

A

The Internet

The Internet / the net is a network connecting millions of computer users worldwide. **The World Wide Web / the Web** is a huge portion of the Internet containing linked documents, called **pages**.

If you have a **broadband** connection then your **access** to the Internet should be fast. Many cafés and other public places now offer people a **wi-fi / waifai/** connection to the Internet - this means that you can **access** the Internet through a **wireless network**, i.e. without needing a **cable** of any kind.

When you **browse**, you look for information on the Internet. The software that helps you do this can be called a **browser** (e.g. Internet Explorer® or Firefox®). You use a **search engine** to help you locate what you want. Google® is one of the best known search engines and people now talk about **googling** someone or something. You can easily spend a lot of time **surfing the net / the Web**. [navigating around the Internet, sometimes aimlessly]

A **website** is a document on the Web giving information about a particular subject, person or institution. The introductory page is called the **home page**. From this there are **links** to other pages. Good websites are easy to **navigate** or find your way around. One option on many websites is an **FAQ** page. This stands for 'frequently asked questions', a list of common questions and helpful answers. You can **bookmark** websites that you **log on**¹ to frequently.

If a website gets a lot of **hits**, that means that it has been visited by a lot of people.

Sometimes you need to **subscribe to** a site, which means you become a member of it. This may involve having a special **username** and choosing a **password**. You will only be able to **log in**² to the site if you **enter** this information correctly.

You can store your data on your computer or phone, or you can store it in the **cloud**³.

¹ *opp* = **log off** ² *opp* = **log out** ³ a network of servers on the Internet where data can be stored and viewed from any device



B

Online communication



You can communicate with others by email. With an email you can include an **attachment**. You can **attach** a photo, for example. You can also send someone an **e-card**. A **server** is a powerful central computer from which other computers get information. If your (**ISP**) **internet service provider's** server is **down** [not functioning], you may not be able to send emails.

You can use your computer to **Skype** friends and family - the software allows you to make phone calls using your computer and the Internet, and you can see which people on your **contact list** are online at the same time. If you each have a **webcam**, you can see each other as you talk.

Many modern online programs can be called **interactive**, i.e. they allow users to become involved in the exchange of information. For example, **social networking** sites like Facebook are a popular way for people to keep in touch with their friends.

A **wiki** is a website which allows users to add, delete and edit its contents. Wikipedia is perhaps the world's largest wiki. **Blogs** are also interactive as they are a kind of online diary that readers can add comments to. Many people are involved in **online gaming**, playing with people who they have never met. Often these games make use of **virtual reality**. [a set of images and sounds produced by a computer, which represent a place or a situation that the gamer can take part in]

Exercises

35.1 Which word from the box matches each definition?

attachment	bookmark	browser	contact list	navigate	internet service provider
password	search engine	server	cloud		

- 1 email addresses, phone numbers, etc. for the people you know *contact list*
- 2 something that you send with an email
- 3 an individual combination of letters and digits that you use to log in to a website
- 4 a way of accessing a favourite website quickly
- 5 software that allows you to surf the web
- 6 a company that enables you to use the web
- 7 software that helps you to locate the websites that you need
- 8 a large computer that holds information that can be accessed by smaller computers
- 9 to find your way around a website or between websites
- 10 a network of servers where you can store your data on the Internet

35.2 Choose a word from the opposite page to complete each sentence.

- 1 WWW stands for World Wide *Web*
- 2 I read that journalist's every day - he's always got something interesting to say and often readers add some very interesting comments.
- 3 I couldn't the Internet last night. The server must have been
- 4 It's wonderful being able to my cousins who live in Australia - I love seeing them as well as talking to them.
- 5 I've decided to to my favourite newspaper's website. It doesn't cost much and it has lots of interesting stuff there.
- 6 I like this website because it has lots of very useful to all sorts of other sites that interest me.
- 7 My brother loves online gaming, particularly reality games.
- 8 An website is one which allows users to add comments to it or edit its content in some way.

35.3 Are these statements true or false? If they are not true, correct them.

- 1 Google® is the name of a browser. *False - Google is the name of a search engine.*
- 2 FAQ stands for Fast Answers to Questions.
- 3 If a café says that it has wi-fi access, you can get online with your laptop there.
- 4 A wiki is a kind of computer device.
- 5 When you want to use some websites you may be asked to enter a password.
- 6 If you send someone an e-card they will receive it in the post.
- 7 When you want to stop using the net, you log on.
- 8 A website's home page is the one where you will find key information about the site and links to its other pages.

35.4 Over to you

Answer these questions about yourself.

- 1 What do you mainly use the Internet for?

2 What is your search engine of choice?

3 Which websites have you bookmarked?
- 4 How often do you use social networking sites?

5 Do you write a blog or read anyone else's blog?

6 Do you enjoy online gaming?

A Social media verbs

My friend **posted** a video of her baby and it was **shared** over a thousand times!

Send me a **friend request**, and then you can see the pictures I took.



I probably **update my status** about twice a week. I like telling people what I'm doing.

Over 100,000 people **subscribe** to his video channel and **follow** him on Twitter.

B A social media app

Here's our round-up of the latest apps. This month we loved **CatNapp**, a new social media app that allows users to share information about their favourite pets.

We found it very easy to use. You create a **profile** of your cat, **upload** a favourite **photo** and include some basic information about it (age, colour, favourite food). You can then **post updates** about what your cat has been doing, **share links**¹ to things you find interesting or **comment** on other cats' profiles. You can **rate** videos of other cats' adventures (from one to five stars) or see how many **views**² or **likes**³ your post got. The most popular post each month wins a prize!

We found it a little annoying that you can't turn off **notifications**⁴ when a friend writes something new, but overall cat lovers will adore it. **Highly recommended.**



Language help

Many of the words in this unit are used as both nouns and verbs. For example:

24 people **liked** my post.
My post got 24 **likes**.
I **commented** on her status.
I wrote a **comment** on her status.

- ¹ connections to other websites
- ² times people have watched it
- ³ times people have clicked 'like'
- ⁴ messages to tell you when something has happened

C Online privacy

Top tips for staying safe online

On social media, it's important to think about who can see your personal information:

- If you have to give personal information (e.g. date of birth, address) when you **create an account**, make sure that it's kept **private**. It's better not to give this information if you don't have to.
- Always check your **privacy settings** [choices on your account about what people see on your profile] regularly and make sure you understand who can see what you post. For example, often your **profile picture** is **public**, but you can usually make posts on your **timeline** [collection of photos and other posts on your profile] private.
- Remember that if you are **tagged** [your name and a link to your profile is added] in someone else's post, it might be seen by a lot of people you don't know. You can ask people to remove the **tag** if necessary.
- Use **direct messages** [messages that only the people in the conversation can see] for private conversations, especially if you discuss where you live, paying for things, etc.
- Delete old **accounts** on sites that you are not using any more. You might forget what information they contain, or the **default** [what happens automatically if you don't change it] privacy settings might change.

Exercises

36.1 Fill in the gaps with the words below.

follow request post share subscribe status

- 1 If you liked this video, please *share* it with your friends.
- 2 I hate it when people hundreds of photos from their holiday.
- 3 Do you know Monica Coto? She's just sent me a friend on Facebook.
- 4 I just updated my to tell people we've arrived safely at the hotel.
- 5 You can to our channel, and we'll email you when a new video comes out.
- 6 Mo likes to chefs and food writers on Twitter.

36.2 Circle the correct word.

- 1 I've just uploaded *comments* / *photos* of Saturday's football match to the team Facebook page.
- 2 Yi Ling *posts* / *views* a lot of updates about her training for the 10k run.
- 3 Jo posted a really interesting article about Formula 1 racing, but it didn't get any *likes* / *rates*.
- 4 To enter the competition, *share* / *view* this picture on your timeline before 8 pm on Friday.
- 5 Did you *rate* / *upload* that restaurant we went to? I'd give it one star!
- 6 Elena made a video for the animal charity she works for and it got 3,000 *views* / *uploads*.
- 7 An old friend *commented* / *viewed* on one of my photos, asking where I was living now.

36.3 What do we call...?

- 1 The page with information about the user of social media: *profile*
- 2 The photo of the user:
- 3 The page where a person's photos and posts appear:
- 4 The message a person receives when something new happens:
- 5 Part of a private conversation:

36.4 Fill the gaps with words from C opposite.

- 1 I'm a teacher, so I make sure everything in my profile is p *ri* *va* *te*
I don't want my students to see it.
- 2 To find your p settings, click on the 'lock' icon at the top of the screen
- 3 If you want everyone to be able to see that post, make sure that it's p
- 4 Please don't t me in any of those photos - I look terrible!
- 5 If you want to buy the skirt, please send me a d message.
- 6 To create an a, you have to give your email address and a password.
- 7 The d setting for new posts on this site is Friends Only, but it's easy to change if you want to share something publicly.

36.5 Over to you

Answer these questions about yourself.

- 1 What was the last thing you posted on social media?
- 2 How many views and/or likes did it get?
- 3 How often do you comment on other people's posts?
- 4 Have you checked your privacy settings recently? Is your profile public or private?

A

Radio and television

Read these extracts from TV listings.

4.00 pm	Jessica: talk show ¹ with Jessica Brown; today's guest, Rona Fredale	7.00 pm	Documentary : Are we killing our kids? Investigating ⁵ the junk food industry
5.00 pm	Cartoons ² : crazy fun for kids of all ages	8.00 pm	<i>The Happy Couple</i> : sitcom ⁶ about a pair of newly-weds
5.30 pm	<i>Golden Chance</i> : game show ³ with Bob Langley	9.00 pm	<i>Roundup</i> : sports programme with all the day's top action - tonight: rugby final
6.00 pm	News and weather forecast	10.00 pm	<i>The Day in Politics</i> : current affairs ⁷ programme. Presenter : James Hill
6.30 pm	<i>Didbury Street</i> : the nation's favourite soap ⁴	10.30 pm	<i>Wikdal</i> : detective drama set in Norway. Episode ⁹ 3: A second body is found

¹ usually has a host and famous people who answer questions about themselves ² film where the characters are drawn rather than real ³ show where people compete to win prizes ⁴ short for soap opera - a series of TV/radio programmes about the lives of a particular group of characters, continuing over a long period and broadcast (several times) every week ⁵ trying to find out the facts/truth about something ⁶ funny TV/radio show where the same characters appear in a different story each week ⁷ news about political events happening now ⁸ person who introduces the show ⁹ one of the parts into which a story is divided

B

Other expressions connected with TV and radio

The (mass) media refers to TV, radio, newspapers and the Internet, i.e. **means** of communication which reach very large numbers of people.

Subtitles enable people to read what the characters are saying (maybe in translation).
If a film is **dubbed**, you hear the speech in your own language.

To **receive** a lot of TV channels, you may need a **satellite dish** on the roof or wall of your house. Many channels depend on **(TV) commercials** to make money. You may be able to **stream** radio and TV **broadcasts** from the Internet and you may be able to watch **catch-up TV**, or TV **on demand**, which allow you to watch programmes whenever you like. A lot of radio and TV stations offer free **podcasts** which you can download.

Language help

The noun **means** (a way of doing something) always ends in s, even in the singular. *The Internet is an important means of communication.*

C

Newspapers

A **popular** or **tabloid** newspaper usually **focuses on**¹ **sensation**² rather than real news, whereas a **quality newspaper** is usually more interested in serious news. A tabloid often has stories about celebrities, sport, **scandals**³ and crime, while a quality paper focuses more on serious **journalism**⁴ with **in-depth**⁵ articles. To read newspapers on the Internet, you may have to **subscribe** / **pay a subscription**⁶.

¹ emphasises / pays attention to ² very exciting or interesting events ³ events which shock people in a moral way ⁴ the work of collecting, writing and publishing or broadcasting news and articles ⁵ done carefully and in great detail, explaining the reasons for events ⁶ pay a sum of money regularly (e.g. once a year)

D

Verbs connected with the media

The BBC World Service **broadcasts** throughout the world. [transmits TV/radio programmes]

They're **televising** the opening of Parliament tomorrow. (or, less formal: **showing**)

The film was **shot** / **made on location** in Australia. [filmed in a real place, not in a studio]

The series **is set** in London in the 1980s. [place/time where the drama happens]

Within minutes of the event, people were **tweeting** about it. [posting very short messages on the Internet]

Common mistakes

Remember that the noun **news** is uncountable and takes a singular verb. *I have some news for you.* (NOT *I have a news.*) *The news is on TV at 7 pm.* (NOT *The news are on TV.*)

Exercises

37.1 What sort of TV programmes from A opposite are these people talking about?

1 'It investigated how the banks had wasted billions of euros in bad loans.'
documentary

2 'Walt Disney made a lot of them. *Mickey Mouse* was probably his most famous.'

3 'The Minister of Education was on it, discussing the new schools policy.'

4 'It's so funny, especially when the old uncle appears. We can't stop laughing.'

5 'My mum watches it every day. She knows all the characters as if they were real.'

6 'We wanted to find out if it was going to rain tomorrow.'

7 'They always solve the murder in the end, but it's very exciting.'

8 'He interviewed that young star who just won an Oscar, oh, what's her name?'

9 'The prize is £500,000 this week. That's a lot of money!'

10 'They showed a repeat of the Manchester United versus Valencia match.'

37.2 Fill the gaps with words from B opposite.

- 1 Which do you prefer if a film is in a foreign language, to read *subtitles* or to have the film d_____?
- 2 I downloaded a great p_____ about bees. I listened to it on my MP3 player in bed last night.
- 3 I hate it when c_____ interrupt a good film. I usually go and make a cup of tea while they're on.
- 4 We've got a new s_____ d_____ on our roof. We can r_____ hundreds of channels now.
- 5 I'd like a job in the m_____, perhaps in TV or radio.
- 6 A lot of people use social networking sites as their main m_____ of communication with their friends.
- 7 People often download b_____ from the Internet so they don't need to watch them on the day they are transmitted.
- 8 With a fast broadband connection, you can s_____ TV shows directly from the Internet.

37.3 Sort these words into two categories: 'tabloid' and 'quality' newspaper.

celebrity news complex political debate scandals in-depth reviews of books
competitions and prizes sensational crimes long articles huge headlines

tabloid	quality
<i>celebrity news</i>	

37.4 Rewrite the words in bold using verbs from the opposite page.

- 1 The documentary **looked into** *investigated* the food industry and **emphasised** _____ school meals.
- 2 The programme **was filmed** _____ / _____ in Northern Finland. (*two answers*)
- 3 CNN **sends** _____ news programmes around the world.
- 4 They're **showing** _____ the cup final next week. (*give a more formal verb*)
- 5 The drama **takes place** _____ in Paris in the 1880s.
- 6 Do you ever **send those short messages over the Internet** _____ about news events?

37.5 Over to you

Which types of media do you use most? Give your reasons.