DIGITAL ECONOMICS

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TASHKENT STATE UNIVERSITY OF ECONOMICS

ENGLISH FOR STUDENTS OF DIGITAL ECONOMICS

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Authors:
1. **Sh.A.Rahimova** - Senior teacher, Head of the "English language" department in Tashkent state university of economics.

2. **U.A.Tursunova** - Senior teacher of the "English language" department in Tashkent state university of economics.

3. **Z.A.Pulatova** - Senior teacher of the "English language" department in Tashkent state university of economics.

Reviewers:
T.SH. Shodiev – WIUT professor. PhD in economics

N.N. Azimova - Senior teacher of the "English language" department in Tashkent state university of economics.

Preface

This methodical textbook is intended for students of universities who receive the degree of software engineer, and it is aimed at achieving the main goal of learning specific English language. Moreover, it is a guide for the formation of a foreign language communicative competence for a future specialist, allowing the use of English as a means of professional and interpersonal communication.

The textbook contains texts for working in the classroom, grammar rules and exercises followed by grammatical conversation materials. The purpose of the methodical textbook is to enrich students' vocabulary on the proposed topic and develop lexical skills in the field of special terminology. The textbook contains actual authentic texts with informational and cognitive value. Texts are accompanied by a set of exercises aimed at the formation of a foreign language knowledge of a future specialist in the field of his professional activity, which makes it possible to implement a competence-based approach, to strengthen a practice-oriented component.

In reading sections the passages have been chosen on the base of different topics. They are drawn from a variety of sources: newspapers, magazines, letters, literature and the

Internet. The purpose of reading exercises is to help and encourage students to read for enjoyment, and for specific information.

Almost every unit has some speaking activities. Sometimes you will be asked to focus on accuracy, other times on fluency. These activities provide the opportunity for students to interact in pairs and groups, using language in a freer, more relaxed and more creative way.

There are opportunities for individual, pair and group work and private study at home. This book includes a wide range of activities and approaches designed to appeal to different personal learning styles.

The course consists of eight units, each containing the same component sections which cover various types of activities.

1. Unit 1: Introduction into Digital Economy
2. Unit 2: E-commerce
3. Unit 3: Databases
4. Unit 4: IT security and safety
5. Unit 5: Websites
6. Unit 6: Network Systems
7. Unit 7: Information
8. Unit 8: Technology

Each unit has a separate sub units and focuses on a particular area of language use, but also integrates and practices other skills. This book uses a variety of learning strategies to introduce new words, to provide opportunities to use words you already know, and to encourage you to use words generatively. There is a detailed unit vocabulary at the end of this book.

The author would like to express special thanks to all teachers contributing to this course and all people working at the English language department   of the Tashkent state university of economics for their encouragement, kind support, help and invaluable advice in the selection and publishing of educational materials.

CONTENTS

Introduction: The Meaning of the Digital Economy

✓ What is the digital economy?
✓ Advantages and disadvantages of Digital Economy.
✓ Effects of a Digital Economy.

Digital economy refers to an economy that is based on digital computing technologies, although we increasingly perceive this as conducting business through markets based on the **internet** and the **World Wide Web.** The digital economy is a term that captures the impact of digital technology on patterns of production and consumption. This includes how goods and services are marketed, traded and paid for. The term 'Digital Economy' was first mentioned in Japan by a Japanese professor and research economist in the midst of Japan's recession of the 1990s., when the focus was on the impact of the internet on the economy. This was extended to include the emergence of new types of digitally-oriented firms and the production of new technologies. The digital economy is now recognised to include all parts of the economy that exploit technological change that leads to markets, business models and day-to-day operations being transformed. So it covers everything from traditional technology, media and telecoms sectors through to new digital sectors. These include e-commerce, digital banking, and even "traditional" sectors like agriculture or mining or manufacturing that are being affected by the application of emerging technologies.

There are three main components of the 'Digital Economy' concept can be identified:

1. E-business infrastructure (hardware, software, telecom, networks, human capital, etc.),
2. E-business (how business is conducted, any process that an organization conducts over computer-mediated networks),
3. E-commerce (transfer of goods, for example when a book is sold online)

Do you know?
Facts on Technologies Driving the Digital Economy

1. Artificial Intelligence (AI)

2. Internet of things

3. Mobile

4. Big data

5. Machine learning and Deep learning

6. Robots and drones

With the coming up of digital economy many new trends and start-up ideas have started to emerge. If we look around almost every company is involved in the digital world. There are some biggest examples to quote: Google, Apple, Microsoft, Amazon companies.

Advantages of Digital Economy:

1. Promotes Use of the Internet

Today most of the work is done on the internet and with the help of the internet. Therefore, there is a dramatic rise in investment of technology. Thus, higher demand for hardware, technological research, software, services, digital communication which have indirectly affected the imports as well as the exports in the world.

2. Rise in E-Commerce
With the rise of the digital economy, E-commerce has also gained importance and increasingly gaining the market. Every task related to buying, distribution, marketing, creating, selling is now just a click away all because of the digital economy.

3. Digital Goods and Services
Nowadays, goods are available to us digitally. We don't need to go to the market and purchase goods, even the services as well are now available on the internet. If you want to watch a movie you can buy it from the online website or download it, and in case of baking services if you want to visit your bank to make payment to anyone that too you

can do with the help of internet. So, goods and services have become digital now.

4. Transparency

All the transactions in the digital economy happen online. Therefore, there is no need for cash which indirectly has reduced the black money and corruption in the market giving our economy more transparency.

Disadvantages of Digital Economy:

1. Loss in Employment

As we are depending more on technology, we are moving away from the natural as well as human resources in our society. And this is affecting the unemployment ratio which has grown with the advent of technology. Due to this technology and the digital economy; we are losing our jobs.

2. Lack of Experts

To set up the digital economy a huge investment, as well as resources, are required that are not possible to arrange in rural areas. So, no technical development takes place in rural areas. Therefore, we can say that the digital economy is not readily available, especially in rural and semi-rural areas.

3. Heavy Investment

A strong infrastructure, high functioning Internet, strong mobile networks and telecommunication are all essential things to work for a digital economy, which are a heavy investment thing. Thus, the digital economy in itself involves huge cost and investment as well as it is a very slow, tedious and costly process to work on.

Effects of a Digital Economy

Digital technologies have advanced more rapidly than any innovation in our history – reaching around 50 per cent of the developing world's population in only two decades and transforming

societies. By enhancing connectivity, financial inclusion, access to trade and public services, technology can be a great equaliser.

1. Big Data

Every small detail is recorded as data. And Google is the platform where this data is available, and where we spend most of our time. And by our devoted time, google collects the data which is useful for the companies.

2. People Are Connected

Now people have more connectivity with each other. Companies are also working on to build connectivity. Moreover, people can connect digitally to share products and services.

3. Value Our Time

Convenience is being given to the people with the coming forward of the digital economy and digitalization. As people can purchase and sell things as per their need and time or say on their own convenience. As by now Checking your bank balance, you need your phone.

4. Governments functioning is digital

Health care, criminal reporting, taxes and various other daily tasks that were done offline before are now done online. This on the go service is possible only due to the effect of the digital economy.

Discussion time!

1   E-commerce

- ✓ talk about e-commerce companies and websites
- ✓ talk about quantity
- ✓ talk about future arrangements

E-commerce companies

Speaking:

1. What products or services do you usually buy online? What products do you not buy online? Why?

2. Discussion. Think about your experiences of good and bad customer service. Complete the sentences. Then compare with a partner.

1. Every time I buy. ..

2. When I eat at .. .

3. If I travel by . . .

4. I really like it when ...

5. I really don't like it if ...

6. The reasons for bad service are ...

7. When the service is very good, I feel ...

Vocabulary:

1. Complete the text about good customer service with the collocations in the box.

> customer referral   customer satisfaction   deal with complaints   delivery date
>
> exchange products   repeat business   returning customers   ship products

Good customer service continues long after the customer places an order. Every contact must contribute to (1) ___if a company wants to build a long-term relationship and get (2) __. It is important to agree on a (3) __that fits the customer's schedule, and to (4) ___on time and in perfect condition. If there are delivery problems, the company must (5) __politely and efficiently, and (6) __if necessary. Satisfied customers will come back for more. These (7) __are especially valuable when they make a (8) __ that is recommend the company's products to colleagues or friends.

2. Match the types of business in the box to the correct column 1-4.

> B2C business-to-consumer   B2B business-to-business
>
> C2C consumer-to-consumer   M-commerce

Types of Business	1_____	2_____	3_____	4_____
Explanation	Companies exchange information and make wholesale transactions.	Companies sell products or services to customers over the Internet.	People sell or exchange second-hand, used items and collectibles.	Customers purchase products and services via mobile devices.
Examples	coffee supplier to Nestle	Amazon	eBay	news, sport results

3. Give examples of the four types of business in 2.

Language work:

Talking about quantity	
We use *many* and **a** *few* with countable plural nouns.	*We need **a few** users to test this.* *They do not have **many** customers.*
We use **much** and **a** *little* with uncountable nouns.	*We have **a little** money for online shopping each week.* *1 do not have **much** knowledge on that subject.*
We use **a** *lot of* and **some** with countable and uncountable nouns.	*A **lot of** businesses need E-commerce upgrades.* ***Some** money has been kept aside for this.*

1. Choose the correct words to complete these sentences.

1. **A lot of/Much** shops have online presence. They sell **many/much** products online.

2. **Some/A little** companies offer customer service and advice on their E-commerce websites.

3. I do not have **much/many** knowledge of computers, but I can still shop online.

4. Companies spend **a lot of/many** money on E-commerce security.

5. Even when companies only have **a little/a few** money for online marketing, they should spend it.

2. Work in pairs. Use the words in the Language box to talk about your own online shopping habits.

Example: I buy a lot of music online but I get few clothes online.

Reading:

1. Read the dialogue and mark the statements true (T) or false (F).

I: David, tell me, how much of your business is online now?

D: Not much, really. Only about 7%.

I: Why's that, do you think?

D: Well, most of our customers buy our cleaning products in supermarkets when they buy their food. And most people go out to buy their food. They go to the supermarket.

I: Do you think this will change?

D: Probably but slowly. Last year our online buying was about *5%* of our business.

I: So, it is growing a little.

D: Yes, but only a little . And in future our customers will still buy our products from

the supermarkets on their websites. I do not think they will buy online from us direct.

1. David's company sells mainly online. **T/F**

2. 70% of their business is online. **T/F**

3. People buy their cleaning products when they buy their food. **T/F**

4. People buy their cleaning products in supermarkets.   **T/F**

5. Online sales are growing.   **T/F**

Writing:

What are the advantages and disadvantages of shopping online? Use this table

to make notes and then make sentences.

Example: There is more choice online but you can see things better in a shop.

	advantages	disadvantages
security		
speed		
choice		
convenience		
price		

Speaking: Answer the questions and present your ideas to the group.

1. Do you shop online? Why or why not?
2. What items or services do you purchase online?
3. How do you pay for the things you buy online?
4. What are the advantages of shopping online?
5. Have you had a bad experience / been disappointed with something you bought online?
6. Did you ask for a refund?
7. What would you never buy online?
8. What types of shops do you use regularly?

Describe your favourite shop.

You should say:

where it is

what it sells

how often you go there

and explain why you think it is a good shop.

E-commerce features

Speaking: Top 6 Website Features

1. Easy navigation.
2. Trendy, intuitive design and user experience.
3. Relevant, authoritative **website** content.
4. Product visuals and descriptions.
5. Social media as an extension of the business **website**.

6.   Company blog.

1. Work in small groups. What are the features of this website?

Vocabulary:

1. What are the steps in buying products online? Number these sentences in correct order.

a) The customer opens **an account.**

b) The customer goes to the **check-out.**

c) The customer puts the item(s) in **a basket** or **shopping cart.**

d) The customer pays for the product(s) with **a credit** or **debit card.**

e) The customer goes to the **website.**

1

f) The customer **searches** and/or **browses the website.**

g) The customer chooses **the item(s)** to buy.

h) The customers **checks the order.**

> **Note!** Use *firstly, secondly, then, after that, finally* to describe the steps in buying a product or service.

Linking ideas	
We use *and* to link sentences that describe similar actions or situations.	I have a PC **and** a laptop at home.
We use **but** to link sentences that describe different ideas/actions or situations.	I use Amazon **but** 1 do not use iTunes.
We use **so** to say that something has happened as a result of something.	She has a Kindle, **so** she does not buy many books now.
We use **or** to link sentences that describe two possible actions or situations.	Would you like tea **or** coffee?

Reading:

1. Complete this text with the words in the box.

and	but	or	so

Companies want to reach more customers, (1) _____ they go online. I t is easy to set up an online business (2) _____ it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) _____ software provide basic infrastructure for E-commerce. Networking, customer interface and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) _____ they will go somewhere else to buy things.

Vocabulary:

1. Match the first half of the sentences 1-6

1. Effective product information and	a) I'll check online tutorials.
2. Customers can use their credit	b) electronic cheques to pay for transactions.
3. We used a lot of promotions, so	c) you can't touch it.
4.I don't know how to buy online but	d) our sales improved a lot.
5.They want to buy a Cat 5e cable so	e) they search the Internet.
6. In E-commerce you can look at a picture of a product but	f) promotions attract customers.

Speaking: Work in small groups. Talk about an E-commerce website you know and like. Say what is good about it. Use and, so, but and or.

Example: I like the B&Q website. It has ... and ....

2. Describe a website that you often use. You should say: Use an example below.

-what type of website it is
-how you found out about it
-what it allows you to do
-and why you find it useful.

Example: If I have to talk about a website that I regularly use, I think that would be Gmail by Google, which is one of the most widespread **e-mail service providers** out there. As far as I can remember, I first learned about it when I was in middle school. I had been curious about what the Internet had to offer even back then, and a lot of educational sites required an e-**mail account** for registration and communication.

I **communicate** with my colleagues through the web most of the time, and for that Google Hangouts **comes in handy**. It is a flexible,

free and easy service to **conduct** personal and professional video- and **audio-calls** anywhere, using only the Internet connection.

To sum it all up, Google services, in general, are perfect for working or studying individuals like me, because they are cloud-based, free, easy to use and quickly employ innovation.

3. Should companies check job applicants' online profiles?

Transaction security

What Is Transaction Security?

Nowadays plastic money replacements such as credit and debit cards are extremely popular, even more than banknotes and coins.

Electronic transactions are gradually replacing the traditional banking system and the use of banknotes is being supplanted by credit and debit cards. The transformation towards a cashless society might be slow, but steady and widespread. This paradigm shift has both positive and negative consequences and this essay deals both with them.

Primarily, electronic transactions and plastic card payments are more convenient and are processed on the go. People neither have to carry a bulk amount of cash nor write a check - which usually takes a couple of days to clear the payment. The electronic payment system is global in nature and hassle-free. Consequently, the e-commerce industry has flourished and many individuals have their own online business without any brick and mortar shop. For instance, nowadays it has become pretty easy to shop with a VISA or a Master card, virtually from anywhere in the world. Personally, I hate standing in a long queue to pay my utility bills, and my cards let me do it from home - a time saver indeed.

Speaking:

1. What are the potential security threats to online shopping? Share your ideas with the group.

Reading:

1. Read this email. Answer these questions.

TO: All Employees

From: IT Director

Subject: Online transactions security

We are developing new website security features. We will have a virtual private

network with a firewall which will help stop cyber attacks on the network perimeter.

The web application protection firewall (WAF) will protect our website from hacker

attacks on customer contacts and login boxes. Secure Socket Layer (SSL) will create

a secure connection for the users. We will have two-factor authentication (2FA).

Website administrators will go through two layers of security before they access the

hosting environment. This will prevent password leaks. All data will have encrypted

backup to protect sensitive information.

I am sure the company will benefit from the new security measures.

Thank you

Hamda Banna

1 How many security features will the company have?

2 Which security feature will stop attacks on the company network?

3 What solution will protect customer contacts and login boxes?

4 What will protect private user information sent over the network?

5 What will the two-factor authentication prevent?

6 What will protect information?

Language work:

Future (will + infinitive)	
We use **will** + infinitive without *to* to talk about plans for the future. (Something we think, believe or know will happen.)	The new security system **will protect** our customer's better.
	Hackers won't/will not get into the network.
	When **will** we **change** to the new security system? We**'ll**/we **will** do it next month.
	Will the new system **have** a firewall? Yes, it **will.**/No, it **won't.**

1. With a partner, take turns to make predictions about the future of the items below.

A: We'll build more and more wind farms in the future. We won't build any more nuclear power stations.

B: Yes, but I think we'll build them at sea. I don't think we'll build them inland.

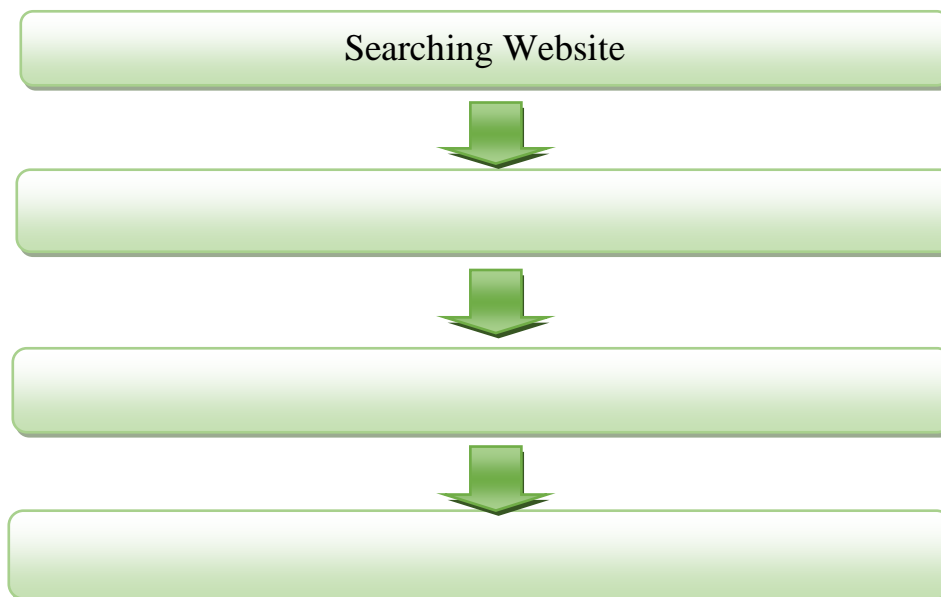|			
1. energy	2. transport	3. medicine	4. entertainment
5. environment	6. robots	7. social networking	8. languages

2. Complete the flowchart of the online purchasing process. Then explain it to
   your partner.

```
┌─────────────────────────────────────┐
│          Searching Website            │
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```

Reading: Online transactions

1. Shayan is telling Monika how customers will pay for something online on a new
   website. Complete this dialogue with the words in the box.

Accounts	gateway	bank	payment	completes	rejection
confirmation	web	customer	First		

Monika: Shayan, can you explain how a customer (1) _____ an online transaction?

Shayan: OK, it's very easy. (2)_____ the customer will place an order. The seller's (3) _____ server will confirm availability of the product and send a response. After that, the customer checks out and completes the (4) _____ instructions. Then the server will send a payment request to a payment (5) _____ .The payment gateway will check the buyer's ability to pay with the (6) _____. OK?

Monika: Fine. Go on.

Shayan: The bank will respond and send payment acceptance or (7) _____ to the seller's web server through the payment gateway.

Finally, the customer will receive the server response with the order (8) _____ or rejection.

    Monika: Will the (9) _____ have to register?

    Shayan: Yes, all buyers must have their (10) _____before they complete the transaction.

    Monika: Thank you. Now I understand.

Speaking:
1. Work in small groups. Talk about your advantages and disadvantages of using plastic money.

Advantages of using plastic money (i.e. credit and debit cards):	Disadvantages of using plastic money (i.e. credit and debit cards):
1. The convenience of doing transactions from home. 2. Has global acceptance. 3. These cards easily fit into our wallet. 4. Reduce the risk of carrying a huge sum of money. 5. Facilitates online payments. 6. The risk of theft and loss is minimized. 7. Support the growth of e-commerce. 8. Less time to process the transaction.	1. Not accepted by small vendors. 2. Sometimes the payment is rejected due to technical problems. 3. Such cards may impose high interests on the owner. 4. Plastic cards often are responsible for the impulsive shopping habits of people. 5. Vulnerable to hacking, data theft, misuse and fraud. 6. High-value transactions are often not possible.

2   Computer systems

✓ make comparison
✓ talk about what is happening now
✓ talk about ability and necessity
✓ talk about obligation

Computer hardware

Speaking:

1. Work in small groups. Make a list of all the computer hardware you   use in your work or study.

Vocabulary:

2. Label the diagram with the correct items 1-11.

1. Monitor

2. Case

3. Motherboard

4. CPU (Central Processing Unit or Processor)

5. Main memory (RAM)

6. Expansion card

7. Power supply unit

8. Optical disk drive

9. Hard disk drive

10. Keyboard

11. Mouse
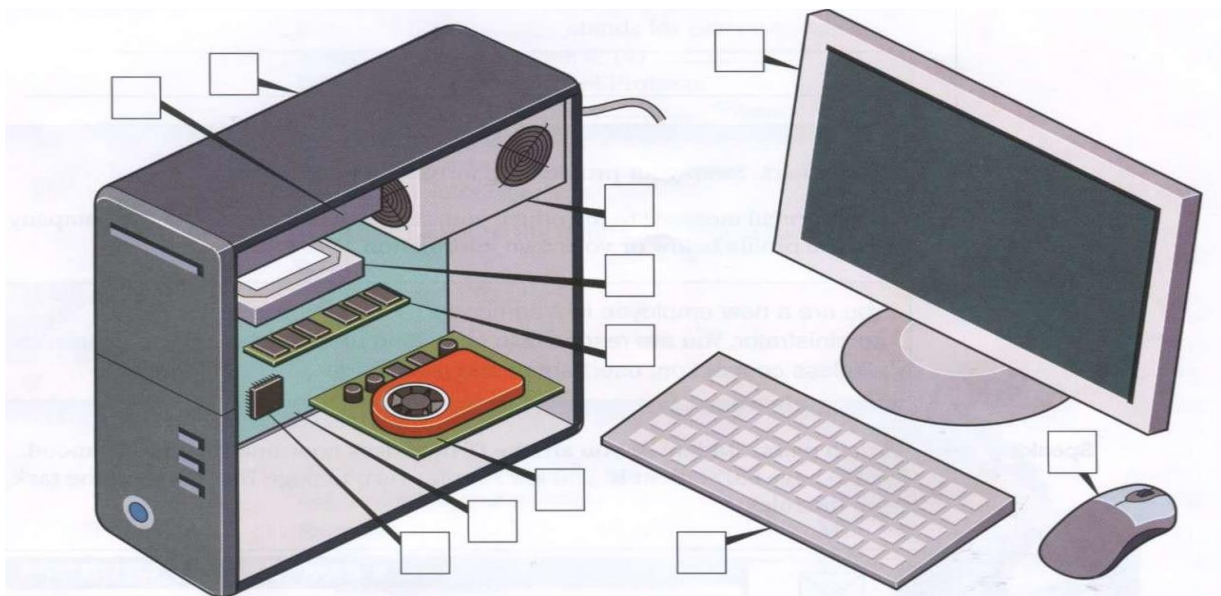
3. Complete this dialogue with the words in box.

better   smaller   cheaper   bigger   lighter   laptop

Bob: What do you think? Which (1) _____ is better for the sales team?

Daisy: I am not sure. This computer has a (2) _____ memory and I think it has a

(3)_____ processor.

Bob: And the other one?

Daisy: Well, it is (4) _____.

Bob: And (5) _____.

Daisy: Yes, you are right. Lighter and smaller.

Bob: But the bigger one is (6) _____.

Daisy: So what is our decision?

Bob: I am not sure. Let's go for a coffee and discuss this again.

Language work:

Comparatives **We use comparative adjectives to compare two people or things.**			
For short adjectives we add –**er (than)**. Be careful of spelling	big	**bigger**	The new monitor was **bigger than** the old monitor.
	fast	**faster**	Your processor is **faster than** mine.
	easy	**easier**	It is easier to use than the other one.
For long adjectives we use **more/less (than).**	difficult	**more/less difficult**	This version is **more difficult** to use **than** the old version.
	expensive	**more/less expensive**	His computer is **less expensive than** hers.
	reliable	**more/less reliable**	I think you should buy that CPU. It is **more reliable than** the one you have.
Some comparatives are irregular.	bad	**worse**	That screen resolution is **much worse than** before!
	good	**better**	I really like this mouse It's so much **better than** the old one.

4. Make the comparative form of these adjectives.

Example: long   longer

1. Light _____   9. Fast _____
2. Efficient _____   10. Dark _____
3. Long _____   11. Soft _____
4. Wide _____   12. Hard _____
5. Heavy _____   13. Slim _____
6. Quick _____   14. Easy _____
7. Short _____   15. Small _____
8. Expensive _____   16. Durable _____

Reading:

5. Read these product descriptions and make sentences using comparatives.

Example: The Corsair is longer than the Imation but slimmer.

Corsair Flash Survivor GT 8GB

8GB
Read at 34MB/s
Write at 28MB/s
3.25" x 0.75"
Aluminium
256-bit AES
SW encryption
Ten year warranty
Price £25

Imation Clip Flash Drive 4GB

4GB
Read at 15MB/s
Write at 9MB/s
2.95" x 1.14"
Plastic
No data encryption
Five year warranty
Price £10

Do you know?

Computers have changed our lives in unimaginable ways. They have made our lives so much easier. Here are some interesting facts about computers:

1. The first electronic computer ENIAC weighed more than 27 tons and took up 1800 square feet.

2. Doug Engelbart invented the first computer mouse in around 1964 that was made of wood.

3. The original name of windows was Interface Manager.

4. The first ever-hard disk drive was made in 1979, and could hold only 5MB of data.

5. China has the highest number of internet users in the whole world with over 746 million active users.

6. The first webcam was used at Cambridge University. Its purpose was to monitor a coffee maker so they did not waste trips to an empty pot.

7. Facebook has over a billion users. If it was a country it would be the third largest in the world.

8. The term "World Wide Web" was invented by Tim Berners in 1990.

Discussion:
Describe an equipment of your household (such as a computer, television, refrigerator, mobile phone and so on).
You should say:
1. What it is
2. What you do with it
3. Whether you will always keep it or not and explain why it is so important to you.

Computer software
Speaking:
1. Work in small groups. Make a list of all the computer software you use in your work or study. Think about:

Application software - is a type of computer program that performs a specific personal, educational, and business function. The

most common application software programs are used by millions every day and include:

1. Microsoft set of products (Office, Excel, Word, PowerPoint, Outlook, etc.)

2. Internet browsers like Firefox, Safari, and Chrome

3. Mobile pieces of software such as Pandora (for music appreciation), Skype (for real-time online communication), and Slack (for team collaboration)

Programming software - Computer programs (or software) are what make computers work. Without software, modern computers are just complicated machines for turning electricity into heat. It is software on your computer that runs your operating system, browser, email, games, and movie player – just about everything. A computer itself is not smart. Yes, they are powerful and have the potential to carry out tasks much faster than a human. But computers need a human to write instructions and tell them what to do. Therefore, programming is the process of writing those instructions.

System software - is a set of programs that control and manage the operations of computer hardware. It also helps application programs to execute correctly. System Software are designed to control the operation and extend the processing functionalities of a computer system. System software makes the operation of a computer more fast, effective, and secure.

2. Make a list of the computer software your non-IT colleagues use.

Language work:

Superlatives We use superlative adjectives to compare a person or thing with a number of other people or things.				
For short adjectives we add **the + -est.** Be careful of spelling.	big	**biggest**	The new monitor was **the biggest** in the room.	
	fast	**fastest**	Your version of the software is **the fastest.**	
	easy	**easiest**	It is **the easiest** to use.	
For long adjectives we use **the most/the least.**	difficult	**the most/ least difficult**	This version is **the most difficult** to use.	
	expensive	**The most/least**	His computer is **the**	

		expensive	least expensive.
	reliable	**the most/ least reliable**	I think you should buy that. It is **the most reliable.**
Some superlatives are irregular	bad	**the worst**	That is **the worst** software I've ever used!
	good	**the best**	I really like this website. It is **the best** I have seen.

Speaking:

3. Work in small groups. Talk about the software you and your non-IT colleagues

use. Answer these questions.

1. What are the differences between the IT and non-IT software you have listed?

2. Which is the cheapest?

3. Which is the most expensive?

4. Which is the most/least reliable?

5. Which is the most difficult/easiest to use?

6. Which is the best/worst?

7. Which is the most/least user-friendly?

4. Write the comparative or superlative form of the adjective.

Example: The people in Ireland are some of the _friendliest_ (friendly) in the world.

1   I think this design is_____ (interesting) than that one.

2   When we all checked in, Sarah's luggage was _____ (heavy).

3   Is transport here _____ (expensive) as in your country?

4   The trains in Japan are _____ (modern) I have ever travelled on.

5   That was probably _____ (bad) meal we have ever had in a restaurant!

6   She looks much _____ (good) with long hair.

5. Read the discussion of software and complete this dialogue with words in box.
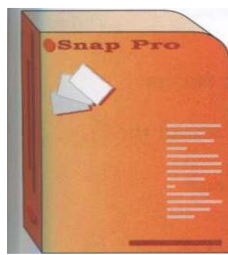
Tim: What do you think about these three photo-imaging packages?

Simone: It is a difficult choice. All three are very good but they have different strengths.

Tim: I agree.

Simone: Serif Image Plus has (1) _____ image (2) _____.

Tim: OK.

Simone: But Magic Extreme has the (3) _____ processing of images.

Tim: You are right. Also, Serif has (4) ___ special (5) ____. But what about Snap Pro?

Simone: Well, it has the _____ (6) dubbing options.

Tim: And Snap Pro is the best for (7) _____ photos.

Simone: I am not sure. Serif has (8) _____ efficient (9) _____.

Tim: Which is the most expensive?

Simone: Oh, Serif Image Plus.

Tim: And the cheapest?

Simone: Snap Pro.

Tim: Let's get Snap Pro then.

Simone: I am still not sure!

Do you know?

1. The first computer game was created in 1961.

2. The first computer programmer was a female mathematician. Ada Lovelace the daughter of the English poet Lord Byron.

3. There are currently over 700 computer languages.

4. The first game was created in 1961. Fun facts are that it did not earn any

Discussion:
Describe a software that you often use.
You should say:
1. What it is
2. What you use it for
3. What benefits it brings to you and explain why this is an important software for you.

Model Answer:
I think that, in these days, it is really very hard to imagine a life without having some sort of access to a computer because it allows us to use so many different kinds of software and tools to make our life easy. Of course, different people use different kinds of software and applications, depending on their level of skills and needs, for different purposes, but when it comes to a person like me, with rather limited computer skill, Microsoft Office is my saviour. Of course, it is not necessary to introduce "Microsoft Office", but just to make things clear, it is a collection of handy tools, which was first developed for the use of business and office works.

Working with computers

Speaking:
1. Share information on how you use computers in your free time. Compare answers with other groups and make a list of uses for your class.

2. Look at the pictures and describe what is happening. Try to predict the uses they describe.
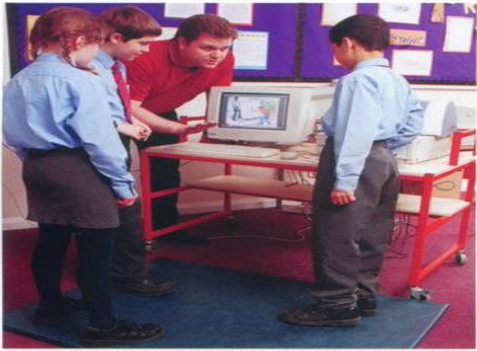
User		Possible use/ Actual use
Primary school teacher		
Schoolchildren		
Girl, aged 6		
Artist		

3. How do you think these professions might use computers?

Architects   Postmen   Drivers

Farmers   Teacher   Landscape gardeners

Musicians   Actor   Sales people

Language work:

Present continuous	
We use the **present continuous** to talk about things that take place at the time of speaking and are not permanent.	*I'm installing the software*
	He's/She's setting up a network.
	We're/They're working at home today.
	I'm not setting up the network.
	He's/She's not installing the software.
	We/They aren't coming in today.
	Are you installing it now? *What am I doing?* *What are you/they doing?* *What is he/she doing?*

4. Complete these sentences with is/isn't, am/am not, are/aren't.
1. It _____ going well.
2. I _____ learning a new program.
3. She_____ working in the office today. She has a day off.
4. They_____ installing the new software.
5. We_____ setting up the network.
6. We _____ using Word. We have a different word-processing program.
7. Where _____ they working today?
8. What _____ he installing on the computer?
9. I_____ coming in today. I am sick.
10. _____ she working at home today?

Vocabulary:
3. Match the sentence halves 1-8 to a - h.
1. Hanka is creating   a) the software.
2. Philip is inserting an   b) a check-up.
3. Rob is troubleshooting   c) a file.
4. We are running   d) a device.
5. Betty is connecting   e) CDs.
6. They are burning   f) image.
Reading:

4. Read the following text and do the comprehension questions.

Computers

A computer is a programmable machine designed to automatically carry out a sequence of arithmetic or logical operations. The first use of the word "computer" was recorded in 1613, referring to a person who carried out calculations, or computations, and the word continued with the same meaning until the middle of the 20th century. From the end of the 19th century, the word began to take on its more familiar meaning, a machine that carries out computations

In the beginning, computers were as big as a large room. It is only later that they have become smaller and smaller, accessible to anyone. This has given way to personal computers. Later developers created new applications to help users perform many things from word processing to image editing. A large scale of programs, some free and others costly have opened new horizons in information technology.

Now computers have noticeable impact on social relations. They have enabled entirely new forms of social interaction, activities, and organizing. With the Internet, working with computers has become part of our daily lives thanks to its basic features such as widespread usability and access. In addition to face-to-face communication that characterized humans for centuries, a new form of virtual communication has become more predominant.

1. The word computer is a new term
a. True   b. False
2. Computers were accessible to anyone in the beginning
a. True   b. False
3. All computer applications are free.
a. True   b. False
4. Computers and the Internet have shaped new social relations.
a. True   b. False
Discussion:
 Describe your favourite gadget. You should say:
1. What is it?
2. When did you get it?
3. How often do you use it and say why is it so important to you?
Model Answer:
I don't own many gadgets... I have a PC, laptop and a smartphone and I can't imagine my life without either of those... *However*, my laptop is the most important piece of technology for me... I got it as a birthday present from my parents a few years ago and I use it nearly every day now. *Although at first* using it was like **rocket science** for me, after a few weeks I was able to do everything I needed... From **browsing   websites** to **reinstalling   the   operating system**... *What's more*, without my laptop I wouldn't be able to do my homework for the university... *Also*, I use it for **surfing the Internet** Looking for something on the Internet. and finding whatever I want, whether it is a piece of code for my project or a useful tip on how to cook a steak... *Generally*, my laptop became an **essential** device for me...

Computer usage

Speaking:

1. Find out what the most common computing problems are for your classmates and how they get help with these problems.

Problems	Sources of help
Viruses Monitor problems Mouse problems Computer hangs Printer problems Computer crashes	

Ask questions like these:

1. Have you ever had a problem with a virus?
2. Have you ever had a software problem?
3. What kind of problem?
4. What did you do about it?
5. How did you get help?

2. Match each item in Column **A** with its function in Column **B**. Then describe its function in two ways.

A Item	B Function
RAM Processor Mouse Clock Flash memory key Monitor Keyboard DVD-ROM drive Cache ROM	**1.** Control the cursor **2.** Inputs data through keys like a typewriter **3.** Displays the output from a computer on a screen **4.** Reads DVD-ROMs **5.** Reads and writes to electronic chips on a card **6.** Holds instructions which are needed to start up the computer **7.** Holds data read or written to it by the processor **8.** Provides extremely fast access for sections of a program and its data **9.** Controls the timing of signals in the computer **10.** Controls all the operations in a computer

Reading:

3. Read what Ben says about computer usage in his office. Answer the questions.

1 What **must** Ben do?
2 What **can** Ben do?
3 What **can't** Ben do?
4 Can he open any website?
5 Why is it important to follow computer dos and don'ts?

4. Make a list of computer usage where you work or study. Compare your list with

the group.

Language work:

must, mustn't, can, can't, don't have to	
We use *must* and *mustn't* for obligations.	*You **must** come to work on time. You **mustn't** be late.*
We use **can** and *can't* for possibility and ability.	*He **can** use Word but he **can't** use Excel.*
We use **have** to for something that is necessary.	I have to log in using my password
We use don't have to for something that is not necessary.	We don't have to work at the weekend.

5. Choose the correct answer for each sentence.

1. If Richard wants to become a professional musician, he _____ every day.

   a) haves to practice   b) has to practice

c) have to practice

2. According to the law, drivers _____ at stop signs.

  a) must stop   b) must stopping

c) must to stop

3. In order to log on to the Internet, Sally _____ her user I.D.

  a) must enter   b) has got to entering

c) have to enter

4. When a police officer asks to see your driver's license, you _____ to him/her.

  a) must to show it   b) have got to show it

d) have got show it

5. You _____ unplug the computer while it is turned on.

  a) mustn't   b) don't have to   c) must

6. Canadians _____ get a visa to travel to the US.

  a) don't have to   b) mustn't

c) doesn't

Do you know?

1. When the first VCR (Video Camera Recorder) was made in 1956, it was the size of a piano.

2. The Radio took 38 years to reach an audience of 50 million.

✓ talk about databases
✓ talk about data processing
✓ ask for and give advice

What is Database?

A database is a systematic collection of data. They support electronic storage and manipulation of data. Databases make data management easy.

An online telephone directory uses a database to store data of people, phone numbers, and other contact details. Your electricity service provider uses a database to manage billing, client-related issues, handle fault data, etc.

A database is stored as a file or a set of files. The information in these files may be broken down into records, each of which consists of one or more fields. Fields are the basic units of data storage, and each field typically contains information pertaining to one aspect or attribute of the entity described by the database. Records are also organized into tables that include information about relationships between its various fields. Although database is applied loosely to any collection of information in computer files, a database in the strict sense provides cross-referencing capabilities. Using keywords and various sorting commands, users can rapidly search, rearrange, group, and select the fields in many records to retrieve or create reports on particular aggregates of data.

Note!

A database is a system for storing and taking care of data (any kind of information).

A database engine can sort, change or serve the information on the database. The information itself can be stored in many different ways; before digital computers, card files, printed books and other methods were used. Now most data is kept on computer files.

Reading:

1. Read the dialogue about two colleagues at a book company. Chris needs some information from the production database. Complete this dialogue.

Column   could   on   problem   field   remember   information   password   get

Chris: Tim, (1) _____ you help me a moment, please?

Tim: Sure. What is the (2) _____?

Chris: I need some (3) _____ about a book budget from the database.

Tim: OK.

Chris: But I do not know how to (4) _____ it.

Tim: No problem.

Chris: So what do I do first?

Tim: Enter your name and (5) _____ and press enter.

Chris: Erm...?

Tim: You have got a password?

Chris: Erm, I cannot (6) _____ it.

Tim: Use mine. Type in tevans, that's t - e - v - a - n - s , then snavet. s - n - a - v - e -t.

Chris: OK.

Tim: Now press Enter. Now what is the name of the book?

Chris: *Basic French*

Tim: OK. Type in that in the title (7) ___in the first (8) ___Now press Find. There it is. OK, budget. Click (9) ____ Publishing and scroll down to Plant costs and click on that.

Chris: Good. There is the budget in the second row. Thanks, Tim.

Tim: No problem.

Language work:

Asking people to do things	
We use **can/could/would you** + infinitive without to when we ask somebody to do something for us.	**Could you help** me, please? Sure.
	Please **could you help?** No problem.
	Can you explain what a database is, please? I am afraid I cannot.
	Please **can you explain** what a database is? I am sorry, I cannot.
	Would you explain that, please? **Could you come back** a bit later? I'm busy right now.

1. Work in pairs. Student A: make questions from the prompts. Student B: answer

yes or *no* and give a reason why not (if your answer is no).

Example: type/name

Could you type in your name, please?

1. open/window
2. turn up/air conditioning
3. turn down/mp3 player
4. give/you/pen
5. answer/phone
6. give/password

2. Work in pairs. Use the example of a database below to explain to your partner

what a database is. Use these words: ***store, access, get, fields, columns, rows.***

Example: A database is used to... . This is a ... .

Vocabulary:

Attribute - The technical word for a <u>field</u>.

Database - A structured body of information.

Entity - A technical name for a <u>table</u> in a database.

File - The complete collection of all the objects in a database

Organizations use databases for a variety of reasons:

1. The police have details of all known criminals in a database, eg. crimes they have committed.

2. Schools use a database to store details about their pupils, eg. how many days they have been off school sick.

3. A hospital will store details of all its patients in a database, eg. a history of their health issues.

4. The Government uses a database to store records of people's income tax payments.

WHY DATABASES ARE IMPORTANT TO BUSINESS?

1. Building better customer relationship (via newsletters, business emails)

2. Sell complementary products

3. To make customers aware of special offers

4. To tell them about new services and products

5. To send offers to specific groups

6. Results are evident because you can consider the returns

7. It's very useful in direct marketing

Discussion:

Describe a website that you often use. You should say:

1. What type of website it is?

2. How you found out about it?

3. What it allows you to do and why you find it useful.
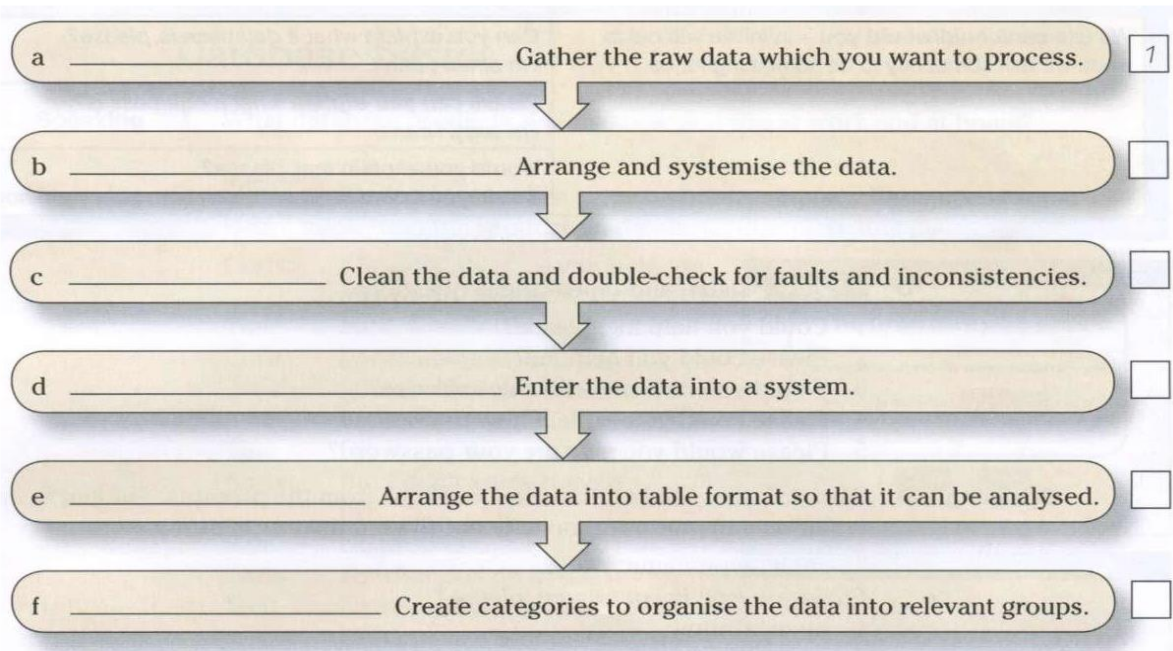
Model answer:

If I have to talk about a website that I regularly use, I think that would be Gmail by Google, which is one of the most widespread **e-mail service providers** out there. As far as I can remember, I first learned about it when I was in middle school. I had been curious about what the Internet had to offer even back then, and a lot of educational sites required an e-**mail account** for registration and communication.

Data processing

Vocabulary:

1. Match the headings in the box to the data processing steps a-f.

data coding   data collection   data entry   data sorting   data tabulation

data validation

a	_____ Gather the raw data which you want to process.	1
b	_____ Arrange and systemise the data.	☐
c	_____ Clean the data and double-check for faults and inconsistencies.	☐
d	_____ Enter the data into a system.	☐
e	_____ Arrange the data into table format so that it can be analysed.	☐
f	_____ Create categories to organise the data into relevant groups.	☐

2. Complete these sentences with the words in the box.

about   at   between   for   from   in   into   of   to

Example: This database is used **to** store our financial information.
1 What is the difference _____a database and a spreadsheet?
2 A database is _____storing data.
3 The school has information _____ students.
4 Can people access the system _____ the same time?
5 A database is a collection _____records.
6 You retrieve information _____ the database.
7 You enter the data _____ the system
8 Which software do you use _____ your work?

3. Match the data storage and backup solutions in the box to pictures A-F.

What other solutions are there?

External hard drive   hard disk   mp3 player   server   the Internet

usb flash drive

A _____ B _____ C _____ D _____ E _____ F _____
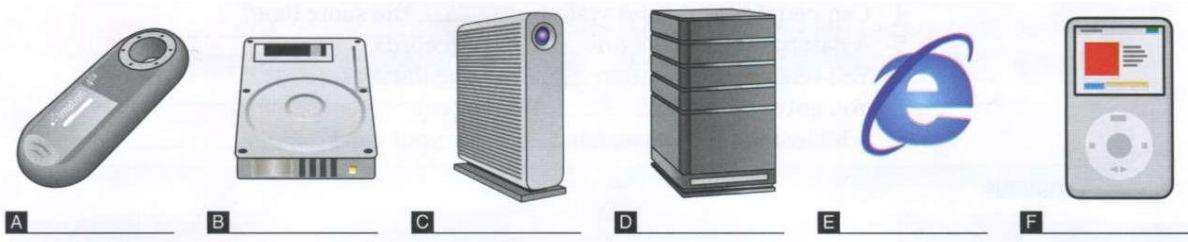
Reading:

1. Read this article about data storage. Complete the sentences with the words in the box.

cloud	contents	emerging	encrypt	flash	loss
magnetic	offsite	protect	security	theft	volumes

Data storage

Online storage is an (1) *emerging* method of data storage and back up. A remote server with a network connection and special software backs up files, folders, or the entire (2) _____ of a hard drive. There are many companies that provide a web-based backup. One (3) _____ technology in this area is (4) ____ computing. This allows colleagues in an organization to share resources, software and information over the Internet. Continuous backup and storage on a remote hard drive eliminates the risk of

data (5) _____ as a result of fire, flood or (6) _____ Remote data storage and back-up providers (7) _____ the data and set up password protection to ensure maximum (8) _____.

Discission:

Do you think people rely too much on technology today?

Database system benefits

Speaking:

What kind of data do companies create, manipulate, store and retrieve?

Vocabulary:

1. What kind of data do companies create, manipulate, store and retrieve?

Match the company department 1-8 with the type of data it works with a- h

1. Finance	a) data about employees, training, recruitment needs
2. Marketing	b) data about product specification, details and design
3. Human resources	c) data about profits, tax, loans, shares and cash
4. Customer relations	d) data about volume of products sold
5. Production	e) data about customers, satisfaction surveys, promotions
6. Technical support	f) data about product advertisements and competitors
7. Sales	g) data about quantity of product in storage
8. Stock management	h) information about the Help Desk, support calls, manuals, problem reports

2. Look at the four types of data below from Party Planner Ltd. What do you think

Party Planner Ltd does? What company departments can you identify?

Personal data:	Customer data:	Product data:	Technical data:
-CVs, job descriptions - employee personal data - training - holiday	- customer contacts - satisfaction surveys - promotions	- inventory - purchasing needs - return products	- contact to help desk - helpdesk reports - troubleshooting manuals - service reports

Language:

Asking for and giving advice	
We use ***should/would*** + infinitive without **to** to give advice.	I/You/He/She/It/We/They **should/shouldn't (should not)....** What **should** I **do?** You **should buy** a flash drive. You **should not get** a server. I/You/He/She/It/We/They **would/wouldn't (would not)....** What **would** you **recommend?** **I'd (would) recommend** a flash drive. I **wouldn't (would not) recommend** a server.

Useful expressions: Asking for and giving advice	I think you should… Why don't you…? If I were you, I would… Maybe you should … I suggest you … How about (verb + ing …)? You might try (verb +ing…) I would advise you to … My advice would be to … It might be a good idea to …

1. **Match the suggestions / advice in number 1 – 8 to the responses point a – i.**
   Example: You should try doing more exercise. **I**

1. Why don't we visit Dubai this summer holiday? ___	a) That's a good idea. She is always losing hers.
2. You shouldn't work such long hours. ___	b) Yes, or we could go somewhere cheaper.
3. Don't think about her. ___	c) Yes we could, but I think I'd prefer to stay at home and just watch TV.
4. We could get her a new pen. ___	d) That's sensible advice, but I can't forget her.
5. Shall we go out tonight? ___	e) I know, but I have got a lot to do.
6. Why don't you ask him to meet you tonight? ___	f) Do you think so? I think I might miss my chance if I leave it much longer.
7. Let's go for a walk, shall we? ___	g) Hmm. I am too shy to do that.
8. You could always put the decision off a little bit longer. ___	h) Yes, good idea. I need some fresh air.
	i) ~~Yes, you'r right. It would do me good.~~

2. Use the verbs in brackets, and the instructions to complete the conversation.

Ask for advice	A:	What do you think I should do?
Give advice	B:	It's a difficult situation, but if I were you *I'd think* (think) about it.
Give advice	A:	I have, and I just don't know what to do. That's why I am asking you.
Give advice	B:	Well, (1) you _____ always _____ (accept) both jobs now.

Reject advice	A:	(2) _____ it is just delaying the decision.
Make a suggestion	B:	Then, maybe you (3) _____ (write) a list for each job with advantages and disadvantages.
Accept a suggestion, make a suggestion	A:	That's a (4) _____. (5) _____ we _____ (do) it now?
Accept a suggestion, make a suggestion	B:	Yeah. OK. (6) _____ (start) with the local job, and then do the everseas one, (7) _____ ?
Refuse a suggestion	A:	Yes, or we (8) _____ (do) each one together, comparing the positive and negative points as we do it.

Writing:

A student wrote this reply to a letter asking for advice. Underline six more mistakes and write the corrections.

Dear Patricia,

Your letter was entirely interesting to me. You seem to be in a difficult situation. I have some advices for you. I think the first thing you do is to arrange a meeting with your daughter. Then, if I were you, I tell her how I felt about her husband's behavior. She may get angry, but hopefully she will listen to you and understand your situation. Then, you could trying asking her to speak to her husband. She should to talk to him and find out why he is always rude to you. If she still does not understand your problems, perhaps you should to try to talk to your son-in-law yourself. The last but not least, why you don't stop worrying too much. Your daughter is such a good friend to you so you should being happy for that!

Sincerely,

Karen

Write your answers here:

Security solutions

Reading:

In Information Security, threats can be many like Software attacks, theft of intellectual property, identity theft, theft of equipment or information, sabotage, and information extortion.

1. Threat can be anything that can take advantage of a vulnerability to breach security and negatively alter, erase, harm object or objects of interest.

2. Software attacks means attack by Viruses, Worms, Trojan Horses etc. Many users believe that malware, virus, worms, bots are all same things. But they are not same, only similarity is that they all are malicious software that behave differently.

3. Malware is a combination of 2 terms- Malicious and Software. Therefore, Malware means malicious software that can be an intrusive program code or an anything that is designed to perform malicious operations on system. Malware can be divided in 2 categories:

1. Infection Methods
2. Malware Actions

4. Virus – They have the ability to replicate themselves by hooking them to the program on the host computer like songs, videos etc and then they travel all over the Internet. Ther Creeper Virus was first detected on ARPANET. Examples include File Virus, Macro Virus, Boot Sector Virus, Stealth Virus etc.

5. Worms – Worms are also self-replicating in nature but they don't hook themselves to the program on host computer. Biggest difference between virus and worms is that worms are network aware. They can easily travel from one computer to another if network is available and on the target machine they will not do much harm, they

will for example consume hard disk space thus slowing down the computer.

6. Trojan – The Concept of Trojan is completely different from the viruses and worms. The name Trojan derived from the 'Trojan Horse' tale in Greek mythology, which explains how the Greeks were able to enter the fortified city of Troy by hiding their soldiers in a big wooden horse given to the Trojans as a gift. The Trojans were very fond of horses and trusted the gift blindly. In the night, the soldiers emerged and attacked the city from the inside.

7. Adware – Adware is not exactly malicious but they do breach privacy of the users. They display ads on computer's desktop or inside individual programs. They come attached with free to use software, thus main source of revenue for such developers. They monitor your interests and display relevant ads. An attacker can embed malicious code inside the software and adware can monitor your system activities and can even compromise your machine.

8. Spyware – It is a program or we can say a software that monitors your activities on computer and reveal collected information to interested party. Spyware are generally dropped by Trojans, viruses or worms. Once dropped they installs themselves and sits silently to avoid detection.

9. Hackers and predators are programmers who victimize others for their own gain by breaking into computer systems to steal, change, or destroy information as a form of cyber-terrorism. These online predators can compromise credit card information, lock you out of your data, and steal your identity.

10. Browser hijacking - is a form of unwanted software that modifies a web browser's settings without a user's permission, to inject unwanted advertising into the user's browser. A browser hijacker may replace the existing home page, error page, or search engine with its own.

1. Read the descriptions 1-8. Match the words in the box to the descriptions.

(1) _____

b. Affects privacy. It does not take control of a computer system, but sends information about the use of a computer system. (2) _____

c. Spreads without the user taking action and usually acts in operation system. (3) _____

d. A person who on purpose attempts to break into a computer system and use it without the knowledge of the owner. (4) _____

e. Software that replaces the user's search engine with its own. (5) _____

f. An effort to gain unauthorized access to a computer. (6) _____

g. A program that automatically plays commercials on a computer. (7) _____

h. A program, which is usually free but contains malicious files. (8). _____

Vocabulary:

1. Match the security solution 1-5 to its purpose a-e.

1. A firewall	a) prevents damage that viruses might cause
2. Antivirus software	b) make sure only authorised people access the network
3. Authentication	c) checks the user is allowed to use system
4. username, password and biometric scanning	d) blocks unauthorised access codes
5. encryption	e) protects the system from public access

Discussion:

Have you ever had a computer security threat? Has anyone ever hacked into your

computer system? Use the words and phrases in ex. 1 to describe what happened.

Work in small groups. Discuss what you can do to stop these problems.

1. Do you think all the information on the internet is true?
2. How can people find reliable information on the internet?
3. How has the internet changed the way we live?
4. How has the internet changed the way we work?

Workstation health and safety

Speaking: 1. Work in pairs. Make a list of computer health and safety problems. Compare your list with another pair.

Vocabulary:

1. Label this diagram with the advice 1-8.
1. There should be clearance under the work surface.
2. You should have your feet flat on the floor.
3. Make sure your forearms and hands are in a straight line.
4. Your lower back should be supported.
5. Your screen should be positioned to avoid reflected glare.
6. Keep your shoulders relaxed.
7. You should have your thighs tilted slightly.
8. Make sure the top of the screen is at or slightly below eye level.
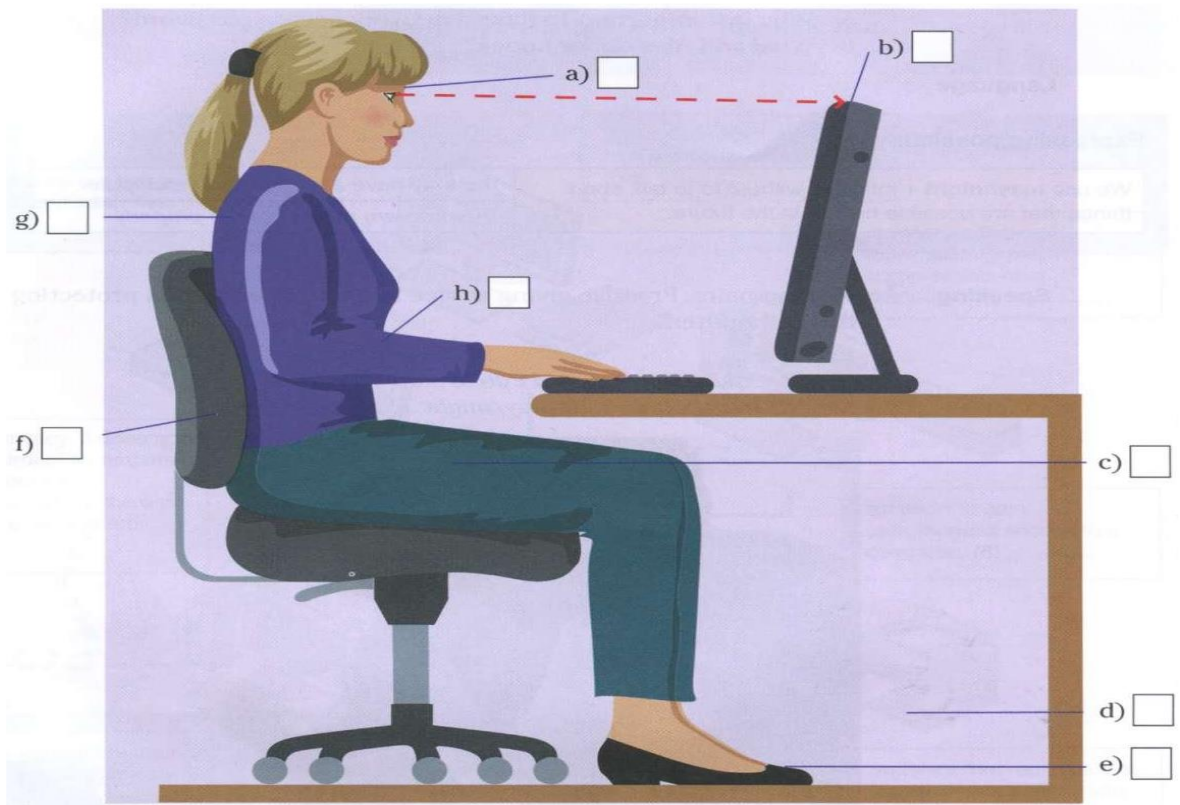
Speaking:
2. Work in pairs. Answer these questions about the advice in ex 1.
1. Do you always follow the advice?
2. What other things can you recommend for good computer use?
3. Have you had (or given) computer use training?

Reading:
1. Read this list of rules for using a company computer. Which ones do you
follow? Why?

COMPUTER
DOS AND DON'TS

Things you should do:

- Run Scandisk regularly to check and repair your file systems.
- Connect all peripherals before you switch the computer on.
- Keep your keyboard and screen clean.
- Keep CDs and DVDs in covers and hold them by the edge when using.
- Always shut down your laptop computer first if you need to move it.
- Secure your hardware from sudden power surges.

Things you should not do:

- Do not disconnect the keyboard, mouse, monitor, printer or any peripheral if the PC is on.
- Don't eat food or drink near the keyboard and computer. Don't blow smoke over your PC.
- Don't move or lift your desktop computer when it's on. Don't drop your laptop.
- Don't clean your hardware with a household polish or cleaner.
- Don't turn your computer off for lunch breaks.
- Don't load unauthorised software.

Vocabulary:

1. Match the verb 1-5 with the noun a-e.

1. switch/turn off	**a)** software
2. eat	**b)** software
3. connect	**c)** peripherals
4. load	**d)** food
5. run	**e)** the computer

Speaking:

3. Work in pairs. Discuss what other rules you can add to the two lists in Reading.

Compare your list with another pair.

What is the most important rule you can give about computer use? Work in

pairs. Practise giving advice to each other.

Example: Always ... ./You should ....

Security procedures

Speaking: 1. What security procedures are you familiar with? Make a list and share it with the group.

1. Can you keep up to date with the latest computer technology?

2. Do you control computers or do they control you?

3. Would you like to spend more time with your computer?

4. What would happen if all of the world's computers suddenly stopped forever?

Reading:

1. Read this text on security and match the headings in the box with the paragraphs

1-5.

a) Data transfer and backup   **b)** Email and network usage

c) Password recommendations   **d)** Reporting IT security incidents

e) Safety security requirements

System and network security

All employees must follow security and safety procedures approved by the management.

1. _____

Only install and use software that the management has approved. Install the latest

antivirus and antispyware tools. Keep current with security software updates and patches. Follow office health and safety standards.

2. _____

Choose a password that is difficult to guess: use between 6 and 8 characters, have letters in upper and lower case and intermix letters,

numbers, and punctuation marks. Keep your password private. Change your password every

9 weeks.

3. _____

Configure your email software to use secure protocols. Use company official

e-mail software only. Always double check that you are sending your message

to the right recipient. Do not send sensitive data over the network. Use mail

encryption to send sensitive data. Do not download unknown files or files for

private use, such as movies and music.

4. _____

Transfer files via a secure connection. Back up files regularly on the server in your

homefolder. Do not use external drives.

5. _____

Employees must notify their supervisor or IT help desk about any damage, misuse,

irregularities or security breaches.

Speaking:

2. What are the most important procedures to follow in the document in ex 1?

Which procedures do people sometimes not follow?

Vocabulary:

1. Match the verb 1-6 with the noun a-f.

1. transfer	a) protocols
2. install	b) software
3. follow	c) procedures
4. use	d) files
5. notify	e) an incident
6. report	f) a supervisor

Language work:

Expressing prohibition	
A rule or requirement (We use these when it is necessary not to do this or to tell someone not to do something.)	*You **mustn't** give your password to anyone.* *You **aren't allowed/permitted** to share your password with anyone.*
A strong recommendation (We use this to give advice.)	*You **shouldn't** use your date of birth in your password.* (It is not a good idea to do this)

Speaking:

3. Work in small groups. Talk about the computer regulations in your company or college. Use *you mustn't, you aren't allowed to* and *you shouldn't*

Reading:

2. Read these five IT incidents in a company. Grade the incidents: 1 = the least serious. 5 = the most serious. Then compare your grades in small groups.

Incident report

Date: *0Z.05*

Report for: Miley O ' Hara

Report prepared by: Ann Greshon

Incident: teacher; has accessed the database to change students grade

Recommendations:

B | **Incident:** *employee has changed the printer settings* Recommendations:

C | **Incident:** *employee's children have installed games on company's laptop*

D	**Incident:** *Employee has downloaded a movie*

E	**Incident:** *employee has installed P2P software*

Discussion:

Describe a time when you started using a new technological device (e.g. a new computer or phone)

You should say:

1. What device you started using

2. Why you started using this device

3. How easy or difficult it was to use and explain how helpful this device was to you.

Model answer:

I would like to tell you about my first time using a smartphone which was about 10 years ago. Well, I guess I am not really a **techie** or any type of technology fan. That is the reason why having the first smartphone was really an **eye-opening experience** for me. I got it from my mother as a birthday gift on my 18ᵗʰ birthday and I absolutely loved it. At that time, I had just been accepted to college and I needed an electronic gadget which is convenient as a computer and **portable** as an iPod. A smartphone from Samsung was not a bad start. You know.. it is like **having a whole world in my pocket.** I can surf the Internet, send an email, make free international calls and even read e-books. The cellphone was so **user-friendly** that it took me only 1 hour to figure out all the functions and made the most out of it. With the help of this device, I no longer had to carry around my heavy laptop and still could access emails and messages especially it became very **handy** when I went abroad.

> **5. Websites**
>
> ✓ **Website purpose**
> ✓ **Website analytics**
> ✓ **Website development**

Website purpose

Speaking:

1. Which websites do you use in your work and study? Make a list and share it with a partner. Do you use the same sites?

Reading:

1. Read this text about different types of website. Answer these questions.

Types of website – A guide for website designers

The purpose of an organisational website is to inform about an idea or event. Companies develop commercial websites to sell products or services. Entertainment websites are designed to entertain or provide fun activities. People visit news websites to obtain information. The purpose of a personal website is to provide information about an individual. Social networking websites help people to exchange personal information. Educational websites aim to share knowledge and enable online learning.

1. Why do people visit organisational websites?
2. Why do people visit company websites?
3. Why do people visit entertainment websites?
4. Why do people visit news websites?

Vocabulary:

1. Complete these sentences about the purpose of websites with the words in the box.

offer	practise	present	promote	read	sell	share

*Example: The purpose of Nationalgeographic.com is to **present** information on topics.*

1. People visit CNN.com to _____ international news.
2. Some websites want to _____ a service.
3. Companies use Amazon.com to _____ their products.
4. The green shopping guide.co.uk wants to _____ environmentally friendly shopping.
5. Students visit Math.com to _____ their maths.
6. English teachers join eltforum.com to _____teaching resources.

Language work:

Question words (1)	
We use *which* to ask about things. We can use it with a noun.	**Which** websites do you visit/go to? 1 use Wikipedia a lot.
We use *what* to ask about things.	**What** do you use CNN for? I use it to get the news.
We use *why* to ask the reason for something.	**Why** do you use Wikipedia? 1 use Wikipedia to check information.
We use *when* to ask about time.	**When** do you use CNN? In my lunchbreak.

1. Choose the correct phrase to complete sentences.

1. How many children _____?
a) you have   **b)** do you have   **c)** have you
2. What kind of music _____?
a) is she like   **b)** likes she   **c)** does she like
3. What time _____?
a) were they arrived   **b)** they arrived   **c)** did they arrive
4. What _____ to do this afternoon?
a) does she want   **b)** do she wants   **c)** is she want
5. _____ born?
a) Where are you   **b)** Where were you   **c)** Where you are

6. How many students _____ in your class last year?
a) were there   **b)** did there   **c)** had there
Speaking:
2. Go around the class and ask five students to name the websites they visit and use at home. Write down a website for each of the four headings 1-4 in the table. Present the information you collected to the group. Which are the most popular websites for each heading?

Interviewee name	Interviewee uses these websites to:			
	1 entertain	2 get news	3 research/study	4 shop
a)				
b)				
c)				
d)				
e)				

Website analytics

What is web analytics?

Web analytics monitor the way that users interact with your website through their behaviors and activities. It is the entire process of collection, analysis, and reporting of data generated from the interaction of the users with your website.

The reports from the analytics tools allow webmasters and marketers to understand user interactions such as the length of time they were on the site, which pages they visited, and if they clicked on links or filled out forms.

What are web analytics services?

A web analytics service is an application or agency that performs data collection, then lets you view and analyze the information. Most services will allow the marketer or webmaster to see detailed charts, graphs, and visualizations of the data about their web users, often in real time. A majority of website analytics tools focus on consumer insights and customer behavior. However, web analytics services can also monitor other aspects of your online presence like social media discussions and posts. They can help you distinguish the traffic coming from different social media channels and give you enough information to make the right decisions.

Why are website analytics services necessary?

Every website has a set of specific purposes or goals. A website's sole purpose can be serving information about products, services, or news on current situations to the visitors. Every set of goal comes with

a set of objectives – these outline the measures necessary to achieve these goals.

Speaking:

1. What information can you get about website traffic using a website analysis application? Work in pairs. Make a list.

2. Where can you find out how many people visit the website?

3. Where can you see what percentage of people view only one page on the website?

4. Where do you find information about how long they spend on the website?

Vocabulary:

1. Match the website analysis tools 1-5 to the descriptions a-e.

1. traffic	a) information about where the visitors to your site are from
2. meta tag	b) invisible information (e.g. a hidden keyword) on a website
3. visitor map	c) information about a user and the sites they browse
4. user profile	d) increasing the number of visitors to your site
5. page optimisation	e) the movement and actions of visitors to your site

Reading:

1. Complete this dialogue with words in box.

```
traffic      can      when      need      know      much      afraid
number       exactly       could
```

Sarah: George, I **(1)** _____ some information about our website.

George: OK, what do you need to **(2)** _____?

Sarah: Well, I need some information about website **(3)** _____, you know, external visits to our website.

George: OK.

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Sarah: (4) _____ you do a report for me?

George: Sure. **(5)** _____ do you need it by?

Sarah: Er, tomorrow morning, I am **(6)** _____. It is for the finance director.

George: OK, what do you need to know **(7)** _____?

Sarah: Well, the **(8)** _____ of visitors to our website last month, their movements and actions on the website, and where they are from.

George: OK, I **(9)** _____ do that.

Sarah: Thanks very (10) _____ indeed.

Language work:

Large numbers	
20,000	twenty thousand
400,000	four hundred thousand
500,000	five hundred thousand/half a million
3,000,000	three million

1. How do you say these numbers?

1. 30,000

2. 700,000

3. 10,000,000

4. 100,000

5. 80,000

2. Say these numbers correctly!

1. There were about **120,000** people in the street. It was massive!

2. We produce **342,876,288** cans of elephant food every year.

3. I can't leave until I've beaten Kat's score of **12,073.** I am going to be here all night.

Website development

Speaking:
1. Describe something you do every day at home or at work. Use the words in the
Language box below.
Example: Sending an email.
First, click on 'New email'. After that...
Language work:

Describing steps in a process		
We use **first, next, then, after that** (etc.) to describe the order of actions.	**First,** do....	**To start,** do....
	Alter that....	**Next....**
	Then …	
	Secondly....	**Thirdly....**
	Finally....	**To finish....**

Reading:
1. Complete this text with the words in the box.

After that	Finally	First	Next	Secondly	Then	Thirdly

The steps in website development

(1) _____, discuss with the customer their requirements and the target audience. Find out what features and number of pages they want on their site. (2) _____, analyse the information from the customer. (3) _____, create a website specification. (4) _____ design and develop the website. (5) _____, assign a specialist to write the website content. (6) _____give the project to programmers for HTML coding. (7) _____, test the website. After you publish the website, update and maintain it on an ongoing basis. Monitor customer use.

Did you know?

Most of the Readers Simply Scan the Website

In research on how people read websites, Nielsen Norman Group found that 79% of test users scanned the website, and only 16% of users read the text word by word.

This means a website must use scannable text, including keywords, sub-headings, bulleted lists, only one idea in a paragraph, and fewer words.

3. Work in pairs. Complete the flowchart to show the website development process.
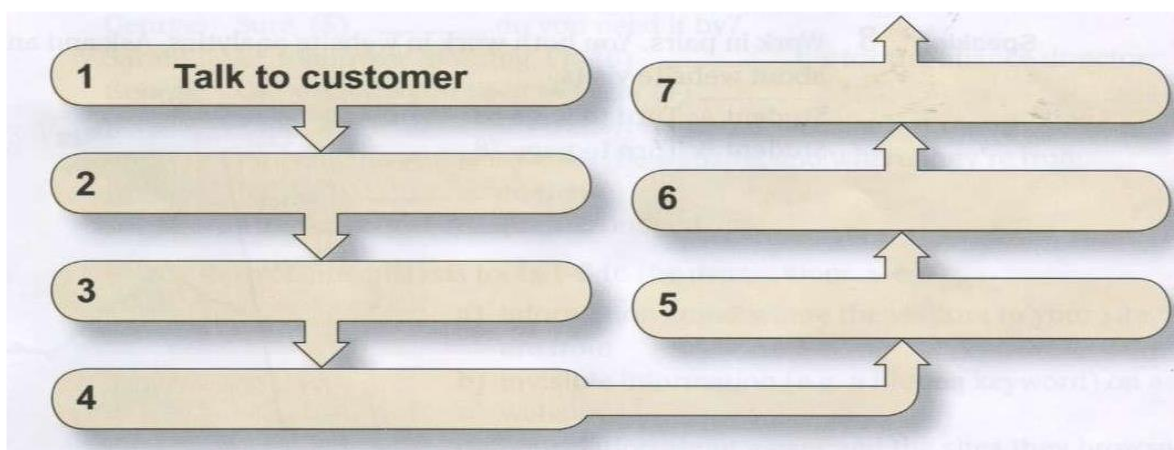
Speaking:
2. What are your favourite websites? Why? Use the words in the box to describe
them.

beautiful   well-designed   easy-to-use/navigate   clear   reliable
useful   informative   fun   funny   exciting   interesting

Example: The most exciting website is ... because...

Reading:

You are a website designer. Read the information about Learning Now Ltd.

Answer these questions.

• What is the business type?

• What is the purpose of the website: sell, inform, share, educate?

• Who are the website users? Where are the website users?

• What are the features of the website?

Learning Now Ltd is in the education business. It needs a new website to promote its courses, materials and learning resources and provide online language-learning services. The website users are young adults all around the world. The website needs to have these features: good interactivity, audio and fast download times.

Discussion:

1. You are the owner of a company that needs a new website. Make a list of things

that you need/would like for your website. Answer the following questions.

• What is the name of your company?

• What is the business type?

• What is the purpose of your website?

2. Describe a website that you often use. You should say:

1. What type of website it is

2. How you found out about it

3. What it allows you to do, and why you find it useful.

Model answer:

I want to talk about a website called IELTS-Simon, which is a website I use and check every day. This is a website dedicated for the preparation of the IELTS exam. It is updated on a daily basis and is maintained by an ex-IELTS examiner called Simon.

I don't really remember how I found out about this website, but I guess it popped out when I was googling for some IELTS materials on the web about two years ago. Since then, I've been using and reading its contents every day. Of all the IELTS related websites available on the Internet, I think this is the most useful one because of the following

reasons. Firstly, we can expect a new IELTS lesson every day, and the lesson could be for the Listening, Reading, Writing, or Speaking part. Secondly, besides IELTS materials, Simon also gives us plenty of useful advice on grammar and tips to get high scores for this challenging exam.

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6. Network systems

✓ **Types of network**
✓ **Networking hardware**
✓ **Talking about the past**

Types of network

A computer network is a group of computers linked to each other that enables the computer to communicate with another computer and share their resources, data, and applications. A computer network can be categorized by their size. A **computer network** is mainly of **four types**:
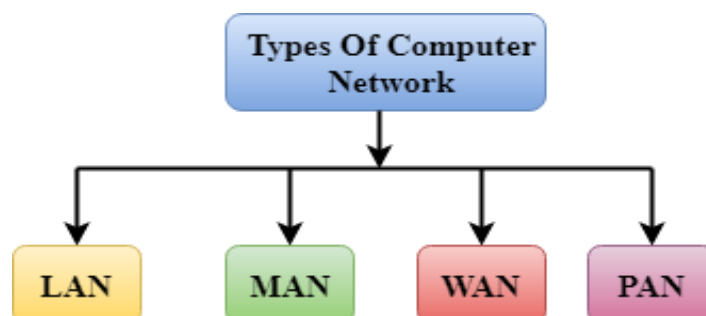
1. LAN (Local Area Network)
2. PAN (Personal Area Network)
3. MAN (Metropolitan Area Network)
4. WAN (Wide Area Network)

LAN (Local Area Network)

Local Area Network is a group of computers connected to each other in a small area such as building, office.

LAN is used for connecting two or more personal computers through a communication medium such as twisted pair, coaxial cable, etc.

It is less costly as it is built with inexpensive hardware such as hubs, network adapters, and ethernet cables.

The data is transferred at an extremely faster rate in Local Area Network.

Local Area Network provides higher security.

PAN (Personal Area Network)

Personal Area Network is a network arranged within an individual person, typically within a range of 10 meters.

Personal Area Network is used for connecting the computer devices of personal use is known as Personal Area Network.

Thomas Zimmerman was the first research scientist to bring the idea of the Personal Area Network.

Personal computer devices that are used to develop the personal area network are the laptop, mobile phones, media player and play stations.

MAN (Metropolitan Area Network)

A metropolitan area network is a network that covers a larger geographic area by interconnecting a different LAN to form a larger network.

Government agencies use MAN to connect to the citizens and private industries.

In MAN, various LANs are connected to each other through a telephone exchange line.

Uses of Metropolitan Area Network:

MAN is used in communication between the banks in a city.

It can be used in an Airline Reservation.

It can be used in a college within a city.

It can also be used for communication in the military.

WAN (Wide Area Network)

A Wide Area Network is a network that extends over a large geographical area such as states or countries.

A Wide Area Network is quite bigger network than the LAN.

A Wide Area Network is not limited to a single location, but it spans over a large geographical area through a telephone line, satellite links.

The internet is one of the biggest WAN in the world.

A Wide Area Network is widely used in the field of Business, government, and education.

Speaking:

What computer networks do you use in your work or studies? What do you use the networks for? How do you access the networks?

Reading:

Agatha is the owner of a small flower shop. Katharina is a network architect. Agatha needs some advice from Katharina about a network solution for her company. Read and answer these questions.

A: Hi, Katharina. It is good to see you again. How are you?

K: I am fine. And you?

A: Fine, thanks.

K: I am glad to hear about your success.

A: Thank you.

K: So how can I help you?

A: I wanted to see you because I need your advice. We think we should offer our

products and services online to increase our market share. What do you think?

K: That is a great idea. You should definitely do that.

A: Good. So what exactly should I do?

K: I would recommend that you set up an E-commerce flower shop.

A: OK.

K: I will send you an e-mail with some recommendations.

A: Oh, thank you very much. We ought to be ready for Mother's Day.

K: In that case, I would suggest we start right away. Let me ask y o u some questions...

1. What does Agatha think she should do?
2. What does Katharina recommend?
3. What does Katharina say she will do?
4. When does Agatha want the network to be ready?

Vocabulary:

1. Read Katharina's email to Agatha. Complete this email with the words in the box.

> equipment   Internet   LAN   recommend   remote   should
>
> VPN   WAN

Dear Agatha

Following our meeting last week, please find my recommendations for your business.

I think you (1) _____ set up a LAN, or Local Area Network, and a WAN, or Wide

Area Network, for your needs. A (2) _____ connects devices over a small area, for example your apartment and the shop. In addition, you should connect office (3) ____, such as the printer, scanner and fax machine, to your LAN because you can then share these devices between users.

I'd recommend that we connect the LAN to a (4) _____ so you can link to the Internet and sell your products. In addition, I'd (5) _____we set up a Virtual Private Network so that you have a (6) _____ access to your company's LAN, when you travel.

(7) _____ is a private network that uses a public network, usually the (8) _____ , to connect remote sites or users together.

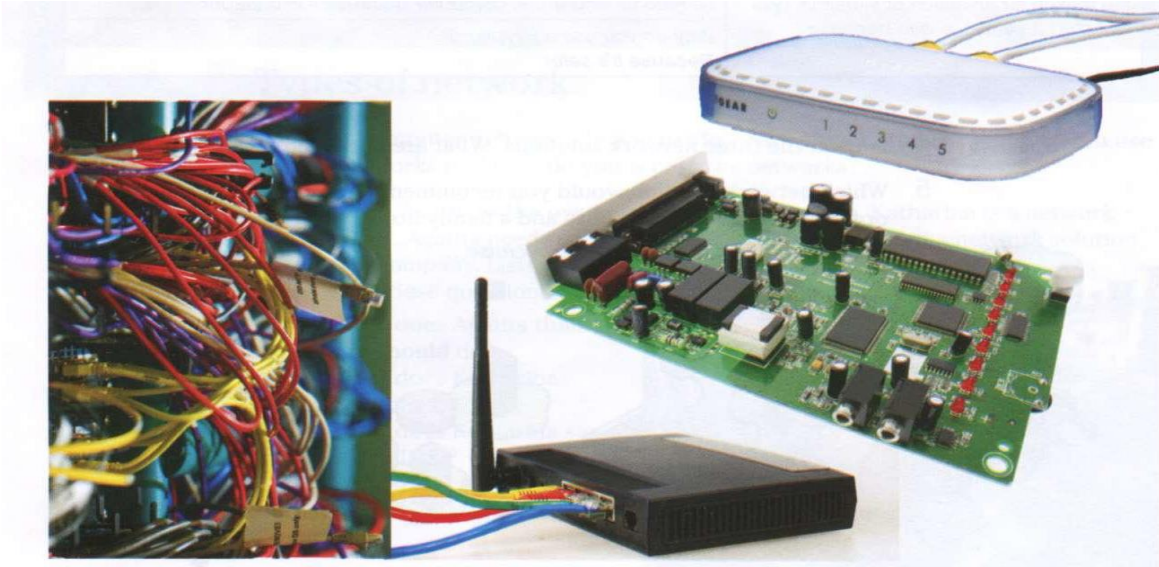Let's meet on Friday to discuss these recommendations.

Best regards

Katharina

Networking hardware

Speaking:

1. Which of the items below do you know? What are they? What do they do?

Work in pairs. Make a list of all the networking hardware you can think of.

Vocabulary:

1. Match the words 1-8 to the descriptions a-g.

1. a modem	**a)** is an entrance to another network
2. a repeater	**b)** channels incoming data but maintains the bandwidth speed
3. a bridge	**c)** allows wireless devices to connect to the network
4. a router	**d)** modulates and demodulates the data into a digital or an analog signal
5. a gateway	**e)** channels incoming data but shares the bandwidth among the devices present on a network
6. a switch	**f)** sends the digital signal further on in the network
7. a hub	**g)** connects networks and sends packages of data between them
8. a wireless access point	**h)** connects networks that use the same protocol

Did you know?

1. Internet was invented by Tim Berners-Lee in 1989.

2. In 2008, Internet was controlled by 30 million servers. Now this number is nearly 75 million

3. About one billion computers are connected to Internet.

2. Complete these sentences with the words in the box.

between	on	over	to	with

1. Is this software compatible _____ this computer?
2. A LAN connects devices _____ a small area.
3. Is the computer connected _____ the modem?
4. The LAN allows you to share information _____ users.
5. Why don't you look _____ the Internet?

Reading:

1. Complete this dialogue with the words in the box.

about	change	devices	necessary	problem
speed	should	user	What	

Boris: I have a problem with the network download **(1)** _____ .What can you suggest?

Ann: Why don't you **(2)** _____ the hub?

Boris: I do not think that will work. The hub is fine.

Ann: OK. How **(3)** _____ adding a repeater then?

Boris: Hmm, I am not sure it will help. It is not a **(4)** _____ with the signal strength.

Ann: OK, then you should check the cables and network **(5)** _____ to make sure that they are compatible with your network.

Boris: (6) _____ about changing the modem?

Ann: I do not think it's **(7)** _____ switch or the router. You **(8)** _____ look at the specifications.

Boris: OK, I will. Thanks for your help.

Ann: Why don't you check **(9)** _____ recommendations on the Internet as well?

Boris: Good idea. I will do that.

Language focus:

1. What do these abbreviations mean? Use the Glossary if necessary.

1. CD-ROM	5. AGP
2. RDRAM	6. SDRAM
3. MB	7. SVGA
4. GHz	

Discussion:

1. What problems do you have with networks? Work in pairs. Make a list.

Think about speed, compatibility, hardware and software.

2. Describe the most important benefit of the internet. You should say:

1. What it is

2. Why you prefer it

3. How people/students can take advantage of this benefit and explain the importance of it in your country.

Model answer:

No doubt that the internet is one of the greatest inventions, if not the greatest, of all time, which has certainly changed our world for good. In fact, the possibilities of the internet are simply endless, if used properly, as there are so many important benefits of using it, no matter what we do and which part of the world we live in. To begin with, one of the most important benefits of the internet is that it allows us to connect and communicate, by supplying an endless amount of knowledge and information, with each other in an instant manner, which was unimaginable before its invention about several decades ago.

Talking about the past

Speaking:
1. What social networks do you use?
2. How much time do you spend on them?
3. How has the internet changed social behavior?
Example: I use.... I spend about....
2. How much do you know about the history of networking? Can you match these
events 1-4 to the dates a-d?
1. The creation of the World Wide Web
2. The start of Facebook
3. The launch of Twitter
4. The beginning of Myspace
a) 2006
b) 1989
c) 2003
d) 2004

Reading:
1. Read this text about Karl's IT career up until now and answer these questions.

'I left school in Cambridge in the UK at the age of 18 and went straight to the University of Bristol to study computing in 2000.I graduated in 2004 and decided to travel around the world for a year. In 2006 I got a job back in Cambridge with the
software company Arm. I stayed with Arm for two years and then went to work for Microsoft in Seattle in the USA. This is where I am now and I love it!'
1. When did Karl go to university?
2. When did he leave university?
3. What did he do after university?
4. Where d id Karl go in 2006?
5. When did he go to Seattle?

Social Networking Sites:

Facebook	YouTube	LinkedIn
Twitter	Imgur	Instagram
Snapchat	Pinterest	

Language work:

Past Simple (1)	
We use the **past simple** tense to talk about finished actions in the past.	When did l/she/he/we/they create the network? She **created** the network in December 2008. I **started** the network last year.
Time expressions	I looked at that **yesterday.** I had broadband connected **three days/a month/two years ago.** I used that system **last week/year/month.** I started that user group **on Monday/in June/in 2001.**

1. Complete the exchanges with the correct past simple form of the words in brackets (positive, negative or question form).

1. A: _____ (she/get) her job thanks to family connections?
B: No, _____ (she/just/get) lucky.
2. A: _____ (she/make) a good impression in her interview?
B: Yes, _____ (she/make) a very good impression.
3. A: _____ (she/take) a risk by emailing the interviewer directly?
B: Yes, (she/take) a risk, but _____ (she/want) to get his attention.
4. A: _____ (she/do) any phone interviews?
B: Yes, and _____ (they/go) very well.

2. With a partner, write the pronunciation- **/d/, /t/ or /id**/- of the -**ed** endings of these regular past simple verbs.

1. Looked ___   6. Posted ____
2. Dreamed ____   7. Replied ____
3. Talked ____   8. Wanted ____
4. Asked ____   9. Seemed ____
5. Emailed ____   10. Offered _____

Pronunciation notes:

1. -ed is pronounced **/t/** after verbs ending in these unvoiced sounds **/k/, /p/, /f/, /s/, /ʃ/, /tʃ/** e.g. Looked, hoped, laughed, passed, washed, wached.

2. After voiced endings -**ed** is pronounced **/d/** e.g. arrived, changed, showed. This group is the largest.

3. After verbs ending in **/t/** or **/d/** the pronunciation of –**ed** is **/id/** e.g. hated, decided.

Language work:

Past simple (2)		
Regular past tense endings	Look	Looked
	Use	used
	Install	installed
	Connect	connected
	Work	worked
Irregular past tense endings	Set up	set up
	Go	went
	See	saw
	Do	did
	Buy	bought
	Be	was

3. Complete the dialogue about Google with the correct past simple form of the verbs in brackets. (These include positives, negatives and questions.)

A: What **(1)** _____ **(be)** the names of the founders of Google?

B: Their names were Larry Page and Sergey Brin. According to the company myth, they **(2)** _____ **(not/like)** each other when they first **(3)** _____ **(meet).**

A: Really! So when **(4)** _____ Larry and Sergey _____ **(meet)?**

B: They **(5)** _____ **(meet)** in 1995 at Stanford University.

A: And where **(6)** _____ they _____ **(start)** their business?

B: They **(7)** _____ **(start)** it in a garage with a staff of just three - themselves and one other person. This first 'office' **(8)** _____ **(not/be)** very luxurious- it also **(9)** _____ **(contain)** a washing machine and a dryer for clothes.

A: Wow! So when **(10)** _____ **Google** _____ **(make)** a profit for the first time?

B: It **(11)** _____ **(make)** a profit in 2001, although they **(12)** _____ **(not/have)** a stock market listing until 2004.

A: And what **(13)** _____ **(be)** their source of income?

B: The company **(14)** _____ **(grow)** by developing a 'cost per click' model of advertising. Advertisers **(15)** _____ **(pay)** to have their names on the search page, and then paid again when users **(16)** _____ **(click)** on the link.

A: Why **(17)** _____ Google _____ **(have)** so much success compared to other search engines?

B: They **(18)** _____ **(have)** a lot of success for two main reasons. First, their search technology **(19)** _____ **(find)** better results than the competitors. And second, in the year 2000, they **(20)** _____ **(introduce)** an innovative tool called Google Toolbar.

Discussion:

1. How much time do you spend on social media sites? (Why/Why not?)

2. What kind of information about yourself have you put on social media? (Why?)

3. Is there anything you do not like about social media? (Why?)

4. Which social media websites do you use? (Why?)

Writing:

IT solutions

Speaking:
1. Look at the pictures and answer the questions below.

a. How is the office of the 1950s different from today's workplace?

b. What do you imagine the office of the future will be like?

c. Do you expect technology to make your life easier or harder?

Reading:
1. Read the article and decide which statement a-c best summarizes the writer's overall argument?

a. Technology helps people save time.

b. Technology makes people work harder.

c. Technology is a waste of money.

The IT Fallacy

1. In recent years, three forces – downsizing, globalization, and the need for speed – have combined to change the work environment. What used to be a comfortably busy routine has become a non-stop

workshop in which most people feel they can never stop to take a breather.

2. The result of downsizing is a mad dash to cream more work into fewer people. If six people are doing the work that ten used to do, and at the same time are expected to meet or exceed previous budget and productivity targets, something has to give. To this pressure-cooker environment in which everyone is supposed to "do more with less", we can add the globalization trend that has swept through corporate boardrooms. To the extent that global competitors have a lower cost structure – which many do because their labour costs are so much lower- US and European firms have yet another reason to keep budgets and headcounts lower. The final ingredient in this mix is fierce competition, which has resulted in the pressure to do everything faster.

3. One way that corporate leaders justify the quest for efficiency and speed is to point to the multibillion-dollar investments that have been made in IT equipment and services. The new PCs and corporate networks are supposed to boost productivity and profits, and will, in fact, allow their companies to 'do more with less.'

4. This is true. But another truth has become buried under the technology sales pitches. Achieving those gains will happen only after a significant initial investment in training and 'system integration' to make sure that all the pieces connect well with each other. Pouring thousands of PCs and miles of cables into a corporation is a great way to waste money unless the systems and processes that technology is meant to automate are overhauled. Unfortunately, this has all become somewhat irrelevant. The expectation is that more technology means more speed and more output per employee – and when those results do not always magically occur, the only way to produce them is to require people to work longer hours.

2. Read paragraphs 1-4. Choose the correct summary a-d for each paragraph.

A. How several factors have combined to make the workplace more pressurized?

B. Poorly planned IT systems generate more not less work.

C. Managers see investment in information technologies as a productivity solution.

D. Working conditions have become uncomfortable in recent times.

3. Four people being interviewed about their attitudes to IT. Which are **for** and which are **against** IT?

I am not sure all this technology is a good thing. Take this Blackberry phones, for example. I was at a meeting last week where three of the six attendees spent most of the time doing email under the table! People get addicted to it – it is a drug!

IT? Oh, I love it! As soon as there is a new gadget, I have to have it. I think it is just amazing what you can do nowadays. Of course, you do not really save time, but you get so much more done in a day. I just cannot imagine how anyone can manage without a laptop and a mobile.

Well, I have to use the computer at work sometimes, but I would not have one in the house. All those viruses, spam, and computer crime! Anyway, a lot of people at work seem to spend more time fixing computer problems than actually doing any work. I think we would better off without them!

As far as I am concerned, information technology is just another weapon in the class war. Management will use any way they can to exploit the workers, and increasing productivity with computer systems is just another way to get as much as they can.

Discussion:

1. To what extent do you agree with these statements?

A. The computer is the most important invention in the history of civilization.

B. A computer makes it possible to do tasks, which were completely unnecessary before.

C. To make mistakes is human, but to really mess things up you need a computer.

2. Read the statements and make comparisons.

Computers at home and in the workplace	
Advantages of personal computers	**Disadvantages of personal computers**
1. More work can be done at a faster rate.	**1.** Stops us from thinking about solving problems.
2. Communicate globally quickly.	**2.** Computers break down. When they do not work, it stops companies and people working.
3. Accuracy. Programs can make sure work is more accurate than if done manually.	**3.** Addiction. Playing games or social networks can lead to an addiction.
4. Connection to internet. Ability to research, ask questions.	**4.** Conversation. People are spending less time communicating with the people face to face.
5. Date stored. Data can be saved and manipulated	**5.** Lack of exercise. Children and adults spend too much time sat at a computer or on a laptop.
6. Natural resources saved. By using computers it vastly reduces our use of paper.	**6.** Many virus can cause computers to stop working and lose valuable data because of them.

Quiz time!

1. Which of these was the first cell phone to use the Android operating system?
a) BlackBerry Storm
b) T- Mobile G1
c) Samsung Rant
d) LG Voyager

2. Who created the first modern computer?

a) Robert E Kahn   c) Bharles Cabbage

b) Charles Babbage   d) The Wu Tang Clan

Discussion:

Talk about some technology that you have started using fairly recently. You should say:
1. What it is and what it does.
2. How it makes life better or easier?
3. How it is different to other similar technology and say whether you think you will still be using it in ten years' time or not, and why?

Information systems and communication

Speaking:
1. "Information is too valuable to be left to IT departments. In today's business world, every manager should be a computer specialist". To what extent do you agree?

Language work:

Comparisons	Half as Twice as Ten times as	fast speedy rapid	As	A lot Far Much	faster speedier more rapid	than
Superlatives	The fastest The speediest The most rapid					

1. Decide whether these phrases indicate a small or a large difference.

A bit more expensive   a whole lot more expensive

considerably more expensive   Far more expensive

marginally more expensive   infinitely more expensive

Slightly more expensive   somewhat more expensive

2. Use expressions from **1** and appropriate adjectives to compare.

a) Two computers you have used.

b) Two ways you communicate with your business contacts or you are your friends.

c) Two software applications you have used.

d) Two ways you use the Internet.

e) Two printers you have used.

f) Two electronic devices you would like to own.

3. Match the two halves of these quotations:

1. The nicer I am,	**A.** the more I have of it. (Thomas Jefferson)
2. The more you chase money	**B.** the less I call it work. (Richard Bach)
3. The more I want to get something done,	**C.** the more people think I am lying. (Andy Warhol)
4. I am a great believer in luck, and I find the harder I work.	**D.** The harder it is to catch it. (Mike Tatum)

4. Complete these sentences to make your own quotations:

1. The older I get, the…

2. The more money you earn, the…

3. The harder you work, the…

4. The more I… the…

Vocabulary:

1. Read and choose the correct verbs to complete the email.

Maurice,

As you know, our IT resources are more and more stretched as we try to cope with an ageing system. We desperately need to **(1) advance/upgrade/promote** the operating system: software applications are **(2) crashing/collapsing/falling** more and more frequently, and the server **(3) fell down/went down/dropped down** three times last week. There have also been several cases where important documents have been **(4) rubbed out/blanked/deleted**. Of

course I have **(5) inserted/installed/placed** patches and **(6) uploaded/downloaded/unzipped** new drivers wherever possible, but we cannot go on like this. What is more, there is no time for new projects like **(7) setting up/fixing up/putting up** mobile Internet connections so that our sales teams can **(8) register/note/enter** data on the system when they are on the road. We really need investment now!

2. Match the words 1-8 to the descriptions a-g.

Ware words	
1. Software	**A.** computer programs that you can often copy from the Internet and do not have to pay for
2. Hardware	**B.** advertisement and marketing software
3. Firmware	**C.** computer programs that you are allowed to use for a short period before you decide whether or not to buy them
4. Freeware	**D.** a set of instructions which form part of an electronic device and which allow it to communicate with a computer or with other electronic devices
5. Shareware	**E.** computer programs
6. Adware	**F.** a computer program that watches what people do with their computers, and then sends that information over the Internet
7. Spyware	**G.** computer software that is designed to damage the way a computer works
8. Malware	**H.** electronic parts of a computer

Discussion:
How effective is the use of computers in the classroom?
Model answer:

In my opinion, using computers in the classroom is very effective. *I think* it is important for students to become competent in the use of computers to prepare them for the workplace … *you know*,

computers are used everywhere in the workplace now. *But…* I also think that having computers so easily available gives teachers the opportunity to introduce students to the variety of information on the Internet. They help with so many things, *starting from* writing and printing your own essay and *ending with* developing advanced programs and **digital editing**...

Telephoning

Speaking:
1. With a partner discuss the questions.
1. When was the last time you telephoned a company call center? Why did you call – to solve a problem, make an enquiry, for another reason?
2. What was the result of the phone call? Were you happy with the service?

Vocabulary:
1. How can a business communicate with its customers? With a partner, make a list. Then think of an advantage and a disadvantage for each.

By telephone
Advantage: direct contact with the customer
Disadvantage: cost
2. Complete the text about good customer service with the collocations in the box.

customer referral   customer satisfaction   deal with complaints

delivery date   exchange products   repeat business   returning customers

ship products

Good customer service continues long after the customer places an order. Every contact must contribute to **(1)** _____if a company wants to build a long-term relationship and get **(2)** _____. It is important to agree on a **(3)** _____ that fits the customer's schedule, and to **(4)**

_____ on time and in perfect condition. If there are delivery problems, the company must **(5)** _____ politely and efficiently, and **(6)** _____ if necessary. Satisfied customers will come back for more. These **(7)** _____ are especially valuable when they make a **(8)** _____, that is recommend the company's products to colleagues or friends.

3. Complete these posts on a customer service forum with the phrases in the box.

> a money-back guarantee   installation problems   shipped the wrong product

1. I have just   received my new internet box but I am having ___. Can anybody help me?

2. I ordered a new TV from a website that has ___. But the TV does not work. What can I do?

3. I bought a ski jacket online, but they have ___. It is too small, and it is a horrible colour. Help!

What can the customers do? What can the suppliers do?

> apologize and exchange the product

> contact the helpline

> give a refund

> call customer service to complain

> provide technical support

> return the faulty product

Reading:
1. Read and translate the article.

How to talk to customers by telephone

1. Prepare. Think about what you want to say before you **dial a number.** Make a
checklist of the important points you want to cover with the customer.

2. Be friendly to the person who can **connect** you. They could be your next customer!

If they **put** you **on hold,** keep smiling while you wait so that you are ready when

you **get through to** the customer.

3. Greet the customer warmly. When customers **take a call,** they want to speak to a

human being, not a machine.

4. If the customer is out of the office, or on voicemail, always **leave a message.** Say

your name clearly (names can be difficult in another language) and give the reason

you are calling. Offer to **call back** later, or invite the customer to **return** your **call.**

5. Speak clearly, listen carefully and do not interrupt. Use different words to show you

understand your customer's needs. Be positive and avoid negative expressions like

'It isn't possible' or 'I don't know'. If you don't have the information your customer

needs, promise to **get back to** them, and give a specific time.

6. Before you say goodbye and **hang up,** tell them the next step. Thank your customer

and make sure they feel special!

2. Match the words in bold in the article with the definitions below.

1. Put you in contact with another person ___
2. Press the right keys to contact someone by telephone ___
3. Agree to speak on the telephone ___
4. Reach the person you want to speak to ___
5. Contact someone again with more information ___
6. Respond to a message from someone who wants to speak to you___
7. Finish a telephone call ___
8. Try again to reach the person you want to speak to ___
9. Record details of what your call is about ___
10. Make someone wait and listen to music ___

Discussion:

1. How often do you make telephone calls? (Why/Why not?)

2. Who do you spend the most time talking to on the telephone? (Why?)

3. When do you think you'll next make a telephone call? (Why?)

4. Do you sometimes prefer to send a text message instead of telephoning? (Why/Why not?)

5. How often do you make telephone calls?

6. Who do you spend the most time talking to on the telephone?

7. When do you think you'll next make a telephone call?

8. Do you sometimes prefer to send a text message instead of telephoning?

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8. Technology

✓ **Technology solutions**
✓ **Comparatives and Superlatives**
✓ **Advantages and disadvantages**

Technology solutions

Speaking:

1. Work in pairs. Discuss the questions.

1. In general, do you like or dislike new technology and gadgets like eBooks, tablets and phones?

2. Can you think of ways in which technology has made our lives better/worse?

3. Are there any problems which technology has helped to solve? Give examples.

Reading:

1. Look at the prompts below. What information do you think could go in the gaps to describe the problems? Use the pictures to help you. Read the text to check your answers.

1. New _____ tends to make things faster and more efficient.

2. Popular entertainment (theatre, cinema, music concerts, exhibitions) is often _____ and based in cities.

3. In many villages in Asia and Africa, access to _____ is still a huge problem.

4. The citizens of Bogota, Colombia wanted young people to have more access to _____.

Meet the slow theater

Much of our popular entertainment these days is action-packed, expensive and based in cities. So, the Rural Academy decided they wanted to offer an alternative. Touring the United States, they take a horse – drawn theatre, and a bicycle- powered silent cinema on the road with them. They want to celebrate and call attention to life in more rural locations, in opposition to what they see as the global urbanization of our culture, economy, media and art. By using a carriage pulled by horses, rather than a vehicle that runs on petrol, they offer a less expensive, low – tech alternative entertainment, which they hope will include more people and move at a slightly slower pace.

The roundabout water pump

Access to a clean water supply is still one of the biggest problems for people living in rural villages in Asia and Africa. To try and solve the problem, a company in South Africa has invented a way to use children's high energy levels to help pump water from underground. The Play pump is a water pump that is powered when the children use the roundabout. As they play, the water is pumped from below the ground into a storage tank. Before the pumps were installed, many young girls had to spend hours of their day walking to collect water, rather than going to school. With the new pumps, however, the girls don't need to miss school, so they get a much better education.

Bus stop libraries in Bogota

The invention of the eBook has meant that books are now slightly cheaper and a lot lighter to carry. But in Bogota, Colombia, they had a far better idea for helping people to read on the go. The city wanted to improve the access that young people had to books, but not by buying

new tablets. They decided to install colorful book libraries around the city, in the parks and at the bus stops. What could be better than to sit in the sunshine and read a book while waiting for your bus?

2. Work in pairs. Answer the questions.

1. How is the Rural Academy (slow theater) different from other theatre companies?

2. Why might people living in rural areas appreciate this type of theatre?

3. How does the Play pump help children to solve the problem of access to water?

4. How has the pump changed the lives of the young girls in particular?

5. How has the invention of the eBook changed how people read?

6. Where have they put the new libraries in Bogota?

Vocabulary:

1. Work in pairs. Put the words/phrases in the box into the correct word order.

Electricity   nuclear power   computer networks   motorbikes

genetic engineering   washing machine   vacuum cleaner

space travel   commercial aero planes   solar power

communications satellites

1. Energy

_____

2. Machines

_____

3. Science

_____

4. IT (Information technology)

_____

Speaking:

Describe an invention that you believe has changed how people live.

You should say:

1. What invention it is

2. Whether it is more important for older or younger people

3. What benefits it has brought and explain how it has changed people's lives.

Model answer:

People have invented so many things from the beginning of its history in order to make their life easier and more comfortable. Today, I would like to talk about one such invention here that basically revolutionized the way we work and live. The name of this invention is called "computers" which has arguably has been considered as the most successful and life-changing invention in the last 4 decades or so because of solving all kinds of problems every minute of our life. From storing huge amounts of data and information in a small piece of hardware to calculating very complex mathematical problems in a fraction of a second to helping people communicate with one another in different parts of the world.

Comparatives and superlatives

1. Read the article again. Underline examples of comparatives and superlatives.

2. Look at your examples and complete the rules. How do we form the comparatives and superlatives of common adjectives?

> **RULES:**
> 1 Adjectives with one syllable
> comparatives: add _____
> superlatives: add _____
> 2 Adjectives with two syllables
> comparatives: add _____
> superlatives: add _____

3. Look at these sentences below and complete the rules with *small* **or** *big*

a) Entertainment has become a lot/much/far more expensive.

b) Technology has made books a little/ a little bit/slightly cheaper.

Rules
1 Use quantifiers *a lot/ much/ far* to talk about _____ differences.
2 Use quantifiers *a little/ a little bit/ slightly* to talk about_____ differences.

4. Complete the sentences with the comparatives or superlative form of the adjectives in brackets.

1 . We usually fly to Italy instead of going in the car, because it's _____. (quick)

2 . They had to travel _____ than they wanted to find a hotel. (far)

3 . When I was a teenager, I was much _____ than I am now. (not confident)

4 . He's one of _____ children in the class. (naughty)

5 . Exams are much _____ now than they were when I was at school. (easy)

6 . Sweden is _____ than Norway. (big)

7 . K2 is the second _____ mountain in the world. (high)

8 . This book is slightly _____ to understand than his last book. The plot is very complicated. (difficult)

9 . He used to be a teacher, bit he's decided to become a firefighter. It's a much _____ job. (dangerous)

10 . It's by far _____ film I've ever seen. (good)

5. Rewrite the sentences using the words in bold, so that they have the same meaning.

1. My brother is slightly taller than I am. **bit**

_____

2. The journey to the coast took much longer than we had expected. **far**

3. It's easily the most expensive restaurant. I've ever been to. **by**

_____

4. Your shoes and my shoes are almost the same. similar

_____

5. People here are much healthier now that they have clean water. lot

_____

6. Complete the statements with the prompts in brackets.

1. The invention of the bicycle made it _____ (lot/easy) for people to travel from one village to another, to meet new people .

2. The world has become a _____ (much/safe) place to live since the invention of antibiotics. People are _____ (far/healthy) now than 100 years ago.

3. The invention of washing machine has meant that it is _____ (lot/quick) for people to wash their clothes. I think it's _____ (good) invention of the last century.

4. Although we have computers, papers is still _____ (cheap) and _____ (flexible) way to record the written word

5. Electricity is _____ (important) invention because without it many of the other things we have would not have been possible.

6. The invention of the telephone and the computer have meant that we are _____ (much/busy) now than we were in the past.

Complete the conversation with the correct form of the adjectives in brackets.

A: I love my new digital camera. It was 1_____ (expensive) my last one, but the pictures are much 2 _____ (good) quality and it's 3 _____ (easy) to use

B: But it's much 4_____ (big). Isn't it 5_____ (heavy) to carry around with you?

A: Actually, it was one of 6 _____ (light) models in the shop. Although you can get 7 ____ (small) and 8 _____ (cheap) cameras, they are not as good as this one.

Underline the correct alternatives.
What's your favourite gadget in the kitchen ?

My favourite gadget in the kitchen is the dishwasher. It's 1 *much/a lot more* faster than me at washing up. The problem is that I'm getting 2 *a slightly/a little bit* lazier.

The toaster. Morning is 3 *by far/slightly* the best time of the day for me. I enjoy a relaxing breakfast. And toast is 4 *a lot/more tastier* than bread. I love it.

Katia

I don't cook very much, because I'm too busy. I have a microwave, which I find makes it 5 *more/a bit easier*. Now, I eat 6 *slightly/a little far* better than I did before.

Nguyen

Speaking: A Work in pairs. Chose an invention from the last 100 years. Write two or three sentences to describe this invention has changed our lives. Don't say what the invention is.

This invention made much easier to travel from one place to another. Even people in poor societies can use this invention because it does not need petrol.

Technology

Vocabulary:
2. Match words and phrases 1-10 with pictures A –J

1. plug it in	**6.** break down
2. press the button	**7.** (not) get a connection
3. have an injection	**8.** restart/reboot the computer
4. have an operation	**9.** do an experiment
5. run out of petrol	**10.** switch it on/of
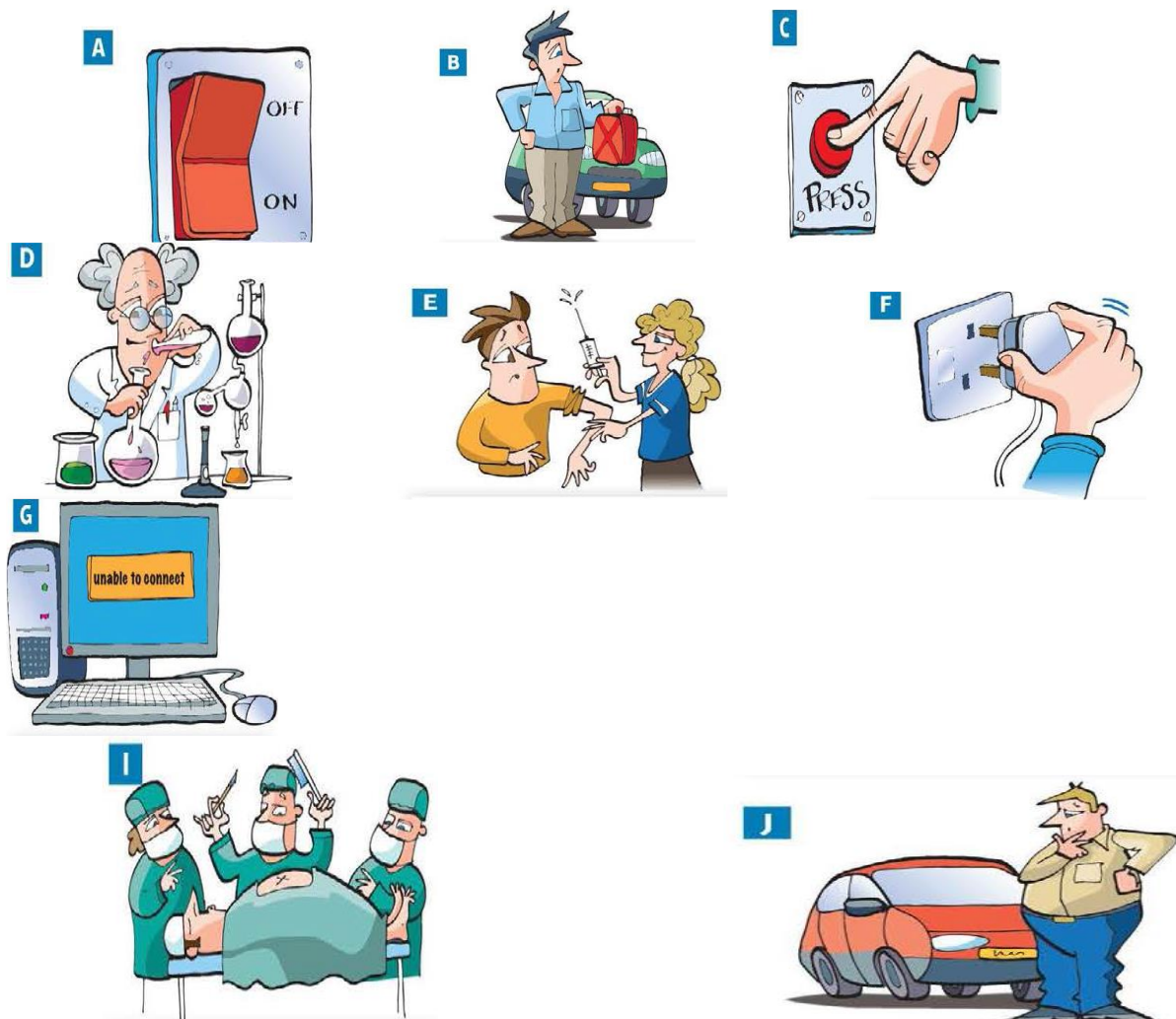
3. Underline the correct alternative.

1. He's six months old. He's been to the doctor to get his *genetic engineering/vaccinations*.

2. We are running out of coal, so the government is looking at new ways of making *electricity/computer networks*.

3. The government is planning to build new nuclear *power/genetic engineering* stations, but many people are worried that they are too dangerous.

4. The company has just invested thousands of dollars in its new *computer network/antibiotics* to improve communication between employees.

5. It sounds like you've got a chest infection. I think you need some *solar power/antibiotics*.

6. NASA has decided to restart its *communications satellites/space travel* programme and try to send people to Mars.

7. They rode *their commercial aeroplanes/motorbikes* right up through to the United States and Canada. The trip took several weeks.

4. Match words in italics from Exercise 3 with definitions 1-8.

1. The science of changing the genes of living thing _____

2. The energy created when you split or join two atoms _____

3. Drugs used to kill bacteria and cure infections _____

4. Power carried by wires and used to make lights and machines work _____

5. Exploration of the area beyond Earth where the starts and planets are _____

6. Machines that are sent into space and travel around the Earth, sending radio and television signals _____

WRITING

1. A. **What do you think are the main advantages and disadvantages of technology in everyday life? Write a list.**

B. Read the model essay. Does it mention any of your ideas?

The advantages and disadvantages of modern technology

1. It is easy to see advantages of modern technology in our everyday lives. Technology has given us mobile phones, computer, TV and many other useful things. <u>However</u>, most modern inventions come with a price – maybe social or environmental – so we need to look at both sides of the story.

2. <u>One of the main advantages</u> of modern technology can be seen in medical science. The discovery of antibiotics and vaccinations have

saved millions of lives around the world. <u>In addition</u> to this, modern technology has made industry more efficient.

3. On the other hand, modern technology is responsible for the development of weapons, which have caused a lot of destruction. <u>Another disadvantage</u> is that it makes us lazy. Nowadays, many people spend their lives sitting in front of computer screens. This is a development that surely has negative effects on our mental and physical health, making us more isolated and less active.

4. <u>In my opinion</u>, modern technology is good thing. In general, the advantages outweigh the disadvantages. Of course there are drawbacks, but it is important to remember that technology itself is not the problem. <u>The problem is that</u> we use technology without always thinking about the harmful consequences.

C. Match paragraph 1-4 with descriptions a)-d)

a) Discussion of disadvantages _____
b) Conclusion _____
c) Introduction ___1__
d) Discussion of advantages _____

D. Work in pairs. Complete the guidelines for writing an essay with the expression in the box.

> personal opinions   examples   notes   beginning   logical order

1. Sort out the facts   make _____ of all the relevant information you have on the subject.
2. Plan your argument   organise your notes and arrange the ideas in a _____
3. Give your essay an appropriate _____. Describe what you are planning to say.
4. Decide how many paragraphs you need for your argument. Each paragraph should discuss one point. Use _____ to support your arguments.
5. Write a logical conclusion. Though the style of the essay is generally formal and impersonal, this might be the place to include some_____.

2. A. Look at the underlined words and phrases in the essay. Put them in the correct place in the table.

Introduce advantages
The most important advantage is …
Introduce disadvantages
The main disadvantage is …
Contrasting ideas
Although, …
Additional reasons
As well as that, …
And another thing, …
Personal opinion/ conclusion
In general, …
As far as I'm concerned, …

2. B. Underline the correct alternatives.
Satellite TV: good or bad?
More and more people are watching satellite television. 1 *The main advantage/As well as* that is that you can choose exactly what you want to watch, and *2 in addition to this/however* you can watch programmes on other languages. 3 *However,/ Although* this means that whereas people used to talk about programmes with colleagues and friends, now they usually don't watch the same programmes. *4 On the other hand/And another thing,* there is too much choice. There are so many programmes from that people can't decide what to watch. 5 *This means that/As far as I'm concerned,* they watch too much television. 6 In my opinion/The problem is that, satellite television is a good thing, as it gives people more choice. *7 However,/In general,* people need to be careful that they choose their programmes carefully.

3 . A. Look at the task below and the notes a student has made. Tick the (+) advantages and cross (-) the disadvantages.

Discuss the advantages and disadvantages of studying English online, as opposed to in a classroom.

1. flexibility - can study where and when you want, don't have to travel to a school

2. lack of interaction with your teacher or students

3. more choice – can choose to skip parts of the course, focus on other parts

4. It problems – need to be confident with how the technology works, have good connection to the internet, etc.

5. discipline and time management – have to stay motivated

6. materials are technologically advanced – use a variety of multimedia materials

3. B. Look at the two plans, A and B, for the essay. Which is better? Why?

Plan A   Many people now study English online. There are lots of good materials on the internet for doing this. As the technology improves, more and more people will try online learning.

But the are some problems, too. Online learning is boring because you are on your own. It's difficult to be motivated.

My opinion – I have tried online materials and they are very good. But doing to a class is a better way to improve your English.

Plan B

Introduction:

Improvement in technology means many people are now choosing to study English online, not in classrooms.

Advantages:
- Increased flexibility
- Increased choice of materials

Disadvantages:
- Lack of interaction with your teacher or students
- Difficulty with motivation and discipline
- IT problems

Conclusion:

- Online courses offer students more choice and flexibility, but are more impersonal

- Language is about communication, so face-to-face interaction with people in a classroom is a better way to learn

- Online courses might be a good way to supplement your learning

- In conclusion, the ever growing availability of online learning has gained its popularity among the young adults for many years, which is perceived as beneficial by many people while others find it to be less effective.

4.C. Look at the essay one student wrote. They forgot to use any discourse markers to link their ideas. Rewrite the essay, including discourse markers from the box where you see an asterisk (*).

One of the main advantages is that   Another disadvantage is

The problem is that   However, (x2)   In my opinion, And another

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With the improvement in technology, many people are now choosing to study English online, rather than in the classroom. It's easy to see that there are many

Advantages to online courses. * There are also disadvantages.

* When you study online, you have increased flexibility to study when you want to and where you want to. You have an increased choice of the materials you want to study, because you can choose them yourself.

* When you study online, there is a lack of interaction with your teacher and students. * You might find it difficult to stay motivated and be disciplined with your studies. * You might experience computer problems, which make your study difficult.

* Online courses offer students mare choice and flexibility. * They more impersonal. As language is about communication, face to face interaction with people in a classroom is a better way to learn.

Discussion:

How has technology changed the way we communicate?

Model answer:

Technology pretty much has changed each and every aspect of our lives, but perhaps it is safe to say that it has changed the way we communicate with each other the most with the advent of the internet, mobile phones and smart gadgets. Technology has made communication really "personal" as we can see each other on live video while communicating, no matter where we live with the use of the internet.

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9. Recent development in IT

✓ **Improvements in IT**
✓ **Modal verbs**

Improvements in IT

1. Study these predictions of developments in Information technology from 2000. Which, if any, have come true? How likely are the others to come true? Give reasons for your decisions and compare answers with your partner

Direct links between brain and computer 2030

Hydraulic chair for VR games 2003

Computers built into clothes 2005

Personal wearable health monitor 2005

Robotic pets 2010

Artificial brain implants 2025

Robotic devices within the blood vessel

Electronic humans 2100

Firefighting robots that can find and rescue people 2006

2. Study the texts on recent developments in IT, A, B, or C

A. License to chill

Barcodes in the packaging of groceries will soon be replaces with radio-frequency tags that can be read at a distance and with greater reliability. As well as indicating what the product is, the data in the tags will include additional information such as the 'best before' date and even nutritional data. Now, imagine that a fridge could read these tags and keep track of the items placed there.

If an item is about to exceed its 'use by' date, the fridge tells you, and you can either use it or throw or out. Fancy something different for dinner? No problem, ask the fridge to suggest some menus based on the ingredients it knows you have in stock. Or tell the fridge the menu you require and it will provide you with a shopping list of the items you don't have or order the items via email. This is the Screen fridge from Electrolux.

But why 'Screen fridge'? On the door is a touch-sensitive panel or screen that provides a means of communicating with the users. For many households, life revolves around the kitchen. This is the assumption Electrolux made in designing the Screen fridge. The same screen is a messaging centre. Since the fridge is equipped with a microphone, speaker and video-camera, you're not limited to textual information. The fridge is connected to the Internet so it can be used to send and receive email or you could surf the Web to find a new recipe.

Many people gave a TV in the kitchen, but if you already have a screen on the fridge, why clutter up the work surface with a TV? Call the Screen fridge's TV mode and watch your favourite program on the fridge. The Screen fridge can be interfaced to a surveillance camera to check out visitors or to keep an eye on the children.

Finally, the Screen fridge can perform some of the household management tasks normally associated with a PC. For example, it has a diary, address pad and a notepad.

B . Dawn of the cyberbabes

Stratumsoft are developing the first electronic virtual assistant, or EVA. If EVA's live up to the developers' claims, they could provide the illusion of personal service without the cost. Call centres, online

advertisers and Internet service providers are among the initial targets. Eighty per cent of call centre requests could, Stratum soft argues, be dealt with by an EVA. E-commerce is another application. 'The best experience you can have as a shopper is personal contact, and EVA is designed to give that', says Stratumsoft's director of marketing.

The technology behind EVA combines two global trends in website design. One, developed out of the computer animation and gaming industry, is the ability to give Web images the impression of three dimensions. The other is the use of dynamic database skills and artificial intelligence-style searching to retrieve information from data banks.

Each EVA can be programmed with information such as a product catalogue, answers to frequently asked questions or an online encyclopedia. It is also equipped with a search engine to interpret customer requests made in colloquial language. Queries are typed in and answered via on-screen text boxes.

If the EVA does not have an answer, it will interrogate the questioner, record the response, and add the answer to its database for future enquiries. EVA's are not fully animated to imitate human features but they can be programmed to gesture and imitate different moods. An EVA в run via a Java applet - a small, self-contained program coded to download on to any type of personal computer rather than being transmitted over the Internet.

C . Walking robot carries a person

The first walking robot capable of carrying a human was unveiled in Tokyo, Japan. Its creators at Waseda University in Tokyo and the robotics company Tsmuk hope their two-legged creature will one day enable wheelchair users to climb up and down and assist the movement of heavy goods over uneven ground.

The battery-powered robot, code-named WL16, is made of an aluminum chair mounted on two sets of telescopic poles. The poles are bolted to fiat plates which act as feet.

VVI.-16 uses 12 actuators to move forwards, backwards and sideways while carrying an adult weighing up to 60 kilograms. The robot can adjust its posture and walk smoothly even if the person it is carrying shifts in the chair. At present it can only step up or down a

few millimeters, but the team plans to make it capable of dealing with a normal flight of stairs.

'I believe this biped robot, which I prefer to call a two-legged walking chair rather than a wheelchair, will eventually enable people to go up and down the stairs,' said Atsuo Takanishi from Waseda University.

Tsmuk chief executive Yoichi Takamoto argues that multi-legged robots will be more useful than so-called 'caterpillar models' for moving over uneven ground.

WL-16's normal walking stride measures 30 centimetres and it can stretch its legs to 136 cm apart. The prototype is radio-controlled, but the research team plans to equip it with a joy stick-like controller for the user in future. Takamoto says it will take 'at least two years' to develop the WL-16 into a working model.

2. Work in group of three, A, B, and C. Play these roles in rotation : *Speaker, Reporter and Judge.*

The Speaker explains the main points of one text using only their notes.

The Reporter listens students carefully and reports back to the Speaker a summary of the main point.

The Judge listens carefully both Speaker and Reporter and points out any mistakes, main points omitted or addition the Reporter has made.

Repeat this activity until you have played all three roles and all of you texts have been covered.

3 . List three predictions, if any, in the article you have read. Have any of them already taken place since the article was written? How likely are the others to happen in the near future? Discuss your answer with others.

Text	Predictions

Modal verbs (ability): can, could, be able to
1. Study these ways to describe ability:
1. Swarming robots **can** work together to perform searches.
2. Washing machines **will be able to** report any breakdowns for repair.
3. Imagine **being able to** send music files to you MP3 player without a wire connection.
4. Professor Warwick had a chip fitted into his arm which **could** activate sensors in doors and computers as he approached.

We use *can and be able to,* to describe ability in the present but can is more common. We use *could* for general abilities in the past but *was/were able to* describe any ability on a specific occasion. This table summarises their uses:

Ability

Present be able to	can
Future will be able to	-
Present perfect have/has been able to	-
-ing form being able to	-
Past(specific action) was/were able to	-
Past (general and with verbs of sensation) -	could

For the past for negatives and questions both verbs are possible. For example:
Early computers could not/were not able to operate at high speed.
Could they/were they able to store much data?

4 . **Complete the blanks in this text using correct form of can or be able to. In some cases there is more than one possible answer.**

1 Imagine _____ open doors and switch on computers as you approach them.

2. Professor Warwick _____ because he had an electronic chip fitted into his arm for a month. 3 He _____ demonstrate to the press how computers would greet him with, "Good morning Professor Warwick" as walked past. Next he wants to record the signals from his brain to his arm to see if he 4 _____ program a computer to operate his arm. In the long term, this may help people who 5 _____ use their limbs. His wife too will have a chip implanted. They hope 6 _____ feed massages into each other's brains. According to the Professor, one day we 7 __ communicate directly with machines. If he is right, we 8 _____ drive a car from the passenger seat and we 9_____ operate a computer without using a mouse or keyboard. However, there is also the alarming prospect that someone 10 _____ hack into your brain.

Tips!

Verbs *can, could, may, might, will, would, must, shall, should, ought to* are called **modal verbs**.

They are different from normal verbs:

1. We do not add '*s*' to them in the third person singular. *(She can do it. He might join us today)*

2. We make questions with them by using inversion. *(He could do there. Could he go there?)*

3. Modal verbs are always followed by the infinitive of another verb without '*to*'.

Modal verbs can be used to:

a) Talk about something we're sure/unsure of. *(It **can't** be this expensive! It **must** be very cold outside today)*

b) Talk about our abilities or skills. *(**I can't** swim. She **can** play basketball very well)*

c) Give advice or say if something is necessary/unnecessary. *(We **must** eat healthy food. He **should** stop smoking)*

d) Ask for the permission. *(**May I** borrow your pen, please?)*

e) Talk about habits or thing we usually do/did. *(When we were kids, we **would** always play football during summer)*

Additional reading materials
Mobile phone

A **mobile phone** (also known as a **wireless phone**, **cell phone**, or **cellular telephone**) is a small portable radio telephone. The mobile phone can be used to communicate over long distances without wires. It works by communicating with a nearby base station (also called a "cell site") which connects it to the main phone network. When moving, if the mobile phone gets too far away from the cell it is connected to, that cell sends a message to another cell to tell the new cell to take over the call. This is called a "hand off," and the call continues with the new cell the phone is connected to. The hand-off is done so well and carefully that the user will usually never even know that the call was transferred to another cell. As mobile phones became more popular, they began to cost less money, and more people could afford them. Monthly plans became available for rates as low as US$30 or US$40 a month. Cell phones have become so cheap to own that they have mostly replaced pay phones and phone booths except for urban areas with many people. In the 21st century, a new type of mobile phone, called smartphones, have become popular. Now, more people are using smartphones than the old kind of mobile phone, which are called feature phones.

Let's find out the history of the phone.

In1947 was created a hybrid of radio and telephone. In the car there is a radio station that transmitted the signal to the PBX. To connect with the phone, had to call the telephone exchange and say the number of the phone installed in the car. For audio used the button during the conversation held. And to hear the answer, she was released.

In mid-2008, Google announces the opening of Android source code. 6 March 1983 was released the first commercial cell phone. For the implementation of this phone has spent about $100 million the

Weight was 794 grams. Battery charge enough for an hour of conversation and in standby mode for 8 hours.

Today, almost all touch phones. Nokia is the creator of the first touchscreen phone. In mid-2007, Apple released a iPhone

«+» Of mobile phone
- You can call anywhere at any time.
- Long distances no longer hinder your communication.
- Mobile phone compact and convenient, it is always with you.
- comfortable.
- Help to learn new information.

«-» Of mobile phone
- Cause addiction
- After talking on a cell phone changes the electrical activity of the brain
- Contributes to the sleep disorder.
- virus of this century
- a lot of unnecessary information

Discussion:
Describe your first mobile phone. You should say:
1. How you where when you got it
2. When you bought it
3. Why you bought it and explain how you felt when you first got it.
Model answer:

I was about 16 when I got my first mobile phone. It was a Motorola Flip-phone. That was quite some time ago now. Mobile phones were much more basic then and very different from the smartphones we have nowadays. Actually, I didn't buy it. It was a gift from my parents when I finished my exams at school. They bought it for me ….

Web Site

The World Wide Web (WWW) was created in 1990 by the British CERN physicist Tim Berners-Lee. On 30 April 1993, CERN announced that the World Wide Web would be free to use for anyone.

A website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.

A website may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site.

Websites can have many functions and can be used in various fashions; a website can be a personal website, a corporate website for a company, a government website, an organization website, etc. Websites are typically dedicated to a particular topic or purpose, ranging from entertainment and social networking to providing news and education. All publicly accessible websites collectively constitute the World Wide Web, while private websites, such as a company's website for its employees, are typically a part of an intranet.

Web pages, which are the building blocks of websites, are documents, typically composed in plain text interspersed with formatting instructions of Hypertext Markup Language (HTML, XHTML). They may incorporate elements from other websites with suitable markup anchors. Web pages are accessed and transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure, HTTPS) to provide security and privacy for the user. The user's application, often a web browser, renders the page content according to its HTML markup instructions onto a display terminal.

Task 1. Choose True, False or Not Given for the following statements.

1.The first WWW was created in 1990 by a Belarusian physicist

2.A website is a collection of related programs

3.The website can be accessed via the IP

4.Websites are only for a specific topic

5.Websites can be divided into two categories - static and interactive

6.Web pages are transported using the Hypertext Transfer Protocol

7.Web pages are written as plain text in HTML

8.Website data is stored on a MySQL database

Task 2. Tests. Choose one of the options A, B or C.

1.Who Created The World Wide Web?

A.Tim Cook

B.Tim Berners – Lee

C.CERN

2.Through what public Internet protocol network can a website be accessible?

A.CSS

B.PHP

C.IP

3.By what protocol of transfer of a hypertext the web pages are accessible and transported?

A.HTML

B.HTTP

C.MySQL

Discussion:

Describe a useful website you have visited and liked. You should say:

1. What the website was

2. How you found this website

3. What the website contains and explain why it is/was useful to you.

World Wide Web

The World Wide Web (abbreviated WWW or the Web) is an information space where documents and other web resources are identified by Uniform Resource Locators (URLs), interlinked by hypertext links, and accessible via the Internet. English scientist Tim Berners-Lee invented the World Wide Web in 1989. He wrote the first web browser in 1990 while employed at CERN in Switzerland. The browser was released outside CERN in 1991, first to other research institutions starting in January 1991 and to the general public on the Internet in August 1991.

The World Wide Web has been central to the development of the Information Age and is the primary tool billions of people use to interact on the Internet. Web pages are primarily text documents formatted and annotated with Hypertext Markup Language. In addition to formatted text, web pages may contain images, video, audio, and software components that are rendered in the user's web browser as coherent pages of multimedia content. Embedded hyperlinks permit users to navigate between web pages. Multiple web pages with a common theme, a common domain name, or both, make up a website.

Website content can largely be provided by the publisher, or interactively where users contribute content or the content depends upon the users or their actions. Websites may be mostly informative, primarily for entertainment, or largely for commercial, governmental, or non-governmental organizational purposes.

The terms Internet and World Wide Web are often used without much distinction. However, the two are not the same. The Internet is a global system of interconnected computer networks. In contrast, the World Wide Web is a global collection of documents and other resources, linked by hyperlinks and URIs. Web resources are usually accessed using HTTP, which is one of many Internet communication protocols. Viewing a web page on the World Wide Web normally begins either by typing the URL of the page into a web browser, or by following a hyperlink to that page or resource. The web browser then initiates a series of background communication messages to fetch and display the requested page. In the 1990s, using a browser to view web pages—and to move from one web page to another through

hyperlinks—came to be known as 'browsing,' 'web surfing' (after channel surfing), or 'navigating the Web'. Early studies of this new behaviour investigated user patterns in using web browsers. One study, for example, found five user patterns: exploratory surfing, window surfing, evolved surfing, bounded navigation and targeted navigation.

Task 1. Choose True, False or Not Given for the following statements.

1) The Internet arose in the 90s of the 20th century.

2) The first web browser scientist wrote in his homeland.

3) The first Internet was used for military purposes.

4) The public use of the Internet began in 1991.

5) In the web page you can put any text, image, video, audio and software components.

6) The content in the web page is open to everyone there is no personal data.

7) Web sites can have any goal.

8) Web resources are often accessed using HTTP.

9) In the 1991s, using a browser to view web pages—and to move from one web page to another through hyperlinks—came to be known as 'browsing,' 'web surfing.

Discussion:

1. Which websites are popular among your generation?

2. Is using the internet a social or solitary activity?

3. How has the internet changed social behaviour?

4. Should companies check job applicants' online profiles?

5. What will be the next big development online?

6. Do most people have a computer at home in your country?

7. Do you think all information on the internet is true?

8. How can people find reliable information on the internet?

9. How has the internet changed the way we live?

10. How has the internet changed the way we work?

Modern Technology

a. Modern technology is changing the way we live our lives. Clever gadgets make everyday activities easier and enable people to use their time effectively. But what impact will this change have in the future and is it really a positive thing? People are busier than ever

before. Technological advances mean that things are often possible with the touch of a button. A hundred years ago, however, things were very different. Everyday jobs, like doing the laundry, would take a whole day, and the telephone was a new invention! Nowadays, almost every household has a washing machine and a dishwasher, and there are more than 70 million mobile phones in use in the United Kingdom alone.

b. Research shows that around 28% of children in the UK are overweight or obese. Some people are concerned that this is because young people spend too much time online and not enough time socializing with their friends and playing outside. In the past, nearly all children walked to school because their parents didn't have a car. They didn't have all the luxuries that many children have now, so they used their imaginations and played outdoors in the fresh air.

c. Years ago, when people wanted to stay in touch with their friends and family, they wrote letters. These days, however, E-mail communication and social networking sites, such as Facebook, allow instant, free international communication.

d. Online banking and shopping make essential activities possible from the comfort of our own homes. But what effect will this have on town centers and shops? In some towns and cities, many shops are now empty, and a lot of people think this is because more and more people choose to use the Internet for shopping.

e. There are many benefits of using technology but we need to be responsible in the choices we make. Modern equipment is often very expensive and does not last a long time. It is important to consider how much we really need these things and the impact they have on our health, the environment and society.

Task 1. Match paragraphs a – e to the topic sentences below.
1. Our responsibility when choosing to use modern technology.
2. The impact of modern technology on everyday life over the past century.
3. How modern technology has changed communication.
4. The effect of modern technology on young people.
5. Modern technology in relation to shopping and retail.

Task 2. Reading Passage has five sections, A-E. Choose the correct heading for each section from the list of headings below.

1 **Section A**
2 **Section B**
3 **Section C**
4 **Section D**
5 **Section E**
Discussion:
1) Do you think most electronic devices are user-friendly?
2) Do you think parents should control what internet sites their teenagers use?

Mass Media

Everywhere, every day, exciting things are happening. Each day is filled with news. People learn news and views during reading newspapers and magazines, talking over the telephone or they are kept informed by watching TV or listening to the radio. The press, the radio and television play a big role in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views.

Mass media plays a very important role in organizing public opinion. Millions of people watch TV and read newspapers in their free time. Most of people can't do without a newspaper in the underground or during the lunch break. TV also dominates the life of the family most of the time. It is also a habit which impossible to resist. The radio is turned on most of the time, creating a permanent background noise. So Mass Media become a very important part of our life. Mass media denotes a section of the media specifically designed to reach a large audience. The term was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines. However, some forms of mass media such as books and manuscripts had already been in use for centuries.

Mass media can be used for various purposes: advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations, and political communication. Entertainment, traditionally through performances of acting, music, and sports, along with light reading. Since the late 20th century also through video and computer games. Journalism is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people. Those who practice journalism are known as journalists. Electronic media and print media include: Broadcasting, in the narrow sense, for radio and television. Many instances of various types of recorded discs or tapes. In the 20th century, these were mainly used for music. Video and computer uses followed. Film, most often used for entertainment, but also for documentaries.

The Internet, which has many uses and presents both opportunities and challenges. Examples can include Blogs and podcasts (such as news, music, pre-recorded speech, and video) Mobile phones, which can be used for rapid breaking news and short clips of entertainment like jokes, horoscopes, alerts, games, music, and advertising. Publishing, including electronic publishing Video games, which have developed into a mass form of media since cutting-edge devices such as the PlayStation 3, Xbox 360, and Wii broadened their use. Millions of copies of newspapers appear every day. Many people subscribe to two or more newspapers; others buy newspapers at the newsstands. Most newspapers contain news, detailed articles on home and international affairs, reviews of books, art and TV shows. Many of them also cover sports events. In the USA daily newspapers are published in 34 different languages. The Internet has recently become another important source of information. Its main advantage is that news appears on the screen as soon as things happen in real life and you don't have to wait for news time on TV.

TV is one of the best inventions the man ever made. We are really beginning to forget what the world was without TV. Everybody knows what a great force is TV in the world today. We become better informed by watching documentaries, science programs, discussions and political issues of the day. TV gives us opportunities to see the best actors, sport matches, to meet famous people. TV brings the world to our room. TV helps us to relax after a hard days work. Besides there is a considerable amount of TV programs (News, current affairs viewpoint. Musical Reviews, Sports Review, Travelers Clubs, Good Night Kids. etc) and they gather big audience. They provide useful topics for conversation, wise heated discussions. Current Affairs (Viewpoint, News) These programs deal with political and social problems of modern society. Their aim is to give an analyze of the problems and to show different viewpoints. They are concerned with the counties national events. They show meetings with famous political analysts, discussing the most topical political problems of today. To my mind we can't imagine our lives without mass media. It

is silly to avoid it as we can use its advantages. Though we should be careful and filter all information we get.

Task 1. Read the following sentences and circle TRUE or FALSE:

1) You will hardly find a newspaper which suits your interests. T F

2) The advantage of all the newspapers is that they are full of gossip about different celebrities and their private lives. T F

3) Television helps us to relax after a hard day's work and to escape from reality. T F

4) Some people become TV addicts and they won't give up TV for anything in the world. T F

5) Thanks to television children become more active and creative. T F

6) Programs about violence make people more sensitive. T F

7) The Internet is regarded as the latest addiction to trap thousands of people. T F

8) Some of the addicts are disabled people who are already hooked on computer games. T F

What Is an Email Used For?

There are several reasons so many people use email every day:

Speed: The speed at which an email can be sent and received is a huge benefit to most people. People can communicate in minutes or seconds from anywhere, whether it be within the same building or across the world.

Convenience: Emails are quicker in some instances than making a phone call, where you might be left on hold for an extended period of time or forced to engage in lengthy conversations. Instead, if you have a quick question for someone, sometimes it is easier to shoot off an email that can be answered at a speedy pace.

Attachments: It is simple to attach any file to an email message. It is just as easy to email a teacher your essay as it is to send someone a group of vacation pictures or email a spreadsheet to a coworker.

Accessibility: Email accounts are like large folders for not only private messages but also files and other important information. Good email clients make it easy to organize, archive, and search through your emails, so any information contained in an email is always readily accessible.

A Record: Email provides a record of a conversation that you do not have if communicating verbally. It is easy to print emails for hard copies or you can utilize your email provider's large storage space to keep everything online as long as you need to.

Unlimited space and time: Unlike texting, you have unlimited space to write as much as you want in an email. You can also spend as much time as you want to write an email, revising it as many times as you need to before sending it off.

Free communication: Unlike some forms of communication, like long distance calling and physical mail messages, most email providers give you free access to an email account. You can pick your own email address, send and receive all the electronic mail you want, and store everything online without ever paying a dime.

Security: Some email services are built specifically for privacy and security, so users can be confident that messages and files are hidden from everyone but the intended recipients.

Saying email addresses

When you say an email address:

remember that @ is pronounced 'at' and **.** is pronounced 'dot'. **reservations@beachhotelbern.com** is 'reservations at beach hotel bern dot com'

sometimes there is a **.** in the person's name. **jeffery.amherst@britishcouncil.org** is 'jeffery dot amherst at british council dot org'

_ in an email address is called 'underscore'. **teaching_ job@english_academy.id** is 'teaching underscore job at English underscore academy dot I D'.

Note that it is not necessary to use capital **J** and **A** in Jeffery Amherst's email address. People sometimes write email addresses with capital initial letters (Jeffery.Amherst@britishcouncil.org). Sometimes it is all in capitals (JEFFERY.AMHERST@BRITISHCOUNCIL.ORG). However, most people write email addresses without capital letters (jeffery.amherst@britishcouncil.org).

From:	anna@goodmail.com
To:	bernard@ciaociao.it
Cc:	carol@freemail.co.uk
Bcc:	dave@norsemail.no
Subject:	arriving in Rome

Hi Bernard
I'll be arriving in Rome just after midday tomorrow (Friday). You don't need to pick me up at the airport – I can get a taxi to the city centre.
See you soon!

A. Look at the email and answer the questions true or false.

1. The recipient is Anna.
2. The sender is Anna.

3. Bernard knows that Carol knows when Anna will be arriving in Rome.

4. Bernard knows that Dave knows when Anna will be arriving in Rome.

5. You can say that Anna Cc-ed her email to Carol.

6. You can say that Anna Bcc-ed her email to Dave.

7. The subject line is empty.

8. The style of the email is formal.

9. Cc stands for carbon copy and Bcc stands for blind carbon copy, but the full terms are almost never used.

10. Carbon copies were a method of making copies of documents typed on typewriters.

Discussion:

1. Is it common for you to email people?

Model answer: I tend to email my teacher mostly and there are a couple of other people who I occasionally reply to. My English teacher expects me to email my assignments to her, and that happens about once per week. So that's about it.

2. How soon do you answer your emails?

Model answer:

Well every weekday I check my messages at least once per day. If I see that it's an important email, I'll answer as soon as I can, usually within 24 hours. However, for other messages, it'll take longer. On weekends, I like to have one or two days off, so I rarely reply then.

3. Has an email ever made you happy?

Model answer:

Yes, around the holidays, I sometimes get emails from friends and family. They always make me delighted. But I think the most pleased I got was when I found out that I was accepted into a university program that I've always wanted to get in to. I couldn't stop jumping up and down all day after reading that message.

4. Do you like to get emails or texts?

Model answer:

Now that I've become accustomed to using apps on smart phones, I think that I enjoy texting more. That's how I usually communicate with friends, and I expect the same from them.

Computer devices

A **computer** is a device that can be instructed to carry out sequences of arithmetic or logical operations automatically via computer programming. Modern computers have the ability to follow generalized sets of operations, called *programs*. These programs enable computers to perform an extremely wide range of tasks.

Computers are used as control systems for a wide variety of industrial and consumer devices. This includes simple special purpose devices like microwave ovens and remote controls, factory devices such as industrial robots and computer-aided design, and also general purpose devices like personal computers and mobile devices such as smartphones. Early computers were only conceived as calculating devices. Since ancient times, simple manual devices like the abacus aided people in doing calculations. Early in the Industrial Revolution, some mechanical devices were built to automate long tedious tasks, such as guiding patterns for looms. More sophisticated

electrical machines did specialized analog calculations in the early 20th century. The first digital electronic calculating machines were developed during World War II. The speed, power, and versatility of computers have been increasing dramatically ever since then. Conventionally, a modern computer consists of at least one processing element, typically a central processing unit (CPU), and some form of memory. The processing element carries out arithmetic and logical operations, and a sequencing and control unit can change the order of operations in response to stored information. Peripheral devices include input devices (keyboards, mice, joystick, etc.), output devices (monitor screens, printers, etc.), and input/output devices that perform both functions (e.g., the 2000s-era touchscreen). Peripheral devices allow information to be retrieved from an external source and they enable the result of operations to be saved and retrieved.

What do we need to work with a computer?

1. Sistemny block - a box (body), which contains the modules, without which the computer does not turn on.

2. Hard disk or HDD is the custodian of important and interesting information, stored on it for a long time: photos, favorite cartoons, games.

3. CD-ROM - digital media for recording, reading data from a CD-disk.

4. DVD ROM - the device works with DVDs.

5.The processor is the control center of the system or its brain. From it go commands to different modules, it converts data, manages all elements of the computer.

6. Monitor allows us to see pictures on the screen, text.

7.Keyboard is necessary for entering text into the computer, controlling the game, etc.

8.Using the mouse, we control the movement of the cursor on the screen.

9.Sound speakers are necessary to watch movies, listen to songs and communicate.

10.USB-drives are used for transferring information from one device to another.

1. Choose the best verb.

1. To turn on the computer, _____ the "Start" button.

   a.touch   b.press   c.switch

2. The printer has _____ of ink.

   a.finished   b.ended   c.run out

3. Unfortunately, my scanner isn't _____ at the moment.

   a.working   b.going   c.doing

4. Please _____ the CD ROM.

   a.insert   b.introduce   c.inject

5. The projector isn't working because it isn't _____.

   a.plugged   b.plugged in   c.plugged into

6. The batteries in my digital camera are nearly dead.

   They need _____.

   a.to change   b.exchanging   c.changing

7. I have to _____ a computer screen for eight hours a day.

   a.see   b.look at   c.watch

8. Switch off your computer, and _____ it from the wall socket.

   a.de-plug   b.unplug   c.non-plug

9. I turned off the photocopier and _____ the plug.

   a.pulled out   b.extracted   c.took away

10. _____ any key to continue.

   a.Kick   b.Smash   c.Hit

2. Rearrange the letters to make things which can be part of workstation.

Tucmepor   computer_____
1. trirpen   _____
2. nasecnr   _____
3. kesd   _____
4. hacir   _____
5. nopelethe   _____

Printing

In computing, a **printer** is a peripheral device which makes a persistent human-readable representation of graphics or text on paper. The first computer printer designed was a mechanically driven apparatus by Charles Babbage for his difference engine in the 19th century; however, his mechanical printer design was not built until 2000. The first electronic printer was the EP-101, invented by Japanese company Epson and released in 1968. The first commercial printers generally used mechanisms from electric typewriters and Teletype machines. The demand for higher speed led to the development of new systems specifically for computer use. In the 1980s were daisy wheel systems similar to typewriters, line printers that produced similar output but at much higher speed, and dot matrix systems that could mix text and graphics but produced relatively low-quality output. The plotter was used for those requiring high quality line art like blueprints.

Types of printers

Printers can be divided into two main categories:

Impact Printers: It uses hammers or pins strike against a ribbon and paper to print the text. This mechanism is known as electro-mechanical mechanism. They are of two types.

⟹ Character Printer

⟹ Line Printer

Character Printer: It prints only one character at a time. It has relatively slower speed. e.g. Dot matrix printers.

Dot Matrix Printer: It prints characters as combination of dots. These have a matrix of pins on the print head of the printer which form the character. There is a carbon between the pins & the paper. The

words get printed on the paper when the pin strikes the carbon. There are generally 9 or 24 pins.

Line Printer The line printer is an impact computer printer that prints one entire line of text at a time. It is mostly associated with unit record equipment and the early days of digital computing, but the technology is still in use.

Non-Impact Printers: There printers use non-Impact technology such as ink-jet or laser technology. There printers provide better quality of output at higher speed. These printers are of two types:

Ink-Jet Printer: It prints characters by spraying patterns of ink on the paper from a nozzle or jet. It prints from nozzles having very fine holes, from which ink is pumped out to create various letters and shapes.

Laser Printer: It utilizes a laser beam to produce an image on a drum. The light of the laser alters the electrical charge on the drum wherever it hits. The drum is then rolled through a reservoir of toner, which is picked up by the charged portions of the drum. Finally, the toner is transferred to the paper through a combination of heat and pressure. They are much quieter than dot-matrix. They are also relatively fast. The speed of laser printers ranges from about 4 to 20 pages of text per minute (ppm).

1. Identify the following peripherals as INPUT device or OUTPUT device.

1. Monitor_____
2. Keyboard_____
3. Scanner_____
4. Laser Printer_____
5. Mouse_____
6. Speakers_____

Software

I) The term *software* is generally used for instructions that tell a computer what to do. Software comprises the entire set of programs, procedures, and routines associated with the operation of a computer system. The term was coined to differentiate these instructions from hardware – i.e., the physical components of a computer system. A set of instructions that directs a computer's hardware to perform a task is called a program, or software program.

II) The two main types of software are system software and application software. System software controls a computer's internal functioning, chiefly through an operating system, and also controls such peripherals as monitors, printers, and storage devices. Application software, by contrast, directs the computer to execute commands given by the user and may be said to include any program that processes data for a user. Application software thus includes word processors, spreadsheets, database management, inventory and payroll programs, and many other applications. A third software category is that of network software, which coordinates communication between the computers linked in a network.

III) Software is typically stored on an external long-term memory device, such as a hard drive or magnetic diskette. When the program is in use, the computer reads it from the storage device and temporarily places the instructions in random access memory (RAM). The process of storing and then performing the instructions is called running, or executing, a program. By contrast, software programs and procedures that are permanently stored in a computer's memory using a read-only memory (ROM) technology are called firmware, or hard software.

IV) Computer programs, the software that is becoming an ever-larger part of the computer system, are growing more and more complicated, requiring teams of programmers and years of effort to develop. As a consequence, a new sub discipline, software engineering, has arisen. The development of a large piece of software is perceived as an engineering task, to be approached with the same care as the construction of a skyscraper, for example, and with the same attention to cost, reliability, and maintain ability of the final product.

Task 1. Decide if the statement is true, false or there is no information in the text.

1. Software consists of programs, procedures, and the physical components of a computer system.

2. Network software is produced by multiple software houses.

3. Computer programs are getting simpler and quicker to develop.

4. Software engineering is a complicated, multiphase process.

Task 2. Answer these questions about the text.

1. What types of software do you know? Give examples of each type.

2. Where is software typically stored?

3. What are the phases of the software-engineering process?

A. Choose the correct word to fill the spaces.

1. Turn on your computer. It will usually take a few minutes to _____.

a.boot itself   b.boot up   c.get booted

2. Windows XP, Macintosh OSX and Linux are _____.
a.operating systems   b.operating tools
c.operators

3. On my computer, I have a picture of my cat as the _____.
a.desktop background   b.desktop picture   c.desktop scene

4. Microsoft Word, Adobe Acrobat and CorelDraw are programs or _____.

a.applicators   b.appliers   c.applications

5. To open Microsoft Word, click on the _____.
a.picture   b.symbol   c.icon

6. I keep all my digital photos in a _____ called "Photos".

a.folder   b.packet   c.box

7. Is it possible to open Microsoft Excel _____ in Word?
a.texts   b.files   c.pages

8. In Microsoft Word, to start typing a new letter, open a new _____.
a.document   b.page   c.paper

9. When you _____ a document, it's sent to the recycle bin.
a.destroy   b.erase   c.delete

10. Deleted documents stay in the recycle bin until you _____ it.
a.wash   b.empty   c.clean

11. In Windows, the icon is just a _____ to the application. If you delete the icon, the application will still be on your computer.
a.connector   b.shortcut   c.link

12. If the computer crashes, you can try pressing the _____ button.
a.restart   b.recommence   c.replay

13. When I've finished using my computer, I always _____.
a.close it down   b.shut it down   c.shut it off

14. If I leave my computer on without using it, after a while it goes int_____ mode.
a.stand down   b.waiting   c.stand by

A. Match the word processing tool with the task.

1. word count   **a.** produces form letters and address labels
2. spell checker   **b.** counts the number of words, lines and paragraphs

3. auto format   **c.** finds all instances of a word or phrases in a document

4. template   **d.** checks the text for spelling errors

5. find   **e.** automatically changes the styles of headings, lists etc.

6. replace   **f.** shows how a document has been altered

7. print preview   **g.** records a sequence of commands, and applies them when required

8. track changes   **h.** a pre-formatted blank document – just type your text into the fields

9. mail merge   **i.** shows how the document will look in print

10. macro   **j.** replaces words or phrases in a document with new text

Inside a computer

Computers can be complicated, delicate and even dangerous. But that doesn't stop us from wanting to know what's actually inside one. That's why we here at How Stuff Works have taken it upon ourselves to dismantle a perfectly innocent computer in the name of science. We chose an IBM laptop computer, which not only has all the standard components you'd find in most computers, but also arranges them together into a very compact configuration.

Keep in mind that while desktop computers are larger than laptops, the actual components inside the computers are pretty much the same. The parts might look a bit different -- there's no need to pack them in so tightly -- but they fulfill the same functions as the parts in a laptop computer. One other big difference is that many desktop computers allow users to swap out cards and components through computer card slots while many laptop computers have integrated cards that users can't swap out.

We've divided up the components into two main categories: the brains and the guts. The brains of the computer include all the elements that allow the computer to process data. The guts include all the other elements that make computers useful, but aren't directly involved in computing information.

A. Processors and memory.
Complete the sentences with the words in bold.

chips   dual   core   megabytes   megahertz motherboard   processor   speed   upgraded

The "brain" of a computer is the 1_____. Most of these are made by Intel and AMD, and are sometimes referred to as "2_____". The fastest processors are 3_____, which means that there are two processors working together. The 4_____ of a processor is measured in

5_____, which is usually written as MHz. A computer's memory is measured in 6_____. If a computer has 1,024 megabytes of memory, and the memory type is SDRAM, this is written as 1,024 MB SDRAM, and is pronounced "a thousand and twenty-four megabytes ess-dee-dram". The processor and memory modules are located on the 7_____. Changing a computer's processor is not generally practical, but the memory can usually be 8_____.

B. Power.
Translate and fill in the gaps.

disconnect	**fan**	**mains**
electricity		
overheating	**shock**	**spikes**
supply	**surge protector**	**transformer**

1. Laptops are powered by batteries or _____.
2. Mains electricity is converted to lower voltage by a_____.
3. A _____ protects electronic equipment from damage caused by power _____.

4. If you remove the cover from a computer, make sure you _____ the electricity _____. Otherwise, you may get an electric _____.

5. The computer is cooled by a _____. This prevents

Fill in the blanks with the vocabulary words from the box. Use each word only once.

information flash drive	CD	primary	DVD	secondary	
Windows	operating system	graphics	upgraded	user friendly	

1. _____ memory is stored on chips located on the motherboard.

2. _____ memory is stored on the hard drive.

3. A _____ can hold information greater than a CD or DVD.

4. A _____ usually holds up to 650 to 700 MB.

5. A _____ holds even more information at least 7 GB.

6. The purpose of storage in a computer is to hold _____ or data.

7. A computer that is easy to operate is called _____

8. _____ is the most common operating system for PCs.

9. Operating systems are constantly being _____ as technology advances.

10. A Graphical User Interface (GUI) uses _____ to help the user navigate within the computer system.

Interesting facts

1. The First Computer Weighed More Than 27 Tons

Her name was ENIAC, and she took up a modest 1800 square feet of space.

2. The First Computer Mouse was Made of Wood

Doug Engelbart invented it in 1964.

3.The First Known Computer Programmer was a Woman

Her name was [Ada Lovelace](), and she lived in England, where she worked as a mathematician and writer. She is famous for working on the "Analytical Engine."

4.The First Gigabyte Drive Cost $40,000

It was released in 1980 and weighed 550 lbs. How's that for a portable drive?

What is Graphic Design?

Graphic design is art with a purpose. It involves a creative and systematic plan to solve a problem or achieve certain objectives, with the use of images, symbols or even words. It is visual communication and the aesthetic expression of concepts and ideas using various graphic elements and tools.

Elements of Graphic Design

Graphic design can use image-based designs involving photos, illustrations, logos and symbols, type-based designs, or a combination of both techniques. These designs can include various combinations of the following elements.

Lines: Straight, curved, wavy, thick, thin - when it comes to lines, the possibilities are limitless. Lines allow designers to divide a space or separate content in a layout. They can also be used to guide the eyes of the viewer, or make other elements follow a strategic path for added find ability, to get the viewer easily from point A to point B.

Shapes: Shapes offer a variety of ways to fill spaces creatively, to support text and other forms of content, and to balance a design. Shapes can be created out of nothing, using white space to give a design structure and clarity.

Colour: Colour, or the absence of colour, is an important element of any design. With a solid understanding of colour theory, designers can amazingly influence a design and a brand, seamlessly integrating colour boldly or with brilliant subtlety.

Type: Type can transform a message from mere text to a work of art. Different fonts, combined with customized alignments, spacing,

size, and colour, can add power to the point you are communicating to the world.

Texture: Even a smooth and glossy advertisement can seem tangible with texture. It gives a sense of a tactile surface through its visual appearance and adds a sense of depth, enhanced by selection of appropriate paper and material.

Tools of Graphic Design

Professional designers possess a creative mind with an artistic inclination, and so much more. Keen observation skills and analytical thinking are essential tools for graphic design, before they dig into their physical tool kit and touch pen to paper or stylus to tablet. Designers employ a variety of methods to combine art and technology to communicate a particular message and create an impressive visual.

Sketchpads: A traditional tool used to sketch out ideas; it is the quickest way to jot down the rough designs, which designers can develop further using other tools and technologies.

Computers: Computers now occupy an essential place in every designer's tool kit. Hardware such as tablets allow designers to expand their creative freedom and maintain that sketchpad feel.

Software: Technology has opened new doors for realizing creative vision. Specialized software such as Illustrator and Photoshop can help to create illustrations, enhance photographs, stylize text, and synergize all of the pieces in incredible layouts.

1. **Choose the best words from each pair in bold.**

1. It's usually possible to 1 **import** / **introduce** Adobe PageMaker files into Adobe InDesign. The majority of graphic design applications can 2 **export** / **send off** documents as PDF files, or as HTML web pages.

2. This box has a black 3 **frame** / **outside**, also known as a "stroke". Inside the frame, the fill is a 4 **fade** / **gradient** from dark grey to light grey.

The difference between the two versions of "wave", is that 5 **curling** / **kerning** has been applied to the top version.

3. A frame, graphic or block of text is known as 6 **an object** / **a thing**. These are arranged in 7 **levels** / **layers** – the top layer 8 **overlaps** / **overruns** the layer below.

4. This image is 9 **blurred** / **soft** at the edges (see unit 1.6 for the original).

This 10 **result** / **effect** is also known as 11 **feathering** / **birding**.

5. 12 **Full bleed** / **total bleed** means that the page is printed right up to the edges – there are no white margins. The 13 **snail** / **slug** area is the area outside the area to be printed where instructions for the printer are written.

Presentation software
How to make a presentation?
1.Start by creating a new Spark Video project

Clicking the big plus button on web or in the iOS app will open a slide-based editor. No complicated timelines here! We suggest storyboarding out your video story within the app by selecting one of the preloaded story structures or creating your own by adding notes to slides, which will guide your creation. Each slide should represent just one point or thought.

2.Add media to the slides

Now it's time to add media to your slides. Choose between images, video clips, icons, or text. You can search for free photos or icons within the tool or use your own images or video clips. Add up to 30 seconds of video at a time to each slide. We recommend using short video clips or images to visually represent your message.

3.Select pre-designed layouts

Present your media in a variety of layouts by selecting one of the preloaded placements in the top left corner labeled "layouts."

4.Use text to communicate key information or calls to action

Text on screen makes sure those watching your video without the sound turned on get your full message. If you'd like to speak directly to your audience, simply record your voice by hitting the red button and speaking into your phone or computer.

5.Spice it up with a theme and soundtrack

Spark Video comes pre-loaded with themes that control the overall look and feel of your video. Themes power transitions between slides and the motion of elements. Simply tap the "Themes" category and choose from the unique themes. You can also add music by

uploading your own track or selecting one of the free songs in Spark Video.

6.Publish and share

Once you've finished the video, share it directly to your platform of choice, email the link, or save the video to your camera roll as an mp4.

1. In Microsoft PowerPoint, when creating a new presentation, you can choose between a blank presentation, a design template and the AutoContent _____.

a. witch   b. wizard   c. bogeyman

2. PowerPoint can be used to create presentation _____.

a. slideshows   b. picture shows   c. exhibitions

3. You can choose a _____ to move from one slide to another.

a. changing effect   b. moving effect   c. transition effect

4. You can include moving pictures in your presentation. These are called _____.

a. films   b. movies   c. animations

5. You can choose a _____ for your presentation.

a. colour pattern   b. colour arrangement   c. colour scheme

6. You can give your presentation over the internet as an _____.

a. online broadcast   b. online show   c. online spectacle

7. It's usually clearer to present statistics in the form of a table or _____.

a. chart   b. figure   c. track

8. If you wish, the software will help you _____ of your presentation.

a. practice the times   b. rehearses the timing   c. try out the times

9. You can choose to record the _____ on your computer…

a. narration   b. speaking   c. voice

10. …rather than giving it _____.

a. in real life   b. for real   c. live

Benefits & Risks of Artificial Intelligence

"Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before – as long as we manage to keep the technology beneficial."

Max Tegmark, President of the Future of Life Institute

What is AI?

From SIRI to self-driving cars, artificial intelligence (AI) is progressing rapidly. While science fiction often portrays AI as robots with human-like characteristics, AI can encompass anything from Google's search algorithms to IBM's Watson to autonomous weapons.

Artificial intelligence today is properly known as narrow AI (or weak AI), in that it is designed to perform a narrow task (e.g. only facial recognition or only internet searches or only driving a car). However, the long-term goal of many researchers is to create general AI (AGI or strong AI). While narrow AI may outperform humans at whatever its specific task is, like playing chess or solving equations, AGI would outperform humans at nearly every cognitive task.

Why research AI safety?

In the near term, the goal of keeping AI's impact on society beneficial motivates research in many areas, from economics and law to technical topics such as verification, validity, security and control. Whereas it may be little more than a minor nuisance if your laptop crashes or gets hacked, it becomes all the more important that an AI system does what you want it to do if it controls your car, your airplane, your pacemaker, your automated trading system or your power grid. Another short-term challenge is preventing a devastating arms race in lethal autonomous weapons.

In the long term, an important question is what will happen if the quest for strong AI succeeds and an AI system becomes better than humans at all cognitive tasks. As pointed out by I.J. Good in 1965, designing smarter AI systems is itself a cognitive task. Such a system could potentially undergo recursive self-improvement, triggering an intelligence explosion leaving human intellect far behind. By inventing revolutionary new technologies, such a superintelligence might help us eradicate war, disease, and poverty, and so the creation of strong AI might be the biggest event in human history. Some experts have expressed concern, though, that it might also be the last, unless we learn to align the goals of the AI with ours before it becomes super intelligent.

There are some who question whether strong AI will ever be achieved, and others who insist that the creation of super intelligent AI is guaranteed to be beneficial. At FLI we recognize both of these possibilities, but also recognize the potential for an artificial intelligence system to intentionally or unintentionally cause great harm. We believe research today will help us better prepare for and prevent such potentially negative consequences in the future, thus enjoying the benefits of AI while avoiding pitfalls.
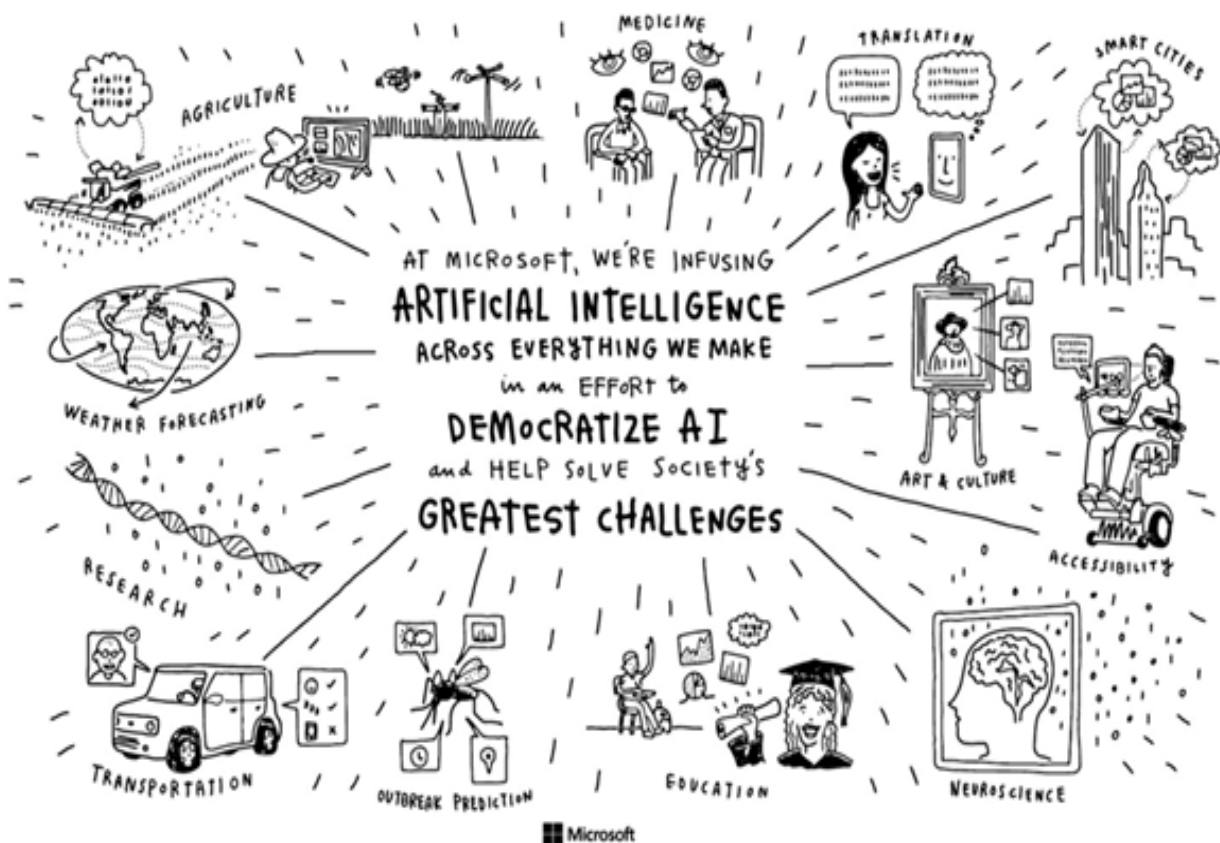
How can AI be dangerous?

Most researchers agree that a super intelligent AI is unlikely to exhibit human emotions like love or hate, and that there is no reason to expect AI to become intentionally benevolent or malevolent. Instead, when considering how AI might become a risk, experts think two scenarios most likely:

The AI is programmed to do something devastating: Autonomous weapons are artificial intelligence systems that are programmed to kill. In the hands of the wrong person, these weapons could easily cause mass casualties. Moreover, an AI arms race could inadvertently lead to an AI war that also results in mass casualties. To avoid being thwarted by the enemy, these weapons would be designed to be extremely difficult to simply "turn off," so humans could plausibly lose control of such a situation. This risk is one that's present even with narrow AI, but grows as levels of AI intelligence and autonomy increase.

The AI is programmed to do something beneficial, but it develops a destructive method for achieving its goal: This can happen whenever

we fail to fully align the AI's goals with ours, which is strikingly difficult. If you ask an obedient intelligent car to take you to the airport as fast as possible, it might get you there chased by helicopters and covered in vomit, doing not what you wanted but literally what you asked for. If a superintelligent system is tasked with a ambitious geoengineering project, it might wreak havoc with our ecosystem as a side effect, and view human attempts to stop it as a threat to be met.
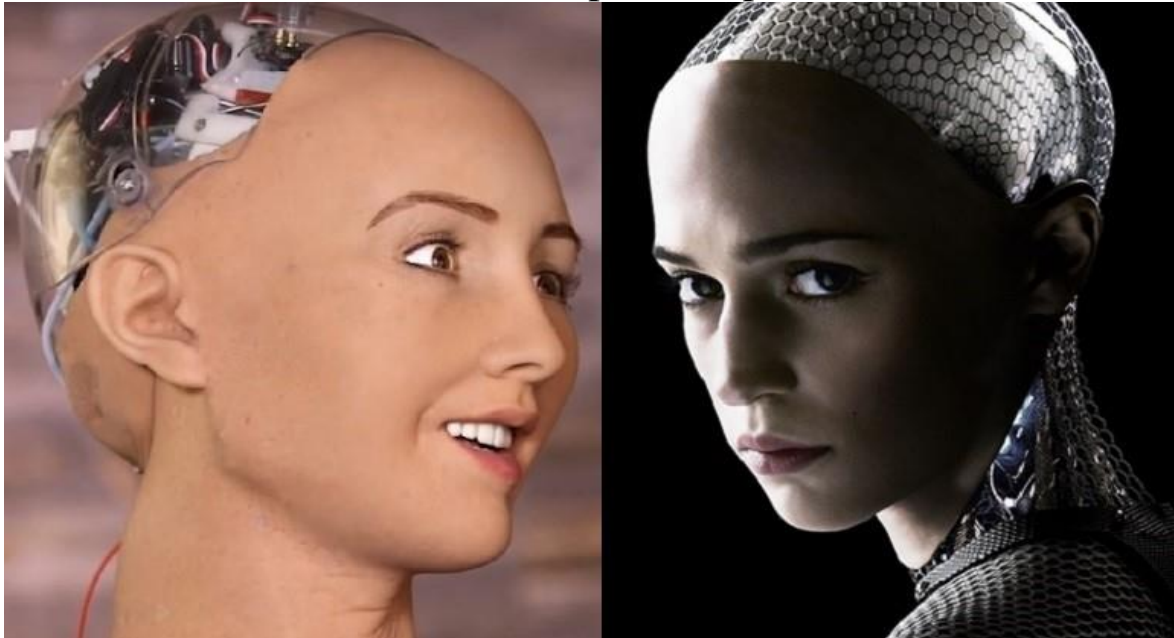
As these examples illustrate, the concern about advanced AI isn't malevolence but competence. A super-intelligent AI will be extremely good at accomplishing its goals, and if those goals aren't aligned with ours, we have a problem. You're probably not an evil ant-hater who steps on ants out of malice, but if you're in charge of a hydroelectric green energy project and there's an anthill in the region to be flooded, too bad for the ants. A key goal of AI safety research is to never place humanity in the position of those ants.

Why the recent interest in AI safety?
Stephen Hawking, Elon Musk, Steve Wozniak, Bill Gates, and many other big names in science and technology have recently expressed concern in the media and via open letters about the risks

posed by AI, joined by many leading AI researchers. Why is the subject suddenly in the headlines?

The idea that the quest for strong AI would ultimately succeed was long thought of as science fiction, centuries or more away. However, thanks to recent breakthroughs, many AI milestones, which experts viewed as decades away merely five years ago, have now been reached, making many experts take seriously the possibility of superintelligence in our lifetime. While some experts still guess that human-level AI is centuries away, most AI researches at the 2015 Puerto Rico Conference guessed that it would happen before 2060. Since it may take decades to complete the required safety research, it is prudent to start it now.
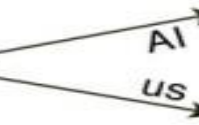
Because AI has the potential to become more intelligent than any human, we have no surefire way of predicting how it will behave. We can't use past technological developments as much of a basis because we've never created anything that has the ability to, wittingly or unwittingly, outsmart us. The best example of what we could face may be our own evolution. People now control the planet, not because we're the strongest, fastest or biggest, but because we're the smartest. If we're no longer the smartest, are we assured to remain in control?

FLI's position is that our civilization will flourish as long as we win the race between the growing power of technology and the wisdom with which we manage it. In the case of AI technology, FLI's position is that the best way to win that race is not to impede the former, but to accelerate the latter, by supporting AI safety research.

The Top Myths About Advanced AI

A captivating conversation is taking place about the future of artificial intelligence and what it will/should mean for humanity. There are fascinating controversies where the world's leading experts disagree, such as: AI's future impact on the job market; if/when human-level AI will be developed; whether this will lead to an intelligence explosion; and whether this is something we should welcome or fear. But there are also many examples of boring pseudo-controversies caused by people   and talking past each other. To help ourselves focus on the interesting controversies and open questions —

and not on the misunderstandings — let's clear up some of the most common myths.

Myth / Worry		Fact / Actual worry	
Myth: Superintelligence by 2100 is inevitable **Myth:** Superintelligence by 2100 is impossible		**Fact:** It may happen in decades, centuries or never: AI experts disagree & we simply don't know	
Myth: Only Luddites worry about AI		**Fact:** Many top AI researchers are concerned	
Mythical worry: AI turning evil **Mythical worry:** AI turning conscious		**Actual worry:** AI turning competent, with goals misaligned with ours	
Myth: Robots are the main concern		**Fact:** Misaligned intelligence is the main concern: it needs no body, only an internet conncetion	
Myth: AI can't control humans		**Fact:** Intelligence enables control: we control tigers by being smarter	
Myth: Machines can't have goals		**Fact:** A heat-seeking missile has a goal	
Mythical worry: Superintelligence is just years away	PANIC!	**Actual worry:** It's at least decades away, but it may take that long to make it safe	PLAN AHEAD!

Advertising

There is no doubt that we live in an over communicated society. Advertising as communication function was born thousands of years ago. These days it is increasingly invading public spaces. According to most experts, the average citizen of an urban center today is exposed to over 500 commercial messages a day. Some give even higher figures.

Advertising is defined as a paid, non-personal sales communication, directed at a large number of potential buyers. Throughout history, the purpose of advertising – to inform and persuade – has not changed. The two basic types of advertising are: product and institutional. Product advertising involves selling a good or service. Institutional advertising involves promoting a concept, idea, or philosophy, or the goodwill of an industry, company, organization, or government entity. With so many products from which we can choose (over 10,000 in the average supermarket), companies must often shout to be heard, and advertising is their megaphone. The fact is, to do its job, advertising must speak to people. It must be understandable and readable. Advertising research shows that people respond better to a down-to-earth, conversational tone than to a more dignified, formal one. Therefore, good copywriters develop a style that is descriptive, colorful, and even picturesque as well as warm, human, and personal. Because of the need for brevity, they try to use words that are simple, lively, and full of personality and to use punctuation to build a conversational tone rather than to construct purely grammatical sentences.

Advertisers like language that suggests:

· their product is of especially high quality;

· value for money;

· luxury and comfort;

· scientific backing for their product;

· their products make us more attractive.

The economic effect of advertising can be likened to the opening "break" shot in pool or billiards. The moment a company begins to advertise, a chain reaction of economic events takes place. Usually the extent of this chain reaction is very difficult to measure: but as in billiards, its scope is certainly related to the force of the shot.

Task 1. Agree or disagree with the following statements.

1. Advertising as a communication function was born in the 20th century.

2. Advertising is defined as a non-paid, personal sales communication, directed at a large number of potential buyers.

3. Since ancient times the purpose of advertising has remained the same.

4. The two basic types of advertising are: distributional and institutional.

5. Institutional advertising involves selling a good or service.

6. To do its job advertising must shout at people.

7. Because of most customers' illiteracy copywriters try to use words that are simple, lively, and full of personality.

8. Purely grammatical sentences are preferable in advertising messages.

9. Advertisers like language that suggests exclusiveness of their product.

10. The economic effect of advertising is related to its initial impact.

A. Match the browser toolbar button with the function.

1.Back   a. Shows a list of the websites you have visited recently.

2.Forward   b. Opens the media bar, accessing internet radio, music, video etc.

3.Stop   c. Displays the page you were on before.

4.Refresh1/ Reload   d. Shows the latest version of the page.

5.Home   e. Opens the search panel.

6.Search   f. Displays the page you were on before using the Back button.

7.Favourites/ Bookmarks   g. Displays the page you have set as your home page.

8.Media   h. Prints the current page.

9.History   i. Stops a page from downloading.

10.Mail j. Displays the web addresses you have chosen as your favourites.

11.Print   k. Shows email options.

B. Choose the most suitable words to complete these sentences.
1.A lot of cosmetics companies give away *leaflets/ commercials/ free samples* so that
customers can try the product before they buy.

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2.Advertising companies spend a lot of money on creating clever *slogans/ posters/ exhibitions* that are short and memorable, such as the message for Nike: 'Just do it'.

3. Celebrity *exhibition/ research/ endorsement is* a technique that is very popular in
advertising at the moment.

4.If news about a product comes to you by *word of mouth/ the press/ the Internet*,
someone tells you about it rather than you seeing an advert.

5.Many companies use post and electronic *slogans/ mailshots/ posters* because they
can target a particular group of consumers all at the same time.

Unit Vocabulary

The Meaning of the Digital Economy

English	Russian	Uzbek
Digital economy	цифровая экономика	рақамли иқтисодиёт
big data	большие данные	катта маълумотлар
digital communication	цифровая связь	рақамли алоқа
transparency	Прозрачность	шаффофлик
transactions	Сделки	битимлар
Ratio	Соотношение	нисбат
heavy Investment	крупная инвестиция	катта сармоя
tedious	Скучный	зерикарли
digitalization	Оцифровывания	рақамлаштириш
artificial Intelligence	искусственный интеллект	сунъий интеллект

E-commerce companies

Customer referral	рекомендация клиента	мижознинг тавсияси
ship products	отгружать товары	махсулотларни тушуриш
customer satisfaction	удовлетворение клиентов	мижозлар эхтиёжини қондириш
contribute	делать вклад	ҳисса қўшиш
collectibles	предметы коллекционирования	Коллекциялар
wholesale	оптовая продажа	улгуржи савдо
exchange products	обменивать товары	алмашинадиган махсулотлар
deal with complaints	рассматривать жалобы	шикоятларни кўриб чиқиш
relationship	отношение	муносабат

E-commerce features

Feature	особенность	хусусият
account	учётная запись	ҳисоб қайдномаси
shopping cart	корзина	харид савати
credit card	кредитная карта	кредит картаси
the item(s)	предметы	буюмлар
tutorials	пособия	дарсликлар
electronic cheques	электронные чеки	электрон чеклар
interface	взаимосвязь	муносабатлар
reliable	надёжный	ишончли
infrastructure	инфраструктура	инфратузилма
attract	привлекать	жалб қилмок

Transaction security

Juggling users	управлять потребителями	истеъмолчиларни бошқариш
Alert	тревога	огохлантириш
notifies	уведомлять	хабар бериш
keep tabs on	следить за (вести учет)	кузатиш
monitor	показать (наблюдать)	кўрсатиш (кузатиш)
to spot	обнаруживать	аниқлаш
encrypted	зашифрованный	шифрланган
authentication	идентификация	идентификация қилиш
backup	поддержка	қўллаб қувватлаш
confirmation	подтверждение	тасдиқлаш

Computer hardware

Commercial	коммерческая	савдо
eventually	в конце концов	охир оқибат
requirement	требование	талаб

guidelines	методические рекомендации	кўрсатмалар
variety	разнообразие	турли хил
simultaneously	одновременно	бир вақтни ўзида
increasingly	все больше и больше	борган сари кўпроқ
device	устройство	қурилма
capability	возможность	имконият
sophisticated	утонченный	мураккаб
desktop printers	настольные принтеры	стол принтерлари

Computer software

An artistic inclination	художественная склонность	бадиий мойиллик
applications	приложения	иловалар
customized alignments	индивидуальные выравнивания	мослаштирилган хизалар
spacing	расстояние	Оралиқ
application software	прикладное программное обеспечение	дастурий таъминот
Correction	исправление	Тузатиш
compression	компрессия	Сикиш
dubbing options	варианты перезаписи	кайта ёзиш имкониялари
efficient	эффективный	самарали
image	изображение	расм

Working with computers

Predict	предсказать	башорат қилиш
creating	создание	яратиш
troubleshooting	устранение неполадок	носозликларни тузатиш
device	устройство	қурилма
inserting	вставка	киритмоқ
sequence	последовательность	кетма – кетлик
computation	вычисление	хисоблаш
impact	влияние	таъсир
entirely	полностью	бутунлай
carry out	выполнять	амалга оширмоқ

Computer usage

Viruses	вирусы	вируслар
Computer hangs	компьютер зависает	компьютер иш фаолиятини секинлашиши
computer crashes	сбой компьютера	компьютернинг ишдан чикиши
flash memory key	ключ флэш-памяти	флэш хотира калити
keyboard	клавиатура	клавиатура
cache	кэш	кэш
inputs	ввод	киритиш
output	выход	чиқиш
Update	обновить	янгилаш
Unplug	отсоединять	ажратмоқ

Databases

Store	накопитель	сақлаш қурилмаси
access	доступ	кириш
column	столбец	устун
Row	ряд	қатор

Field	сфера	соха
databases	база данных	маълумотлар базаси
Data coding	кодирование данных	маълумотларни кодлаш

Data processing

data collection	сбор данных	маълумотларни йигиш
data entry	ввод данных	маълумотларни киритиш
data sorting	сортировка данных -	маълумотларни саралаш
data tabulation	табуляция данных	маълумотлар ёрлиги
data validation-	проверка данных	маълумотларни текшириш
flash drive	флэш диск	флэшка
magnetic	притягательный	ўзига тортадиган
offsite	за пределами площадки	сайтдан ташқарида
emerging	новый (новый веб сайт)	янги

Database system benefits

Manipulate	Управлять	Бошкармоқ
Retrieve	извлекать	олиш
Remote data	удаленные данные	ўчирилган маълумотлар

Security solutions

Threat	Угроза	Тахдид
Vulnerability	уязвимость	заифлик
Breach	нарушение	бузилиш
Malware	вредоносная программа	зарарли дастур
malicious software	вредоносное программное	зарарли дастурий таъминот

	обеспечение	
intrusive program code	интрузивный программный код	зарали дастур коди
Adware	рекламная программа	реклама дастури
browser hijacker	взломщик браузера	браузер бузиш

Workstation health and safety

Disconnect	разъединять	узмоқ
unauthorized	неавторизованный	рухсатсиз
transfer	передача	маълумотларни узатиш
install	устанавливать	ўрнатиш
follow	следовать	эргашмок
notify	уведомлять	хабар бериш
report	доклад	хисобот

Websites

Offer	предложение	таклиф
promote	способствовать	хисса кушмок
behaviors	поведения	хулк –атвор
entire	весь	бутун
exactly	точно	аниқ
after that	после которой	шундан кегин
finally	окончательно	охир –окибат
easy-to-use	простота в использовании	фойдаланиш қулайлиги
reliable	надежный	ишончли
informative	информативный	информацион
resources	ресурсы	ресурслар
interesting	интересный	қизикарли

Network systems

LAN (Local Area Network)	LAN (Локальная сеть)	LAN(махаллий тармоқ)
PAN (Personal	PAN	PAN (Шахсий

Area Network)	(Персональная сеть) Персональная сеть — это сеть, построенная «вокруг» человека. PAN представляет собой компьютерную сеть, которая используется для передачи данных между устройствами, такими как компьютеры, телефоны, планшеты и персональные карманные компьютеры.	тармоқ) – бу инсоннинг " атрофида" курилган тармоқ. PAN – бу компьютерлар, телефонлар, планшетлар ва шахсий компьютерлар каби курилмалар ўртасида маълумаотларни узатиш учун ишлатиладиган компьютер тармоғи.
MAN (Metropolitan Area Network)	MAN (Столичная сеть) Городская вычислительная сеть объединяет компьютеры в пределах города, представляет собой сеть, по размерам меньшую, чем WAN, но большую, чем LAN.	МАН (Metropolitan Apea Network) шаҳар ичидаги компютерларни бирлаштирувчи тармоқ, бу WAH дан кичик, лекин LAN дан катта бўлган тармоқдир.
WAN (Wide Area Network)	WAN (Широкомасштабная сеть)	(Кенг кўламли тармоқ)
equipment	оборудование	ускуналар
set up	устанавливать	ўрнатиш
announce	объявлять	эълон қилмоқ
render	возмещение	қопламоқ
interconnected	взаимосвязанный	ўзаро боғлиқлик

target	мишень, цель	Мақсад
interact	взаимодействовать	ўзаро таъсир

Information

workplace	рабочее место	иш жойи
downsizing	уменьшение размеров	ҳажмини камайтириш
workshop	семинар	амалиёт
advance	улучшение	Такомиллаштириш
upgrade	повышать качество	сифатини яхшилаш
promote	продвигать	тарғиб қилиш
crashing	Крах	авария
collapsing	рушится	қулаб тушиш
dial a number	набрать номер	рақам териш
put on hold	на удержание	телефонда куттириш (иккинчи линияга қуйиш)
get through to	дозвониться	қўнгирок қилиб тушмоқ
take a call	ответить на звонок	қўнғироққа жавоб бериш
leave a message	оставить сообщение	хабар қолдириш
get back to	возвращаться	орқага қайтиш
hang up	вешать трубку	гўшакни қуйиш

Computer devices

instruct	инструктировать	Кўрсатма бермоқ
follow	следовать	Амал қилиш
carry out	осуществлять	Амалга оширмоқ
loom	ткацкий станок	таёқ

include	включают	Ичига олмоқ
allow	разрешать	Рухсат бериш
enable	включить	ёқинг
Peripheral	периферический	Атроф мухит
tedious	утомительный	зерикарли

Printing

representation	представление	вакиллик
engine	двигатель	восита
demand	потребность	талаб
daisy	маргаритка	daisy
pressure	давление	босим
matrix	матрица	матриса
low-quality	низкое качество	Паст сифатли
plotter	плоттер	plotter
similar	сходный	ўхшаш
pick up	забрать	олиш

Mobile phone

Wires	провода	симлар
Available	имеется в наличии	мавжуд
Transfer	перечислить	ўтказиш
Exchange	обмен	алмаштириш
Install	устанавливать	ўрнатиш
Source	источник	манба
Announces	объявляет	Эълон қилиш
Implementation	реализация	Амалга ошириш
Conversation	разговор	сухбат
Standby	ожидание	кутиш

Presentation Software

Complicated timelines	Сложные сроки	Мураккаб вақт жадваллари
Pre-loaded	Предварительно загруженная	Олдиндан юкланган
By hitting	Нажав	босим
Preloaded story	Предварительно загруженная история	Олдиндан юкланган хикоя
Share it directly	Поделитесь этим напрямую	Тўғридан тўғри бахам кўринг
One point	Один пункт	Бир нуқта
Themes power transitions	Темы силовых переходов	Мавзуларнинг кучланиши
Red button	Красная кнопка	Қизил тугма
By uploading	Загружая	Юклаш орқали
Icons	Иконки	белгилар

Answer Keys

Unit 1: E-commerce companies
Vocabulary: Ex 1.
1. customer satisfaction
2. repeat business
3. delivery date
4. ship products
5. deal with complaints
6. exchange products
7. returning customers
8. customer referral

E-commerce features
Vocabulary: Ex 1.
1. F
2. B
3. D
4. A
5. E
6. C

Transaction security
Reading: Ex 1.
1. completes
2. First
3. web
4. payment
5. gateway.
6. bank
7. rejection
8. confirmation
9. customer
10. accounts

Unit 2: Computer Hardware
Vocabulary: Ex 3.
1. Laptop
2. Bigger
3. Better
4. Smaller
5. Lighter
6. Cheaper

Computer software
Language work: Ex 5.
1. The best
2. Correction
3. Fastest
4. The best
5. Effect
6. The best
7. Burning
8. The most
9. Compression

Unit 3 Database
Reading: Ex 1.
1. could
2. problem
3. information
4. get
5. password
6. remember
7. field
8. column
9. on
Data processing
Vocabulary: Ex 1
A- data collection
B- data coding

C- data validation
D- data entry
E- data sorting
F - data tabulation
Ex 2
1. Between
2. For
3. About
4. At
5. Of
6. From
7. Into
8. In
Ex 3
A -usb flash drive
B - hard disk
C- External hard drive
D -Server
E -the Internet
F- mp3 player

Reading: Ex 1
2. contents
3. emerging
4. cloud
5. loss
6. theft
7. encrypt
8. security

Database system benefits
Vocabulary: Ex 1
1. C
2. F
3. A
4. E

5. B
6. H
7. D
8. G

Language work: Ex 1

1. b)
2. e)
3. d)
4. a)
5. c)
6. g)
7. h)
8. f)

Ex 2

1. You should always accept
2. That sounds like a good idea but
3. Could write
4. Good idea
5. Shall we do it now
6. Let's start
7. Shall we?
8. Could do

Writing

1. if I were you I tell her exactly > *If I were you I'd tell her exactly*
2. hopefully she will listen > *hopefully she would listen*
3. you could trying asking her > *you could try to ask her*
4. She should to talk to him > *She should / she'd better talk to him*
5. perhaps you should to try to talk to your son-in-law yourself > *perhaps you should try to talk to your son-in-law yourself*

6. You should being happy that your daughter > *You should be happy that your daughter*

Unit 4: Security solutions
Reading: Ex. 1
1. virus
2. Spyware
3. Worm
4. hacker
5. browser hijacker
6. malware attack
7. adware
8. Trojan

Vocabulary:Ex. 1
1. e
2. a
3. c
4. b
5. d

Workstation health and safety

Vocabulary: Ex. 1
1. e
2. d
3. c
4. b
5. a

Security procedures
Reading: **Ex. 1**
1. e

2. c
3. b
4. a
5. d

Vocabulary: Ex. 1
1. d
2. b
3. e
4. c
5. f
6. a

Unit 5. Website purpose
Vocabulary: Ex. 1
1. read
2. offer
3. sell
4. promote
5. practise
6. share

Website analytics
Vocabulary: Ex. 1
1. e
2. b
3. a
4. c
5. d

Reading: **Ex. 1**
1. need
2. know
3. traffic
4. Could
5. When

6. afraid
7. exactly
8. number
9. can
10. much

Language work: Ex. 2
1. 120,000 = "one hundred and twenty thousand" or "a hundred and twenty thousand"
2. 342,876,288 = "three hundred and forty-two million, eight hundred and seventy-six thousand, two hundred and eighty-eight"
3. 12,073 = "twelve thousand and seventy-three"

Website development
Reading: Ex. 1
1. First
2. Secondly
3. Thirdly
4. Next
5. Then
6. After that
7. Finally

Unit 6: Types of network
Vocabulary: Ex. 1
1. should
2. LAN
3. equipment
4. WAN
5. recommend
6. remote
7. VPN
8. Internet

Networking hardware
Vocabulary: Ex. 1
1. a modem -   **d)** modulates and demodulates the data into a digital or an analog signal

2. a repeater - **f)** sends the digital signal further on in the network

3. a bridge -   **g)** connects networks and sends packages of data between them

4. a router -   **h)** connects networks that use the same protocol

5. a gateway - **a)** is an entrance to another network

6. a switch -   **b)** channels incoming data but maintains the bandwidth speed

7. a hub -   **e)** channels incoming data but shares the bandwidth among the devices present on a network

8. a wireless access point -   **c)** allows wireless devices to connect to the network

Ex. 2
1. With
2. Over
3. To
4. Between
5. On

Reading: Ex. 1
1. speed
2. change
3. about
4. problem
5. devices
6. What
7. necessary
8. should
9. user

Language focus: Ex 1
1. CD-ROM   - Compact Disk Read only memory
2. RDRAM - Rambus Dynamic Random Access Memory
3. MB   - Megabyte
4. GHz - Gigahertz
5. AGP   - Advanced Graphics Port
6. SDRAM – Synchronous Dynamic Random Access Memory
7. SVGA

Talking about the past
Speaking: Ex: 1

1. B
2. D
3. A
4. C

Language work: Ex 1

1. Did she get; she just got
2. Did she make; she made
3. Did she take; she took; she wanted
4. Did she do; they went

Ex 2

1. Looked _t__	6. Posted __id__
2. Dreamed __d__	7. Replied _d___
3. Talked __t__	8. Wanted __id__
4. Asked __t__	9. Seemed __d__
5. Emailed __d__	10. Offered __d___

Ex 3
1. Were
2. Didn't like
3. Met

4. Did, meet
5. Met
6. Did, start
7. Started
8. Wasn't
9. contained
10. Did,make
11. Made
12. Didn't have
13. Was
14. Grew
15. Paid
16. Clicked
17. Did have
18. Had
19. Found
20. Introduced
Unit 7: IT solutions
Reading: Ex.1
A
Ex.2
1. D
2. A
3. C
4. B
Quiz time!
1. B
2. B
Information systems and communication
Language work: Ex 3
1. C
2. D
3. B
4. A

Vocabulary: Ex 1
1. Upgrade
2. Crashing
3. Went down
4. Deleted
5. Installed
6. Downloaded
7. Setting up
8. Enter

Ex 2
1. Software – **E.** computer programs
2. Hardware – **H.** electronic parts of a computer
3. Firmware – **D.** a set of instructions which form part of an electronic device and which allow it to communicate with a computer or with other electronic devices
4. Freeware – **A.** computer programs that you can often copy from the Internet and do not have to pay for
5. Shareware – **C.** computer programs that you are allowed to use for a short period before you decide whether or not to buy them
6. Adware – **B.** advertisement and marketing software
7. Spyware – **F.** a computer program that watches what people do with their computers, and then sends that information over the Internet
8. Malware – **G.** computer software that is designed to damage the way a computer works

Telephoning
Vocabulary: Ex 2
1. Customer satisfaction
2. Repeat business
3. Delivery date
4. Ship products
5. Deal with complaints
6. Exchange products
7. Returning customers
8. Customer referral

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Ex 3
1. Installation problems
2. A money-back guarantee
3. Shipped the wrong product

Reading: Ex 2
1. Connect
2. Dial a number
3. Take a call
4. Get through to
5. Get back to
6. Return a call
7. Hang up
8. Call back
9. Leave a massage
10. Put on hold

Unit 8. Technology
Reading: Ex 1
1. Technology
2. Expensive
3. Water
4. Books/reading/literature
Vocabulary
1 .
Energy : electricity, nuclear power, solar power,
Machines: motorbikes, washing machine, vacuum cleaner, commercials aeropslane
Medicine/science: antibiotics, vaccinations, genetic engineering, space travel
It (information technology): computer networks, communication satellites.
Ex 2 rules:
1 Adjectives with one syllable
comparatives: add <u>er</u>
superlatives: add <u>the est</u>

2 Adjectives with two syllables
comparatives: add <u>more +adjective</u>
superlatives: add <u>the most + adjective</u>
Ex. 3 Big. Small
Ex. 4.
1 quicker. 2 farther/further. 3 less confident. 4 the naughtiest. 5 easier. 6 bigger. 7 highest. 8 more difficult. 9 more dangerous. 10 the best

Ex/ 5
1 My brother is a bit taller than I am. 2 The journey to the coast took far longer than we had expected. 3 It's by far the most expensive restaurant. I've ever been to.

4. Your shoes are(very) similar to my shoes. 5 People here are lot healthier now that they have clean water.

Ex. 6
1. A lot easier
2. Much safer, far healthier
3. A lot quicker, the best
4. The cheapest, (the) most flexible
5. The most important
6. Much busier

Vocabulary

Ex. 2. answers : 1 F. 2 C. 3 E. 4 I. 5 B. 6 J. 7 G. 8 H. 9 D. 10 A.
Ex .3 answers:
1. Vaccination
2. Electricity
3. Nuclear power
4. Computer network
5. Antibiotics
6. Space travel
7. Motorbikes

4. answers:

1. Genetic engineering
2. Nuclear power
3. Antibiotics
4. Electricity
5. Space travel
6. Communication satellites
7. Solar power
8. Vaccination

Writing: An advantages and disadvantages essay: learn to use discourse markers

C. answers: a) 3. B) 4. C) 1. D) 2.

D. answers: 1) notes 2) logical order 3) beginning 4) examples 5) personal opinions.

2 A.

<u>Introduce advantages</u>

The most important advantage is……..

One of the main advantages ….

<u>introduce disadvantages</u>

The main disadvantage is ….

The problem is that …..

<u>contrasting ideas</u>

Although…..

However,…..

<u>additional reasons</u>

As well as that,…..

And another thing ….

In addition…

<u>Personal opinion conclusion</u>

In general,…

As far as I'm concerned,…..

In my opinion,….

2 B. answers :

1 . the main advantage, 2 in addition to this, 3 However, 4 On the other hand,   5 This means that, 6 In my opinion, 7 However

3. A. answers:
1 +, 2-, 3 +, 4 -, 5-, 6 +

B. answers:
Plan B is better because it is more clearly organized into advantages and disadvantages. The graphs are planned and there is an introduction and a conclusion.

4 **. C. answers**:
However, there are also disadvantages.
One of the main disadvantages is that when you study online, you …..
The problem is that when you study online, there is …students.
Another disadvantage is you might find it difficult … your studies.
And another thing, you might experience …
In my opinion, online courses offer students more choice and flexibility.
However, they are ….

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DIGITAL ECONOMICS

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