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Федеральное государственное бюджетное образовательное учреждение  
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«Оренбургский государственный университет»

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# ENGLISH FOR SPECIFIC PURPOSES

Практикум

Рекомендовано ученым советом федерального государственного бюджетного образовательного учреждения высшего образования «Оренбургский государственный университет» для обучающихся по образовательным программам высшего образования по направлениям подготовки 09.04.01 Информатика и вычислительная техника, 15.04.01 Машиностроение, 15.04.04 Автоматизация технологических процессов и производств, 27.04.03 Системный анализ и управление, 27.04.04 Управление в технических системах.

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В практикуме представлены тексты и упражнения, направленные на расширение словарного запаса студентов - магистрантов, на развитие навыков устной и письменной речи. Практические задания предназначены для глубокого овладения материалом дисциплины.

Практикум предназначен для организации занятий по дисциплине «Деловой иностранный язык» студентов - магистрантов, обучающихся по направлениям подготовки 09.04.01 Информатика и вычислительная техника, 15.04.01 Машиностроение, 15.04.04 Автоматизация технологических процессов и производств, 27.04.03 Системный анализ и управление, 27.04.04 Управление в технических системах.

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## Introduction

Данный практикум был разработан для обеспечения аудиторной и самостоятельной работы студентов – магистрантов по направлениям подготовки 09.04.01 – Информатика и вычислительная техника, 15.04.01 – Машиностроение, 15.04.04 – Автоматизация технологических процессов и производств, 27.04.03 – Системный анализ и управление, 27.04.04 – Управление в технических системах в рамках освоения дисциплины «Деловой иностранный язык».

Целью практикума является систематизированная активизация и развитие навыков устной речи, коммуникации в условиях делового общения на иностранном языке, оптимизация навыков письменного общения, освоения новой лексики и возможности ее использования в профессиональной деятельности. Пособие состоит из десяти глав и трех приложений, направленных на формирование у студентов - магистрантов таких профессиональных навыков как реферирование статьи, составление презентаций и написания резюме. Каждый раздел состоит из аутентичного текста, заданий и упражнений на отработку вокабуляра, чтения, письма.

Данные виды работ будут способствовать стимуляции познавательной деятельности обучающихся, успешному закреплению полученных знаний, развитию творческой активности.

# 1 Unit 1 Business communication

## 1.1 Business calls

### 1. Read the text and translate it.

If you don't have much experience of making phone calls in English, making a business call can be a worrying experience. If you have to call someone you already know, you may actually enjoy making the call - but remember that long-distance calls are expensive.

Or you may have to make a first-time business call to a prospective client: not easy in English! Making a phone call to a stranger can be quite stressful, especially if they speak English better than you.

Most business people, unless they feel *very* confident, prepare for an important phone call in a foreign language by making notes in advance. And during the call they make notes while they're talking to help them to remember what was said.

Although it's quick and convenient to phone someone to give them information or to ask questions, the disadvantage is that there is nothing in writing to help you to remember what was said. It's essential to make notes and often when an agreement is reached on the phone, one of the speakers will send a fax to confirm the main points that were made.

As it's so easy to be misunderstood when talking on the phone it's a good idea to repeat any important information (especially numbers and names) back to the other person to make sure you've got it right. Always make sure you know the name of the person you're talking to. If necessary, ask them to spell it out to you, so that you can make sure you've got it right - and try to use their name during the call. And make sure they know *your* name too.

It's important to sound interested, helpful and alert when answering the phone. You may have to make or receive calls to or from regular customers and prospective customers, so a good telephone manner not only makes an impression in business, but it also helps to make money.

## Telephone techniques

**2. A training officer is giving advice to some trainees on telephone techniques. Read and try to remember them:**

1. Identify yourself by giving your (*name*) and your position in the company.

2. Make sure you're talking to the right person.

3. Say right away what you're calling about. Be brief, and don't waste time.

4. If it's a bad line, say that you'll call back at once. Then start the call again.

5. Speak slowly and clearly, but in a friendly voice. Smile while you're speaking.

6. Don't use technical terms or abbreviations, because the other person may not understand these as well as you do.

7. Give important information, like figures, numbers, quantities, dates and so on, slowly and carefully.

8. Don't interrupt the other person even if you think you know what he or she is going to say.

9. Don't phone during the other person's lunch hour – find out what time it is in the other country before you call.

10. Repeat all the important information you're given by the other person.

## Using the phone

**3. Fill the gaps with suitable words from the list.**

*area code*

*busy (US) / engaged (GB)*

*collect call (US) / transferred charge call (GB)*

*dialing (US) / dialling (GB)*

*off the hook*

*person-to-person call (US) / personal call (GB)*

*ringing*

1. To make a call: first listen for the .....tone and dial the number.  
With any luck, you'll hear a tone telling you that the number is .....  
If the other phone is being used you'll hear the ..... tone.

2. To make an international call: first dial the international code, then the country code, then the ..... and finally the number you require.

3. If you want the other person to pay for the call you can make a ..... .

4. If you want to talk to a particular person you can make a ..... .

5. If you don't want to be interrupted, you can leave the phone ..... .

### **Speaking and writing**

**4. Imagine that you're writing a letter to a client. Write down the words you would write in place of these sentences which were spoken on the phone.**

1. 'Oh, do you think you could call me about this next week?'

Could \_\_\_\_\_ (*you please telephone me about this next week?*)

2. 'Do you think you could confirm this by fax?'

Would \_\_\_\_\_

3. 'Sorry, but we can't give you a special discount.'

I regret to say that \_\_\_\_\_

4. 'If you like, we can send you a sample of this product.'

Please let us know if \_\_\_\_\_

5. 'Will it be OK to ship the order in two separate consignments?'

With your permission, we propose \_\_\_\_\_

6. 'Thanks a lot for all your help. It was very kind of you.'



Thank you \_\_\_\_\_

7. 'There may be some questions about our literature - if so, can I help at all?'

If you \_\_\_\_\_

8. 'Terribly sorry, but you can't amend an order over the phone.'

Unfortunately, \_\_\_\_\_

### Call me back

#### 6A. Decide which of these phrases fit best in the following sentences.

*be over call back cut off get through give up hang up*

*hold on look up pick up put through*

1. The phone's ringing. Why don't you \_\_\_\_\_ the receiver?
2. I'm afraid she isn't available at the moment. Can you \_\_\_\_\_ later?
3. Can you \_\_\_\_\_ their number in the directory, please?
4. I'm afraid she's with a client, shall I \_\_\_\_\_ you \_\_\_\_\_ to her secretary?
5. Hello? Are you still there? I think we were \_\_\_\_\_ for a moment.
6. Mr. Green never seems to be in his office. I've been trying to \_\_\_\_\_ to him all morning.
7. Could you \_\_\_\_\_ for a moment? I'll just find out for you.
8. If the telephonist says 'Thank you so much for calling' and plays me that awful electronic music again, I'll \_\_\_\_\_.
9. If you get a wrong number, it's polite to say 'I'm sorry, I've dialed the wrong number' before you \_\_\_\_\_.
10. If an American telephonist asks 'Are you through?', she wants to know if your call \_\_\_\_\_.

#### find the synonyms to these word combinations in the text :

*be finished connect with disconnect find lift reach*

*replace the receiver      return the call      stop trying      wait*

### **Present tenses**

#### **7A. Fill the gaps in the sentences, using the verbs in this list:**

*assist      attend      call back      deserve      get through*  
*look up      make      pick up      print out      put through*

1. Normally she \_\_\_\_\_ (*calls back*) straight away.
2. His secretary always \_\_\_\_\_ the phone first.
3. This year we \_\_\_\_\_ to get a pay rise.
4. This week he \_\_\_\_\_ the Personnel Director with the interviews.
5. She \_\_\_\_\_ the number in the phone book at the moment.
6. Today I \_\_\_\_\_ a training session on quality control.
7. Once a week the computer \_\_\_\_\_ the sales figures.
8. We hardly ever \_\_\_\_\_ to Bombay so easily.
9. Please hold on. I \_\_\_\_\_ to the Sales Department.
10. I \_\_\_\_\_ some notes now and I'll make the call in a few minutes.

#### **7B. Imagine that you're being given information over the phone, but that it's a bad line. Write down the QUESTIONS you'd ask to find out the missing information.**

1. The consignment consists of ~~~~~~ pieces.  
Sorry, \_\_\_\_\_ (*how many pieces does the consignment consist of?*)
2. We usually keep in touch with him by ~~~~~~.  
I'm sorry, how \_\_\_\_\_ ?
3. The ~~~~~~ shipment is being unpacked now.  
Sorry, which \_\_\_\_\_ ?
4. This specification looks exactly like ~~~~~~.  
Pardon? What \_\_\_\_\_ ?
5. She's working in ~~~~~~ at present.  
Excuse me, where \_\_\_\_\_ ?

**7C. Imagine that you're being given some information over the phone that is incorrect. Write down what you'd say to the other person to let them know they're wrong.**

1. The parcel weighs 500 kilos, I think.

Well, no, actually \_\_\_\_\_ (*it doesn't weight 500 kilos*)

2. You're making up the order this week, I gather.

Well, no, in fact \_\_\_\_\_ .

3. I suppose the computer prints out the figures every day.

Well, no, actually \_\_\_\_\_ .

4. You're working now as Mrs. Green's assistant, aren't you?

Well, no, in actual fact \_\_\_\_\_ .

5. They always deliver the goods promptly, I believe.

Well, no, actually \_\_\_\_\_ .

**I'd like to speak to ...**

8. Look at the phrases that are used when you're on the phone. Highlight the ones you find most useful.

*Hello. I'd like to speak to Mr. ...*

*Hello, this is Miss ... calling from ...*

*Is Ms ... available, please? My name's ...*

*Speaking.*

*I'm afraid he's in a meeting / not in the office / still at lunch / not available just now. Is there anything I can do for you?*

*Hold on a moment, please.*

*I'll just find out if she's back yet / in the other office / available.*

*I'll put you through to Miss ...*

*I'll ask her to call you back as soon as she's free.*

*What's your extension number / fax number?*

*Could you ask her to call me back, please? My number is ...*

*Could you give him a message, please?*

*What time do you expect her back?*

*I'll call again later today.*

*Thanks very much for your help.*

9. *Work in pairs.* Follow this flowchart to practice making a phone call, using some of the expressions in 8. *Work in pairs.* Do this twice, so that you each have a turn playing both roles.

To simulate the situation of a telephone conversation, you and your partner must sit back-to-back so that you can't see each other's faces.

**A**

**B**

*Ask to speak to Mr. Anderson.*

*He's in a meeting*

*Ask when he'll be free.*

*You don't know: Offer to find out.*

*Say you'll wait.*

*He won't be free till after 6 pm.*

*You want him to call you first thing tomorrow.*

*Find out caller's name and number.*

*Give your (real) name and number.*

*Note down the information and say you'll leave the message on his*

*desk.*

*Say thanks and goodbye.*

**10. Work in small groups. Find out what your partners think about these questions:**

- What is difficult about making a first-time call to a stranger?
- What can you do to make such calls easier?
- What can you do to establish a relationship with a stranger more quickly?
- How can you make sure that the other person knows who you are and what you want?
- If you have proposed an appointment or a meeting, how can you be sure that the other person has fully understood your intention?

## **1.2 Planning and making calls**

**1. Read this extract from a training manual and then discuss the questions below:**

### **Twelve telephone tips**

1. Fax ahead if you want to make sure the other person has time to prepare for the call.
2. Make sure you have with you all the documents you'll need before you dial the number.
3. The other person may not understand you easily, so try to speak slowly and CLEARLY.
4. The other person can't see your reactions, so always CONFIRM that you have (or have not) understood each point that's been made. Don't pretend you have understood when you haven't.
5. The other person can't see what that a nice person you are, so make sure you sound POLITE and AGREEABLE.
6. The other person hasn't got all day, so make sure your call is BRIEF.

7. The other person is getting an impression of your firm while talking with you, so make sure that you sound EFFICIENT - your firm's image may be at stake, even if you're just taking a message.

8. Don't rely on your memory: make notes during a call and rewrite these notes immediately afterwards as a record of the call.

9. Smile while you're talking. Your listener can hear your smile.

10. Don't try to be funny - you may be misunderstood.

11. Don't interrupt the other person: let them finish what they want to say.

12. Send a follow-up fax or letter to confirm any important details (especially prices and numbers), so that you both have a written record of them.

- Which do you think are the five most important tips?
- Which of the tips do you disagree with? Why?
- Which of the advice do you already always follow when making or receiving a phone call in English?
- Which of the points do you feel *least* confident about if you're using English on the phone?
- What aspects of telephoning in English can be improved by more practice?

**2. Translate, write transcription of these words and learn them by heart.**

1. telephone manners are very much the same
2. to be as brief as possible
3. identify yourself
4. you should terminate the call yourself
5. to read each figure separately
6. the same figures occur together
7. "advise duration and charge"
8. personal call

9. a fixed charge
10. transferred-charge call
11. emergency calls
12. to have much experience
13. to make a business call
14. long-distance calls are expensive
15. to make a first-time business call
16. a prospective client
17. to be quite stressful
18. to feel confident
19. to make notes in advance
20. to reach an agreement on the phone
21. to send a fax
22. to confirm the main points
23. to be misunderstood
24. to repeat any important information
25. to make sure you've got it right
26. to spell out
27. to sound interested, helpful and alert
28. to make an impression in business
29. to make money
30. the call is over
31. to call back
32. to cut off
33. to get through
34. to hold on
35. to look up in the directory
36. to pick up the receiver
37. to put through
38. caller

39. operator
40. to book a call
41. the line is busy
42. ambulance service
43. it is essential to make notes
44. regular customers
45. to give advice
46. to waste time
47. to start the call
48. to have a bad connection
49. extension
50. to apologize
51. to interrupt
52. to leave a message
53. to speak up
54. the engaged tone
55. the dialing tone
56. to be available
57. to hang up the receiver



## 2 Unit 2 Letters, faxes and memos.

### 2.1 Business letter

#### 1. Read the text and translate it.

There are nine important parts in a typical ‘standard’ business letter – the example that follows shows these parts. Many firms use their own ‘house style’ which their staff are expected to follow, and which may not be quite the same as this example.

<b>1 Sender’s address</b> (printed at the top or in the top right-hand corner)	<b>Our company’s name</b> <b>This building</b> <b>95 New Edition Road</b> <b>Cambridge CB2 2RU</b> <b>United Kingdom</b>	
<b>3 Receiver’s name, title and address</b>	A. Reader General Manager International Business English plc Page 000 Background information BA2 1LJ 1999 Dear Mr. or Ms Reader,	<b>2 Date</b> (here or below the receiver’s address)
<b>4 Salutation</b>	<u><b>Different ways of communicating in writing</b></u>	
<b>5 Heading</b>		
<b>6 Body of letter</b>	In a LETTER, the emphasis is on a high quality appearance. Letters have to be typed or word-processed accurately on the	

<p><b>* If there is a line space between each paragraph, the new paragraph needn't be indented</b></p>	<p>company's headed paper with a smart, clear layout.</p> <p>International mail tends to be slow and in some countries the post is unreliable. Important documents or valuable items can be sent by registered mail – or they can be sent by courier.</p> <p>A FAX is a facsimile copy of a document which is transmitted by normal telephone lines to another fax machine. Some faxes are exactly like letters, some are printed on special fax forms rather like memos, others are simply handwritten messages. The sender of a fax can't be certain if the message has been received perfectly – sometimes lines get missed or are illegible. A fax is not usually a legally binding document.</p> <p>E-MAIL (electronic mail) is a way of sending messages between computers. The message appears on a screen and can be printed out if necessary. To make e-mail more 'personal' some people use punctuation to add happy (:-) or unhappy (:( faces to their messages!</p> <p>In a TELEX readers often overlook some errors of spelling and grammar. Abbreviations such as TKS (Thanks) and RGDS (Regards) are common on in</p>	
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<p><b>7 Complimentary close</b></p> <p><b>8 Signature</b></p> <p><b>9 Name and title of sender</b></p>	<p>telexes. The sender knows when each telex has been transmitted and received. A telex can be a legally binding document.</p> <p>Internal mail within a company or between branches of the same firm is usually in the form of MEMOS: these may be brief handwritten notes or longer, word-processed letters. Most firms use special memo pads for internal messages. A memo to a senior English-speaking member of staff may need as much care as a letter to a client. The style that is used depends on the practice within the company and on the relationship between the people involved.</p> <p>Yours sincerely, Leo Jones and Richard Alexander Authors</p>	
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### **Laying out letters.**

Letters are perhaps the most important communication to get right because they officially represent your company or organization to the outside world. Your company will seem less attractive if your letters are not professional.

### **Letterhead. Шапка на фирменном бланке.**

A letterhead is the name and address of a person or an organization printed at the top of personal or office stationery. Your letterhead gives you more freedom to express the character of your company than any other part of the letter. There is no one accepted way of displaying letterheads. It is worth thinking over the design of your letterhead carefully. It could be useful to employ a house style, whereby

the same logo or style of lettering can be used on all your stationery, vehicles, on your offices, on your advertisements - in fact everywhere that your company name appears. Whatever style you chose, your letterheads should be very distinctive. They should give your correspondents all the information they might need if they want to contact you: your company name, your address, your telephone and fax numbers.

**The date.Дата.**

This is used to be shown as 24th October, 1995, but is now almost always shown as 24 October 1995 without the 'th' after the day, and without a comma after the month. In American letters the date is written in the following way: October 24, 1995 (October twenty fourth, nineteen ninety five). If the date is written in figures, it will look as follows: month/date/year, e.g. 05/04/1996, which reads as follows: the fourth of May, nineteen ninety six.

**The inside address.**

Give the name and job title of your correspondent right. If you are replying to a letter, address the person in the form in which he or she has signed.

There are three ways of addressing a man, and two ways of addressing a woman.

Men can be addressed as:

William Sykes Esq.

Mr William Sykes

William Sykes

Women can be addressed as:

Miss (or Mrs or Ms) Hilary Briggs

Hilary Briggs

It used to be common for women to indicate their marital status with their signature, as in: Yours sincerely

Philippa Cooper (Mrs)



If you do not know your correspondent's name, the correct salutation is 'Dear Sir or Madam'(or Dear Sir/Madam)

The American way of writing a salutation is: 'Gentlemen:' and a complementary close is: 'Yours truly'.

### **The beginning of the letter. Начальный абзац.**

The way you begin your letter is important. Set the tone for the rest of the letter early, and think what it is going to be about. If you are answering a letter from your correspondent, then a simple way of indicating the subject is to say: Thank you for your letter of 3 July about the equipment hire.

I was delighted to receive your letter of 3 July about...

Make sure you make the start of your letter relevant to your subject and interesting, rather than using some of the forms that have been overused.

### **The body of the letter. Текст письма.**

The main body of your letter should follow logically on from your opening, and there should be logical flow through the letter to the end. Apart from flowing logically, it should follow the three rules of business communication and be brief clear and direct.

Your closing paragraph is as important as your opening. This is the last thing your correspondent will read, and the last impression he or she will have of you. You should use it for two purposes:

- 1) to summarize your position,
- 2) to indicate any action that needs to be taken, and by whom.

Summarizing your position should simply summarize your views, or how you want your reader to feel.

I hope this has helped you to understand our position.

These are the problems I would like to review when we meet.

### **Courtesy line**

Finally, you can add a courtesy line if you wish or if it is appropriate. It is not always necessary, but you might feel that it suits your goal and your subject to include one:

Thank you for your co-operation'. I apologize for the inconvenience you have been caused'. 'I look forward to a long and profitable business relationship'.

**The complimentary close. Заключительная форма вежливости.**

If your salutation is 'Dear Sir or Madam', then your complimentary close should be 'Yours faithfully'. If your salutation is 'Dear Mr White', 'Dear Mrs Green', then your complimentary close should be 'Yours sincerely'.

NB: phrases like 'Yours truly', 'I am yours faithfully', 'I remain yours sincerely' were once accepted, but now look very old fashioned. If you are being very informal, and writing to someone you know well, you can use 'With kind regards', 'With best wishes' or some such informal wording.

There should be a space for a signature and the name of the signature.

**2. Correcting spelling and punctuation mistakes**

1. This extract has 12 spelling mistakes. Find the mistakes and correct them.

Dear Madame,

Thank you very much for your letter and the inclosed literature, wich we recieved on Thursday 7 July.

The information it contained was quiet interesting and we would like futher details on several produkts in the cataloge:

- |            |   |
|------------|---|
| No. 44/77  | Is this available in white?                                       |
| No. 78/612 | What is the diskount price of this for orders of over 500 peices? |
| No. 34/009 | Is this compatable with your 55/88 device?                        |

2. This extract has several punctuation mistakes. Find the mistakes and correct them.

I am afraid, that we have not been able to contact you by telephone My secretary called throughout the day yesterday at half hourly-interval's but was told that you were not available"; please contact me personally as soon as possible. Because we need to check a number of detail's in your order?

You can reach me by telephone at any time this afternoon or tomorrow morning. Our office hours' are 8.30 to 5 you can leave a message for me, to call you back if necessary.

### 3. Abbreviations

Replace the abbreviations with complete words.

1. Just as **Rd** is short for ..... (**Road**), **St** and **Sq** are short for ..... and .....
2. **12/7/99** means ..... 1999 in Britain but it means ..... 1999 in America.
3. **#24** in the USA and **No.24** in Britain both mean .....  
24.
4. On an envelope **c/o** means ..... and **Attn** means that the letter is for the ..... of a particular person.
5. In a report or textbook **e.g.** or **eg** means ....., **i.e.** or **ie** means ..... and **etc.** or **etc** stands for .....
6. A British firm's name may be followed by the abbreviation **plc** or **PLC** (short for .....), **Ltd** (.....) or **&Co.** (.....).
7. An American firm's name may be followed by **Corp.** (.....) or **Inc.** (.....).
8. If you buy something by mail order the price may not include **p&p** (.....) and **VAT** (.....).
9. At the end of a business letter you may see the abbreviations **c.c.** (.....), **enc.** or **encl.** (.....). But only an informal letter would have a **P.S.** (.....) at the end.

### 4. Communicating in writing

1. Read this memo. Decide who 'HGW' is and what his or her job is.



## MEMORANDUM

From: HGW

To: Department managers

Dale: 21/4/99

Subject: In-service English classes

I. From Monday 8 May English classes will be held in the Training Center (room 3.17). There will be two groups: intermediate level (8.30-10.00) and advanced level (10.30-12.00). Please encourage your staff to attend one of the sessions. All teaching materials will be provided but students will be expected to do homework and preparation outside working hours.

II. Please send me the names of all interested staff by noon on Wednesday 26 April. They will be given an informal oral test during the first week in May so that we can decide which of the classes is best for them.

III. The size of each class will be limited to 12 participants.

3. *Work in pairs.* What are the relative advantages of talking to someone face-to-face and writing to them? Add more points to this chart:

### *Communicating with someone face-to-face*

*Advantages & pleasures*

*You can see their reactions*

*Disadvantages & difficulties*

*You have to think and react quickly*

### *Communicating with someone in writing*

*Advantages & pleasures*

*You can take your time*

*Disadvantages & difficulties*

## 2.2. Layout and style

Highlight the ideas in this extract from a training manual that you think are most useful.

### **“GOLDEN RULES”**

#### **for writing letters (including faxes and memos)**

1. Give your letter a heading if it will make it easier for the reader to understand your purpose in writing.

2. Decide what you are going to say before you start to write or dictate a letter, because if you don't do this the sentences are likely to go on and on and on until you can think of a good way to finish. In other words you should always plan a-head.

3. Use short sentences.

4. Put each separate idea in a separate paragraph. Number each of the paragraphs if it will help the reader to understand better.

5. Use short words that everyone can understand.

6. Think about your reader. Your reader ...

*A dull or confusing layout makes a letter difficult to read.*

... must be able to see exactly

what you mean:

your letters should be **CLEAR**

... must be given

all the necessary information:

your letters should be **COMPLETE**

.. is probably a busy person

with no time to waste:

your letters should be **CONCISE**

... must be written

in a sincere, polite tone:

your letters should be **COURTEOUS**

... should not be distracted by mistakes

your letters should be **CORRECT**

in grammar, punctuation or spelling:

**8. Because writing a letter in English is much harder than writing one in your own language, careful planning is essential. Imagine, for example, you have to write a letter introducing your company to a prospective customer.**

**Highlight what you think are the most important points in this text and then compare your ideas with a partner.**

#### Planning a Letter: 7 Steps

1. Write down your **AIM**: what is the purpose of this letter?
2. **ASSEMBLE** all the relevant information and documents copies of previous correspondence, reports, figures, etc.
3. **ARRANGE** the points in order of importance. Decide which points are irrelevant and can be left out. Make rough notes.
4. Write an **OUTLINE** in note form. Check it through considering these questions:
  - Have you left any important points out?
  - Can the order of presentation be made clearer?
  - Have you included anything that is not relevant?
5. Write a **FIRST DRAFT**, leaving plenty of space for changes and revisions.
6. **REVISE** your first draft by considering these questions:
  - **INFORMATION**: Does it cover all the essential points?  
Is the information **RELEVANT**, **CORRECT** and **COMPLETE**?
  - **ENGLISH**: Are the grammar, spelling and punctuation correct?
  - **STYLE**: Does it look attractive?  
Does it sound natural and sincere?  
Is It **CLEAR**, **CONCISE** and **COURTEOUS**?  
Will it give the reader the right impression?  
Is it the kind of letter you would like to receive yourself?

7. Write, type or dictate your FINAL VERSION.

### **7. Thinking about your reader**

1. *Work in pairs.* Look at the letters on these pages and then discuss these questions:

- Which of the two letters would you prefer to have received? Why?
- What kind of impression does each letter give the reader?

2. Highlight the features which you think are most effective and put a wavy line under any parts which you dislike. Refer back to the ‘Golden Rules’.

**SUNSHINE FLAVOURS LTD.**  
**44 Emerald Drive, Shannon Technology Park,**  
**Cork CO6 9TS, Republic of Ireland.**

Mme Susanne Dufrais,  
Lies Gourmets du Poitou S.A. ,  
33, rue Mirabeau,  
44COO Poitiers, France

18 January 1999

Dear Madam,

Your request for our catalogue and price list

As requested, we enclose for your attention our price list and catalogue. I should like to take this opportunity of drawing your attention to the fact that all our products are manufactured from completely natural ingredients and that we do not utilize any artificial additives whatsoever.

There are 213 different items in the catalogue and our prices are reasonable and our quality is good. This is the first time that we have included Scratch'n'Sniff™ samples of our ten most popular aromas.

Should you require further information, please do not hesitate to contact us. If the undersigned is unavailable, the Sales Manager's personal assistant will be

delighted to assist you.

We look forward to receiving your esteemed order in due course.

Yours faithfully,

J.G. O'Reilly, Sales Manager

**Telex: 449801 Telephone: 021 23 45 9**

**cables: SUNSHINE, CORK**

**Sunshine Flavour**

**44 Emerald Drive**

**Shannon Technology Park**

**Cork CO6 9TS**

**Republic of Ireland**

Mme Susanne Dufrais

Les Gourmets clit Poitou S.A.

33 me Mirabeau

44000 Poitiers

France

18 January 1999

Dear Madame Dufrais,

You asked us to send you our price list and catalogue for the new season. I am sure you will find plenty to interest you in it. You will notice that every single one of our products is made from 100% natural ingredients - we use no artificial additives at all.

This year, for the very first time, we have included Scratch'n'Sniff<sup>TM</sup> samples of our ten most popular aromas. I think you will agree that our range of well over 200 natural flavors and aromas is second to none and is outstanding value for money.

If you need more information, do please get in touch with me. If you are

telephoning, please ask to speak to me personally or to my assistant, Ms Hannah Rosser, and we will be very pleased to help you.

I look forward to hearing from you.

Yours sincerely,

James O'Reilly

Sales Manager

Enclosed: catalogue, price lists, order form

## **10. Sending messages**

Look at this rather confusing memo. What makes it difficult to follow?

### **MEMORANDUM**

**TO:** All members of staff, Northern Branch

**FROM:** KLJ

**DATE:** 2 December 1999

As you know, one of the reasons for the introduction of laptops in Northern Branch was to provide us with feedback before we decide whether to provide laptops for staff in other departments. The Board has asked me to submit a report on your experiences by the end of this week. I talked to some of you informally about this last month. During my brief visit I noticed a group of people in the canteen playing some kind of computer game and I heard from a senior manager that he only used his for writing letters - a job for a secretary, surely? So that I can compile a full report, I would like everyone to let me know what they personally use their laptop for, what software they use and how long per day they spend actually using it. It would also be useful to find out how their laptop has not come up to expectations, and any unexpected uses they have found for their laptop, so that others can benefit from your experience.

*KLJ*

**1. Decide how it can be improved.**

**2. Redraft it together in your own words.**

**10. Make the following tasks**

- You have just joined a company as the new Computer Skills Trainer.
- You are organizing a meeting on Monday 1 st December to introduce yourself to the staff.
- Write a memo to the staff:
  - ❖ saying where and when the meeting will be
  - ❖ asking all staff to attend.
- Write **about 20 words**.

<b>MEMO</b>
<b>From:</b> Computer Skills Trainer
<b>To:</b> All Staff
.....
.....
.....
.....
.....
.....

**11. Read this letter from Ms Sano, a business club secretary.**

13 October 1997

Senator Barns  
American Trade Center

Dear Senator Barns,

I am the Secretary of the Small Businesses Club in our town. We would like to invite you to give a talk at our next meeting on 16 January. The meeting will

start at 7.30 pm. About fifty company directors are expected to attend.

I would be grateful if you could inform me whether you will be available on 16 January and which particular area of business you would prefer to talk about.

Yours sincerely,

*Ms Yuho Sano,*

Club Secretary

- **Write a reply to Ms Sano:**
  - \* thanking her for the invitation
  - \* agreeing to give the talk
  - \* saying what you will talk about
  - \* asking where the meeting will be
- Write 50-60 words

**12. You are the secretary in a company which makes plastic tableware.**

**Your boss has left the letter below for you to answer.**

- Write a letter of **100 - 120 words** to Ms Jerome, explaining the reason for the damaged goods. Use the information in her letter and the notes from your boss.
- Do not include addresses.

**Write the answer in your copy book**

<p><b>Chris: Please write back to Ms Jerome with regrets, etc. We mustn't lose this customer!</b></p> <p><b>Thanks - Hugh.</b></p> <p>The Manager Plastic-A-Plenty Co. Gough Industrial Estate Melbourne</p> <p>Dear Sir or Madam</p>	<p>QUALITY CAFETERIAS INC. NEW ROAD MELBOURNE</p> <p>6 October 1997</p> <p><b>5 years to be exact</b></p>
---	---



**PLASTIC TABLEWARE - Product nos. 0821 (forks) and 7234 (bowls)**

We have used your company as a supplier to our restaurants for several years, and until recently the quality of your products has always been good.

However, on 2 September this year, we took delivery of some plastic tableware which was of extremely poor quality. Many of the bowls were chipped and several of the forks were broken. We cannot use them in our cafeterias.

**We will replace them free of charge.**

I do hope that such a delivery will not be repeated, and that your supplies to us in the future will again be of high quality. If, however, we receive any further faulty plastic tableware from you, we will be obliged to find another supplier to provide us with goods which meet our own high standards. I am sure you will be able to provide us with a satisfactory explanation.

Yours faithfully

*Ann Jerome*

A. Jerome

Restaurants Director

**So do I! It was the faulty packing machine (now repaired).**

**Tell her it won't happen again – she's an excellent customer, so please offer our apologies!**

### **13. Writing**

Write down the business letter in a correct form, using the sentences given below.

**SUNSHINE FLAVOURS LTD.  
44 Emerald Drive, Shannon Technology Park,  
Cork CO6 9TS, Republic of Ireland.**

1. Dear Mr. Green,
2. Marketing Director
3. Yours sincerely,
4. IL61125
5. I look forward to hearing from you.
6. Enclosed: catalogue, price lists, order form
7. 18 January 1999
8. 999 Park Avenue

9. You asked us to send you price list and catalogue for the new season. I am sure you will find plenty to interest you in it. You will notice that every single one of our products is made from 100 % natural ingredients - we use no artificial additives at all.

10. Green Industries Inc.
11. James O'Relly, Sales Manager

12. If you need more information, do please get in touch with me. If you are telephoning, please ask to speak to me personally or to my assistant, Ms Hannah Rosser, and we will be very pleased to help you.

13. Mr. James Green

14. This year, for the very first time, we have included Scratch'n'Sniff™ samples of our ten most popular aromas. I think you will agree that our range of well over 200 natural flavors and aromas is second to none and is outstanding value for money.

15. USA
16. Rockford

**14. Translate, write transcription of these words and learn them by heart.**

1. a high quality of appearance
2. company's headed paper

3. tend to be slow
4. valuable items
5. registered mail
6. to transmit by normal telephone line
7. hand written message
8. lines are missed or illegible
9. a legally binding document
10. to appear on the screen
11. to print out
12. to overlook some errors
13. transmit and receive
14. between branches of the same firm
15. brief notes
16. word-processed letters
17. internal message
18. depend on the practice within the company
19. separate idea
20. to be clear
21. to be concise
22. to be complete
23. to be courteous
24. to be correct
25. salutation
26. sender
27. complementary close
28. typical standard business letter
29. letterhead
30. to use short sentences
31. receiver
32. lay out

33. courtesy line
34. signature
35. yours sincerely
36. to give heading
37. yours faithfully

### **3 Unit 3 Computers in our life.**

#### **3.1 Computers Make the World Smaller and Smarter**

**Read the text. Use a dictionary if it necessary but note that it is not essential to understand every word. Then answer the questions.**

The ability of tiny computing devices to control complex operations has transformed the way many tasks are performed, ranging from scientific research to producing s consumer products. Tiny 'computers on a chip' are used in medical equipment, home appliances, cars and toys. Workers use handheld computing devices to collect data at a customer site, to generate forms, to control inventory, and to serve as desktop organisers.

Not only is computing equipment getting smaller, it is getting more sophisticated. Computers are part of many machines and devices that once required continual human is supervision and control. Today, computers in security systems result in safer environments, computers in cars improve energy efficiency, and computers in phones provide features such as call forwarding, call monitoring, and call answering.

These smart machines are designed to take over some of the basic tasks previously performed by people; by so doing, they make life a little easier and a little more pleasant.

Smart cards store vital information such as health records, drivers' licenses, bank balances, and so on. Smart phones, cars, and appliances with built in computers can be programmed to better meet individual needs. A smart house has a built-in monitoring system that can turn lights on and off, open and close windows, operate the oven, and more.

With small computing devices available for performing smart tasks like cooking dinner, programming the VCR, and controlling the flow of information in an organization, people are able to spend more time doing what they often do best - being creative. Computers can help people work more creatively. Multimedia

systems are known for their educational and entertainment value, which we call 'edutainment'. Multimedia combines text with sound, video, animation, and graphics, which greatly enhances the interaction between user and machine and can make information more interesting and appealing to people. Expert systems software enables computers to 'think' like experts. Medical diagnosis expert systems, for example, can help doctors pinpoint a patient's illness, suggest further tests, and prescribe appropriate drugs.

Connectivity enables computers and software that might otherwise be incompatible to communicate and to share resources. Now that computers are proliferating in many areas and networks are available for people to access data and communicate with others, personal computers are becoming interpersonal PCs. They have the potential to significantly improve the way we relate to each other. Many people today telecommute - that is, use their computers to stay in touch with the office while they are working at home. With the proper tools, hospital staff can get a diagnosis from a medical expert hundreds or thousands of miles away.

Similarly, the disabled can communicate more effectively with others using computers.

Distance learning and videoconferencing are concepts made possible with the use of an electronic classroom or boardroom accessible to people in remote locations. Vast databases of information are currently available to users of the Internet, all of whom can send mail messages to each other. The information superhighway is designed to significantly expand this interactive connectivity so that people all over the world will have free access to all these resources.

People power is critical to ensuring that hardware, software, and connectivity are effectively integrated in a socially responsible way. People - computer users and computer professionals - are the ones who will decide which hardware, software, and networks endure and how great an impact they will have on our lives. Ultimately people power must be exercised to ensure that computers are used not only efficiently but in a socially responsible way.

**Find information in the text.**

- 1 Name some types of devices that use ‘computers on a chip’.
- 2 What uses of handheld computers are mentioned in the text?
- 3 What are the benefits of using computers with the following items?
  - a Security systems
  - b Cars
  - c Phones
- 4 What smart devices are mentioned in the text?
- 5 What are smart cards used for?
- 6 What are the advantages of multimedia?
- 7 What can medical expert systems do?
- 8 How can computers help the disabled?
- 9 What types of computing systems are made available to people in remote locations using electronic classrooms or boardrooms?
- 10 What aspects of computing can people power determine?

**1. Re-read the text to find the answers to these questions:**

- 1 Match the terms in Table A with the statements in Table B.

*Table A*

- a Edutainment
- b Multimedia
- c Expert system
- d Telecommute
- e Information superhighway

*Table B*

1. Software that enables computers to ‘think’ like experts
2. Use computers to stay in touch with the office while working at home
3. Internet system designed to provide free, interactive access to vast

resources for people all over the world

4. Multimedia materials with a combination of educational and entertainment content

5. A combination of text with sound, video, animation, and graphics

**3. Mark the following statements as True or False:**

a Desktop organisers are programs that require desktop computers.

B Computers are sometimes used to monitor systems that previously needed human supervision.

C Networking is a way of allowing otherwise incompatible systems to communicate and share resources.

d The use of computers prevents people from being creative.

e Computer users do not have much influence over the way that computing develops.

**4. Write questions to the marked words.**

a) *Workers* use handheld computing devices to collect data at a customer site.

b) *Distance learning* and videoconferencing are concepts made possible with the use of an electronic classroom or boardroom accessible to people in remote locations.

c) Vast databases of information are currently available *to users of the Internet*.

**5. Fill in the gaps with the appropriate word or word combination.**

*efficiently available for to stay in touch to collect data telecommute Desktop computing equipment networking*

a) The correction of a specified hardware fault or series of other faults in \_\_\_\_\_.



- b) All related documents are\_\_\_\_\_public scrutiny.
- c) Thematic studies, focus group interviews and field visits were carried out \_\_\_\_\_ to assess country program performance.
- d) These will be regionally organized to encourage technical \_\_\_\_\_.
- e) Anywhere you are, you can watch TV online. A free internet TV is an easy way how \_\_\_\_\_with your country.
- f) Some 3,000 staff are expected to be relocated, yielding cost savings of \$10 million if only 200 staff would \_\_\_\_\_ on a regular basis.
- g) If you want to leave the bundle on the computer, saving it to the \_\_\_\_\_is a good choice.
- h) Good environmental governance would help to get things done more effectively,\_\_\_\_\_ and democratically.

## **6. Share your opinion on the issues.**

- a) With small computing devices available for performing smart tasks people are able to spend more time doing what they are eager to.
- b) Computers make the World smaller and smarter.

## **7. Be ready to give the summary of the text.**

### **3.2 Read this text about “intranets”.**

Choose the best sentence from in the list below to fill in each of the gaps.

In fact, intranets make use of the same software programs as the Internet to connect computers and people. \_\_\_\_\_ If your intranet is working properly, it can link together huge amounts of information which is stored in different places in the company. \_\_\_\_\_ A company intranet can, of course, be used for unimportant information like office memos and canteen menus. \_\_\_\_\_.The intranet is a great idea, but the system only works if everyone on the intranet is willing to share their information with other people. \_\_\_\_\_Another problem which often occurs is

that top managers like to use the intranet to communicate “down” rather than to communicate “across”. \_\_\_\_\_ .

	Unfortunately, many departments don't want to share their specialist knowledge with others.
	It is this: just as the Internet connects people around the world, an intranet connects people within a single company.
	The more information it has, the more people will use it.
	In this way, people can get the information they need, regardless of where it comes from.
	Most employees prefer to communicate by telephone or in writing.
	But an intranet should provide important information which people need to make decisions about new products, costings and so on.
	This means that you do not have to buy a lot of additional programs to set up an intranet service.
	That is, they use the intranet to give orders, not to exchange information between themselves and others working in the same organisation.
	Of course, if they don't have a computer terminal, they cannot make use of the system.

## **4 Unit 4 Choosing an IT career path**

Sometimes the hardest part of meeting a goal is to properly define what you are trying to accomplish in the first place. In this article the top IT job positions available around the world will be discussed. So read the article, reflect on which career most suits your personality... and then go for it!

There are several things to keep in mind when determining what field of IT to go into. Keep an eye on job web sites such as DICE.com or Monster.com to see which jobs are most in-demand. Keep in mind that for many jobs described below, there are several levels of positions available. For instance there are "junior", "senior", and "lead" software developer positions available. You probably can't start out your career as a lead developer. You have to know your own limits.

**Be honest with yourself.** If you don't have previous experience, good contacts, or a good degree from a well-known university, you will be more successful in getting a lower-level job. Also, find out what the job you are applying for typically pays in your area. If you are young, living in a financially depressed area, or really need a job, keep your salary expectations a bit lower than the average. This will make your chances much higher than normal to get hired. Once you have "job experience" then you will be in a good position to ask for more money. Sometimes the best way to get more money is to quit your job and work for another similar company. This may sound cruel or thankless, but that is how business works in the real world.

Everyone who works hard deserves a raise every year. How do you show your IT manager that you are a good performer? Easy. Show up on time, be dependable, be active in the meetings, and always do a little bit more than is asked of you. Also equally important is to be well-liked by members of your team. Read on for more details...

### **Learn something new every day**

IT is an area where people are judged largely by how much they know. If money and a high job position are important to you, you can quickly raise your

level by telling your manager that you want harder tasks and more responsibility. IT Managers normally love it when employees ask for more responsibility. When you meet with your manager, set goals for yourself and meet or exceed those goals. Here are some things you can do to increase your worth to your company:

- learn a new programming language
- take a certification such a Microsoft, Linux Professional Institute, or Cisco
- study to be a Scrum Master or another type of project manager.

Meeting set goals can have beneficial results when it's time to renegotiate salaries, survive a round of layoffs, or get a promotion.

### **Appearance and attitude is very important!**

Take an active interest in things outside IT: such as sports, politics, music, and film. This will make socializing at company events easier for you. If you are disliked in the company then you will not get promotions or important projects.

### **Be courteous, helpful, and respectful to others**

In a good IT department, the engineers are known for sharing knowledge and helping each other. In bad IT departments, the engineers are secretive and hide knowledge. How can everyone get better if some people are selfish with what they know? Information wants to be free. You must set it free. You have still learned much more about IT from your fellow engineers than from all your higher education combined. So the advice is to be kind and respect your fellow IT staff. They are your family for eight hours every day, forty hours every week!

When you start a new job, realize how some people are nice to you and some people ignore you. Which kind of person do you want to be? When you get a new junior team member, try to help them and include them in decisions. Make sure they have someone to eat lunch with. If you party after work with your co-workers, invite new employees with you. Being nice to new people can have many rewards, both emotionally and financially.

Back in the 90's we used to have a saying, "Think globally, act locally." What this means is that just by being nice and pleasant yourself, you can make the whole world a more nice and pleasant place as well.

## **Have your own mind and your own opinions**

State your opinions in meetings and give good reasons and facts to back up your opinions. But don't be stubborn or insistent if things don't go your way. And whatever you do, please don't be passive-aggressive! Passive-aggressive behavior is when you think something bad about a person or an idea, and then you talk badly behind someone's back (when that person is not around). This is very destructive behavior to both yourself and your IT department.

Okay, now try to investigate some popular IT job positions. The following jobs are rated based on the following criteria: respect, qualities, salary, dress, and fun factor.

### **CTO (Chief Technical Officer), CIO (Chief Information Officer)**

Respect: Very High

Qualities: Business savvy, technical mindset, good people skills

Average Salary: \$150,000

Dress: Business suit and very clean

Fun Factor: Only fun if you are a workaholic or on a power trip.

Notes: These jobs are highly competitive and usually political, so your chances are low. Sorry.

### **Enterprise Architect**

Respect: High

Qualities: Good technical, business, and design skills

Salary: \$100,000

Dress: Clean and presentable with collared shirt and pants

Fun Factor: Fun job because you get to talk to all other departments

Notes: Responsible for all solutions that work; not responsible for ones that don't work

### **IT Manager**

Respect: Medium-High

Qualities: Detail oriented, punctual, critical, supportive

Salary: \$70,000

Dress: Business Casual

Fun Factor: Can be fun but often very stressed

Notes: They always seem to be working

### **Technical Writer**

Respect: Medium

Qualities: Excellent writing skills, good technical mind

Salary: \$50,000

Dress: Business Casual

Fun Factor: Writers are often good at telling stories

### **Graphic Designer**

Respect: Low-Medium

Qualities: Excellent drawing and illustration skills, good color matching and artistic qualities

Salary: \$50,000

Dress: Casual

Fun Factor: Generally fun people and sometimes a bit moody

Notes: Not as 'square' as the rest of the IT department. All good designers seem to have tattoos, piercings, and a fashion sense.

### **Software Developer**

Respect: Medium

Qualities: Creative, persistent, insatiable thirst for knowledge

Salary: \$70,000

Dress: Casual Dress is normally the rule (t-shirt and jeans)

Fun Factor: If you don't have fun being a developer then you have the wrong job; other people might not understand your sense of humor though ;)

Notes: Companies have a lot of developers compared to other positions listed.

Therefore your chances of becoming a developer are good if you have the skills and more importantly the desire.

## **Project Manager**

Respect: Medium

Qualities: Cooperation, leadership, and organization skills

Salary: \$60,000

Dress: Business Casual (collared shirt and nice jeans or pants)

Fun factor: This tends to be a high stress position with long hours. If that sounds fun then go for it!

## **Database Developer / Database Administrator**

Respect: Medium-High

Qualities: Detail-oriented, high business knowledge

Salary: \$80,000

Dress: Business Casual

Fun Factor: If processing giant data sets excite you, then this job is for you.

## **IT Security Manager**

Respect: High

Qualities: Military outlook on life, defensive, pro-active

Salary: \$70,000

Dress: Smart, clean dress is very important

Fun Factor: Are you kidding me? This guy is basically a cop!

## **System Administrator**

Respect: Medium-High

Qualities: God complex, often eat fast food and drink a lot of soda

Salary: \$75,000

Dress: If they were allowed to, they would probably dress as World of Warcraft characters!

Fun Factor: Sysadmins can be patronizing; but they can be fun as well, especially after they have a few beers. They are often eager to show others that they are just "normal people". But this is not usually true.

Notes: Never anger a sysadmin! Why? They have access to everything in the company.

## **Software Tester**

Respect: Low-Medium

Qualities: Detail-oriented, persistent, curious

Salary: \$40,000

Dress: Same as developers

Fun Factor: They are normally seen hanging out with developers, trying to talk about bugs.

Notes: Testers play a vital role in software development that cannot be understated.

If you don't have a single tester on your team, you are probably in trouble.

## **IT Support Engineer**

Respect: Low (except when someone needs help fixing their computer, then it's really high)

Qualities: Must be good at dealing with technically incompetent people

Salary: \$35,000

Dress: Casual

Fun Factor: Often an endless source of funny stories about technically incompetent end-users

Notes: Do not kill the end-users!

### **1. Answer the question:**

Which of the listed careers would you like to pursue? Why?

### **2. Do the task**

Research three more IT job positions not listed in this unit reading. Write a short description about the roles and responsibilities.

Choose the most suitable profession for you, explain your choice.

**3. Consider the following when writing your CV and preparing for your job interview:**



1. What do you need to succeed in Multimedia?
2. How do you get there?
3. Clearly define what you want to be or do. (i.e. a Graphic Designer, Authoring Specialist, Art director, Animator)
4. Define the skills you need to succeed in your chosen field. (Make a list)
5. Create a plan to acquire the skills you do not possess.
6. A great resume. Generating 3 to 4 versions of your resume is a good idea. (Different versions for different jobs) The cover letter is what will get you the interview it needs to be your best work. (A dozen different versions are handy to have)
7. A professional looking, polished portfolio. Keep it short. Keep it focused
8. Work experience. Every Human Resources manager looks for this. Get it, find it, create it! It may be volunteer or part time, no matter, you need some

**4. Complete the sentences using the words in the list.**

*Server, Internet, URL, web, website*

1. \_\_\_\_\_ is a worldwide network of computers, linked mostly by telephone lines.
2. \_ \_\_\_\_\_ is the worldwide collection of text pages, digital photographs, music files, videos, and animations you can access over the Internet.
3. \_\_\_\_\_ is the page address you see in the long bar at the top of your Web browser.
4. A website is simply a collection of interlinked documents, usually stored in the same directory on a publicly accessible computer known as a \_\_\_\_\_.

**5. Rewrite the sentences without changing the meaning and using the word in bold:**

1. "Is the computer an electronic machine that processes information?"-the teacher asked. **If**

The teacher \_\_\_\_\_ an electronic machine that processes information.

2. What do you suggest me to buy, a DELL or an ACER? **wanted**

The client \_\_\_\_\_ to buy, a DELL or an ACER.

3. Check that you are applying for the correct job! **To**

She advised me \_\_\_\_\_ job!

4. "Multimedia is a combination of text, graphic art, sound, animation delivered to you by computer"- the teacher explained. **That**

The teacher explained \_\_\_\_\_ a combination of text, graphic art, sound, animation delivered to you by computer.

**6. Write a letter of application.** A company is looking for someone who is excellent at computers, can travel a lot, works long hours and deals with costumers. ( 100- 120 words)

## 5 Unit 5 Nanotechnology

Read the text. Use a dictionary if it necessary but note that it is not essential to understand every word. Then answer the questions.

### Nanotechnology

Nanotechnology is science and engineering at the scale of atoms and molecules. It is the manipulation and use of materials and devices so tiny that nothing can be built any smaller. Nanomaterials are typically between 0.1 and 100 nanometres (nm) in size - with 1 nm being equivalent to one billionth of a metre ( $10^{-9}$  m).

This is the scale at which the basic functions of the biological world operate - and materials of this size display unusual physical and chemical properties. These profoundly different properties are due to an increase in surface area compared to volume as particles get smaller - and also the grip of weird quantum effects at the atomic scale.

Unwittingly, people have made use of some unusual properties of materials at the nanoscale for centuries. Tiny particles of gold for example, can appear red or green - a property that has been used to colour stained glass windows for over 1000 years.

Experimental nanotechnology did not come into its own until 1981, when IBM scientists in Zurich, Switzerland, built the first scanning tunnelling microscope (STM). This allows us to see single atoms by scanning a tiny probe over the surface of a silicon crystal. In 1990, IBM scientists discovered how to use an STM to move single xenon atoms around on a nickel surface.

Engineering at the nanoscale is no simple feat, and scientists are having to come up with completely different solutions to build from the "bottom-up" rather than using traditional "top-down" manufacturing techniques. Some nanomaterials, such as nanowires and other simple devices have been shown to assemble themselves given the right conditions, and other experiments at larger scales are

striving to demonstrate the principles of self-assembly. Microelectronic devices might be persuaded to grow from the ground-up, rather like trees.

In the short term, the greatest advances through nanotechnology will come in the form of novel medical devices and processes, new catalysts for industry and smaller components for computers. In medicine, we are already seeing research on: New ways to deliver drugs with contact lenses; the directing of drugs to tumours with tiny "smart bombs"; gold "nano-bullets" that seek-and-destroy tumours; starving cancer with nanoparticles; diagnosing diseases such as Alzheimer's, monitoring health and fighting sickness with tiny probes; and growing new organs from scratch.

**1. Answer the questions about the word combinations used in the text.**

- 1 In the first paragraph which adjective is used with *device*?
- 2 In the second paragraph which verb is used with *properties*?
- 3 In the third paragraph which noun is used with *make*?
- 4 In the fourth paragraph which adjective is used with *nanotechnology*?
- 5 In the fifth paragraph which adverb is used with *different*?
- 6 In the sixth paragraph which adjective is used with *advances*?

**2. What other words of the same part of speech as in exercise 1 could be used with *device*, *properties*, *make*, *nanotechnology*, *different* and *advanced*? Suggest at least two others.**

**3. What do these adverbial expressions used in the text mean?**

- 1 unwittingly
- 2 in the short term
- 3 from scratch

#### **4. Match the definitions to the terms.**

*research Nanotechnology scientists nanomaterial device to assemble Engineering*

a) A material having particles or constituents of nanoscale dimensions, or one that is produced by nanotechnology.

b) The branch of technology that deals with dimensions and tolerances of less than 100 nanometres, especially the manipulation of individual atoms and molecules.

c) The branch of science and technology concerned with the design, building, and use of engines, machines, and structures.

d) A person who is studying or has expert knowledge of one or more of the natural or physical sciences.

e) Fit together the separate component parts of (a machine or other object)

f) A thing made or adapted for a particular purpose, especially a piece of mechanical or electronic equipment.

g) The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.

#### **5. Mark the following statements as True or False:**

1. Experimental nanotechnology did not come into its own until 1984.

2. Tiny particles of gold for example, can appear red or green - a property that has been used to colour stained glass windows for over 1000 years.

3. Scientists don't need to come up with completely different solutions to build from the "bottom-up" rather than using traditional "top-down" manufacturing techniques.

4. Microelectronic devices might be persuaded to grow from the ground-up, rather like trees.

5. In the long term, the greatest advances through nanotechnology will come in the form of novel medical devices and processes, new catalysts for industry and smaller components for computers.

#### **6. Share your opinion on the issues.**

a) This technology will allow humans to create anything lighter, stronger, better, and cheaper.

b) Jobs and employments will be lost at a very alarming rate since nanorobots can do a lot of work much faster and more efficiently as compared to human counterparts.

**7. Be ready to give the summary of the text.**

## 6 Unit 6 Doing business online

Read the text. Use a dictionary if it necessary but note that it is not essential to understand every word. Then answer the questions.

### 6.1 Online business model dressed to kill

By Vanessa Friedman

When Natalie Massenet was trying to raise money for her Internet start-up, Net-a-Porter, a luxury online fashion boutique, no one was interested. 'People were throwing millions of pounds at almost any web company then. But they heard "women" and "fashion" and "Internet" and said those words didn't go together,' says Ms Massenet.

But Net-a-Porter, founded in 2000, can now claim to be 'the world's first truly global luxury fashion retailer'. It doubles its revenues every year, and sales are now at £37m. It has a distribution centre in London and one in New York, and employs almost 300 people. The web store attracts an average of 90 new customers a day from 101 countries (including Fiji and Greenland), who each spend an average of £400.

According to Forrester Research, luxury brands 'won't survive without an online sales channel'. Over 40m Europeans buy clothes online, and this number will continue to increase. Experts predict it will grow to over 70m by 2009. The website combines content with commerce: it is designed as a magazine, and everything is for sale and delivered worldwide within 48 hours.

Net-a-Porter is expanding very fast. Ms Massenet says: 'Because we have no physical limit to the amount of designers we stock, we can offer a very wide range. But everything we offer has to be trend-setting fashion.' We e-mail information about new products to customers regularly, according to their favourite



designers. 'You couldn't do that in an offline store,' she points out. 'That's the beauty of this business. And customers spend a lot of money in that kind of environment. Seven or eight years ago, nobody believed that.'

**1. In small groups, discuss these questions.**

1 Why would you (or wouldn't you) buy clothes on the Internet?

2 A large number of people worldwide visit fashion retailers' websites. Why do you think that is? Make a list of three reasons.

**2. Look through the article about Net-a-Porter and complete this fact file.**

Name of web store: Net-a-Porter

Workforce: \_\_\_\_\_

Founded in: \_\_\_\_\_

Annual turnover: \_\_\_\_\_

Location of distribution centres: \_\_\_\_\_ and \_\_\_\_\_

**3. Read the article again and choose the best answers to these questions.**

1 It was difficult for Natalie Massenet to raise money for her Internet start-up because people ...

- a) had no money for web companies.
- b) did not think she had a good business idea.

2 Net-a-Porter can say it is a truly global fashion retailer because ...

- a) its revenues double every year.
- b) its customers are from over 100 different countries.

3 Forrester Research suggests luxury brands need an online sales channel ...

- a) because the number of people who buy clothes online will grow rapidly.
- b) if they want to compete successfully with Net-a-Porter.

4 Net-a-Porter offers a very wide range because ...

- a) customers e-mail information about all the designers they like.
- b) it can stock as many designers as it wants.



#### **4. Mark the following statements as True or False:**

- 1) Net-a-Porter, founded in 2000, can now claim to be 'the world's first truly global luxury fashion retailer'.
- 2) According to Forrester Research, luxury brands 'will survive without an online sales channel'.
- 3) Net-a-Porter is expanding very slow.
- 4) The web store attracts an average of 90 new customers a day from 10 countries.
- 5) The website combines content with commerce: it is designed as a magazine, and everything is for sale and delivered worldwide within 48 hours.

#### **5. Write questions to the marked words.**

- 1) **Seven or eight years ago**, nobody believed that.
- 2) It has a distribution centre in London and one in New York, and employs almost **300 people**.
- 3) Over 40m Europeans buy clothes online.
- 4) It doubles its **revenues** every year, and sales are now at £37m.
- 5) We e-mail information about new products to **customers** regularly.

#### **6. Be ready to give the summary of the text.**

##### **6.2 Amazon, an online retailer.**

**Read the article. Choose the correct word to fill each gap, from A, B or C**

**For each question 1 - 12. mark one letter (A, B or C).**

LAST month, Amazon, an online retailer, (0) that it had opened a soft ware development centre in Cape Town, South Africa. Amazon chose South Africa (1) of its pool of IT workers and good infrastructure.

(2) to a recent study, South Africa is well placed to (3) from the trend of firms (4) business processes, such as customer care, to cheaper places. This could

(5) 100,000 jobs in South Africa as well as (6) a useful \$90m-175m in foreign investment by 2008.

Demand from American and British firms to do this (7) forecast to rise from \$10 billion now to maybe \$60 billion by 2008, 40% of (8) is likely to be in banking and insurance. That is more (9) countries such as India, China and the Philippines — which meet (10) of the demand today—are likely to be able to (11).

That is (12) IBM has decided to open a global call-centre for international corporate clients in Johannesburg.

*Example:*

(0) A *told* B *mentioned* C *announced*

*Answer: C*

- |     |   |            |   |            |   |             |
|-----|---|------------|---|------------|---|-------------|
| 1.  | A | because    | B | as         | C | result      |
| 2.  | A | Regarding  | B | Concerning | C | According   |
| 3.  | A | improve    | B | help       | C | benefit     |
| 4.  | A | moving     | B | pushing    | C | translating |
| 5.  | A | employ     | B | make       | C | create      |
| 6.  | A | attracting | B | appealing  | C | requesting  |
| 7.  | A | has        | B | is         | C | will        |
| 8.  | A | what       | B | which      | C | whose       |
| 9.  | A | that       | B | with       | C | than        |
| 10. | A | many       | B | much       | C | lot         |
| 11. | A | deal       | B | cope       | C | handle      |
| 12. | A | why        | B | when       | C | how         |

## **7 Unit 7 Cyberspace**

### **7.1 Tour the Collectives of Cyberspace**

#### **1. Read the article and find websites for the following tasks**

- 1 to search for information on the Web
- 2 to buy books and DVDs
- 3 to participate in political campaigns
- 4 to view and exchange video clips
- 5 to manage and share personal photos using tags
- 6 to buy and sell personal items in online auctions
- 7 to download music and movies, sometimes illegally

The Internet isn't just about email or the Web anymore. Increasingly, people online are taking the power of the Internet back into their own hands. They're posting opinions on online journals - weblogs, or blogs; they're organizing political rallies on MoveOn.org; they're trading songs on illegal file-sharing networks; they're volunteering articles for the online encyclopedia Wikipedia; and they're collaborating with other programmers around the world. It's the emergence of the 'Power of Us'. Thanks to new technologies such as blog software, peer-to-peer networks, open-source software, and wikis, people are getting together to take collective action like never before. eBay, for instance, wouldn't exist without the 61 million active members who list, sell, and buy millions of items a week. But less obvious is that the whole marketplace runs on the trust created by eBay's unique feedback system, by which buyers and sellers rate each other on how well they earned out their half of each transaction.

Pioneer e-tailer Amazon encourages all kinds of customer participation in the site -including the ability to sell items alongside its own books, CDs, DVDs and electronic goods. MySpace and Facebook are the latest phenomena in social

networking, attracting millions of unique visitors a month. Many are 20 music fans, who can blog, email friends, upload photos, and generally socialize.

There's even a 3-D virtual world entirely built and owned by its residents, called Second Life, where real companies have opened shops, and pop stars such as U2 have performed concerts.

Some sites are much more specialized, such as the photo-sharing site Flickr. There, people not only share photos but also take the time to attach tags to their pictures, which help everyone else find photos of for example, Florence, Italy. Another successful example of a site based on user-generated content is YouTube, which allows users to upload, view and share movie clips and music videos, as well as amateur videoblogs. Another example of the collective power of the internet is the Google search engine. Its mathematical formulas surf the combined judgments of millions of people whose websites link to other sites. When you type Justin Timberlake into Google's search box and go to the star's official website, the site is listed first because more people are telling you it's the most relevant Justin Timberlake site - which it probably is.

Skype on the surface looks like software that lets you make free phone calls over the Internet which it does.

But the way it works is extremely clever. By using Skype, you're automatically contributing some of your PC's computing power and Internet connection to route other people's calls. It's an extension of the peer-to-peer network software such as BitTorrent that allow you to swap songs - at your own risk if those songs are under copyright. BitTorrent is a protocol for transferring music, films, games and podcasts. A podcast is an audio recording posted online. Podcasting derives from the words iPod and broadcasting. You can find podcasts about almost any topic - sports, music, politics, etc. They are distributed through RSS (Really Simple Syndication) feeds which allow you to receive up-to-date information without having to check the site for updates. BitTorrent breaks the files into small pieces, known as chunks, and distributes them among a large number of users; when you download a torrent, you are also uploading it to another user.

**2. Read the article again and match the sentence beginnings (1-5) with the correct endings (a-e).**

1 A weblog, or blog, is an electronic journal on a particular subject. **a** web pages on a

2 A peer-to-peer system allows users to share files over the Internet. **b** for downloading files

3 You can use a search engine to find content on your favorite websites. **c** users to share files on

4 BitTorrent is a peer-to-peer protocol used to make voice and video calls from a computer. **d** about fresh, new

5 RSS keeps you constantly informed about fresh, new content on your favorite websites. **e** that displays in

chronological order the postings of one or more people.

**3. Find words in the article with the following meanings.**

- 1 open-source, editable web pages
- 2 the same as electronic retailer, or online store
- 3 a blog that includes video
- 4 a program that allows you to make voice and video calls from a computer
- 5 an audio broadcast distributed over the Internet

**4. Match each word from 1 to 8 with the ones from a to h:**

- |                    |                        |
|--------------------|------------------------|
| 1. High definition | a. internet radio      |
| 2. read and write  | b. disc                |
| 3. play            | c. videos and music    |
| 4. tune in to      | d. television          |
| 5. broadband       | e. data                |
| 6. optical         | f. your favorite sites |
| 7. browse          | g. compatible          |
| 8. fully backward  | h. access              |

**5. Complete these instructions on how to navigate in the internet with the words in the box.**

*Client web page surf web browser URL Search engine web server website*

- 1 Start up your computer and connect to the internet.
2. Open your\_\_\_\_\_ .
3. Type the \_\_\_\_\_to access a website.
4. Your web browser sends the request to the correct\_\_\_\_\_ .
5. The server looks for the document and sends it to the\_\_\_\_\_computer.
6. Your web browser displays the selected \_\_\_\_\_on the screen.
7. From the home page of the \_\_\_\_\_you can \_\_\_\_\_to the other pages by clicking on hyperlinks.
8. If you want to find more websites ,use a \_\_\_\_\_.

**6. Correct the underlined errors in the following definitions.**

1. Mobile TV Broadcasting is a system *who* lets you watch TV on a PDA or mobile phone.
2. A computer geek is someone *which* is an enthusiastic user of computers, sometimes to an obsessive degree.
3. The recycle Bin is the folder *that* deleted files are stored until you decide to delete them completely.
4. Digital Terrestrial TV is a technology *where* allows you to receive more channels and a better picture through a conventional aerial instead of a satellite dish.

**7. Write a paragraph** on how virtual communication can be beneficial to business people.

**8 Write a short article (80-120 words) for your university/work newsletter about the latest internet phenomena (MySpace, eBay, etc.). Talk about any other sites you think are important or will be important in the future.**

## 7.2 Web-wide war

### 1. Discuss the following issues

Do you use a search engine, like Google, Yahoo or Bing on your computer? Do you pay for the search engine? How do the companies providing the search engines make money?

Do you use the search engines to search for news? Does the search engine give you links to newspaper articles? Do you have to pay to read these articles?

If you don't need to pay, how do you think the journalists and owners of the newspapers feel about you having 'free' access to these news stories?

### 2. Read the article quickly. Answer these questions.

1) Which is the most popular search engine?

- a) Yahoo!
- b) Google
- c) Bing

2) What is the name of the new search engine being started by Microsoft?

- a) Yahoo!
- b) Google
- c) Bing

3) Where does Google search for news items?

- a) printed newspapers
- b) web pages prepared by newspapers, magazines and news agencies
- c) from Google's users

4) Does Google pay the newspapers for giving links to their web pages?

- a) Yes, it pays regular fees.
- b) No, Google does not pay.

5) Why is advertising so important in this business?

a) Because advertising is the major source of income for search engines and newspapers.

b) Because people searching for news do not read the advertisements on the page.

**6) Is there anything special about advertising on search engines?**

a) No, it is general advertising directed at any normal consumer.

b) Yes, it is selective advertising, targeted at the user.

**7) How do search engines gathered information about their users?**

a) From your age, gender and address, they guess four interests.

b) The searches you make, indicate your interests.

**8) What does Rupert Murdoch of News Corp want to do?**

a) To stop Google from advertising his newspapers.

b) To make Google pay for Google's advertisements in his newspapers.

**c) To make users pay to access his newspapers' web pages.**

**9) Why did Google pay News Corp \$900m?**

a) Google bought MySpace from News Corp.

b) Google paid to place advertisements on MySpace.

c) Google paid for links to the Wall Street Journal web page.

**10) What does Microsoft want to do?**

a) To reduce Google's dominance of the search engine business.

b) To take over Google and News Corp.

c) To advertise Microsoft products on Google's pages.

**11) When the world wide web started, cyberspace was a free area with few controls. What is happening now?**

a) Large media firms like Apple, Microsoft, and Google are fighting to gain control of

b) Advertising on the internet is now more important than print advertising.

c) News Corp, which owns many important newspapers and television stations, wants to start a search engine like Google.



**3. Read the article carefully. Complete the sentences below to show the meanings of the words and phrases in italics.**

**1) A pundit is someone who ...**

- a) makes predictions about the future.
- b) studies the history of technological development.
- c) invests money in start-up businesses.

**2) If discussions come to naught, they ...**

- a) end in total agreement.
- b) end without agreement.
- c) end violently.

**3) A ploy is ...**

- a) an attempt to succeed through trickery.
- b) a routine technique of negotiation.
- c) the reason why discussions may fail.

**4) If a piece of news causes a stir, it ...**

- a) surprises no one.
- b) is quickly forgotten.
- c) makes people worried.

**5) If traffic on MySpace has not met the targets specified, ...**

- a) MySpace has become congested by too many users.
- b) Fewer users are logging in to MySpace.
- c) MySpace has too many advertisements.

**6) If you think twice before doing something, you ...**

- a) make an impulsive decision.
- b) spend more than you intended to spend.
- c) carefully consider your decision.

**7) If you get the lion's share of a business market, you ...**

- a) attack it vigorously.
- b) almost kill the business market.
- c) gain a large sector of the business market.

**8) If you make a dent in another company's business, you ...**

- a) do not do much damage to the other business.
- b) take part of the market share of the other business.
- c) change the market so that you can earn more.

**9) All things being equal, ...**

- a) results will be as expected.
- b) results will be better than predicted.
- c) results will be worse than predicted.

**10) If the online world has few borders, ...**

- a) there is anarchy and no one can operate.
- b) there are few restrictions on how you can operate.
- c) you can use the internet in different countries.

### **Web-wide war**

#### **Microsoft opens a new front in its battle with Google**

EVEN technology pundits can sometimes be right. Jason Calacanis, a blogging mogul, recently argued that there is a simple solution to the woes of both Microsoft and big media companies. The world's largest software firm should pay Time Warner, News Corporation and others to block Google, the search giant, from indexing their content—and make it searchable exclusively through Bing, Microsoft's new search service. Media companies would thus get badly needed cash, and Bing might take market share from Google.

On November 23rd it emerged that Microsoft and News Corp are talking about just that. Although the discussions may come to naught, or prove a mere ploy in the media giant's separate negotiations with Google, the news caused a stir. It is a sign not only of how far Microsoft is willing to go in order to turn Bing into a serious rival to Google, but also of how the entire internet could well evolve.

It should come as no surprise that News Corp would be the first to discuss such a deal. Rupert Murdoch, its boss, has long criticized Google for "stealing" his newspapers' stories by displaying links to them on Google's own news site. He has

also announced loudly and often that he wants to charge for more of the content his firm puts online. What is more, he needs to renegotiate the deal that gave Google the exclusive right to place contextual advertisements on MySpace, a social network owned by News Corp, back in 2006. Back then Google agreed to pay \$900m over three years for the privilege, although it may in the end pay less, as traffic on MySpace has not met the targets specified.

Google is unlikely to want to pay such a high price again, given MySpace's declining popularity and disappointing advertising revenues. Google also knows that Mr Murdoch will think twice before blocking the biggest source of traffic for his newspapers' websites. More than a quarter of all visitors to the Wall Street Journal's site, for instance, come from Google's various sites, and much the same is true for most other papers, according to Hitwise, a market-research firm .

Microsoft, for its part, cannot afford to let Google rule the search business and, by extension, grab the lion's share of the online- advertising revenue that is expected to pay for many services in the age of cloud computing. In recent years the firm has invested billions in its search capabilities. With Bing, it has finally come up with a plausible rival to Google, even outperforming it for some searches, such as comparing prices of consumer-electronics devices or looking for cheap flights. To boost Bing's market share, Microsoft and Yahoo!, another online giant, agreed in July to merge both firms' search activities.

Yet all this may not be enough. Since its launch in June, Bing's market share has grown by two percentage points to nearly 10% of all searches in America, but Yahoo!'s has dropped by the same amount to 18%. Exclusive content deals may just be what Microsoft needs to reach a combined 30%, which some experts see as the minimum to make a dent in Google's business. Microsoft seems ready to spend whatever is needed: up to 10% of the company's overall operating income over the next five years, according to Steve Ballmer, the firm's boss. This would, all things being equal, add up to some \$11 billion.

Yet what looks like good news for media firms is rather worrisome for champions of an open internet. To them, exclusive content deals are another big

step away from an online world with few borders, where everybody plays according to the same rules. Already, they say, Apple dictates which applications are allowed to run on the iPhone, Facebook tries to discourage members from surfing elsewhere, and Google's back navigation software is only free for users of its own operating system for smart-phones. "We're heading into a war for the control of the web—and against the web as an interoperable platform," warns Tim O'Reilly, the internet guru who coined the term "web 2.0".

Mr O'Reilly is definitely on to something. The question, however, is whether this "war 2.0" is really so unwelcome. A handful of well-funded and powerful platforms, locked in heated competition, could be better for consumers and generate more innovation than Mr O'Reilly's vision of an internet made of many "small pieces loosely joined".

#### **4. Make a report on the issue**

The world wide web was started by Tim Berners-Lee, a British scientist, working at CERN in Switzerland. He used telephone lines to exchange electronic data with other scientists, first within CERN and later with scientists around the world. He imagined that the world wide web would become an electronic discussion area where scientist could freely exchange ideas and information.

The internet, we know today is very different from Tim Berners-Lee's original idea. Is there too much freedom? Should there be more control? If so, who should control?

#### **7.3 World Wide Web inventor worried about its future**

The man who created the World Wide Web, Sir Tim Berners-Lee, has warned of the dangers of the Internet. He described his three main worries about how the Internet is being misused. The first problem is fake news. He said websites and companies are creating fake news just to make money, or to try and change people's political opinions. He said the danger is that fake news "spreads like

wildfire". The second problem is political advertising. He said adverts are used in "unethical ways" to stop voters from voting or to make them click on fake news stories. His final concern is the misuse of personal data by governments. He said people are killed in some countries because of the websites they visit. Berners-Lee invented the web in 1989. He said that it had "lived up to [his] vision" in many ways. He said: "I imagined the web as an open platform that would allow everyone, everywhere to share information, access opportunities and collaborate across geographic and cultural boundaries." His letter outlined a five-year strategy to keep his vision alive. He said there were complex problems, and that the solutions would not be simple. He wants to put, "a fair level of data control back in the hands of people". He also wants to stop governments from looking at our online data, which he said creates a "chilling effect on free speech". And he wants to fight against fake news and misinformation. He called on all Internet users to help.

### **1. Make the statements true or false**

- a) The man who created the World Wide Web wrote about five dangers. T / F
- b) The first problem the man mentioned was cyber-bullying. T / F
- c) The man said fake news stories spread like wildfire. T / F
- d) The last danger he mentioned was misuse of personal data. T / F
- e) The man said the Internet had lived up to his vision. T / F
- f) He outlined a 10-year plan to free the Internet of dangers. T / F
- g) The man said the solutions to the problems were simple. T / F
- h) The man asked everyone who used the Internet to help. T / F

### **2. Match the synonyms**

- |              |              |
|--------------|--------------|
| 1. dangers   | a. answers   |
| 2. fake      | b. risks     |
| 3. opinions  | c. dishonest |
| 4. unethical | d. satisfied |

- |                |                  |
|----------------|------------------|
| 5. concern     | e. work together |
| 6. lived up to | f. beliefs       |
| 7. allow       | g. scary         |
| 8. collaborate | h. hoax          |
| 9. solutions   | i. let           |
| 10. chilling   | j. worry         |

### **3. Answer the questions**

- a) Have you had a problem because of the Internet?
- b) Do you prefer the name 'Internet' or 'World Wide Web'?
- c) How has the Internet made your life better?
- d) What would life be like without the Internet?
- e) How can governments and companies misuse personal data?
- f) What do you think of the idea of free speech?
- g) Should we all check if news is fake or not?
- h) How can we help to keep the Internet safe?

### **4. Write an essay on the issue**

What are the main dangers of the World Wide Web and what are the solutions?

## **8 Unit 8 The Internet and e-commerce**

### **8.1. The Internet**

#### **Read and translate the text**

The Internet service provider or ISP is the organization that provides you with Internet access. You register and open an account, then they give you an email address so that you can communicate by email with other users. Some ISPs have their own content - news, information and so on - but many do not. After you log on by entering your user name and password (a secret word that only you know), you can surf to any site on the World Wide Web. If you're looking for a site about a particular subject, you can use a search engine like Google or Yahoo. When you've finished, remember to log off for security reasons.

#### **Clicks-and-mortar**

My name's John, and I own a chain of sports shops. Last year, I started an e-commerce operation, selling goods over the Internet. We've done well. Visitors don't have trouble finding what they want, adding items to their shopping cart and paying for them securely by credit card. Last year we had two million unique users (different individual visitors) who generated 35 million hits or page views. That means our web pages were viewed a total of 35 million times!

E-commerce or e-tailing has even acted as a form of advertising and increased levels of business in our traditional bricks-and-mortar shops! Pure Internet commerce operations are very difficult. To succeed, I think you need a combination of traditional retailing and e-commerce: clicks-and- mortar. In our case, this has also helped us solve the last mile problem, the physical delivery of goods to Internet customers: we just deliver from our local stores!

#### **B2B, B2C and B2G**

Selling to the public on the Internet is business-to-consumer or B2C e-commerce. Some experts think that the real future of e-commerce is going to be business-to-business or B2B, with firms ordering from suppliers over the Internet. This is e-procurement.

Businesses can also use the Internet to communicate with government departments, apply for government contracts and pay taxes: business-to-government or B2G.

**1. Find expressions with the following meanings.**

- 1 traditional shops (two possibilities)
- 2 selling on the Internet (two possibilities)
- 3 where you put your items before you purchase them
- 4 physical delivery of goods to Internet customers
- 5 how many times a web page is viewed

**2. What type of e-commerce are the following? Choose from B2B, B2C, or B2G.**

- 1 Private individuals can rent a car without going through a call centre.
- 2 The city is looking for construction companies to build a new airport. There are hundreds of pages of specifications you can obtain from the city authorities.
- 3 Car companies are getting together to buy components from suppliers in greater quantities, reducing prices.
- 4 Small businesses can get advice about wages, taxation, etc.
- 5 Members of the public can buy legal advice from law firms.
- 6 It can seem very convenient, but if you're out when the goods you ordered arrive at your house, you're in trouble!

**3. A manager is giving his colleagues some advice on how to prevent spam. Complete the sentences with the words in the box.**

*Mailing list spam email address newsgroups spammers*

1. Never ever reply to a \_\_\_\_\_ email or click on a link within the mail – this will lead to more junk email being sent to you. Unsubscribing only confirms you do actually exist, so they've hit the jackpot.
2. Don't let your email address be displayed anywhere on the Internet, including \_\_\_\_\_, chat rooms or any websites.



3. Never forward a spam to other people - \_\_\_\_\_ might be able to track their addresses too, and you could end up losing friends!

4. Send your emails on a strictly “need to know” basis: don’t include everyone on a \_\_\_\_\_ unless it is really necessary.

5. Treat your \_\_\_\_\_ like your phone number-don’t give it out randomly. Try to use a different one when shopping.

#### **4. Match the two halves to make definitions**

- |   |   |
|---|---|
| 1. A web browser is a program                         | a. where emails are kept and received.  |
| 2. A host is a computer                               | b. used for displaying web pages  |
| 3. The inbox is the location<br>using a PC            | c. who is new to an activity such as  |
| 4. A ripper is a piece of software<br>other Computers | d. used to provide data and services to   |
| 5. A newbie is somebody                               | e. which is used to extract files from a<br>CD/DVD and convert them to other formats. |

#### **5. Choose one of the alternatives in italics to complete this newspaper article.**

Sharing your broadband connection with your neighbours is either the best way of making friends or the fastest way to lose them. Thanks to new European legislation *modem/ wireless/telephone technology* and a firm called MyZones, several households within 300 metres of each other can now share the cost of fast *2.broadband/dial-up/phone* access. But the more people using your network ,the slower it gets. If four people are using it at once the surfing speed 128k.Clive Mayhew-Begg, chief executive of MyZones says :”Sharing broadband is just the start of a new generation of consumer –based internet services “.It starts on July 25 when MyZones will start selling £ 150 starter kits. These include wi – fi point and ADSL *3.3G/modem /web TV* but not the wi – fi adapters you and your neighbors

will need. These will cost extra £ 60 or so for each computer logged on to the wireless network.

**6 .Write about the web page design that you find particularly useful and attractive and justify your answer.**

**7. Be ready to give the summary of the text.**

## **8.2 The World Wide Web**

**Read the text. Use a dictionary if it necessary but note that it is not essential to understand every word.**

Until the appearance of the World Wide Web the internet was mainly used by people who had some computer expertise. File transfer protocol (FTP) was the standard method by which data could be stored on or removed from a server, and if a document that had been transmitted had references to other documents then it was not straightforward to access them. In other words, FTP does not link separate documents together. In 1992, Tim Berners-Lee, working at Europe's high-energy physics research centre in Switzerland, wrote the first browser program which used a protocol called hypertext transfer protocol (HTTP). This operates as follows: When a client requests a Web server to send a document, the request is sent using HTTP (rather than FTP). The Web server finds document in its memory and transmits it along with extra information. It is this extra information that distinguishes a Web server from an Internet server. The extra, information transmitted is composed of two main parts:

\* Control codes, using hypertext markup language (HTML), by which the client computer screen can display, the document, i.e. the layout, headings, bordering, etc. Images can be transmitted as separate files and incorporated on the visible page by HTML code.

\* Links to other documents. These links are specific words or phrases in the text of the transmitted document that will allow related documents to be accessed.

When the mouse pointer of the client computer is moved over the document on the screen, the arrow changes to a hand with a pointing finger whenever it falls on any hypertext. If the user clicks on this link, the browser will automatically set up the link and request the appropriate Web server to transmit the new document to the client. When this new documents arrives, it displayed on the screen.

A browser, therefore, is a program, stored in the client's computer that is able to read hypertext. While the Internet is the huge collection of computer networks and databases connected by backbone cable and optic fibre, the WWW is essentially a browsing and searching system. It allows users with virtually no expertise to access the information stored at certain sites on the Internet.

**1. From memory if you can, fill in the missing prepositions.**

1 until the appearance ..... the World Wide Web

2 the method ..... which data can be stored

3 the data could be stored on or removed ..... a server

4 references ..... other documents

5 the server transmits the document ..... ..... extra information

6 the information is composed ..... two main parts

7 the extra information provides links ..... other documents

**2. Give the definitions of the words below, try to use your own words.**

*server, data, to transmit, searching system, users, screen, browser.*

**Make the sentences with this vocabulary list.**

## 9 Unit 9 How to rule an IT company

### 9.1 Apple

#### Before you read. Discuss.

- 1) How important is the boss in a company?
- 2) What does a good boss actually contribute to the success of a company?
- 3) Think of international companies whose success is linked to one specific boss.
- 4) What may happen after that boss leaves or dies?

#### 2. Are these statements true or false?

1. Tim Cook became the boss of Apple after Steve Jobs died. T/F
2. Tim Cook has now been the boss for one year. T/F
3. Four days before Tim Cook became boss, Apple was the world's most valuable company. T/F
4. Previously, Microsoft had been the world's most valuable company. T/F
5. Tim Cook developed the iPhone and iPad. T/F
6. Apple was attacked because of poor working conditions at Foxconn in China. T/F
7. Conditions improved after Cook visited the Foxconn factory. T/F
8. Cook's prompt response was similar to Jobs' management style. T/F
9. Apple says Samsung copied its patents for smartphones and tablet computers. T/F
10. Apple plans to produce a combined toaster and refrigerator. T/F
11. George Colony thinks Apple is surviving because of Steve Jobs' ideas. T/F
12. He says Apple will fade unless Tim Cook can inspire new ideas and products. T/F

**3. Find the words in the box in the text. Deduce the meaning from context. Use the words to complete the sentences below.**

*Phenomenal* *hiccup*     *ailing* *helm* *humble*

*lambasted* *pithy* *patents*     *penchant* *put-down*

1. Who was at the \_\_\_\_\_ of the Titanic when it hit the iceberg?
2. Thomas Edison filed \_\_\_\_\_ for hundreds of inventions.
3. The erupting volcano produced \_\_\_\_\_ amounts of lava, dust and gas.
4. She's going to the hospital to see her \_\_\_\_\_ grandmother.
5. The millionaire said he came from a \_\_\_\_\_ background West Africa.
6. "Say your lines and don't bump into the furniture," was the advice of the \_\_\_\_\_ actor.
7. There were a few \_\_\_\_\_ during the elephant's sea voyage to New York.
8. The government's economic policies were \_\_\_\_\_ by economists.
9. Susan Mendes, the new CEO, has a \_\_\_\_\_ for Thai restaurants.
10. "I met my new wife in Norfolk." "Very flat, Norfolk," was my ex-wife's \_\_\_\_\_.

## **Apple**

### **A good Cook**

**Tim Cook's first year as the technology giant's boss has been a success.**

### **But the toughest test lies ahead**

TALK about a hard act to follow. When Tim Cook replaced an ailing Steve Jobs as Apple's chief executive on August 24th last year, he took over from the nearest thing the tech world had to a rock star. Some people wondered out loud how Jobs's more humble second-in-command would fare in the absence of the firm's brash and brilliant co-founder, who died in October. They need not have worried. As Mr Cook celebrates his first anniversary at Apple's helm, the company continues to smash records.

On August 20th Apple's market capitalisation reached over \$623 billion, making it the most valuable listed company (if you ignore inflation) of all time. That title was previously held by Microsoft, another tech titan, whose market worth hit \$615 billion in December 1999. Much of the credit for Apple's phenomenal success goes to Jobs, the father of the iPhone and the iPad tablet computer. But Mr Cook also deserves praise for the way he has handled a tricky transition.

The process has not been without hiccups. In July Apple's share price fell sharply after the company's quarterly earnings disappointed investors, even though its net profit rose by 21 %, to \$8.8 billion. And earlier in the year Apple was lambasted for its use of Foxconn, a supplier under fire from labour activists for failings such as excessive working hours at its Chinese facilities. Mr Cook promptly went on a highly publicized tour of a Foxconn factory in China. Apple and Foxconn subsequently pledged to improve workers' conditions there. This week the Fair Labour Association, a non-profit group that audits workplaces, said progress had been made, but more still needed to be done to cut overtime hours without unduly harming workers' incomes.

Veteran Apple-watchers say this and other episodes are a sign that Mr Cook is more likely to pay attention to opinions outside Apple than his predecessor. "I think he's a little bit more sensitive to criticism than Steve Jobs was," says Tim Bjarin of Creative Strategies, a consultancy. Apple boss has certainly listened to calls from Wall Street for the company to hand back some of its cash hoard, something Jobs was notoriously reluctant to do. Earlier this month, Apple paid its first dividend since 1995.

In addition to disarming critics and delighting investors, Apple has been dishing out lawsuits. As *The Economist* went to press, a testy court battle in America between the firm and Samsung over various patents connected with smartphones and tablet computers was drawing to a close. Like his mentor, Mr Cook is clearly not afraid of a fight. He also seems to be developing other Jobs-like traits, including a penchant for pithy put-downs. Asked on an analysts' call

whether personal computers and tablets could one day merge into a single device, Mr Cook shot back: “You can converge a toaster and a refrigerator, but those things are probably not going to be pleasing to the user.”

The big question is whether Apple’s boss has also learnt enough from his predecessor to keep the creative juices at the company flowing freely. In a blog post earlier this year George Colony, the boss of Forrester, a research firm, noted that the fortunes of companies such as Sony and Disney faded after their charismatic founders departed. He predicted that Apple would suffer a similar fate after coasting for a while on the back of existing products. But if Mr Cook can keep the firm’s talented senior executives on board and inspire them to conquer new markets like digital TV, where Apple has yet to make much of an impact, the firm could buck this trend. His big screen test awaits.

## **5. Be ready to give the summary of the text.**

### **9.2 Facebook**

**Read the article. Discuss the following questions.**

- a) How have female bosses affected businesses you know?
- b) Would you like to see more women appointed to senior positions in your industry?

Sheryl Sandberg

### **The acceptable face of Facebook**

#### **Social skills for a social network**

FEW corporate types can charm hardened hacks so effectively. Sheryl Sandberg, the number two at Facebook, the world's biggest social network, has been glad-handing reporters with spectacular results. The New Yorker says she may "upend Silicon Valley's male-dominated culture". New York magazine puts her in line for Secretary of the Treasury. Bloomberg BusinessWeek speculates that she might one day be the president of the United States.

The yin to Zuckerberg's yang.

Her sudden lionisation is well-timed. Facebook is expected to go public soon, perhaps this year. It may be the biggest internet flotation ever, with a market capitalisation of more than \$100 billion. Investors might be less bullish if the 27-year-old Mark Zuckerberg, the founder, were in sole charge. Many consider him somewhat socially awkward.

Ms Sandberg, a 42-year-old former Google executive, joined Facebook in 2008; without her, insiders say, it would not have grown from a cash-bleeding start-up to a titan with estimated sales of \$2 billion last year. She complements MrZuckerberg well. He is technologically brilliant and knows it. She is a good listener with a keen financial brain (she was once an aide to Larry Summers, the then treasury secretary). She provides adult supervision and a professional face to a firm growing so powerful and so quickly that it is bound to clash with governments. Were MrZuckerberg to be grilled by senators who have not yet grasped the concept of e-mail, he might let his irritation show. Ms Sandberg would not have that problem.

Since Carly Fiorina and Meg Whitman left HP and eBay, female bosses of big Silicon Valley firms have been rare. Ms Sandberg is doing her part to change this by encouraging women to be more assertive and by building an "old girls' network". Thanks to her efforts Facebook has more female executives than the average technology firm. (Strangely, though, she does not sit on its board.)

Speculation about her future is inevitable. But for now she is unlikely to move. Facebook has far to go before it fulfills its founder's mission to become the "social utility" of the online world and Google has launched a rival service. It may take a Google veteran to fight back.

**7. Read the first paragraph of the article. Complete the sentences below.**

- 1) **A corporate type is...**
  - a) a typical employee of a corporation.
  - b) a person who is slightly overweight.
  - c) a printing corporation.



**2) A hardened hack is ...**

- a) an experienced journalist who has become insensitive.
- b) a hard piece of skin on your hand.
- c) a government committee.

**3) If you glad-hand someone, you ...**

- a) try to bribe them with money.
- b) greet them with a smile.
- c) help them.

**4) If you upend a male-dominated culture, you ...**

- a) are part of that culture.
- b) protest against that culture.
- c) demonstrate the limitations of that culture.

**5) Sheryl Sandberg is...**

- a) the person who invented Facebook.
- b) the second most important person in Facebook.
- c) the person with the second largest number of friends on Facebook.

**6) Important American magazines have suggested that Sheryl**

**Sandberg will**

- a) become the boss of Facebook.
- b) get a job as a secretary.
- c) have an interesting future career.

**8. Read the second paragraph. Complete the sentences.**

**1) If you lionize someone, you ...**

- a) suggest they are very important.
- b) appoint them to an important job.
- c) change them into a lion.

**2) If you float a private company, you ...**

- a) help the company to survive in difficult circumstances.
- b) sell shares in the company in the stock market.

- c) invest money in the business.
- 3) If investors are bullish, they are ...**
  - a) very careful about investing their money.
  - b) very enthusiastic and eager to invest.
  - c) stubborn and not eager to invest.
- 4) If you are in sole charge of a business, you are ...**
  - a) one of the board of directors.
  - b) the person who started the business.
  - c) the owner and major decision maker in the business.
- 5) If you are socially awkward, you ...**
  - a) make friends easily.
  - b) are sometimes unintentionally rude to people.
  - c) usually rude to people who you dislike.
- 6) Facebook may...**
  - a) allow the public to have Facebook pages this year.
  - b) be floated on the stock market this year.
  - c) be bought by Sheryl Sandberg this year.

**9. Read the third paragraph. Write questions for these answers. Look at the example.**

X) She's 42 years old.

*How old is Sheryl Sandberg?*

- a) She was an executive at Google.
- b) In 2008.
- c) It was a start-up business which cost a lot of money but did not make a profit.
- d) Last year the estimated sales were \$2billion.
- e) No, she isn't, but Mark Zuckerberg is.
- f) Yes, she is, and she's got a keen financial brain.
- g) She provides adult supervision and a professional face.

- h) He would probably make his irritation show.
- i) No, she wouldn't.

**4] Read the fourth paragraph. Answer the questions.**

- a) What sort of people are rare in Silicon Valley?
- b) What is Sheryl Sandberg encouraging women to do?
- c) What sort of network is she building?
- d) How can Sheryl Sandberg's work be seen in Facebook?

**5) Read the last paragraph. Correct the statements below.**

- a) Sheryl Sandberg is likely to leave Facebook soon.
- b) Sheryl Sandberg's mission was to make Facebook the social utility of the online world.
- c) Google One is not a rival to Facebook.

**10. Complete the sentences below with words from the box.**

*assertive   awkward   bullish   clash   complemented   floatation  
hack   inevitable   lionised   sole   titan   upended*

- a) Since my divorce, I have been my daughter's \_\_\_\_\_ parent.
- b) After the artist's death, it was \_\_\_\_\_ that his paintings would increase in value.
- c) He always dreamt of writing great novels but spent his life as a \_\_\_\_\_ writing for newspapers.
- d) Coca-Cola is a \_\_\_\_\_ in the soft drinks industry.
- e) If you want to influence people, you need to be more \_\_\_\_\_.
- f) I feel quite \_\_\_\_\_ about the prospects for my new business.
- g) There is bound to be a \_\_\_\_\_ between Democrats and Republicans over health care.
- h) I felt \_\_\_\_\_ at the meeting because I could not speak Swedish very well.
- i) Bob Geldoff is \_\_\_\_\_ for his charity work by people who hate his music.

j) The discovery of oil in the North Sea, \_\_\_\_\_the Middle Eastern domination of the petroleum industry.

k) The\_\_\_\_\_of the company generated much-needed capital for the business.

l) Her skills as an illustrator\_\_\_\_\_ his talent as a writer of children's books.

**11. Be ready to give the summary of the text**

## **10 Unit 10 Smartphones in our life**

### **10.1 iPhone**

#### **Discuss these questions:**

- 1) What is a smart phone? How is it different from an ordinary mobile phone?
- 2) Have you got either a mobile phone or a smart phone?
- 3) What brand is it? What sort of operating system does it use?
- 4) What can you do with it?
- 5) How often do you use it?
- 6) Are you satisfied with your phone or do you want a better one?
- 7) What would you like the better phone to do?

#### **2. Read the complete article quickly. Choose the best summary.**

A] The Apple iPhone was a great innovation in the market for smartphones and quickly gained a considerable market share. Their latest model, the iPhone 5 is able to connect to connect to 4G wireless networks. Experts in the industry welcome the larger screen and super thin handset. Apple is set to maintain or increase its market share.

B] Google's Android operating system is becoming more popular than Apple's iOS system and most new smart phones, from different manufacturers, use the Android system. The new features of the Apple iPhone 5, such as the slimmer design, larger screen and 4G connectivity will convince most users to upgrade to the new model.

C] The Apple iPhone 5 is an important development for Apple which is facing greater competition in the market for smartphones. Although the iPhone 5 is thinner, has a bigger screen and has better connectivity than previous models, it is unlikely to reverse Apple's gradual loss of market share.

**3. Mark these statements as true or false.**

- a) People expect that the Apple brand will produce new, unexpected ideas.  
T/F
- b) The iPhone 5 is a great step forward. T/F
- c) Phones produced by Samsung and others are as good as the iPhone 5.  
T/F
- d) Apple's phones generate more than 50% of Apple's business. T/F
- e) IHS predicts that smart phones will soon outsell non-smart phones.  
T/F
- f) Sales of phones using Android operating systems increased faster than sales of phones using Apple's operating system. T/F
- g) Samsung have 700,000 digital apps and the iTunes music store. T/F
- h) Apple's new mobile operating system will be used in the iPhone 5 and a smaller iPad tablet computer. T/F
- i) Many people think that Amazon also has plans for a smart phone. T/F
- j) Google will improve its range of software and hardware. T/F

**4. Find the words in the text with these meanings. Complete the words.**

- 1. very funny h\_\_\_\_\_
- 2. short, funny showss\_\_\_\_\_
- 3. large group l\_\_\_\_\_
- 4. company name b\_\_\_\_\_
- 5. new ideas i \_\_\_\_\_
- 6. the ones which came before p\_\_\_\_\_
- 7. competitors r\_\_\_\_\_
- 8. more attractive s\_\_\_\_\_
- 9. fall suddenly p\_\_\_\_\_
- 10. transformation, improvement r\_\_\_\_\_
- 11. start to sell l\_\_\_\_\_
- 12. disappear v\_\_\_\_\_

**5. Match these phrases from the text with the correct meaning.**

- |    |                    |   |                              |
|----|--------------------|---|------------------------------|
| 1  | doing the rounds   | A | it is unfortunate            |
| 2  | to poke fun at     | B | producing                    |
| 3  | what a pity        | C | to be worried                |
| 4  | to live up to      | D | obtain                       |
| 5  | churning out       | E | to humiliate in a joking way |
| 6  | to lose much sleep | F | that is true                 |
| 7  | a high stakes game | G | being discovered             |
| 8  | get their hands on | H | in the leading position      |
| 9  | indeed it is       | I | an expensive challenge       |
| 10 | ahead of the pack  | J | to sustain                   |

**Five out of ten**

**The iPhone 5 is hardly a great leap forward**

SOME hilarious videos doing the rounds on the internet show people pretending to take photos with invisible iPhones and hold conversations on them. These spoofs are meant to poke fun at Apple and its legion of fans. But the very notion that the firm could produce a see-through phone also highlights how closely its brand has become associated with revolutionary innovations. What a pity, then, that the iPhone 5, which was unveiled on September 12th, fails to live up to that hard-won reputation.

The device is thinner than its predecessors, has a bigger screen and boasts connectivity to superfast 4G wireless networks. But it now competes against impressive offerings from the likes of South Korea's Samsung and other rivals, who are constantly churning out snazzier super thin handsets of their own with stunning displays. They are unlikely to lose much sleep because of the incremental changes made to the iPhone 5.

This is a high-stakes game for Apple, whose phone business still accounts for more than half of its revenues. These are not about to plummet: hordes of folk

still want to get their hands on smartphones. IHS, a research firm, reckons that next year global shipments of smartphones will exceed those of non-smart ones for the first time. But the iPhone is facing much stiffer competition from handsets using Google's popular Android operating system. According to IDC, another research firm, Android's share of smartphone sales rose from 24% in 2010 to 66% in the first half of this year; Apple's grew by four percentage points, to 20%, over the same period.

The company still has an important advantage over its rivals in the form of its huge "ecosystem" of digital apps, 700,000 of which are now available in its online store, and cloud-based services such as iTunes, which is getting a revamp. And that advantage will be reinforced by the firm's new mobile operating system, iOS 6, which will power the iPhone 5 and a smaller iPad tablet computer Apple is expected to launch later this year. The system includes a new digital-mapping app developed by Apple and a feature that allows users to store things such as digitised aircraft boarding passes and movie tickets. These and other offerings can be combined to make mobile commerce more seamless. "The ability to tie digital stuff into the real world is becoming much more important for users," says Ian Fogg, an analyst at IHS.

Indeed it is. But other firms such as Amazon, which is rumored to have a smartphone in the works, and Google are busy beefing up their ecosystems of software and hardware too. So Apple will have to work harder to stay ahead of the pack or risks seeing some of its profits vanish like those imaginary phones.

**6. Discuss the questions below. Give reasons for your opinions.**

1. How do you think that mobile phones will develop over the next 5 years?
2. Which applications will be important on mobile phones?
3. Do you expect that the Apple operating system or the Android system to be more popular?

**7. Be ready to make a presentation of a new smartphone model.**

8. Right the words in bold into the appropriate form.



## The smartphone

Nowadays smartphones define the way people connect to the rest of the world. How did it start? On the 16th of August 1994, IBM released a personal \_\_\_\_\_COMMUNICATE\_\_\_\_\_, which became the modern smartphone. It was capable of making phone calls, faxing, text messaging and emailing. It was a prized \_\_\_\_\_POSSESS\_\_\_\_\_ because this device also included a touch screen. It had a clock, calendar and some games. But this \_\_\_\_\_WONDER\_\_\_\_\_ device was just too advanced for its time. The market was not yet ready for such a \_\_\_\_\_TECHNOLOGY\_\_\_\_\_ innovation. Faster networks, browsers and applications were needed to release its full potential. In 2000, Ericsson was the first to introduce the word “smartphone” for its \_\_\_\_\_AMAZE\_\_\_\_\_ R380 mobile phone. This device was a modification of a lightweight flip phone. The magazine Popular Science called the Ericsson R380 smartphone one of the most important \_\_\_\_\_ACHIEVE\_\_\_\_\_ in science and technology.

## 10.2 The Global Impacts of Ten Years of Smartphones

**Look through the text. Be ready to summarize it.**

Since 2007, more than 7 billion smartphones have been produced.

Starting with the release of Apple’s first iPhone, smartphone sales have soared, increasing year after year. In 2007, roughly 120 million smartphone units were sold worldwide. That number climbed to over 1.4 billion in 2016. By 2020, smartphone subscriptions are expected to hit 6.1 billion, or roughly 70% of the global population. Among 18 to 35 year olds, smartphone ownership is already 62% globally, and in some countries, such as the United States, Germany, and South Korea, it tops 90%. While part of the increasing rate of smartphone sales is caused by first-time buyers, 78% is estimated to be attributed to existing smartphone consumers replacing their phones. In the United States, the average replacement cycle was just over 2 years, at 26 months. Even though most

smartphones still function for far longer than this, roughly two thirds of American consumers are lured in to prematurely upgrading for the latest features. Some phones are even marketed as “free” with a new contract, which makes the effort and expense of repairing the current device seem like a greater obstacle.

Indeed, the current business model for both manufacturers and service providers hinges on the frequent replacement of devices. This model does not take into account the long-term impacts of the production and disposal of all these devices— more than 7 billion since 2007

## Appendix 1

### **Some hints for a successful presentation**

**Planning** Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

**Objectives** Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

**Audience** Whom exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

**Content** Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

**Approach** A good rule of thumb is to 'tell your audience what you're going to say, say it, then tell the audience what you've said'. Try to develop your key points in an interesting and varied way, drawing on relevant example, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

**Organization** Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarise the main points of your presentation, thank the audience for their attention, and invite questions.

**Visual aids** If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear – don't try to put too much information on each one.

**Rehearsal** Allow time to practice your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

## **DELIVERY**

**Nerves!** You will probably be nervous at the beginning of your presentation. Don't worry- most people *are* nervous in this situation. Try not to speak too fast during the first couple of minutes – this is the time you establish your rapport with the audience and first impressions are very important. You may find it helpful to memorise your introduction.

**Audience rapport** Try to be enthusiastic – your interest in the subject matter will carry your audience along. Look around your audience as you speak – eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can cut your presentation short.

**Body language** Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

**Voice quality** You must be clearly audible at all times – don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

**Visual aids** Use your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

**Audience reaction** Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic, but if you should find yourself 'under fire', suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

## **LANGUAGE**

**Simplicity** Use short words and sentences that you are comfortable with. There is no benefit in using difficult language.

**Clarity** Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

**Signalling** Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking.

## **Appendix 2**

### **What Is a Summary and Why Would We Write One?**

A summary is a concisely written version of either a piece of writing or even the spoken word. You will repeat only the most relevant or important facts of the original leaving out anything that is not relevant to the purpose of your summary. Learning how to summarize however is not as simple a task as many expect it to be.

We are often expected to write a summary of our education for various reasons. Often it is to show that we have understood something such as a book, or a report that we have read in science. We also need to know how to summarize a text so that we can inform others about them so that they can decide if it is something that they need to read in full. Such as the blurb on the back cover of a book or the abstract at the start of a paper.

### **The Importance of Knowing How to Summarize**

Knowing how to summarize a book is not just so that you can satisfy your teacher and show that you read it. Summarizing is a vital skill to master as it is so much more than just being able to write something so that it is shorter. Most of us summarize on a daily basis without even thinking about it. We will discuss what happened in our favorite TV program the previous night, or the big game that we watched. So it is a skill that we learn at an early age often without really realizing what we are doing.

Knowing how to summarize an article in a textbook, however, helps you to not only show your understanding. It also helps you to reinforce what you are learning. Reading through to highlight those important points helps you to better understand and to make those points stick in your memory.

### **Summarizing a Research Article in 5 Steps**

Research articles usually use standard formats to communicate in a clear manner any kind of information regarding an experiment. A good research article

would usually contain a title, an abstract, an introduction, the methodology, the results, a discussion and some references.

When you have to write a summary for research paper, you will need to know how to proceed from start to finish. Every detail is important if you want to come up with a good article summary in a due course.

### **1. Determine the Focus of Your Summary**

You will first need to determine why you're writing that certain summary. If you want to make a review that you can, later on, read again and remind yourself of the content of the article, you may want to make your summary a slighter longer one. However, if the summary was written with the purpose of being included in a paper that you are currently writing, you may want to stick to how that certain article relates to your paper.

### **2. Scan the Article**

Before you start reading the entire article, you need to scan it for content first. Briefly, go over the article and look at each of its sections to find:

- The reason for doing the research and the question stated (usually found in the introduction)
- The hypothesis (or hypotheses) that were tested in the article (also in the introduction)
- How they tested the hypothesis (found in the methodology)
- What the findings were (look for them in the results)
- How those findings were interpreted (found in the discussion)

When scanning with the purpose of writing summary papers, each key sentence should be underlined or written in the margin of the article. The abstract may be able to help identify some of the points; still, you cannot rely solely on it since the information is very condensed and you can miss certain key aspects.

### **3. Read the Article**

Once you finished scanning your article, you need to read it thoroughly next. Take each section and read it several times, considering your highlighted notes. As

you read with the purpose of writing a summary for research paper, ask yourself the following questions:

- How does the design address the issues of the research?
- What is the contribution of this study in answering the main question?
- Are the results convincing or surprising?
- What aspects did they still leave unanswered?

When you feel like you can explain this study to someone else who has yet to read the article, then you are ready to start writing about it. Be careful to take notes in your own words so that you can avoid plagiarism in your summary papers. If you find yourself sticking too closely to the original language and the changes to the wording are minor, then you didn't really understand the study.

#### **4. Write the Summary**

Just like the abstract, the purpose of a summary for research paper will be to give the audience a brief overview of what that study says. You will need to find out what information is relevant and explain it briefly but thoroughly.

All first drafts of your summary papers should follow the order of the original article. Having said that, the structure would look something like this:

- State the question of the research and explain why it's important.
- State the hypotheses that were tested.
- Describe the methods in a few paragraphs (participants, design, procedure, materials, independent and dependent variables, how they analyzed the data)
- Talk about the results and explain why they were significant.
- State what the key implications were and don't overstate the importance of their findings.
- The results and their interpretation should be directly related to the hypothesis.

This first draft of writing the summary for research paper should be focused on content rather than length. The chances are that it will need further condensing, but that will be left for the next step.

#### **5. Edit Your Summary**



Most of the time, a research summary will end up being too long, and will need further condensing. The text will need to be edited for accuracy, which means you will need to add further information where it's necessary. Try to avoid any generalities, and keep your summary papers concise, focused.

At the same time, the paper will need to be edited for style (your readers need to be able to understand you). To make it look smart, you need to:

- Eliminate wordiness (such as adverbs or other words that aren't really necessary)
- Use concrete and specific language
- Use language that is scientifically accurate
- Paraphrase instead of quoting other personalities

If you properly determine your focus, and then scan and read your research articles, you can definitely manage to write and edit your summary paper in a way that will come nothing short of perfection.

## Appendix 3

### FORMAL LETTERS - LETTER OF APPLICATION FOR A JOB

paragraph 1: explain which job you are applying for and how / where you heard about it

paragraph 2: briefly describe your most relevant qualifications and / or experience

paragraph 3: explain why you are interested in the position and why you think you would be suitable for the position

paragraph 4: say that you can supply some documentation (such as c.v. and references) + how you can be contacted and / or when you are available for interview

#### **Examples:**

- I have seen your advertisement for a job as... and I would like to apply.
- I am writing (to enquire) about / in regard to your newspaper advertisement in ... concerning your need for a ...
- I am writing to apply for the position / job of ... advertised in...
- I am writing to you in response to your advertisement for the position of...
- I would like to be considered for the position of...
- I would like to apply for the position of ... at ... as advertised in ...
- As for my work experience, I have been...
- I would like to point out... / ...and believe I possess the right combination of....skills.
- I believe that I have the qualifications, experience and enthusiasm that you are looking for.
- My unique mix of previous work experience and my status as a Stetson University student in ....., make me an ideal candidate for ...

•My experience in ....., combined with my courses in ... have convinced me that ... is a career option I would like to explore.

•I have the maturity, skills, and abilities to embark on a career in ..., and I'd like to do this in ...

•Following a work experience program in September last year, I have become very interested in ....

•Your company has an excellent reputation for customer satisfaction, and I know that the combination of my experience, education, and motivation to excel will make me an asset to your marketing department. I am confident that I possess all the necessary qualifications for the position...

•Perhaps I am the "multi-talented ...." you seek in your advertisement in ... I'm a versatile ...I have the solid ... experience you specify as well as the strong computer skills you desire. My outgoing personality, my experience as..., and my recently completed education make me a strong candidate for a position as ... for...

•When I read your advertisement for a ...on ..., I couldn't help noticing how well your requirements align with my experience, education, skills, and background. Your advertisement on ... for a ... fits my experience and qualifications perfectly, and I am writing to express my interest in and enthusiasm for the position.

•I believe my broad-based scientific knowledge / educational background in .../ leadership skills / and writing skills make me an excellent candidate for this position. / ...would enable me to make a strong contribution to your company.

•I am a 19-year-old student with determination and commitment.

•As for other personal qualities which might be useful in..., I am an organised and easy-going person / helpful / committed / creative / determined / enthusiastic / hard-working / reliable / good communicator / action-oriented / balanced / competent / conscientious / convincing / forbearing / assertive / courageous / loyal / efficient / patient / productive / results-oriented / self-reliant /

forceful / I enjoy being with other people / I have a good sense of humour and plenty of energy / I have a good understanding of the needs of... / I am able to work under pressure / I have a very outgoing personality / I do not mind doing overtime / energetic / cheerful / I am a dedicated and driven professional / versatile / practical / go-ahead / enterprising / resourceful / I don't lack enterprise (spirit of enterprise / resourcefulness)

- Useful skills: cooperation (cooperative) / dependability (dependable) / communication skills / personality / adaptability (adaptable) / consistency (consistent) / creativity / sense of duty

- I have been searching for an employment opportunity like this one that combines my education with practical experience in ..

- I can offer a variety of skills that can be developed to meet your specific needs in the future. In particular, my successful use of Lotus 1-2-3 and dBase software in my research project demonstrates how quickly I can learn new data processing systems.

- Since yours are the same business ethics I strive for personally, I can think of no better learning environment than joining an organization such as yours.

- My current position as.... has provided the opportunity to ..

- My high degree of motivation has been recognized by my previous employers who have quickly promoted me to positions of greater responsibility.

- While my enclosed resume provides a good overview of my strengths and achievements, I have also listed some of your specific requirements for the position and my applicable skills: Ability to coordinate and oversee the work of subordinates. Ability to strategically plan, develop and implement programs and operations toward achievement of team's mission, goals, and objectives. The analytical skills to perform needs assessments, evaluate current programs, and initiate changes or adjustments to current systems and improve operations. Problem-solving and decision-making abilities. Interpersonal and communication skills

- I have enclosed a copy of my resume for your review.
- Enclosed / Attached is a resume / summary, which will give / provide you additional information / more details on my background and qualifications. / and copies of my references.
- Mr. Craig, my present director, will certainly give / would be willing to give you a good reference.
- The details of your advertisement suggest to me that the position will involve many of the same responsibilities that I am currently performing.
- I have attached my personal résumé, which outlines details of my education, experience and personal information.
- Enclosed you will find ... Please find enclosed... I am enclosing... You will find enclosed with this letter a copy of my resume which provides a much more detailed description of my education and employment history.
- As you can see from my enclosed resume, my experience and qualifications match this position's requirements.
- During ..., I improved (furthered, extended, etc.) my knowledge of...
- I am excited by an opportunity such as the one you advertised, and I believe I would be a creative and energetic asset to...
- I will be available to come in for an interview at any time convenient to you. / I am ready to meet with you at your convenience. / I can be contacted at home on 661098 / at the address above or on ... / I can be reached by phone between 9:00 a.m. and 6:00 p.m. at (513) 545-1098.
- I would welcome the opportunity to personally discuss my potential contributions to your company with you. / I am sure that it would be worthwhile for us to meet.
- I would welcome a chance / any opportunity to talk further with you about the position you are seeking to fill. / .. to meet you and discuss about my qualifications for working at...

•I look forward to an opportunity to speak with you in person. (OR to speak with you personally) / I look forward to having the opportunity to further discuss my qualifications with you.

•If you agree that my qualifications are a close fit to your needs, I would be delighted to meet with you personally to discuss about...

•I am eager to talk with you about the contribution I could make to your firm.

•I would greatly appreciate an interview to discuss at greater length the contributions I could make to your team.

•I will contact you within a week to arrange a meeting. Should you have any questions before that time, you may reach me via phone (386- 555-2922) or via email (christina@stetson.edu).

•I will follow up this letter with a phone call to see if I can arrange a time to meet with you.

•Please do not hesitate to contact me if you require any further information.

•I hope you will consider my application favourably. / Your consideration is greatly appreciated.

•I look forward to your reply. / I look forward to hearing from you.

•Thank you in advance for your kind attention. / Thank you for taking the time to review my application.

**Samples:**

• Dear Mr. Frommer,

I would like to be considered for the position of a Legal Assistant specializing in Port Regulatory Law, which appeared in the Seattle Times on Sunday, June 15. As you can see from my enclosed resume, my experience and qualifications match this position's requirements.

I especially would like to point out that I graduated Cum Laude from The University of Tacoma and was hired directly upon graduation due to my expertise in port authority regulations. During the four years that I worked for Shoreman and

Co., I furthered deepened my knowledge of the fast changing regulatory laws in our state. My employer also thought highly enough of my abilities to promote me to head legal researcher after my first year of employment.

I look forward to an opportunity to personally discuss the position with you. I will call you within the next five days to arrange an interview.

Yours sincerely,

Dear Mr Cheng,

I am very interested in the post advertised in the Careers Education and Placement Centre at the University of Hong Kong. I attended a recruitment talk given by one of your colleagues at the Centre and this experience convinced me that I very much wanted to put to work for your company the executive, analytical and team working skills that I have developed at University. I feel that as you begin the second phase of your expansion into China, this would be a particularly exciting time for any new recruit to be making a contribution to your company.

I will graduate in June of this year with a Bachelor of Arts degree, majoring in Renaissance Art. Before I began my degree, I knew very little about this subject but by managing my heavy learning load efficiently and doing extra work to improve my written communication skills, I succeeded in graduating in the top 25% of my year. I was also awarded a distinction and commended for the range and depth of research in my final year project. I brought the same level of commitment and hard work to the various student societies of which I was a member. The highlight of these extra-curricular activities was my election as Chairman of the Dance Club.

During vacations I had several jobs but the one I found most challenging was working for a small toothbrush manufacturer. It was here that I developed my enthusiasm for a career in marketing and put my skills as an analyst and communicator to good use. I took part in several successful direct mail marketing projects similar to the one your company carried out last April for Cathay Pacific and learned a great deal about the business world in a very short space of time.

I am available for interview at any time except between the 29th April and the 27th May when I sit my final examinations.

I look forward to hearing from you and to having the opportunity to discuss my application with you.

Yours sincerely,



## Bibliography

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2. Breaking news English – Режим доступа:  
<https://breakingnewsenglish.com/1703/170315-world-wide-web-m.html>
3. New York times – Режим доступа:  
<https://www.nytimes.com/?action=click&contentCollection=undefined&region=TopBar&module=HomePage-Button&pgtype=sectionfront>
4. BBC – Режим доступа: <http://www.bbc.co.uk/learningenglish>
5. Macmillan dictionary – Режим доступа:  
<https://www.macmillandictionary.com>
6. Longman dictionary - Режим доступа: <https://www.ldoceonline.com/>
7. Business English – Режим доступа:  
<http://www.businessenglishonline.net/resources/in-company-second-edition-resources/elessons/>
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