



Unit 6

Communication Service 通信服务



Learning objectives 学习目标

After learning this unit, you should

- acquire the knowledge about how to answer different kinds of communication service, such as how to make telephone calls, post letters and parcels, etc.;
- learn the practical knowledge about communication service;
- find ways to improve your e-mail writing skills.



Part 1 Background knowledge 背景知识

When traveling, people are bound to use some means of communication to send and receive messages, or search for some useful information. Today's communication choices are varied: telephone, mobile phone, mail, e-mail, fax, Internet and more. They are very convenient and have become an indispensable part in people's life.

Types of phones

1. Local call (市内电话).
2. IDD and DDD: international direct-dialed phone (国际长途直拨电话) and domestic direct-dialed phone (国内长途直拨电话). They are long-distance telephone calls in which the caller dials the number directly without the help of an operator.



3. Collect call (对方付费电话): a telephone call in which the calling party wants to place a call at the called party's expense.

4. Person-to-person call (叫人电话): an operator assisted call in which the calling party wants to speak to a specific party and not simply to anyone who answers. The caller is not charged for the call unless the requested party can be reached. This method was popular when telephone calls were relatively expensive.

5. Station-to-station call (叫号电话): a method of placing a telephone call with or without assistance, in which the calling party agrees to talk to whoever answers the telephone.



Part 2 Speaking 对话训练

Dialogue 1

Making a Telephone Call

(A: Clerk; B: Linda; C: Franklin)

A: ABC Company. Can I help you?

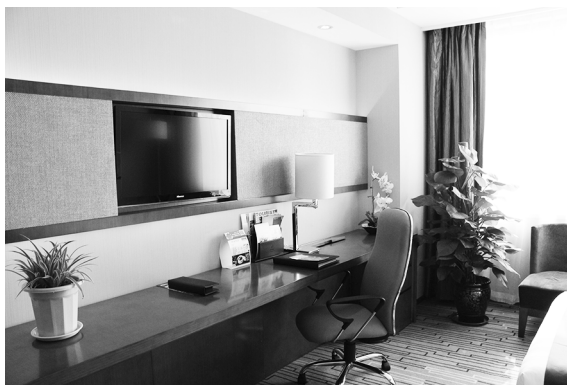
B: Hello! Can I speak to Mr. Franklin?

A: Which Franklin? There are two Franklins here.

B: Tony Franklin, the marketing manager.

A: OK. Just a minute, please. I'll put you through. (After a while) Sorry, Mr. Franklin is not available now. He is having a meeting.

B: Can I leave a message for him?



A: Of course.

B: Could you tell him that Linda Hu from China called him and asked him to call back as soon as possible.

A: What's your number, please?

B: My telephone number is 347-780-7556.

A: OK. Can I confirm the information? Linda Hu from China called and asked Mr. Franklin to call her back as soon as possible. Her telephone number is 347-780-7556. Right?

B: That's right.

A: I've taken them down and I'll let him know, Ms. Hu.

B: Thank you very much. Bye.

A: Bye.

(After some time)

C: Hello, is that Linda?

B: Yes. Who is it? ... Aha, Tony! I recognized your voice right away.

C: Yes. Linda. I just got your message. What a surprise! Didn't you tell me you would come here next week?

B: Yes, but I changed my plan. Tony, I can't believe I got hold of you at last. I tried to contact you by phone several times, but you were not in.

C: I'm sorry. I'm a bit busy recently. Where are you now? Shall we meet after work?

B: Yes, I'm staying at the Time Hotel. We can meet if you are free then.



C: Can you find my place? If you can't, I shall be very glad to pick you up.

B: No, thank you. I can find the place. See you then.

C: See you.

Notes

1. available 可用的, 可得到的; 空闲的
2. the Time Hotel 时代饭店
3. pick up 接送; 获得; 收拾

Dialogue 2

At the Post Office

(Scene: Bob wants to deliver a parcel to Shanghai. Now he comes to the post office.)

Postal clerk1: Hello, may I help you?

Bob: Yes, I'd like to have this parcel and letter delivered to Shanghai.

Postal clerk1: Oh, we only carry out remittance business. For parcels, please go to the next counter.

Bob: Thank you! ... Hello, I have a parcel and a letter to deliver.

Postal clerk2: Where do you want it to be delivered to?

Bob: I want to post it to Shanghai.

Postal clerk2: How would you like to send them?

Bob: I'd like to send them by express.



Postal clerk2: What are inside the parcel?

Bob: They are just some clothes and tea. There's nothing fragile.



Postal clerk2: OK, please fill out this form and indicate the value of the content.

Bob: Sure. What's the postage, please?

Postal clerk2: Hold on, let me put the parcel on the scale. It weighs up to 15 kg, and that will be 217 yuan. The letter is 6 yuan. So it's 223 yuan in total, please.

Bob: Here is 300 yuan.

Postal clerk2: Here is your change and receipt. Please check it.

Bob: Thank you. By the way, can you tell me how long it takes to send

the parcel to Shanghai?

Postal clerk2: About 4 days.

Bob: OK. Thanks.

Postal clerk2: You're welcome.

Notes

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|------------------------|------------|
| 1. deliver a parcel | 邮寄包裹 |
| 2. remittance business | 汇款业务 |
| 3. express | 快件, 特快专递 |
| 4. fragile | 易碎的 |
| 5. indicate | 标示, 指示, 指出 |
| 6. postage | 邮费, 邮资 |



Part 3 Reading 快速阅读

Social Networking: Mobile Phones

Picture A: A girl goes to college. On the first day she doesn't know anybody in the classroom, but it's OK because she has a mobile phone with her. Only a few clicks and she accesses the profiles of eight students in the classroom, including their pictures. Luckily, two of them come from the same city where she lives. She sends messages to them and they start to chat.

Picture B: An entrepreneur is on the lookout for a new marketing director at a conference. Within minutes, he has identified nine people in the hall with the right CVs. His mobile tells him one of them is standing 15 feet away. That evening, a record of all the people he has met is automatically displayed with their profiles on his home computer.

This is not science fiction. As the blooming of technology development, the explosion in Internet-based social networking (My space, Facebook) could also serve the position of a computer. In fact, many of those applications have already been adapted.

So how does it work? The key is the coming together of Internet-connected mobile phones and location or proximity technology. You can browse the Internet quickly and easily on most new phones. Phones know where they are, thanks to in-built GPS satellite technology from mobile phone masts. They can then tell if other phones are in the same area. Bluetooth short-range radio technology is also standard on most mobiles and with this technology, phones can pick up the presence of other bluetooth-enabled phones within about 20 meters.

Effectively, by linking these two developments, your phone can tell if someone is near you and can access lots of information about them—the perfect ingredients for real social interaction.



The possibilities are endless. Can't you ever put names to faces? Do you want to avoid all accountants, lawyers or journalists? Keep seeing that handsome man at the bar and need a common interest to get the ball rolling. All these scenarios are being solved by the new wave of mobile applications.

One company based in Berlin has just gone live with its mobile social network. More than 3 000 young Germans have signed up to the aka-aki service in just over a month.

Users of the service download an application onto their mobile phones for free. The software uses bluetooth, and when another member's phone comes within range, it pings. The user can then check who it is and choose to access that person's profile, message them and, if they want, go over and have a chat.

Stefanie Hoffman, 30 years old, one of the aka-aki's founders, said that although she met her boyfriend through aka-aki it was not just about dating. "The business applications are real," she said. "I went to a conference the other day—one girl and 80 guys—and usually I would feel very reluctant to go up to someone to talk. But my phone told me there were half a dozen aka-aki members and so I could introduce myself."



That privileged sense of belonging is the key both to the success of mobile social networking and the greatest barrier. People will want to join because they can be part of a connected community. But until enough people join, these mobile networks will not take off. It is probably going to take one of the big beasts of Internet social network such as Facebook, which already has many millions of members, to achieve this.

The other big question mark is privacy. Why would people want total strangers to have access to their details?

In the Mitte district of Berlin, Sehnaz Sensan, 27 years old, is a student and aka-aki member. After I had messaged her to ask if we could talk, she said that she "encountered" mainly men (early adopters of new technology tend to be young men). "I can control what is on my profile and what people can know about me," she said. "They message me to say hello and I can message back and we can meet up or I can ignore it. It is a way of breaking the ice."

What about being bothered by strangers? "Men can come up to you anyway without knowing about you," Ms. Sensan said. "That's much more insulting. If I don't want an encounter, then I don't switch it on."



Michael Arrington, one of the most influential technology bloggers in the world, says that the days when people are not happy to broadcast their CV or personal life electronically are over. “People always trade off privacy for removal of friction,” he says. “A few years from now we will use our mobile devices to help us to remember details of people we know. It will help us to meet new people for dating, business and friendship. Using your phone to create or enhance real world interactions is a killer application, but no one has cracked the nut yet. Once it happens, look out.”

Arrington has blogged that Apple’s hugely successful iPhone would be a great place to start. He has seen an “awesome” application being developed and says that iPhone users are the perfect group for a mobile social network—they are technological, elitist and identified with their brand.

Analysts and commentators are predicting huge growth in the sector. Aka-aki, which was developed from a university diploma project, has serious funding from a leading German venture capitalist.

It is not difficult to see how networks like aka-aki make money. Anyone who has watched the film *Minority Report* with Tom Cruise will have seen how shops could message those on the network with offers when they pass by.

In another scenario, businesses such as restaurants could pay to access the service and when a member walks in, the store’s profile appears. The member chooses to add the restaurant to a list of favored brands and next week he receives a two-for-one meal offer. The restaurant gets targeted “permission” advertising and more diners on a slow night.

But in the end are mobile social networks not just a replacement for people simply talking to each other? Roman Hansler, another aka-aki co-founder, says that seeing other people's details on your mobile in real life is conversation-starter, not a replacement. "This is about opening doors for real communication, not sitting in a virtual chat room", he said.

Vocabulary

network	网络, 网状系统
click	咔嚓声, 咔嚓声; 点击
access	进入; 访问; 存取; 接近
entrepreneur	企业家, 主办人
identify	识别, 鉴别, 认出
automatically	自动地, 机械地
display	陈列, 展览
fiction	小说; 虚构; 编造
explosion	爆炸, 爆发, 激增, 扩大
proximity	接近, 邻近, 距离
in-built	内置的; 与生俱来的
satellite	卫星; 人造卫星
interaction	合作, 配合, 交互作用
accountant	会计(员); 会计师
scenario	(电影等) 剧情说明; 描述
ping	发出撞击声; 砰地发声
reluctant	不情愿的, 勉强的
privileged	保密的; 享有特权的
barrier	障碍, 隔阂, 栅栏
beast	野兽; 畜生
encounter	遭遇, 偶然碰到, 邂逅
insulting	出言不逊的, 无礼的
broadcast	广播, 播放, 传播

electronically	用电子方法；用电子装置
awesome	可怕的，棒极了
elitist	优秀人才的，杰出者的
commentator	评论员，实况广播员
diploma	文凭，毕业证书，执照
capitalist	资本家
permission	允许；许可
co-founder	共同创办人，共同创始人
virtual	实质上的，事实上的

Phrases

be reluctant to	不情愿；勉强
marketing director	营销总监
science fiction	科幻小说
social networking	社交网络
proximity technology	感应技术
the new wave	新一轮
short-range	短程的，短距离的
sense of belonging	归属感
killer application	撒手铜应用
diploma project	毕业设计
venture capitalist	风险投资商
chat room	聊天室
sign up	签约；签署
switch on	开；打开；接通
just around the corner	指日可待；临近
on a slow night	(生意等) 清淡的，不忙碌的夜晚
on the lookout	注视着；警惕



Part 4 Writing 写作技巧

E-mail

电子邮件

E-mail usually includes To, Re, Subject, Cc, Bcc and the mail body. In addition, the attachment is also used in writing e-mails, such as photos, letters, etc.

From: "John Smith" johnsmith@hotmail.com

To: "Michael" 12369@yahoo.com

Subject: room reservation

Date: Mon, October 10th, 2020

Hi! Michael,

I will go to Beijing next week. If you are not too busy, will you book a single room at the Crown Hotel for me? I'm leaving for Beijing on November 6th and will stay there for one week.

I'm looking forward to your reply.

Thanks in advance.

John

From: "David" davidwh@126.com

To: "Terrence" Terrencekb25@go2map.com

Subject: tell me your flight number, date and the time

Dear Terrence,

I'm glad to hear that you are coming to Shanghai. Have you booked the flight yet? Once you confirm the flight number, date and the expected arrival time, please let me know. I'll pick you up at the airport. See you soon.

Best regards,

David

Useful Expressions

Glad to have got your e-mail from. . .

Thank you for your e-mail.

Did you receive the e-mail I sent a few days ago?

My new e-mail address is. . .

I forwarded your e-mail to. . .

Write back when you get a chance and let me know what's new.

Let me know if you have received the attachment.

Please try to send the attachment again.

Writing Practice

Fill in the following e-mail by translating the Chinese in the brackets.

Dear Mr. Black,

Christmas and New Year are around the corner. We are planning an English party to celebrate them and we would like to invite you to participate. It will be held on December 23, 2020 in the club from 6:30 p.m. to 9:00 p.m. We do hope you can make it as we are looking forward with great pleasure to seeing you. _____ (我已将节目单发在附件里, 请查收). By the way, I have a new e-mail address. If you want to contact me, _____ (您可以发邮件至我的新邮箱 Chenhui@sina.com).

Warmest regards,

Chenhui



Part 5 Vocabulary Expansion 词汇扩展

a room with internet service

能上网的房间

aerogram

航空邮件

alley	胡同, 小巷
country code	国家代码
county	县
declare	说明, 申报
desktop computer	台式计算机
directory assistance	电话号码查询服务
envelope	信封
express mail service	特快专递
extension	电话分机
floor (FL/F)	楼层, 地板
forward	转递
international code	国际代码
lane	巷
number (NO.)	号码
outside line	外线
palmtop	掌上计算机
parcel service counter	包裹服务柜台
pillar box	邮筒
post office	邮局
printed matter	印刷品
printer	打印机
public phone	公用电话
registered letter	挂号信
return receipt	回执
room (R)	室; 房间
special delivery	限时专递
stamps counter	邮票售卖处
street (St.)/ road (Rd.)/boulevard (Bld.)	街、路、大道
surcharge	附加费
surfing	(互联网上) 冲浪

telephone book	电话号码簿
telephone booth	电话亭
township/city/district	乡、镇/市/区
urgent	紧急的
yellow page	黄页
zip code	邮政编码