

Unit 1 The Internet

互联网

Unit Goals

After you have learnt this unit, you should be able to do

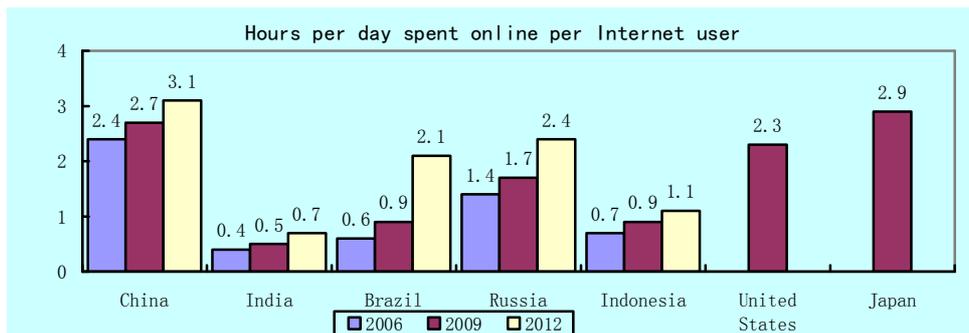
1. Talk about the Internet
2. Discuss computer security
3. Write an e-mail

After you have learnt this unit, you should learn about

1. Finding a bargain online
2. Online piracy
3. Spy software
4. Greeting and introduction

Lead-in

Look at the following graph and discuss the questions with your partner.



1. How long did the Internet users in USA spend online per day in 2009?
2. Did the Internet users in Russia spend more time online in 2009 than in 2006?
3. How long will the Internet users in China spend online in 2015?
4. How many hours do you spend online every day? What do you usually do online?

Section 1 Talking

Part A Let's Talk

Dialogue One Getting Online

F = Father D = Daughter

- F: Dear, you have been at home for a couple of days. What's wrong? Are you out of work?
D: No, I am not. Our company has set a new rule recently. We can work at home.
F: That's convenient.
D: Right. I use the computer to do my design work at home. After I finish my design I send it back to the company through the Internet.
F: What will you do if you meet with any problem in your design?
D: I can communicate with my colleagues by e-mail or via video link.
F: Oh, how useful the Internet is!
D: Sure! Apart from that, I can make new friends from around the world.
F: That's amazing. What else can you do?
D: I can look for lots of information, download movies and music, play computer games and much more.
F: That sounds really wonderful. Oh, it's nearly 12 o'clock. I have to prepare lunch for us.
D: Take a rest, dad. Let me order a meal online. What would you like to have, Chinese food or Western food?
F: Chinese food, of course!

Dialogue Two On Computer Security

B = Benjamin E = Engineer

- E: What can I do for you, sir?
B: My computer broke down when I was surfing the Internet.
E: Did you go to any illegal website?
B: No, never. But does that matter?
E: Yes, your computer can be easily infected by viruses if you do.
B: I see. I'd better never try.
E: That's wise.
B: Do you know what's wrong with my computer?
E: Just a minute, please.
(After a while...) Oh, yes, it has been infected by a virus, and you haven't got any anti-virus software in your computer, right?
B: Is anti-virus software necessary for a computer?

- E: Of course. You'd better learn something about it.
 B: Yes. But what about the data I've stored in the computer?
 E: Don't worry, it should have been protected automatically. And I've got an anti-virus software here. Do you want me to install it now?
 B: Yes, please.

Notes:

1. infect 传染; 使感染

One of the boys in the class had a fever and he soon infected other children.
 班上的一个孩子发烧了, 不久他就传染给了其他孩子。

2. You'd better... 你应该, 你最好……

You had better cross out the last name. 你最好把最后一个名字划掉。

Part B Let's Practice**1. Read the following dialogue and fill in the missing words according to the Chinese.**

- Tom: Jim, whenever I see you, you are in the middle of _____ 1) (上网). Do you really like it?
 Jim: Yes, of course. I can't live without the Internet.
 Tom: What are you doing with it?
 Jim: Thousands of things! I can send emails, download files, view video clips, _____ 2) (听音乐和玩游戏) with unknown friends, and most important, I can chat with my friends online.
 Tom: That's cool.
 Jim: In addition, I can also _____ 3) (在网上购物) without going out to physical stores.
 Tom: That's really amazing. Can I _____ 4) (学习课程) through the Internet?
 Jim: Sure. You can go to a training website, and _____ 5) (选择你喜欢的课程). Sometimes it is free.

2. Read and complete the following dialogue with the Chinese given in the brackets.

- Mary: Have you heard the computer center has been connected with the Internet?
 Kate: Great! I want to know the latest news all over the world. _____ 1) (我应该怎么做?)
 Mary: You may go to the Newlink. Frequent updates to the site make it a great reference point for journalists and other media representatives. The website is : <http://www.newlink.org/>.
 Kate: Just a minute, please. _____ 2) (我写下地址。)
 Mary: OK. When you get to the page, you can choose from the major categories (for example, newspaper, broadcast or magazine), then select a country or a region you wish to search.
 Kate: Great! _____ 3) (我们去给朋友发几封电子邮件吧。)
 Mary: But I don't have any e-mail account.
 Kate: Don't worry about that. _____ 4) (你可以注册一个免费电子邮件账号。)

Mary: How can I get a free account?

Kate: It is very simple. Just go to the home pages of the free e-mail account providers and register an account according to the directions.

Mary: OK. _____ 5) (我马上去注册。)

Section 2 Listening

Listen and Judge

1. Listen to a short passage and decide whether the following statements are True or False.

- 1) You can make friends through the Internet. ()
- 2) Many young people can talk with different people from different cultures. ()
- 3) To protect yourself, you should never talk to any stranger online. ()
- 4) You shouldn't tell your home address to strangers online. ()
- 5) If someone says something you feel uncomfortable with, you must tell him or her. ()

Listen and Answer

2. Listen to the passage again and answer the following questions.

- 1) What do young people think of the Internet?
- 2) What can young people learn by talking with people on the Internet?
- 3) What's important for young people to know when talking with strangers online?
- 4) What should you do to protect yourself online?
- 5) What should you do if you feel uncomfortable with the topics of conversation?

Listen and Complete

3. Listen to another short passage and fill in the missing words according to what you hear.

Spy Software

Your hard drive may be home to spy software programs that monitor your _____ 1) and send off your personal data. Gator, a digital wallet, can remember _____ 2). Once you install it in your computer, Gator sends your browsing habits to advertisers to know _____ 3) you like and what type of ad. should pop up on your screen.

It seems that about _____ 4) computers has Gator, another one out of ten might have another program that's similar. Computers _____ 5) perhaps a quarter, or even a half, has one or another of these programs installed. It knows every website you've been to, in what order, on what says. Gator knows your _____ 6) and of course, also your name and address, _____ 7) and email. So if you're asked whether you'd like to install something, and you're not quite sure, the _____ 8) is always no.

Spy software isn't new, but it's _____ 9) . It is reported that more than _____ 10)

people have spy software sitting on their systems.

Listen and Answer

4. Listen to the passage again and answer the following questions.

- 1) Where is spy software usually hidden? What harm does it usually do to the Internet users?
- 2) What is Gator?
- 3) What percentage of the computers has got Gator installed in?
- 4) What should you do to protect your personal information?
- 5) According to the report, how many people have got spy software installed in their computers?

Section 3 Reading

Passage One

Pre-reading Task

Before reading the passage, answer the following questions.

1. Where do you go when you want to buy fruit and vegetables? And when do you want to buy electronic goods such as computers, digital cameras?
2. Do you think websites can help you decide what to buy?

Site Comparison

Compare before you buy—how to find a bargain online

The competition between e-commerce providers almost runs through the field of the Internet in 2012. Icon, e-commerce provider owned by Tencent, has announced to enter Chongqing and Chengdu with an investment of 1 billion yuan, planning to catch up with Jingdong Mall. The Wal-Mart Stores Inc became the controlling shareholder of Shanghai Yi Agel Ecommerce Ltd. in 2012, the sum of business transaction of TMall exceeded 1 trillion yuan, accounting for 5.4 percent of China's total retail sales of consumer goods in 2011. About 800 million items are on sale via stores on Alibaba's two online platforms, luring more than 60 million visitors a day. As many as 48,000 items are sold every minute on Taobao.com alone.

Online shopping is becoming more and more popular. And there are thousands of shopping websites selling just about everything. But where can you find the best deals?

If you're really looking for a bargain, you need to visit a price comparison website. One such site is www.ciao.co.uk, which is owned by Microsoft. The site compares prices on over 2,000 online websites. Other helpful places include www.shopping.com and www.moneysavingexpert.com.

If you're looking something more specific, there are lots of other helpful websites. For example, if you want to buy some fresh fruit and vegetables, you'll find some helpful information at www.farmersmarkets.net. And if you're looking for top quality goods, you can go to

www.supermarketownbrandguide.co.uk for all sorts of things, including sugar-free cereal, gluten-free cakes or delicious cheese. If you're a wine lover, you should use www.wine-searcher.com, which is a New Zealand website that provides advice on where to buy the best value wine around the world. It lists over 600 shops in the UK alone!

When it comes to electronic goods, Amazon is the market leader. But there are alternatives. If you want video games, go to www.play-asia.com, a site that sells Japanese games before they're available in Europe, and at lower prices too. If you're looking for cheap gadgets, have a look at www.dabs.com.

If you're shopping for something new, you'll probably have some old things you no longer want. So, what can you do with them? Well, rather than throw them away, you can go to www.freecycle.org. This organization operates in 85 countries and helps people give away stuff for free. You can also find lots of second-hand goods for nothing!

Of course, an online shop might not always be the best place to go to. Remember, if you're buying online, you need to add delivery changes to the online prices. This will reduce your savings.

So, sometimes it might be worth buying the product from a "real" shop. Once you find a cheap product online, see if your local shop can offer you the same deal. They might just drop their prices for you!

It's never been easier to find something to spend your money on. And if you want to spend your money wisely, there are lots of places to help you.

Happy shopping!

Reading Comprehension

1. Choose the best answer from the four choices given below according to the passage.

- 1) Icon, e-commerce provider owned by Tencent, is going to _____ with an investment of 1 billion yuan.
 - A. exceed Jingdong Mall
 - B. compete with Amazon
 - C. catch up with TMall
 - D. catch up with Jingdong Mall
- 2) You need to _____ to look for a bargain.
 - A. visit a price comparison website
 - B. go to the shopping mall
 - C. visit Taobao
 - D. compare the prices
- 3) If you want to buy some fresh fruit and vegetables, you'll find some helpful information at _____.
 - A. www.supermarketownbrandguide.co.uk
 - B. www.farmersmarkets.net.
 - C. www.play-asia.com

- D. www.freecycle.org
- 4) If you have some old things you no longer want, you can _____.
- throw them away
 - send them to your friends
 - go to www.freecycle.org
 - sell them online
- 5) If you're buying online, you need to add _____ to the online prices.
- tips
 - delivery changes
 - the insurance premium
 - the cost of goods

2. Read the passage and match each of the following products with the corresponding website.

sugar-free cereal	video games	fresh fruit
second-hand goods	cheap gadgets	wine

1)	www.farmersmarkets.net
2)	www.supermarketownbrandguide.co.uk
3)	www.wine-searcher.com
4)	www.play-asia.com
5)	www.dabs.com
6)	www.freecycle.org

Vocabulary & Structure

3. Fill in the blanks with the proper words or expressions given below, changing the form where necessary.

competition	announce	compare	include	alternative
operate	deliver	worth	rather than	more and more

- 1) The police _____ the suspect's fingerprints with those found at the crime scene.

- 2) If you can guarantee punctual _____, we shall place order with you.
- 3) The council has organized a series of events and _____ for school children in the area.
- 4) I prefer to walk there _____ take a bus.
- 5) The president will _____ a momentous decision.
- 6) The rent doesn't _____ gas, electricity or water.
- 7) They _____ three factories and a huge warehouse.
- 8) In some developing countries _____ people are moving to urban areas.
- 9) Do you have an _____ solution to the problem?
- 10) Such a trifling thing is hardly _____ mentioning.

4. Read the samples and then translate the Chinese into English by simulating the structure of the samples.

1) In 2012, the sum of business transaction of TMall exceeded 1 trillion yuan, accounting for 5.4 percent of China's total retail sales of consumer goods in 2011.

Petrochemicals today account for one fourth of all the chemicals made, in ten years this amount is expected to double.

棉花占我们出口的 70%。

2) Online shopping is becoming more and more popular.

The soil becomes more and more acidic as pollution mounts up.

这个城市越来越繁华了。

3) When it comes to electronic goods, Amazon is the market leader.

When it comes to fashion she just follows the crowd.

就收入方面的协议而言，我们持有相同的意见。

4) Well, rather than throw them away, you can go to www.freecycle.org.
Rather than ask for blessings of fortune and longevity, ask for peace of mind.
与其乘汽车旅行，我宁可走路。

5) Once you find a cheap product online, see if your local shop can offer you the same deal.
Once he made a promise, he would never fall back.
价格一经商定，交易很快就达成了。

Passage Two

Online Piracy

Millions of people illegally download movies, music and video games every day. But can online piracy be stopped?

Online piracy is a serious and expensive problem. Recent figures show that 90% of files transferred over file-sharing networks are copyrighted. And it costs the US economy up to US\$250 billion a year. But at the heart of the matter there's a moral question to consider. Is it fair that someone can download for free in seconds something that took a team of people months of hard work to create?

So, what are governments doing about online piracy? Some countries have passed through new laws. In Spain the government can now shut down Spanish-based file sharing websites or block access to overseas-based sites. Also, governments are going after high-profile pirates. Kim Dotcom, the flamboyant owner of Megaupload.com, was recently arrested in New Zealand. He's been accused of piracy because many people were using his website to swap copyrighted files.

But are laws and arrests really the best way to stop piracy? Many people aren't so sure. The problem is that films are released at different times all over the world. Kim Dotcom says that a teenager in Germany, for example, has to wait six months to see a movie that has come out in the US. So, instead of waiting, they download it illegally. Kim says, "If everybody had access to content at the same time, you wouldn't have a piracy problem."

American company Netflix lets users stream films to their TV. But many complain that Netflix's selection of movies is too small and that there aren't enough new releases. One reason for this is studios release films on DVD and then, after a few months, make them available for streaming. Why? Because they want people to buy the DVD. But what actually happens is one person buys the

DVD, they upload it to a file-sharing site and everyone else downloads it for free.

American law student Srikant Mikkilineni believes that if movie studios and record companies want to beat the pirates, they need to make it just as simple and quick to get content legally. "I think people would pay for content if it's reasonably priced and it's available when they want it," he adds.

This is already happening with music. Spotify is a program that lets you stream music to your computer for just \$5 per month. And since it launched in Sweden in 2009, online music piracy in Sweden has dropped 25%. What's the key to its success? Spotify has a large range of music, songs are instantly available and the service is reasonably priced.

But easy access isn't the only possible solution. Economics professor Glenn MacDonald thinks he has the answer to music piracy. He says record companies should give albums away for free (as a kind of advertisement for a band) and then make money off tours and merchandising.

And that's not such a ridiculous idea. The albums of heavy metal group Manowar are among the most pirated on the Internet. But instead of costing the band money, it's made them a fortune from their tours, which are full of fans who discovered the band by illegally downloading the music.

Online piracy is a complex and controversial issue. And one thing's for sure, it's not going away anytime soon.

Reading Comprehension

1. Decide whether the following statements are True or False according to the passage.

- 1) Online piracy is a serious problem. 90% of files transferred over file-sharing networks are copyrighted. ()
- 2) There's a moral question to consider in online piracy. ()
- 3) In Spain the government has taken measures on online piracy. ()
- 4) Laws and arrests are the best way to stop piracy. ()
- 5) If films were released at different times all over the world, there wouldn't been a piracy problem. ()
- 6) Economics professor Glenn MacDonald thinks giving albums away for free is a possible solution. ()

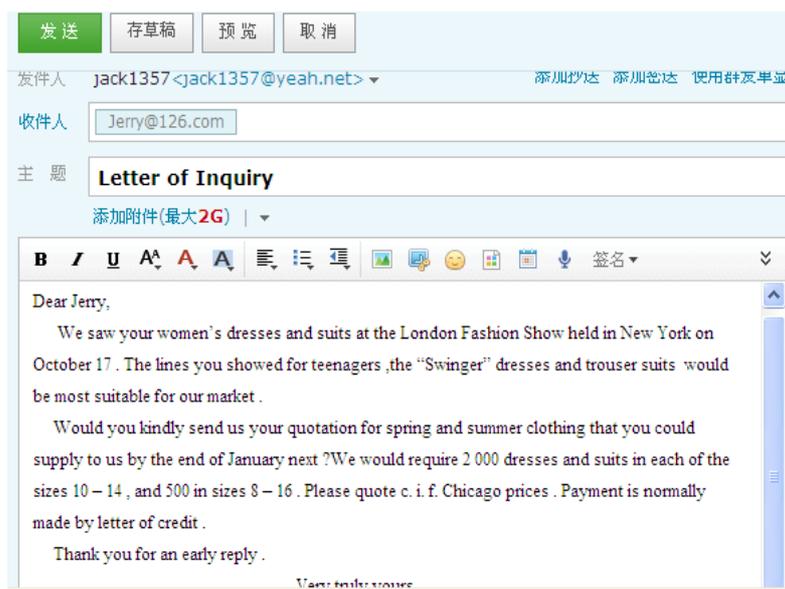
2. Answer the following questions according to the passage.

- 1) Why was Kim Dotcom arrested?
- 2) What's the problem with the release dates of films?
- 3) What complaints have some people made about the company Netflix?
- 4) What solution to online piracy does Srikant Mikkilineni suggest?
- 5) What's the key to Spotify's success?

Section 4 Writing

How to Write an E-mail

1. Read the Sample



2. Think and Answer

- 1) Who is the addresser? And who is the addressee?
- 2) What's the e-mail about?

3. Try to Learn

- 1) 电子邮件一般由发件人(from)、收件人(to)、主题(subject)和正文(body)组成。邮件正文与英文书信相同，主要由称呼、正文和落款三部分组成。
- 2) 附件中可以添加文档。比如：“Li Qiang's Paper”(40.1KB)。

4. Do It Yourself

说明：根据下面的信息写一封电子邮件。

发件人：Jerry

收邮件人：助理 Mary

发邮件日期：2011年12月3日

内容：Jerry 计划于12月5日到深圳出差，请助理 Mary 帮你订一张12月5日上午（最晚下午四天前）到达深圳的机票。

To: Mary (Mary0908@hotmail.com)

Subject: _____

Date: _____

Dear Mary,

Jerry

Section 5 Business Etiquette

Greeting and Introduction

When doing business, we should learn to give a good professional greeting and follow proper etiquette on introducing people to one another. Doing so will avoid any embarrassing mishaps and will convey good graces, which need both good verbal and body language.

Greeting People

When greeting others, make eye contact with the person and smile at the person in a friendly manner. Say “hello” and provide your full name if you have never met before. Give the individual your specific job title to ensure that he or she has a chance to process and remember the information. Address the person by the appropriate title, such as Mr. or Mrs.

Extend your hand with your fingers together and your thumb up and give the person a firm handshake. Say “It’s very nice to meet you” or something to that effect as you are shaking hands. Make sure you touch the web of your hand to the other person’s web and give it one or two pumps. The handshake should be firm but not too much of a squeeze.

Self-introduction

When making a One-on-One introduction, wait for the right moment to introduce yourself to someone you do not know. Interrupting people while they are occupied is rude. After a proper greeting, ask them if they have some time to speak with you. If the person does have the time to speak with you, state your business clearly and briefly, being careful not to take up too much of their time. Otherwise, give them your business card and ask if you may contact them at a later time.

When making a group introduction, stand and face the group, speak loudly and clearly. Look around the crowd while you are speaking, and make eye contact with as many group members as possible. Greet the crowd and state your name, your profession, the organization you work for and your role in the group. Be aware of time constraints and tailor your introduction to the amount of time available.

Introduction to Other People

When introducing two people, you should say the name of the higher ranking person first. Do not bring up personal, health or appearance related topics. Many people may find such topics offensive to discuss with a stranger. Instead of saying “Mrs. Doe, please meet Mr. Field.”, you should speak clearly and in a pleasant tone like “I would like to introduce you to Mr. Field,” or “May I please introduce you to Mr. Field?” Avoid shrugging or slouching as it may imply you are uninterested or lack confidence.

Discuss the following questions with your partner.

- 1) Why are proper greeting and introduction important?
- 2) Do we just use verbal language when greeting others and making introduction?
- 3) How do you make handshake with others?
- 4) What should you do when making a group introduction?
- 5) What topics should you try to avoid when introducing two people?