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Vocabulary: technology 词汇: 科技

Apple is known for technological innovation. They **came up with** the iPod, the iPad and the iPhone – all of which were **game changers**. But their latest offering has had many tech journalists **scratching their heads**.



Innovation or infuriation?

Why? Their new smartphone has been released without the humble headphone **jack**. That's right, customers who buy an iPhone 7 will not be able to **plug** traditional headphones straight in to their device.

Instead, they'll be encouraged to use 'AirPod' headphones, which connect **wirelessly** to the iPhone. These look much the same as the old **earbuds**, with one crucial difference: they're **cordless**. And whilst we're all familiar with the frustration of **tangled** wires, the thought of two expensive bits of kit dangling **precariously** from our ears raises a simple question: what if they fall out?

AirPods have also been **derided** on social media for their appearance, with people saying they look like mini-hairdryers, like electric toothbrushes, and even like cartoon dog Snoopy. Others claim the change is about profit, as old headphones are now **obsolete** without an **adapter**.

Apple themselves admit the move has taken "courage", and insist the new approach saves vital space inside the phone, as well as making devices more water- and **dust-resistant**. AirPods also **double as** microphones and can be used to control the iPhone with just your voice.

So, could this mark the demise of one of the longest-standing technologies? The simple 3.5mm headphone jack was first used in **transistor radios** as far back as the 1950s, and earlier versions go even further to the telephone **switchboards** of the late 1800s.

Regardless, with a falling **share price** and strong, innovative competition, Apple needed to do something bold. Time will tell if their headphone strategy will help **cut through the noise**.

词汇表

come up with	想出（点子或计划）
game changers	对特定商业领域有很大影响的产品
scratch one's head	冥思苦想
jack	插孔
plug	插入（插头）
wirelessly	无线地
earbuds	一副耳塞
cordless	无绳的
tangle	缠成一团的
precariously	不稳定地
deride	被嘲笑
obsolete	被淘汰的，废弃的
adapter	适配器
dust-resistant	抗尘的
double as	还可以被当作
transistor radio	晶体管收音机
switchboard	（电话）交换台
share price	股价
cut through the noise	迅速应对质疑

测验与练习

1. 阅读课文并回答问题。

1. Why are some technology journalists confused?
2. How long have standard headphone jacks been around?
3. Why have some people mocked Apple's new headphones?
4. Which word means 'hanging'?
5. True or false: *Old headphones can still be used with an iPhone 7.*

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Old headphones won't _____ in to an iPhone 7.

join	adapt	plug	jack
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2. Technology now means we can transmit information _____.

wirelessly	cordlessly	jacklessly	precariously
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3. The invention of the CD was a _____. Suddenly you could hear good quality music, cheaply.

head-scratcher	game-changer	sea-changer	hairdryer
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4. You need to _____ something new. This isn't good enough.

come up to	came up with	come up	come up with
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5. My new camera is _____. It's fine to use it in the rain.

water-resistant	dust-resistant	noise-resistant	irresistable
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答案

1. 阅读课文并回答问题。

1. Why are some technology journalists confused?

They are “scratching their heads” because they are not fully convinced by Apple’s decision to remove the headphone jack.

2. How long have standard headphone jacks been around?

The 3.5mm jack has been used since the 1950s, and previous versions of this were first used in the late 1800s.

3. Why have some people mocked Apple’s new headphones?

They think they look funny – some say they look like mini-hairdryers, others say they look like electric toothbrushes, and they’ve also been compared to the cartoon dog Snoopy.

4. Which word means ‘hanging dangerously’?

Dangling.

5. True or false: *Old headphones can still be used with an iPhone 7.*

Yes, but only using an adapter.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Old headphones won’t **plug** in to an iPhone 7.

2. Technology now means we can transmit information **wirelessly**.

3. The invention of the CD was a **game-changer**. Suddenly you could hear good quality music, cheaply.

4. You need to **come up with** something new. This isn’t good enough.

5. My new camera is **water-resistant**. It’s fine to use it in the rain.