

## KEY NEW TECHNOLOGIES VOCAB

ENGLISH	FRENCH	SENTENCES
A paper feed problem		
A paper jam	Bourrage papier	
A power cable	Un cable d'alimentation	
A smart card reader	Un lecteur de carte a puce	
a software product / software	un logiciel	
Access points	Points d'accès	
Check-out routine, programme	Programme de mise au point	
Embedded system	Informatique embarquée	
Encryption	Encodage	
Hot key	Raccourci	
Incremental backups	Les sauvegardes incrémentielles	
Main frame, central processor	Processeur centram	
malware	les logiciels malveillants	
Network layer	Couche réseau	
Neural network	Réseau de neurones	
Operating system	Système d'exploitation	
Screenshot	Capture d'écran	
Software Engineering	Génie logiciel	
state of the art technology	technologie de pointe	
tablets, pads, hand-held PCs	Tablettes et PCs portables	
Tag	Marquage	
The boot sector is corrupted	Il y a un problème d'alimentation	
The default template	Format, gabarit par défaut	
The fuse has blown	Le fusible a sauté	
THE internet	internet	
The keyboard is unlocked	Le clavier est déverrouillé	
The main supply is off	Le courant est arrêté	
The system tray	la barre d'état système	
The toner cartridge has run out	Il n'y a plus de toner	
The vertical scroll bar	La barre de défilement vertical	
to assign	affectuer	
to attach a document	joindre un document	
To be automated	Etre automatisée	
to copy / paste	copier-coller	
to display	afficher	
to download / to upload	télécharger / mettre en ligne	
To hack into the system	Pirater le système	
To implement computer software	Mettre en place un logiciel	
to load	charger	
To locate a file	Trouver un dossier	
to plug in / to unplug	brancher / débrancher	
To re-initiate, to restart	Relancer	
To scroll up, to scroll down	Déplacer le curseur vers le haut...	
to send / forward / reply	envoyer / transférer / répondre	
to surf / to browse	surfer (sur le web)	
to upgrade / to enhance	améliorer / augmenter	
to zip	compresser	
Troubleshooting	Dépannage	
Two-sided / double-sided / twin-sided printing	Impression recto-verso	
Updating	Mise à jour	
Voice processing	Reconnaissance vocale	

**Whose side are you on?**

- a. What's your opinion of the main characters in "The Social Network" story : Mark Zuckerberg, Eduardo Saverin, the Winklevoss twins, Sean Parker, Erica Albright, Alice and Christy ? Do you like/dislike them? Sympathize with them? Admire them? Explain your views.
- b. What do you think of the outcome of the court cases? Fair or unfair? Why?

**Explain and comment on these extracts from film reviews:**

1. *It's hard work making a character you don't like into a character you don't like, but can still respect.*
2. *Perhaps we've become a world of Mark Zuckerbergs and it's clear that these filmmakers don't like it one bit.*
3. *Enormously entertaining, thought-provoking and fascinating despite a flawed, possibly biased screenplay.*
4. *The scariest screen villain since Psycho's Norman Bates!*
5. *"The Social Network" takes place in the recognizable here and now, though there are moments when it has the flavor of science fiction.*
6. *Although the names have remained the same, "The Social Network" is less of a biopic of the real Mr. Zuckerberg than a gloss on the boot-up, log-on, plug-in generation. You don't learn much about him other than the headlines.*
7. *It's an all-American, rise to power story, similar to dozens of films but without the finality of an ending.*

**Glossary**

**Flawed** : (adj) containing mistakes

**Biased** : (adj) having a particular interest in one thing more than others

**Villain** : (noun) the main bad character in a story

**A gloss (on something)** : (noun) a way of explaining something to make it seem more attractive or acceptable

**Now write your own review of the film.**

**Include the following:**

- A **brief** description of the setting and plot
- Your comments on particular aspects of the film such as the script, the direction, the acting, the pace...
- Your personal opinion of the film as a whole

**Approximate length: 500 words**

**Deadline : 3<sup>rd</sup> April at midday**

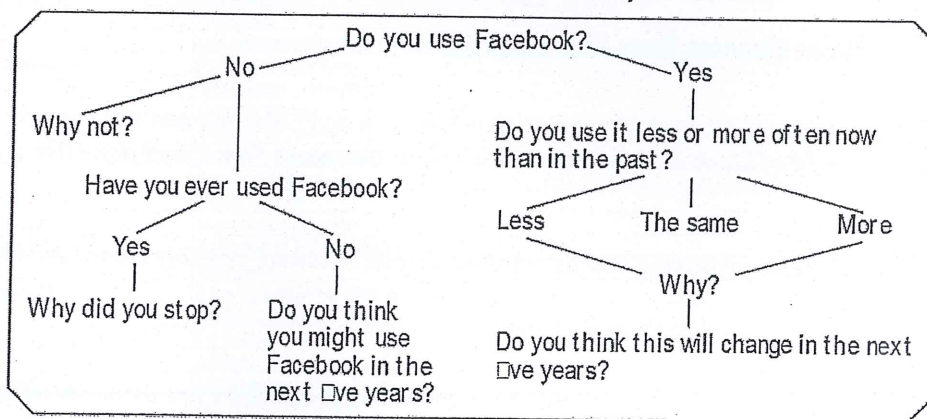
**NB : This piece of work will contribute to your continuous assessment mark. Please use your OWN WORDS, not a copy-and-paste collection of descriptions you have found on the Web!**

## Facebook deserted by millions of users

### Level 3 • Advanced

#### 1 Warmer

Mark your answers and add any necessary details. Then talk about your answers.



#### 2 Key words

Match these words from the article with their definitions below. Then find them in the article to read them in context.

##### a. verbs

compensate    decline    dwindle    interface    peak    sustain    top

1. reach the highest amount or level, before becoming lower \_\_\_\_\_
2. maintain \_\_\_\_\_
3. (2 meanings) become less or worse; say politely that you will not accept something or do something \_\_\_\_\_
4. be larger than a particular amount \_\_\_\_\_
5. be connected or joined to other things in a certain way \_\_\_\_\_
6. change or remove the bad result of something \_\_\_\_\_
7. become gradually less or smaller over a period of time until almost nothing remains \_\_\_\_\_

##### b. nouns (and one adjective)

algorithm    dominance    ings    initiatives    revenues    surges    wary

8. a situation in which one person or thing has more influence or power than any other \_\_\_\_\_
9. income from business activities \_\_\_\_\_
10. sudden increases in something such as price, value, or interest \_\_\_\_\_
11. a set of rules for solving problems or doing calculations, especially rules that a computer uses \_\_\_\_\_
12. collections of related data records \_\_\_\_\_
13. careful or nervous about something because you think it might cause a problem \_\_\_\_\_
14. important actions that are intended to solve a problem \_\_\_\_\_

- c. Which new verb might you not yet find in paper dictionaries?
- d. Which word in section b. is the adjective?

## Facebook deserted by millions of users

### Level 3 • Advanced

#### Facebook deserted by millions of users in biggest markets

Facebook's dominance in the social media world has come under threat from newer services such as Instagram and Path

Juliette Garside  
28 April, 2013

- 1 Facebook has lost millions of users per month in its biggest markets, independent data suggests, as alternative social networks attract the attention of those looking for fresh online playgrounds.
- 2 As Facebook prepares to update investors on its performance in the first three months of the year, with analysts forecasting revenues up 36% on last year, studies suggest that its expansion in the US, UK and other major European countries has peaked.
- 3 In the last month, the world's largest social network has lost 6m US visitors, a 4% fall, according to analysis firm Socialbakers. In the UK, 1.4m fewer users checked in in March, a fall of 4.5%. The declines are sustained. In the last six months, Facebook has lost nearly 9m monthly visitors in the US and 2m in the UK.
- 4 Users are also switching off in Canada, Spain, France, Germany and Japan, where Facebook has some of its biggest followings. A spokeswoman for Facebook declined to comment.
- 5 "The problem is that, in the US and UK, most people who want to sign up for Facebook have already done it," said new media specialist Ian Maude at Enders Analysis. "There is a boredom factor where people like to try something new. Is Facebook going to go the way of MySpace? The risk is relatively small, but that is not to say it isn't there."
- 6 Alternative social networks such as Instagram, the photo-sharing site that won 30m users in 18 months before Facebook acquired the business, have seen surges in popularity with younger age groups.
- 7 Path, the mobile phone-based social network founded by former Facebook employee Dave Morin, which restricts its users to 150 friends, is gaining 1m users a week. It has recently topped 9m users, with 500,000 Venezuelans downloading the app in a single weekend.
- 8 Facebook is still growing fast in South America. Monthly visitors in Brazil were up 6% in the last month to 70m, according to Socialbakers, whose information is used by Facebook advertisers. India has seen a 4% rise to 64m – still a fraction of the country's population, leaving room for further growth.
- 9 But in developed markets, other Facebook trackers are reporting declines. Analysts at Jefferies bank have developed an algorithm that interfaces directly with Facebook software and it "suggests user levels in [the first quarter] may have declined from peak".
- 10 Jefferies saw global numbers peak at 1.05bn a month in January, before falling by 20m in February. Numbers rose again in April. The network has now lost nearly 2m visitors in the UK since December, according to research firm Nielsen, with its 27m total flat on a year before.
- 11 The number of minutes Americans spend on Facebook appears to be falling, too. The total was 121 billion minutes in December 2012, but that fell to 115 billion minutes in February, according to comScore.
- 12 As Facebook itself has waned, the time spent on its pages from those sitting in front of personal computers is declining rapidly because we are switching our screen time to smartphones and tablets.
- 13 While smartphone minutes have doubled in a year, to 69 a month, that growth is not guaranteed to compensate for dwindling desktop usage.
- 14 Facebook is the most authoritative source on its own user numbers, and the firm will update investors on its performance for the quarter. Wall Street expects revenues of about \$1.44bn, up from \$1.06bn in 2012.
- 15 Shareholders will be particularly keen to learn how fast Facebook's mobile user base is growing, and whether advertising revenues are increasing at the same rate.
- 16 Mobile usage represented nearly a quarter of Facebook's advertising income at the end of 2012, and the network had 680m mobile users a month in December.
- 17 The company warned in recent stockmarket filings that it might be losing "younger users"

Adopt a mee

## Facebook deserted by millions of users

### Level 3 • Advanced

to "other products and services similar to, or as a substitute for, Facebook".

18 Wary of competition from services that were invented for the mobile phone rather than the PC, founder Mark Zuckerberg has recently driven through a series of new initiatives designed to appeal to smartphone

users. The most significant is Facebook Home, software that can be downloaded onto certain Android phones to feed news and photos from friends – and advertising – directly to the owner's locked home screen.

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### 3 Comprehension check

Answer these questions using information from the text.

1. In which markets is Facebook losing users? *UK*
2. Where is Facebook still growing? *USA*
3. Which other named social networking site lost many users?
4. Which other social networking sites have recently gained users?
5. Which new service has Facebook developed for users of smartphones?
6. Why did Facebook see a need for this new service?
7. Which (unwanted) extra will smartphone users of the new service see on their screens?

### 4 Describing trends and movements

- a. Go through the article and highlight all the verbs and nouns – in all their forms – that describe trends or movements in numbers or (users') interest. *At home*
- b. Which four words (in different forms) occur most often? *look*
- c. Use these four words or their derivatives to make sentences of your own to describe trends in a different context.

### 5 Discussion

Answer the questions and then use them as the basis for a discussion.

1. If you use Facebook, do you do so via the website on your PC or an app on your smartphone or tablet?  
Which method do you think is better and why?
2. Have you used Instagram or Path?  
How would you describe them to someone who doesn't know them?
3. Do you use any other social networking sites or apps?  
What appeals to you about them?

*Facebooker*



## Should networking sites be banned from work?

### Article A

#### Key words

Before you read the article, match the key words from the text with their meanings.

punished    poking    reputation    confidentiality    policies    banning    mainstream

1. saying officially that someone is not allowed to do something \_\_\_\_\_
2. plans or actions agreed on by a government, political party, business or other group \_\_\_\_\_
3. making contact with someone on a social networking site such as Facebook \_\_\_\_\_
4. made someone suffer because they did something against the company rules \_\_\_\_\_
5. considered ordinary or normal and accepted or used by most people \_\_\_\_\_
6. a situation in which important information must be kept secret \_\_\_\_\_
7. the opinion that people have about how good or how bad someone or something is \_\_\_\_\_

### Should networking sites be banned from work? by Vicki Sussens-Messerer

#### NO!

1 Millions of workers have now joined social networking sites, such as Facebook, Twitter and MySpace, where they conduct part of their private lives online. The number of people using these websites is growing at a huge rate. This creates some interesting problems for the world of work.

2 Rather than simply banning social networking sites at work, employers should make sure they have policies that cover their use, so that there are no unpleasant surprises for either employer or employee if things should go wrong.

3 While employers have the right to stop staff from using social networking sites at work, a total ban is an overreaction. Sensible employers should realize that their staff spend many of their waking hours at work and should be trusted to spend a few minutes of their lunch break "poking" their friends or making plans for outside work.

4 Employees are paid to do a job, and it is not acceptable for someone to spend hours on such networking sites when they should be working. However, policies that have been decided on together with staff can spell out what will, and what will not, be allowed. Few firms are clear about what they expect from employees who use social networking sites. A number of employers have punished staff for their online behaviour.

5 Work is a major part of our lives, and staff have always discussed aspects of their jobs in private with their friends and family. Now that networking of this type is more mainstream, many of these private conversations are written on the web and are potentially searchable by the public. Employers may have concerns about confidentiality or reputation damage, but in most cases they should not overreact by attempting to stop staff from using such tools to help organize their personal lives. Working together with staff and their unions to develop a sensible policy (for both online and offline private lives) would prevent problems from arising at all.

6 Cracking down on the use of new web tools is not a sensible solution to a problem that is only going to get bigger. It's unreasonable for employers to try to stop their personnel from having a life outside work, just because they can't get their heads around the technology.



**BRENDAN BARBER** is the general secretary of the national British trade-union organization TUC (Trades Union Congress), which is based in London.

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## Should networking sites be banned from work?

### Article B

#### Key words

Before you read the article, match the key words from the text with their meanings.

liable    regulated    misused    productivity    discrimination    chit-chat    abuse

- officially controlled by means of rules or regulations \_\_\_\_\_
- the use of something in a bad, dishonest or harmful way \_\_\_\_\_
- friendly conversation about things that are not very important \_\_\_\_\_
- the rate at which goods are produced, especially in relation to the time, money and workers needed to produce them \_\_\_\_\_
- used in the wrong way or for the wrong purpose \_\_\_\_\_
- legally responsible for something \_\_\_\_\_
- unfair treatment of someone, often because of that person's religion, race or sex \_\_\_\_\_

### Should networking sites be banned from work? by Vicki Sussens-Messerer

#### YES!

- Social networking sites are brilliant but, as the name suggests, only for social situations – not for work. Even in firms where they are regarded as useful tools to promote the business, their use often goes far beyond normal business communication.
- The growth of electronic communication such as email, mobile phones and the internet has greatly assisted business. However, their use in the workplace should be strictly regulated by employers to avoid abuse.
- An employee attends work to earn his or her salary. Their time at work should be spent dealing with the job requirements, which means giving their whole effort and attention to the job at hand. Work is not a place where money can be wasted on meaningless social chit-chat. This has no benefit to the employer and costs businesses millions of euros in lost productivity. Social networking sites should be reserved for one's free time, which is precisely what they were developed for.
- There is no such thing as a quick five minutes on a social networking site. By its nature, it draws one in. One can easily lose 40 minutes or even an hour while checking for emails and messages and following online friends, as well as replying to various messages.
- Employers should introduce a strict policy regarding the use of emails, the internet and personal phone calls. They

should spell out precisely what use, if any, is allowed and then monitor it by checking employees during their daily duties.

The risk to employers can be huge if emails, social networking sites and contact through the internet are misused by employees to the extent that employers could be indirectly liable for acts of discrimination.

The argument that personnel should be allowed to use these sites at work because they promote good relations between employer and employee does not hold water. The sad fact is that, with human nature being what it is, employees will always stretch to the limit any concession made by employers, so that even limited access will soon be misused because of the very structure of these sites. Facebook, for example, has games on its site, which can take up huge amounts of time – time that is being paid for by the employer.

The use of such networking sites in the workplace is an abuse of the employer/employee relationship, and it costs business a huge amount of money in wasted time and lost productivity.



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## Should networking sites be banned from work?

### 3 Exchanging information and discussion

In your original pairs or groups, exchange information about the articles by summarizing the reasons given by Barber and Mooney to support their opinions. Who do you think makes the best argument? Who do you personally agree with more?

### 4 Idiomatic language

Match the idiomatic phrases (1-8) with the explanations and meanings (a-h). Then find and highlight them in the article.

- |                                    |   |
|------------------------------------|---|
| 1. waking hours                    | a. to put limits on someone or something; to become strict about enforcing rules about someone or something |
| 2. spell out                       | b. to understand something  |
| 3. crack down on something         | c. if an opinion or a statement does not do this, it can be shown to be wrong                               |
| 4. get one's head around something | d. to attract you and hold your attention and make you want to spend time there                             |
| 5. the job at hand                 | e. to say or explain something very clearly   |
| 6. draw one in                     | f. to take people's tolerance and acceptance as far as you can  |
| 7. hold water                      | g. all the time that you are not asleep   |
| 8. stretch something to the limit  | h. the task that needs doing at that moment in time   |

### 5 Business scenario: An inter-departmental meeting

Your company is holding an inter-departmental meeting to discuss whether to allow employees access to networking sites during work hours. Read your role card and take five minutes to make additional notes before you start the meeting.

## Should networking sites be banned from work?

### Role cards: An inter-departmental meeting



<p><b>1. Chair / Chief Executive Officer (CEO)</b></p> <p>You may have an opinion of your own but your main task during the meeting is to remain neutral and keep order. You should also make sure everyone has the chance to voice their opinions.</p>	<p><b>2. Sales and Marketing Manager</b></p> <p>You think that social networking sites are great and are a fabulous promotional tool for your department.</p>
<p><b>3. Information Technology (IT) Manager</b></p> <p>You think social networking sites belong to daily life and are nothing more than a modern way of communication. Your only worry is that employees may accidentally download viruses, etc.</p>	<p><b>4. Head of Accounts</b></p> <p>You have been working at the company for 30 years. You strongly believe that employees should not be allowed to make personal phone calls or use social networking sites while they are in the office.</p>
<p><b>5. Human Resources (HR) Manager</b></p> <p>You are responsible for the many young trainees and apprentices. You know they go onto social networking sites during their work hours but it keeps them happy so you don't mind as long as they don't overdo it. Professionally, you also use social networking sites to get background information on potential new employees.</p>	<p><b>6. Research and Development (R&amp;D) Manager</b></p> <p>You use social networking sites all the time as they are a great way of finding out what other companies are planning to do. You think everyone in your department should have unlimited access to the sites during work hours.</p>
<p><b>7. Head of Customer Services</b></p> <p>You think that employees should have access to social networking sites at work but only in their break times.</p>	<p><b>8. Administrator</b></p> <p>Your task is to take minutes (make notes on what is said during the meeting). After the meeting you can read your notes back to the people who attended the meeting.</p>



## ING2 NEW TECHNOLOGIES THE IPHONE 5 VIDEO REVIEW

Watch the video review of the iphone 5 and take notes under the headings below. What improvements have been made on the iphone 4 and other smartphones?

The screen

iCloud

Camera

Phone

Map

Connector

Passbook

Siri

Which of the features above appeal to you ?

Is the iphone 5 really useful, or is it just a gadget ?

## Worksheet

Warmer: people who have changed the world ...

Look at the list of influential people below. In your groups, discuss:

- who they are
- what they did
- how big you think their influence on the modern world has been.

1. Albert Einstein
2. Thomas Edison
3. Henry Ford
4. Bill Gates
5. Nelson Mandela
6. Rupert Murdoch



You are going to read an article entitled 'Steve Jobs: as important as Einstein?'. Discuss with your group:

1. Do you know who Steve Jobs was?
2. Do you own any of his products?
3. What is your opinion of Steve Jobs?
4. Do you think he was as important as Einstein? Why / why not?

## Steve Jobs: as important as Einstein?

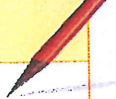
### Reading: opinions

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In the article there are two sides: the arguments **for** Steve Jobs being very important/influential in the world, and the argument **against**.

Read the article and see if you can list the reasons in the table below.

For	Against



Which side do you agree with more and why?


Language work: suffixes

A suffix is an ending added to a base word to make a new form of the word. There are many different suffixes in English.

Look at the list of base words below. They appear in the text, but with suffixes. Write the forms from the text next to the base words and underline the suffixes. The first one has been done for you as an example.

**Note:** the spelling of the base word sometimes changes when a suffix is added.

1. innovate	<u>innovator</u>
2. life + change	.....
3. mourn	.....
4. hysteria	.....
5. react	.....
6. end	.....
7. easy	.....
8. power	.....
9. flex	.....
10. persuade	.....
11. distort	.....
12. ultimate	.....



## Steve Jobs: as important as Einstein?

There are four 'classes' or types of words which have been made with the suffixes above. See if you can put the words into the correct boxes below.

Nouns to describe people	Other nouns
innovator	
Adjectives	Adverbs



Do you notice any similarities between the words within each category?

Language work: practice

Complete the sentences below by adding a suffix to the word in capitals at the end of the sentence. Remember to think about what class of word you need (adjective, noun, etc.) and to be careful of spelling.

1. Rupert Murdoch is the most ..... person in the media.  
**INFLUENCE**
2. I can't believe he has been appointed ..... of the company.  
**DIRECT**
3. Bill Gates worked ..... to make Microsoft such an important company. **TIRELESS**
4. In my opinion, Nelson Mandela gives people ..... to fight for their rights. **INSPIRE**
5. Whether or not Steve Jobs is as important as Einstein is .....  
**DEBATE**
6. One of the most important factors for a sports team is having a good .....  
**MANAGE**
7. I bought my Mac computer rather ....., but now I love it!  
**RELUCTANT**
8. If you want to be a ..... business person the most important thing is to work hard. **SUCCESS**

Follow-up: writing/speaking

Think of a person (business person, sports person, inventor, etc.) who inspires you and choose from one of the following tasks:

1. Write approximately 250 words on who they are and why they are an inspiration to you.
2. Prepare a two-to-three-minute presentation on who they are and why they are an inspiration to you.