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Unit

Internet

1

Pre-reading Tasks

Work with your partner and find features in Column B equivalent to the ways we may access the Internet in Column A.

Column A	Column B
1. Dial-up Connection	A. Provide a shared access solution, multiple users and multiple simultaneous connections to the Internet
2. Router Connection	B. Local-area wireless network
3. ADSL	C. You need a computer, a modem, and a telephone line.
4. WLAN	D. A standard for wireless communications which is particularly suited for sending and receiving small bursts of data, such as email and web browsing, as well as large volumes of data
5. GPRS	E. Can always connect to the Internet with high speed

Text A

Word Tips

broadband /'brɔːdbænd/	<i>n.</i> 宽带 <i>wide band of electromagnetic frequencies</i>
access /'ækses/	<i>v.</i> 进入; 接触 <i>to obtain access to (data or processes)</i>
streaming /'striːmɪŋ/	<i>n.</i> 流动 <i>audio or video files played on a computer without downloading them</i>
audio /'ɔːdiəʊ/	<i>n.</i> 音频 <i>the broadcasting or reception of sound</i>

appreciate /ə'pri:ʃiət/	<i>v.</i> 意识到, 察觉; 对……的充分意识或领会 <i>to be fully aware of or sensitive to; realize</i>
connectivity /kənek'tɪvɪtɪ/	<i>n.</i> 连接; 被连接或连接的性质 <i>the quality or condition of being connected or connective</i>
gateway /'geɪtweɪ/	<i>n.</i> 入口, 途径 <i>sth. that serves as an entrance or a means of access</i>
competitive /kəm'petɪtɪv/	<i>adj.</i> 竞争的 <i>involving or determined by competition</i>
dial-up /'daɪəl ʌp/	<i>adj.</i> [计]拨号(上网)的 <i>a network connection, as to the Internet, which requires that a telephone number be dialed</i>
server /'sɜ:və/	<i>n.</i> 服务器 <i>a central super computer that relays messages</i>
due to	因为 <i>because of</i>
overload /'əʊvə'ləʊd/	<i>n.</i> 超载, 负荷过多 <i>an excessive load</i>
annoying /ə'nɔɪŋ/	<i>adj.</i> 恼人的, 讨厌的 <i>causing vexation or irritation; troublesome</i>
household /'haʊshəʊld/	<i>n.</i> 一家人, 家庭 <i>a domestic unit consisting of the members of a family who live together along with non-relatives such as servants</i> <i>adj.</i> 家庭的 <i>of, relating to, or used in a household</i>
be not far behind in doing something	不甘落后于做某事 <i>imitate without delay</i>
cut down	削减; 删节 <i>do sth. less often</i>
internal /ɪn'tɜ:nl/	<i>adj.</i> 内部的 <i>of, relating to, or located within the limits or surface; inner</i>
click /kɪk/	<i>n.</i> 点击(鼠标) <i>the action of making a computer do something by pressing a button on the mouse</i>
large-scale /lɑ:dʒ skeɪl/	<i>adj.</i> 大规模的, 大比例尺的 <i>large in scope or extent</i>
backup /'bækʌp/	<i>n.</i> 备份 <i>a copy of a program or file that is stored separately from the original</i>
flexibility /fɪleksə'bɪlɪtɪ/	<i>n.</i> 机动性, 适应性, 灵活性 <i>ability to change plans, or use different methods</i>
maintain /meɪn'teɪn/	<i>v.</i> 维持或保持; 继续 <i>to keep up or carry on; continue</i>
blog /blɒg/	<i>n.</i> 博客(weblog 的简称) <i>a website with personal information and comments</i>
transform /træns'fɔ:m/	<i>v.</i> 改变; 转换 <i>to change the nature, function, or condition of; convert</i>
leave out	省去; 遗漏 <i>omit, do not include</i>

Broadband Internet

1 The World Wide Web gives you access to plenty
of resources in a variety of forms, such as streaming
audio and video. In order to appreciate what the Web
has to offer, all you need is a high-speed Internet
5 connection. And that is exactly what broadband
Internet connectivity brings you. It is the gateway to
the world of fast Internet; and fast access to
information gives you a competitive edge over others.



10 Accessing the Internet through a high-speed broadband connection gives you several
benefits over the traditional dial-up method. No longer do you need to wait for hours for
simple downloads or be kept offline due to a server overload. With broadband Internet,
you can forget about the annoying dial-up wait time and have an “always on” connection.

15 While household users are using broadband to download songs, videos, and huge
files, businesses are not far behind in making use of the benefits of fast Internet
access. Broadband Internet enables businesses to cut down the travel expenses of
employees. Employees no longer need to travel to another point on the globe for
meetings; instead, they can use the power of broadband to join web conferences,
avoiding several days of travel and the expenses of flights, hotels, meals, city
transportation, and so on.

20 Large businesses can also set up an internal broadband Internet network so that
employees can communicate with each other at the click of a button. They can access
each other’s files through the network. Not only does broadband Internet enable
employees to work efficiently, but it also allows for large-scale data backup.

25 Broadband connectivity also permits employees to have the flexibility of
working at home, saving the costs of expensive office space. High-speed broadband
Internet connections have become so popular that we now have a new generation of
work-at-home individuals, who create and maintain web sites and blogs.

 With more and more people around the globe transforming their lives by using
broadband Internet connectivity, why should you be left out?

Comprehension

I . Content Questions: Give brief answers to the questions that follow. The answers should be **no more than four words**.

1. What resources mentioned in the text can you find on the World Wide Web?

2. What do you need to appreciate what the Web has to offer?

3. What does broadband Internet connectivity bring you?

4. What do household users usually use broadband for?

Householders use broadband to download _____.

II. Group Work: Break into small groups and discuss the following questions. The teacher may ask you to repeat your group's answers to the class.

1. Does high-speed broadband connection improve on the traditional dial-up method? Why?
2. How does broadband Internet enable businesses to cut down the travel expenses of employees?
3. What benefits can large businesses gain by setting up an internal broadband Internet network?
4. What does broadband Internet connectivity bring to more and more people's lives?
5. Discuss with your partner the advantages and disadvantages of each of the above ways to access the Internet.

Language Practice

Study the words and phrases in the box. We have a number of exercises to help you learn how to use them.

Words and Phrases to Drill			
access	appreciate	connectivity	gateway
competitive	overload	annoying	household
internal	click	large-scale	flexibility
maintain	transform	a variety of	due to
make use of	cut down	leave out	

Vocabulary

I. Fill in the gaps with words or phrases chosen from the box. Change the form where necessary.

1. Until the new gym is built, you have no option but to _____ the existing buildings which may or may not suit your immediate requirements.
2. Citizens may have free _____ to the library.
3. Nobody can entirely keep away from this _____ world.
4. We all _____ a holiday after a year of hard work.
5. He may be naughty and _____, but he is a good boy for all that.

6. A good education can be the _____ to success.
7. Part of my job is to _____ a good relationship with our suppliers.
8. Society is made up of _____ people; some are good, others (are) bad, and still others (are) in between.
9. She _____ the date on the cheque.
10. Success and wealth _____ his character.

II. Word Formation: Fill in each blank with the right form of the word in the brackets.

1. She shows little _____ for good music. (appreciate)
2. We can now treat telephone and television as applications built upon any available _____. (connect)
3. America is a _____ society. (compete)
4. A fly kept _____ me. (annoy)
5. His plans were _____ overnight into reality. (transform)
6. Providing _____ work arrangements creates a more productive and effective work environment. (flexibility)

III. Consult a dictionary for the meanings of the phrasal verbs given below. Then fill in the blanks with the suitable phrasal verbs. Change the form where necessary.

cut down on	cut into	cut off
cut away	cut across	cut in

1. We _____ all the dead wood from the tree.
2. We may as well _____ the playground to save time.
3. Public transportation helps to _____ pollution and traffic.
4. You'd better not _____ before the boss finishes his speech at the meeting.
5. The mountain village was _____ by the snow for more than a month.
6. If their products are cheaper, they will definitely _____ our market.

IV. Extended Words and Expressions: The following are expressions related to Internet. Find items in Column A equivalent to those in Column B.

Column A
1. Intranet
2. Router
3. Multimedia personal computer
4. Network administrator
5. Cyber citizen

Column B
A. 路由器
B. 网络管理员
C. 局域网
D. 网民
E. 虚拟空间

6. Virtual space
7. Ethernet
8. Campus-wide area network
9. Domain name
10. Information technology
11. Firewall
12. Network neighborhood
13. Work station
14. Online trading platform
15. Hyperlink
16. Remote control
17. Bulletin board system (BBS)

F. 以太网
G. 信息技术
H. 网上交易平台
I. 多媒体个人电脑
J. 防火墙
K. 域名
L. 超链接
M. 公告板
N. 远程控制
O. 工作站
P. 校园网络
Q. 网上邻居

▮ Cloze

Choose the appropriate words and expressions to fill in the blanks in the passage below. Change the form where necessary.

The Internet is a global network 1 millions of computers. More than 100 countries are linked into exchanges of 2, news and opinions. Unlike online services, which are centrally controlled, the Internet is decentralized by design. Each Internet computer, called a host, is independent. Its 3 can choose which Internet services to use and which local services to make 4 to the global Internet community. Remarkably, this anarchy by design works exceedingly 5. There are a variety of ways to 6 the Internet. Most online services, 7 America Online, offer access to some Internet services. It is also possible to gain access 8 a commercial Internet Service Provider (ISP).

for example
click
through
connect
transform
access
well
data
such as
operator
available
download

▮ Translation

I. Translate the following sentences into English.

1. 他由于种种原因离开了已工作了近 20 年的公司。(a variety of)

2. 经过十年的改革开放后,农民能买得起更多的家用电器。(household)

3. 据说此游戏是展示中国文化的大型三维游戏。(large-scale)

4. 在汉译英中,我们常要把一些词省去不译。(leave out)

5. 汽车工业方面的竞争日益加剧,汽车的价格不断下降。(competitive)

6. 我们绝不可以把产量降低。(cut down)

7. 所有市民都可以免费使用这个公共图书馆。(access)

8. 我们正在多方面利用太阳能。(make use of)

II. Simultaneous Interpretation: Now the Chinese sentences are played back without stopping. Translate them into English orally at almost the same moment you hear them.

Text B

Word Tips

interactive /ˌɪntərˈæktɪv/	adj. 交互的 involving interaction between people
proliferation /prəʊˌlɪfəˈreɪʃən/	n. 激增 a sudden increase in the amount or number of sth.
tweet /twi:t/	vt. 在推特留言 to leave messages on Twitter
a host of	大量的 a large number of
incredibly /ɪnˈkredəblɪ/	adv. 难以置信地; 非常地 in a way that is difficult to believe; extremely
viral /ˈvaɪrəl/	adj. 病毒的 relating to a virus
savoury /ˈseɪvəri/	adj. 美味的; 令人愉快的 having a pleasant taste; pleasant
post /pəʊst/	vt. 发布 to put up a public notice about sth. on a wall or notice board

grace /greɪs/	<i>n.</i> 优雅 <i>polite and pleasant behaviour</i>
incentive /ɪn'sentɪv/	<i>n.</i> 动机 <i>sth. that encourages you to do sth.</i>
genius /'dʒiːniəs/	<i>n.</i> 天才 <i>sb. who has an unusually high level of intelligence or ability</i>
immense /ɪ'mens/	<i>adj.</i> 极大的 <i>extremely large</i>
repercussion /ˌrɪːpə(ɪ)'kʌʃən/	<i>n.</i> 反响, 反应 <i>bad effects of an action or event</i>
publicize /'pʌblɪsaɪz/	<i>vt.</i> 宣传 <i>to make sth. known to the public</i>
constructively /kən'strʌktɪvli/	<i>adv.</i> 建设性地 <i>usefully and helpfully</i>
forethought /'fɔːθɔːt/	<i>n.</i> 事先考虑 <i>careful thought or planning before you do sth.</i>
nurture /'nɜːtʃə/	<i>vt.</i> 培养 <i>to help sb. /sth. to develop</i>

When Social Media Goes Bad

1 Social media is defined as web-based technologies that enable interactive dialogue between communities and individuals.

We have seen a huge growth in its proliferation over the last few years. Businesses have had to take notice of social media because of its ability to command
5 both huge audiences and extremely targeted audiences.

More and more people are spending time online tweeting, “Like-ing” things on Facebook or sharing links, images and data on a host of social sites. Social networking now accounts for 22% of all time spent online in the US. In fact there are more people on Facebook now than there were on the planet 200 years ago.

10 There is no doubting that it is an incredibly useful tool for businesses of all sizes. But when something goes viral, organizations have their fingers crossed that it is something that will affect them positively, and not negatively!

However, what happens if it all goes wrong?

Domino's got into trouble recently when several members of the staff videoed
15 themselves behaving in a less than savoury manner at work and posting it on YouTube for the entire world to see.

Domino's initially suffered massive losses, but managed to turn things around using the positive powers of social media. They tweeted their way back into people's favor with their “Tweet for Treat” campaign. The concept is simple — the more you
20 tweet, the cheaper the pizza. Not surprisingly, Domino's is now pulling themselves back up after falling from grace slightly in the eyes of the public and with this new campaign they get free advertising and give people an incentive to “like” or “re-tweet” them. Genius!

25 Social media is an immense tool, but comes with serious repercussions if used incorrectly or without serious thought. There are many widely publicized instances of social media being used incorrectly with companies and individuals suffering immensely from the media.

30 The main thing to bear in mind when using social media tools for the good of your company — learn how it works before starting and never take it lightly. Listen to what people are saying about you and your brand and respond constructively and with a lot of forethought. If you take all of this on-board you will be able to build your digital personality as well as your brand and have huge success. Nurture your social media status and protect it so you don't end up in one of the many Top Ten Social Media Mistakes lists. Always try to be precise in your web marketing so that a mistake of yours will not go viral.

Notes to the Text

1. **Facebook:** 脸谱网 A social network service website
2. **go viral:** 像病毒一样迅速传播 spread rapidly like viruses on the Internet or other media
3. **Domino's:** 达美乐披萨 Domino's Pizza, an American restaurant chain
4. **YouTube:** The most popular video site on the Web.

Comprehension

I . Multiple Choices: Read the text and choose the best answer to each question or unfinished statement.

1. According to the passage, companies have to be aware of social media because it _____.
A. enables them to communicate with their customers
B. uses web-based technologies
C. has grown very rapidly in recent years
D. affects customers' opinions greatly
2. Which of the following statements is true?
A. Social media is more useful for big companies than for small ones.
B. Americans spend about more than one fifth of their time online using social media.
C. Social media always affects communities in a good way.
D. People don't share their personal information on social media.
3. The author uses the example of Domino's to prove that _____.
A. people should not video themselves and post the pictures on YouTube
B. companies could use social media for free advertising

- C. companies could use the positive powers of social media for their benefit
 D. companies should give customers discount for using social media
4. You will end up in a Top Ten Social Media Mistakes List if you _____.
 A. maintain your social media status regularly
 B. learn how social media works
 C. make any mistakes on social media
 D. do not take social media seriously
5. Which of the following examples does NOT fall into the category of social media?
 A. Television.
 B. Blogs.
 C. Online games.
 D. Microblogs.

II. Text Comprehension: Fill in the blanks in the table with the information you have read.

Definition	_____ -based technologies that enable _____ dialogue between communities and individuals	
Current Situation	— see a huge growth in its _____	
	— able to _____ both huge audiences and extremely _____ audiences	
	— accounts for _____ of all time spent online in the US	
	— useful tool for businesses of _____ sizes	
Example	Cause	Domino's staff videoed themselves behaving in an _____ manner and post it on YouTube, causing _____ losses for the company.
	Solutions	"_____" campaign: the more you tweet, the cheaper the pizza
	Result	The company pulled itself back up after falling from _____ in the eyes of the public.
Conclusions and Suggestions	— Social media is an immense tool, which may cause serious _____ if used incorrectly or without _____	
	— Learn how social media works before starting	
	— Listen to people's opinions and give _____ responses	
	— _____ your social media status and protect it	
	— Try to be _____ in web marketing	

III. Translate the following sentences into Chinese, and then paraphrase them.

1. Businesses have had to take notice of social media because of its ability to command both huge audiences and extremely targeted audiences.

2. But when something goes viral, organizations have their fingers crossed that it is something that will affect them positively, and not negatively!

3. Not surprisingly, Domino's is now pulling themselves back up after falling from grace slightly in the eyes of the public.

4. If you take all of this on-board you will be able to build your digital personality as well as your brand and have huge success.

Oral Practice

Discussion: Work in groups to discuss the following.

1. Give a few examples of traditional media and the current social media.
2. Discuss the differences between social media and traditional media.

You may refer to the following table as clues though you are not limited to them.

	Quality	Accessibility	Immediacy	Permanence	Others
Traditional Media					
Social Media					

Language Practice

I . Fill in the blanks with words or phrases given in the box. Change the form where necessary.

interactive	community	proliferation	command	host
incredibly	forethought	negative	repercussion	savoury
nurture	grace	incentive	immense	publicize

1. The party that _____ a majority of seats in Parliament forms the government.
2. After heavy drinking, the young man's behavior in the pub was far less than _____.
3. Awards provide an _____ for young people to improve their skills.
4. The economic crisis of that country had a _____ effect on its trade with the rest of the world.
5. The accused man conducted himself with _____ and dignity throughout the trial.
6. Regular visits from a social worker can be of _____ value to old people living alone.

7. Her teacher recognized and _____ her musical talent from an early age.
8. Owing to the restriction by the government, the reporter failed to _____ the unemployment issue.
9. Some _____ and preparation is necessary before you embark on the project that involves millions of dollars.
10. Since the company is one of the largest in the country, its collapse will have _____ for the whole industry.

II. Paragraph Translation: Translate the following paragraph into English.

以下数据可以说明社交媒体的使用情况及其对世界各地的人的影响。消费者花在社交网络上的时间持续长于其他类型网站——他们约 20% 的时间在用个人电脑上网, 30% 的时间在用手机上网。在年龄为 25—34 岁的人群里, 51% 的人会在办公室使用社交网络, 超过其他任何一个年龄组。65 岁及以上的人群中有四分之一的人使用社交网站。高校学生中有六分之一注册了在线课程(curriculum)。

III. Simultaneous Interpretation: Now the Chinese paragraph is played back without stopping. Translate them into English orally at almost the same moment you hear them.

Text C

A Simplistic Facebook Strategy for Social and Business Benefits

(A)

Are you aware that without at least a simplistic Facebook strategy your business will not benefit nor will you benefit socially from being involved with the over half-billion Facebook subscribers(用户)? To fully grasp the possibilities waiting for you on Facebook, think of yourself being dropped into a foreign country like the People's Republic of China or India, with no language barriers. There are endless masses of people waiting for you to connect with them. In fact the Facebook community is more valuable than being dropped into a large and thriving country. You see there are no walls on Facebook. All you have to do to connect with someone is send a request and wait for their response.

(B)

Setting up a Facebook account and waiting for friends to find you will turn out to be a strategy for failure. Step one towards success is to set up your Profile. It takes a little

time, but the goal is to portray your life, your personality, your likes and dislikes in your profile. You provide historical details of where you grew up, where you went to school and what you have done with yourself in your adult life vocationally and in building a family. By providing as many details as possible you give potential friends multiple points of interest to connect with you on Facebook.

(C)

The next step in your Facebook strategy is to collect and gather friends. You should look for people with like interests. You can “legally” send out up to 25 or 30 friend requests per day through the site. Anything above that could get you in trouble with Facebook or even have your account shut down. When you send a friend request, always send a note of introduction and personally invite people to join your fan base. A friend request by itself could cause your invitation to be ignored or rejected. Likewise, when they accept your request, return their acceptance with a personal note of gratitude.

(D)

With hundreds of new fans added to your account each month, the next step in your strategy is to keep your fans actively engaged. Many people will tell you to “brand yourself” on your social sites, but I say it’s even better just be a genuine and transparent part of the community with your Facebook presence.

(E)

You have two platforms to initially engage your fans. You want to post valuable, entertaining, and stimulating information on your wall throughout the day and night. Secondly you will want to read and respond to the information posted by others throughout the day and night. Through this process others will get to know you, your likes and interests, and you will grow in relationship with them as well.

(F)

There are three options to respond to the posts of your Facebook friends. The most simplistic method is to hit the Like button over the post that allows you to agree with the content of other fans. It is an easy way to let them know that you are attentive(关心的) to their posts, but we often ignore it in our rush to move on to the next post. Secondly you can comment and share your thoughts concerning their content. Always keep your comments courteous and edifying and they will no doubt do the same for you. A genuine comment will go a long way in opening a door to form an enduring relationship with others. Finally, if you really like and connect with someone’s post, then share it on your wall as well. When you do so, always acknowledge where you got the information.

(G)

Don’t forget when you are posting and sharing to solicit(征求) active involvement from your fans in relation to the post. For example you can write, “If you can relate to this post, click Like.” Or you could say, “If you agree with this post, click Like and Share it on your Wall.” More often than not people won’t do anything if you don’t encourage them to do so.

(H)

The final Facebook Strategy that I will touch on in this article is that of promoting

your business on Facebook. Just like in any community, it is perfectly acceptable to share your business interests and endeavors on Facebook. But there is a right way and a wrong way to present your business.

(I)

Just like people in the mall might get offended when you walk up and ask them to take a look at your business, so will the Facebook community turn away from you if all you do is talk about your business. Before you post about and/or promote your business everything that I have discussed in this article should be solidly in place. In other words you will not join Facebook today and tomorrow start posting information about your business. If all of your posts are an invitation to look at your business or join it, I promise you that more often than not people will ignore you and your business. The best way for you to open a door for someone to look at your business is when the relationship is warm and inviting. Until you get to that point, you are spinning your wheels with your advertising mania(狂热)!

(J)

As I conclude this article, I reiterate(重申) that the Facebook Strategy that I have presented is a simplistic one. It is not rocket science, but once defined and applied, you will begin to experience more satisfying involvement and results as you interact with the Facebook community. Once this basic strategy is mastered and in place, you can advance to becoming a leader on the site and learn to maximize the benefits of being a part of an active and thriving community.

Exercise 1. Matching

Read the passage with ten statements after it. Each statement contains information given in one of the paragraphs. Match each statement (marked with a number) with a paragraph (marked with a letter). You may choose a paragraph more than once.

1. It is important to gather fans by sending an introduction together with your “friend request”. This may help when you try to invite people with similar interests.
2. To connect with millions of Facebook users may prove to be an easy way of promoting your business.
3. You should not start promoting your business before you have a fan base.
4. By adding comments and sharing your thoughts under other people’s posts, you are actually telling them you do care about their lives.
5. If your posts are always fun to read, many people may “Like” you and want to “Friend” you.
6. In order to be connected with more friends on Facebook, it is suggested that you should actively introduce yourself to others, such as your favourite singer, birthday wish, ambition of life, etc.
7. If you send more friend requests than allowed in one day, you may be putting your account at risk.
8. Too often, we ignore other people’s posts, only because we are not asked or encouraged

to Like them or Share them.

9. The author concludes that if you follow his advice and apply all the suggested strategies, then you will probably be a master of Facebook promotion.
10. If you really appreciate a certain post, you can share it on your wall without forgetting to tell people where you have found it.

Exercise 2. Paraphrase

1. To fully grasp the possibilities waiting for you on Facebook, think of yourself being dropped into a foreign country like the People's Republic of China or India, with no language barriers.

2. Many people will tell you to “brand yourself” on your social sites, but I say it's even better just be a genuine and transparent part of the community with your Facebook presence.

3. A genuine comment will go a long way in opening a door to form an enduring relationship with others.

Language in Use

Reading out Task

Read the following passage out and learn it by heart.

“I tell you I must go!” I retorted, roused to something like passion. “Do you think I can stay to become nothing to you? Do you think I am an automaton? — a machine without feelings? and can bear to have my morsel of bread snatched from my lips, and my drop of living water dashed from my cup? Do you think, because I am poor, obscure, plain, and little, I am soulless and heartless? You think wrong! I have as much soul as you, and full as much heart! And if God had gifted me with some beauty and much wealth, I should have made it as hard for you to leave me, as it is now for me to leave you. I am not talking to you now through the medium of custom, conventionalities, nor even of mortal flesh; — it is my spirit that addresses your spirit; just as if both had passed through the grave, and we stood at God's feet, equal, — as we are!”

Excerpt from *Jane Eyre* by Charlotte Brontë

Comprehensive Tasks

1. Read the following passage and answer the following questions.

Hip-hop is a cultural movement that began among urban Africans, Jamaicans and Latinos in the Bronx borough of New York City during the early 1970s, and has since spread around the world. The four main aspects, or “elements”, of hip-hop culture are MCing (rapping), DJing, graffiti, and breakdancing. Some consider beatboxing the fifth element of hip-hop; others might add political activism, hip-hop fashion, hip-hop slang, double dutching (an urban form of rope skipping) or other elements as important facets of hip-hop. The term has since come to be a synonym for “hip-hop music” (or “rap”) to mainstream audiences.



In recent years the focus has been centrally placed on rapping producing. The origin of the term “hip-hop” itself is unclear; but, over time, the term has taken on a life of its own. The movement that later became known as “hip-hop” is widely accredited to have begun with the work of DJ Kool Herc in the early 1970s, while competing DJ Afrika Bambaataa is often credited with having invented the term “hip-hop” to describe the culture. A variety of mythical etymologies and complex meanings have been attached to the term and continue to propagate within the “hip-hop” community. Beginning in the early 1990s hip-hop was almost as popular as rock and roll, and by 2002 was the clear winner in terms of popularity.

- 1) Where did the hip-hop movement originate? When did it begin?
- 2) What are the four main elements of hip-hop culture?
- 3) What has been the focus of hip-hop culture in recent years?

2. Fill in the blanks in the following sentences with a proper preposition.

- 1) Founded in 1753 and home to a large number of treasures, the British Museum in London is taking _____ a new look on Thursday.
- 2) In general, if a company's share price has continued to climb _____ time, the company and its management are considered to be doing a good job.
- 3) Thain is credited _____ turning the NYSE into a publicly traded global exchange group and increasing the use of automated trading.
- 4) Please see my Personal Statement, which is attached _____ my résumé.
- 5) What's the best company you've dealt with _____ terms of customer service, and what is it that makes it so effective?

Career Skills

Memo

Complete the following memo by filling in the gaps with appropriate words.

- (1) _____
- (2) _____ : Northwest Area Sales Staff
- (3) _____ : Management
- (4) _____ : November 14, 2003
- (5) _____ : New Monthly Reporting System

We'd like to quickly go over some of the changes in the new monthly sales reporting system that we discussed at Monday's special meeting. First of all, we'd once again like to stress that this new system will (6) _____ you a lot of time when (7) _____ future sales. We understand that you have concerns about the amount of time that will be initially required for inputting your client data. Despite this initial effort, we are confident that you will all soon enjoy the benefits of this new system. Here is a look at the (8) _____ you will need to follow to complete your area's client list:

1. (9) _____ on to the company website at <http://www.picklesand-more.com>.
2. (10) _____ your user ID and password. (These will be issued next week.)
3. Once you have logged on, click on "New Client".
4. Enter the appropriate client information.
5. (11) _____ steps 3 and 4 until you have entered all of your clients.
6. Once this information has been entered, select "Place Order".
7. (12) _____ the client from the drop-down list "Clients".
8. Choose the products from the drop-down list "Products".
9. Choose the shipping specifications from the drop-down list "Shipping".
10. (13) _____ on the "Process Order" button.

As you can see, once you have entered the appropriate client information, processing orders will require NO paperwork on your part.

Thank you all for your help in putting this new system into place.

Best regards,
Management

Grammar

被动语态 The Passive Voice

语态有主动语态和被动语态之分。被动语态的主语是动作的承受者,动作的執行者由 by 引导,且经常省略。只有及物动词才有被动语态。其基本构成是:助动词 be+过去分词+by 短语。

不同时态的被动语态的构成

被动语态的形式	范 例
一般现在时 am/is/are done	These rugs are made with selected wool, and you will find that they are greatly valued.
一般过去时 was/were done	Quite a few people were killed in the road accident last month.
一般将来时 shall/will be done	You will be severely punished for failing to obey the rules.
过去将来时 should/would be done	He said the goods would be shipped the following day.
现在进行时 am/is/are being done	The suspect is being questioned by the police.
过去进行时 was/were being done	Attempts were being made to increase the proportion of electrically-powered vehicles on the road.
现在完成时 have/has been done	It has been found that unattractive individuals commit more crimes compared with average-looking ones.
过去完成时 had been done	When he got home, he found that many valuables had been stolen.
一般将来完成时 shall/will have been done	The construction of the railway will have been completed by the end of next year.
过去将来完成时 should/would have been done	He believed that Japan would have been surpassed by China in trade volumes by the end of the year.

主动形式表示被动意义

1. 英语系动词 taste, feel, prove, sound 等表示被动意义时,用其主动形式,后面接形容词作表语。

The food tastes so delicious.

The idea proved impractical.

2. wash, clean, cook, drive, iron, cut, sell, read, wear, draw, write, sell 等词的主动式可表示被动,通常与 well, easily 等副词连用。

This book sells quite well abroad.

The pen writes easily.

3. blame, let, rent 等词用在 be to do 结构中常用主动式表示被动。

He is to blame for the accident.

The apartment is to let.

4. 在 need, require, want, deserve 后接动名词主动表示被动,接动词不定式则用被动形式。worth 后只接动名词主动表示被动。

The house is so dirty that it needs cleaning. (=to be cleaned)

The book isn't worth reading a second time.

5. 动词不定式作定语与其修饰语构成动宾关系时,用主动形式表示被动意义。如果该动词是不及物动词,其后还需加上相应的介词。

There is still a lot of work to do.

She has two children to look after.

其他形式的被动语态

形式	范 例	说 明
情态动词	Something urgent must be done to stop juvenile delinquency.	情态动词的被动语态为:情态动词+be 动词+动词过去分词。
双宾语	Yesterday, Peter was given a ticket for speeding. Yesterday, a ticket was given to Peter for speeding.	可以将直接宾语或间接宾语作为主语。
复合宾语	The room ought to be kept clean.	将复合宾语的宾语变为主语,补足语称为主语补足语。
动词短语	The issue of cloning has been talked about for quite a few years.	“动词+介词”,如 look after, talk about 等。
	The stock exchange center will be pulled down next week.	“动词+副词”如 pull down, turn off 等。
	The president was looked up to by every employee.	“动词+副词+介词”,如 check up on, look down upon 等。
	When a contract is signed, the details of the clauses should be paid attention to. When a contract is signed, attention should be paid to the details of the clauses.	“动词+名词+介词”构成的短语,如 make a mess of, pay attention to, take advantage of, take care of 等转换为被动语态时常有两种:把短语动词当作一个整体;把短语动词的名词作为主语。

Choose the best answer from the four choices.

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