

**I. Internet basics.**

**1. Listen to the audio document. What is it ? Where does it take place ? What is it about ?**

**2. Listen again and complete the following notes :**

To connect to the Internet from home, I need :

(1) a \_\_\_\_\_ and (2) a \_\_\_\_\_.

Also need an account with an (3) \_\_\_\_\_ (a company that offers connection for a monthly fee).

If you want to connect lots of computers without using cables, you can use a (4) \_\_\_\_\_ router.

Wi-fi uses (5) \_\_\_\_\_ waves to send data over medium-range distances.

Things you can do on the Internet :

(6) \_\_\_\_\_

---

'Web' or 'Internet' ? The web : huge collection of (7) \_\_\_\_\_ stored on computers all over the world. The Internet : the network which connects all the computers.

**II. Internet FAQs**

**1. Read part 1 of the Internet FAQs and choose the correct answers.**

1. The Internet was
  - a. invented in the mid-90s
  - b. popular in the 1960s
  - c. probably created in the USA
2. Which term describes any fast, high bandwidth connection ?
  - a. broadband
  - b. dial-up connection
  - c. wi-fi connection

3. The power-line Internet provides broadband access through
  - a. telephone lines
  - b. satellites
  - c. electrical power lines
4. Which devices converts computer data into a form that can be transmitted over phone lines ?
  - a. ADSL
  - b. a mobile phone
  - c. a modem
5. The standard protocol that allows computers to communicate over the Internet is called
  - a. an IP address
  - b. TCP/IP
  - c. HTTP
6. The geographical region covered by one or several access points is called a
  - a. wireless access point
  - b. hotspot
  - c. wireless network device

## Internet FAQs: Part 1

### ***How old is the Internet (the Net)? When was it created?***

It's hard to say exactly. The research that led to what we now know as the Internet was begun in the 1960s.

### ***Who created the Internet?***

Again, it's hard to say exactly who created it. The initial research was carried out by the Advanced Research Projects Agency in America, funded by the US government.

### ***Did the Internet become popular quickly?***

It took many years for the Internet to become popular around the world. It's only really since the mid-90s that the Internet has been a part of our daily lives.

### ***How do you get online?***

To get connected, you need a computer, the right connection software and a modem connected to the phone line. You also need an account with an Internet Service Provider (ISP), which acts as a gateway between your PC and the rest of the Net.

### ***How fast are today's internet connections?***

Today, ISPs offer a broadband, high-speed connection. The most common types are cable – offered by local cable TV companies – and ADSL (Asymmetric Digital Subscriber Line), which works through phone lines. They are both faster than the traditional dial-up telephone connection. Broadband access is also offered by some electricity networks. This competing technology, known as power-line Internet, provides low-cost access via the power plug, but is still in development.

### ***How long has broadband existed?***

Since the late 1990s.

### ***How much does broadband access cost?***

It depends on which company you choose. Nowadays, some companies even offer free broadband.

### ***Why do you need a modem?***

A modem (modulator/demodulator) converts digital signals into analogue signals so that data can be transmitted across the phone or cable network.

### ***What does TCP/IP mean?***

The language used for data transfer on the Internet is known as TCP/IP (transmission control protocol/internet protocol). This is like the internet operating system. Every computer connected to the Net is identified by a unique IP address.

### ***Are there other ways of accessing the Internet?***

Other methods of internet access include Wi-Fi, satellite, mobile phones and TV sets equipped with a modem. Wi-Fi-enabled laptops or PDAs allow you to connect to the Net if you are near a wireless access point, in locations called hotspots (for example, a Wi-Fi café, park or campus). Satellite services are used in places where terrestrial access is not available (for example, on ships at sea). High-end mobile phones provide access through the phone network.

## 2. Decide which of the internet systems (1-6) you would use to do the tasks (a-f). Then read part 2 of the FAQs to check your answers.

- |                |   |
|----------------|---|
| 1. email       | a. transfer files from the Internet to your hard drive                            |
| 2. the Web     | b. send a message to another person via the Internet                              |
| 3. newsgroups  | c. have a live conversation (usually typed) online                                |
| 4. chat and IM | d. connect to a remote computer by entering instructions, and run a program on it |
| 5. FTP         | e. take part in public discussion areas devoted to specific topic                 |
| 6. Telnet      | f. download and view documents published on the Internet                          |

### Internet FAQs: Part 2

#### Email

Email lets you exchange messages with people all over the world. Optional attached files can include text, pictures and even audio and animation. A mailing list uses email to communicate messages to all its subscribers – that is, everyone that belongs to the list.

##### **Which email program is the best?**

Outlook Express is a popular program, but many users use web-based email accounts such as Hotmail.

#### The Web

The Web consists of billions of documents living on web servers that use the HTTP protocol. You navigate through the Web using a program called a web browser, which lets you search, view and print web pages.

##### **How often are web pages updated?**

It depends entirely on the page. Some are updated thousands of times a day.

#### Chat and Instant Messaging (IM)

Chat and Instant Messaging technologies allow you to have real-time conversations online, by typing messages at the keyboard.

#### FTP

FTP, or file transfer protocol, is used to transfer files over a TCP/IP network. Nowadays, this feature is built into Web browsers. You can download programs, games and music files from a remote computer to your hard drive.

#### Telnet

Telnet is a protocol and a program used to log onto remote computer systems. It enables you to enter commands that will be executed as if you were entering them directly on the remote server.

#### Newsgroups

Newsgroups are the public discussion areas which make up a system called *Usenet*. The contents are contributed by people who post articles or respond to articles, creating chains of related postings called message threads. You need a newsreader to subscribe to newsgroups and to read and post messages. The newsreader may be a stand-alone program or part of a web browser.

##### **How many newsgroups are there?**

There are approximately 30,000 active newsgroups.

##### **Where can you find newsgroups?**

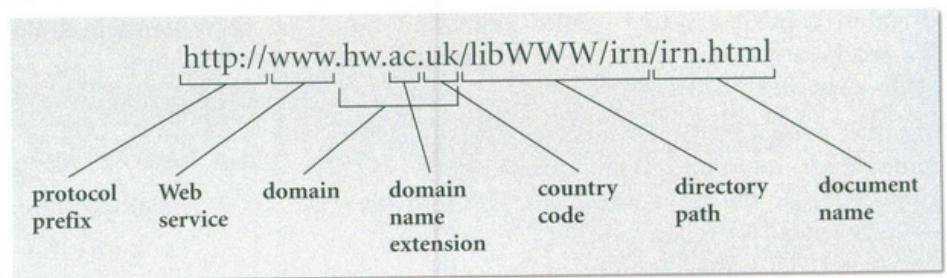
Your newsreader may allow you to download the newsgroup addresses that your ISP has included on its news server. An alternative to using a newsreader is to visit web forums instead, which perform the same function but without the additional software.

### 3. Find words and phrases in part 2 with the following meanings :

1. a system used to distribute email to many different subscribers at once
2. a program used for displaying web pages
3. to connect to a computer by typing your username and password
4. a series of interrelated messages on a given topic
5. a program for reading Usenet newsgroups

### III. Study this URL (Uniform Resource Locator)

Fig 1  
Uniform Resource Locator



Which part of the address tells you:

- 1 the university is in the UK?
- 2 this is a webpage?
- 3 the type of transmission standard your browser must use to access the data?
- 4 this points to the computer where the webpage is stored?
- 5 this is where the webpage is stored in the computer?
- 6 this is a university?
- 7 this uses the Web service?

#### IV. Read the paragraph about how your browser finds the webpage you want. Then label the items on the diagram.

To find the webpage you want, you have to click on a webpage hyperlink or enter a URL, a Uniform Resource Locator into a browser. The URL is the address of the page. When you do that, the browser sends the URL to a DNS server. The DNS server is the Domain Name Server. It uses a look-up table to find the IP address of the Web server referred to in the URL. The IP address is a unique, 32-bit, set of numbers. Erm, every computer on the Web has its own IP address. Once the DNS server has found the IP address, it sends it back to the browser. The browser then uses this IP address to send a request to the Web server. The request is sent as a series of separate data packets which include both the IP address of the Web server and the IP address of the browser computer. These data packets are first sent to a router computer, which uses the IP address of the Web server to determine the best available route for each packet. The packets are passed from router to router until they reach the Web server. They may travel by different routes before reaching the server. As the individual packets reach the Web server, they're put back together again. The Web server now services the request by sending the requested webpage back to the browser computer. Again it travels as a series of separate data packets from router to router. This time the router uses the IP address of the browser computer to work out the best available path for each packet. As the packets arrive at the browser computer they're combined to form the webpage you requested and are displayed in your browser.

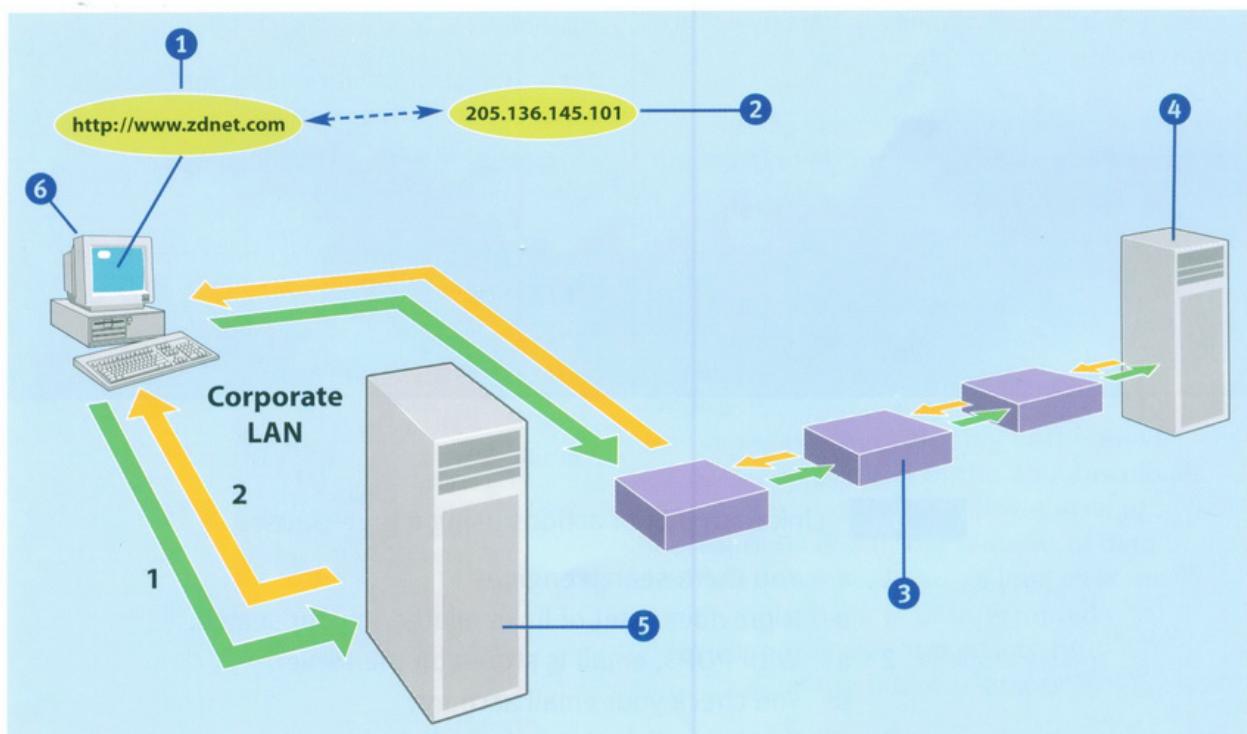


Fig 2  
How your browser finds the page you want

## V. Language work

### Language work: -ing forms

Study these examples.

*Keeping up with your favourite team is easy on the Web.*

*By visiting the site you can pick up the latest news.*

We can often use the -ing form of verbs like nouns.

*Browsing the Web is popular.*

*Some people like shopping online.*

We use the -ing form after prepositions.

*Without leaving home you can visit any country on the Web.*

*By clicking on the link you can move to another page.*

**Complete each gap in these sentences with the -ing form of an appropriate verb from this list :**

*back up / become / enter / find / keep up / learn / link / receive / select / send / use*

1. \_\_\_\_\_ with the latest news on your favourite team is easy on the web.
2. One of the most useful features of the Internet is \_\_\_\_\_ and \_\_\_\_\_ email.
3. The grandfather, father, son method is one way of \_\_\_\_\_ you documents.
4. Fibre-optic cable can be used for \_\_\_\_\_ computers in a network.
5. Search engines are ways of \_\_\_\_\_ information on the Web.
6. \_\_\_\_\_ a keyboard is the most common way of \_\_\_\_\_ data into a computer.
7. \_\_\_\_\_ audio and video attachments is possible with email.
8. \_\_\_\_\_ a programmer means \_\_\_\_\_ a number of programming languages.
9. The White Pages are for \_\_\_\_\_ email addresses.
10. \_\_\_\_\_ an option in a menu is easy with a mouse.

## VI. Websites

### 1. Decide which of the sites (a-j) to visit in order to find information on the following topics (1-10)

- |                                       |   |
|---------------------------------------|---|
| 1. the latest scientific developments | a. <a href="http://www.admarket.com">www.admarket.com</a>                 |
| 2. caring for your cat                | b. <a href="http://www.bubble.com/webstars/">www.bubble.com/webstars/</a> |
| 3. calculating your tax               | c. <a href="http://www.buildacard.com">www.buildacard.com</a>             |
| 4. new cars                           | d. <a href="http://www.carlounge.com">www.carlounge.com</a>               |
| 5. advertising on the web             | e. <a href="http://www.encenter.com">www.encenter.com</a>                 |
| 6. books on sport                     | f. <a href="http://www.petcat.co.uk">www.petcat.co.uk</a>                 |
| 7. sending a virtual greeting card    | g. <a href="http://www.moneyworld.co.uk">www.moneyworld.co.uk</a>         |
| 8. economic data on Bulgaria          | h. <a href="http://www.newscientist.com/">www.newscientist.com/</a>       |
| 9. your horoscope                     | i. <a href="http://www.thebookplace.com">www.thebookplace.com</a>         |
| 10. ski conditions in Europe          | j. <a href="http://www.worldbank.org">www.worldbank.org</a>               |

### 2. Study these 7 points for evaluating websites. How would you evaluate a website on each point ?

- 1 Design
- 2 Navigation
- 3 Ease of use
- 4 Accuracy
- 5 Up to date
- 6 Helpful graphics
- 7 Compatibility

### 3. Study these extract from a text. Decide :

- what special expertise does the author have in this field ?
- Who are the intended readers ?
- What is the author's purpose ?

#### Title:

Help Web-farers find their way.

#### Source:

Windows Magazine, E-Business section

#### Subtitle:

Here are nine ways to make it easy for visitors to navigate your website.

#### First paragraph:

Your website may be chock full of information about your company and its products, but if visitors to the site can't easily find their way around its pages they may never return. Besides content, the most important aspect of a website is its navigation scheme. Unfortunately, that may also be the most commonly neglected design consideration. These nine site-design pointers will help you build an effective navigation system.

#### Author information:

Matt Mickiewicz is an expert in website design.

## VII. Work in groups of 3. Summarise the advice in each text you read in one sentence.

**student A : read texts 1 to 3**

**student B : read texts 4 to 6**

**student C : read texts 7 to 9**

### 1 Trust Text

It's tempting to spice up pages with graphics – but sometimes even a little is too much. If possible your navigation system should be based on text links, rather than image maps or graphical buttons. Studies have shown that visitors will look at and try text links before clicking on graphical buttons.

### 2 Next Best ALternative

If you must use a graphical navigation system, include descriptive ALT text captions. The ALT text will make it possible for visitors who use text browsers such as Lynx or who browse with graphics turned off, to find their way around. In addition to the graphical navigation buttons, be sure to include text links at the bottom of every page that provide a clear route to the main areas of your site.

### 3 Map It

A site map offers a good overview of your site and will provide additional orientation for visitors. It should be in outline form and include all the major sections of your site with key subpages listed beneath those sections. For example, you may group your FAQ, Contact and Troubleshooting pages so they're all accessible from a Support page. It's a good idea to visit a few larger sites to get some ideas on designing an effective site map.

### 4 Forego Frames

Avoid frames wherever possible. Most veteran browsers dislike them and they can be confusing for visitors who are suddenly presented with multiple scrollbars. If you're committed to using frames on your site, you'd better commit yourself to some extra work too, because you'll have to create a no-frames version of your site for visitors whose browsers don't support frames.

### 5 Consistency Counts

Don't change the location of your navigation elements, or the color of visited and not-visited links from page to page. And don't get clever with links and buttons that appear and disappear: turning things on and off is usually done as an attempt to let visitors know where they are at a site but more often than not it ends up confusing them.

### 6 Just a Click Away

Keep content close at hand. Every page on your site should be accessible from every other one within four clicks. You should regularly reexamine your page structure and links, and make necessary adjustments. People come to your site to find information – don't make them dig for it.

### 7 Shun Search

Most sites have a search function, but try to discourage its use as much as possible. Even the best search engines turn up irrelevant matches, and visitors may not know how to use yours effectively. Logical, clearly placed links are more likely to help visitors find what they want.

### 8 Passing Lanes

Provide multiple paths through your site so visitors aren't restricted to one style of browsing. For most sites, a pull-down navigation menu is an easy addition that offers an alternative route through your pages, without wasting space.

### 9 Overwhelming Options

Don't overwhelm visitors by presenting dozens of places that they can go. A large number of choices is not necessarily a good thing.

Finally, if you feel like curling up with a good book, I recommend Jennifer Fleming's *Web Navigation: Designing the User Experience* from O'Reilly & Associates.

## **LISTENING COMPREHENSION**

### **1. Before listening, match the following words with their definition :**

- |             |   |  |
|-------------|---|--|
| book        | • | an organization that makes sure that companies, governments,etc are not doing anything illegal |
| endorsement | • | illegal  |
| fake        | • | deceive  |
| growth      | • | reserve in advance   |
| review      | • | increase, expansion  |
| sample      | • | a small amount of something  |
| trick       | • | a statement of support or approval   |
| valuable    | • | a report that gives someone's opinion  |
| unlawful    | • | not true or real   |
| watchdog    | • | very useful or helpful   |

### **2. Listen to the recording and tick the correct answers**

- ① What kind or organisation reported on the fake online reviews ?
  - A group of dogsbodies
  - the Doggy Bag club
  - The UK Hounddog Association
  - a consumer organization
  
- ② What did the CMA say these reviews are designed to do ?
  - educate customers
  - trick customers
  - fake customers
  - make customers poor
  
- ③ How many British people read online reviews ?
  - 25 %
  - 35 million
  - 25 million
  - half
  
- ④ What do some companies use as a marketing tool ?
  - reviews
  - money
  - plumbers
  - consumers

- ⑤ What do some companies offer in exchange for five-star reviews ?
- loyalty cards
  - free samples
  - discounts
  - endorsements
- ⑥ How much spending in the UK could be affected a year by fake reviews ?
- £26 million
  - £36 million
  - \$26 million
  - \$36 million
  -
- ⑦ Who said millions of people look at online reviews ?
- a reviewer
  - a website owner
  - an industry analyst
  - a CMA spokeswoman
- ⑧ What kind of practices did the CMA hear about ?
- illegal practices
  - valuable practices
  - model practices
  - rival practices
- ⑨ What kind of companies write negative comments on other companies ?
- illegal companies
  - service companies
  - rival companies
  - plumbing companies
- ⑩ What could happen to bosses who write negative reviews ?
- They could get promoted
  - They could go to jail
  - They could get negative reviews
  - Not much

### 3. Put the words in the correct order to write sentences.

a. of            sites            millions            on            hotels            are            reviews            for            there

---

b. websites    at            in            Britain            reviews            25million            least            read            people    on

---

c. industry      in            writes    a            there    that            the            reviews            is            growth            fake

---

d. reviews themselves many about fake companies write

e. five-star or money exchange offer free companies for reviews in samples

f. important businesses to reviews online are very

g. be reviews consumer by spending online could influenced

h. reviews find consumers online them use valuable who

i. each post other negative remarks rival about companies

j. prison unlawful could to practices bosses going for face

#### 4. Listen again and complete with the missing words

A consumer watchdog in the UK has reported that many Internet \_\_\_\_\_ (1) are full of fake reviews. The UK's Competition and Market \_\_\_\_\_ (2)(CMA) believes there are millions of reviews on sites for \_\_\_\_\_ (3), restaurants, theatres and online store that have been paid for to trick \_\_\_\_\_ (4). It is said that at least 25 million people in Britain read reviews on websites such as Amazon and Tripadvisor before booking \_\_\_\_\_ (5) or doing online shopping. The CMA found there was a \_\_\_\_\_ (6) in the industry that writes fake reviews for companies and businesses. Many companies \_\_\_\_\_ (7) fake reviews about themselves as a marketing tool. Others \_\_\_\_\_ (8) money, free samples or upgrades in exchange for five-star reviews.

Online reviews are very important to businesses. Industry \_\_\_\_\_ (9) estimate that in Britain alone, \$36 billion a year of consumer \_\_\_\_\_ (10) could be influenced by online reviews. A CMA spokeswoman said : "Millions of people look at online reviews and \_\_\_\_\_ (11) before making decisions such as where to stay on holiday or which \_\_\_\_\_ (12) to use." She \_\_\_\_\_ (13) :"We have found that consumers who use online reviews and endorsements find them \_\_\_\_\_ (14), but we have also heard about some practices that may be \_\_\_\_\_ (15)." Some of the more illegal

activity includes \_\_\_\_\_ (16) companies posting negative remarks about each other's goods and \_\_\_\_\_ (17). Bosses could \_\_\_\_\_ (18) going to prison for doing this.

## **WRITING**

**Study the Internet statistics and write a paragraph (≈150 words) about your findings.**

**Make sure of the proper use of tenses (present simple / continuous, simple past, present perfect) and time expressions (... ago / for ... / since ...)**