

Unit 4:

Communicate Online

After learning this unit, you will be able to ...

- ↘ Create a rule in Microsoft Outlook 2010
- ↘ Share a file with Windows Live SkyDrive
- ↘ Send a **file**¹ through Windows Live Messenger 2011
- ↘ Create a **contact**² in Microsoft Outlook 2010
- ↘ Send an e-mail with an **attachment**³ in Microsoft Outlook 2010
- ↘ Use Skype to talk with others
- ↘ **Communicate**⁴ with Windows Live Messenger on Mobile
- ↘ Create a **signature**⁵ in Microsoft Outlook 2010
- ↘ Get an overview of the basic **functions**⁶ of blogs
- ↘ Have a better understanding of **Instant Messaging**⁷
- ↘ Learn to ask for **feedback**⁸ from customers via email
- ↘ Understand how to exchange **Business Cards**⁹

¹ file	['faɪl]	<i>n.</i>	文件
² contact	['kɒntækt]	<i>n.</i>	联系人
³ attachment	[ə'tætʃmənt]	<i>n.</i>	附件
⁴ communicate	[kə'nju:nikeɪt]	<i>v.</i>	沟通, 交流
⁵ signature	['sɪɡnɪtʃə]	<i>n.</i>	签名
⁶ function	['fʌŋkʃən]	<i>n.</i>	功能
⁷ Instant Messaging	['ɪnstənt][ˈmesɪdʒɪŋ]		即时通信
⁸ feedback	['fi:dbæk]	<i>n.</i>	反馈
⁹ Business Card	['bɪznɪs][kɑ:d]		名片

I. Unit Overview

In this unit, the students will learn the background knowledge, basic concepts, technical terms, solutions, vocabulary and expressions about *how to communicate online*; learn how to understand and identify the detailed information from the listening materials about the topic; how to start and manage the conversations about the topic, and how to write an email in the correct form.

II. Key Points and Difficult Points

Key Points:

1. Remember the technical vocabulary and expressions about *how to communicate online*;
2. Listen to the passages and instructions about *how to communicate online*;
3. Start and manage the conversations about *how to communicate online*;
4. Learn more about *how to communicate online* via the two reading passages;
5. Write a technical email of *asking for feedback*.

Difficult Points:

1. Understand the technical information and matters in different situations about *how to communicate online*;
2. Understand and talk about topics about *how to communicate online* with the proper technical terms, vocabulary, expressions and structure.

Suggestions:

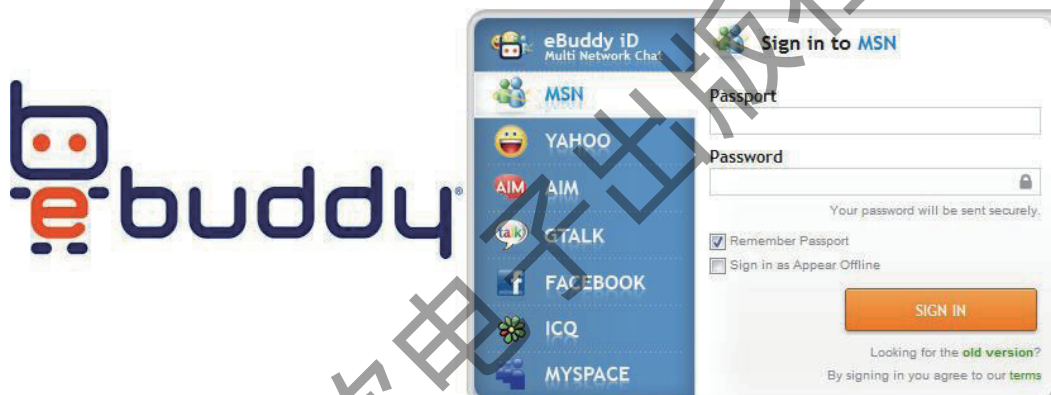
1. For listening: The students should listen to the instructions and passages about how to communicate online, fulfill corresponding tasks, such as picking out words or expressions, answering questions, filling in blanks, operating and retelling, etc.;
2. For speaking: The students should make up conversations to raise questions or solve problems according to the Chinese information;
3. For reading: The students should learn about basic functions of blogs; have a better understanding of Instant Messaging;
4. For writing: The students should try to write a technical email of asking for feedback.

Part 1: Listening

1. Choose the Proper Words or Expressions

Listen to a short passage. Pick out the underlined words or expressions which are the closest to what you have heard.

There are many popular multi-protocol ①instant messages; ②actual time connections which connect to many accounts such as Yahoo, Hotmail, AOL... all through a single ①application; ②customer. But these are all Windows based desktop programs. They require you to have the client installed in your system before you can use them. What if you need to ①register; ②enter information to begin your IM accounts similar to a multi-protocol messaging system, but you don't have privileges to install anything?



Here comes the need for online instant messaging applications. If you like to use your online messenger service, you can now access it and all of your buddylinkmen from your mobile phone using Ebuddy. Ebuddy is a free service that ①applies; ②conveys your MSN, Yahoo, or AIM account to your phone without any downloads or registration. This way you can keep up with your online friends on the go, and update your ①short description; ②outline as you wish.

2. Answer the Questions

Listen to a short passage. Try your best to understand the lines and answer the following questions.

(1) What is Face book?

(2) How many Facebook active users were there in July, 2010?

(3) What do users mainly do with Facebook?

(4) What is the age limit for the Facebook users?

3. Dictation

Listen to the following two short passages and fill in the blanks with the words you have heard.

3.1 Outlook 2010: Creating a Rule

Are you overwhelmed by the number of e-mail messages in your Inbox? Instead of constantly organizing an ever-growing number of messages manually, use the Rules to help you automatically process and organize your messages.

This procedure explains how to create a rule to filter your Outlook e-mail.

- (1) In the **Navigation Pane** click **Mail**.
- (2) On the **Home** tab, in the **Move** group, click **Rules**, and then click①_____.
- (3) If you have more than one e-mail account, in the Apply changes to this folder list, ②_____ that you want, and then click **New Rule**. If you want to create a rule from a template, do the following:
- (4) Under **Step 1: Select a template**, select the template that you want from the **Stay Organized** or **Stay Up to Date** collection of templates.
- (5) Under **Step 2: Edit the** ③_____, click an underlined value. For example, if you click the **people or distribution list** link, the Address Book opens.
- (6) Under **Step 1:** ④_____, select the conditions that you want the messages to meet for the rule to apply.
- (7) Under **Step 2: Edit the rule description**, click an underlined value if you have not done so already, and then click **Next**.
- (8) Under **Step 1: Select action(s)**, select the action that you want the rule to

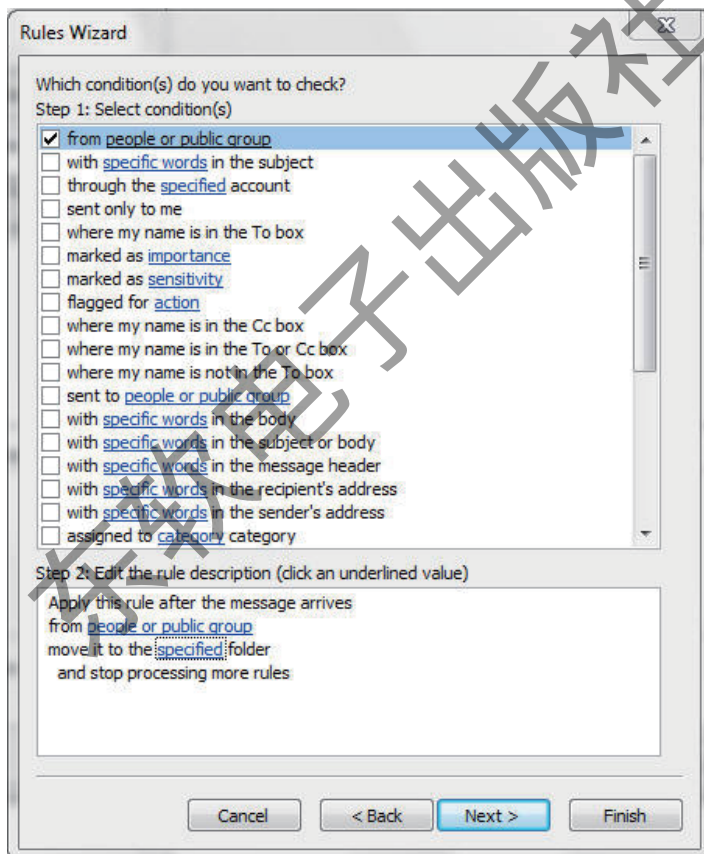
take when the ⑤ _____ are met.

(9) Under **Step 2: Edit the rule description**, click an underlined value if you have not done so already, and then click **Next**.

(10) Under **Step 1: Select exception(s)**, select any ⑥ _____ to the rule, and then click Next.

(11) To finish creating the rule, enter a name for the rule, and then select any other options that you want.

(12) Click **Finish**.



3.2 Share a File with SkyDrive

Windows Live SkyDrive (initially Windows Live Folders) is part of Microsoft's Windows Live range of online services. SkyDrive is a ① _____ service that allows users to upload files to the computing cloud, then access them from a

web browser. It uses Windows Live ID to control ②_____ to the user's files, allowing them to keep the files private, share with contacts, or make the files public. ③_____ files do not require a Windows Live ID to access.

Windows Live SkyDrive offers ④_____ of free online storage that you can use to upload and share thousands of photos. You can organize your photos on SkyDrive into ⑤_____ and share them with people as beautiful online slide shows.

Windows Live Photos is a part of SkyDrive that allows users to upload photos and let other users access them via a web browser. It displays the user's uploaded photos in albums (folders in SkyDrive). It provides the same basic ⑥_____ as SkyDrive such as the ability to move, copy and delete files and folders and uses SkyDrive's storage space.

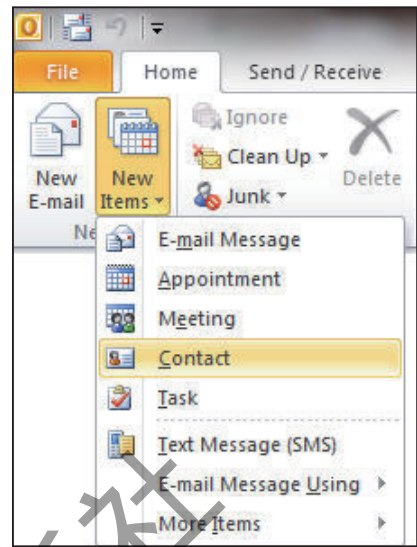
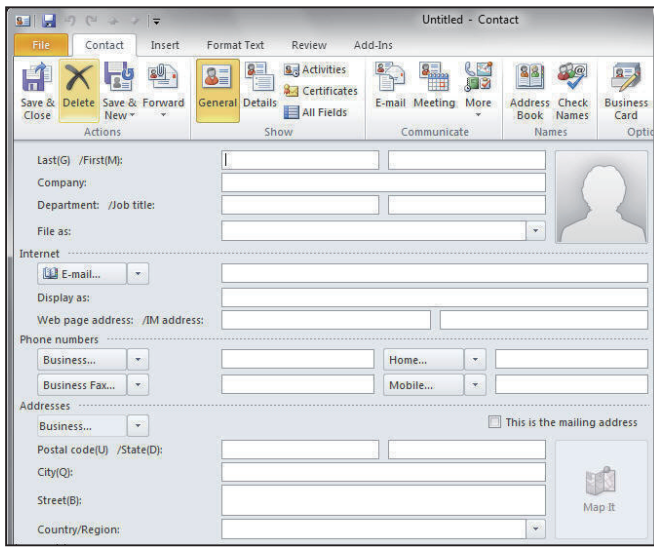
Windows Live Office is part of SkyDrive that allows users to upload, create, edit, and share Microsoft Office documents directly within a web browser using Office Web Apps. It includes light-weight ⑦_____ of Microsoft Word, Excel, PowerPoint and OneNote, and provides functionalities for users to ⑧_____ on the documents stored on SkyDrive.

4. Operate and Retell

Listen to the following instructions on **How to Create a Contact in Outlook 2010** and do the operations on your own computer according to what you've heard. Try to retell the whole process after the operation.

Key words:

Home	[həʊm]	n.	开始
tab	[tæb]	n.	选项卡
new items	[nju:] ['aitəmz]		新建项目
Actionsgroup	['ækʃən] [gru:p]		动作组
Save & Close	[seiv][kləuz]		保存并关闭
the down arrow	[daʊn]['æərəʊ]		下拉箭头



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Part 2: Speaking

1. Follow the Examples

Please read the three conversations below and learn how to raise a question and how to solve each problem. Some possible steps are illustrated as follows. An example is also available for your reference at the end of each conversation.

1.1 Send an E-Mail with an Attachment in Microsoft Outlook

Leo: Tony, 你现在忙不忙? 我有个问题想问你。

Tony: 不忙, 什么问题啊?

Leo: 我使用Microsoft Outlook 2010给一个同事¹发一个附件², 但是我的同事打不开附件。

Tony: 你的附件很大吗? 邮箱通常对附件大小有限制³。

Leo: 不是很大, 只有1.4兆字节⁴。

Tony: 那么你发的附件是什么类型⁵的文件? 有些文件存在一定安全⁶风险, 比如扩展名⁷是.asp、.exe、.reg等的文件, 这种情况下, Outlook默认⁸会禁止⁹对这种附件的访问。

Leo: 为什么Microsoft Outlook 2010会阻止¹⁰这样的文件呢?

Tony: 因为带这种扩展名的文件可能包含危害¹¹电脑的病毒¹²。

Leo: 那我知道了。我的附件是.exe文件, 所以打不开。那我怎样才能确保我的同事能收到这个附件呢?

Tony: 通常你可以使用两种方法。一种是改变¹³扩展名, 然后告诉你同事收到后把扩展名改回.exe再打开。另一种方法是把附件使用WinRAR等软件进行压缩¹⁴, 然后再发送。

Leo: 真是太谢谢你了, Tony。

Tony: 不客气。

1. colleague
2. attachment
3. limit
4. MB=megabyte
5. type
6. security
7. filename extension
8. default
9. prohibit
10. block
11. harm
12. virus
13. change
14. compress

Example: 1.1 Send an E-Mail with an Attachment in Microsoft Outlook

Leo: Are you busy now? I have got a question to ask you.

Tony: Not really. What's up?

Leo: I am using Microsoft Outlook 2010 to send my colleague an email with an attachment, but he can't access the attachment.

Tony: Is your attachment very large? There is usually an attachment size limit.

Leo: I don't think so. The size of the attachment is only 1.4 MB.

Tony: Then what is the type of the attached file? There are security risks in certain files, such as the files with the filename extensions of .asp, .exe, and .reg etc. In such cases, Microsoft Outlook 2010 will by default prohibit

access to attachments like these.

Leo: Why does Microsoft Outlook 2010 block them?

Tony: Because the files with such extensions may contain viruses which will harm your computer.

Leo: I see. The extension of my attachment is .exe. That's why the access to it is denied. Then how can I make sure that my colleague can receive the attachment?

Tony: There are usually two ways to resolve the problem. One is to change the extension, and tell your colleague to change it back to .exe before running the file; the other is to compress the attachment with WinRAR or other programs, and you can send it to your colleague then.

Leo: Thank you so much for helping me out, Tony.

Tony: Anytime.

1.2 Use Skype to Talk with Others

Leo: Tony, 你用过吗Skype? 我朋友向我推荐¹这个软件, 但是我不知道是否好用? 1. recommend

Tony: 我经常使用Skype和在美国的朋友交流。

Leo: 这个软件有什么特点²?

Tony: skype属于VoIP³软件, 你可以通过它跟其他人在网上交流⁴。当然你也可以拨打⁵在某些地区的固定电话⁶或手机号码。 2. feature

Leo: 那么使用skype通话花钱吗?

Tony: 这要视情况而定⁷。如果在电脑之间通话, 那么就是免费⁸的。但是如拨打固定电话或手机, 那么就要收费。 3. Voice-over-Internet Protocol

Leo: 我如果拨打本地⁹电话, 怎么付费啊?

Tony: 要想拨打固定电话或手机, 你需要购买Skype点卡¹⁰或套餐¹¹。 4. communicate

Leo: 怎样拨打固定电话或手机呢?

Tony: 点击联系人列表下面的拨打电话进入拨号盘。如果你拨打越洋电话, 从国旗菜单中选择一个国家。然后用键盘或者从拨号盘上输入电话号码, 再点击绿色的呼叫按钮。 5. dial

Leo: 那我怎么拨打联系人的固话或手机呢?

Tony: 在联系人或最近联系人¹²栏, 点击你想通话人的名字, 在对话窗口¹³, 点击手机、办公或家庭电话, 标签, 上面会显示电话号码。然后点击拨打按钮¹⁴。 6. landline phone

Leo: 看来这个软件不错。我有时间使用它试一试。谢谢你, Tony。

Tony: 不客气。

7. It depends.

8. free of charge

9. local

10. Credit

11. subscription

12. recent

13. conversation window

14. button

Example: 1.2 Use Skype to Talk with Others

- Leo:** Tony, have you ever used Skype? One of my friends has recommended it to me. But I am not sure whether it is good or not.
- Tony:** I often talk to my friends in America with Skype.
- Leo:** What are the features of Skype?
- Tony:** Skype uses VOIP, that is, Voice over Internet Protocol. You can use it to communicate with others on the Internet. And you can also dial landline phones and mobile numbers in some regions.
- Leo:** Do I have to pay for using Skype?
- Tony:** Well, it depends. It is free of charge for you to make PC to PC calls on the Internet. But if you call landline phone and mobile number, you will have to pay for it.
- Leo:** How can I pay for local calls?
- Tony:** To call landline phones and mobiles from Skype, you will need to buy some Skype Credit or a subscription.
- Leo:** How do I call landline phones and mobiles from Skype?
- Tony:** To access the dial pad, click Call Phones below the Contact list. If you're calling abroad, choose a country from the flag menu. Then type the phone number or click the numbers on the keypad, and click the green Call button.
- Leo:** How can I call a contact on the phone or mobile?
- Tony:** In the Contacts or Recent tab, click the contact's name you wish to call. In the conversation window, click the Mobile, Office or Home tab – this displays a phone number. And click the Call button.
- Leo:** Sounds great. I will give it a try sometime. Thank you, Tony.
- Tony:** My pleasure.

1.3 Communicate with Widows Live Messenger on Mobile

- Leo:** 我打算在手机上用Widows Live Messenger和朋友交流¹, 我该怎样做啊?
- Tony:** 首先要登陆网站<http://windows.microsoft.com/en-us/hotmail/mobile>, 下载适合你手机的Widows Live Messenger安装²文件。
- Leo:** 怎样将安装文件下载到手机呢?
- Tony:** 首先选择手机品牌³和型号⁴, 然后输入手机号码, 并输入验证码⁵进行验证, 点击“立即下载”。稍后你的手机上会收到一条推送消息⁶, 按照短信的提示操作即可完成下载和安装。
- Leo:** 怎样通过手机下载和安装啊?
1. Communicate
 2. installation
 3. brand
 4. model
 5. verification code
 6. push message

- Tony:** 短信里有一个链接⁷, 点击链接后手机就可以联接网络, 你就可以下载, 下载完毕后点击打开, 选择安装。 7. link
- Leo:** 哦, 那安装之后我怎样运行⁸Messenger? 8. run
- Tony:** 在手机的应用程序下可以找到Messenger图标⁹, 点击图标输入Windows Live账号¹⁰和密码¹¹, 点击登录¹²。你可选择“在线”、“忙碌”、“离开”或“隐身¹³”。 9. icon
10. ID
11. password
- Leo:** 手机使用Messenger和电脑使用的方法一样吗? 12. Sign in
- Tony:** 基本差不多, 你可以使用手机Messenger和朋友聊天, 发送表情符号¹⁴, 传送文件并可以拍摄¹⁵照片直接发给你的朋友。 13. appear offline
14. emoticon
15. take
- Leo:** 我明白了。非常感谢你的帮助!
- Tony:** 别客气。

Example: 1.3 Communicate with Widows Live Messenger on Mobile

- Leo:** I would like to communicate with my friends with Widows Live Messenger on my cell phone. Can you tell me how to do it?
- Tony:** First, you need to visit <http://windows.microsoft.com/en-us/hotmail/mobile> to download an installation file suitable for your mobile phone.
- Leo:** How can I download the installation file to my phone?
- Tony:** Well, you need to choose the brand and model of your mobile phone first, and then type the verification code. And click "Download Now". You will receive a Push message on your mobile phone later. You can follow the instructions in the message to download the installation file and install it.
- Leo:** So how can I download and install the software?
- Tony:** There is a link in the message. Click the link and your phone will connect to the Internet. You can download it and choose Install after downloading.
- Leo:** Oh, how can I run the messenger program then?
- Tony:** You need to find the Messenger icon among the applications on your mobile phone. Click the icon, input the Windows Live ID and password, and click Sign In. You can choose your status among Online, Busy, Away and Appear offline.
- Leo:** Is it the same way as chatting with Messenger on computers?
- Tony:** Mostly the same.
- Tony:** You can chat with your friends, send emoticons and files, take a photo and send it to your friends with Windows Live Messenger on your mobile phone.
- Leo:** I got it. Thank you very much for your help.
- Tony:** You are welcome.

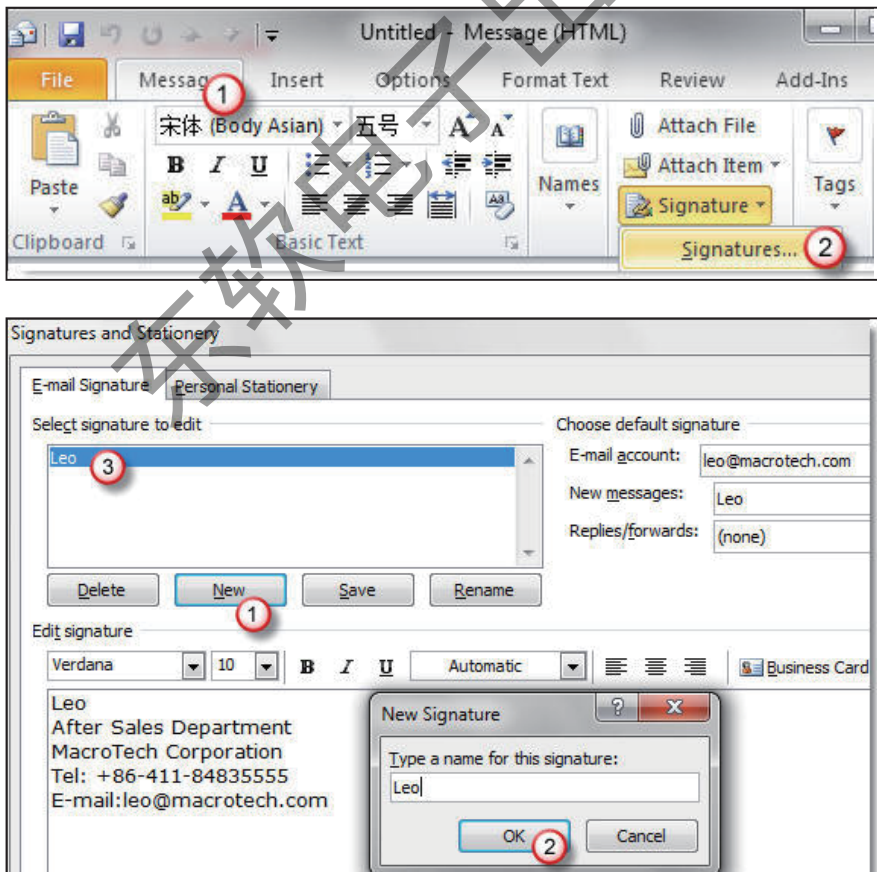
2. Oral Practice

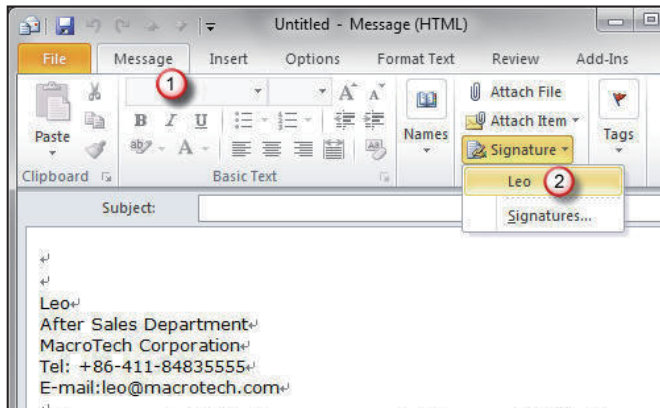
Please study the following technical problems and discuss them with your partner and try to find a solution. Make a dialogue based on your solution. Possible steps are illustrated as follows. And several possible key words are also listed below at your disposal.

2.1: Leo在收邮件时发现发件人使用个性签名。他也想自己设计签名，于是他向Tony求助如何在Outlook 2010中添加签名。

Key words:

签名	Signature	['sɪgnɪtʃə]
邮件	Message	['mesɪdʒ]
包含	Include	[ɪnkl'u:d]
信纸	Stationery	[steɪ'ʃənəri]
编辑签名	Edit Signature	['edɪt] ['sɪgnɪtʃə]
新建	New	[nju:]
字体	Font	[fɒnt]



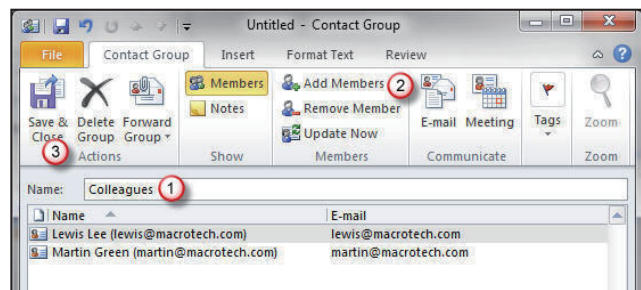
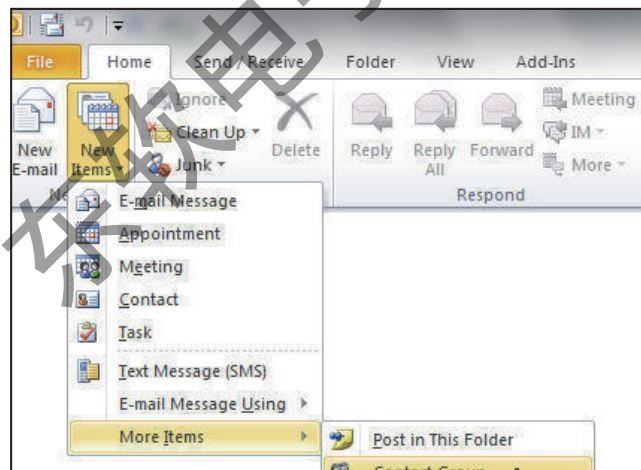


2.2: Leo需要同时给很多人发送同样的邮件，但是重复性的操作既费时又费力。Tony告诉他，可以在Outlook中通过创建联系人组来群发邮件。

Key words:

联系人组
新建项目
其他项目
添加成员
通讯簿

Contact Group [ˈkɒntækt][ˈgru:p]
New Items [nju:] ['aitəmz]
More Items [ˈmɔ:] ['aitəmz]
Add members [æd][ˈmembəz]
Address Book [əˈdres][buk]



Part 3: Reading

Passage A

Introduction to Blogging

What is a blog?

Blog is an abbreviated version of weblog, which is a term used to describe web sites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other Web sites, usually presented as a list of entries in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

Many blogs focus on a particular topic, such as web design, home staging, sports, or mobile technology. Some are more eclectic, presenting links to all types of other sites. And others are more like personal journals, presenting the author's daily life and thoughts.

Generally speaking (although there are exceptions), blogs tend to have a few things in common:

- ✎ A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories.
- ✎ An archive of older articles.
- ✎ A way for people to leave comments about the articles.
- ✎ A list of links to other related sites, sometimes called a blogroll.
- ✎ One or more feeds like RSS, Atom or RDF files.

Archives

A blog is also a good way to keep track of articles on a site. A lot of blogs feature an archive based on dates (like a monthly or yearly archive). The front page of a blog may feature a calendar of dates linked to daily archives. Archives can also be based on categories featuring all the articles related to a specific category.

It does not stop there; you can also archive your posts by author or alphabetically. The possibilities are endless. This ability to organize and present articles in a composed fashion is much of what makes blogging a popular personal publishing tool.

Feeds

A Feed is a function of special software that allows Feedreaders to access a site automatically looking for new content and then post updates about that new content to another site. This provides a way for users to keep up with the latest and hottest information posted on different blogging sites. Some Feeds include RSS (alternately defined as Rich Site Summary or Really Simple Syndication), Atom or RDF files. Dave Shea, author of the web design weblog Mezzoblue has written a

comprehensive summary of feeds.

Blogrolls

A blogroll is a list, sometimes categorized, of links to webpages the author of a blog finds worthwhile or interesting. The links in a blogroll are usually to other blogs with similar interests. The blogroll is often in a sidebar on the page or featured as a dedicated separate web page. BlogRolling and blogs are two websites that provide some interesting functions or help related to blogrolls. These sites provide methods for users to maintain these rolls effortlessly and integrate them into weblogs.

Syndication

A feed is a machine readable (usually XML) content publication that is updated regularly. Many weblogs publish a feed (usually RSS, but also possibly Atom and RDF and so on, as described above). There are tools out there that call themselves feedreaders. What they do is they keep checking specified blogs to see if they have been updated, and when the blogs are updated, they display the new post, and a link to it, with an excerpt (or the whole contents) of the post. Each feed contains items that are published over time. When checking a feed, the feedreader is actually looking for new items. New items are automatically discovered and downloaded for you to read. Just so you don't have to visit all the blogs you are interested in. All you have to do with these feedreaders is to add the link to the RSS feed of all the blogs you are interested in. The feedreader will then inform you when any of the blogs have new posts in them. Most blogs have these Syndication feeds available for the readers to use.

Managing Comments

One of the most exciting features of blogging tools are the comments. This highly interactive feature allows users to comment upon article posts and link to your posts and comment on and recommend them. These are known as **trackbacks** and **pingbacks**.

Trackbacks

Trackbacks were originally developed by SixApart, creators of the MovableType blog package. SixApart has a good introduction to trackbacks: In a nutshell, TrackBack was designed to provide a method of notification between websites: it is a method of person A saying to person B, This is something you may be interested in. To do that, person A sends a TrackBack ping to person B.

Pingbacks

Pingbacks were designed to solve some of the problems that people saw with trackbacks. The official pingback documentation makes pingbacks sound an awful lot like trackbacks.

Pretty Permalinks

Permalinks are the permanent URLs to your individual weblog posts, as well as categories and other lists of weblog postings. A permalink is what another

weblogger will use to refer to your article (or section), or how you might send a link to your story in an e-mail message. Because others may link to your individual postings, the URL to that article shouldn't change. Permalinks are intended to be **permanent** (valid for a long time).

Pretty Permalinks is the idea that URLs are frequently visible to the people who click them, and should therefore be crafted in such a way that they make sense, and not be filled with incomprehensible parameters. The best Permalinks are hackable, meaning a user might modify the link text in their browser to navigate to another section or listing of the weblog.

Blog by email

Some blogging tools offer the ability to email your posts directly to your blog, all without direct interaction through the blogging tool interface. Using email, you can now send in your post content to a pre-determined email address.

Post Slugs

If you're using Pretty Permalinks, the Post Slug is the title of your article post within the link. The blogging tool software may simplify or truncate your title into a more appropriate form for using as a link. A title such as I'll Make A Wish might be truncated to ill-make-a-wish.

Excerpt

Excerpts are able to handle these in various ways with blogging tools. Excerpts can be specifically written to summarize the post, or generated automatically by using the first few paragraphs of a post or using the post up to a specific point, assigned by you.

Plugins

Plugins are cool bits of programming scripts that add additional functionality to your blog. These are often features which either enhance already available features or add them to your site.

Vocabulary

abbreviate	[ə'brɪ:vieɪt]	v.	缩写
chronological	[,krɒnə'lɒdʒɪkəl]	adj.	按年代顺序的
eclectic	[ek'lektɪk]	adj.	兼容并包的
blogroll	[blɒg'rəʊl]	n.	博客链接
feeds	[fi:dz]	n.	订阅
archive	[ɑ:kɑ:v]	n.	档案文件
post	[pəʊst]	v.	张贴
integrate	['ɪntɪgreɪt]	v.	结合, 整合
syndication	[,sɪndɪ'keɪʃən]	n.	聚合
notification	[,nəʊtɪfɪ'keɪʃən]	n.	通知, 告示
ping	[pɪŋ]	v.	发送回显信息

permalink	['pə:məliŋk]	<i>n.</i>	永久链接
truncate	['trʌŋkeɪt]	<i>v.</i>	截短

A. Multiple Choice

- (1) Which of the following is NOT true about blog?
- Blog is a term describing web sites that maintain an ongoing chronicle of information.
 - A blog features diary-type commentary and links to articles on other Web sites.
 - A blog features links to articles usually presented as a list of entries in chronological order.
 - Blogs range from the personal to the political, focusing on different subjects.
- (2) What function enables a blog to be a good way to keep track of articles on a site?
- archives
 - feeds
 - blogrolls
 - permalinks
- (3) Which of the following is the function of Feeds?
- To organize and present articles in a composed fashion.
 - To comment upon article posts, link to your posts, and comment on and recommend them.
 - To add additional functionality to your blog.
 - To provide a way for users to keep up with the latest and hottest information.
- (4) In the Syndication paragraph, what is the meaning of the underlined word "excerpt"?
- the whole contents of the post
 - a short piece taken from the post
 - a simplified or truncated title
 - the first few paragraphs of a post
- (5) The best Permalinks allow you to_____.
- fill it with incomprehensible parameters
 - hack into the server.
 - change the link text to get to somewhere else within your weblog
 - navigate to another weblog

B. Translation

(1) It does not stop there; you can also archive your posts by author or alphabetically. The possibilities are endless. This ability to organize and present articles in a composed fashion is much of what makes blogging a popular personal publishing tool.

(2) Each feed contains items that are published over time. When checking a feed, the feedreader is actually looking for new items. New items are automatically discovered and downloaded for you to read.

(3) Plugins are cool bits of programming scripts that add additional functionality to your blog. These are often features which either enhance already available features or add them to your site.

C. Answer the Questions

(1) Explain in your own words *what components a blog usually has*.

(2) Explain the features of Trackbacks and Pingbacks.

Passage B

7 Things You Should Know about Instant Messaging

◆ What is it?

Instant messaging (IM) is a form of online communication that allows real-time (or close to real-time) interaction through personal computers or mobile computing devices. Users can exchange messages privately, similar to e-mail, or join group conversations. Although typed text remains the primary convention for IM, the technology has grown significantly from early versions and now allows users to send images, audio and video files, and other attachments.

Early versions of IM appeared in the late 1990s, and the list of IM tools has grown to include dozens of applications. Technologies that enable IM—such as wireless connectivity and mobile devices—have become widespread, providing a "critical mass" for IM to reach near ubiquity. At the same time, many vendors whose primary business is something other than IM have added IM functionality to their products. Nearly all learning management systems have incorporated chat tools, ranging from the elegant and sophisticated, which include icons, sounds, and

pictures, to the rudimentary, which simply provide text in boxes.

The interactive nature of IM is closer to spoken conversation than written correspondence, allowing users to communicate in a manner that e-mail does not. IM users have a sense of presence of other users, as if they were in a room together. At the same time, the technology facilitates the kind of on-screen interaction, with its perceptions of distance and safety, that many find especially comfortable.

◆ **Who's doing it?**

Large and growing numbers of teens—today's and tomorrow's college students—are regular users of IM, both as a personal communication tool and, in some cases, for educational initiatives in high school. As IM matures into an accepted means of communication, and as ever-larger numbers of students arrive on campus as seasoned IM users, colleges and universities are adding IM to campus functions ranging from recruiting and admissions to teaching and support. Some institutional libraries have set up online reference desks with IM applications, and faculties have begun using the technology to facilitate virtual office hours. For many current and prospective students, IM is becoming the preferred mode of contact with recruiters and admissions staff, the registrar's office, and academic advisors.

◆ **How does it work?**

Functionality ranges widely for IM applications, but typically users log in to a service with a screen name or ID. Most IM applications notify users when others join or leave, and many allow users to indicate their status, such as "away from desk" or "in a meeting." Once logged in, you can send messages to individuals or join IM sessions. Most IM windows include an area where messages are displayed chronologically and a composition box where messages are typed. Composition boxes usually allow basic formatting of text, and most let you add images, multimedia files, or other attachments. When someone types an instant message, the chat client indicates that a message is being composed. When the message is sent, it pops up on your screen in front of other applications.

◆ **Why is it significant?**

Hundreds of millions of people use IM to stay connected. In many ways, IM epitomizes the notion of the always-connected, multi-tasking student, sending and receiving messages at all hours, from a wide spectrum of devices, while doing several other things at the same time. For many students, the technology has become as ingrained in daily life as telephones are for older generations. Many colleges and universities are working to incorporate IM into the educational

aspects of students' lives, rather than relegating it to a social function.

IM interactions are infused with a level of serendipity and the possibility of chance encounters online that are unique to the medium. Some applications allow users to set a status of "hidden." Even though you cannot tell they are online, they might suddenly send you a message. You can send a message to someone who is logged in, but perhaps she is away from her computer. Maybe she is in class or otherwise occupied but hasn't set her status to show that.

IM users have developed an evolving syntax that includes shorthand, acronyms, symbols, and other elements that constitute a unique lexicon, encouraging users to interact in ways not possible either in person or with other forms of electronic communication. While this dynamic expands access to students who are uneasy with other types of communication, it also provides new modes of expression for students who are otherwise comfortable participating in class. IM creates an environment that approximates the sharing of a physical space, allowing distance students to engage in learning that approaches face-to-face meetings.

The technology is also promoting the practice of creating "back channels," or secondary conversations that happen at the same time, for example, as a lecture, board meeting, or conference call. Students in a lecture hall might use IM to ask each other questions about the lecture topic and share their thoughts without interrupting the professor.

◆ What are the downsides?

The flip side of offering new modes of interaction is that the technology might encourage some participants to engage in offensive, disruptive, or other behavior that, in different contexts, they would see as inappropriate. As with any new form of communication, IM can lead to misunderstandings about what others are trying to convey. Moreover, the always-on notion of IM carries the risk of unrealistic expectations about how quickly users can expect responses. Because messages pop up on users' screens who are logged in, some consider the technology to be a source of continual distractions.

Users of IM technologies face a number of security risks. Although sending attachments through IM fosters a richer experience, those files are subject to viruses and other malware, particularly since IM attachments often bypass antivirus software. Some IM networks are more susceptible than others to eavesdropping, and a problem looming on the horizon is that of "spim," the IM version of spam. Because it's difficult to verify the source of an instant message, some people have begun sending unwanted messages to IM clients, with bogus advertisements or solicitations for personal information.

◆ Where is it going?

Just as IM tools are showing up in non-IM software, so too are traditionally non-IM features included in IM applications, blurring the lines between types of applications. The introduction of new consumer electronic devices and the growing functionality of existing ones are broadening the scope of IM availability. Video chat applications are appearing, and IM networks are starting to allow users to send messages to users who are not online and to see archived transcripts of past messages. New IM features are being added to allow richer conversations, such as turn taking, collaborative composition, and game playing. The proliferation of IM-capable devices will bring new uses of the technology that take advantage of its unique nature.

◆ What are the implications for teaching and learning?

Students who use IM feel connected with peers and faculty, and some users have found that IM facilitates semiformal distance relationships that are difficult to create through other media. IM offers higher education a new mode of communication, often for relatively low cost and without significant overhead for IT infrastructure. Increasingly, students will arrive on campus having spent years using IM, expecting the technology to be part of their educational lives. In addition, because IM is used for communication in many corporations, for many its use will extend beyond college.

Vocabulary

instant messaging	[ˈɪnstənt] [ˈmesɪdʒɪŋ]		即时通信
convention	[kənˈvenʃən]	<i>n.</i>	习俗, 惯例, 手法
critical mass	[ˈkrɪtɪkəl] [mæs]		临界状态
ubiquity	[juːˈbɪkwətɪ]	<i>n.</i>	到处存在
vendor	[ˈvendɔː]	<i>n.</i>	销售商
incorporate	[ɪnˈkɔːpəreɪt]	<i>v.</i>	合并, 混合
sophisticated	[səˈfɪstɪkeɪtɪd]	<i>adj.</i>	精致的, 成熟的
rudimentary	[ruːdɪˈmentəri]	<i>adj.</i>	处于发展早期的
interactive	[ˌɪntərˈæktɪv]	<i>adj.</i>	交互式的
correspondence	[ˌkɔːrɪsˈpɒndəns]	<i>n.</i>	通信联系
facilitate	[fəˈsɪlɪteɪt]	<i>v.</i>	使容易, 使便利
perception	[pəˈsepʃən]	<i>n.</i>	理解, 感觉
initiative	[ɪˈnɪʃɪətɪv]	<i>n.</i>	率先, 开端
recruit	[rɪˈkruːt]	<i>v.</i>	招收, 补充
admission	[ədˈmɪʃən]	<i>n.</i>	进入, 加入
institutional	[ˌɪnstɪˈtjuːʃənəl]	<i>adj.</i>	教育等公共机构的

faculty	['fækəlti]	<i>n.</i>	教职人员
prospective	[prəs'pektiv]	<i>adj.</i>	未来的, 预期的
session	['seʃən]	<i>n.</i>	会议
chronologically	[,krɒnə'lɒdʒikəl]	<i>adv.</i>	按年代顺序排列的
epitomize	['i:pitəmaiz]	<i>v.</i>	代表, 体现
notion	['nəʊʃən]	<i>n.</i>	观念, 想法
spectrum	['spektrəm]	<i>n.</i>	系列, 范围
ingrained	[in'greind, 'ingreind]	<i>adj.</i>	根深蒂固的
relegate	['religeit]	<i>v.</i>	移交, 归入
infuse	[in'fju:z]	<i>v.</i>	灌输, 注入
serendipity	[,serən'dipiti]	<i>n.</i>	异遇奇缘的运气
occupy	['ɒkjupai]	<i>v.</i>	占用
evolving	['i:vɒlviŋ]	<i>adj.</i>	进化的, 展开的
syntax	['sintæks]	<i>n.</i>	语法
shorthand	['ʃɔ:thænd]	<i>n.</i>	速记
lexicon	['leksikən]	<i>n.</i>	词典
approximate	[ə'prɒksimeit]	<i>v.</i>	接近, 近似
downside	['daʊn,said]	<i>n.</i>	不利方面
disruptive	[dis'rʌptiv]	<i>adj.</i>	分裂性的
distraction	[dis'trækʃən]	<i>n.</i>	娱乐, 消遣
foster	['fɒstə]	<i>v.</i>	培养, 鼓励
susceptible	[sə'septəbl]	<i>adj.</i>	易受感染的
eavesdrop	['i:vzdrɒp]	<i>v.</i>	偷听, 窃听
loom	['lu:m]	<i>v.</i>	隐现, 逼近
spam	[spæm]	<i>n.</i>	垃圾邮件
bogus	['bəʊgəs]	<i>adj.</i>	伪造的
solicitation	[sə'lisi'teɪʃən]	<i>n.</i>	恳求, 诱惑
blur	['blɜ:]	<i>v.</i>	使模糊
turn taking			交谈角色转换
proliferation	[prəʊ.lifə'reiʃən]	<i>n.</i>	扩散
overhead	['əʊvəhed]	<i>n.</i>	经常费用

Multiple Choice

- (1) According to the passage, what technologies allow IM to reach nearly every place?
- Network technology
 - Wireless connectivity and mobile devices
 - Mobile computing devices
 - Multimedia
- (2) When the author talks about "Who's doing it", he mentions "as ever-larger

- numbers of students arrive on campus as seasoned IM users". What does the word "seasoned" mean?
- A. part of the year, esp. one of the four traditional periods in a year
 - B. being in a period of time
 - C. having a lot of experience of a particular activity
 - D. treated, or added salt or other flavorings
- (3) How many downsides are mentioned in part 5 "What are the downsides?"
- A. 4
 - B. 5
 - C. 6
 - D. 7
- (4) Which of the following is NOT included in the new features of IM?
- A. turn taking
 - B. video chat
 - C. game playing
 - D. learning management
- (5) Which of the following is NOT TRUE according to the passage?
- A. Typed text is still the primary practice and custom for IM.
 - B. You are allowed to send a message to someone with a "hidden" status.
 - C. IM and telephone have become ingrained for younger generation.
 - D. Compared to IM, in other media it is difficult to create semiformal distance relationships.

Part 4: Writing

Asking for Feedback

Situation:

Leo is working with the After Sales Department of MacroTech. He is sending Tony White, one of their VIP customers, a satisfaction survey, which includes questions about the security of his email account, the size of storage space, the connection speed of email service, spam or suspicious messages and his willingness to recommend the email service to others.

Oral Practice:

Discussion:

How would you ask the customer to finish the satisfaction survey?

How would you put forward the questions?

Oral Practice:

Ask your partner for help in finishing the satisfaction survey.

Tips:

When you are writing an email asking for feedback from others, use these common expressions and routines.

(1) Clarify the purpose:

This is a customer satisfaction survey from MacroTech.

(2) Ask for the favor:

As one of our customers, you are in the best position to tell us...

Please take a few minutes and let us know your experience with...

(3) State the questions:

How satisfied you are with...?

(4) Express thanks:

Thanks for your time and cooperation. Your feedback will be highly appreciated!

Example:

Practice:

MacroTech公司最新发布了一款网络即时通信工具—Freechat。你是MacroTech公司售后部的工作人员，正在给一个Freechat的用户Tony White发送邮件，他的e-mail地址是：tonywhite@hotmail.com。

通过此邮件调查和了解对方对于新产品以下几个方面的满意程度和反馈意见：

- (1) 对Freechat语音质量的满意程度
- (2) 对Freechat文件传输速度的满意程度
- (3) Freechat界面是否易于操作
- (4) 是否愿意将Freechat推荐给其他人

Key words:

语音质量 voice quality

界面 interface

About E-mail Writing:

Identify Yourself Clearly

When contacting someone cold, always include your name, occupation, and any other important identification information in the first few sentences.

If you are following up on a face-to-face contact, you might appear too timid if you assume your recipient doesn't remember you; but you can drop casual hints to jog their memory: "I enjoyed talking with you about PDAs in the elevator the other day."

Every fall, I get e-mails from "bad_boy2315@yahoo.com" or "FuZzYkItTy2000@hotmail.com" who ask a question about "class" and don't sign their real names.

While formal phrases such as "Dear Professor Sneedlewood" and "Sincerely Yours," are unnecessary in e-mail, when contacting someone outside your own organization, you should write a signature line that includes your full name and at least a link to a blog or online profile page (something that does not require your recipient to log in first).

Part 5: Inside the Industry

Business Cards Etiquette

How to Give and Receive Business Cards

A business card is a **singularly**¹ powerful tool for self-advertisement. It lets you market yourself to a very wide **audience**² without the **hassle**³ and **prohibitive**⁴ cost of newspaper advertising.

When you have business cards printed **in bulk**⁵, however, be sure to get yourself a business card case. It is **crass**⁶ to **distribute**⁷ your business card without putting them in a **business card case**⁸ first.

How to Distribute Your Business Card

Is there a right way to distribute a business card? Is there a wrong way of doing the same? The answer to both questions is yes. In distributing business cards, there is a right way and a wrong way. There is no right way of doing it the wrong way.

The Wrong Way: Distributing your business card as if you are dealing **playing cards**⁹.

The Right Way: Never **pass out**¹⁰ business cards like you would pass around sheets of paper or playing cards. Keep them in a business card case. Additionally, **present**¹¹ them in such a way that the **recipient**¹² can read them **right side up**¹³.

As the recipient takes a card from your business card case, make an effort to keep up polite **chatter**¹⁴. If you are the recipient of the card, **comment**¹⁵ as you take the card out of the business card case. Then, **subtly**¹⁶, put it in your pocket.

When **networking**¹⁷, remember to keep your business card case inside a pocket you can easily reach. It is not **seemly**¹⁸ to have to **rummage**¹⁹ for your cards while exchanging **banter**²⁰ with **high-ranking executives**²¹.

Keeping Up Appearances

Your business card is your advertisement. It should, thus, be **representative**²² of the image you are trying to get across. So, make sure they are never **creased**²³, **wrinkled**²⁴, dirty, or **scribbled**²⁵ upon. To help your cards remain **spotless**²⁶ and **crisp**²⁷, keep them inside a business card case.

1. 异乎寻常地

2. 观众, 听众

3. 争论, 争斗

4. 昂贵的

5. 大批, 大量

6. 粗鲁的

7. 分发, 散发

8. 名片盒

9. 扑克牌

10. 分发

11. 给予

12. 接收者

13. 正面朝上

14. 闲聊

15. 评论, 注释

16. 细心的

17. 交流, 沟通

18. 适宜的

19. 到处翻寻

20. 玩笑, 逗弄

21. 高级人员

22. 代表

23. 折叠

24. 折皱

25. 乱写

26. 没有污点的

27. 崭新的, 干净的

Tips for Cross-Cultural Card-Giving

1. When traveling abroad, have your information printed in English on one side and in the language of the country you're visiting on the other.

2. When giving out business cards in Asia, remember to use two hands to give and receive cards. Be sure to put the card on the **tabletop**²⁸, at least until the meeting ends. After the meeting, put the business cards you received inside a **portfolio**²⁹ or a business card case.

28. 桌面

29. 公文包

3. If you ask someone for a business card, offer yours in return. The same rule **applies for**³⁰ times when it is you who does the asking.

30. 适用于

The act of exchanging business cards is as important as a handshake. After all, when you exchange business cards with someone, you trade not just contact information. You exchange the possibility of a future with each other in it. Do it with style.

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