

ENGLISH FOR IT

#8 Mobile app



Анастасія

Викладач Englishdom

Сертифікати: TOEFL

Досвід викладання - 5 років

[ju:] Hi [hʌɪ] how [haʊ] are

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Warm up



Mobile apps have completely transformed the way of our life! Today apps are used more than websites. Researchers say that generally, people spend 87% of their time on mobile apps!

So...

What apps can't you live without?

Why do you think they are best-in-class?

Vocabulary

Adaptive – having the ability or tendency to adapt to different situations

Back-end – are parts of a computer application or a program's code that allow it to operate and that cannot be accessed by a user

Best-in-class – the superior product within a category of hardware or software



Adaptive learning software uses advanced algorithms to personalize the learning experience of students.



Many content management systems make you log into some **back-end** admin area.



This program is the **best-in-class** product.

Vocabulary

Concurrently – at the same time

Entertainment – the action of providing or being provided with amusement or enjoyment

Front-end – it includes all software or hardware that is part of a user interface



Concurrently processing multiple requests is a key feature of modern information technology systems.



Information technology has revolutionized the **entertainment** industry, providing new ways to access and enjoy movies, music, and games.



Present adventure games have a very poor natural language **front-end**.

Vocabulary

Incoming traffic – the amount of visitors or data entering a network, website, or online platform

Native application – is a software program that is developed for use on a particular platform or device

Project handover – is when the project's completed tasks get handed off from you, the project manager, to the deliverable owner



The Windows XP Firewall was designed to only block unsolicited **incoming traffic**.



The benefit of a **native application** is that it lives on your phone, is easy to access, and most apps don't always require an internet connection.



In IT, **project handover** is the transfer of a completed project from the development team to the maintenance team or client.

Vocabulary

Perception – the ability to see, hear, or become aware of something through the senses

Statistics collector – is used to observe events in the model and to collect data about those events

User-friendly – easy to learn, use, understand, or deal with. Also: agreeable, appealing



My **perception** of the problem is quite different.



We use **the statistics collector** for recording data from the model.



Software applications are often more user-friendly and cost-effective.

Get to know

Apps can be...

App categories

Native application

- Entertainment applications
- Assistant

Cross-platform application

- Social networking application
- I-commerce application
- B2B application



Web applications are described as cross-platform because they are accessible from any of various web browsers within different operating systems.



For example, a cross-platform application may run on Microsoft Windows, Linux, and macOS.



A native application is a software program that is developed for use on a particular platform or device.

Get to know

Testing tools

- Emulators
- Cloud platform
- Automated test scripts
- Load testing
- Monkey testing
- Statistics collectors



An emulator is hardware or software that enables one computer system to behave like another computer system.



Load testing generally refers to the practice of modeling the expected usage of a software program by simulating multiple users accessing the program concurrently.



Monkey testing is a technique where the user tests the application by providing random inputs and checking the behavior.

Get to know

Infinitive

The *to-infinitive* is used:

- to express purpose
- after certain verbs: *agree, appear, decide, expect, hope, plan, promise, refuse*, etc
- after *would like, would prefer, would love*, etc to express a specific preference
- after adjectives which describe feelings / emotions (*happy, sad, glad*, etc); express (un)willingness (*willing, eager, reluctant*, etc); refer to a person's character (*clever, kind*, etc) and the adjectives *lucky* and *fortunate*
- after *too / enough*
- to talk about an unexpected event, usually with *only*
- with *it + be + adjective / noun*
- after *be + first / second / next / last* etc
- after verbs and expressions such as *ask, learn, explain, decide, find out, want, want to know*, etc when they are followed by a question word

Note: *why* is followed by subject + verb, NOT an infinitive

- in the expressions *to tell the truth, to be honest, to sum up, to begin with*, etc

Note: If two *to*-infinitives are linked by *and* or *or*, the *to* of the second infinitive can be omitted

Get to know

The infinitive without *to* is used:

- after modal verbs
- after the verbs *let, make, see, hear* and *feel*

BUT: we use the *to-infinitive* after *be made, be heard, be seen* etc (passive form)

Note: When *see, hear* and *watch* are followed by an *-ing* form, there is no change in the passive

- after *had better* and *would rather*
- help can be followed by either the *to-infinitive* or the infinitive without *to*



I am pleased to tell you that your application for the post of Assistant Editor has been successful.



When our customers have a problem, we help them to get/get things working again.

Get to know

Gerund

The *-ing* form is used:

- as a noun
- after certain verbs: *admit, appreciate, avoid, confess, continue, deny, fancy, go* (for activities), *imagine, mind, miss, quit, save, suggest, practice, consider, prevent*, etc
- after *love, like, enjoy, prefer, dislike, hate* to express general preference.

BUT: for a specific (*would like, would prefer, would love*) we use a to-infinitive.

- after expressions such as *be busy, it's no use, it's (no) good, it's (not) worth, what's the use of, can't help, there's no point in, can't stand, have difficulty (in), have trouble*, etc
- after *spend, waste or lose* (*time, money, etc*)
- after the preposition *to* with verbs and expressions such as *look forward to, be used to, in addition to, object to, prefer* (*doing sth to sth else*)
- after other prepositions
- after the verbs *hear, listen to, notice, see, watch* and *feel* to describe an incomplete action.

BUT: we use the infinitive without *to* with *hear, listen to, notice, see, watch* and *feel* to describe the complete action.

Get to know

Difference in meaning between the to-infinitive and the -ing form

forget + infinitive = not remember

forget + -ing form = not recall

remember + infinitive = not forget

remember + -ing form = recall

mean + infinitive = intend to

mean + -ing form = involve

regret + infinitive = be sorry to (normally used in the Present Simple with verbs such as say, tell, inform)

regret + -ing form = feel sorry about

try + infinitive = do one's best, attempt

try + -ing form = do something as an experiment

stop + infinitive = stop temporarily in order to do something else

stop + -ing form = finish doing something

Get to know



In addition to monitoring your location, Aloqa can also send out "push notifications" based on your own preferences.



Windows, icons, menus and pointers – are different ways of making programs more user-friendly.



You'll need to upgrade your hard drive to 4Mb before running this software.

Game 1



Count the number of used Infinitive and Gerund

Amazing Facts about Mobile apps:

1. Users are spending almost 90% of their time in apps, not browsing the internet. If you're looking to give your business an edge this year, consider building an app.
2. The average user has more than 80 apps on their phone. But they use just 9 per day.
3. If you're looking to build the next great mobile game, Android users are a great place to start.
4. Thousands of apps are released daily.
5. Ad spending is out of control. In 2019, just under \$60 billion USD was spent app downloads. By 2023, that number is expected to be over \$935 billion USD.
6. Over 50% of shoppers prefer shopping on mobile apps rather than mobile or desktop websites.

Game 1

🔑 Answers

Amazing Facts about Mobile apps:

1. Users are spending almost 90% of their time in apps, not browsing the internet. If you're looking to give your business an edge this year, consider **building** an app.
2. The average user has more than 80 apps on their phone. But they use just 9 per day.
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5. Ad **spending** is out of control. In 2019, just under \$60 billion USD was spent app downloads. By 2023, that number is expected **to be** over \$935 billion USD.
6. Over 50% of shoppers prefer **shopping** on mobile apps rather than mobile or desktop websites.

Game 2

Test your knowledge on app development topics and terms by taking our 5-question quiz.

1. When creating Windows Phone 7 apps, which programming language do you use?

- a. Java
- b. C++
- c. Objective-C
- d. C#

2. Silverlight apps can be created for which of the following? (Choose all that apply.)

- a. Web pages
- b. Windows phones
- c. Desktops
- d. iPhone

3. Both Objective-C and C# include the class interface and implementation in the same file.

- a. True
- b. False

4. The C# keyword using is closest to which keyword in Java and Objective-C?

- a. @property
- b. Implements
- c. Extends
- d. Import

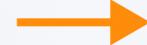
5. A Visual Studio solution is:

- a. A deployed app
- b. A group of files containing one or more projects
- c. A file on the Microsoft Web site
- d. None of the above

Game 2

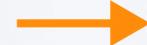
Answers

1



D

2

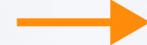


A

B

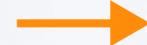
C

3



A

4



D

5



D

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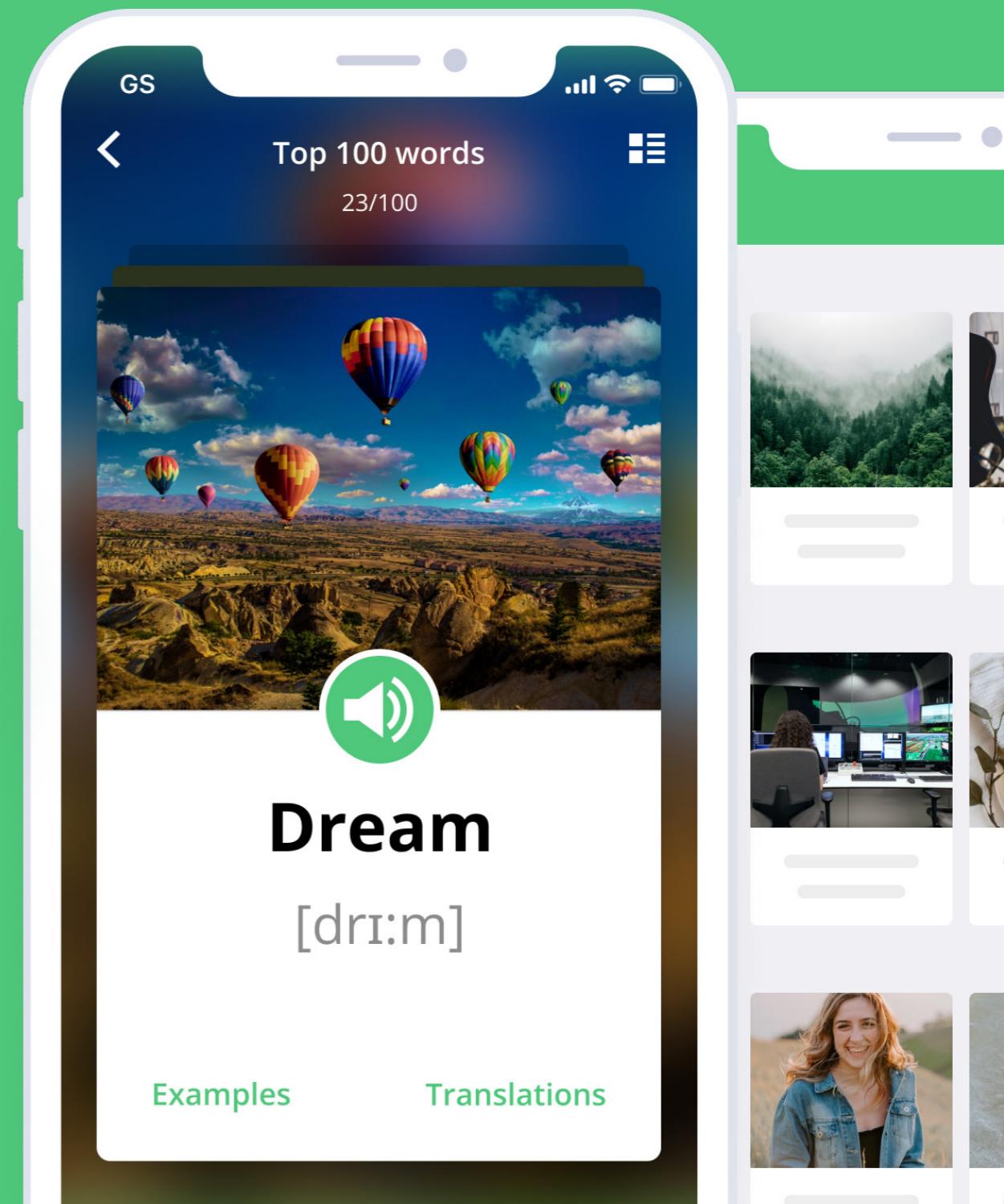
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✨ Індивідуальні заняття з англійської з досвідченим викладачем на інтерактивній іт-платформі

За промокодом **cyberbionic23** знижка 15% для всіх українців на всі пакети уроків



Заняття проходить на онлайн-платформі ED Class через відеозв'язок з викладачем



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Особистий куратор відстежує прогрес і може коригувати програму

БЕЗКОШТОВНИЙ ПРОБНИЙ УРОК

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Набір слів [Software development](#)

Практика [Software development](#)

Стаття [16 Mobile App Trends for 2022/2023 and Beyond: Top Forecasts According to Experts](#)

Стаття [Top 28 Mobile app myths that one should be aware of](#)

TED-відео [Your smartphone is a mobile lab](#)

TED-відео [How to build a Billion Dollar app?](#)

TED-відео [The art of innovation](#)

Thank you for your attention!

Do you have any questions?

Please feel free to send them to our chat!



[j u] H i [hʌɪ] how [haʊ] are