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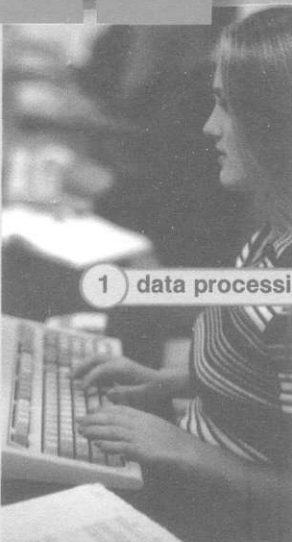
**CAREER
PATHS**

Information Technology

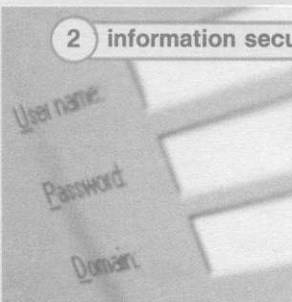
Virginia Evans
Jenny Dooley
Stanley Wright



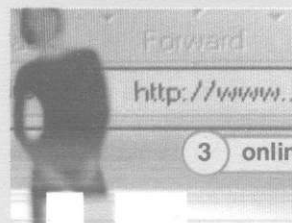
IT Department Restructuring



1 data processing



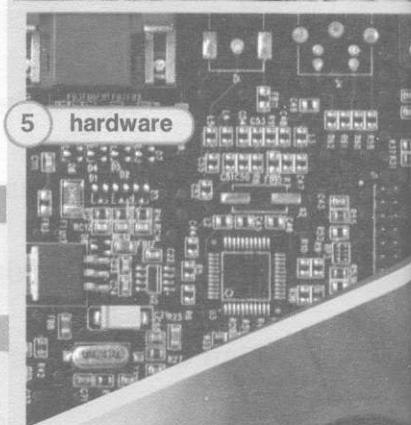
2 information security



3 online



4 technical support



5 hardware



6 software

DataPro Inc. is growing, and so our workload is increasing. But our IT department is not dealing with this increase effectively. So I am dividing the IT department into three sections: **quality assurance**, **data processing** and **information security**. The responsibilities of each section are:

Quality Assurance

- Testing **hardware**
- Providing **technical support**

Data Processing

- Writing **code**
- Organizing **data**

Information Security

- Encoding online** data transfers
- Updating security **software**

These changes are not simple or easy. But smaller groups deal with tasks more efficiently than larger ones. See your supervisors for your new section assignment.

Thomas Jenkins,
CEO DataPro Inc.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is Information Technology?
- 2 What do Information Technology professionals do?

Reading

2 Read the statement from the DataPro Inc. CEO. Then, mark the following statements as true (T) or false (F).

- 1 ___ The IT Department is increasing.
- 2 ___ Data Processing employees now encode data.
- 3 ___ Supervisors know the employees' new assignments.

Vocabulary

3 Match the words (1-10) with the definitions (A-J).

- | | |
|----------------------------|-------------------------|
| 1 ___ software | 6 ___ online |
| 2 ___ code | 7 ___ technical support |
| 3 ___ hardware | 8 ___ data |
| 4 ___ data processing | 9 ___ quality assurance |
| 5 ___ information security | 10 ___ encoding |

- A putting secret information into code
- B the physical parts of a computer
- C connected to the Internet
- D numbers entered/held in a computer
- E checking products for problems
- F the act of using information
- G programs/instructions added to computers
- H helping people use/understand technology
- I program language
- J the act of protecting information

- 4 Fill in the blanks with the correct words from the word bank.

Word BANK

data quality assurance encoding

- 1 Enter the _____ into the computer.
- 2 The company uses _____ to protect information.
- 3 _____ finds and fixes problems in new products.

- 5 Listen and read the statement from the DataPro Inc. CEO again. Which section is responsible for helping people to understand technology?

Listening

- 6 Listen to a conversation between a DataPro Inc. employee and her supervisor. Choose the correct answers.

- 1 What is the dialogue mainly about?
 - A asking for a raise
 - B requesting a transfer
 - C assuring product quality
 - D improving hardware
- 2 What can you infer about the employee?
 - A She does not like her new section.
 - B She has experience with hardware.
 - C She does not understand the changes.
 - D She creates valuable software.

- 7 Listen again and complete the conversation.

Employee: Excuse me, Mr. Hopkins? I have a question about the 1 _____.

Hopkins: Please, come in. What's your question?

Employee: Well, I'm now in the 2 _____ section.

Hopkins: Yes. You have a great understanding of hardware.

Employee: Thanks, but I have more experience with 3 _____.

Hopkins: I see. You want a 4 _____, then?

Employee: Exactly. I feel that I'm more valuable there.

Hopkins: Let me 5 _____ it.

Speaking

- 8 With a partner, act out the roles below, based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

I have a question about ...
I'm in the _____ section.
I have more experience with ...

Student A: You are a supervisor. Speak with Student B to find out:

- current section
- desired section
- reason

Student B: You are an employee. Answer Student A's questions.

Make up a name for your supervisor.

Writing

- 9 Use the conversation from Task 8 to fill out the transfer request.

Transfer Request

Employee's Name: _____

Supervisor's Name: _____

Current Section: _____

Requested Section: _____

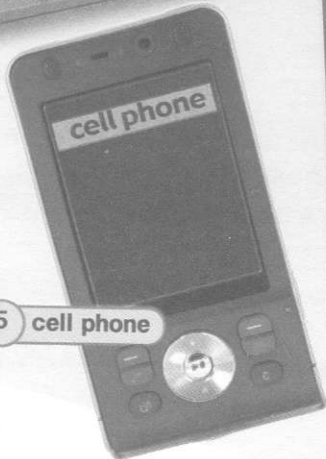
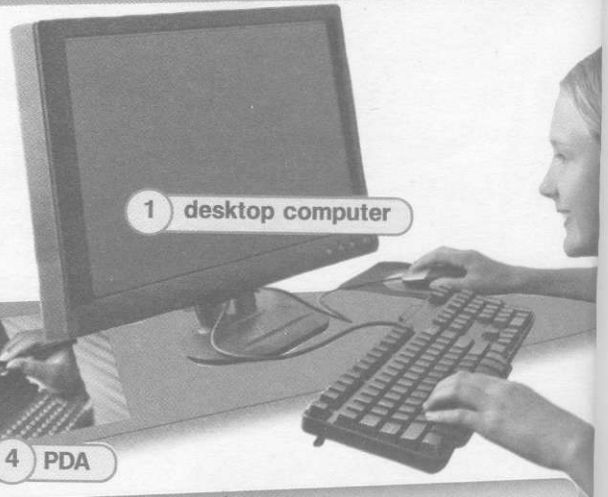
Reason for Transfer Request: _____

Introduction to Computing Systems

Get ready!

1 Before you read the passage, talk about these questions.

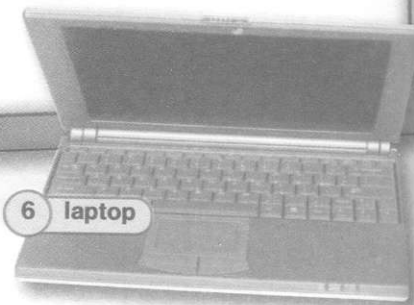
- 1 What kind of computers do you use?
- 2 What do you use computers for at work?



From: bruce.roberts@tei.com
To: chris.carter@techmagazine.net
Re: TEI Computers?

Thanks for including TEI Inc. in your article on workplace technology. We have many types of computers at our disposal. First, all employees receive PDAs and **desktop computers**. But we only use those for word processing and spreadsheets. Of course, some programs are too powerful for desktops. So many employees use the faster **workstations**. And we do have a few **laptops** and **handheld PCs**. However, employees only use them on business trips. Most employees just answer email with their **cell phones**. The new **server** provides access to all printers. Finally, our **mainframe** processes our largest data files. No need for a **supercomputer** yet!

Regards,
Bruce Roberts



Reading

2 Read the email about computers available at TEI Inc. Then, choose the correct answers.

- 1 What is the email about?
A the types of work employees do
B computers that the company sells
C what computers the company uses
D the installation of a server
- 2 According to the passage, employees use laptops when they _____.
A respond to email
B work on spreadsheets
C process the largest files
D work outside of the office
- 3 Which of the following is NOT true?
A The company has a mainframe.
B Employees get email on their cell phones.
C All employees receive desktop computers.
D The desktop computers are faster than the workstations.

Vocabulary

3 Read the sentence and choose the correct word.

- 1 My (**PDA / mainframe**) notifies me when I have a meeting.
- 2 I have a (**laptop / supercomputer**) to do work on the plane.
- 3 John has a (**server / desktop computer**) because he only uses simple programs.
- 4 This (**computer / server**) runs programs, but doesn't have Internet access.
- 5 A (**workstation / handheld PC**) is smaller than a laptop, but still has a keyboard.
- 6 Connect to the (**server / PDA**) to use that printer.
- 7 A (**supercomputer / handheld PC**) is the most powerful machine in the world.

2 — mainframe

- A large and powerful computer that supports many other computers working at once
- B fast computer that is used by one person and has more memory than an ordinary personal computer.
- C a device that makes and receives calls

5 Listen and read the email about computers available at TEI Inc. again. Why do some employees not use a desktop?

Listening

6 Listen to a conversation between an IT professional and a new employee. Choose the correct answers.

- 1 Which of the following computers are NOT shared by employees at TEI Inc.?
A the server C laptops
B workstations D desktop computers
- 2 According to the dialogue, employees use the server to _____.
A open programs
B reserve workstations
C log onto desktop computers
D borrow laptops

7 Listen again and complete the conversation.

- A: Here's your new office. Jon works in here, too.
- B: So, everyone has their own 1 _____. Do we have laptops?
- A: Yes. That's your computer there. Laptops are in the 2 _____.
- B: Okay, but I also need a 3 _____.
- A: Right, you work on some powerful programs. Those are next door.
- B: Do I sign up to use them? I mean, how do I get access to one?
- A: Just 4 _____ to the server. All computers connect to it. Then, click "5 _____ workstation".
- B: Thanks!

USE LANGUAGE SUCH AS:

Ok, but I also need a workstation.

How do I get access to one?

Then click 'reserve workstation'

Student A: You are a new employee. Ask Student B questions about:

- what computers they have
- where the computers are
- how to access computers

Student B: You are an IT Professional. Answer Student A's questions about the computers.

Writing

9 Use the conversation from Task 8 to fill out the notes.

TEI Inc.

Computers & Locations

1. _____ : Every employee has one in their office.
2. _____ : These are available in the IT department.
3. Server: All computers _____.
4. _____ : Log on to the server to reserve these.

1 motherboard

2 case

The Glacier Gazette - December 17

Assembly Instructions

Step #1: First, gather your parts. These include a motherboard, power supply, processor, case, heat sink, fan, RAM, expansion cards, hard drive, and disk drive.

Step #2: Next, Attach the **motherboard** to the **case**. Then, connect the **processor** to the **motherboard's** primary socket.

Step #3: Attach the **heat sink** and cooling **fan** to the processor.

Step #4: Insert the **RAM** card into an open memory slot. Put any **expansion cards** into the expansion slots.

Step #5: Connect your **hard drive** to the motherboard and **power supply**.

Step #6: Close the case and connect the power supply.

3 fan

4 RAM

5 hard drive

6 power supply

Get ready!

1 Before you read the passage, talk about these questions.

- Which components make up a typical desktop computer?
- What do you call a person who repairs computers?

Reading

2 Read the technology guide about computer assembly. Then, choose the correct answers.

- What is the guide mostly about?
 - A putting together a computer
 - B problems with computer parts
 - C uses of expansion cards
 - D repairing a broken computer
- When should the hard drive be installed?
 - A Step #1
 - B Step #3
 - C Step #5
 - D Step #6
- According to the guide, what is NOT an assembly step?
 - A collecting parts
 - B opening the case
 - C connecting the drives
 - D installing the RAM card

Vocabulary

3 Match the words (1-6) with the definitions (A-F).

- | | |
|----------------------|-------------------|
| 1 ___ heat sink | 4 ___ processor |
| 2 ___ RAM | 5 ___ hard drive |
| 3 ___ expansion card | 6 ___ motherboard |

- A a slotted board with circuits and ports
- B a short term, quick memory source
- C a part used to cool the processor
- D a part used to store large amounts of data
- E a part used to increase a computer's functions
- F a part that completes tasks for the computer

4 Write a word that is similar in meaning to the underlined part.

- 1 Spinning blades keep the computer from overheating. f _ _
- 2 The electrical source directs power throughout the computer. _ _ w _ r _ _ _ p p _ _
- 3 Joey purchased a protective bag for his computer. c _ _ _
- 4 Can the coded disk reader play DVDs? d _ _ _ d _ _ v _

5 Listen and read the technology guide about computer assembly again. What should be hooked up to the motherboard?

Listening

6 Listen to a conversation between a technology support specialist and a customer. Mark the statements as true (T) or false (F).

- 1 _ The woman replaces the disk drive.
- 2 _ The woman disconnects the power supply first.
- 3 _ The hard drive connects to the motherboard.

7 Listen again and complete the conversation.

Support Specialist: Technology Support, Ivan speaking. How can I help?

Customer: I have an old 1 _____ and need help taking it out.

Support Specialist: Okay. Unplug the connection to the power supply first. Then, disconnect the 2 _____ cable.

Customer: Which one is the 3 _____?

Support Specialist: It's the smaller black box in the corner.

Customer: I'm 4 _____ both. What's next?

Support Specialist: Next, take out the two small screws. They fasten the hard drive to the 5 _____.

Customer: I see, and then it slides out. Thanks!

Speaking

8 With a partner, act out the roles below, based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

I need help taking out ...
Disconnect the ...
What is the next step?

Student A: You are a customer. Ask Student B questions about:

- taking out an old hard drive
- the power supply
- the next step in dismantling the old hard drive

Student B: You are a Support Specialist. Answer Student A's questions about dismantling the old hard drive. Make up a name for the specialist.

Writing

9 Use the conversation from Task 8 to fill out this feedback form. Invent names where necessary.

Technology Support Summary

Technician: _____

Date: _____

Caller's name: _____

Problem:
 The caller needs to _____ an old _____

Suggested Action(s): _____

Was the problem resolved? Y / N

Peripherals

Device:	Description:	Cost:
S57 Keyboard	This input device is available in three languages. It has a USB connection.	\$75
Standard Mouse	Our mouse has a wireless connection, two buttons and a scroll wheel .	\$64
Ep320 Scanner	This scanner reads documents up to 216mm by 297mm.	\$179
PR-15 Microphone	Our microphone collects crystal clear sound.	\$56
LCD Monitor	Our LCD (Liquid Crystal Display) monitors offer crisp images, and take up little space.	\$167
Prinpro 2000 Printer	The Prinpro2000 produces color pictures and documents quickly.	\$99
SoftTouch Touch Screen	The touch screen allows input without a keyboard and is programmable for many uses.	\$280

1 monitor

2 keyboard

3 scanner

4 mouse

5 printer

6 microphone

Get ready!

1 Before you read the passage, talk about these questions.

- 1 How do computers receive information from users?
- 2 What devices can you attach to computers?

Reading

2 Read the advertisement from a computer parts catalogue. Then, mark the following answers as true (T) or false (F).

- 1 ___ The keyboard has a wireless connection.
- 2 ___ The LCD monitor does not require a lot of room.
- 3 ___ The touch screen comes with a keyboard.

Vocabulary

3 Match the words (1-5) with the definitions (A-E).

- | | |
|----------------|------------------|
| 1 ___ keyboard | 4 ___ microphone |
| 2 ___ mouse | 5 ___ monitor |
| 3 ___ scanner | |

- A a device that reads images and sends them to a computer
- B a device that displays images
- C a device that enters information into a computer
- D a device that gathers sounds
- E a device that is used to control a pointer or cursor

4 Check (✓) the sentence that is true.

- 1 A A keyboard reads documents.
 B A USB cable connects computers and devices.
- 2 A A peripheral is the main part of a computer.
 B A printer creates documents and pictures.
- 3 A An input device enters information.
 B A microphone creates sounds.
- 4 A A monitor inputs sound.
 B A touch screen does not need a mouse.
- 5 A A scanner displays pictures and words.
 B A peripheral is a device that is added to a computer.

5 Listen and read the advertisement from a computer catalog again. What is a USB used for?

Listening

6 Listen to a telephone conversation between an employee and a business owner. Check each item that the employee suggests.

- 1 Monitor 4 Mouse
2 Touch Screen 5 Printer
3 Keyboard 6 Scanner

7 Listen again and complete the conversation.

- A: Computers International, can I help you?
B: Yes. My firm's computer system needs an 1 _____.
A: What type of business is it?
B: A restaurant. Here's the problem. Customer's orders take too long to 2 _____.
A: Then, I suggest our new 3 _____.
You just move the data on the screen with your fingertip.
B: That sounds good. I want to create menus, too. Do you have 4 _____ for that?
A: Well, I recommend a new 5 _____. The new ones print as well as a professional service.
B: Great. Let's talk about prices.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*My computer system needs an upgrade.
What type of business is it?
I suggest our ...*

Student A: You are an employee helping a business owner who needs an equipment upgrade. Ask Student B:

- what he or she wants
- his or her type of business
- types of peripherals needed

Student B: You are a business owner. Ask the employee for help with a computer upgrade.

Writing

9 Using the conversation from Task 8, fill in your feedback on the form.

COMPUTERS INTERNATIONAL

Customer feedback form

1 Was our employee helpful? Y / N

2 Did our employee make suggestions? Y / N

3 What products were you interested in?

4 What peripherals did our employee recommend?

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some components of a computer network?
- 2 How does a computer network help a business?

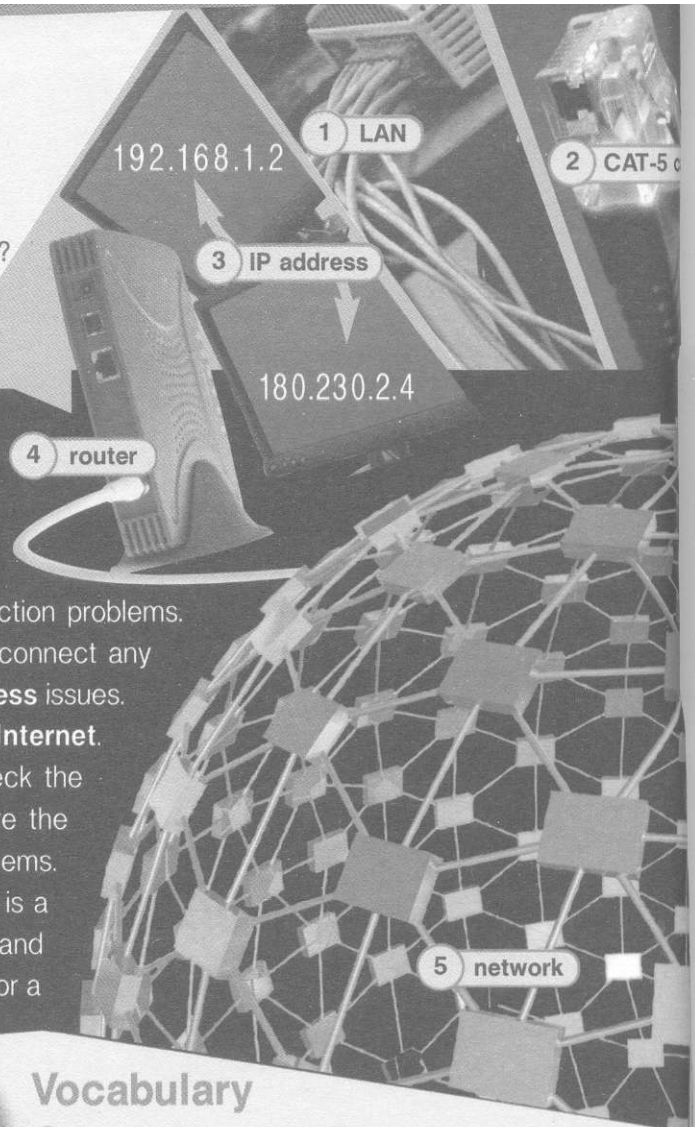
PC Tech

Vol. 29, No. 3

Solutions for Networking

Network Troubleshooting

People often call IT professionals about **network** connection problems. But many problems are easy to fix without help. First, reconnect any loose **CAT-5** cable connections. Next, investigate **IP address** issues. This group of numbers allows communication on the **Internet**. Renewing your **DHCP** fixes most IP problems. Next, check the **router**. The router links **LANs** to the Internet. Make sure the router's **configuration** is correct. **WLANs** have other problems. Interference often blocks their wireless signals. But there is a simple solution. Just move the router away from walls and metals. Finally, **cycle** the network. Turn all equipment off for a full minute and then restart.



Reading

2 Read the article about networks. Then, choose the correct answers.

- 1 What is the main idea of the passage?
A how to set up a network
B correcting network problems
C choosing network equipment
D a comparison of LANs and WLANs
- 2 What can you infer from the passage?
A A computer is not functioning during a cycle.
B LAN routers do not work well near walls or metals.
C Interference impacts a router's configuration.
D Renewing an IP address fixes DHCP errors.
- 3 According to the passage, a LAN _____.
A assigns IP addresses C links CAT-5 cables
B requires a router D cycles a network

Vocabulary

3 Fill in the blanks with the correct words or phrases from the word bank.

Word BANK

DHCP CAT-5 cable router network
cycle WLAN Internet configuration

- 1 The _____ lets a network connect to the Internet.
- 2 A LAN is a type of _____.
- 3 Businesses communicate on the _____.
- 4 We do not use cables for our network. We have a _____.
- 5 Routers need a correct _____ to work properly.
- 6 Businesses with a LAN use _____ to connect computers.
- 7 It is sometimes necessary to _____ a network to make it work.
- 8 The _____ provides different IP addresses for computers.

4 Choose the best definition for each word.

- 1 router
A a part of a computer C a networking device
B a wireless network
- 2 IP address
A a city-wide network C a networking device
B an identification number
- 3 LAN
A a local network C a wireless network
B a networking device

5 **Listen and read the article about networks again. What could help a user having problems with an IP address?**

Listening

6 **Listen to an IT professional talking with a customer about setting up a network. Choose the correct answers.**

- 1 What does the woman want to buy?
A a LAN C a router
B a WLAN D a CAT-5 cable
- 2 Why does the woman choose a wireless network?
A She does not have CAT-5 cables.
B Her computers are not close to each other.
C She does not like her present network.
D Her router doesn't support a LAN.

7 **Listen again and complete the conversation.**

IT Professional: Hi. Can I help you find something?
Customer: Oh, please. I need a 1 _____.

IT Professional: Well, there are a few types. What kind of 2 _____ do you have?
Customer: I don't have one yet, but it's for the computers in my home.

IT Professional: Do you want a LAN or a WLAN? Some routers don't 3 _____ both types.
Customer: What's the difference?

IT Professional: A WLAN connects computers wirelessly. A LAN 4 _____ with CAT-5 cables.
Customer: My computers are far 5 _____. I'd need a WLAN.

Speaking

8 **With a partner, act out the roles below based on Task 7. Then, switch roles.**

USE LANGUAGE SUCH AS:

*Can I help you find something?
Do you want a LAN or a WLAN?
A WLAN connects computers wirelessly.*

Student A: You are a computer store employee. Your customer needs a router. Ask Student B:

- the equipment he or she needs
- type of network she uses

Student B: You are a customer. Answer Student A's questions to choose a router and network.

Writing

9 **Using the conversation from Task 8, fill in the network description sheet.**

New Network Description

Location of network: _____

Type of network: _____

Components needed: _____

Get ready!

① Before you read the passage, talk about these questions.

- 1 What is a User Interface?
- 2 How does a User Interface make computing easy?

Reading

② Read the introduction to the operating system manual. Then, choose the correct answers.

- 1 What is the main idea of the passage?
A where to locate shortcuts
B the advantages of the CCC OS
C how to identify and use parts of the OS
D types of operating systems available
- 2 What can you infer about this operating system?
A It comes with free software.
B Files have to stay in one folder.
C Menus contain multiple commands.
D Folders do not maximize or minimize.
- 3 According to the passage, what does the pointer NOT do?
A move files C start software
B open menus D minimize windows

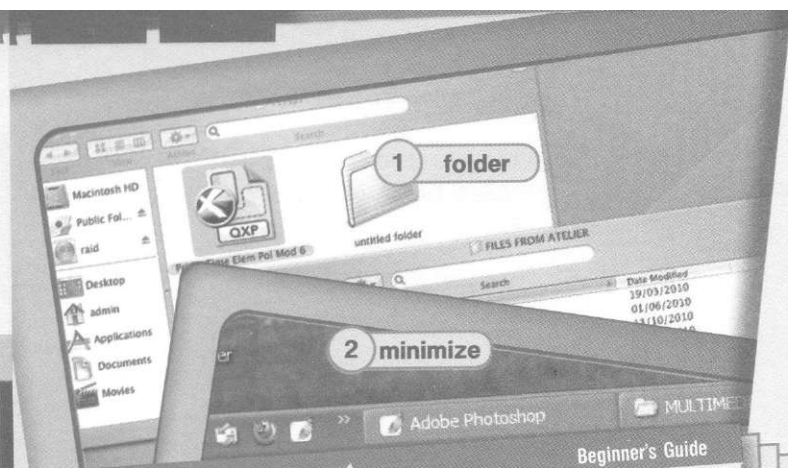
Vocabulary

③ Fill in the blanks with the correct words and phrases from the word bank.

word BANK

icons desktop operating system
pointer windows GUI

- 1 Use the _____ to choose files and commands.
- 2 Small pictures or symbols in software are _____.
- 3 The _____ is the program that makes a computer work.
- 4 When something is on the _____ you see it onscreen.
- 5 An OS that uses small pictures to represent files is a _____.
- 6 You can minimize files and programs in different _____.



The New CCC OPERATING SYSTEM

Welcome to the CCC (OS). Review these key terms before starting your new system.

Icons: The CCC graphical user interface (GUI) uses icons. These pictograms are on the desktop. They represent files and software.

Pointer: Use the pointer to click on icons. This opens files or starts software. The pointer also drags files to different folders.

Shortcuts: Shortcuts are special icons. They are placed on the desktop, and you can click them to get to a program quickly.

Folders: Store your files in these icons.

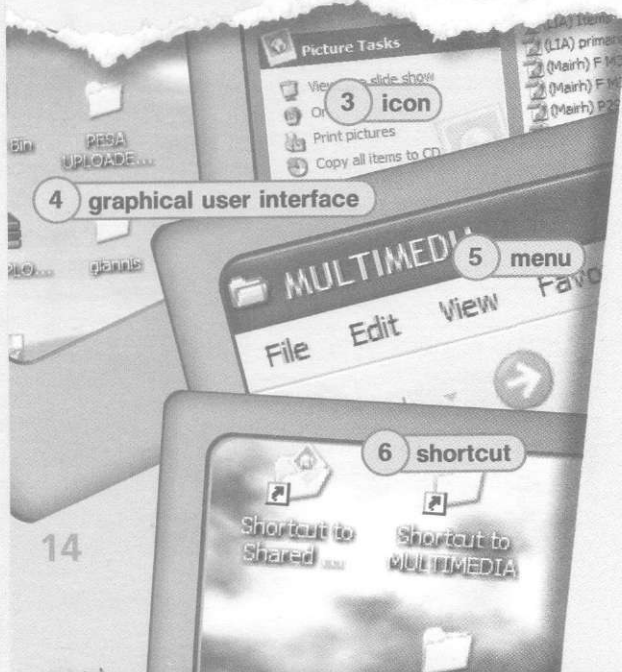
Windows: Visual areas on a computer screen where different programs are operating.

Minimize: Hide windows without taking them off screen.

Maximize: Extend windows to the full width of the screen.

Menu: Each window has a menu. Click it to select a command from the list.

1



4 Choose the best definition for each word.

- 1 Drag
 A save an icon C move a file
 B close a desktop
- 2 Folders
 A organize files C create shortcuts
 B move windows
- 3 Shortcut
 A a type of software C a type of window
 B a type of icon

5 Listen and read the introduction to the operating system manual again. Why would someone use a shortcut on their GUI?

Listening

6 Listen to a customer calling the help line about the operating system. Choose the correct answers.

- 1 What is the dialogue mainly about?
 A Saving files C Finding shortcuts
 B Organizing icons D Locating folders
- 2 The customer does not know where to find the _____.
 A icons C pointer
 B desktop D options menu

7 Listen again and complete the conversation.

A: Hello, CCC Solutions. What do you need help with today?
 B: Well, it's my 1 _____. I add a shortcut one day, and it's gone the next.
 A: Oh, no problem. Just 2 _____ them to the desktop.
 B: Okay. How do I do that?
 A: First, add the shortcuts. Then, move the pointer to the 3 _____ and click 'save icons and folders'.
 B: Options? 4 _____, where is that?
 A: See the "CCC" icon in the corner? 5 _____ that.
 B: Got it. 6 _____!

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

The shortcut is gone.
Click 'save icons and folders'.
Where is that?

Student A: You need help with the new operating system. Ask Student B questions to find out how to:

- save icons
- open menus

Student B: You provide technical support for operating systems. Answer Student A's questions.

Writing

9 Using the conversation from Task 8, fill in the how-to sheet for the operating system.

CCC OPERATING SYSTEM
Customer Service Call Summary Form

Customer Problem:
 The shortcuts in the OS...

Recommendation:
 Move the pointer _____
 Click on.... _____
 Save the icons to _____

Problem Solved? Yes / No

.txt
1 format
.twp

2 spell check

aple
apple

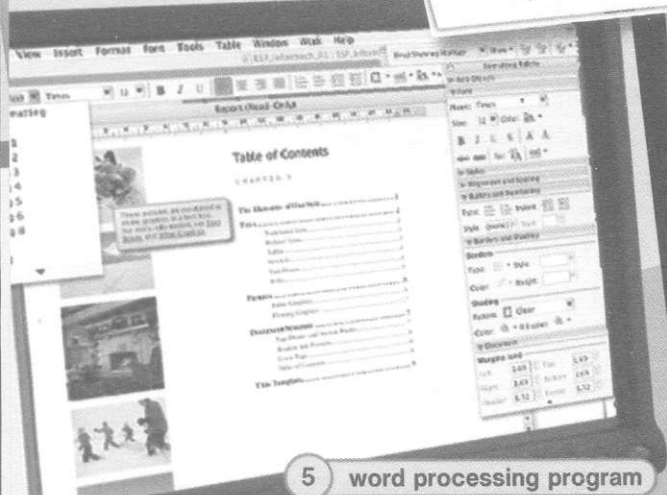
3 document

college
 Master's
 Bachelor's degree
 Technical Degree

Years of publishing experience: _____

Candidate's publishing skills: _____

4 template



6 font
wXGstleg

INTRODUCING TypeWrite 4.0

You need the perfect **word processing program**. And the new TypeWrite 4.0 is our best version yet. Write bold, striking **documents**. Use our many stylish **fonts**. Change your **layout** with a single click. Browse the new customizable **templates**. Customize toolbars for easier **formatting**.

It's more than a new look. TypeWrite 4.0 eliminates most **compatibility** issues. Now dozens more file **formats** work with TypeWrite. And TypeWrite 4.0 allows up to 500 **macros**, so save time as you type! TypeWrite 4.0 also features the most accurate **spell check** to date.

WORD PROCESSING
TypeWrite 4.0

Because your documents speak for you.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 When do people use word processing programs?
- 2 What kinds of word processing programs are there?

Reading

2 Read the advertisement for a new word processing program. Then, mark the following statements as true (T) or false (F).

- 1 ___ Macros determine the layout of a document.
- 2 ___ TypeWrite 4.0 features customizable fonts.
- 3 ___ Not all file formats work with TypeWrite 4.0

Vocabulary

3 Fill in the blanks with the correct words and phrases from the word bank.

WORD BANK

compatibility document font format layout
macro spell check word processing program

- 1 Use a _____ to type out phrases that you use a lot.
- 2 My file won't open in other programs due to a _____ problem.
- 3 Instead of writing by hand, use a _____.
- 4 This file is in a _____ that doesn't open in TypeWrite.
- 5 Save each _____ with a different name so you have a copy of each.
- 6 The letter's _____ is wrong. The heading is in the wrong place.
- 7 Increase the _____ size to make the file easier to read.
- 8 Most word processors offer _____ to help you find mistakes.

4 Choose the word that is closest in meaning to the underlined part.

- The style you use for this document makes it hard to read.
A macro B formatting C compatibility
- To write a business letter, use the appropriate document pattern.
A word processing B compatibility C template
- She did not think that her typing command was saving her any time.
A formatting B macro C template

5 Listen and read the advertisement for a new word processing program again. What does the advertisement say about compatibility problems?

Listening

6 Listen to a conversation between an IT professional and a computer user. Choose the correct answers.

- What is the dialogue mostly about?
A how to open a file
B common word processing errors
C types of word processing programs
D ways to change file formats
- What solution does the IT Professional suggest?
A buy the TypeWrite program
B download the file and try again
C get the file in a different format
D ask the client to send a program

7 Listen again and complete the conversation.

IT Professional: Technical Support, can I help you?

User: Yes, I have a 1 _____ problem.

IT Professional: Okay. What seems to be wrong?

User: I have a file from a client, but it won't 2 _____.

IT Professional: What kind of file is it? And what program are you using?

User: It's in ".tpw" 3 _____. I use Typing Suite.

IT Professional: Oh, that's a TypeWrite file. It isn't 4 _____ with Typing Suite.

User: Oh no. I need that 5 _____.

IT Professional: Have the client send it as a ".txt" file. That opens in most 6 _____.

User: Great, thanks!

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Can I help you?

What seems to be wrong?

That file isn't compatible.

Student A: You are an IT Professional. Ask Student B questions to find out:

- the problem
- what program
- file format

Student B: You are a User. Answer Student A's questions.

Writing

9 Use the conversation from Task 8 to fill in the email. Make up a name for the user.

Dear _____

Thank you for sending the document, but _____. Your file is in the wrong _____. My word processing program is _____. It isn't _____ with the program you're using which is TypeWrite

Please send me the file in a .txt format. It _____ most programs.

Regards,

Государственное бюджетное образовательное учреждение среднего профессионального образования «УФИМСКИЙ КОЛЛЕДЖ СТАТИСТИКИ, ИНФОРМАТИКИ И ВЫЧИСЛИТЕЛЬНОЙ ТЕХНИКИ»
Читальный зал

1 email address

brown.employee@

brown.employee@tbbrowninc.com

3 domain name

@tbbrowninc.com

Outlook Express

Local Folders

Inbox

Outbox

Sent Items

Deleted Items

Drafts

2 email client

4 username password

General Information

Account Type:

Account Description:

Full Name:

User Name:

Password:

Reply

Reply All

Forward

5 attachment

Inbox

Outlook Express

Local Folders

Inbox

Outbox

Sent Items

Deleted Items

Instructions

T.B. BROWN Inc. for New Employee Email Accounts

Welcome to T.B. Brown Industries. Please create your company email account immediately. Follow these steps:

1. Open our **email client** software. It sends and receives emails. It also stores them on your computer.
2. Click "Add account".
3. Enter your new **email address**. Use your first and last name with our **domain name** (firstname.lastname@tbbrowninc.com).
4. Enter our **POP3** server for incoming email: pop.quicktel.net
5. Enter our **SMTP** server for outgoing email: smtp.quicktel.net
6. Enter your **Username** and **Password**.

Our ISP provides one account per employee. It is for company communications and **attachments** only. Use a **webmail** provider for personal email.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 How is email helpful to people and businesses?
- 2 What are some problems with email?

Reading

2 Read the excerpt from the employee handbook guide at T.B. Brown Inc. Then, mark the following statements as true (T) or false (F).

- 1 ___ The company uses a POP3 server to receive email.
- 2 ___ The company provides webmail for all employees.
- 3 ___ All employees have multiple company email accounts.

Vocabulary

3 Match the words (1-5) with the definitions (A-E).

- | | |
|-------------------|--------------------|
| 1 ___ attachment | 4 ___ email client |
| 2 ___ domain name | 5 ___ SMTP server |
| 3 ___ password | |

- A a computer that sends email
 B a program that saves, sends and receives email
 C words/letters used to identify companies and addresses
 D letters/numbers that let a person access something
 E a file that is sent with an email

4 Choose the word that is closest in meaning to the underlined part.

- 1 That company that provides access to the Internet has very good service.
A ISP B email address C username
- 2 I use an email service available on web browsers, so my emails are not saved on my computer.
A POP3 B webmail C ISP
- 3 Enter your code that identifies you on a computer and press "enter".
A username B webmail C POP3
- 4 Most people use a method to receive emails from a server to get their email.
A email address B POP3 C webmail

5 Listen and read the excerpt from the employee handbook guide at T.B Brown Inc. again. What must be included with the user name when setting up the email address?

Listening

6 Listen to a conversation between a QuickTel employee and a customer. Choose the correct answers.

- 1 What are the speakers mostly talking about?
A how to create a new email address
B why a customer is not pleased with QuickTel
C when to enter a username and password
D what's wrong with a customer's email
- 2 Which of the following is NOT a potential cause of the customer's problem?
A username C POP3 settings
B password D webmail account

7 Listen again and complete the conversation.

- E: Thanks for calling QuickTel. How may I help you?
C: Well, I'm a new customer, and my 1 _____ isn't receiving mail.
E: Okay. Do you have the correct 2 _____ and 3 _____?
C: Yes. Those work fine.
E: Okay, do you have a 4 _____ account or an email client? There are some common mistakes with those.
C: An 5 _____. Does that matter?
E: New customers often make mistakes with the 6 _____ settings. The correct server is POP.QuickTel.net.
C: Oh, that's it. I have Pop.QuickTel.com. Thanks.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

My email address isn't receiving mail.

Do you have the correct username and password?

Does that matter?

Student A: You are a QuickTel employee. A customer has a problem with his or her email. Find the problem. Ask Student B:

- username
- password
- POP3 server

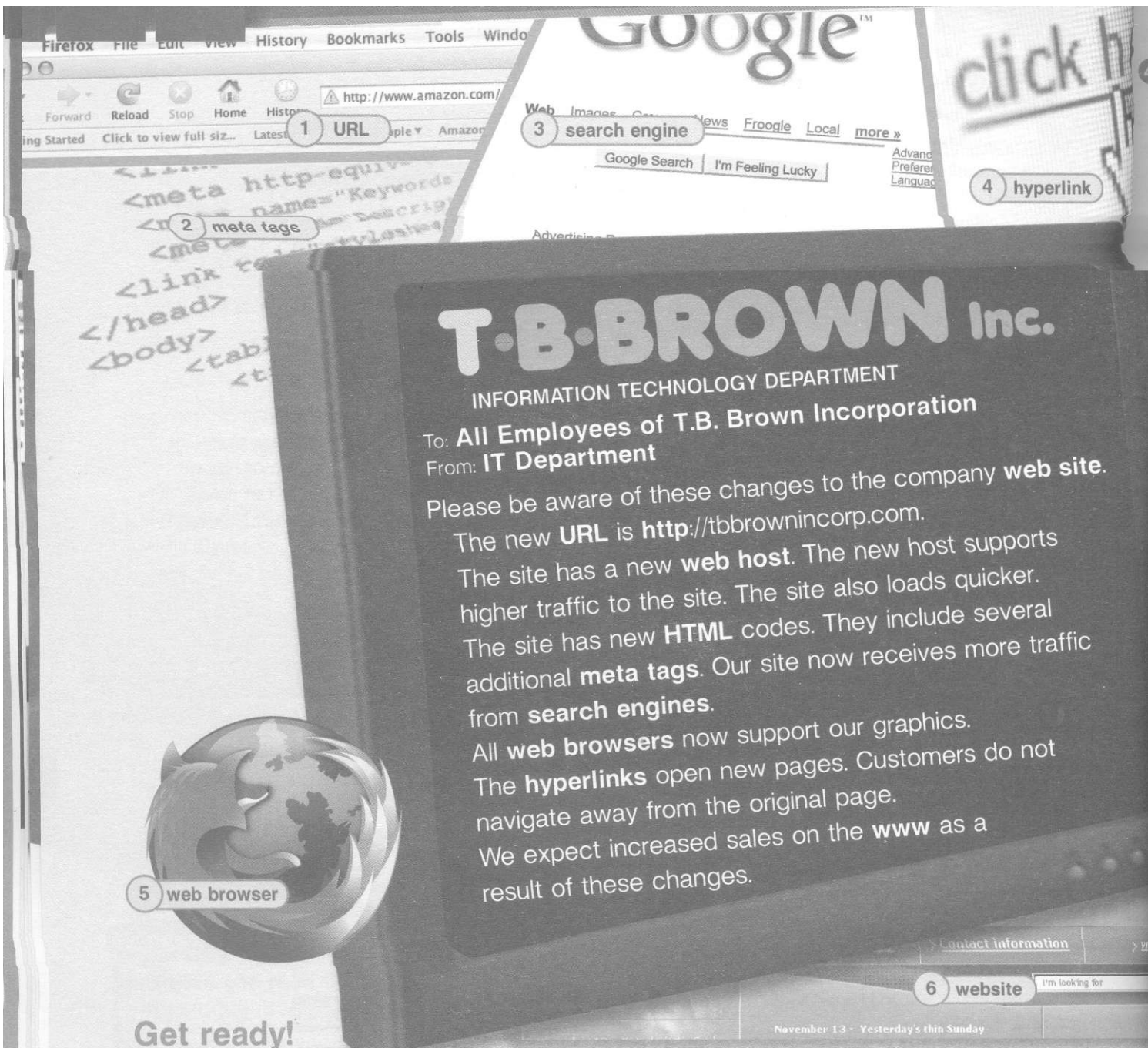
Student B: You are a customer. Answer Student A's questions.

Writing

9 Use the conversation from Task 8 to complete the Troubleshooting Guide.

QUICKTel Email Troubleshooting Guide

- 1 Is the _____ correct? Y / N
- 2 Is the _____ correct? Y / N
- 3 What _____ is the customer using?
- 4 Does that server name match ours? Y / N
- 5 Problem resolved by: _____



5 web browser

Get ready!

1 Before you read the passage, talk about these questions.

- 1 When do you browse the web at work?
- 2 What kind of things do you browse for?

Reading

2 Read the email from the IT department of T.B. Brown Inc. Then, mark the following statements as true (T) or false (F).

- 1 ___ T.B. Brown Inc. now has a different URL.
- 2 ___ The hyperlinks navigate away from the original page.
- 3 ___ The web site now has fewer meta tags.

T.B. BROWN Inc.

INFORMATION TECHNOLOGY DEPARTMENT

To: All Employees of T.B. Brown Incorporation
From: IT Department

Please be aware of these changes to the company web site.

The new **URL** is **http://tbbrownincorp.com**.

The site has a new **web host**. The new host supports higher traffic to the site. The site also loads quicker.

The site has new **HTML** codes. They include several additional **meta tags**. Our site now receives more traffic from **search engines**.

All **web browsers** now support our graphics.

The **hyperlinks** open new pages. Customers do not navigate away from the original page.

We expect increased sales on the **www** as a result of these changes.

Contact information

6 website

I'm looking for

November 13 - Yesterday's thin Sunday

Vocabulary

3 Match the words (1-5) with the definitions (A-E).

- | | |
|-----------------|-------------------|
| 1 ___ hyperlink | 4 ___ web host |
| 2 ___ website | 5 ___ web browser |
| 3 ___ HTML | |

- A a collection of related Internet pages
B a program that lets you look at web pages
C a word/image that you can click on to navigate
D a computer language used to make web sites
E a company that provides space for a website

4 Choose the word that is closest in meaning to the underlined part.

- The text used in webpage codes that provide information to search engines gives us high search rankings.
A hyperlink B meta tag C web host
- Type a word into the computer program that allows people to look for particular information to find a web site.
A search engine B http C website
- Our website is very popular on the system of information that is available on the Internet.
A meta tag B hyperlink C www
- The company's text and symbols that form a web address is http://tbbrownincorp.com.
A URL B search engine C web host
- Please begin the web address with the part of the web address that allows the computer to connect to the site.
A HTML B web browser C http

5 Listen and read the email from the IT department of T.B Brown Inc. again. Where does their site get more activity from?

Listening

6 Listen to a conversation between two employees of T.B. Brown Inc. Choose the correct answers.

- What is the main idea of the dialogue?
A how to compose a memo
B the importance of meta tags
C finding a better search engine
D what a hyperlink is
- What does the man say about the website?
A It displays larger meta tags.
B It contains more hyperlinks.
C It has larger web pages available.
D It appears near the top of search results.

7 Listen again and complete the conversation.

- B:** Hi Susan! Did you receive the staff email?
S: Yes, and I have a question, Bob.
B: Okay, no problem. What is it?
S: I don't even know what 1 _____ are. Why are they important?
B: They're descriptive words on the 2 _____ . They make the site rank higher in 3 _____ .
S: You mean our 4 _____ appears at the top of the search results?
B: Exactly. Customers 5 _____ our hyperlink first.
S: That's good news for our sales department.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*I don't even know what meta tags are.
 Our site appears at the top of the search results.
 Customers click on our hyperlink first.*

Student A: You are a T.B. Brown Inc. employee. You want to know more about meta tags and the company's website. Talk about:

- meta tags
- search engines
- search results

Make up a name for your co-worker.

Student B: You are an IT department employee. Answer A's questions.

Make up a name for your co-worker.

Writing

9 Use the conversation from Task 8 to fill in the email.

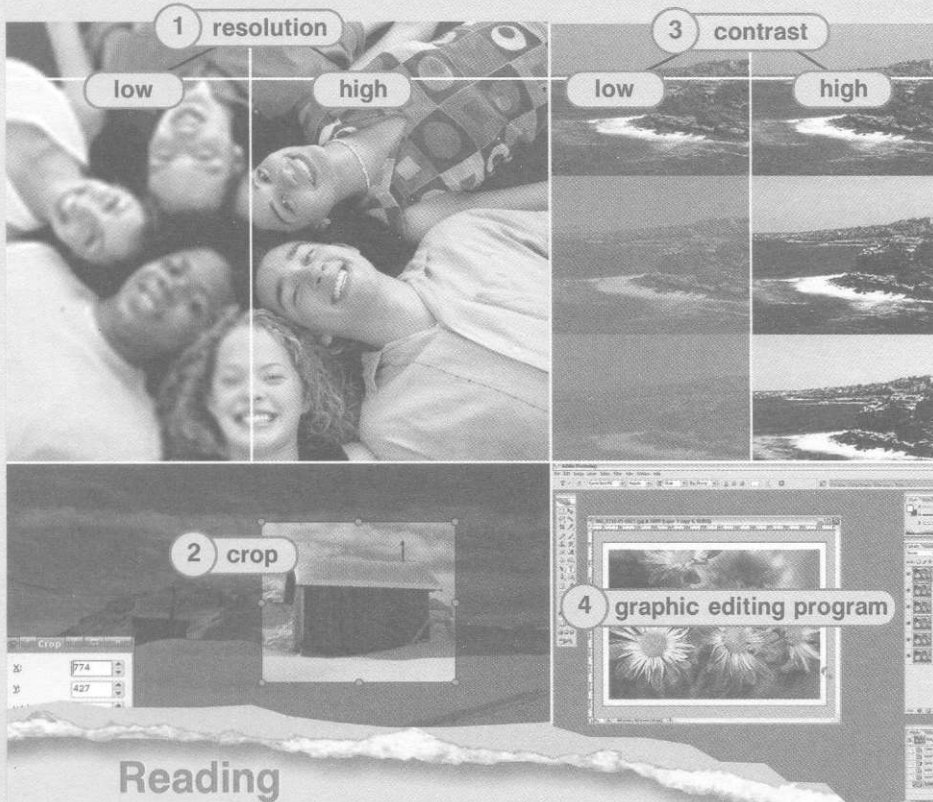
Dear _____,
 Thanks for explaining what the _____ are. I had no idea they were so _____. Now, I can see why our website appears at _____. There are some pretty good _____ on the new website. Anyway, as long as customers keep _____ first, it'll be good for business!

Regards,

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some reasons people edit images?
- 2 How do people edit their pictures?



Nowadays, anyone can edit **graphics**. But new users encounter many difficulties. Here are some common problems and solutions:

Problem: The image is dark or has a strange **tint**.

Cause: Poor **exposure** or bad lighting
Solution: Adjust the **contrast** using a **graphic editing program**.

Problem: There is white space around the image.

Solution: **Crop** the picture. This removes unnecessary parts.

Problem: The photograph is blurry.

Cause: Low **resolution**.
Solution: Increase the number of **pixels** in the image. This makes it sharper. Or **resize** the picture and make smaller. Also, save the photo as a **JPEG** file. This format creates high quality photographs.

Reading

2 Read the article from Graphic Arts Magazine. Then choose the correct answers.

- 1 What is the article mostly about?
 - A why people edit graphics
 - B how to edit graphics
 - C the causes of poor exposure
 - D how to crop a picture
- 2 According to the article, how can you remove unwanted parts of images?
 - A crop the picture
 - B resize the image
 - C save the picture as a JPEG
 - D increase the number of pixels
- 3 According to the article, what is NOT a way to fix a blurry photo?
 - A resize the photo
 - B increase the lighting
 - C save in JPEG format
 - D increase the amount of pixels



Vocabulary

3 Match the words (1-6) with the definitions (A-F).

- | | |
|---------------|-----------------|
| 1 __ pixel | 4 __ graphics |
| 2 __ exposure | 5 __ resolution |
| 3 __ JPEG | 6 __ tint |

- A images on a computer, in a book or magazine etc.
- B a small dot that makes up part of an image on a computer screen
- C a file used to store pictures on a computer
- D the length of time film is open to light when taking a picture
- E a small amount of a color in something
- F a computer or camera's ability to produce a clear picture

- 4 Fill in the blanks with the words and phrases from the word bank.

Word BANK

graphic editing program
contrast resize crop

- 1 It's hard to see the details of this picture. Please _____ it so that it is bigger.
- 2 I want to edit my pictures. I need a _____.
- 3 I don't like the background of this picture. Let's _____ it out.
- 4 This picture is too dark. Make the _____ a little lighter.

- 5 Listen and read the article from *Graphic Arts Magazine* again. What might be the reason for a blurry photograph?

Listening

- 6 Listen to a telephone conversation between a customer and an IT worker. Mark the following statements as true (T) or false (F).

- 1 Cropping a picture fixes poor exposure.
- 2 An editing program lets you change aspects of a picture.
- 3 Saving photos as JPEGs will keep them from being too blurry.

- 7 Listen again and complete the conversation.

IT Worker: Thanks for calling Picture Perfect's support center. How can I help you?

Customer: I want to put a picture on my website, but it's too dark. Is there a way to fix 1 _____?

IT Worker: Do you have a 2 _____ program?

Customer: Yes, but I never use it. I just don't know how.

IT Worker: No problem. 3 _____ the file with the program and find the contrast controls.

Customer: Is that in the 4 _____?

IT Worker: It is. Increase the 5 _____ to lighten the picture.

Customer: Great! Thanks.

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Is there a way to fix poor exposure?
Do you have a graphic editing program?
Increase the contrast to lighten the picture.

Student A: You are a support center worker. Student B needs help editing a photograph. Talk about:

- what the editing software is
- what the problem is
- how to fix the problem

Student B: You are a customer calling Picture Perfect's support center. Answer Student A's questions.

Writing

- 9 Use the conversation from Task 8 to complete the note.



Support Center

Customer Issue: Picture too _____.

Does customer have a _____ to edit pictures? Y/N

Advice given: _____
_____. This fixes the poor _____.

T.B. BROWN Inc.

INFORMATION TECHNOLOGY DEPARTMENT

From: IT Department

To: All Users

Re: Spreadsheets vs Database

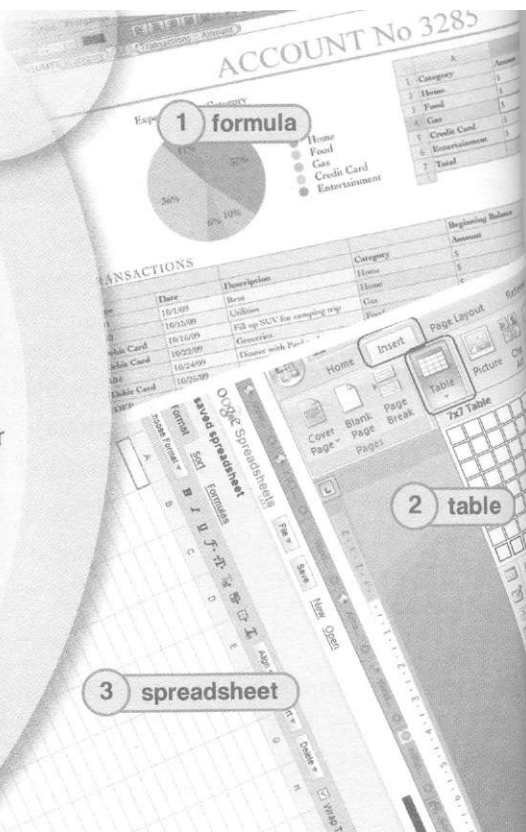
Currently, many employees use **spreadsheets** incorrectly. They are not for data storage. Please review the following guidelines.

Use our **database** program to:

Organize and **sort** large amounts of data regarding clients. Enter the client names and addresses into the **database fields**.
Perform complex **queries**. Search multiple **tables** for client information.

Use our **spreadsheet** program to:

Perform calculations about cost and revenue. Create **formulas** using different **functions** and **operators**. Use this to analyze sales data.
Create graphs and charts that show profits. Use the data in the **cells** of a **worksheet** to create these charts.



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What kind of information do you find in databases?
- 2 What do you use spreadsheets for?

Reading

2 Read the email from the IT department of T.B. Brown Inc. Then, read the paraphrase of the email. Fill in the blanks with the correct words from the word bank.

Word BANK

tables profits database
calculations clients

Employees often use databases and spreadsheets incorrectly. Use a 1 to organize large amounts of information about 2 . A database makes it easy to search multiple 3 for client information. Use a spreadsheet to perform 4 about sales data. Spreadsheets are also able to create graphs and charts showing 5 .

Vocabulary

3 Match the words (1-5) with the definitions (A-E).

- 1 worksheet 4 field
2 database 5 formula
3 sort

- A to arrange the information in a database
B a large group of data organized in a computer
C a mathematical instruction that performs spreadsheet calculations
D a single page of a spreadsheet
E a database category that holds a type of information

4 Choose the word that is closest in meaning to the underlined part.

- Sue types in a(n) symbol that performs a specific calculation on the line.
A cell B operator C worksheet
- Please arrange the client addresses in a single collection of information in a database.
A table B field C query
- Dave adds up the values with a mathematical spreadsheet calculation.
A worksheet B formula C database
- Jim organizes records in a computer program that organizes information and performs calculations.
A function B query C spreadsheet
- Martha finds clients who live nearby with a search that locates all information of a specific type.
A query B field C operator
- Some information in one unit of a spreadsheet that holds a piece of information is incorrect.
A table B function C cell

5 Listen and read the email from the IT Department of T.B. Brown Inc. again. What exactly is a spreadsheet?

Listening

6 Listen to a conversation between two co-workers at T.B. Brown Inc. Mark the following statements as true (T) or false (F).

- ___ Sam is using a database program.
- ___ Rachel tells Sam to perform a query.
- ___ Sam enters a formula that calculates profits.

7 Listen again and complete the conversation.

Employee 1: Rachel, I need help. I don't understand this 1 _____ program.

Employee 2: Sure. What are you trying to do?

Employee 1: I need to 2 _____ our estimated profits for next month. But I don't know how to do that.

Employee 2: Well, is all the 3 _____ in the 4 _____ correct?

Employee 1: Yes, I'm sure it is.

Employee 2: Okay. Then just type this 5 _____ into the top cell.

Employee 1: Really? That's all?

Employee 2: Yes. The formula calculates the estimated 6 _____ and shows them at the bottom of the spreadsheet.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

I don't understand this spreadsheet program.

Is the data in the cells correct?

Type this formula into the top cell.

Student A: You are a worker at T.B. Brown Inc. Student B needs help using a spreadsheet. Talk about:

- what the problem is
- possible mistakes
- solutions

Student B: You are Student A's co-worker. You need help using a spreadsheet. Answer Student A's questions.

Make up a name for your co-worker.

Writing

9 Use the conversation from Task 8 to complete the page.

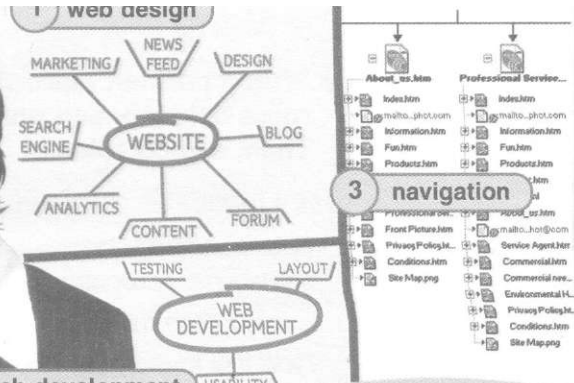
T.B. BROWN Inc. Spreadsheet Help Guide

Question: How do I _____
_____?

1 Make sure _____
_____.

2 Enter _____.

3 The formula calculates the customer orders and _____
_____.



2 web development

Now Offering!

Spring Professional Development Courses

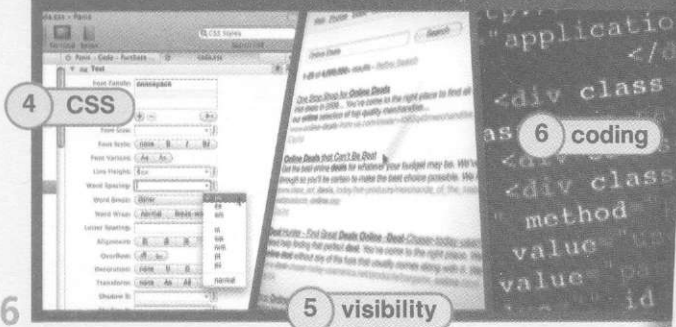
Website Review SOLUTIONS

Website Review Solutions now offers two spring classes. These classes focus on creating websites.

Web Development: Learn how to make a simple website. Create **coding** to build sites. Explore ways to expand **functionality**. Discuss improving **navigation** and **usability**. Learn ways to increase a website's **visibility**.

Web Design: Learn how to change a website's **appearance**. Use **CSS** to change a website's style. Compare the effect of different fonts and colors. Create attractive **content** to catch a user's attention.

E-mail Mary Shelton at mshelton@wrsolutions.com to register for classes.



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What makes a good business website?
- 2 What kind of websites do you like to use?

Reading

2 Read the article from a business newsletter. Then, choose the correct answers.

- 1 What does the Web Development class teach?
 - A making a website easy to use
 - B improving a website's visibility
 - C using code to program a website
 - D how to market a new website
- 2 What can you infer about the Web Design class?
 - A Attending the class is mandatory.
 - B The first class addresses functionality.
 - C It focuses on improving a site's visual appearance.
 - D Its registration fee is less than the Web Development class.
- 3 What is the function of CSS?
 - A It helps improve navigation.
 - B It decreases a website's visibility.
 - C It changes the style of a web page.
 - D It expands the functionality of a website.

Vocabulary

3 Match the words (1-6) with the definitions (A-F).

- | | |
|-----------------|-----------------|
| 1 __ web design | 4 __ visibility |
| 2 __ coding | 5 __ usability |
| 3 __ navigation | 6 __ content |

- A choosing a website's visuals
- B how easily you can find a website on a search engine
- C a website's programming
- D how easily a user can use a website
- E moving around a website
- F everything contained in a website

- 4 Fill in the blanks with the correct words and phrases from the word bank.

Word BANK

CSS web development
appearance functionality

- The website doesn't work well. I want to improve its _____.
- My website looks boring. I'll give it a more interesting _____.
- If you are interested in making a website, take a _____ class.
- I'm learning _____ so that I can change my website.

- 5 Listen and read the article from a business newsletter again. Which class would someone attend to learn about developing a website's performance?

Listening

- 6 Listen to a conversation between an instructor for a web development class and an employee. Choose the correct answers.

- What do the speakers mostly talk about?
 - how to change content
 - why sheets are separate
 - choosing the correct CSS style sheet
 - the difference between content and style
- What happens when the style sheet and the content are separated?
 - It alters the content.
 - The content does not change.
 - Content needs creating.
 - The words are changed in the content.

- 7 Listen again and complete the conversation.

Instructor: So, that's how we change the website's style. Does anyone have any questions?

Employee: Yes. I have one. It's about 1 _____.

Instructor: Oh, the 2 _____. What do you want to know?

Employee: Why do we separate the style sheet and the 3 _____?

Instructor: It makes changing the 4 _____ easier. The 5 _____ changes, but the content doesn't.

Employee: So, I change the style sheet. What happens to the content?

Instructor: Nothing, because the two are 6 _____.

Employee: Okay. I understand now. The words stay the same, but their appearance changes.

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*I have a question about CSS.
Why do we separate the style sheet and the content?
What happens to the content?*

Student A: You are in a web design class. Ask Student B questions to find out about:

- style sheet and content
- changing the style sheet
- effects on content

Student B: You are the instructor of a web design class. Answer Student A's questions about web design.

Writing

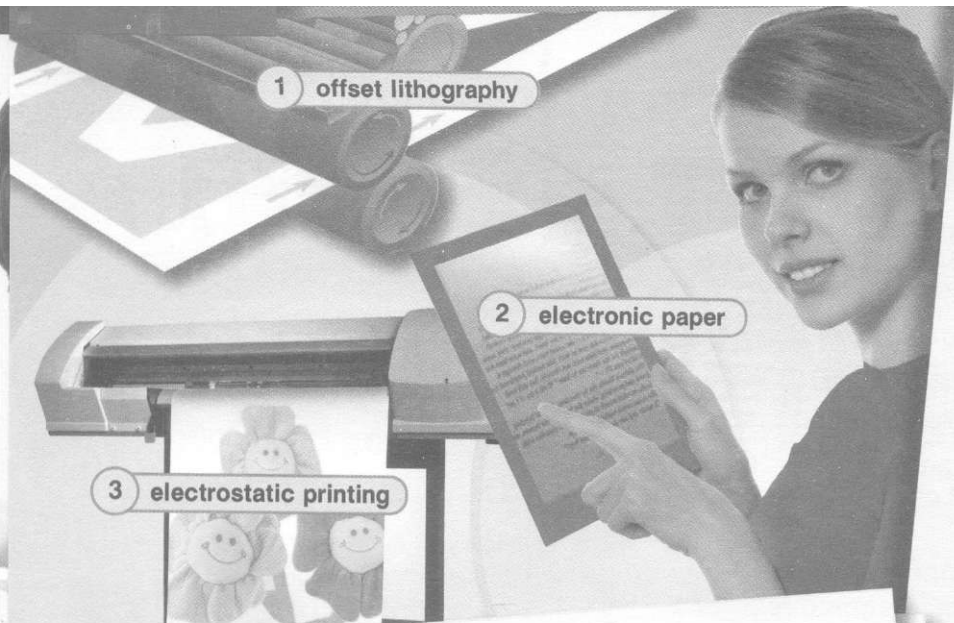
- 9 Use the conversation from Task 8 to answer the sample test questions on web design.

EXAMPLE TEST QUESTIONS ON WEB DESIGN - Spring Professional Development Courses:

- What do the letters CSS stand for?

- What is the importance of separating the style sheets and the content?

- If the style sheet is changed, what happens to the content?



TOP-QUALITY RECRUITS

Golden Prairie Publishing

Now Hiring: Desktop Publishing Specialist

Golden Prairie Publishing is hiring a Desktop Publishing Specialist. Qualifications/Skills must include:

- 2+ years work in the field. Position requires college degree.
- Experience with **desktop publishing software**.
- A background in **graphic communications and design**.
- Skill to create **electronic pages** for print.
- Using text and **clip art** to make expert **page layouts**.
- Planning skills. Ability to turn a first sketch into a **comprehensive layout**.
- Experience working with **electronic paper**.
- Familiarity with **offset lithography** or **electrostatic printing** methods, but not essential as full training will be given.

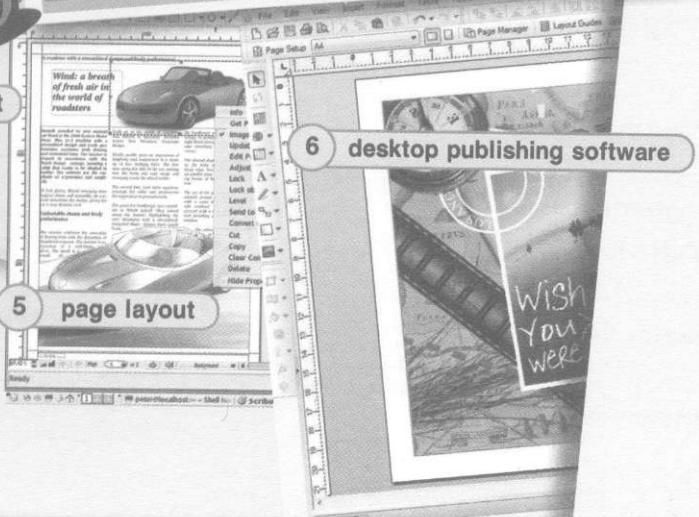
To apply, send a cover letter and résumé to hrexec@gldprairiepublishing.com



4 clip art



5 page layout



6 desktop publishing software

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you know about desktop publishing?
- 2 What skills are needed in publishing?

Reading

2 Read the job listing for a position at Golden Prairie Publishing. Then, choose correct answers.

- 1 What is the purpose of this advertisement?
 - A to post a job opening
 - B to describe a company
 - C to start a publishing company
 - D to sell a desktop publishing program
- 2 Which is NOT a job qualification?
 - A the ability to make clip art
 - B project planning skills
 - C a college education
 - D the ability to make layouts
- 3 What can you infer from this advertisement?
 - A The job pays very well.
 - B This is a managerial position.
 - C The company is hiring from within.
 - D Students do not meet the requirements.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 electronic pages/electronic paper
Many books are available on _____.
- Desktop publishing specialist
assemble _____.

2 page layout/clip art

If you need an extra picture use _____ .

That _____ looks complete.

3 electrostatic printing/offset lithography

_____ is all done with machines.

_____ uses oil and water to transfer ink.

4 Match the words (1-4) with the definitions (A-D).

1 _ comprehensive layout

2 _ desktop publishing

3 _ desktop publishing software

4 _ graphic communications

A a form of visual language

B a piece that is ready for print

C the design of a layout using software

D a computer program used by publishers

Listen and read the job listing for a position at Golden Prairie Publishing again. What does the applicant not necessarily have to be skilled in?

Listening

6 Listen as a candidate interviews for a desktop publishing job. Mark the following statements as either true (T) or false (F).

1 _ The candidate works with electronic paper.

2 _ The candidate is in college.

3 _ The candidate creates layouts.

7 Listen again and complete the conversation.

Interviewer: Good morning, please take a 1 _____ .

Candidate: Hello, it's nice meeting you.

Interviewer: Right! I see you have a degree in 2 _____ communications. Do you have experience creating 3 _____ ?

Candidate: Yes. I work with desktop 4 _____ every day.

Interviewer: What type of work do you do? I want to hear more.

Candidate: I combine text with graphics to create 5 _____ .

Interviewer: Interesting. Do you ever work with 6 _____ ?

Candidate: Fairly often actually. I think it's the future of publishing.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Do you have experience ...

I want to hear more.

I work with ... fairly often actually.

Student A: You are an interviewer. Ask Student B questions to learn about his or her:

- education level
- job experience
- publishing skills

Student B: You are being interviewed. Answer Student A's questions.

Writing

9 Use the conversation from Task 8 to complete the interview notes. Create some personal details.

Golden Prairie Publishing Interview Notes

Interviewer: _____

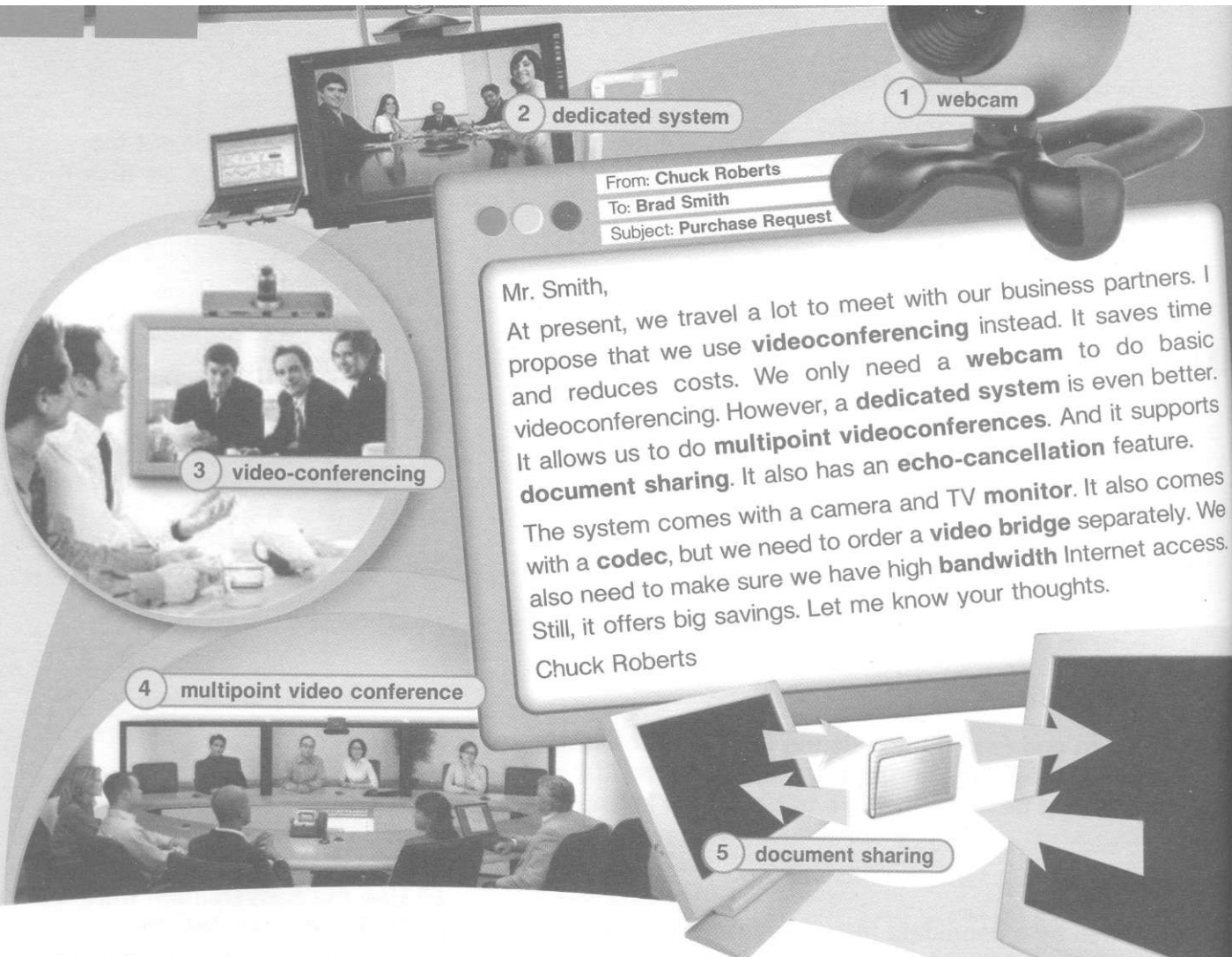
Candidate: _____

Education Level:

- College Bachelor's degree
 Master's Technical Degree

Candidate's publishing skills: _____

Overall impression: _____



From: Chuck Roberts
 To: Brad Smith
 Subject: Purchase Request

Mr. Smith,
 At present, we travel a lot to meet with our business partners. I propose that we use **videoconferencing** instead. It saves time and reduces costs. We only need a **webcam** to do basic videoconferencing. However, a **dedicated system** is even better. It allows us to do **multipoint videoconferences**. And it supports **document sharing**. It also has an **echo-cancellation** feature. The system comes with a camera and **TV monitor**. It also comes with a **codec**, but we need to order a **video bridge** separately. We also need to make sure we have high **bandwidth** Internet access. Still, it offers big savings. Let me know your thoughts.
 Chuck Roberts

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is videoconferencing?
- 2 What can video conferencing be used for?

Reading

2 Read the email from an IT professional at Acme Enterprise. Then, mark the following statements as true (T) or false (F).

- 1 Videoconferencing reduces traveling time and cost.
- 2 The dedicated system comes with a video bridge.
- 3 Videoconferencing works best with low bandwidth Internet access.

Vocabulary

3 Fill in the blanks with the correct words and phrases from the word bank.

word BANK

dedicated system document sharing echo-cancellation
 monitor videoconference video bridge

- 1 My computer isn't working. No images are showing on the _____.
- 2 Let's purchase a _____. It comes with everything we need for videoconferencing.
- 3 Only I can edit the report. The videoconference system does not allow _____.
- 4 You can't hold a multipoint videoconference without a _____.
- 5 The _____ feature eliminates unwanted sound during a videoconference.
- 6 I want a face-to-face meeting. Let's hold a _____.

4 Write a word that is similar in meaning to the underlined part.

- 1 A high amount of information that a network sends and receives helps images load quickly on the Internet.
b _ n _ _ i _ _ h
- 2 To set up a videoconference system, first connect the equipment that codes and reads signals. c _ d _ _
- 3 John attached a camera that broadcasts sound and video on the Internet. w _ _ c _ m
- 4 Our offices can hold a videoconference among people in different locations.
m _ _ t _ _ o _ n _ _ v _ _ e _ _ _ n _ _ r _ _ _ _

5 Listen and read the email from an IT professional at Acme Enterprise again. Why does Chuck Roberts suggest having a dedicated system?

Listening

6 Listen to a conversation between the IT professional and a sales representative at Clearwater Technologies. Choose the correct answers.

- 1 What are the speakers mostly talking about?
A what the benefits of videoconferencing are
B what the IT professional wants to purchase
C how to set up videoconference equipment
D what the use of a video bridge is
- 2 What is the advantage of having two monitors?
A It lets you hold multipoint videoconferences.
B It enhances the sound and picture quality.
C It comes with a video bridge.
D It lets you do document sharing.

7 Listen again and complete the conversation.

ClearWater Technologies. How can I help you?
I want to purchase a 1 _____ system for 2 _____.
What are my options?
Well, we have systems with one or two TV 3 _____.
What's the difference?
The system with two TV monitors lets you hold 4 _____.
I need 5 _____ TV monitors then. Does it come with a video bridge?
No, you order that separately.
Okay, then I need to order one 6 _____ as well, please.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

- What are my options?
- We have systems with one or two TV monitors.
- Does it come with a video bridge?


Student A: You want to purchase a dedicated system. Ask Student B questions to find out:

- the options
- differences in number of monitors
- a video bridge

Student B: You are a sales representative. Answer Student A's questions.

Writing

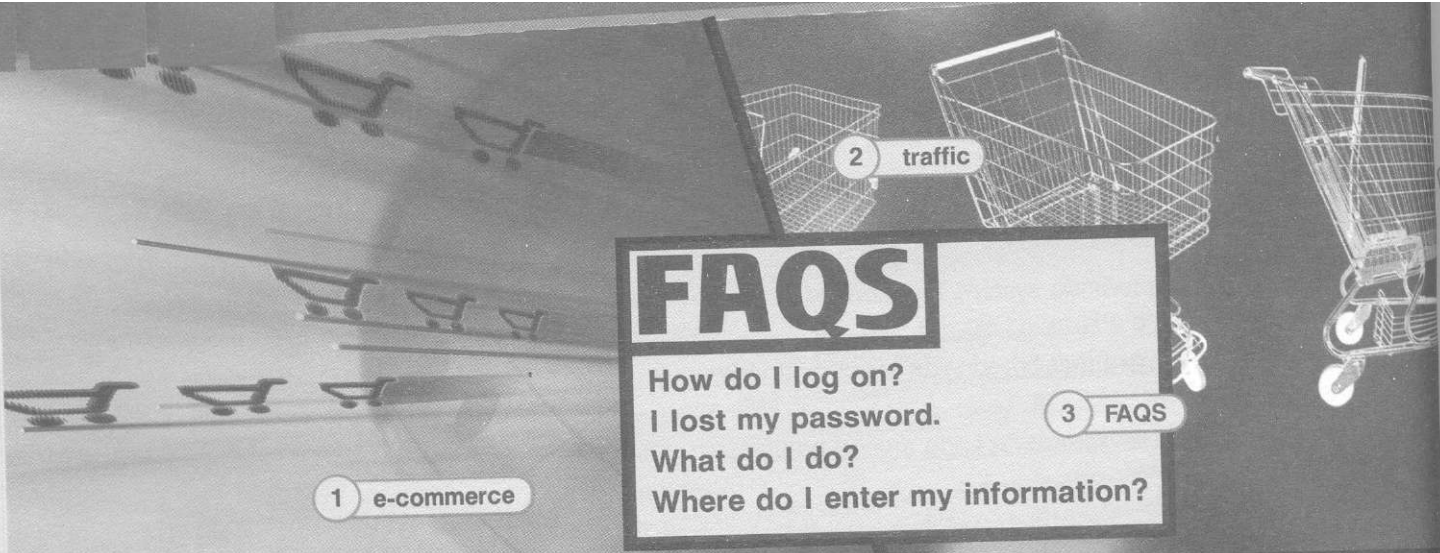
9 Use the conversation from Task 8 to complete the order form.


Order #1162

Request for _____
_____ for
videoconferencing.
Number of TV _____:
One/Two

Number of _____ bridges:
One/Two

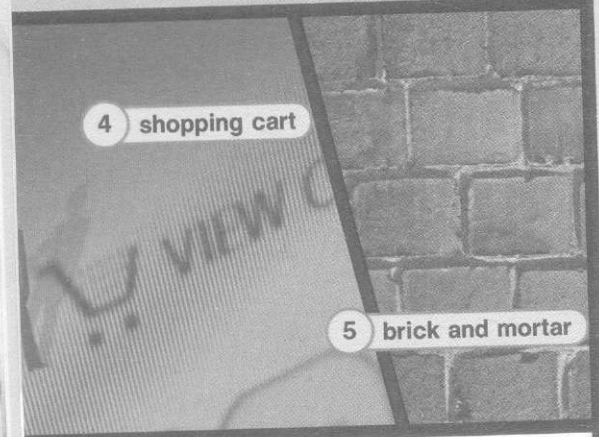
Total Cost: \$2,249.99



FAQS

How do I log on?
 I lost my password.
 What do I do?
 Where do I enter my information?

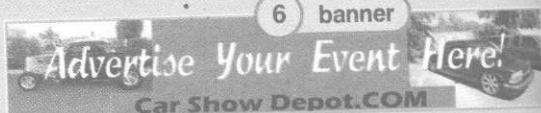
www.ONLINE SHO



From: johnson.mark@bargainequipment.com
 To: amanda.jackson@marketing.tfcgaming.com
 Subject: Lowest Price Affiliate Program

Dear Miss. Jackson,
 Our advertising at **brick and mortar** gaming shops is not producing video game equipment sales. Those consumers are much more active in **e-commerce**. So, we at BargainEquipment.com want TFC Gaming to become an **affiliate**. Our program works in the following manner. You display our **banner** when customers view their **shopping cart**. This directs **traffic** our way. TFC Gaming earns a percentage of sales from that traffic. We pay a smaller percentage for increases in **page views** without sales. Our **FAQs** explain that affiliates are not responsible for our products. We do ask that affiliates obtain a **digital certificate** with our preferred **certificate authority**.

Contact me with any questions.
 Regards,
 Mark Johnson
 Marketing Director, BargainEquipment.com



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you buy online?
- 2 How does online shopping help businesses?

Reading

2 Read the email from the marketing director of bargainequipment.com. Then, mark the following statements as true (T) or (F) false.

- 1 BargainEquipment.com has a brick and mortar shop.
- 2 TFC Gaming is an affiliate of BargainEquipment.com.
- 3 Affiliates earn a percentage of sales for increases in page views.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 digital certificate/certificate authority
 I don't trust this site, it has no _____.
 The _____ will tell customers our site is safe.
- 2 page views/traffic
 My site has two hundred more _____ today.
 Advertising a website should increase _____.
- 3 FAQs/banner
 Let's display a new _____ to attract attention.
 Check the _____ to find out about the company.

4 Fill in the blanks with the correct words and phrases from the word bank.

Word BANK

affiliate e-commerce
shopping cart brick and mortar

- 1 _____ allows people to shop with businesses globally.
- 2 My business is a(n) _____ of that website. We share profits.
- 3 There are many _____ shops on Main Street.
- 4 Put an item in a _____ and pay for it later.

5 Listen and read the email from the marketing director of bargainequipment.com again. What happens when a consumer clicks on a page view, but doesn't purchase?

Listening

6 Listen to part of a conversation between employees of BargainEquipment.com and TFC Gaming. Choose the correct answers.

- 1 What are the employees mostly talking about?
A raising sales C calculating profits
B meeting affiliates D payment percentages
- 2 TFC Gaming earns a half percent for _____.
A each sale C 100 page views
B slowing traffic D becoming an affiliate

7 Listen again and complete the conversation.

Employee 1: Hi Mark. This is Amanda from TFC Gaming.

Employee 2: Hi Amanda. Glad to hear from you.

Employee 1: Well, we're definitely interested in being an 1 _____. But we have some questions.

Employee 2: Of course. What do you want to know?

Employee 1: About the 2 _____. What do we earn for just an increase in 3 _____?

Employee 2: That's 0.5% per hundred.

Employee 1: I see, and for sales from our 4 _____?

Employee 2: All BargainEquipment.com affiliates get 2% of the 5 _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What do you want to know?
What do we earn for ...?
Affiliates get ...

Student A: Your company is considering becoming an affiliate. Ask Student B about:

- percentages
- page views
- traffic and sales

Student B: You work at BargainEquipment.com. Answer Student A's questions.

Writing

9 Use the email and the conversation from Task 8 to complete the recommendation.

From: _____
TFC Gaming Marketing

Department: _____

To: James Harper,
President, TFC Gaming

Mr. Harper,

BargainEquipment.com wants us _____
_____. We would earn _____
_____ for an
increase in page views. We would also
earn _____

My recommendation is _____

affiliate [N-COUNT-U15] An **affiliate** is a person or business that directs Internet traffic to a business's web exchange for a percentage of sales.

appearance [N-COUNT-U12] **Appearance** is the way that a web page looks.

attachment [N-COUNT-U8] An **attachment** is a file that is sent with an email.

bandwidth [N-UNCOUNT-U14] **Bandwidth** is a measurement of the amount of information that a computer can send or receive. High bandwidth allows images and websites to load quickly on the Internet.

banner [N-COUNT-U15] A **banner** is a rectangular graphic on a website that advertises a business.

brick and mortar [N-COUNT-U15] A **brick and mortar** is a business that operates in a physical location instead of online.

case [N-COUNT-U3] A **case** is an enclosure that holds the computer's components.

CAT-5 (Category 5) cables [N-COUNT-U5] **CAT-5 cables** are the standard cables that connect computers to networks.

cell [N-COUNT-U11] A **cell** is a unit of a spreadsheet that holds a piece of information.

cell phone [N-COUNT-U2] A **cell phone** is a telephone that you take with you to make calls anywhere.

certificate authority [N-COUNT-U15] A **certificate authority** creates, offers and verifies reliable digital certificates.

clip art [N-UNCOUNT-U13] **Clip art** is electronic artwork that can be used in publications.

code [N-COUNT-U1] **Code** is a set of words and signs that give instructions to a computer.

codec [N-COUNT-U14] A **codec** is a piece of videoconferencing equipment. It codes signals that go out and decodes signals that come in.

coding [N-UNCOUNT-U12] **Coding** is the programming language that makes up a website.

compatibility [N-UNCOUNT-U7] **Compatibility** is the ability of one program or file to work with a different program.

comprehensive layout [N-UNCOUNT-U13] A **comprehensive layout** is a nearly complete version of a publication.

computer [N-COUNT-U2] A **computer** is an electronic device that manipulates data.

configuration [N-COUNT-U5] The **configuration** of a network is the group of settings that control how information is sent and received on a network.

content [N-UNCOUNT-U12] **Content** is the material on a web page, including text and graphics.

contrast [N-UNCOUNT-U10] **Contrast** is the amount of difference between the dark areas and light areas of an image.

crop [V-COUNT-U10] To **crop** is to cut off unwanted parts of an image.

CSS [N-UNCOUNT-U12] **CSS** (cascading style sheets) is a simple language that decides how a web page looks.

cycle [V-UNCOUNT-U5] To **cycle** a device on a network means to turn it off and then turn it on again or to unplug it from its power source.

data [N-UNCOUNT-U1] **Data** are numbers that can be entered into a computer.

data processing [N-UNCOUNT-U1] **Data processing** is the act of entering, using or manipulating data with a computer.

database [N-COUNT-U11] A **database** is a large group of data organized in a computer system. It allows you to search for and find information easily.

dedicated system [N-COUNT-U14] A **dedicated system** includes all the necessary components of videoconferencing software together as a set.

in *desktop* [N-COUNT-U6] A computer **desktop** is everything that a user sees on a computer screen.

desktop computer [N-COUNT-U2] A **desktop computer** is a computer that is small enough to use at a desk, but too big to carry around.

desktop publishing software [N-UNCOUNT-U13] **Desktop publishing software** is a computer program that is used to make page layouts.

rk *desktop publishing* [N-UNCOUNT-U13] **Desktop publishing** is art of using computers to design finished, printable documents.

ie. *DHCP (Dynamic Host Configuration Protocol)* [N-COUNT-U5] The **DHCP** is a system for computer networks to receive IP addresses and other configuration information.

digital certificate [N-COUNT-U15] A **digital certificate** is an electronic document that proves an online business or person is who that business or person claims to be.

s. *disk drive* [N-COUNT-U3] A **disk drive** reads information from a magnetic spinning disc.

document [N-COUNT-U7] A **document** is a file created on a word processing program.

document sharing [N-UNCOUNT-U14] **Document sharing** is a feature of some videoconferencing systems. It allows everyone participating in the videoconference to look at and edit the same document.

domain name [N-COUNT-U8] A **domain name** is a set of words and letters that identify a company or address on the Internet.

s *drag* [V-UNCOUNT-U6] To **drag** files, folders or icons is to move them around on a desktop.

e-commerce [N-UNCOUNT-U15] **E-commerce** is the purchase or sale of items on the Internet.

echo-cancellation [N-UNCOUNT-U14] **Echo-cancellation** is a process that reduces the amount of echo heard by participants of a videoconference.

electronic page [N-COUNT-U13] An **electronic page** is a computerized version of a piece of paper.

electronic paper [N-COUNT-U13] **Electronic paper** is a special digital screen that can be read like paper.

s *electrostatic printing* [N-UNCOUNT-U13] **Electrostatic printing** is a method that uses the forces of electricity to print.

email address [N-COUNT-U8] An **email address** is a location to which electronic messages can be delivered.

email client [N-COUNT-U8] An **email client** is a program that receives, sends and stores email on a computer.

. *encoding* [N-UNCOUNT-U1] **Encoding** is the act of changing data so that no one can read it until it is changed again.

expansion cards [N-COUNT-U3] **Expansion cards** are extra circuit boards that are used to increase the functions of a computer.

it *exposure* [N-COUNT-U10] An **exposure** is the length of time film is open to light when taking a picture.

fan [N-COUNT-U9] A **fan** moves cool air onto computer components inside the case.

FAQs [N-COUNT-U15] **FAQs** (Frequently Asked Questions) are a set of questions and answers that are provided on a website to provide users with information that users commonly want to know.

s. *field* [N-COUNT-U11] A **field** is a category in a database that holds a particular type of information.

h *folder* [N-COUNT-U6] A **folder** holds and organizes files and documents on a computer.

g *font* [N-COUNT-U7] **Font** is the style of the typed characters on a document.

format [N-COUNT-U7] A **format** is a file's type. Different files might not work in different programs.

formatting [N-UNCOUNT-U7] **Formatting** is the design of the words on a document.

formula [N-COUNT-U11] A **formula** is any mathematical calculation that you perform in a spreadsheet.

function [N-COUNT-U11] A **function** is a mathematical instruction that performs a specific calculation in a spreadsheet such as adding a set of values.

functionality [N-COUNT-U12] **Functionality** is the ability of different elements of a website to work together.

graphic communications [N-UNCOUNT-U13] **Graphic communications** is the study of sending and receiving visual messages.

graphic editing program [N-COUNT-U10] A **graphic editing program** is a computer program that lets you change different aspects of an image.

Graphical User Interface [N-COUNT-U6] A **graphical user interface** (GUI) is an operating system that uses icons to represent programs and files and allow users to access to them.

graphics [N-COUNT-U10] **Graphics** are images on a computer, in a book or magazine, etc.

handheld PC [N-COUNT-U2] A **handheld PC** is a computer that is smaller, slower and less powerful than a laptop used to browse the Internet and check email.

hard drive [N-COUNT-U3] A **hard drive** stores data electronically.

hardware [N-COUNT-U1] **Hardware** refers to the physical parts of a computer.

heat sink [N-COUNT-U3] A **heat sink** transfers heat away from nearby components of a computer.

HTML [N-UNCOUNT-U9] **HTML** (Hypertext Markup Language) is a computer language that is used to construct web sites on the Internet.

http [N-UNCOUNT-U9] An **http** is a part of an Internet address that allows a computer to connect to the site.

hyperlink [N-COUNT-U9] A **hyperlink** is a word or image on a web page that you can click on to go to a different web page.

icon [N-COUNT-U6] An **icon** is a picture that represents something on a computer.

information security [N-COUNT-U1] **Information security** is the act or process of keeping information safe by preventing others from seeing it.

Internet [N-UNCOUNT-U5] The **Internet** is a worldwide network of computers.

IP (Internet Protocol) address [N-COUNT-U5] An **IP address** is a group of numbers that identify a computer on a network.

ISP [N-COUNT-U8] An **ISP** (Internet Service Provider) is a company that gives its customers access to the Internet, email addresses and data storage.

JPEG [N-UNCOUNT-U10] **JPEG** (Joint Photographic Experts Group) is a kind of computer file used to store pictures on a computer.

keyboard [N-COUNT-U4] A **keyboard** is a set of buttons that is used to enter information into a computer.

laptop [N-COUNT-U2] A **laptop** is a computer that is small enough for you to carry around and use anywhere.

layout [N-COUNT-U7] **Layout** is the way that items are arranged on a document.

LCD [N-COUNT-U4] An **LCD** (Liquid Crystal Display) is a type of display that is created by liquid crystals and that is used in thin monitors.

local area network (LAN) [N-COUNT-U5] A **local area network** is a network that connects a small group of computers.

macro [N-COUNT-U7] A **macro** is a short keystroke that performs a predetermined action.

mainframe [N-COUNT-U2] A **mainframe** is a very powerful computer that can process large amounts of data.

maximize [V-UNCOUNT-U6] To **maximize** a window is to make it fill an entire computer screen or desktop.

meta tag [N-COUNT] A **meta tag** is text that is used in the codes of a web page to provide information about the site to search engines.

microphone [N-COUNT-U4] A **microphone** is a device that is used to record sound.

minimize [V-UNCOUNT-U6] To **minimize** a window is to make it leave the screen without closing the window.

monitor [N-COUNT-U4-U14] A **monitor** is a screen that displays text, video, or images.

motherboard [N-COUNT-U3] A **motherboard** is a firm slotted board onto which computer circuitry is attached.

mouse [N-COUNT-U4] A **mouse** is a small device that is used to move the cursor and select items on a computer screen.

multipoint videoconference [N-COUNT-U14] A **multipoint videoconference** is a videoconference among people in three or more different locations.

navigation [N-COUNT-U12] **Navigation** is the act of using and finding things on a website.

network [N-COUNT-U5] A **network** is a group of computers that are connected in order to share data or communicate.

offset lithography [N-UNCOUNT-U13] **Offset lithography** is a common form of printing.

online [ADJ-COUNT-U1] If a computer is **online**, it is connected to the Internet.

operating system (OS) [N-COUNT-U6] The **operating system** is the software that controls a computer.

operator [N-COUNT-U11] An **operator** is a symbol in a formula that performs a particular calculation, such as a plus sign (+).

page layout [V-INT-U13] **Page layout** is the process of arranging text and graphics on a page.

page view [N-COUNT-U15] A **page view** is a request from a computer to load a page of a web site. They can be counted to analyze the number of people viewing a website.

password [N-COUNT-U8] A **password** is a set of letters and/or numbers that allow someone to use or access something on a computer.

PDA [N-COUNT-U2] A **PDA** (Personal Digital Assistant) is a small computer that is used to organize a person's schedules and information.

peripheral [N-COUNT-U4] A **peripheral** is a device that can be connected to a computer.

pixel [N-COUNT-U10] A **pixel** is one of the small dots that make up an image on a computer or television screen.

pointer [N-COUNT-U6] A **pointer** is a small arrow that lets a user choose what to do on a computer.

POP3 [N-COUNT-U8] A **POP3** (Post Office Protocol) is a method that allows computer users to receive email from a server.

power supply [N-COUNT-U3] A **power supply** delivers electricity to all parts of a computer.

printer [N-COUNT-U4] A **printer** is a device that is used by a computer to transfer ink onto paper.

processor [N-COUNT-U3] A **processor** carries out the instructions of computer programs.

quality assurance [N-UNCOUNT-U1] **Quality assurance** is the act of checking products for problems.

query [N-COUNT-U11] A **query** is a search that locates all information of a specific type in a database.

RAM [N-UNCOUNT-U3] **RAM** (Random Access Memory) is memory that can be quickly accessed.

resize [V-COUNT-U10] To **resize** is to make an image on a computer bigger or smaller.

resolution [N-UNCOUNT-U10] **Resolution** is the ability of a computer or camera to produce a clear and detailed image.

router [N-COUNT-U5] A **router** is a device that allows more than one computer to connect to a network at the same time.

scanner [N-COUNT-U4] A **scanner** is a device that is used for transferring printed documents and pictures into a computer system.

search engine [N-COUNT] A **search engine** is a computer program that allows people to search for particular information, products, etc. on the Internet.

server [N-COUNT-U2] A **server** is a computer that connects many computers to hardware.

shopping cart [N-COUNT-U15] A **shopping cart** is a part of an online store that displays items that a consumer has selected for purchase, but has not yet paid for.

shortcut [N-COUNT-U6] A **shortcut** is an icon that has been moved to a desktop to make opening a file or program easier.

software [N-UNCOUNT-U1] **Software** is a program or instruction that makes a computer perform a specific task.

sort [V-INT-U11] To **sort** is to arrange the information in a database in a specific way.

spell check [N-UNCOUNT-U7] **Spell check** is a function that reviews a document for spelling errors.

spreadsheet [N-COUNT-U11] A **spreadsheet** is a computer program that organizes information and performs calculations.

SMTP [N-COUNT-U8] A **SMTP** (Simple Mail Transfer Protocol) is a method that allows computer users to send email to other users.

supercomputer [N-COUNT-U2] A **supercomputer** is a large computer that is built to process large amounts of information at a higher speed than other computers can handle.

table [N-COUNT-U11] A **table** is a single collection or arrangement of information in a database.

technical support [N-UNCOUNT-U1] **Technical support** is the task of helping people use and understand technology.

template [N-COUNT-U7] A **template** is a blank layout for certain types of documents.

tint [N-COUNT-U10] A **tint** is a small amount of a color in something.

touch Screen [N-COUNT-U4] A **touch screen** is a monitor that lets users interact with the computer by touching the screen.

traffic [N-UNCOUNT-U15] **Traffic** is the total number of users that go to and view a website in a certain amount of time.

URL [N-COUNT-U9] A **URL** (Uniform Resource Locator) is the text and symbols that form a web address.

usability [N-UNCOUNT-U12] **Usability** is how easy it is for a person to use a website.

USB [N-COUNT-U4] **USB** (Universal Serial Bus) is a commonly used type of connection or port to connect a peripheral device to a computer.

username [N-UNCOUNT-U8] A **username** is a name or code that identifies a person on a computer and allows that person to access his or her files.

video bridge [N-COUNT-U14] A **video bridge** is a device that allows you to hold multipoint videoconferences. It connects calls from several different locations.

videoconference [N-COUNT-U14] A **videoconference** is a meeting or conversation between two or more people in different locations using computer technology.

visibility [N-UNCOUNT-U12] **Visibility** is how easily people find a website using search engines, based on how many other websites link to it.

web browser [N-COUNT-U9] A **web browser** is a computer program that allows people to look at web pages on the Internet.

web design [N-UNCOUNT-U12] **Web design** is the act or practice of determining how a website looks.

web development [N-UNCOUNT-U12] **Web development** is the act or practice of determining how a website works.

web host [N-COUNT-U9] A **web host** is a company that provides the space for a web site on the Internet.

web site [N-COUNT-U9] A **web site** is a collection of related pages on the Internet that contains information, pictures, etc. and is usually published by a person, group, or company.

webcam [N-COUNT-U14] A **webcam** is a small camera that connects to a computer. It broadcasts sound and video on the Internet.

webmail [N-UNCOUNT-U8] **Webmail** is an email service that people access through a web browser, and which sends and receives email but does not store it on computers.

window [N-COUNT-U6] A **window** is a rectangle on the desktop of a computer monitor that displays a file or program. Its contents are independent of the desktop screen.

wireless Local Area Network (WLAN) [N-COUNT-U5] A **wireless local area network** is a network that connects computers to a network without cables.

word processing program [N-COUNT-U7] People use **word processing programs** to write on computers.

worksheet [N-COUNT-U11] A **worksheet** is a single page of a spreadsheet.

workstation [N-COUNT-U2] A **workstation** is a very fast computer that runs powerful work programs.

www [N-UNCOUNT-U9] The **www** (World Wide Web) is the system of web pages, information, pictures, etc. that is available on the Internet.