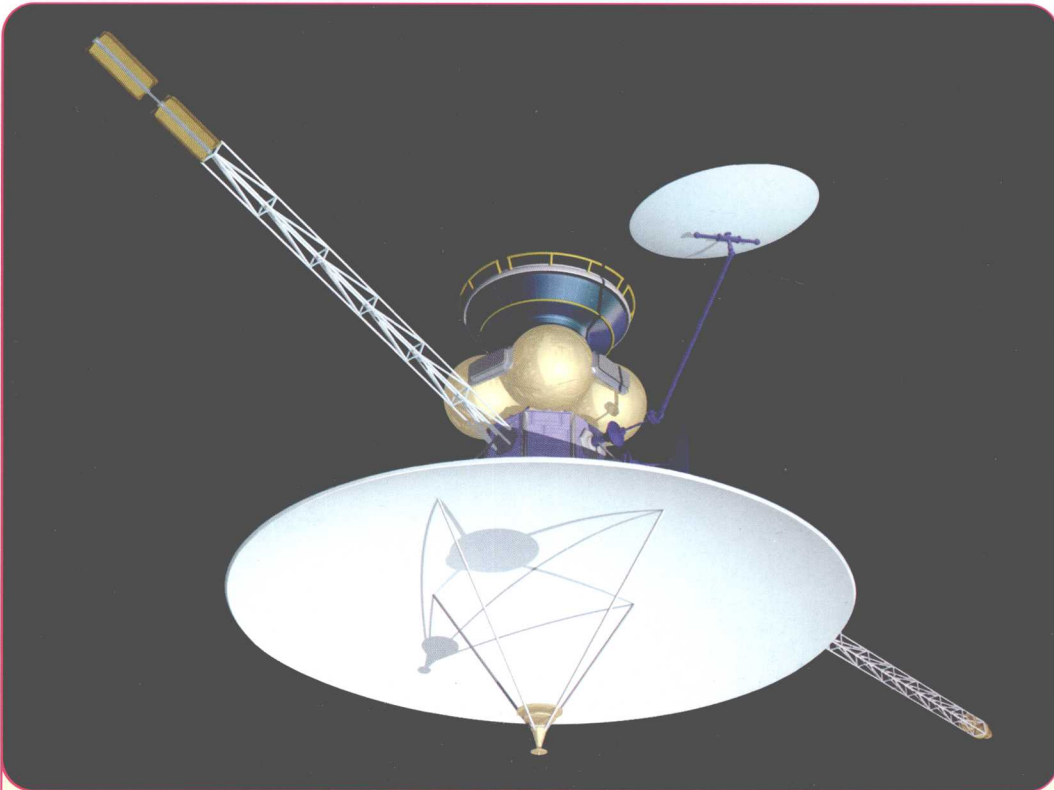
Telephone networks are able to work very quickly. This is because millions of telephone calls can travel along **cables**. **Satellites** also make communicating by telephone very fast. Satellites in **space** send thousands of telephone signals at the same time. It has become easy to communicate with people anywhere in the world.

阅读进阶词汇

opposite /'ɒpəzɪt/
adj. 相对的, 相反的

阅读参考词汇

cable /'keɪbəl/
n. 电缆
satellite /'sætələɪt/
n. 人造卫星



Satellites let people on **opposite** sides of the world talk on the telephone.

Using the Telephone with Caution

The telephone connects us to many people around the world. But we must also be careful about *how* we use the telephone.

People and businesses often call homes. They want to collect information about what you think. They also want to sell products and services.

When strangers call, you need to be careful. Always ask who is calling. Find out the reason for the call. Never give out personal information to strangers. Always tell your parents or another **adult** about any call that makes you **uncomfortable**.



Be careful who you talk to on the telephone.