Unit 17

Get Yourself Wired—Internet and Mobile Phones

网络时代—互联网与移动电话

Comprehension questions:
1. Why are the advantages of Internet calls over cell phone calls?
2. What problem can "dual-mode phones" solve?
3. How can people make calls over their IP network?
4. What does Skype enable people to do?

Part A Exercises

1) Directions: *Listen to the first news item carefully and choose the best answer to each question.*

(1) A New Orleans juice-bar company hopes to reopen at least _____ of its hurricane-damaged outlets this week, thanks to employees were able to use text messages
(A) three
(B) four
(C) five
(D) six

(2) Text messaging is a simplified form of e-mail for cell phones that in some cases has continued working when _____ service has failed after disasters.
(A) Internet
(B) voice
(C) telephone
(D) radio

(3) Among the following terms, which one is different from others?
(A) Text messaging.
(B) Short messaging service
(C) SMS
(D) Multimedia messaging service

(4) Text messages are limited to _____ alphanumeric characters.
(A) 60
(B) 160
(C) 260
(D) 360

(5) Text messaging can be a _____ tool for survival to get in touch with loved ones or others after a widespread disaster.
(A) personal
(B) useful
(C) efficient
(D) practical

2) Directions: *Listen to the second news item carefully and decide whether the following statements are "T" (true) or "F" (false).*

(1) (   ) Generally, a ringback tone is a 60-second clip of music by the original recording artist.
(2) (   ) Fierce competition within the industry has slowed growth from voice calls.
(3) (   ) Both Verizon and T-Mobile are planning to partner with large recording companies, including Warner Music Group and Sony BMG Music Entertainment, for their catalogs of songs.
(4) (   ) Ringback tones are seen as a form of personalization for cell phones, while ringtones are not.
(5) (   ) The idea is geared to 16- to 28-year-olds.

Part B Exercises
1) Directions: *Listen to the interview and fill in the following table to make a summary of the talk.*

The Internet bears a lot of similarity to the media that have come before, but it also allows us to do things we couldn't before.	Things people can do on the Internet as well as through other media: It is possible to It is possible to It has It has Things people cannot do through other media: It allows It is
The Internet is increasing in its total capacity and penetration.	The estimated users of Internet today The estimated users of Internet between 2004 and 2006 It is also estimated
The Internet has tended to operate as a	Firstly,

confederation.	Secondly, Thirdly,
The Internet Societal Task Force (ISTF) was set up to consider several problems, one of which is how to make the Internet accessible to everyone.	Achieving that goal requires a considerable amount of effort. There are places in the world The ISTF is looking at what those various barriers are.
Making this system work on a global scale requires a certain amount of government attention to make sure that national laws are not incompatible with other people's national laws.	We don't have We don't know We don't know

2) Directions: *Listen to the interview again and answer the following questions.*

(1) What are the similarities the Internet bears to the media that have come before?

(2) How is the Internet different from other media?

(3) How does the Internet operate?

(4) Among all the barriers to achieving the goal of making the Internet accessible to everyone, which is the greatest?

Part C Exercises

1) Directions: *Listen to the news coverage and complete the following tables with figures.*

_____ netizens joined the survey		
Those who yearn to experience on-line love affairs	Those who have made friends with netizens of the opposite sex	Those who have on-line lovers
_____ %	_____ %	_____ %

2) Directions: *Listen to the news coverage and fill in the blanks with the appropriate words you hear.*

The procedure of the on-line marriage is very simple. First of all, both sides should send a

_____ noting their registered names to the staff of the website which provides this kind of service. After being _____, they "get married" successfully and the website will send the couple greeting mail. The couple's registered names will be ___ on the virtual community daily. Some websites even provide many classical _____ words for those who are looking forward to the on-line marriage.

⚦ Acting out
1. Interview: Students should mimic the interview in Part B. One will be the reporter and the other will be the former Chairman of the Board of the Internet Society. Ask questions below:
--- What is it that makes the Internet different?
--- How do you see the Internet developing over the next ten years?
--- How do you perceive the running of the Internet?
--- What is the Internet's impact on society and the purpose for the Internet Society's initiative in setting up the Internet Societal Task Force (ISTF)?
--- Does the fact that organizations like the Internet Society have to take such an initiative imply that governments are not fulfilling their role?

2. Group work: Students form into groups of 4 and discuss the issues related to the Internet and mobile phones.
---What are the advantages and disadvantages of the Internet?
--- What are the advantages and disadvantages of mobile phones?
---Predict the future development of the Internet and mobile phones.

Key to Exercises

Part A
News item 1
1. C   2. B   3. D   4. B   5. A
News item 2
1. F   2. T   3. F   4. F   5. F
Part B
1)

Internet bears a lot of similarity to the media that have come before, but it also allows us to do things we couldn't before.	Things people can do on the Internet as well as through other media: It is possible to publish print material on the Net. It is possible to distribute video or audio through the Net. It has a lot of the characteristics of the postal service because of e-mail. It has characteristics of the telephony service. Things people cannot do through other media: It allows dialogue to be established among people in a group. It is two-way.
Internet is increasing in its total capacity and penetration.	The estimated users of Internet today is 200 million. The estimated users of Internet between 2004 and 2006 will reach the billion mark. It is also estimated that there will be about a billion devices on the Net by 2006-2007.
The Internet has tended to operate as a confederation.	Firstly, anyone who is part of the Internet environment takes on some responsibility for operating a piece of the Internet. Secondly, there is a great deal of appreciation for standards because without them, the system doesn't work. Thirdly, there is an understanding that you need some administrative functions to make sure that Internet names do not get assigned duplicatively or that domain names are unique.
The Internet Societal Task Force (ISTF) was set up to consider several problems, one of which is how to make the Internet accessible to everyone.	Achieving that goal requires a considerable amount of effort. There are places in the world where the Internet is not accessible, or it is too expensive or has very little capacity or it lacks the other necessary infrastructure The ISTF is looking at what those various barriers are.
Making this system	We don't have agreements on the significance of a digital

work on a global scale requires a certain amount of government attention to make sure that national laws are not incompatible with other people's national laws.	signature. We don't know <u>what requirements are to be imposed for identification before certificates get issued.</u> We don't know <u>where the jurisdiction is with respect to taxation of Internet transactions.</u>

2)

(1) What are the similarities does the Internet bear to the media that have come before?

It is a mass medium. It is possible to publish print material on the Net. It is possible to distribute video or audio through the Net. It has a lot of the characteristics of the postal service because of e-mail. It has characteristics of the telephony service because you can have point-to-point communications between individuals and it could be a telephone service as well as a messaging service.

(2) How is the Internet different from other media?

In addition to its individual communications capability, or its point to multi-point distribution capability, it also allows dialogue to be established among people in a group. The fact that it is two-way is also important. The other mass media have tended to be one-way with restricted access to the "transmitter".

(3) How does the Internet operate?

Up till now, the Internet has tended to operate as a confederation. Firstly, anyone who is part of the Internet environment takes on some responsibility for operating a piece of the Internet. Secondly, there is a great deal of appreciation for standards because without them, the system doesn't work. Thirdly, there is an understanding that you need some administrative functions to make sure that Internet names do not get assigned duplicatively or that domain names are unique. Apart from that, everything else is a federated activity and there doesn't need to be a central authority.

(4) Among all the barriers to achieving the goal of making the Internet accessible to everyone, which is the greatest?

Regulatory barrier is an area of great concern. Making the Internet accessible to everyone may require that governments change their regulatory policies to allow competition. Monopolies tend to move slowly when it comes to innovation. Having a liberal and competitive environment allows new ideas to enter the system. It also allows private capital to flow in.

Part C

1)

900 netizens joined the survey		
those who yearn to experience on-line love affairs	those who have made friends with netizens of the opposite sex	those who have on-line lovers
93 percent	61.2 percent	35 percent

2)

1. message   2. approved   3. listed   4. proposal