

网络英语

Internet English

应用篇

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清华大学出版社
<http://www.tup.tsinghua.edu.cn>
北京交通大学出版社
<http://press.bjtu.edu.cn>

高等学校网络英语系列教材

网络英语·应用篇

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北京交通大学出版社

· 北京 ·

内 容 简 介

本书主要讲述网上交流方式、新闻组和 BBS 的应用、远程教育和网上求职、网络广告及信息发布、个人网页的制作和发布、网上购物、个人电子银行使用方法及安全事项,等等。在内容上,本书环环相扣,层层递进;在选材上,本书全部采用最新的英语网络文章,语言鲜活、地道,文章体裁不拘一格,注解详细准确。

本书可作为高等院校英语专业“网上阅读”课程的教材,也可作为其他专业“网络应用”课程的教材。本书的适用对象是具有一定英语基础的大学本科生——英语、商务、国贸和计算机专业的学生都可以使用。同时,本书也适用于相关专业的研究生和对网络英语感兴趣的读者。通过阅读本书,读者不仅可以提高自己的网络使用技巧,而且还可以提高英语水平。

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图书在版编目(CIP)数据

网络英语·应用篇/李向民等编. —北京:清华大学出版社;北京交通大学出版社, 2004.3

(高等学校网络英语系列教材/李向民主编)

ISBN 7-81082-238-1

I. 网… II. ①李… ②曾… ③周… ④翟… III. 计算机网络-英语-高等学校-教材 IV. H31

中国版本图书馆 CIP 数据核字(2004)第 002693 号

责任编辑:张利军 特邀编辑:王小娟

出版者:清华大学出版社 邮编:100084 电话:010-62776969

北京交通大学出版社 邮编:100044 电话:010-51686045, 62237564

印刷者:北京瑞达方舟印务有限公司

发行者:新华书店总店北京发行所

开 本:185×230 印张:14.5 字数:324 千字

版 次:2004 年 3 月第 1 版 2004 年 3 月第 1 次印刷

书 号:ISBN 7-81082-238-1/H·14

印 数:1~5 000 册 定价:20.00 元



人类迈进 21 世纪以来,电子技术发展日新月异。计算机的普及和互联网的广泛使用已经成为现代社会的标志。随着信息技术的发展,人们之间的交往和沟通方式也发生了变化。网上浏览、网上聊天、网上购物、网上流媒体点播及远程教育正是这种变化在人们生活中的具体反映。技术的发展和社会的变化对当代人提出了挑战,要求人们了解互联网,熟练地使用互联网,以便在瞬息变化的社会里与时俱进,赶上世界发展的潮流。

《高等学校网络英语系列教材》的出版正是适应了社会的需求,为读者提供了详尽的学习材料。本系列教材涉及网络基础、网络应用、电子商务等诸多方面。该系列教材内容丰富,集实用性、趣味性、知识性为一体,是一套难得的有关网络英语的教科书。

《高等学校网络英语系列教材》是英语教材,所选的文章都是英语原文。目前,图书市场上可以买到各种各样的英语读物和教材,但是有关网络的读物大多是用中文出版的,用英语出版的有关网络的读物和教材却寥寥无几。用英语学习有关网络的知识,可以使读者了解英语语言在一个比较陌生的领域里是如何使用的,让读者更广泛地接触真实的语言,帮助读者触类旁通,扩大英语词汇量,提高英语水平。

教育部于 2000 年修订并批准实施的《高等学校英语专业英语教学大纲》中新增了“网上阅读”课程,要求学生掌握网上阅读与从网上获取信息的能力。在国内的一些大学里还开设了“电子商务”课程。《高等学校网络英语系列教材》可以作为“网上阅读”和“电子商务”课程的阅读教材。因此,它填补了大学教材在这方面的空白。

《高等学校网络英语系列教材》是由北京第二外国语学院英语专家、教授编写的。他们不仅具有丰富的英语教学经验和国外生活经历,而且还热衷于计算机和网络技术的使用,并且在本科和研究生的教学中开设了相应的课程。编者的这种跨学科的知识结构使得这套系列教材更具实用性和教学上的可操作性。

愿广大读者能从这套教材中开阔眼界、了解网络,同时也能不断提高自身的英语水平。

阎善明 教授

北京对外经济贸易大学

前言

网络和英语是当前社会上比较流行的话题，也是现代人必备的素质。在我国处于新世纪改革开放的大潮中及加入 WTO 之后的背景下，网络和英语无论在生活还是工作中都与我们紧密相连。本书的目的就是要适应新形势对教学改革的要求，力求通过高新技术手段，使学生熟练掌握网络应用的基本技能，并运用到实际生活和工作中去，以尽快提高学生的上网效率，充分利用网络这个无穷的宝藏，提高自身的素质。同时，由于网络上超过 90% 的资源都是以英语为母语的人士所提供的，因此本书的第二个目的就是对网络上流行的英语术语、词汇、惯用法、表达方式等进行总结，并用通俗的语言表达出来，使读者在获取知识的同时，对英语语言和网络术语也有一个大概的了解，以利于浏览英文网站。

本书内容涉及网络生活的主要方面：网上交流方式、新闻组和 BBS 的应用、远程教育 and 网上求职、网络广告及信息发布、个人网页的制作和发布、网上购物、个人电子银行使用方法及安全事项，等等。在内容上，本书环环相扣，层层递进；在选材上，本书全部采用最新的英语网络文章，语言鲜活、地道，文章体裁不拘一格，注解详细准确。

本书可作为高等院校英语专业“网上阅读”课程的教材，也可作为其他专业“网络应用”课程的教材。本书的适用对象是具有一定英语基础的大学本科生——英语、商务、国贸和计算机专业的学生都可以使用。同时，本书也适用于相关专业的研究生和对网络英语感兴趣的读者。通过阅读本书，读者不仅可以提高自己的网络使用技巧，而且还可以提高英语水平。

由于本书编写时间仓促，难免有错误遗漏之处，恳请广大读者不吝指正。

编 者

2004 年 3 月

注：本书课后练习答案可到网站 <http://press.bjtu.edu.cn> 下载或发邮件到 cbsszlj@jg.bjtu.edu.cn 索取。

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Chapter 1

Online Communication

1.1 *The Internet*

Although the Internet has only existed for public use for about a decade, the Internet has already profoundly changed the way we communicate and work for the better.¹ The Internet provides users with several distinct communication services. E-mail and the World Wide Web (a.k.a. the WWW, or simply the Web) are two commonly used Internet services, and users sometimes equate the Internet with e-mail and the Web. While these services are extremely popular, a number of other Internet services exist that may be useful in certain situations. These other services include newsgroups, mailing lists, discussion groups, chatting, file transfer, Telnet, and Internet Telephony. These Internet services are discussed in service-specific sections in this chapter.

Internet services adhere to data transmission protocols that are part of the Transmission Control Protocol/Internet Protocol (TCP/IP) suite. In order to use particular Internet services, the user must install general and service-specific software applications that adhere to the relevant TCP/IP protocols. Fortunately, the TCP/IP protocols are incorporated into the applications. Users need only minimally configure Internet applications in order to use them, and usually do not need to know anything about TCP/IP per se.² This chapter mentions particular TCP/IP protocols where appropriate simply to familiarize readers with the protocols, not because users are required to know much about the protocols in order to use the Internet. Common Internet software applications are discussed in the relevant service-specific sections.

The Internet is often referred to as the “Information Superhighway.”³ This phrase, while informative, erroneously suggests that the Internet is one giant, free autobahn, that the Internet is *centrally planned and controlled*, and that getting on the Internet is as simple as driving a car onto a freeway. In reality, the Internet consists of a multitude of computers and telecommunications networks; some are large and fast, and some are relatively small and slow. In the U. S., no

government or private company owns or controls the Internet. The U. S. Government regulates the Internet to some degree but, by and large, private companies provide the components that make up the Internet. If companies see attractive market opportunities, they will create new Internet components that benefit users. These companies do not work for free, and the Internet is not free. In order to use the Internet, the user must have an Internet access account and must have hardware to connect the computer to the Internet. These topics are discussed in more detail in the Connecting to the Internet section in this chapter. Additionally, users require various Internet software applications, but most of these applications actually are free.

Many people use the Internet without thinking much about security and privacy issues. Such thinking may be naive, because the Internet provides individuals, businesses and governments with a means to meddle in the affairs of others. Most people are aware that computer viruses may be sent by e-mail and that, if an unsuspecting user opens the virus, the virus may infect and wreak havoc on the user's computer system.⁴ Unfortunately, viruses are only the tip of the iceberg when it comes to Internet security and privacy issues. Once one understands how data travels on the Internet, one gains a deeper appreciation for the security and privacy risks inherent in Internet communications. Fortunately, adequate protections exist to safeguard the user's security and privacy during Internet sessions. These safeguards are like condoms — they only work if they are used consistently and appropriately.⁵ Internet security and privacy issues are discussed in great detail in the Internet Security and Internet Privacy sections in this chapter.

1.2 Interest Groups

The Internet provides an outstanding mechanism via which groups of people with common interests (e. g. medical conditions and professional interests) may communicate with one another without being simultaneously connected to the Internet. Over the years, three principal Internet-based platforms for group interaction have emerged:

- Mailing Lists
- Message Boards
- Discussion Groups

While the platforms share a similar purpose (group interaction), they vary with regard to which Internet-based technologies (e-mail, the Web, and/or news technologies) they utilize to accomplish this purpose.⁶

1.2.1 Mailing Lists

Mailing lists allow interest groups to communicate via e-mail. Mailing lists are like personal mailing groups, only bigger. Individuals sharing a common interest may join (or form) a mailing list and exchange ideas with the group, or with selected group members.

Mailing lists come in several flavors.⁷ Some lists allow anybody to subscribe, whereas others limit the subscription to qualified individuals. Some mailing lists are unmoderated, whereas others have a moderator who decides whether messages get posted to the group.⁸

Once an individual subscribes to a list, he or she typically receives an e-mail each time a message is posted to the group. Many mailing lists allow members to receive a periodic message digest in lieu of individual messages, such as a daily or weekly digest.⁹ A digest allows mailing list members to participate in the group while limiting the number of e-mails they receive from the group.

Many mailing lists allow access to archived (old) messages.

To find specific mailing lists of interest, try Topica, the Yahoo directory, and dmoz.org.

1.2.2 Message Boards

Message boards allow interest groups to communicate via the Web. Since message boards are Web-based, they are more public than mailing lists. The great majority of message boards may be read by anyone. Most message boards allow anybody to post messages to the board, but some restrict the ability to post messages to registered users.¹⁰ The great majority of message boards are unmoderated.

Many message boards provide a search function, which allows users to more easily find posts of interest. Most message boards do not provide a digest function.

To see how message boards work, try the Yahoo Message Boards.

1.2.3 Discussion Groups

Discussion groups combine message board and mailing list features to facilitate group interaction.

Discussion groups typically have a Web-based message board where messages may be read and posted. Many discussion groups also allow users to post messages via e-mail, and to receive new messages via e-mail, as single messages and/or in digest form.

Most discussion group boards may be read by anyone, whereas access to some boards is restricted to group members. An individual typically must become a member of a group in order to post messages to that group. Most discussion groups also allow users to send messages to individual members via e-mail. Most discussion groups are unmoderated.

To see how discussion groups work, go to Yahoo Groups.

1.3 Chatting and Instant Messaging (IM)

One feature that mailing lists, and discussion groups share in common is that users may interact with one another without being simultaneously connected to the Internet. These asynchronous interactions work well in many situations, but some interactive processes work better when the participants share a real-time connection.¹¹ Internet-based chatting and instant messaging (IM) allow real-time interactions between participants.

It is somewhat unfortunate that chatting is called chatting, because the word “chatting” implies that the process inherently contains a certain degree of frivolity.¹² In reality, people use the Internet to chat about numerous topics, including light-hearted topics as well as business and professional topics. We are stuck with the term “chatting” to describe all chat-based Internet interactions, regardless of the chat topic and the credentials and knowledge of the chat participants.

So, what is chatting? Chatting is a process whereby participants use the Internet to interact with one another in real-time using text-based messaging. Three popular chat platforms exist, and the nature of chat-based interactions depends to a great degree upon the chat platform. The three popular chat platforms are:

- Web-based Chat
- Internet Relay Chat (IRC)
- Direct Chat

The Web-based chat platform is the simplest of the three, because Web-based chatting occurs



within the browser environment. The user does not need to download, install and learn any new software in order to participate in Web-based chatting — the required software is automatically delivered to the browser over the Internet. Many websites provide chat rooms devoted to any one of a number of subject areas.

IRC is the oldest and arguably the most complex chat platform. IRC participants use an IRC program (e. g. mIRC, Microsoft Chat, PIRCH98) to connect to an IRC server that is part of the IRC network. Once connected, the user may enter any of a number of IRC channels and participate in the discussion. AOL chat rooms are based on IRC technology, but are only available to AOL subscribers.

The direct chat or instant messaging (IM) platform allows users to establish “buddy lists” and engage in direct, one-on-one messaging when the user and designated contacts simultaneously use the Internet.¹³ Several popular direct chat systems exist, including AOL Instant Messenger (AIM), Yahoo! Pager, and the incredibly popular ICQ (short for “I seek you”). Unfortunately, the different systems do not communicate with one another, so people must use the same system in order to interact. Users may choose from many free, stand-alone ICQ messaging applications. AIM is incorporated into the AOL software, and Yahoo! Pager works within the browser environment. ICQ hosts numerous chat rooms for ICQ users.

To participate in a chat room discussion, the user picks a handle (an alias) and enters the desired chat room. With Web-based chatting, the user typically uses his or her registered user name as the handle. The handles for other chat room occupants are usually displayed next to the chat room. Chat rooms provide a space where messages are typed prior to submission. New messages appear in the chat room when chat room occupants submit them. Messages typically contain the handle of the contributor followed by the message itself. Upon entering a room, most users take a minute or two to get into the flow of the discussion before they submit messages.¹⁴

Chat room occupants should treat each other with respect and attempt to observe appropriate chatting etiquette. Chatting is “governed” by many rules of etiquette, and the user should become familiar with these rules. For example, one is shouting if one types a message in capital letters. If the user wishes to communicate exclusively with a particular chat room occupant, the user should direct the other party into a public or private side room rather than use the main chat room for this purpose. This may easily be accomplished on most chatting platforms.

1.4 Other Internet Services

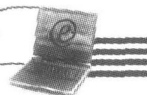
The Internet offers many additional services that may benefit users in particular situations. Two of the more important ones (file transfer, Telnet) are discussed below.

1.4.1 File Transfer

File transfer allows Internet users to download files that have been posted to a file transfer server. File transfer runs on the File Transfer Protocol (FTP), and the file transfer process is usually referred to simply as FTP. The user may easily access FTP servers with a browser, where “ftp://” is used instead of the more familiar “http://”. FTP sites often resemble websites, but they lack graphics and user-friendly navigational structures. Virtually any type of file may be posted to a FTP site, including text documents, spreadsheets, databases and software applications. Websites occasionally link to a companion FTP server in file transfer contexts, but more commonly accomplish file transfer from the web server. FTP sites may be anonymous or protected. With anonymous FTP, any user may access the FTP site and download files. Users must provide identification (e. g. a password) before they may gain access to a protected FTP site.

1.4.2 Telnet

Medical professionals that have performed MEDLINE searches may have used Telnet, even if they were not aware of it. Telnet is a terminal emulation system used to connect a client computer to a remote host computer. In terminal emulation, a PC acts like a display terminal (DT) during the session with the host computer. Terminals only display text, and the host computer usually provides the user with a set of text-based commands that may be typed in to find desired information. Telnet is used mostly to access remote mainframe computers and bulletin board services (BBS). Telnet runs on the Telnet protocol, and requires Telnet-enabled software. Dedicated Telnet software may be used to dial into a remote, Telnet-enabled computer, but such a connection may involve significant long-distance phone charges. Many Telnet-enabled host computers may be accessed over the Internet. Some websites provide Telnet back-end connections to Telnet-enabled computers. For example, some libraries and clinical websites that offer MEDLINE searches do so using an Internet-based Telnet connection to computers at the National Library of Medicine (NLM). Many Telnet-enabled host computers may be accessed directly using a browser and a Telnet helper application, where “telnet://” is substituted for “http://” in the browser address box. The number of Telnet-enabled host computers is decreasing, as many



computers have been converted to the Web platform.

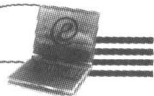
Source: www.geomedics.com/ebook/internet.htm



Notes

- 1 ... the Internet has already profoundly changed the way we communicate and work for the better. 因特网已经极大地改善了我们交流和工作的方式。
for the better: an improvement
There's been a change for the better.
- 2 Users need only minimally configure Internet applications in order to use them, and usually do not need to know anything about TCP/IP per se. 为了使用它们, 用户通常不需要单独地了解 TCP/IP (传输控制协议/国际互联网协议), 只需最低限度地设置因特网应用软件。
configure: 使成形 (为特定设备或用途而进行的设计、安排、设置或塑造)
per se: ad. 本身; 就其本身而论
- 3 The Internet is often referred to as the "Information Superhighway".
因特网常被人们称为 "信息高速公路".
- 4 Most people are aware that computer viruses may be sent by e-mail and that, if an unsuspecting user opens the virus, the virus may infect and wreak havoc on the user's computer system. 大多数的人都知道电脑病毒可以通过电子邮件传送, 如果一个毫不警惕的用户打开了病毒, 用户的电脑系统就会受到病毒的严重破坏。
wreak havoc on: 对……施加破坏
- 5 These safeguards are like condoms — they only work if they are used consistently and appropriately. 这些安全措施就像避孕套——只有一贯、正确地使用它们才能奏效。
work: v. 起作用, 奏效
Your idea won't work in practice. 你的想法在实践中行不通。
The plan won't work? How so? 这个计划行不通吗? 怎么会的?
- 6 While the platforms share a similar purpose (group interaction), they vary with regard to which Internet-based technologies they utilize to accomplish this purpose. 虽然这些平台都有一个同样的目的 (小组相互交流), 但就应用哪种与因特网有关的技术来达到这个目的, 这些平台之间还存在区别。
with regard to: 关于

- 7 Mailing lists come in several flavors. 邮件表有不同的几个种类。
 flavor: 原意指味道、风味等, 在文中, in several flavors = in several ways.
- 8 Some mailing lists are unmoderated, whereas others have a moderator who decides whether messages get posted to the group. 有些邮件表实行不加控制的管理方式, 而另一些会设置一个调控装置来决定哪些讯息可以在小组中交流。
 some... , others... : 一些……, 另一些……; 有些……, 有些……
 Some machines are simple and are worked by hand; others are large and run by burning fuel or by electricity. 有些机器简单, 且用手工操作; 有些机器很大, 要靠燃料或电力来运转。
 whereas: conj. 然而, 反之, 鉴于, 尽管, 但是
 Some people like fat meat, whereas others hate it. 有些人喜欢肥肉, 相反有些人讨厌肥肉。
- 9 Many mailing lists allow members to receive a periodic message digest in lieu of individual messages, such as a daily or weekly digest. 很多邮件表会让用户定期收到信息摘要, 比如一天的或一周的信息摘要。
 periodic: a. 周期的, 定期的
 periodic attacks of malaria 疟疾周期性的发作
 digest: v. 消化; 领会, 领悟 n. 摘要; 文摘; 汇集; 要略; 纲要
 Sugar digests easily. 糖容易消化。
 to digest everything in the book 领会书中的一切
 book-review digest 书评文摘
 in lieu of: (= in place of; instead of) 替代; 顶替
- 10 Most message boards allow anybody to post messages to the board, but some restrict the ability to post messages to registered users. 大多数的信息板允许任何人贴发信息, 但有一些只让注册的用户在信息板上发表信息。
 restrict... to: 限制; 限定
 to restrict oneself to two cigarettes a day 限制自己每天吸两支香烟
- 11 These asynchronous interactions work well in many situations, but some interactive processes work better when the participants share a real-time connection. 这些不同步的交流在一些情况下毫无问题, 但有些交流程序只有当参与者同时上网时才会更好的运作。
 asynchronous interaction: 不同步的交流
- 12 It is somewhat unfortunate that chatting is called chatting, because the word "chatting" implies that the process inherently contains a certain degree of frivolity. (在网上) 交谈被称为聊天多少有点遗憾, 因为“聊天”这个词暗示着这个程序从一开始就多少带有



些轻率无聊的意味。

imply: *vt.* 暗示; 暗指

Silence sometimes implies consent. 沉默有时暗指同意。

- 13 The direct chat or instant messaging (IM) platform allows users to establish “buddy lists” and engage in direct, one-on-one messaging when the user and designated contacts simultaneously use the Internet. 直接聊天或即时讯息平台可使用户建立自己的“好友名单”, 然后当用户和其指定的联系对象同时上网时, 他们就可以进行直接的、一对一的信息交流。

one-on-one messaging: 一对一的信息交流

- 14 Messages typically contain the handle of the contributor followed by the message itself. Upon entering a room, most users take a minute or two to get into the flow of the discussion before they submit messages. 信息通常包括聊天者的假名, 然后是他的发言。在进入一个聊天室以后, 大多数的聊天者在提交自己的发言前都需要一到两分钟来融入到聊天室的谈话中。



Vocabulary

distinct	<i>a.</i> 独特的, 截然不同的	archived	<i>a.</i> 存档的
protocol	<i>n.</i> (条约) 草案, 协议	feature	<i>n.</i> 特点
appropriate	<i>a.</i> 适当的	facilitate	<i>vt.</i> 帮助, 使容易, 促进
suite	<i>n.</i> 一套, 一组	simultaneously	<i>ad.</i> 同时地
informative	<i>a.</i> 提供信息的	inherently	<i>ad.</i> 天性地, 固有地
erroneous	<i>a.</i> 错误的, 不正确的	frivolity	<i>n.</i> 轻率, 无聊的举动
autobahn	<i>n.</i> (德国的) 高速公路	numerous	<i>a.</i> 众多的, 许多的, 无数的
freeway	<i>n.</i> 高速公路	professional	<i>a.</i> 专业的, 职业的
regulate	<i>vt.</i> 管制, 控制	credentials	<i>n.</i> 凭证, 证书
additionally	<i>ad.</i> 加之, 又	automatically	<i>ad.</i> 自动地, 机械地
security	<i>n.</i> 安全	deliver	<i>vt.</i> 递送, 陈述
privacy	<i>n.</i> 个人隐私	subject	<i>n.</i> 题目, 主题
mechanism	<i>n.</i> 机构, 机制	arguably	<i>ad.</i> 可论证地
via	<i>prep.</i> 经, 通过, 经由	incredibly	<i>ad.</i> 难以置信地, 不能相信地
unmoderated	<i>a.</i> 不加调控的	designated	<i>a.</i> 指定的

stand-alone *a.* 独立的, 单独的

alias *n.* 别名, 化名

occupant *n.* 占有者, 居住者

submission *n.* 提交

observe *vt.* 遵守

etiquette *n.* 礼节

exclusively *ad.* 专门地, 专有地

accomplish *vt.* 完成, 达到, 实现

resemble *vt.* 像, 类似

graphics *n.* 图形

virtually *ad.* 事实上, 实质上

occasionally *ad.* 有时候, 偶尔

companion *n.* 同伴, 共事者

anonymous *a.* 匿名的

identification *n.* (用户身份) 证明

password *n.* 密码, 口令

context *n.* 上下文



Special Terms

e-mail 电子邮件

World Wide Web 环球网

mailing lists 邮件表

discussion groups 讨论组

file transfer 文件传输

Telnet 远程连接服务, 远程登录

Internet Telephony 网络电话

software application 应用软件

data transmission 数据, 资料传输

telecommunication networks 电信网络

computer viruses 电脑病毒

message board 留言板

Internet-based chatting 网上聊天

instant messaging (IM) 即时聊天

browser 浏览器

website (环球网) 的站点

server 服务器

buddy list 好友列表 (名单)

chat room occupant 加入聊天室的人

download 下载

text documents 文本文件

spreadsheets 电子制表软件, 电子数据表

databases 数据库, 资料库

terminal emulation system 终端仿真系统

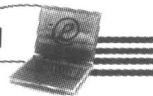
host computer 主机

mainframe computer 大型计算机

bulletin board services (BBS) 电子布告栏系统

dedicated Telnet software 专门的远程登录软件

MEDLINE search 联机医学文献分析和检索系统



Phrases

1. **equate ... with** 使相等
You can't equate his poems with his plays.
2. **in certain situations** 在既定的情况下
It's considered impolite to wear mini skirt in certain situations.
3. **adhere to** 坚持
She adhered to her plan to leave early.
4. **be incorporated into** 并入, 合编
Your idea will be incorporated into the plan.
5. **familiarize ... with** 熟悉
Familiarize yourself with the rules before you play the game.
6. **in reality** 事实上, 实际上, 其实
We thought he was a salesman but in reality he was a burglar.
7. **consist of** (与 of 连用) 组成, 构成
The United Kingdom consists of Great Britain and Northern Ireland.
8. **to some degree** 比较地, 从某种意义上来说
What you said is true to some degree, but you don't fully understand the situation.
9. **by and large** 大体上, 基本上
By and large, your paper is acceptable.
10. **meddle in** 干涉, 扰乱
Do not meddle in things that do not concern you.
11. **the tip of the iceberg** 露出水面的冰山顶; 事物的表面部分
The official statistics on jobless rate are only the tip of the iceberg.
12. **gain a deeper appreciation for** 对……加深理解, 提高鉴赏力
This course helped me to gain a deeper appreciation for paintings.
13. **exchange ideas with** 与……交流观点
During the meeting, teachers and students exchanged their ideas about English learning.
14. **subscribe to** 订阅, 认购