



# BBC WORLD SERVICE LEARNING ENGLISH

## Technical Jargon



## Technical Jargon 技术术语

### IT language still a mystery to Brits 信息技术对英国人来说仍然是个迷

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习。

Every week millions of Britons use computers to access the internet but how many of them actually know their ipods from their IMs? Not many it seems. A recent survey from Nielsen/NetRatings – a global internet, media and market research company - shows that while the British are crazy about buying and owning new technology they're not so keen to keep up with the ever-changing jargon of 21st century technology.

According to Nielsen/NetRatings, people love having cutting-edge technology but often don't understand the terms that describe what their devices actually do.

For example, 40% of online Britons receive news feeds but 67% don't know that the official term for this service is Really Simple Syndication.

Terms like WiFi and PDA are still meaningless to more than 30% of the British public who regularly work or surf online.

Acronyms in particular bamboozle users. 75% of online Britons don't know that VOD stands for video-on-demand, while 68% are unaware that personal video recorders are more commonly referred to as PVRs.

Millions of people keep in touch via Instant Messaging but 57% of online Brits said they didn't know that the acronym for it was IM.

Alex Burmaster, an internet analyst with Nielsen/NetRatings commented "The technology industry is perhaps the most guilty of all industries when it comes to love of acronyms. There is a certain level of knowledge snobbery. If you talk in acronyms you sound like you really know what you are talking about and if others don't understand then they are seen in some way as inferior."

This study shows that many people don't completely understand much of the new technological jargon but things are slowly changing. Words such as "blogging" and "podcasting" are now used and understood by enough people for these terms to have made it into the most recently published dictionaries in Britain.

## Glossary 词汇表

<b>know their ipods from their IMs</b> – 区分数码音乐播放器和即时通讯	<b>are crazy about</b> – 疯狂追求
<b>keen to keep up with</b> – 热衷紧跟	<b>jargon</b> – 术语
<b>cutting-edge technology</b> – 崭新技术	<b>what their devices actually do</b> – 他们的器材到底有何功能
<b>news feeds</b> – 新闻消息更新	<b>WiFi</b> – 无线传输规格
<b>PDA</b> – 掌上电脑	<b>meaningless</b> – 没有意义的
<b>surf online</b> – 网上游览	<b>acronyms</b> – 首字母缩写
<b>bamboozle</b> – 迷惑	<b>keep in touch</b> – 保持联系
<b>the most guilty</b> – 最有负疚感的（最喜欢用缩写的）	<b>knowledge snobbery</b> – （技术）知识势力眼
<b>sound</b> – 听上去	<b>know what you are talking about</b> – 对话题了如指掌
<b>inferior</b> – 低人一等	<b>made it</b> – 成功了

### 1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真？哪句是假？请圈出正确答案。

1. People in Britain don't use the internet very much. True / False
2. The British love to learn and use new language about technology. True / False
3. Four out of 10 British people who go online get news feeds. True / False
4. Most people understand the shortened versions of technological words (like IM or VOD). True / False
5. New technological words are added to British dictionaries each year. True / False

## 2. Vocabulary 词汇

We can write numbers as figures (50%) or as words (fifty percent). Match the number with its full written form.

我们既可用文字（百分之五十）来表达数字，也可以用阿拉伯数字来表达数的概念（50%）。请将下表中的阿拉伯数字和对应文字配对。

- |             |   |
|-------------|---|
| 1. 75%      | a. two thirds   |
| 2. 2/3      | b. seventy-five percent                                       |
| 3. \$53,792 | c. fifteen forty-five   |
| 4. 15:45    | d. fifty-three thousand, seven hundred and ninety-two dollars |

Now use the words or figures to complete the following sentences.

请用下列词语或数字填空。

1. Can you believe he paid \_\_\_\_\_ for that car? He must be really rich!
2. "Ladies and gentlemen, this afternoon's flight will be boarding at \_\_\_\_\_. Please make your way to gate 5C immediately."
3. \_\_\_\_\_ of people in my town have a car, so that means 25% of them don't have one.
4. 66.66% is about the same as \_\_\_\_\_.

### 3. Write the questions 把问题写下来

Here are the answers to some questions based on the text above.  
What are the questions?

下面是根据前面课文中的问题作出的回答。可问题又是什么？

1. Use computers to access the internet.

2. It's a global internet, media and market research company.

3. 40%.

4. It stands for video-on-demand.

5. Millions of people.

6. The technology industry.

#### 4. Wordsearch 单词搜索

Try to find the words associated with IT (information technology) in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m).

请在下面的字谜游戏中，找出与信息技术有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

n	o	n	l	i	n	e	s	m	i	m	t
c	o	m	o	s	l	n	s	e	d	t	e
o	n	c	n	u	u	i	r	d	o	a	c
m	d	f	o	r	f	r	n	i	p	v	h
p	e	m	o	m	p	y	f	a	b	u	n
u	v	d	e	b	p	j	a	r	g	o	o
t	i	t	e	d	l	u	n	b	o	p	l
t	c	m	e	d	i	i	t	v	i	c	o
t	e	i	n	t	e	r	n	e	t	l	g
e	s	p	c	a	s	t	h	y	r	n	y
r	p	o	d	j	a	r	g	o	n	o	r
i	p	d	t	o	p	o	d	c	a	s	t

computer	internet	ipod	media	device
surf	online	technology	jargon	podcast

# Answers 答案

## 1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假?请圈出正确答案。

1. People in Britain don't use the internet very much. **False**
2. The British love to learn and use new language about technology. **False**
3. Four out of 10 British people who go online get news feeds. **True**
4. Most people understand the shortened versions of technological words (like IM or VOD). **False**
5. New technological words are added to British dictionaries each year. **True**

## 3. Jumbled Sentences 打乱词序的句子

Here are the answers to some questions based on the text above. What are the questions?

下面是根据前面课文中的问题作出的回答。可问题又是什么?

1. What do millions of British people do every week?
2. What kind of company is Nielsen/NetRatings?  
or  
What is Nielsen/NetRatings?
3. How many people receive news feeds?  
or  
What percentage of people receive news feeds?
4. What does VOD stand for?
5. How many people use Instant Messaging?  
or  
How many people keep in touch via Instant Messaging?
6. Which industry loves using acronyms the most?  
or  
Which industry is the most guilty of using acronyms?  
or  
Which industry is the most guilty when it comes to love of acronyms?

## 2. Vocabulary 词汇

Match the number with its full written form.

下列词汇都同信息技术相关。请将单词和相应的定义配对。

1. b
  2. a
  3. d
  4. c
1. Can you believe he paid **\$53,792 (or fifty-three thousand, seven hundred and ninety-two dollars)** for that car? He must be really rich!
  2. "Ladies and gentlemen, this afternoon's flight will be boarding at **15:45 (or fifteen forty-five)**. Please make your way to gate 5C immediately."
  3. **75% (or seventy-five percent)** of people in my town have a car so that means 25% of them don't have one.
  4. 66.66% is about the same as **2/3 (or two thirds)**.

## 4. Wordsearch 单词搜索

	o	n	l	i	n	e		m			t
				s				e			e
		c			u			d			c
	d		o			r		i			h
	e			m				f	a		n
	v				p						o
	i					u					l
	c						t				o
	e	i	n	t	e	r	n	e	t		g
		p							r		y
		o		j	a	r	g	o	n		
		d			p	o	d	c	a	s	t