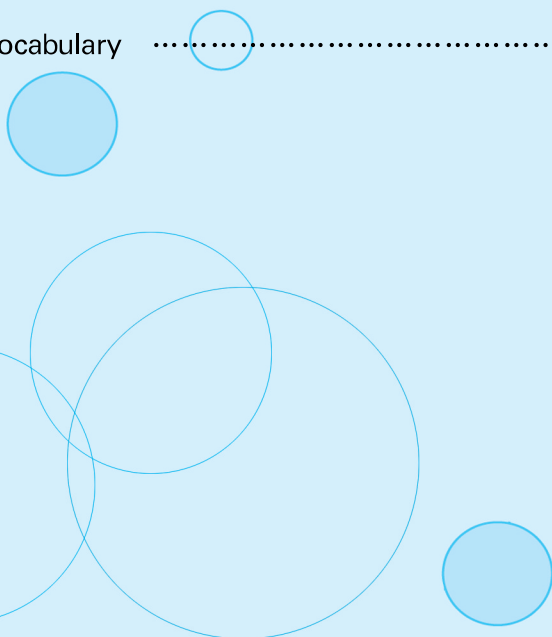
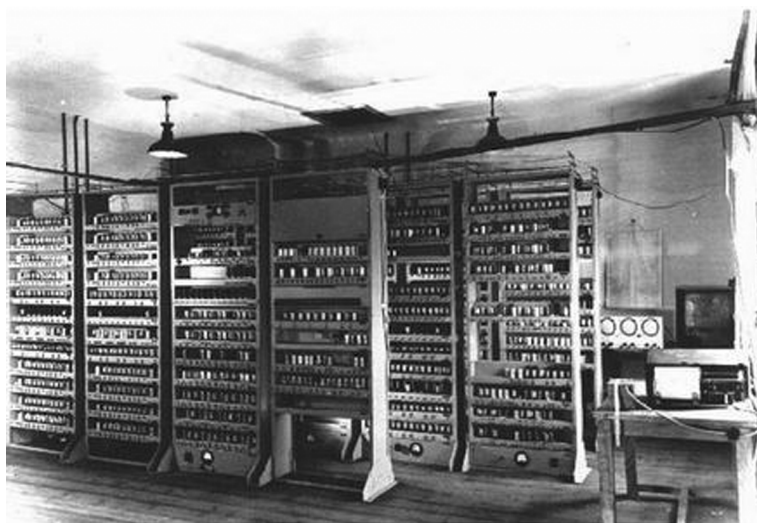




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Module Objectives:

In this Module, you will learn

1. some words and phrases about computers.
2. to develop your reading comprehending ability on computer.
3. to improve your reading skills: Reading for the Topic Sentence.
4. Translation Skills: (1) Selection of Words. (2) Extension of the Meaning of the Words.

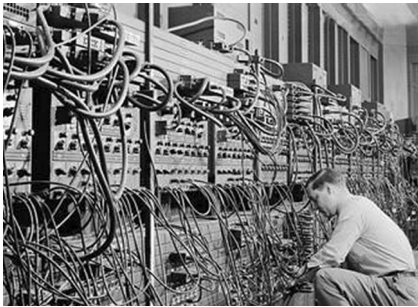
Section A

Warming up



Task 1 Discuss development of the computers, then match the following words and phrases with the pictures.

desktop tablet computer
electronic computer laptop



1. _____



2. _____



3. _____



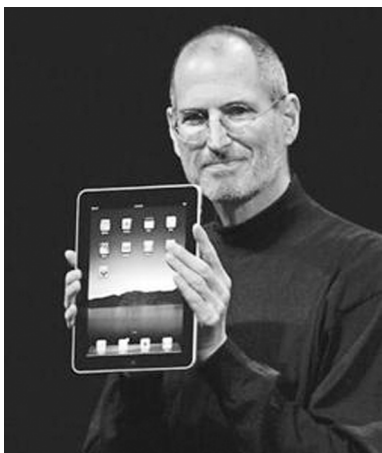
4. _____

Task 2 Discuss and guess who they are about the following photos? And put the name under the right picture.

Bill Gates

Warren Buffet

Steve Jobs



1. _____

2. _____

Section B

Reading

Passage 1 The Applications of Modern Computers





New Words and Expressions

application [ˌæplɪˈkeɪʃən]	<i>n.</i>	适用,运用;申请,申请表,申请书
intelligent [ɪnˈtelɪdʒənt]	<i>adj.</i>	聪明的;理解力强的;有智力的;[计]智能的
household [ˈhaʊshəʊld]	<i>n.</i>	(集合词)全家人,家眷,家属,家里人;家庭
electronic [ɪˌlekˈtrɒnɪk]	<i>adj.</i>	家庭的;家常的,普通的;家喻户晓的
circuit [ˈsɜːkɪt]	<i>n.</i>	电子的;电子操纵的
upgrading [ˈʌpɡreɪdɪŋ]	<i>n.</i>	电路,线路;环形道;[电]电流
	<i>vt.</i>	巡回,周游
	<i>v.</i>	提升(upgrade的现在分词);使(机器、计算机系统等)升级;提高(设施、服务等)的档次
microwave [ˈmaɪkrəʊ(ʊ)weɪv]	<i>n.</i>	微波;微波炉
oven [ˈʌvən]	<i>vt.</i>	用微波炉加热(或烹饪)
refrigerator [rɪˈfrɪdʒəreɪtə(r)]	<i>n.</i>	烤箱,烤炉,灶
audio-visual [ˌɔːdɪəʊˈvɪʒjʊəl]	<i>n.</i>	冰箱;冷藏库;制冰机,冷冻机
automation [ˌɔːtəˈmeɪʃən]	<i>adj.</i>	视听的;视听教学的
printer [ˈprɪntər]	<i>n.</i>	自动化(技术),自动操作
photocopier [ˈfəʊtəˌkɒpiə]	<i>n.</i>	打印机;印刷机;印刷厂、商;印刷业人员,印花工
attendance [əˈtendəns]	<i>n.</i>	复印机,影印机
decoding [diːˈkəʊdɪŋ]	<i>n.</i>	出席,参加;出席率;出席者,出席人数
	<i>v.</i>	译码,解码
commercial [kəˈmɜːʃəl]	<i>v.</i>	译(码),解(码)(decode的现在分词);分析及译解电子信号
disk [dɪsk]	<i>adj.</i>	商业的;贸易的;营利的;靠广告收入的
scale [skeɪl]	<i>n.</i>	(电台或电视播放的)商业广告
slot [slɒt]	<i>n.</i>	磁盘
storage [ˈstɔːrɪdʒ]	<i>n.</i>	秤;规模;比例(尺);级别;鱼鳞
monitor [ˈmɒnɪtə(r)]	<i>vt.</i>	测量;攀登;刮去……的鳞片
	<i>n.</i>	位置;狭槽,水沟;硬币投币口
	<i>vt.</i>	跟踪;开槽于
	<i>n.</i>	贮存器,蓄电(瓶);贮存;贮藏;储藏处,仓库
	<i>n.</i>	[计]显示器;监测仪;显示屏,屏幕;监控人员,班长
	<i>vt.</i>	监控,监听;监督,监视

insurance [ɪn'ʃʊərəns]	<i>n.</i>	保险, 保险业; 保险费
measurement ['meʒəmənt]	<i>n.</i>	量度; 尺寸
process ['prəuses]	<i>n.</i>	过程; 工序; 工艺流程
	<i>vt.</i>	加工; 处理
	<i>adj.</i>	经过特殊加工(或处理)的
integration [ɪntɪ'greɪʃən]	<i>n.</i>	结合; 整合; 一体化; (不同种族、宗教信仰等人的)混合
metallurgy [me'tælədʒɪ]	<i>n.</i>	冶金, 冶金学, 冶金术
instrumentation [ɪnstrə'men'teɪʃən]	<i>n.</i>	使用仪器, 装设仪器; 乐器法; 乐曲研究; 手段
enhance [ɪn'hɑ:ns]	<i>vt.</i>	提高, 增加; 加强
strengthening ['streŋθnɪŋ]	<i>n.</i>	加固
	<i>v.</i>	加强, 巩固(strengthen 的现在分词)
function ['fʌŋkʃən]	<i>n.</i>	功能, 作用; 应变变量, 函数
	<i>vi.</i>	有或起作用; 行使职责
data ['deɪtə, 'dɑ:tə]	<i>n.</i>	资料, 材料; [计算机] 数据, 资料; datum 的复数
processing ['prəusesɪŋ]	<i>n.</i>	(数据)处理; 整理; 配置; 工艺(生产方法)设计
diagnosis [daɪəg'nəʊsɪs]	<i>n.</i>	诊断; 诊断结论; 判断; 结论
outstanding [aʊt'stændɪŋ]	<i>adj.</i>	杰出的; 显著的; 突出的; 未完成的
installing [ɪn'stɔ:lɪŋ]	<i>v.</i>	安装(install 的现在分词); 安顿; 安置
wireless ['waɪələs]	<i>adj.</i>	无线的, 无线电传送的
	<i>n.</i>	无线电, 无线电话系统; 无线电接收机或发射机
access ['ækses]	<i>n.</i>	入口, 出口; 接近, 进入; 增长
	<i>vt.</i>	接近, 进入; 使用, 接近, 获取
concentration [kɒnsən'treɪʃən]	<i>n.</i>	集中; 专心; 关注; 浓度
display [dɪ'spleɪ]	<i>vi.</i>	(计算机屏幕上)显示
	<i>vt.</i>	陈列; 展开
	<i>n.</i>	展览, 陈列品, 展览品; 显示器
dynamic [daɪ'næmɪk]	<i>adj.</i>	动态的; 动力的; 充满活力的, 精力充沛的
	<i>n.</i>	动态; 动力; 动力学; 活力
aerospace ['eərəspeɪs]	<i>n.</i>	航空与航天空间; 宇宙空间; 航空航天学/工业
	<i>adj.</i>	宇宙空间、航行的
defense [dɪ'fens]	<i>n.</i>	(美国)国防部, 防卫, 防卫物

military ['mɪlɪtəri]	<i>adj.</i>	军事的;军用的
	<i>n.</i>	军人;军队;武装力量
sophisticated [sə'fɪstɪkətɪd]	<i>adj.</i>	复杂的;精致的;富有经验的;深奥微妙的
weapon ['wepən]	<i>n.</i>	武器,兵器
	<i>vi.</i>	武装,提供武器
navigation [ˌnævɪ'geɪʃən]	<i>n.</i>	航行(学);航海(术);海上交通
so far		目前
instead of		而不是
VCR		录像机 (Video Cassette Recorder)
IC card		IC 卡刷卡机
PLC		可编程逻辑控制器 (Programmable Logic Controller); 公共有限公司 (Public Limited Company)
SMS		存储管理服务; Short Message Service 手机短信服务
all sorts of		各种各样
as long as		只要;如果;既然;由于

Pre-reading Question

Do you know what kinds of fields are modern computers applied?

So far, the modern computer **applications** are:

1. Intelligent household appliances

All kinds of household appliances generally use intelligent control instead of traditional **electronic circuit** control, **upgrading**, improving the grade. Such as washing machine, air conditioning, television, VCR, **microwave oven**, **refrigerators**, electric cooker and various **audio-visual** equipment, etc. .

2. Office **automation** equipment

Such as **printers**, **photocopiers**, fax machines, drawing machine, **attendance**, phone and general-purpose computer keyboard in **decoding**, **disk** drives, etc. .

3. Business marketing equipment

The electronic **scale**, register, bar code reader, IC card **slot**, taxi meter and **storage** safety **monitoring** system, market security system, air conditioning system, frozen **insurance** system have been widely used in commercial marketing system.

4. Industrial automation control

Industrial automation control is the earliest one-chip computer control of one of the areas. Such as, in all sorts of **measurement** and control system, **process** control, mechanical-electrical **integration**, PLC, also in chemical industry, building, **metallurgy** and other industrial areas.

5. Intelligent instrumentation

Using intelligent instrumentation greatly **enhance** the grade of the instrument, **strengthening** the **function**. Such as **data processing** and storage, faults **diagnosis**, networking set control etc. .

6. Smart communication products

The most **outstanding** is mobile phone, of course, SMS chip. There is now a product seeming is **installing** a what card, as long as the machine runs, **wireless** Internet **access** through this card. As long as there is the network place, monitor can be come true.

7. Automobile electronic products

Modern car **concentration** and **display** system, the **dynamic** monitoring control system, automatic driving system, communication system and running monitor (black), etc. .

8. Aerospace and defense military, sophisticated weapons, etc. , such as global positioning, intelligent navigation.



Notes

1. ... upgrading, improving the grade. 升级换代, 提高档次。
2. ... attendance, phone and general-purpose computer keyboard in decoding, disk drives, etc. 考勤机、电话, 以及通用计算机中的键盘译码、磁盘驱动等。
3. The electronic scale, register, bar code reader, IC card slot, taxi meter and storage safety monitoring system, market security system, air conditioning system, frozen insurance system have been widely used in commercial marketing system. 电子秤、收款机、条形码阅读器、IC 卡刷卡机、出租车计价器, 以及仓储安全监测系统、商场保安系统、空气调节系统、冷冻保险系统已广泛应用于商业营销系统。
4. Such as, in all sorts of measurement and control system, process control, mechanical-electrical integration, PLC. 如各种测控系统、过程控制、机电一体化、PLC。

5. ...networking set control etc.联网集控等
6. There is now a product is seeming installing a what card,as long as the machine runs,Internet access through this card wireless . As long as there is the network place,can monitor. 现在有一种好像是装一张卡的产品,只要机器运行,就能通过这张卡无线上网。只要有网络的地方,都可以监控。
7. Modern car concentration and display system,the dynamic monitoring control system,automatic driving system,communication system and running monitor (black),etc.. 现代汽车的集中显示系统、动力监测控制系统、自动驾驶系统、通信系统和运行监视器(黑匣子)等。
8. Aerospace and defense military,sophisticated weapons,etc., such as global positioning,intelligent navigation. 航空航天系统和国防军事、尖端武器等领域,如全球定位、智能导航。

● Post-reading Tasks

1. Decide whether the followings are True(✓) or False(×).

- () (1) All kinds of household appliances generally use intelligent control as well as traditional electronic circuit control.
- () (2) Printers, photocopiers, fax machines, drawing machine, attendance, phone and general-purpose computer keyboard in decoding, disk drives, etc. are not office automation equipments.
- () (3) In commercial marketing system, the electronic scale, register, bar code reader, IC card slot, taxi meter and storage safety monitoring system, market security system, air conditioning system, frozen insurance system, etc. has been widely used.
- () (4) Industrial automation control is now the one-chip computer control of one of the areas.
- () (5) Using intelligent instrumentation greatly enhance the grade of the instrument, strengthening the function. Such as data processing and storage, faults diagnosis, networking set control etc. .
- () (6) There is now a product seeming is installing a what card, as long as the machine runs, through this card wireless Internet access. As long as there is the network place, can monitor.

2. Match the following phrases.

- | | |
|---------------------------|-----------------------------------|
| () (1) 条形码阅读器 | a. upgrading, improving the grade |
| () (2) 磁盘驱动 | b. audio-visual equipment |
| () (3) 视听设备 | c. keyboard in decoding |
| () (4) 磁盘驱动 | d. networking set control |
| () (5) 键盘译码 | e. disk drives |
| () (6) 升级换代 | f. bar code reader |
| () (7) 数据处理和存储 | g. wireless Internet access |
| () (8) 单片机 | h. disk drives |
| () (9) 无线上网 | i. data processing and storage |
| () (10) 联网集控(网络设定控制) | j. one-chip computer |

3. Give the words or phrases according to the English explanations.

- (1) _____ improving the grade
- (2) _____ Video Cassette Recorder
- (3) _____ all kinds of, all sorts of
- (4) _____ be appeared, to take part in, presence
- (5) _____ fingerboard, keyset, a part of a computer
- (6) _____ managing, dealing with the material, information, records on computer
- (7) _____ keeping, store up, back up
- (8) _____ clever, bright, quick witted
- (9) _____ fix, build in
- (10) _____ show, the screen of computer

4. Choose the best item.

- (1) Such as washing machine, air conditioning, television, VCR, microwave oven, refrigerators, _____ and various _____ equipment, etc. .
 A. electric cook; audio-visual
 B. electric cooker; visual-audio
 C. electric cooker; audio-visual
- (2) Office automation equipment: such as printers, photocopiers, fax machines, drawing machine, attendance, phone and general-purpose computer keyboard in decoding, disk drives, etc. . What is the real meaning of printers in the sentence above?
 A. 印刷厂 B. 打印机, 印刷机 C. 印刷商, 印刷业人员、印花工

- (3) In commercial marketing system has been widely used in the electronic scale, register, bar code reader, IC card slot, taxi meter and storage safety monitoring system, market security system, air conditioning system, frozen insurance system, etc.. What does the underline word “monitoring” mean here?

- A. Of watching something or somebody.
B. The leader of a class.
C. An instrument used to watch something or somebody.
- (4) Using intelligent instrumentation greatly enhances the grade of the instrument, strengthening the function. Which of the followings does not include?

- A. Data processing and storage.
B. Accelerating the time of the starting computer.
C. Faults diagnosis and networking set control.
- (5) Smart communication products. The most outstanding is mobile phone, of course, SMS chip. There is now a product seeming is installing a what card, as long as the machine runs, through this card wireless Internet access. What does the underline words “the machine” mean here? _____
- A. It means the washing machine.
B. It means the computer.
C. It means the mobile phone.

5. Translate the following phrases into Chinese.

- | | |
|--|---|
| (1) faults diagnosis
_____ | (2) network monitor
_____ |
| (3) automatic driving system
_____ | (4) running monitor (black)
_____ |
| (5) global positioning
_____ | (6) intelligent navigation
_____ |
| (7) mechanical-electrical integration
_____ | (8) smart communication products
_____ |
| (9) taxi meter
_____ | (10) the electronic scale
_____ |

6. Translate the following sentences into Chinese.

- (1) All kinds of household appliances generally use intelligent control instead of traditional electronic circuit control, upgrading, improving the grade.

- (2) Such as printers, photocopiers, fax machines, drawing machine, attendance, phone and general-purpose computer keyboard in decoding, disk drives, etc. .

- (3) Industrial automation control is the earliest one-chip computer control of one of the areas.

- (4) Using intelligent instrumentation greatly enhance the grade of the instrument, strengthening the function. Such as data processing and storage, faults diagnosis, networking set control etc. .

- (5) Smart communication products: The most outstanding is mobile phone, of course, SMS chip.

Passage 2 Tablet Computer



New Words and Expressions

flat [flæt]	<i>adj.</i>	扁平的,平坦的;单调的,沉闷的
	<i>n.</i>	一套房间,公寓套房
capacity [kə'pæsɪtɪ]	<i>n.</i>	容量,容积;才能,能力;身份,职位
screen [skri:n]	<i>n.</i>	屏幕;银幕;荧光屏;屏风,帘,纱窗;掩护物
	<i>vt.</i>	遮蔽,掩护
recognition [ˌrekəg'nɪʃən]	<i>n.</i>	认识;认出;承认;酬谢,酬劳
system ['sɪstəm]	<i>n.</i>	系统;体系;制度,体制;方法,做法
mobility [məʊ'bɪlɪtɪ]	<i>n.</i>	流动性;移动性;〈社〉流动;机动性
portability [ˌpɔ:tə'bɪlɪtɪ]	<i>n.</i>	可携带,轻便
superior [su:'pɪərɪə(r)]	<i>adj.</i>	较高的;优良的;上等的,优秀的
workstation ['wɜ:kɪsteɪʃən]	<i>n.</i>	操作工位,工作区
desktop ['deskɒp]	<i>n.</i>	桌面,台式机
compact [kəm'pækt]	<i>v.</i>	压紧,(使)坚实;弄紧密,弄结实;使(文体)简洁,简化
	<i>adj.</i>	紧凑的;简洁的;小巧易携带的
energy ['enədʒɪ]	<i>n.</i>	协议;条约;契约;带镜小粉盒
efficient [ɪ'fɪʃənt]	<i>n.</i>	活力,干劲,能力;精力;〈物〉能,能量,能源
top [tɒp]	<i>adj.</i>	有能力的,效率高的
	<i>n.</i>	顶,顶部;上部;首位,最高位,精华
	<i>adj.</i>	最高的,最优良的
	<i>vt.</i>	给……加顶;给……盖盖子;达到……的顶端;超(胜)过;高过

approximate [ə'prɒksɪmət]	<i>adj.</i>	近似的, 大约的
	<i>v.</i>	近似, 接近
performance [pə'fɔ:məns]	<i>n.</i>	演出, 表演; 履行, 执行; 表现, 行为, 成就; 性能
volume ['vɒljʊ:m]	<i>n.</i>	量, 大量; 体积; 容积
	<i>adj.</i>	大量的
responsible [rɪ'spɒnsəbl]	<i>adj.</i>	需对……负责的; 尽责的, 可靠的; 责任重大的
digital ['dɪdʒɪtl]	<i>adj.</i>	数字式的, 数码的; 数字显示的
entertainment [ˌentə'teɪnmənt]	<i>n.</i>	款待, 请客; 娱乐, 文娱节目, 表演会
publish ['pʌblɪʃ]	<i>v.</i>	出版; 公布
replace [rɪ'pleɪs]	<i>vt.</i>	取代, 代替; 更换, 替换; 把……放回原位
environment [ɪn'vaɪrənmənt]	<i>n.</i>	环境, 外界; 周围
content ['kɒntent]	<i>n.</i>	所容纳之物, 所含之物; 满足, 满意; 内容, 目录; 容量, 含量
	<i>adj.</i>	满足的, 满意的
	<i>vt.</i>	使满足, 使满意
editor ['edɪtə(r)]	<i>n.</i>	编辑, 编者, 校订者
merchant ['mɜ:tʃənt]	<i>n.</i>	商人
attention [ə'tenʃən]	<i>n.</i>	注意, 专心, 留心; 殷勤, 厚待
transform [træns'fɔ:m]	<i>v.</i>	改变
buyers ['baɪə(r)z]	<i>n.</i>	买方市场(指供过于求的状况)
transformation [ˌtrænsfə'meɪʃən]	<i>n.</i>	变换, 转换; 变态, 转化
context ['kɒntekst]	<i>n.</i>	背景, 环境; 上下文, 语境
focus ['fəʊkəs]	<i>v.</i>	(使)集中, (使)聚集; 调整
	<i>n.</i>	焦点, 焦距; 中心
relaxing [rɪ'læksɪŋ]	<i>adj.</i>	令人放松的; 轻松的
describe [dɪ'skraɪb]	<i>vt.</i>	描写, 叙述; 画出(图形等)
browsing [braʊzɪŋ]	<i>n.</i>	浏览
extension [ɪk'stenʃən]	<i>n.</i>	延伸, 扩展; 增加部分; 电话分机
catalogue ['kætələg]	<i>n.</i>	目录, 一览表; 系列
	<i>vt.</i>	为……编目录, 登记分类
app [æp]	<i>n.</i>	计算机应用程序

commerce ['kɒmə:s]	<i>n.</i>	商业, 贸易
due [dju:]	<i>adj.</i>	应有的, 应得到的; 到期的; 预定, 预期; 适当的, 正当的, 适宜的
furniture ['fɜ:nɪtʃə(r)]	<i>n.</i>	家具
state [steɪt]	<i>n.</i>	状态, 状况; 国家, 政府; 州; 邦
	<i>vt.</i>	陈述, 叙述; 规定, 指定, 排定
transportation [ˌtrænsˈpɔ:tetʃən]	<i>n.</i>	运送, 运输; 运输工具; 流放, 放逐
confident ['kɒnfɪdənt]	<i>adj.</i>	确信的, 肯定的; 有信心的, 自信的
tablet PC (panel computer or flat computer)		平板电脑
laptop (notebook computer)		手提电脑
PDA (personal digital assistant)		掌上电脑
compare to		与……相比
touch screen		触摸屏
the handwriting recognition system (handwriting recognition)		手写识别功能
speech recognition system (speech recognition)		语音识别功能
in addition to		除……之外
desktop computer		台式(桌上)电脑
display screen		显示屏
single unit		单片一体机
Net top (WEB)		网络
ultra portable mobile PC Net book		超级便携移动个人电脑网本
responsible for		对……负责
Home theater PC		家庭影院电脑
digital entertainment system		数字娱乐系统
focus on		集中, 聚焦
couch commerce		沙发商务
e-commerce		电子商务
m-commerce		移动电子商务
due to		由于; 因为; 应归于
nor... nor...		不是……也不是……

Pre-reading Question

How much do you know about the Tablet Personal Computer?

1. The tablet PC is a tablet computer, Panel computer or **Flat** computer which is a new member of PC family, its appearance is between laptop (notebook computer) and PDA (palmtop computer), but its processing **capacity** greater than the palmtop computer. Compared to the notebook computer, it has all its functions, also has a touch **screen**, the handwriting **recognition system** (handwriting recognition) and speech recognition system (speech recognition). **Mobility** and **portability** are **superior**.
2. In addition to tablet computer, the PC family also has a set of products. Such as, the **workstation** that is mainly used for the application of science and technology, Desktop computer, the single unit which joins the display screen and a case together, **compact** and **energy efficient** Net top (WEB), Laptop (notebook computer to the Internet), the ultra portable mobile PC Net book which is for the main **function** of going on the Internet, and it is an **approximate** notebook computer **performance** and palmtop computer **volume** of computer Ultrar-Mobile PC. As well as the Home theater PC, which is not **responsible** for the Internet and work, used just as a simple digital entertainment system.
3. Comscore recently **published** a report which shows nearly half of tablet users are shopping online with them. Tablets will not **replace** computers, but they provide a much more enjoyable **environment** for **content editors** and **merchants** to catch users' **attention** and **transform** them into couch-buyers.
4. In this **transformation** process, **context** is key: Computer users are sitting right in front of their screen, highly focused on their task (finding the best deals), while tablet users are **relaxing** on the couch, enjoying nice content (pictures, videos, stories). We can **describe** this context as couch-**browsing**, and by **extension** describe the act of browsing a **catalogue** or shopping through a tablet **app** as couch commerce.
5. Couch commerce is different from e-commerce and m-commerce, **due** to the context: Users are not sitting at a desk, nor on the street nor in a coffee bar. They are comfortably installed in the most welcoming **furniture** of their home the couch. Browsing a catalogue from your couch puts you in a very different **state** of mind rather than at a desk or in public **transportation**. You feel relaxed and **confident**. What better context can a merchant hope for?



Notes

1. Compared to the notebook computer, it has all its functions, also has a touch screen, the handwriting recognition system (handwriting recognition) and speech recognition system (speech recognition). Mobility and portability are superior. 与笔记本电脑相比,平板电脑既具有电脑本身的所有功能,还拥有触摸屏(touch screen)、手写识别系统(handwriting recognition)和语音识别系统(speech recognition)。移动性和便携性都更胜一筹。
2. ...Desktop computer, display screen and a case one of the single unit, compact and energy efficient Net top (WEB), Laptop (notebook computer to the Internet), as the main function of the ultra portable mobile PC Net book, an approximate notebook computer performance and palmtop computer volume of computer Ultra-Mobile PC, is not responsible for the Internet and work, used as a simple digital entertainment system Home theater PC.台式机、显示屏和机箱一体的一体机、小巧节能的上网本。作为超便携式移动个人上网本的主要功能,与笔记本电脑功能类似,与超便携式个人电脑的容量相当,不带上网功能,仅作为家庭影院数字娱乐计算机。
3. Comscore recently published a report ... 康姆斯克最近发布的一份报告显示
4. In this transformation process, context is key: Computer users are sitting right in front of their screen, highly focused on their task (finding the best deals), while tablet users are relaxing on the couch, enjoying nice content (pictures, videos, stories). We can describe this context as couch-browsing, and by extension describe the act of browsing a catalogue or shopping through a tablet app as couch commerce. 在这个转化的过程中,最重要的是普通电脑用户坐在电脑屏幕前,全神贯注地寻找最划算的商品,而平板电脑用户则舒适地坐在沙发上,欣赏着图片、视频以及小故事等精美素材。我们可以把平板电脑用户的这种体验称为“沙发浏览”,推而广之,人们坐在沙发上通过平板电脑上的应用程序浏览购物目录或者进行网购就可以称为“沙发商务”。
5. Couch commerce is different from e-commerce and m-commerce, due to the context: Users are not sitting at a desk, nor on the street nor in a coffee bar. They are comfortably installed in the most welcoming furniture of their home the couch. 因为使用方式的不同,“沙发商务”与电子商务和移动商务是不同的。用户不是坐在桌边,也不是走在街上,更不是置身咖啡馆内,而是坐在家中舒适的沙发上。

Post-reading Tasks

1. Decide the following statements are True(✓) or False(×).

- () (1) Compared to the notebook computer, the tablet PC has all its functions, also has a touch screen, the handwriting recognition system (handwriting recognition) and speech recognition system (speech recognition).
- () (2) The PC family is seldom used for the application of science and technology of workstation.
- () (3) Comscore recently published a report which shows nearly a quarter of tablet users are shopping online using them.
- () (4) Tablets will replace computers, but they provide a much more enjoyable environment for content editors and merchants to catch users' attention and transform them into couch-buyers.
- () (5) Computer users are sitting right in front of their screen, highly focused on their task (finding the best deals), while tablet users are relaxing on the couch, enjoying nice content (pictures, videos, stories). We can describe this context as couch-browsing, and by extension describe the act of browsing a catalogue or shopping through a tablet app as couch commerce.
- () (6) Couch commerce is not different from e-commerce and m-commerce, due to the context: Users can be sitting at a desk, on the street and in a coffee bar.

2. Match the following phrases.

- | | |
|----------------|---|
| () (1) 平板电脑 | a. speech recognition system (speech recognition) |
| () (2) 手提电脑 | b. the handwriting recognition system (handwriting recognition) |
| () (3) 掌上电脑 | c. Desktop computer |
| () (4) 触摸屏 | d. tablet PC(Panal compute or Flat computer) |
| () (5) 手写识别功能 | e. laptop (notebook computer) |
| () (6) 语音识别功能 | f. display screen |
| () (7) 台式电脑 | g. palmtop computer, Personal Digital Assistant |
| () (8) 显示屏 | h. touch screen |

3. Translate the following phrases.

(1) Net top (WEB)

(2) ultra portable mobile PC Net book

(3) digital entertainment system

(4) Home theater PC

(5) transformation process

(6) couch commerce

(7) m-commerce

(8) technology of workstation

4. Translate the following paragraph into Chinese.

The tablet PC is a tablet computer, Panel computer or Flat computer which is a new member of PC family, its appearance is between laptop (notebook computer) and PDA (palmtop computer), but its processing capacity greater than the palmtop computer. Compared to the notebook computer, it has all its functions, also has a touch screen, the handwriting recognition system (handwriting recognition) and speech recognition system (speech recognition). Mobility and portability are superior.

Section C

Reading Skills

Reading for the Topic Sentence (找主题句)

一种语言,即一种文化,一种思维方式。英文篇章的脉络是符合西方的写作思维的。因此,了解西方的思维模式,把握英文篇章的结构特点,将会在很大程度上提高阅读理解的准度和深度。

众所周知,中国人自古以来讲究含蓄,而西方人则以直白见长。表现在交流、写作风格上,中国人常会采用迂回式(roundabout)——先是寒暄良久,再入正题;而西方人则是单刀直入式(cut to the chase)。

美国语言学家罗伯特(Robert)认为:“东方语言的段落构思特点是环行发展,而英语段落的构思模式则是依照直线型发展。”英语的这种线性思维模式表现在篇章结构上,即英语段落的展开通常是围绕主题句(topic sentence)进行的,接下来便是拓展句的节节支撑,呈现出总分结构的特征。因此,阅读时,我们应养成“精读首句,浏览全段”的习惯。

Topic Sentence in the First Paragraph (主题句在段首)

示例 1:

Lots of things can influence the way you feel. A sudden memory might make you angry or sad. A song might make you happy. A mouse running across the floor might make you afraid.

段落结构:总分结构。第一句即段落的主题句,开宗明义,统领全段,接着运用举例的方式进行拓展。

示例 2:

As long as Michael could remember he had always dreamed of flying. Michael's mother read him numerous stories about flying when he was growing up. Her stories were always ones that described the land from a bird's-eye view. Her excitement and passion for details made Michael's dreams full of color and beauty. Michael had this one recurring dream. He would be running down a country road. He could feel the rocks and chunks of dirt at his feet. As he raced down the golden-lined wheat fields, he would always outrun the locomotives passing by. It was at the exact moment he took a deep breath that he began to lift off the ground. He would begin soaring like an eagle.

段落结构:总分结构。第一句即段落的主题句,接着运用 narration 描述的方式进行拓展。

► 模拟演练

Like John, million of people — and their employers — are finding that telecommuting is a great way to work. Telecommuters can follow their own schedules. They work in the comfort of their homes, where they also look after young children or elderly parents. They save time and money by not traveling to work. Their employers save too, because they need less office space and furniture. Studies show that telecommuters change jobs less often. This saves employers even more money. Telecommuting helps society too, by reducing pollution and traffic problems.

The passage is mainly about _____.

- A. a new way to work B. John's working day
C. various workplaces D. the Internet

Section D

Translation Skills

Selection of Words(词义的选择)

英语单词绝大多数为一词多义,因此,翻译时首先要选择出一个确切的词义。只有这样,才能使译文正确。

选择词义通常从以下方面考虑。

(1) 根据词类选择词义,同是一个单词,因词类不同,其词义也不同,例如:like 在下面三个句子中,分属三种不同词类,弄错了词类,理解上就出错,译文也就不正确。

- ① There are like model computers, while unlike like model computers, too.

计算机有同型号的,也有不同型号的。(like 是形容词,意为“相同的”)

- ② Things like air, water or metals are matter.

像空气、水或金属之类的东西都是物质。(like 是介词,意为“像”)

- ③ We study English, computers and the like.

我们学习英语、计算机,等等。(like 是名词,意为“等等”“诸如此类”)

(2) 有时词类相同,在不同的句子里,同一个词的词义也不相同。下面三个句子中,均为形容词,但词义各不相同。

- ① The instrument is very light.

这台仪器很轻。(light 意为“轻的”)

- ② The cover of the meter is light blue.

这个仪表盖是浅蓝色的。(light 意为“浅的”)

- ③ The lamp is very light.

这盏灯是亮的。(light 意为“明亮的”)

(3) 根据名词的数选择词义,英语中有些名词的单数与复数所表示的词义完全不同,有的名词复数除具有单数所表示的词义外,另有其他词义。

名 词	单数词义	复数词义
facility	简易,灵巧	设备工具
mean	意思、本意	方法(手段);收入(财富)
main	主线,干线	电源
proportion	比,比例	面积,大小
spirit	精神	酒精
work	功,工作	著作,工厂

Extension of the Meaning of the Words(词义的引申)

有些词或词组无法直接搬用词典中的释义,若勉强按词典中的释义逐词死译,会使译文生硬晦涩、很难看懂,甚至会造成误解。所以,要在弄清原文词义的基础上,根据上下文的逻辑关系和汉语的搭配习惯,对词义加以引申。若遇到有关专业方面的内容,必须选用专业方面的常用语。引申后词义虽然同词典中的释义稍有不同,但却能更确切地表达原文意思。例如:

- (1) There is no physical contact between tool and work piece.

(引申译法) 工具和工件不直接接触。

(欠佳译法) 在工具和工具之间没有物理的接触。

- (2) Public opinion is demanding more and more urgently that something must be done about noise.

(引申译法) 公共舆论越来越强烈地要求为清除噪声采取某种手段。

(欠佳译法) 公共舆论越来越强烈地要求为消除噪声做一些事情。

- (3) Alloy belong to a half-way-house between mixtures and compounds.

(引申译法) 合金介于与混合物之间的一种中间结构。

(欠佳译法) 合金属于在混合物与化合物之间建的一种半途的场所。

(4) Force and distance measure the amount of work.

(引申译法) 力乘距离表示做功的大小。

(欠佳译法) 力和距离测量做工的数量。

(5) Magnesium and its alloys are quite late arrivals as materials for engineering.

(引申译法) 镁及其合金用作工程材料是很晚的。

(欠佳译法) 镁及其合金作为工程材料到达得很晚。

Section E

Tips More

1. English Terms of Computer (计算机常见英语术语)

Device error /IO	设备故障/错误
Device time out	设备超时
Disk full	磁盘已满
Disk not ready	磁盘没准备好
Disk write protect	磁盘写有保护

2. Development of Computer History (计算机的发展)

Retroactive to the invention of the computer, you can start from ancient China, ancient inventions of human thinking to tackle some of the data, move to and for use of the method of counting the beads, without the need for mental arithmetic, through a fixed formula can be calculated from the answers. This is called “calculation and logic operations”, the concept of the operation into the West after the Americans were to be carried forward. Until the sixteenth century, the invention of a multiplier to help deal with more complicated mathematical formula, such as the machinery, known as the “chessboard calculator”, but this time only pure calculation of the stage, it is necessary to be rapid in the nineteenth century.

Computer came in 1946, especially over the past 10 years, the increasing application of computers into society in various fields such as management, office automation, and so on. As the computer increasingly to the development of intelligents, people just take micro-computer called the “computer”.

During World War II, the U. S. government to seek to develop computer potential strategic value. This computer has promoted the research and development. in 1944, Howard H. Aiken (1900—1973) developed a fully electronic calculator, in order to draw the U.S. Navy ballistic map. This referred to as the Mark I machine

half a football field, contains 500 miles of wire, the use of electromagnetic signals to mobile components of mechanical, slow (3 ~ 5 seconds, a calculation) and poor adaptability only specialized in the field. However, it can perform basic arithmetic operations and complex computing equation.

On February 14, 1946, marks the birth of the modern computer ENIAC (The Electronic Numerical Integrator and Computer) in Philadelphia made public. ENIAC computer represents a milestone in the history of the development through different parts of the connection between the re-programming, also has a parallel computing power. ENIAC by the U. S. government at the University of Pennsylvania and co-development, the use of the 18,000 tubes, 70,000 resistors, there are 5 million welding points, 160 kilowatt power, the Mark I faster than 1000 times faster, ENIAC was the first A general-purpose computer.

In the mid-40, Frederick • Neumann (1903—1957) attended the University of Pennsylvania team, in 1945 the design of electronic discrete variable automatic computer EDVAC (Electronic Discrete Variable Automatic Computer), will be the same programs and data stored in the format together Memory. This computer can be suspended at any point, or continue to work, the machine's structure is a key part of the central processing unit, it makes all the computer functions through a single unified resource.