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大学英语③

阅读教程

Before you try to find a job opening, you have to answer the hardest question of your working life: "What do I want to do?" Here's a good way. Sit down with a piece of paper and don't get up till you've listed all the things you're proud to have accomplished. Your list might include being head of a fund-raising campaign or acting a juicy role in² the senior play³. Study the list. You'll see a pattern emerge of the things⁴ you do best and like to do best. You might discover that you're happiest working with people, or maybe with numbers, or words. Whatever it is, you'll see it. Once you've decided what job area to go after, read more about it in the reference section of your library. Talk shop⁵ with any people you know in that field. Then start to get your resume together. There are many good books that offer sample resumes and describe

西南师范大学出版社

前 言

本套教材是由西南师范大学外语部和渝州大学公外教研室、西南农业大学外语系等学校的部分教师根据国家教委提出的大学英语教学再上一个台阶的要求，结合 1995 年国家教委制订的大学英语通用大纲词汇表和 1996 年四级统考出现的新题型而共同设制的阅读教程。这套教材课文选自原文材料，有些略有删改。课文力求内容新颖，题材广泛，注重语言能力的培养和准确的翻译理解，集知识性、趣味性、科学性、可读性于一体，适合大学非英语专业学生使用。

本书为《大学英语阅读教程》第 3 册，供大学英语三级学生和教师使用。

本册共十二个单元，每单元包括三篇文章。第一篇：泛读，旨在提高学生的阅读能力，语言能力和翻译能力；第二篇：快速阅读，重点培养学生的阅读速度和语感，要求学生在课堂内 8 分钟读完；第三篇：深层次理解，重点培养学生的推理判断能力和综合归纳能力，要求学生在课外阅读，教师在课堂内讲解。

学生用书我们未附上泛读参考译文、语言背景知识和答案。

本套教材的总编委负责教材的总体设计，各册间的协调平衡、协助主编教材、修改和审订全套教材，本册由主编尹明祥具体负责选材、审订和修改工作。本套教材附录里的词汇表由尹明祥和潘康明选编。

编者

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Unit 1

Part A Extensive Reading

How to Find a Job

Jerrold G. Simon, Ed. D., psychologist and career development specialist at the Harvard Business School, has counseled a great many people in their search for jobs. Here are some practical suggestions he has for getting the job you want.

- If you are about to launch a search for a job¹, the suggestions I offer here can
5 help you, whether or not you have a high school or college diploma, whether you are just starting out or changing your job or career in midstream.

“What do I want to do?”

- Before you try to find a job opening, you have to answer the hardest question of your working life: “What do I want to do?” Here’s a good way. Sit down with a piece of paper and don’t get up till you’ve listed all the things you’re proud to have accomplished. Your list might include being head of a fund-raising campaign or acting a
10 juicy role² in the senior play³.

- Study the list. You’ll see a pattern emerge of the things⁴ you do best and like to do best. You might discover that you’re happiest working with people, or maybe with numbers, or words. Whatever it is, you’ll see it. Once you’ve decided what job area
15 to go after, read more about it in the reference section of your library. “Talk shop⁵” with any people you know in that field. Then start to get your résumé together.

Writing a résumé

There are many good books that offer sample résumés and describe widely used formats. The one that is still most popular, the reverse chronological, emphasizes where you worked and the jobs and titles you held.

- 20 Your name and address go at the top and also your phone number. What job do you want? That’s what a prospective employer looks for first. If you know exactly, list that next under *Job Objective*. Otherwise, save it for your cover letter (I describe that later) when you’re writing for a specific job to a specific person. In any case, make sure your résumé focuses on the kind of work you can do and want to do.

25 Now comes *Work Experience*. Here's where you list your qualifications. Lead
with your most important credentials. If you've had a distinguished work history in an
area related to the job you're seeking, lead off with that⁶. If your education will im-
press the prospective employer more, start with that. Begin with your most recent
experience first and work backwards. Include your titles or positions held and list the
30 years.

Figures don't brag

The most qualified people don't always get the job. It goes to the person who
presents himself most persuasively in person and on paper⁷. So don't just list where
you were and what you did. This is your chance to tell how well you did. Were you
the best salesman? Did you cut operating costs⁸? Give numbers, statistics, percent-
35 ages, increases in sales or profits.

No job experience?

In that case, list your summer jobs, extracurricular school activities, honors,
and awards. Choose the activities that will enhance your qualifications for the job.

Next list your *Education*—unless you chose to start with that. This should al-
so be in reverse chronological order. List your high school only if you didn't go on to
40 college. Include college degree, postgraduate degrees, dates conferred, major and mi-
nor courses you took that help qualify you for the job you want. Also, did you pay
your own way? Earn scholarships or fellowships? Those are impressive accomplish-
ments.

No diplomas or degrees?

Then tell about your education; special training programs or courses that can
45 qualify you. Describe outside activities that reveal your talents and abilities. Did you
sell the most tickets to the annual charity musical⁹? Did you take your motorcycle en-
gine apart and put it back together so it works? These can help you.

Next list any *Military Service*. This could lead off your résumé if it is your only
work experience. Stress skills learned, promotions earned, leadership shown.

50 Now comes *Personal Data*. This is your chance to let the reader get a glimpse of
the personal you and to further the image you've worked to project in the preceding
sections. For example, if you're after a job in computer programming, and you enjoy
playing chess, mention it. Chess playing requires the ability to think through a prob-
lem. Include foreign languages spoken, extensive travel, particular interests or pro-
55 fessional memberships, if they advance your cause.

No typos please

Keep your writing style simple. Be brief. Start sentences with impressive action

verbs; "Created", "Designed", "Achieved", "Caused". Make sure your grammar and spelling are correct. And no typos! Use $8\frac{1}{2}$ " \times 11" bond paper — white or off-white¹⁰ for easy reading. Don't cram things together¹¹. Make sure your original is
60 clean and readable. Then have it professionally duplicated. Don't make carbon copies.

Get it into the right hands

Now that your résumé is ready, start to track down job openings. How? Look up business friends, personal friends, neighbors, your minister, your college alumni association, or professional services. Keep up with trade publications, and read help-wanted ads. Start your own "direct mail" campaign. First, find out about the compa-
65 nies you are interested in—their size, location, what they make, their competition, their advertising, their prospects. Get their annual report—and read it.

No "Dear Sir" letters

Send your résumé, along with a cover letter, to a specific person in the company, not to "Gentlemen" or "Dear Sir". The person should be the top person in the area where you want to work. Spell his name properly! The cover letter should appeal to
70 your reader's own needs. What's in it for him? Quickly explain why you are approaching his company (their product line, their superior training program) and what you can bring to the company. Back up your claims with facts. Then refer him to your enclosed résumé and ask for an interview.

An interview!

And now you've got an interview! Be sure to call the day before to confirm it.
75 Meantime, prepare yourself. Research the company and the job by reading books and business journals in the library. On the big day, arrive 15 minutes early. Act calm, even though, if you're normal, you're trembling inside at 6.5 on the Richter scale¹². At every chance, let your interviewer see that your personal skills and qualifications relate to the job at hand. If it's a sales position, for example, go all out to show how
80 articulate and persuasive you are. Afterwards, follow through with a brief thank-you note. This is a fine opportunity to restate your qualifications and add any important points you didn't get a chance to bring up during the interview.

Keep good records

Keep a list of prospects. List the dates you contacted them, when they replied and what was said. And remember, someone out there is looking for someone just
85 like you. It takes hard work and sometimes luck to find that person. Keep at it and you'll succeed.

New Words and Expressions

diploma [di'pləʊmə] n. ((复)~s 或~ta)

毕业文凭;学位证书

résumé ['rezju:mei] n. 个人简历;摘要

format ['fɔ:mæt] n. 版式;格式

chronological [ˌkrɒnə'lɒdʒikəl] a. 按照年代顺序的

credential [kri'denʃəl] n. 凭证;证书

distinguished [dis'tɪŋɡwɪʃt] a. 杰出的,卓越的

brag [bræg] vi. (of, about) 吹牛,自夸

persuasively [pə(:)'sweɪsɪvli] adv. 有说服力地

extracurricular [ˌekstrəkʊ'rɪkjʊlə] a. 课外的

honor ['ɒnə] n. ((复)~s) 优异成绩

enhance [ɪn'hɑ:ns] vt. 提高;增加

confer [kən'fə:] vt. 授与(称号,学位等)

fellowship ['feləʊʃɪp] n. 研究生奖金

musical ['mju:zɪkəl] n. 音乐喜剧;音乐会

charity ['tʃærɪti] n. 慈善事业(团体)

typo ['taɪpə] n. 排印工人;排印(或打字)错误

bond paper 文件纸

cram [kræm] vt. 塞满

alumnus [ə'lʌmnəs] ((复) alumni [ə'lʌmnaɪ]) n. 男校友;校友

the Richter scale 里克特地震分等标准(以0至10分为10级)

articulate [ɑ:'tɪkjʊlɪt] a. 表达力强的

Notes

1. to launch a search for a job; to try to find a job
2. acting a juicy role: playing an interesting part. Here "juicy" is used metaphorically. Literally it refers to the fruit and vegetables "having a lot of juice", but figuratively it means "very interesting and entertaining".
3. in the senior play: in the play put on by the students in their last year of university courses
4. see a pattern emerge of things you do best and like to do best; see a pattern of things ... emerge. For a closer connection with the following attributive clause, "of things" and the object complement "emerge" are put in an inverted order.
5. "Talk shop": meaning "Talk about your work or business"(谈论本行); the opposite phrase is "Sink the shop" meaning "Stop talking about your work or business." (不要三句不离本行。)
6. lead off with that; start with that
7. who presents himself most persuasively in person and on paper: who, whether in written form or oral speech, can introduce himself clearly and convincingly.
8. operating costs; business costs
9. musical: musical play with spoken words, songs, and often dances
10. "off-white": The prefix "off-" meaning "not quite" plus the noun of colors "white", gives the meaning of an adjective "not quite white".
11. Don't cram things together; Don't write the words too closely

12. the Richter scale: a scale for expressing the magnitude of a seismic (['saizmik] 地震的) disturbance in terms of the energy dissipated in it, with 1.5 indicating the smallest earthquake that can be felt, 4.5 an earthquake causing slight damage, and 8.5 a devastating earthquake.

Discussion Questions

1. Why don't the most qualified people always get the job?
2. As an employee, why is the ability to communicate effectively with the employer very important during a search for a job?
3. What does the author suggest to an employee if he has got no diplomas or degrees?
4. What qualities are necessary for a good employee in your idea?
5. If you are a job-hunter, how would you get ready for the job interview according to the passage?

Translation through Reading

1. (Lines 21-23)

If you know exactly, list that next under Job Objective. Otherwise, save it for your cover letter (I describe that later) when you're writing for a specific job to a specific person.



2. (Lines 27-29)

If your education will impress the prospective employer more, start with that. Begin with your most recent experience first and work backwards.

3. (Lines 50-52)

This is your chance to let the reader get a glimpse of the personal you and to further the image you've worked to project in the preceding sections.

4. (Lines 63-64)

Keep up with trade publications, and read help-wanted ads. Start your own "direct mail" campaign.

5. (Lines 80-82)

Afterwards, follow through with a brief thank-you note. This is a fine opportunity to restate your qualifications and add any important points you didn't get a chance to bring up during the interview.

Part B Fast Reading

A linguist (语言学家) is always listening, never off-duty. I invited a group of friends round to my house, telling them that I was going to record their speech. I said I was interested in their regional accents, and that it would take only a few minutes. Thus, on one evening, three people turned up at my house and were shown into my
5 front room. When they saw the room they were a bit alarmed, for it was laid out as a studio. In front of each easy chair there was a microphone at head height, with wires leading to a tape-recorder in the middle of the floor. They sat down, and I explained that all I wanted was for them to count from 1 to 20. Then we could relax and have a drink.

10 I turned on the tape-recorder and each in turn counted from 1 to 20 in their best accents. When it was over, I turned the tape-recorder off and brought round the drinks. For the rest of the evening there was general jolly conversation — spoilt only by the fact that I had to take a telephone call in another room, which unfortunately lasted some time.

15 As a matter of fact, the microphones were not connected to the tape-recorder in the middle of the room at all but to another one in the kitchen. The participants, having seen the visible tape-recorder turned off, paid no more attention to the microphones which stayed in front of their chairs, only a few inches from their mouths, thus giving excellent sound quality. And my lengthy absence meant that I was able to
20 obtain as natural a piece of conversation as it would be possible to find.

Of course, I did tell my friends what had happened to them, after the event was over, and gave them the option (选择的自由) of destroying the tape. But none of them wanted to.

Questions Based on the Passage

1. The writer asked his friends to count from one to twenty because _____.
 - A. he wanted to record how they pronounced numbers
 - B. he had to check that his tape-recorder was working
 - C. he wanted them to think that was all he wanted to record
 - D. he wanted to discover who had the best pronunciation
2. Why did the writer leave the room in the middle of the evening?
 - A. He had to make a phone call.
 - B. He didn't like being criticized.
 - C. He had to talk with someone in another room.
 - D. He wanted the others to have a conversation without him.
3. Which of the following words describes the recording which the writer was able to make?
 - A. natural
 - B. controlled
 - C. prepared
 - D. indistinct
4. When the writer told his friends what he had done, they _____.
 - A. wanted him to destroy the recordings he had made
 - B. didn't mind at all
 - C. were upset because they felt he had cheated them
 - D. made him buy them drinks
5. The writer recorded the general conversation _____.
 - A. on the tape-recorder in the middle of the floor
 - B. through hidden microphones
 - C. on a tape-recorder in another room
 - D. in a studio

Part C Reading for Deeper Understanding

We of today get most of our impressions of the Old West from books, from movies, and from old stories handed down by word of mouth. Is it an wonder that we often get a pretty poor picture of the old six-gun days?

- A few books and articles, such as Stuart N. Lake's biography of Wyatt Earp and
- 5 articles by "Fitz" Fitzgerald, Major Hatcher, and a few others, are accurate and show an intimate knowledge of the capabilities and limitations of the six-gun. These writers give the old-timers the great credit they deserve without cheapening them with the cloak of questionable glamour (魅力) and a long list of utterly impossible shooting feats. The same cannot be said of many writers of popular fiction, semi-historical
 - 10 books, and movie scenarios ([si'nɑ:riou] 电影剧本). As to word-of-mouth stories, the average person loves a good story so well that he tries to outdo the one who told

the tale to him. Often the true facts are lost in a colorful haze of imagination.

Few people can read one of the good Western novels without keen enjoyment; yet anyone who knows the West realizes that cowboys spend long, lonely months on the range working cattle and are not continuously riding into town dressed in fancy trap-
15 pings worth a couple of years' wages and performing marvelous shooting stunts with a six-shooter. A cowboy's life is far from the exciting round of pleasure and thrills depicted in most Western stories and pictures. These tales are thrilling fables.

Comprehension Exercises

1. That we often do not have an accurate idea of the Old West is _____.
A. a falsehood B. understandable C. wonderful D. incomprehensible
2. According to the passage, the old-timers of the West actually _____.
A. deserve no credit at all
B. performed impossible shooting feats
C. deserve some recognition
D. were glamorous
3. From the passage we learn that writers of popular fiction _____.
A. show an intimate knowledge of the limitations of the six-gun
B. cheapen the real heroes of the west
C. show an intimate knowledge of the life of a cowboy
D. give a very realistic picture of the Old West
4. The author believes that _____.
A. modern novels about the Old West are unrealistic but enjoyable
B. popular Westerns do not make enjoyable reading
C. the most reliable stories of Old West are word-of-mouth stories
D. movies are better than ever
5. According to the author, modern versions of life in the Old West are _____.
A. lies B. boring C. fables D. unglamorous

Unit 2

Part A Extensive Reading

The Information Superhighway: What's in It for You?

So what's all this to-do about the information superhighway? What is it? What will it do for you? How will it change your life?

The vision is simple, an unprecedented nationwide — and eventually world-wide — electronic communications network that connects everyone to everyone else
5 and provides just about any sort of electronic communication imaginable.

You'd be able to hook up to the network through your computer, TV, telephone, or a device that combines all three.

What's the purpose? To provide remote electronic banking, schooling, shopping, taxpaying, chatting, game playing, video-conferencing, movie ordering, medical di-
10 agnosing. The list goes on and on.

What will it do for me, and how will it change my life?

First, let's get real. Here's what it won't do: It won't eliminate the need to shop at stores, drive a car, visit friends, attend movies and plays, or do most of the things you normally do now.

It might make many things you do easier and more convenient. Movies you now
15 can get only at the video store will be available on your TV 24 hours a day. Video-conferencing will make working from home, or telecommuting,¹ simpler and more practical. And instead of calling your friends one by one to tell them a party has been canceled, you'll simply send a single electronic (e-mail) message to everyone at once.

You will have more choice. If you're a football fan, you may be able to watch any
20 of 80 college games on a given Saturday afternoon. And the most wide-ranging tastes could be served: 24 hours of golf-course tours, tips and tournaments;² around-the-clock war documentaries; non-stop soap operas³; the Recovering Alcoholics Channel; and so on.

What's video-on-demand?

This is the most talked — about service, and one of the most difficult to pull off

25 technologically. In its simplest version, video-on-demand would be a more advanced form of the pay-per-view service now available to most cable-TV subscribers. The same movie would be sent to different channels at intervals staggered a few minutes apart. For example, you might be able to watch *The Terminator* starting at 10, 10:20, 10:40 or 11. Eventually, true video-on-demand would be like having a video library in
30 your basement; you'd be able to electronically browse through a list of movies, choose one, then start the flick whenever you wanted. You could even press "pause".

What about home shopping?

If you already appreciate the convenience of shopping by catalogue and 800 numbers,⁴ you'll love what people are calling "the electronic mall". Using your remote control, you'll choose from a variety of stores, view a guided tour as if you were actually walking down aisles of the store, and point to the merchandise when you want
35 close-up pictures⁵ and more information. Eventually you'll be able to see clothing modeled on an image of yourself or someone with similar features from various angles.

Larry Ellison, president and CEO of Oracle Corp.,⁶ a database software company, predicts: "It will be easier to go shopping for shirts in Hong Kong via the information highway than to go to the local mall. Experts will show you how the shirts are made, and you'll have them by mail in two days."

But don't get too excited just yet. You may pay an extra money for the convenience of purchasing electronically.

45 One day you will use the technology to shop for groceries at home. Peapod, a privately held company in Evanston, Ill., which already has 7 000 customers in Chicago and in California's Silicon Valley, says it will gradually expand nationwide, using computer networks, facsimile machine, telephones and interactive television. Using a computer and modem to connect to a Peapod database, shoppers can browse
50 "aisles" of products, searching by brand name or category. The orders are delivered within any 90-minute period chosen by a shopper. The shopper pays regular grocery store prices through a check, credit card or electronic payment, plus a Peapod service fee. In Chicago, the fee is \$ 5 plus five percent of the cost of the order; in California, it is a flat fee of \$ 30 a month.

55 How much will the highway cost — and who will pay for it?

The conventional wisdom is that it will cost roughly \$ 1 000 per household to build the infrastructure for interactive video and communications services. Multiply that by 100 million — roughly the number of residences in the United States — and you realize that it takes a cool \$ 100 billion to provide service to the country.

Huge amounts have already been committed. The cable — TV industry plans to

spend more than \$30 billion over the next few years to upgrade its networks.

What will I pay?

Expect to pay a monthly fee to stay plugged in,⁷ plus pay-per-use fees for things like video-on-demand. Don't expect a bargain. Yet companies know that if, say, a movie-on-demand costs much more than \$4, you'll just bolt to the video store.

65 Will I have to replace my TV?

Eventually — but don't throw it in the dumpster⁸ yet. What you'll have to replace in the next few years is the set-top cable box, since current ones are not interactive, meaning they are a passive, one-way device. Until High Definition Television (HDTV)⁹ becomes widely available, you should be able to make do with your current TV set.

70 How can I get on the information superhighway now?

To reach the interactive TV portion of the superhighway, you'll have to wait several years — unless you are in one of the few towns where companies will test their services. Several advanced systems are up and running, or will be soon, in a few neighborhoods, including Cerritos and Castro Valley, Calif., Alexandria, VA., Orlando, FL., and Omaha, NE.¹⁰

75 What can be arranged now is a taste of the text side of the info highway.¹¹ Anyone, for example, can join Internet, a sprawling, loosely organized computer communications network made up of smaller networks.

80 What you need are a personal computer, a modem and a subscription to one or more on-line services (America Online, Prodigy or Compuserve) or what's known as a network provider. A network provider typically charges a monthly fee for letting you go through its computer systems, using your own PC, to link up with Internet.

How will it affect my privacy?

85 The information superhighway will carry all kinds of personal matters, from your tastes in movies to your political affiliations to your buying habits. How this information will be protected is one of the great unknowns.

Computer hackers — those potential terrorists of cyberspace — represent another threat. Last February, hightech robbers were able to pilfer thousands of passwords from Internet; this would allow them to read hundreds of personal files, including e-mail. Such a break-in could result in anything from a minor inconvenience
90 to a loss of privacy.

On the other hand, computerized systems give financial institutions much better tools for tracking transactions and spotting patterns of criminal behavior. For example, Visa's new neural network has helped U.S. banks that issue credit cards slash

counterfeiting by \$ 20 million in one year.

Will it be good for U.S. business?

Absolutely. Already, "information related" jobs are increasing as American business continues to shift from manufacturing toward service industries. One Washington think tank¹² estimates that the national information highway could create more than \$ 320 billion annually in new GNP¹³ growth and add 0.4 percent to annual U.S. worker productivity growth over the next 16 years.

Is the data highway being oversold?

Mainly, it's being prematurely sold. You've heard the ads from communications giants making it sound as if service is just around the corner. Don't believe it. Predicts John Aronsohn, a telecommunications consultant at the Yankee Group in Boston, "It'll be three to five years before these services are in large cities on a major scale, a decade before they reach most of the suburbs and longer than that for rural areas."

When it's finally here, will society benefit?

Everyone will be able to tap into libraries holding the world's accumulated knowledge. Schoolchildren will be able to communicate with other classes, teachers and experts thousands of miles away. The now-fledgling concept called telemedicine may allow physicians to view their patients' CT scans and closely monitor their treatments from far away. A specialist in New York City, for example, could diagnose illnesses in people who live in rural areas, without their having to travel farther than to their local internist's office.

Social security and Medicare forms could be administered electronically, just as income-tax returns are beginning to be processed — with similar advantages.

So the outlook is for Americans to become better educated, healthier, more productive and more informed than ever before in history.

From Popular Science.

New Words and Expressions

to-do [tə'du:] n. 骚扰, 喧闹

hook up to 与...联接, 与...连网

documentary [ˌdɒkjʊ'mentri] n. 纪录片

pull off 获得成功

mall n. (美)商业区; 封闭式空调商场

aisle [ail] n. 通道

facsimile [fæk'simili] n. (文字, 图片等)精确的复制, 传真

modem ['moudem] n. 调制解调器

flat fee (商)一律的价格; 固定的费用

infrastructure [ˌɪnfə'strʌktʃə] n. 形成整体的一个系统之各部分; 基础设施

cool a. (钱的数目, 距离等) 整的; 不折不扣的

pay-per-use 按使用次数付费

bolt [bəʊlt] v. 急逃; (尤指马) 狂奔

make do with 用某种东西勉强应付; 凑合着用

affiliation [əˌfili'eɪʃən] n. 加盟, 加力, 联营

hacker ['hækə] n. 砍手; 乱砍的人

cyberspace ['saɪbəspeɪs] n. 自动控制系统

pilfer ['pɪlfə] v. (尤指小量地) 偷窃

neural ['njuərəl] a. 神经的

counterfeit ['kauntəfɪt] n. a. 伪造的, 伪造物; v. 伪造, 仿造

fledg(e)ling ['fledʒlɪŋ] n. 刚会飞的幼鸟; (喻) 年轻而无经验之人

Notes

1. telecommuting; doing one's work at home by means of using the computer which is hooked up to the network of his company
2. 24 hours of golf-course tours, tips and tournaments; 24 小时高尔夫球场漫游, 赛情报道与锦标赛
3. soap opera: One of American radio and TV serial plays dealing with domestic problems, etc., in a sentimental or melodramatic way. It was originally patronized by many soap businessmen who used this program to advertise their products, thus it got its name. 美国一种以伤感或闹剧形式处理家庭问题的(广播)电视连续剧, 因原先是由许多肥皂商赞助并用此节目做广告, 故而得名。
4. If you already appreciate the convenience of shopping by catalogue and 800 numbers. : If you already appreciate the convenience of shopping by catalogue with detailed items of 800 kinds of goods.
5. close-up pictures; pictures, esp. those shown on a cinema or television screen, taken at close range and showing the subject on a large scale (电影、电视)特写镜头
6. CEO; the abbreviation of "Chief Executive Officer" 总经理
Oracle Corp. : 奥拉克莱数据库软件股份有限公司
7. Expect to pay a monthly fee to stay plugged in; You are expected to pay a monthly fee in order to stay within the network.
plug in, ... : make a connection with a plug (插上插头通电), here means to stay within the network.
8. dumpster; the brand name of one of the big dustbins, here referring to the dustbin
9. High Definition Television (HDTV); 高清晰电视
10. including Cerritos and Castro Valley, Calif, Alexandria, VA., Orlando, FL., and Omaha, NE. : Here, Calif., VA., FL. and NE. are the abbreviations of California, Virginia, Florida and Nebraska.
11. What can be arranged now is a taste of the text side of the info highway. : At present, what can be put into use is only a small quantity or a trial of the full scale information superhighway.
12. think tank; the group or organization that provides advice, ideas, solutions to problems,

either to a company or a country 智囊团

13. GNP: Gross National Product 国民生产总值

Discussing Questions:

1. Why does the author say the video-on-demand is one of the most difficult tasks?
2. What are people's chief worries about the information superhighway according to the article?
3. Do you think the services provided by the information superhighway will be very expensive? Give your reasons.
4. What advantages does the information superhighway have?
5. Suppose you have gotten on the information superhighway, describe one day's activities in your summer vacation.

Translation through Reading:

1. (Lines 6-7)

You'd be able to hook up to network through your computer, TV, telephone, or a device that combines all three.

2. (Lines 17-18)

And instead of calling your friends one by one to tell them a party has been canceled, you'll simply send a single electronic (e-mail) message to everyone at once.

3. (Lines 25-26)

In its simplest version, video-on-demand would be a more advanced form of the pay-per-view service now available to most cable-TV subscribers.