# Unit Telecommunication

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# Lexical resource

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| 趋同性(越来越象，越来越一致; 差异越来越少): **convergence/kənˈvɜːdʒəns/**[N-VAR](javascript:;)The convergence of **different** ideas, groups, or societies is the process by which they stop being different and become more similar.  e.g. Those **mergers**, **acquisitions** and alliances have grown rapidly because of **the convergence of** various forms of media – voice, data and video. Telecommunications companies benefit by collaborating with various hardware and software producers. It is cost-effective for companies to share equipment and resources, and customers can be offered flexible choices to meet their needs. |
| /riːp,rip/ reap = harvest v.  1.[T] reap is to get something, especially something good, as a result of what you have done 获得，取得〔成果〕**[ reap the benefit/reward/profit (of sth)]**  e.g. Those who do take risks often **reap the rewards**. 那些真去冒险的人往往会 得到回报。  e.g. The telecommunications industry, like many others, **shows an increasing trend toward** 'winner take all' battles, where the player with the superior business design **reaps/harvests the highest share of** the profits. The earlier and more thoroughly the new vision is mapped out, the greater the odds of ultimate success.  2. **Slang自食其果；种瓜得瓜，种豆得豆: “You reap what you sow[səʊ]”**  used to say that if you do bad things, bad things will happen to you, and if you do good things, good things will happen to you  3. [I,T] old-fashioned to cut and collect a crop of grain收割〔庄稼〕；收获 reap = harvest |
| (在商贸领域) 解除管制 deregulation /diːˌrɛɡjʊˈleɪʃən/: is the removal of controls and restrictions in a particular area of business or trade.  e.g.  Since deregulation, banks are permitted to set their own interest rates.  解除管制后，银行获准自定利率  e.g. Today I'd like to talk about telecommunication mergers and introduce **some (contributing) factors** that are critical to their success. In the last few years**, there has been a wave of mergers** in the telecom field, like the merger between NSN and Bells. **Deregulation** and technological innovation have spurred growth in new services and are intensifying competition in nearly every product area.    e.g. Eventually, **antitrust laws**/an’t**aɪ**/ forced the **breakup** of AT&T. In 1984, AT&T **split up** into seven regional companies called the ‘Baby Bells.’ **Since that** split, new technology has changed the telecom industry, which has seen deregulation and reorganization. More companies have split or shut down, some have been **bought out** by other companies, and some have **merged** to form larger companies. Still other telecom companies have formed **strategic alliances** because of their overlapping interests and assets and to **fight off** new competitors. |

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| (公司）推出 (新产品或服务) | **[ (公司）推出 (新产品或服务) roll out a new product/new service )**  rol[l o]ut: If a company roll[s o]ut a new product or service, or if the new product or service rolls out, it is made available to the public for the first time.  e.g. On Thursday, Microsoft **rolls out** its new operating system. 在星期四微软推出了它的新操作系统。  e.g. On the Xmas eve, Starbucks **rolls out** its new type of coffee, which has been proved to be one of the most **sought-after吃香的 flavors**.  e.g. Northern Telecom says its products will **roll out** over 18 months beginning early next year.  表示其产品将从明年初起用18个多月的时间推出。 |
| adj. 光学纤维的 n. 光纤，光纤技术 | adj. 光学纤维的 n. 光纤，光纤技术 fiber optic |

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| subscribe /səbˈskraɪb/    1.[V-I](javascript:;)**持有/秉承xxx (观点,意见或,信仰)** If you **[subscribe to a view, an opinion or a belief],** you are one of a number of people who have this opinion or belief.  **[ subscribe to a view that xxx; subscribe to a belief that xxx; subscribe to an opinion that xxx ]**  e.g.  I've personally never **subscribed to the view that** either gender is superior to the other.  我个人从未 **持有过*<一种性别比另一种性别优越>*的观点**。  e.g. I’ve always been **subscribing to a belief that** the more you study, the more opportunities you’d get in future. I’m **sticking to** this opinion. **持有/秉承一个xxx 信仰**  2.[V-I](javascript:;)订阅(报纸或杂志) If you **[subscribe to a magazine or a newspaper],** you pay to receive copies of it regularly/at a regular basis, like daily, weekly, or bi-weekly.  e.g. My main reason for **subscribing to** New Scientist is to **keep abreast of** advances in science. 我订阅《新科学家》的主要原因是 要跟上<科学的>进步。  **//keep pace with sth =keep abreast with sth和保持同步； 并驾齐驱； 跟上xxx步伐/脚步/进步**  3.[V-I](javascript:;)申请加入 (在线新闻组); 申请 (在线服务) If you**[subscribe to an online newsgroup or service],** you send a message saying that you wish to receive it or belong to it.  e.g. I’ve **subscribed to** AiQiYi VIP😊 e.g.  Usenet is a collection of discussion groups, known as newsgroups**, to which anybody can subscribe**.   新闻组网络是由称为新闻组的讨论组组成，任何人都能申请加入。  4.[V-I](javascript:;)申购 (公司的股份) If you **[ subscribe for shares in a company],** you apply to buy shares in that company.  e.g. Employees subscribed for far more shares than were available.  雇员们 申购了远比实际数额还多的股份。 |
| [səb'skraɪbə] subscriber  1. someone who pays money, usually once a year, to receive copies of a newspaper or magazine, or to have a service, esp the online service〔报纸或杂志的〕订阅者，订户；〔某项服务的〕消费者，用户  e.g. the cable television subscribers 有线电视用户 e.g. the AT&T wifi subscribers  e.g. I have been **a subscriber to Newsweek** for many years.  我已是《新闻周刊》一名多年的订户  2. **Subscribers to a service** are the people who pay to receive the service. (某个服务的)用户  e.g.  China has almost 15 million **subscribers to** satellite and cable television.  中国有近一千五百万个卫星和有线电视用户。 |
| integrate /ˈɪntɪˌgreɪt/  1.[V-T/V-I](javascript:;)同化融入(到另一个文化的群体) If someone **[ integrates into a social group or is integrated into it],** they behave in such a way that they become part of the group or are accepted into it. = When people such as immigrants **[assimilate into a community] or when that [ community assimilates them],** they become an accepted part of it and behave in the same way as others in that community, esp have the same understanding of culture and customs.  e.g. After immigrating to U.S., his family tried to **assimilate/integrate into** the white communities. 他的家人努力**同化融入到<白人社区>**。  e.g. He didn't **integrate successfully into** the Italian way of life.  他没有成功 融入<到意大利的生活方式中去>。  e.g. **Integrating the kids into** the community is essential. You must try to **assimilate into the white communities** in U.S. 使孩子们融入这个社区是非常必要的。  2.[ADJ](javascript:;)融合的; (种族) 融合的integrated  e.g.  He thinks we are living **in a fully integrated, supportive society**.  生活在一个完全融合、互相帮助的社会。  3.[V-T/V-I](javascript:;)(种族) 融合, 使合并; 成为一体 When races integrate or when schools and organizations are integrated, people who belong to ethnic minorities can join others in their schools and organizations.  e.g. The Marine Corps was the last service to integrate.  美国海军陆战队是最后合并的部队。  E.g. a black honour student in Chicago's **integrated** Lincoln Park High School.  …在芝加哥混合种族的林肯公园高中上学的一位黑人优等学生  5.[V-RECIP](javascript:;)If you **[ integrate one thing with another],** or one thing integrates with another, the two things become closely linked or form part of a whole idea or system. You can also say that two things integrate. (两者)结合在一起  e.g. Writing about a topic helps you **integrate new knowledge with** what you already know.  将新知识和已有知识结合起来。  6.[ADJ](javascript:;)整体的  e.g.  There is, he said, a lack of an integrated national transportation policy.  他说目前缺乏一个整体的全国运输政策。  =>integral /ˈɪntɪgrəl/  [ADJ](javascript:;)Something that is **an integral part of** something is an essential part of that thing. (构成整体)所必需的一个部分; 不可缺少的一个部分  e.g.  Rituals, celebrations, and festivals form **an integral part** of every human society.  仪式、庆典和节日是每个人类社会 不可缺少的组成部分。  => indispensable /ˌɪndɪˈspɛnsəbəl/  [ADJ](javascript:;)If you say that someone or something is indispensable, you mean that they are absolutely essential and other people or things cannot function without them. 必不可少的  e.g.  She was becoming indispensable to him. 对他来说她正变得不可或缺。 |

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| 动荡不定的,变化无常的(形式，股票和债券市场，政治局势) | volatile /ˈvɒləˌtaɪl/  1.[ADJ](javascript:;)A volatile situation is likely **to change suddenly and unexpectedly**, without warming ahead. 动荡不定的,变化无常的(形式，股票和债券市场，政治局势)  **[ volatile situation: 动荡不定的,变化无常的形式;**  **volatile stock and bond market: 动荡不定的,变化无常的股票和债券市场;**  **volatile political situation: 动荡不定的,变化无常的政治局势]**  e.g. There have been riots and political turmoil before and the situation is volatile.   先前一直就有暴乱，局势变化无常。  e.g. an increasingly **volatile political situation** 日益动荡的政治局势  e.g. the highly **volatile stock and bond markets** 相当动荡不定的,变化无常的股票和债券市场  2.[ADJ](javascript:;)If someone is volatile, their **mood often changes quickly**. 情绪不稳定的(人)  e.g. He accompanied **the volatile actress** to Hollywood the following year情绪反复无常的女演员.  e.g. After the divorce, she **becomes volatile** and sort of lives under depression.  3.[ADJ](javascript:;)A volatile liquid or substance is one that will quickly change into a gas. 易挥发的  e.g. The blast occurred when volatile chemicals exploded.  易挥发的化学品  e.g. Essential oil精油is a volatile易挥发的 oil, usually having the odor or flavor of the plant or flower from which it is obtained, used to make perfumes/fragrance and flavorings |
| xxx处于不断的变化中 | flux /flʌks/ **[ sth is in flux or in a state of flux ]**  1. if sth. is in a state of flux, it is constantly changing.  E.g. Education remains in a state of flux which will take some time to settle down. 教育 处于不断的变化中，需要一段时间才能 稳定下来  e.g. I cannot finish non-PII work till Fri., because the CORS PII design is still in the state of flux, which means the design is constantly changing.  a situation in which things are changing a lot and you cannot be sure what will happen 不断的变化  •Everything is in flux at the moment. 眼下一切都变化不定。  •The education system is still in a state of flux . 教育体制仍处于不断变化之中。  e.g. As you can see, things are in flux and changing daily.  // influx: literal meaning: (河流的)流入汇集；河流的汇集处; figurative meaning: big and mass, come in like floods/deluges 洪水一般涌入的( 难民 , 移民，邮件，任务） **[ 洪水一般涌入的难民 an influx of refugees; a[n i]nflux of migrants; 洪水一般多的邮件 influx of emails = floods of emails = deluges of emails ]** |

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| Captive audience: **(在公共场所，对广告或宣传等不听也得听的)受制观众(或听众)** |
| 实质性的（非夸夸其谈，不是装的）；(物质存在的)真实的，实际的substance  ['sʌbst(ə)ns]= substantive, substantively ['sʌbst(ə)ntɪv] [səb'stæntɪv] dealing with things that are important or real  **[实质性问题(指重要的实际存在的问题): substantive matters/issues;**  **实质性的商谈: substantive discussions (not throwing any rhetorical marks口头上的夸夸其谈);**  **实质性的进展substantive progress**  **实质性的互动substantive interactions ]**  e.g. The State Department reported that **substantive discussions** had taken place with Beijing. 美国国务院称已经和北京方面进行了 **实质性的商谈**。  e.g. President Moon's proposal for North Korean participation in the Winter Olympics is an incremental step that might eventually lead to further, more **substantive interactions** between the North and South.  e.g. ..today only three delegations made speeches on two **substantive issues**: 1. how to realize **abatement减少 of GHG emissions** by 5% by 2020 2. How to speed up the R&D of the green-energy automotive. 三个代表团就 实质性问题 做了发言。  =>   |  | | --- | | 证实(rumor/gossip/news/claim/statement/story)；使实体化[səb**'s**tænʃɪeɪt]  [ substantiate a rumor/gossip/news/claim/statement/story]  **[ substantiate the rumor: 证实了谣言； substantiate the gossip证实了扉文; substantiate this news证实了这个新闻; substantiate sb’s claims证实了某人的说法; substantiate these finding: 证实这些发现]**   过去式 substantiated过去分词 substantiated现在分词 substantiating   * Substantiate sth (rumor/gossip/claim/a piece of news): to prove the truth of something that someone has said, claimed etc; To substantiate a statement or a story means to supply evidence which proves that it is true. 证明，证实 * Authenticate sth: to prove that something is true or real 证明〔某物〕是真的，鉴定〔某物〕之真实性 **[新闻的真实性authenticity of the news; 报道的真实性authenticity of the report]** * Validate sth: to prove that something is true or correct, or to make a document or agreement officially and legally acceptable 证实xxx；使生效使合法化   e.g. He offered little evidence to **substantiate his claims** . 拿不出什么证据来 **证明他的说法**。  e.g. There is little scientific evidence to **substantiate these findings.**  **证实这些发现** | | =>adj)  经证实了的(rumor/gossip/news/claim/statement/story), 被证明了的xxx: substantiated xx  V.S.  未经证实/鉴定的(谣言,新闻,说法)，无事实根据的: [ʌnsəb**'**stænʃɪeɪtɪd] unsubstantiated: not proved to be true == unau’thenticated [ʌnɔː'θentɪkeɪtɪd]:  e.g. **unsubstantiated allegations** of child abuse 未经证实的虐待儿童的指控  e.g. A member of [the popular all-girl group Moranbong](http://www.cnn.com/2018/01/15/asia/north-korea-moranbong-band-olympics-intl/index.html), Hyon was once the subject of **unsubstantiated rumors** that she dated Kim Jong Un. It was also reported that she may have been later executed by him in 2013. | | ʌnɔː'θentɪkeɪtɪd] unauthenticated: 不可靠的；未经鉴定的；未经证实的 = unsubstantiated | |
| ['stæmɪnə] [stæmənə] stamina  n. 毅力；精力；活力；持久力  physical or mental strength that lets you continue doing something for a long time without getting tired  持久力，耐力，毅力  •You need stamina to be a long-distance runner. 当长跑运动员需要耐力。  •Elaine has the stamina and the determination to succeed. 伊莱恩具有成功所需的毅力和决心。  e.g. Most employees in this industry work full time, and many work over 40 hours a week. Construction workers often work evenings, weekends and holidays to finish a job**. The nature of the work**工作性质 requires **physical stamina['stæmɪnə] [stæmənə]（耐力,体力持久）**, as the body has to be able to cope with **prolonged** standing, bending, **stooping [stuːp]弯腰驼背**and working in small spaces.. | |
| /'ʃæbi,ˋʃæbɪ/ adj. shabby  => comparative: shabbier ; su’perlative [suːˈpəːlətɪv]: shabbiest  => DERIVATIVE 派生词=> shabbily adv; shabbiness n [U]   1. shabby clothes, places, or objects are untidy and in bad condition because they have been used for a long time又脏又破的(衣服，东西，地方); 肮脏破旧的(地方) **[ old and shabby ]** e.g. a shabby little hawker 一家肮脏的小贩中心 e.g. His clothes are old and shabby.   他的衣服又旧又破。 2. wearing clothes that are old and worn 衣衫褴褛的，衣着寒酸的 a shabby tramp 一个衣衫褴褛的流浪汉 ; a shabby begger 3. unfair and unkind不公平的；不仁慈的 **[卑鄙的花招a shabby trick/maneuver/ruse/artifice]**   肮脏破旧的(地方) a shabby place/ restaurant; a shabby **hawker**: 一家肮脏的小贩中心  V.S.  破旧的，破落的〔建筑物或地区〕: a run-down area; a run-down building; a run-down community   1. a building or area that is run-down is in very bad condition 破旧的，破落的〔建筑物或地区〕 2. [not before noun, 不用于名词前] someone who is run-down is tired and not healthy精疲力竭的，衰弱的 e.g. You look a bit run-down. 你看上去有点疲倦。 | |

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| [ aftermath of sth = the bad consequences of sth, esp. the natural disaster]  [ the aftermath of the earthquake; the aftermath of the tsunami]  e.g. President accepted the Prime Minister's resignation Sunday, her office said the resignation will take effect later, after the government is finished with **the aftermath of the disaster**.  e.g. And when Google's YouTube spread conspiracy theories in **the aftermath of the devastating shooting** in Las Vegas, the video service decided to [update its algorithm](http://money.cnn.com/2017/10/05/technology/culture/youtube-conspiracy/index.html?iid=EL) to prevent it from happening again. |
| [ʌndə'teɪk] undertake; 过去式 undertook过去分词 undertaken现在分词 undertaking  vt. 承担，保证；从事；同意；试图   1. to accept that you are responsible for a piece of work, and start to do it 承担；着手做〔某事〕 [ undertake a task/a project/research/a study] etc e.g. Dr Johnson undertook the task of writing a comprehensive English dictionary. 约翰逊博士担负起编写一本综合性英语词典的工作。 2. undertake to do sth = promise or agree to do something 承诺做某事，答应做某事 e.g. He undertook to pay the money back in six months. 他保证在六个月之内还钱。 e.g. We understand that the Villa comes fully equipped for use and that a before and after “maid service(客房清洁服务): is included. We undertake/promise to pay you back a deposit of $250 which will be refundable on arrival home. We also undertake/promise to leave the property in a reasonably clean and tidy order. Please note that if there is excessive cleaning of damage to the Villa part of your deposit may be withheld (withhold: refuse to give). |

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| [杯中的水是半空还是半满全取决于你的态度/是一个仁者见仁智者见智的问题: glass half empty, half full ]  e.g. It is a case of "the glass being half full or half empty", depending on your view. 这是一个仁者见仁智者见智的问题  e.g. Stephen Green, head of economic research, said it was a case of "the glass being half full or half empty", depending on your view. 这是一个仁者见仁智者见智的问题,全看你怎样看待  V.S.  **第一次努力是不太可能得到所有想要的: You don’t get full on the first spoonful**  Vice Minister, at South Korea's Unification Ministry, says the talks got off to a positive start this morning and this afternoon negotiators will tackle "more on-the-field, technical matters." He says the delegations will discuss the specific arrangements for the North Korean participation in the Winter Olympics as well as the possibility of family reunions and military talks. "Starting is half the work and...**you don’t get full on the first spoonfu**l," he says. |
| (会谈，政治对话的) 对话者；谈话者 interlocutor  [,ɪntə'lɒkjʊtə] your interlocutor is the person you are speaking to 对话者，参加谈话者  [词条图片](javascript:;) |
| **[ 有约束力的决定: a binding decision; 一种具有法律约束力的决定: a legally binding decision; 没有约束力的决议: a non-binding decision ]**  e.g.The CHMP's recommendation has now been forwarded to the European Commission for the adoption of a legally binding decision.  以便作为一种具有法律约束力的决定而被采用。  e.g. from the perspective of the North Koreans, they will want **interlocutors** who have the authority to make **a binding decision有约束力的决定**, pending President Moon's approval, about the North's participation.  2. China has already ruled out a joint referral to the tribunal, but del Rosario said it is possible for acountry to go to the panel unilaterally for a non-binding decision.  寻求一个单方的专家组做出没有约束力的决议对一个国家来说还是有可能的。  3. May I remind everyone that this committee has authority to make a binding decision.  有权做 约束性的决定。  **[沧海一粟; 九牛一毛; 杯水车薪a drop in the bucket, a drop in the ocean ]**  e.g. But even this effort could prove to be **a drop in the bucket** compared to what's needed.  e.g. But the humanitarian assistance is only **a drop in the bucket/ocean**. The World Food Program estimates the storm destroyed 100% of the crops in this agricultural area. There are more than 468,000 people are displaced (homeless).  e.g. India's Prime Minister Modi **abruptly** banned the old 500 and 1,000 rupee **banknotes**/paper currency in an unscheduled speech on Tuesday night **out of blue** (suddenly and expectedly, abruptly). The blanket ban is aimed at fighting corruption and **tax evasion/dodge/avoidance**.. India's sudden switch to new banknotes/paper currency纸币 left millions of people lining up for ages to get their hands on the cash. Banks have been **besieged/surrounded** by crowds trying to exchange their defunct cash. All ATMs, stocked with囤积 only 100 rupee banknotes (about $1.50 bucks), are emptying within hours and tempers are fraying. With millions of residents still lined up for ages around the country to withdraw new banknotes/paper currency and nearly half the country's 200,000 ATMs not working, the mobile bus is just **a drop in the bucket/ocean**. |
| 插入一根不谐锲子, **制造分裂,** 种下不和的种子: **drive a hedge; drive a hedge between A and B.**   * + 1. The president accused his hardline rivals of trying to **drive a wedge between him and the man** whosits at the top of Iran's clerical leadership and has final say in all state matters. 对手冀图在他和卡梅尼之间插入一根不谐锲子(**制造分裂**)，离间两人之间的关系。     2. E.g. There is concern in Seoul that Pyongyang's insistence on holding bilateral talks with Washingtoncould drive a wedge between the U.S. and South Korea.  平壤坚持要同华盛顿举行双边会谈，这可能在美国和韩国之间种下不和的种子   They're talking about appeasement of the North, of Pyongyang using its potential participation in the Olympics as a way to extract concessions on issues of geostrategic concern, and to give voice to a "sky is falling" perspective that Pyongyang is attempting to **drive a wedge制造分裂** in the South Korean-US alliance. |
| [əʊvə'rɔːt] overwrought  adj. 过度紧张的；过度兴奋的；过分劳累的；（文体等）过于考究的  v. 工作过度；把…做过头；使过于激动（overwork的过去式和过去分词: overwork, overwrought, overwrought）  very upset, nervous, and worried  非常烦恼的；神经很紧张的；十分忧虑的  e.g. Clara was tired and overwrought after all the problems of the last few days. 经历了过去几天的重重困难之后，克拉拉既疲惫又紧张。  E.G. The fact that South Korean President Moon Jae-in even proposed the meeting, in response to remarks Kim Jong-un made during his New Year's Day address, has sent some analysts into making overwrought([‚əʊvə'rɔːt◂ over upsetting and nervous) and heavy handed pronouncements. |

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| **对 <xxx事情的发生>抱有一线希望** | **对 <xxx事情的发生>抱有一线希望 [ on the off-chance that sth will happen ]** if you do something on the off-chance that something will happen, you do it hoping that it will happen although it is unlikely 对 <xxx事情的发生>抱有一线希望  E.G. I just came to see you **on the off-chance that** Pippa might be here. 我来看你只是抱着一丝希望皮帕或许会在这儿。  E.G. After the call ended, officials from the Ministry of Unification -- responsible for "all issues pertaining to inter-Korean relations and unification" -- stayed by the phone, **on the off-chance that** the North would call again. The DMZ village is home to 33 communications lines between South and North Korea, according to the Ministry of Unification. |
| 衰退(貌似也不再有进展/进步) ;  失去了信心，做xxx事情犹豫 | /ˈfɔːltə/  falter   1. [V-I](javascript:;)If something falters, it loses power or strength in an uneven way, or no longer makes much progress. 衰退(貌似也不再有进展/进步)  **[经济正在衰退(貌似也不再有进展/进步): economy is faltering/melting down.]** e.g. Normal life is at a standstill, and **the economy is faltering/melting down**. We’d foresee an **economic recession/meltdown**.  正常生活陷入停滞，经济正在衰退(貌似也不再有进展/进步) 2. [V-I](javascript:;)失去了信心，做xxx事情犹豫/动摇 **[ falter in sth ]** If you falter or falter in sth, you lose your confidence and stop doing something or start making mistakes.   e.g. I have not **faltered in** my **quest/pursuit for** a new future.  我 **对<**崭新未来>的**追求**未曾犹豫过/动摇过。  e.g. I have not **faltered in** my **quest for** new knowledge.  **//对<xxx>的追求 N) my quest for sth (knowledge)**  V.S **pain/stress/pressure abates: become less strong, weaker or decrease V.S. mitigate/alleviate pain/stress/pressure** |
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# Lexical\_CompanyRelated

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| (公司的)建立 | e.g. The telecommunications market was once **dominated/monopolized** by the American Telephone and Telegraph Company (AT&T), **set up** in 1885 to run the first U.S. long-distance telephone network. In 1899, it **bought out**买断(公司的股权) American Bell, creating what became an American telephone monopoly. It was known as the Bell System because AT&T had gradually **acquired** all the companies that licensed telephone equipment. |
| 买断(公司的股权) | **[买断(公司的股权): buy out a company; bought out a company ]**  1.[PHRASAL VERB](javascript:;)If you buy someone out, you buy their share of something such as a company or piece of property that you previously owned together. 买断；purchase the rights and assets of a company.  •  The bank had to pay to buy out most of the 200 former partners. 花钱买断200个前合伙人的多数股权。  2.→see also [buyout](file:///C:\Users\IBM_ADMIN\AppData\Local\Youdao\Dict\Application\7.5.2.0\resultui\dict\result.html?keyword=buyout)  e.g. The telecommunications market was once **dominated/monopolized** by the American Telephone and Telegraph Company (AT&T), **set up** in 1885 to run the first U.S. long-distance telephone network. In 1899, it **bought out**买断(公司的股权) American Bell, creating what became an American telephone monopoly.  e.g. The telecommunications market was once **dominated/monopolized** by the American Telephone and Telegraph Company (AT&T), **set up** in 1885 to run the first U.S. long-distance telephone network. In 1899, it **bought out American Bell**, creating what became an American telephone monopoly. It was known as the Bell System because AT&T had gradually **acquired** all the companies that licensed telephone equipment. Eventually, **antitrust laws (laws that protect the anti-monopoly regulations)** forced the **breakup** of AT&T. In 1984, AT&T **split up** into seven regional companies called the ‘Baby Bells.’ **Since that** split, new technology has changed the telecommunications industry, which has seen deregulation and reorganization. More companies have split or shut down, some have been **bought out** by other companies, and some have **merged** to form larger companies. Still other telecom companies have formed **strategic alliances** because of their overlapping interests and assets and to **fight off** new competitors.  //(在商贸领域) 解除管制 deregulation /diːˌrɛɡjʊˈleɪʃən/ is the removal of controls and restrictions in a particular area of business or trade. |
| 〔公司、组织的〕合并 | merge /mɜːdʒ/    1.[V-RECIP](javascript:;)If one thing merges with another, or is merged with another, they combine or come together to make one whole thing. You can also say that two things merge, or are merged. 使合并; 合并  •  Bank of America merged with a rival bank.   美国银行和一家竞争银行合并了。  •  The rivers merge just north of a vital irrigation system.   这些河流在一个重要的灌溉系统的北部汇合了。  •  The two countries merged into one.   这两个国家合二为一了。  2.  [V-RECIP](javascript:;)If one sound, colour, or object merges into another, the first changes so gradually into the second that you do not notice the change. 融入  •  Like a chameleon, he could merge unobtrusively into the background.   他像变色龙一样，可以不引人注意地融入背景之中。  •  His features merged with the darkness.   他的面容融入了黑暗中。  =>merger ['mɜːdʒə]: the joining together of two or more companies or organizations to form one larger one 〔公司、组织的〕合并 •merger negotiations 合并谈判  [+ of/between] •a proposed merger between two of the largest software companies 两家最大软件公司的合并提议  [+ with] •There has been a lot of talk about a merger with another leading bank. 人们纷纷传言要和另一家大银行合并。 |
| (公司的)收购 | acquisition /ˌækwɪˈzɪʃən/      1.[N-VAR](javascript:;)If a company or business person makes an acquisition, they buy another company or part of a company. (公司的)收购 •  ...the acquisition of a profitable paper recycling company.   对一家有利润的废纸回收公司的收购。  2.[N-COUNT](javascript:;)If you make an acquisition, you buy or obtain something, often to add to things that you already have. 获得 •  How did you go about making this marvellous acquisition then?   那么你是怎么着手进行这宗不可思议的购置的？  3.[N-UNCOUNT](javascript:;)The acquisition of a skill or a particular type of knowledge is the process of learning it or developing it. 习得 •  ...language acquisition. …语言习得 |
| 〔公司、组织的〕分裂 | split /splɪt/  1.[V-T/V-I](javascript:;)If something splits or if you split it, it is divided into two or more parts. 分开  •  In a severe gale the ship split in two.   在一次强劲的大风中那艘船断成了两半。  •  If the chicken is fairly small, you may simply split it in half.   要是鸡不太大，你把它分成两半就行。    e.g. In 1984, AT&T **split up** into seven regional companies called the ‘Baby Bells.’ **Since that** split, new technology has changed the telecommunications industry, which has seen deregulation and reorganization.  //(在商贸领域) 解除管制 deregulation /diːˌrɛɡjʊˈleɪʃən/ is the removal of controls and restrictions in a particular area of business or trade  2.[V-T/V-I](javascript:;)If an organization splits or is split, one group of members disagree strongly with the other members, and may form a group of their own. 分裂  •  Yet it is feared the Republican leadership could split over the agreement.   然而人们担心共和党领导层可能会因该协议而出现分裂。  3.[ADJ](javascript:;)Split is also an adjective. 分裂的  •  The Kremlin is deeply split in its approach to foreign policy.   克里姆林宫在对外政策的看法上严重分歧。  4.[N-COUNT](javascript:;)A split in an organization is a disagreement between its members. 分歧  •  They accused both radicals and conservatives of trying to provoke a split in the party.   他们指责激进人士和保守人士都企图挑起党内分歧。  5.[N-SING](javascript:;)A split between two things is a division or difference between them. 区分; 区别  •  ...a split between what is thought and what is felt.   …所想和所感之间的区别。  6.[V-T/V-I](javascript:;)If something such as wood or a piece of clothing splits or is split, a long crack or tear appears in it. 使裂开; 裂开  •  The seat of his grey trousers split.   他的那条灰色裤子的臀部裂开了。  7.[N-COUNT](javascript:;)A split is a long crack or tear. 裂缝  •  The plastic-covered seat has a few small splits around the corners.   那个有塑料套的座位的角边周围有几处小裂缝。  8.[V-T](javascript:;)If two or more people split something, they share it between them. 分摊; 分享  •  I would rather pay for a meal than watch nine friends pick over and split a bill.   我宁愿付整顿饭钱而不愿看着9个朋友仔细算计、分摊账单。 |
| 转让，出售〔公司部分业务／部门／资产/投资等〕 | /daɪ'vest／   1. [V-T](javascript:;)If you divest yourself of something that you own or are responsible for, you get rid of it or stop being responsible for it. 抛弃　e.g.  The company divested itself of its oil interests. 这家公司 从<石油生意>中抽身。 2. [V-T](javascript:;)If something or someone is divested of a particular quality, they lose that quality or it is taken away from them. 从...中去除; 被剥夺(...的能力)　。   divest sb of sth: divest yourself of sth: to sell or give away something you own 出售；丢弃〔拥有的东西〕  e.g. Dad had long since divested himself of anything valuable. 爸爸早就把所有值钱的东西都卖光了  divest yourself of sth to remove something you are wearing or carrying  脱下〔所穿的衣服〕；放下〔所拿的东西〕  e.g. Pedro divested himself of his overcoat. 佩德罗脱下大衣。to take something away from someone　使失去，剥夺  e.g. The king was divested of all his wealth and power. 国王被剥夺了一切财富与权力。   1. if a company divests, it sells some of its asset s , investment s etc　转让，出售〔公司部分资产、投资等〕   [剥离的出售的业务: the divested business; the divested department; the divesture;]  E.g. Last year, the X86 server department is **divested** from IBM to Lenova.  Eg For the full year, we generated revenue of $81.7 billion, down 1 percent adjusting for **divested businesses**, e.g the x86 server sold to Lenovo. We achieved operating earnings per share of $14.92 and delivered net income净收益 of $14.7 billion. We again made good progress refreshing and innovating our portfolio, including our strategic imperatives战略任务. GTS embraced our clients’ shift to hybrid cloud. GBS released 100 mobile apps from our landmark partnership with Apple. //n.续集（电视剧的）；副产品；附带的利益 spinoff |
| 1.(头衔或财产权利等的）剥夺；脱衣  2. (业务/组织/部门的）剥离/出售（一般是出售给其他公司）; 公司部门或子公司的出售、清算或资产分派 | **/**d**ai'**vestʃə/ divesture  1.(头衔或财产权利等的）剥夺；脱衣  2. (业务/组织/部门的）剥离/出售（一般是出售给其他公司）; 公司部门或子公司的出售、清算或资产分派 divesture, divestiture [dai'vestitʃə]: The sale, liquidation, or spinoff of a corporate division or subsidiary. if a company divests, it sells some of its assets, investments etc. normally to another company  eg IBM has finished its first phase of enterprise transformation转型, such as carrying **out the divestiture of X86 server** to Lenovo and achieving the acquisition of Softlayer.  eg As you also know, a core element of IBM **strategic imperatives(公司／企业的)战略规则** is our commitment to climb to higher value. We have announced **the divestiture业务的出售 of** our semiconductor manufacturing business to another company GlobalFoundries and **the divesture of x86 servers to ThinkPad.** |
| (slang)(公司的) 战略规则/任务 | [strategic imperatives]  eg Aligning our expertise and resources against these opportunities paid off in the first quarter, with our **strategic imperatives战略规则** delivering constant currency growth of more than 30 percent, excluding our recent **divestitures（部门的）剥离/出售, eg divestiture of x86 servers to Lenovo**. Within this, our Cloud business grew more than 75 percent. This revenue acceleration in our **strategic imperatives战略规则** helped drive a 2 point improvement in revenue growth over the fourth quarter of last year. As a result, our overall revenue performance returned to flat growth year-to-year.  e.g. IBM delivered $22.5 billion in revenue for the quarter, up nearly 4 percent as reported, and $5.18 in operating earnings-per-share. We achieved 17 percent growth in our **strategic imperatives**, and the as-a-service annual exit run rate grew 20 percent. For the full year, our **strategic imperatives** represented 46 percent of IBM revenue and our cloud business delivered more than $17 billion  e.g. Our **strategic imperatives战略规则** delivered growth of more than 30 percent for the second quarter and the first half of the year, excluding the impact of currency and **divested business 剥离/出售的业务**, eg **the divesture of X86** server to Lenovo. Our cloud business grew more than 70 percent in the quarter, and we have delivered $8.7 billion in cloud revenue over the last 12 months. Our mobile business quadrupled, and our security business returned to double-digit growth. Taken together, the **strategic imperatives战略规则** are becoming a substantial part of our total business, and their continued rapid growth gives us confidence in our strategic path forward. |
| 策略联盟；战略联盟 | 策略联盟；战略联盟（两家公司的合作安排，两者决定分享资源，互补长短）strategic alliance [ə'laɪəns] = different companies work together as friends to achieve the same goal by fighting against the same competitors/rivals.  [词条图片](javascript:;) |
| Monopolize, monopoly, | monopolize /məˈnɒpəˌlaɪz/  1.[V-T](javascript:;)If you say that someone monopolizes something, you mean that they have a very large share of it and prevent other people from having a share. 垄断 e.g. They are controlling so much cocoa that they are virtually **monopolizing the market** **垄断市场**。 eg The HuaWei **monopolized the telecom services** CHINA.  2.[N-UNCOUNT](javascript:;)垄断monopolization/mə,nɔpəlai'zeiʃən/ e.g....**the monopolization/mə,nɔpəlai'zeiʃən/ of a market** by a single supplier.  …单一供货商对一个市场的垄断。  3. [V-T](javascript:;)If something or someone monopolizes you, they demand a lot of your time and attention, so that there is very little time left for anything or anyone else. 独占  e.g. Even this is a bilateral discussion, groupA **monopolized the conversation**.控制了谈话;  e.g.  He would **monopolize her** totally, to the exclusion of her brothers and sisters.  他要完全独占她，甚至排斥她的兄弟和姐妹。 |
| monopoly /məˈnɒpəlɪ/  1. [N-VAR](javascript:;)If a company, person, or state has a monopoly on something such as an industry, they have complete control over it, so that it is impossible for others to become involved in it. 垄断  [ **anti-monopoly**/an’t**aɪ**/反垄断；**the anti-monopoly** /an’t**aɪ**/**regulations:**反垄断协议] [ **反垄断法; 反独占法antitrust laws** /an’t**aɪ**/**:** rules protecting fair competition and ban from anti-monopoly /an’taɪ/]  e.g. We are following all the anti-monopoly/an’taɪ/regulations. e.g. ...Russian moves to end a state **monopoly** on land ownership.  …俄罗斯人提议结束国家对土地所有权的垄断。  2.[N-COUNT](javascript:;)A monopoly is a company which is the only one providing a particular product or service; is a company or group having exclusive control over a commercial. 垄断企业; 垄断者  e.g. a state-owned monopoly 一个国有垄断企业  3.[N-SING](javascript:;)If you say that someone **does not have a monopoly on something**, you mean that they are not the only person who has that thing. 并非 独有/独占xxx |

# Lexical\_TelecommunicationRelated

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| Base station: |
| Cell: |
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# Part 1)How a mobile works? (base station, cell)



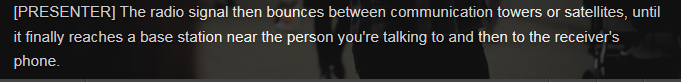
//take xxx into account V.S. take sth for granted.

























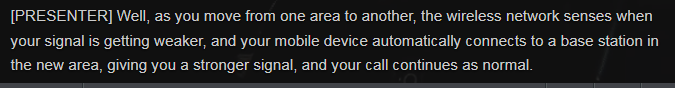














# Part 2)How to purchase a cellphone

## Cell phone features

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|  | keypad **/ˈkiːˌpæd/**  * + [N-COUNT](javascript:;)The keypad on a telephone is the set of buttons that you press in order to operate it. Some other machines, such as ATMs, also have a keypad. (电话机等上的) 小键盘   •  ...an lift's push-button keypad.   …一部电梯的按钮操纵键盘。 |
|  |  |
|  | Bluetooth /ˈbluːˌtuːθ/  [N-UNCOUNT](javascript:;)Bluetooth is a type of short-range wireless technology that allows portable devices such as cell phones, laptops, and PDAs to communicate with each other. 蓝牙  •  ...the latest Bluetooth technology.   …最新的蓝牙技术。 |
|  | a plastic card in a mobile phone that stores your personal information and allows you to use the phone  〔手机的〕SIM卡，用户识别模块 |
|  |  |
|  | touchscreen /ˈtʌˌtʃskriːn/  [N-COUNT](javascript:;)A touchscreen is a computer screen that allows the user to give commands to the computer by touching parts of the screen rather than by using a keyboard or mouse. 触摸屏  •  ...touchscreen voting machines.   …一些触摸屏投票机。 |
|  | lithium /ˈlɪθɪəm/  [N](javascript:;)a soft silvery element of the alkali metal series: the lightest known metal, used as an alloy hardener, as a reducing agent, and in batteries. Symbol: Li; atomic no: 3; atomic wt: 6.941; valency: 1; relative density: 0.534; melting pt: 180.6°C; boiling pt: 1342°C 锂 |
|  | handset  ['hænd'sɛt] n. 手机，电话听筒  [词条图片](javascript:;)   1. [N-COUNT](javascript:;)The handset of a telephone is the part that you hold next to your face in order to speak and listen. 电话听筒   •  ...the cord that connects the telephone handset to the phone itself.   …那条连接听筒和电话机的电线。   1. [N-COUNT](javascript:;)You can refer to a device such as the remote control of a television or stereo as ahandset. 遥控器   •  Most VCRs can be programmed using a remote control handset.   大多数录像机可用遥控器来设定程序。 |

## Reading-cellphone features

Telecommunications

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| --- |
| https://cns2.ef-cdn.com/Juno/11/90/07/v/119007/Tel2.2.1_header.jpg |
| **Cell Phone Features**  Since its inception in 1973, the cell phone has gone through tremendous transformations, becoming a very complex yet essential part of life for billions of people on Earth. Understandably, as the cell phone has evolved, so have its many features. Many of these features have now become very commonplace on cell phones, and people use these features every day to perform a variety of different tasks.  The most visible features of a cell phone are its keypad and display. The keypad is what cell phone users use to type numbers into a phone or construct text messages to be sent. The information that users type with the keypad then appears on the display, which is where the information is seen as it is typed. Additionally, the display is where users can view contents of videos they are viewing, or view websites, or look at photos they have taken with the phone’s built-in camera. In smartphones, the traditional display and keypad have been replaced by a touchscreen, which allows users to both view the content and interact with the phone on the same screen, by using their hands or fingers.  The cell phone gets its power from a rechargeable lithium-polymer battery, which provides a lower weight and allows manufacturers to shape the battery as a thin rectangle that fits more easily into cell phones. The user’s phone number and subscriber information are stored on a SIM card, which is a removable card that is located inside the phone. This card allows users to change phones by simply removing the SIM card from one phone and inserting it into another.  Some advanced features of cell phones are Wi-Fi capability, which allows users to connect to wireless networks and, hence, access the internet, and send and receive e-mails and view streaming video on the World Wide Web; SMS, which is the text communication service component of cell phones that allows users to send short text messages to each other; and Bluetooth, which is a wireless technology that allows users to exchange data over short distances. |

## Practice about cellphone features

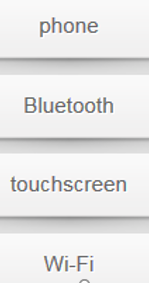
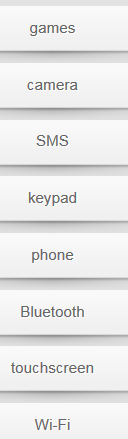
Identify the words used in the text to introduce cell phone features. Fill in the gaps with the words below.

Wi-Fi capability  -  SMS  -  write text messages  -  built-in  -  rechargeable  -  subscriber information  -  wireless technology  -  video streaming  -  touchscreen

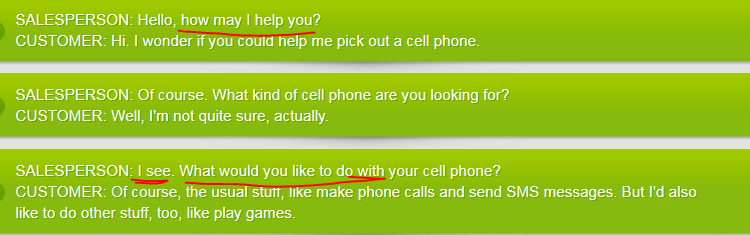
|  |
| --- |
| Cell Phone Features   Since its inception in 1973, the cell phone has gone through tremendous transformations, becoming a very complex yet essential part of life for billions of people on Earth. Understandably, as the cell phone has evolved, so have its many features. Many of these features have now become very commonplace on cell phones, and people use these features every day to perform a variety of different tasks.  The most visible features of a cell phone are its keypad and display. The keypad is used to type numbers into the phone or write text messages . The information that users type with the keypad then appears on the display, which is where the information is seen as it is typed. Additionally, the display is where users can view contents of videos they are viewing, or view websites, or look at photos they have taken with the phone's built-in camera. In smartphones, the traditional display and keypad have been replaced by a touchscreen , which allows users to both view the content and interact with the phone on the same screen, by using their hands or fingers.   The cell phone gets its power from a rechargeable lithium-polymer battery, which provides a lower weight and allows manufacturers to shape the battery as a thin rectangle that fits more easily into cell phones. The user’s phone number and subscriber information are stored on a SIM card, which is a removable card that is located inside the phone. This card allows users to change phones by simply removing the SIM card from one phone and inserting it into another.   Some advanced features of cell phones are Wi-Fi capability , which allows users to connect to wireless networks and, hence, access the internet and send and receive emails and video streaming on the World Wide Web; SMS , which is the text communication service component of cell phones that allows users to send short text messages to one another; and Bluetooth, which is a wireless technology that allows users to exchange data over short distances. |

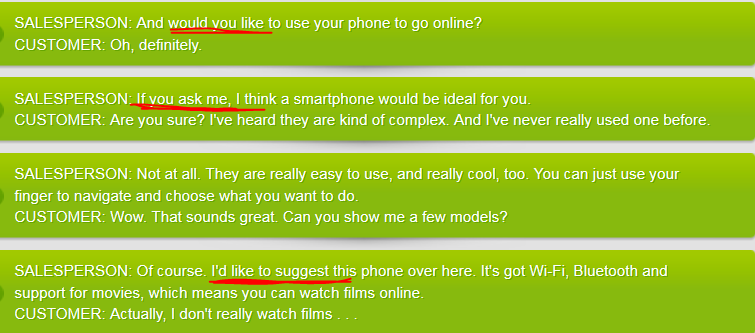
## **Choose a cell phone by comparing and assessing features**

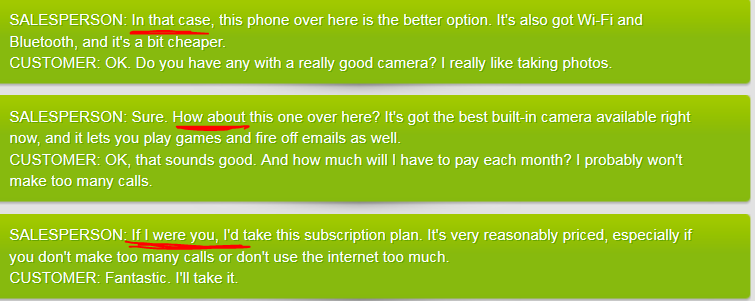
**Ref: see the “Venn diagram” about comparison and contrast**

   
  
The kind of cell phone you should get depends on what you want to get out of the phone. Specifically, what do you want to do with your phone? If you want to just make phone calls, send text messages and listen to the occasional song or two, then a regular cell phone will do.  
  
However, if you want to go online and check and send e-mails, view video streaming from websites, or connect to your friends’ phones, then a smartphone is your best bet. Compared to a smartphone, a regular cell phone is much cheaper and simpler. On the other hand, smartphones offer a touchscreen, which makes interacting with the phone easier and much more hands-on.   
  
The benefit of getting a newer smartphone is that you can take advantage of multi-tasking, which means that you can perform many tasks at the same time. For example, you can browse a web site while listening to music and downloading a file that a friend sent you. There’s not much difference between regular cell phones and smartphones in terms of sending SMS messages or using Bluetooth; both kinds of phones usually offer those capabilities.   
  
However, if you’re interested in using your phone for many different tasks and for many different purposes other than just making phone calls, it may be wise to purchase a smartphone.

## Make suggestions







## Practice: Give advice about a cell phone purchase

You are a cell phone salesperson. Answer the customer’s questions, using the text with your monthly sales brief to help you choose the most appropriate answer each time.

|  |
| --- |
| **Sales brief**  This month we are pushing smartphones:  o   Aim for high-end, expensive models o   Tell customers about online and Bluetooth features o   Recommend touchscreens o   Try to sell monthly subscription plans |

## Practice: Give advice about a cell phone purchase

Read the notes and recommend an appropriate phone to a customer based on their specific needs. Make sure your recommendation is in line with the monthly sales brief.

|  |
| --- |
| The customer: •   travels often, needs a phone with long battery life •   often checks e-mails while on business trips •   needs to view stock quotes often for job •   thinks other features, like a camera or watching movies, aren’t that important •   doesn’t like phones that are too bulky •   wants a phone that is easy to use and has a large, clear touchscreen |

# Part 3)Release a new telecommunication service

## Communications technology

Telecommunications means devices and systems that transmit electronic or optical signals across long distances. Modern telecommunications technology has made it possible to speak or exchange text, images and video with virtually anyone in the world at the push of a button.   
  
This new style of communications has had a dramatic impact on our lives. It has made worldwide commerce easier to conduct; it has empowered people by giving them access to information and made shopping more convenient. Devices such as mobile phones and smartphones allow individuals and companies to stay in contact more easily and less expensively. Academic and business research is simplified as reference material becomes available online. It also provides the key medium for delivering news, data, information and entertainment.  
  
Telecommunications is a huge industry, including companies that make hardware, produce software and provide related services. Hardware includes a vast range of products that enable communication across the entire planet, from video broadcasting satellites to mobile handsets to fiber-optic transmission cables. Services include running the switches that control the phone system, making access to the Internet available, and configuring private networks by which international corporations conduct business. Software makes it all work, from sending and receiving email to relaying satellite data to controlling telephone switching equipment.   
  
Individual people, businesses and governments use many different types of telecommunications systems. Some systems, like telephones, use a network of cables, wires and switching stations for point-to-point communication. Other systems, such as radio and television, broadcast radio signals over the air that can be received by anyone who has a device to receive them. Additionally, high-speed broadband connections allow users to send multimedia information over the Internet. Telecommunications is constantly evolving as technology improves. Recent improvements, for example, have allowed people to access the Internet, chat with friends, and watch movies all from a mobile handheld device.

## Modern telecommunication

Fill in the gaps with the words below.

broadcast  -  hardware  -  optic  -  handheld  -  online  -  smartphones  -  broadband  -  handsets  -  networks

Telecommunications means devices and systems that transmit **electronic or optical signals** across long distances. Telecom has made it possible to speak or exchange text, images, and video with **virtually** anyone in the world **at the push of a button.**   
  
This new style of communications has **had a dramatic impact on** our lives. For examples,

* It has made worldwide commerce easier to conduct.
* It has **empowered peopl**e by giving them access to information and made shopping more convenient.
* Devices such as mobile phones and smartphones allow individuals and companies to stay in contact more easily and less expensively.
* Academic and business research is simplified as reference material becomes available online.
* It also provides the key medium for delivering news, data, information and entertainment.

Telecommunications is a huge industry, including companies that make hardware , produce software, and provide related services. Hardware includes a vast range of products that enable communication across the entire planet, from video broadcasting satellites to mobile handsets to **fiber optic光纤技术** transmission cables. Services include running the switches that control the phone system, making access to the Internet available, and configuring private networks by which international corporations conduct business. Software makes it all work, from sending and receiving e-mail to relaying satellite data to controlling telephone switching equipment.   
  
Individual people, businesses and governments use many different types of telecommunications systems. Some systems, like telephones, use a network of cables, wires, and switching stations for point-to-point communication. Other systems, such as radio and television, broadcast radio signals over the air that can be received by anyone who has a device to receive them. Additionally, high-speed broadband connections allow users to send multimedia information over the Internet. Telecommunications is constantly **evolving** as technology improves. Recent improvements, for example, allow people to access the Internet, chat with friends, and watch movies, all from a handheld mobile smartphone.

## Process of releasing/rolling out a new telecom service

You are about to listen to an industry expert describing the process of **releasing/rolling out** a new telecommunications service. // If a company **rolls out a new product or service**, or if the product or service rolls out, it is made available to the public. 推出 (新产品或服务)

|  |
| --- |
| Setting up a new 3G network is no easy task, so I'll try to **break this down** for you into small, easy-to-understand steps. In order to get government approval to **roll out** a new 3G network, we'll have to demonstrate that we understand the existing mobile network and explain how we plan on integrating our own service.  **To start with/kick off**, our new service has to be able to communicate with and **integrate into** the current mobile network technology. This consists of a network of **base stations**, the core circuit switched network, which handles voice calls and text, a packet switched network, which handles mobile data, and the public switched telephone network to connect subscribers to the wider telephony network. Of course, we will also have to show that our service follows 3G standards, such as WCDMA.  **Once** this has been demonstrated to the proper governmental authorities, we need to prove that we will **respect customers' privacy** with our new service.  **After that,** we'll have to show that we are following all **the anti-monopoly** /an’t**aɪ**/**regulation.** This is to ensure that no one company takes full control of the entire market/dominates the entire market.  **Only when** all of this has been completed, **can** we begin to **approach mobile phone manufacturers**, who will be able to supply the phones that will run our new service. //倒装句  **Finally**, after having passed all of these **benchmarks**, we will be in a very good position/shape to **gain government approval**. |

//Nice sentences:

* We are following all **the anti-monopoly regulations** /an’t**aɪ**/məˈnɒpəlɪ/反垄断
* The service must **integrate into** the current technology.
* We will **respect customers' privacy** with the service
* We'll begin to **approach mobile phone manufacturers**.
* We're in a good position to **gain government approval.**

## Grammar: sequencing verbs

* First, second, third… finally.
* First, next…eventually
* Start with/begin with xxx,
* Kick off with xxx,
* After that, we’ll xxx
* **Only** when (e.g. all of this has been finished), xxx 这里要用倒装句  
  e.g. **Only when** all of this has been completed, **can** we begin to approach mobile phone manufacturers, who will be able to supply the phones that will run our new service.   
  e.g. **Only when** you finish the exam, **will** we have a trip in Seoul.
* As soon as xxx,
* Once (e.g. you finish this test), xxx

## Release/Roll out a new telecommunications service

You are making a presentation to a government official to get approval to release your company’s new 3G service. First of all, he wants to know more about what you've done so far. Explain to him the process of releasing a 3G network to an existing area.

• **Meet** existing technology standards (use WCDMA standard)  
• **Meet** privacy requirements  
• Follow **anti-monopoly /an’taɪ/ regulations**   
• **Approach** mobile phone manufacturers  
• **Gain** government approval

# Part4) Describe trends in the telecom industry

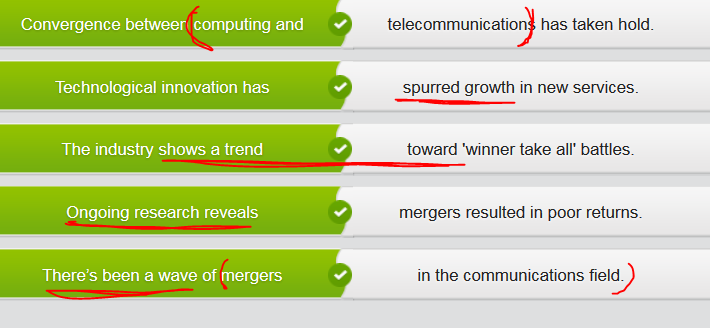
## Telecomm trends today (think about HuaWei, Ericsson, and Cisco; NSN & Bell)

Abstract: **Abstract**: e.g. merge, acquisition, buy out, split into, breakup, strategic alliance; divesture of xxx service;  **Antitrust laws/an’taɪ**/, the special laws that protect **the anti-monopoly regulations/an’taɪ/**, forced the company to split up.

All your telecom history, news and insider gossip    
  
The telecommunications market was once **dominated/monopolized** by the American Telephone and Telegraph Company (AT&T), **set up** in 1885 to run the first U.S. long-distance telephone network. In 1899, it **bought out** American Bell, creating what became an American telephone monopoly. It was known as the Bell System because AT&T had gradually **acquired** all the companies that licensed telephone equipment.  
  
Eventually, **antitrust laws**/an’t**aɪ**/ forced the **breakup** of AT&T. In 1984, AT&T **split up** into seven regional companies called the ‘Baby Bells.’ **Since that** split, new technology has changed the telecom industry, which has seen deregulation and reorganization. More companies have split or shut down, some have been **bought out** by other companies, and some have **merged** to form larger companies. Still other telecom companies have formed **strategic alliances** because of their overlapping interests and assets and to **fight off** new competitors. //(在商贸领域) 解除管制 deregulation /diːˌrɛɡjʊˈleɪʃən/ is the removal of controls and restrictions in a particular area of business or trade  
  
Those **mergers**, **acquisitions** and alliances have grown rapidly because of the **convergence of** various different forms of media – voice, data and video. Telecommunications companies benefit by collaborating with various hardware and software producers. It is cost-effective for companies to share equipment and resources, and customers can be offered flexible choices to meet their needs. **// The convergence /kənˈvɜːdʒəns/**of **different** ideas, groups, or societies is the process by which they stop being different and become more similar. 趋同性(越来越象，越来越一致)  
  
As the business world becomes more dependent on telecom for wireless, high-bandwidth solutions, the telecom world gets even more complex – sometimes so complex that it is often difficult to know which products and services are supplied by which companies.

## How to describe trends in <xxx> industry

Use the following sentences to describe trends in whatever industry, like telecom industry, pharmaceutical industry, hospitality industry, aviation industry, logistic industry, etc



|  |
| --- |
| Today I'd like to talk about telecommunication mergers and introduce some **(contributing) factors** that are critical to their success. In the last few years, **there has been a wave of mergers in the communications field.** **Deregulation** and technological innovation **have spurred/stimulated growth in** new services and are intensifying competition in nearly every product area. //(在商贸领域) 解除管制 deregulation /diːˌrɛɡjʊˈleɪʃən/ is the removal of controls and restrictions in a particular area of business or trade  **Convergence** between computing and telecommunications has finally taken hold, enabled by the Internet as the emerging backbone for a global, networked economy. //趋同性(越来越象，越来越一致; 差异越来越少): The convergence of **different** ideas, groups, or societies is the process by which they stop being different and become more similar.  **Ongoing research by my company reveals that** since the mid-1980s, most large mergers and acquisitions (deals worth more than $500 million) **resulted in** poor returns to shareholders over the following three years, relative to industry averages.   Successful mergers depend on creating new business designs that can capture the industry's future value growth, and not simply expanding the firms' current business designs.   The telecommunications industry, like many others, **shows an increasing trend toward** 'winner take all' battles, where the player with the superior business design **reaps/harvests the highest share of** the profits. The earlier and more thoroughly the new vision is mapped out, the greater the odds of ultimate success. **//reap sth = harvest: to get something, especially something good, as a result of what you have done获得，取得〔成果〕=>”you reap what you sow” used to say that if you do bad things, bad things will happen to you, and if you do good things, good things will happen to you自食其果；种瓜得瓜，种豆得豆** |

## Write-Describe trends in the telecom industry (think about HuaWei, Ericsson, and Cisco; NSN & Bell: merge, acquisition, buy out, split breakup, strategic alliance; divesture of xxx service)

A client who is thinking about expanding into the telecommunications industry has asked you to write a description of the current situation, including mergers, acquisitions and the different kinds of service providers. You can write about the state of the industry in your country, or internationally, it's up to you. Write 100-150 words.

