今天的文章可以用到跟科技相关的口语和写作话题

比如这个雅思话题：Describe a useful website that you like to visit

Leaders领导者： Imperial帝国的 ambitions雄心壮志

Mark Zuckerberg prepares to fight for dominance统治地位 of the next era时代 of computing计算机

NOT since自从 the era of imperial帝国的 Rome has否定词在前倒装 the “thumbs-up竖起拇指，点赞” sign been such a potent强有力 and public symbol象征 of power. A mere 12 years after it was founded建立, Facebook is a great empire with a vast巨大 population, immense巨大 wealth财富, a charismatic有魅力 leader, and mind-boggling难以想象的 reach能力范围 and influence影响. The world's largest social network has 1.6 billion users, a billion of whom use it every day for an average平均数 of over 20 minutes each. In the Western world, Facebook accounts for占据 the largest share of the most popular activity活动 (social networking) on the most widely普遍的 used computing devices设备 (smartphones智能手机); its various各种 apps account for 30% of mobile internet use移动互联网使用 by Americans. And it is the sixth-most-valuable public company上市公司 on Earth, worth some $325 billion.

否定词放句首进行部分倒装：把谓语动词的一部分，也就是助动词或者情态动词放到主语前面去

还原后：

since the era of imperial Rome, the “thumbs-up” sign has not been such a potent and public symbol of power.

2. Even so即便如此, Mark Zuckerberg, Facebook's 31-year-old founder建立者 and chief executiveceo, has even greater ambitions. He has plans to connect the digitally数字的 unconnected in poor countries by beaming发送（电子） internet signals from solar-powered太阳能供电 drones无人机, and is making big bets打赌 on artificial intelligence人工智能 (AI), “chatbots聊天机器人” and virtual虚拟的 reality (VR). This bid在某方面尝试 for dominance will bring him into increasing conflict冲突 with the other great empires of the technology world, and Google in particular尤其. The ensuing紧接着发生的 battle will shape塑造 the digital future for everyone.

3. Facebook has prospered繁荣昌盛 by building compelling引人入胜的 services that attract吸引 large audiences观众, whose attention注意 can then be sold to advertisers广告商. **The same is true of Google.** The two play different roles in their users' lives生活: Google has masses of大量的 data about the world, whereas两者对比，然而+句子 Facebook knows about you and your friends; you go to Google to get things done, but turn to Facebook when you have time to kill. Yet但是 their positions of dominance and their strategies策略 are becoming remarkably惊人的 similar.

treasure trove 宝库

4. Unparalleled无双的 troves挖的宝藏 of data make both firms公司 difficult to challenge and immensely极大的 profitable有利可图, giving them the wealth to make bold勇敢的 bets下注 and to deal with处理 potential competitors竞争者 by buying them. And both firms crave渴望得到 more users and more data—which, for all the do-gooding自以为好心的人 rhetoric空谈, explains解释 why they are both so interested in extending internet access in the developing world, using drones无人机 or, in Google's case, giant balloons热气球.

do-gooder自以为好心的人；rhetoric（修辞法）花言巧语；空谈

do-gooding有道解释：adj. 不实际改良主义的 韦氏字典解释：an earnest often naive humanitarian or reformer

5. The task任务 is to harness利用 data to offer new services and make money in new ways. Facebook's bet on赌注 AI is a recognition意识到 that “machine learning”—in which software learns by crunching嘎吱嘎吱的咀嚼 data, rather than having to be explicitly明确的 programmed—is a big part of the answer.

It already uses AI techniques to identify people in photos, for example, and to decide which status状态 updates更新 and ads to show to each user.

he is crunching the ice cube嘎吱嘎吱地吃冰块

6.It already uses AI techniques to identify people inphotos, for example, and to decide which statusupdates and ads to show to each user. Facebook isalso pushing into AI-powered digital assistants andchatbot programs which interact互动 with users via通过 short messages. Next week it is expected预期 to open up itsMessenger信使 service (which can already be used to dothings like order预定 an Uber car), to broaden拓宽 the range范围 of chatbots. And Facebook's investment in VR—it bought Oculus, the cheerleader领头羊 of this emerging field领域, for $2 billion in 2014—is a bold大胆的 guess about where computing and communication通信 will go after the smartphon.

鉴别 信使 VR虚拟现实（ virtual reality） 新兴的领域

7. But Facebook faces rivals对手 in all these areas. Google is using AI techniques to improve its internet services and guide指导 self-driving cars无人驾驶汽车, and other industry giants are also investing heavily in AI—though with the deepest pockets资金雄厚 and the most data to crunch计算机处理数据, Facebook and Google can attract the best researchers and most promising最有前途的 startups. Facebook lags behind落后于某人 Amazon,Apple, Google and Microsoft when it comes to当我们提到 voice-driven personal assistants; when it comes to chatbots聊天机器人, it faces competition from Microsoft and a host of许多 startups eager渴望 to prove that bots are the new apps.

语音驱动的 增强现实技术AR His head was superimposed on a woman's body in this picture. （图像叠加）

8.  And its push into VR—which Mr Zuckerberg sees as视为 a stepping stone跳板 to “augmented加强 reality” (AR), where information is superimposed叠加 on the real world—pitspit A against Ba与b竞争 it against formidable可怕的 rivals, too. Microsoft has jumped straight to AR with its HoloLens headset全息影像头盔, its most impressive令人印象深刻 product in years, and Google, already active活跃 in VR, has invested in Magic Leap, a little-known不为人所知 AR startup.

9. The scale规模 of Facebook's ambition, and the rivalries两者间的敌对关系 it faces, reflect反应 a consensus共识 that these technologies will transform转变 how people interact互动 with each other, with data and with their surroundings. AI will help devices设备 and services anticipate预测 your needs (Google's Inbox appalready suggests replies to your e-mails).(Google's Inbox app already suggests建议 replies回复 to your e-mails).