LESSON 03

TOPIC: TRENDING TECHNOLOGY

AGENDA: YOU WILL LEARN

Vocabulary:
Trending technology.

Grammar:
Future tenses (Future Simple and To be going to).

Pronunciation:
How to pronounce -ed ending.

Speaking & Soft Skills:
Practicing the rule of three "whys".

Writing:
Creating a professional LinkedIn profile.

🎙 ❓ WARM-UP

Answer the question.

What's the first thing that pops up in your mind when you think of cutting-edge technology?

cutting–edge DEFINITIONS AND SYNONYMS

ADJECTIVE

DEFINITIONS   1

1 extremely modern and advanced

cutting-edge technology

READING

📚 🔤 EXERCISE 1A

Read the tweet. What technologies do you think you need to know to qualify for this job?

> **Matt Corallo**
> @TheBlueMatt
>
> TIL Square is hiring software engineering and business leads for the Bitcoin hardware wallet. If you wanna work with a killer hardware team, this seems like a good opportunity.

✓
TIL — today I learned.
Killer — excellent / very good.

🔤 EXERCISE 1B

Match the words below (1-4) with the field they relate to (a-d). Explain your choice.

1. Supercomputers	a) Quantum Computing
2. Self-driving cars	b) Artificial Intelligence
3. Gaming	c) Virtual Reality
4. Instagram filters	d) Augmented Reality

📚 🔤 EXERCISE 1C

Read the first paragraph and match the words to their definitions.

QUANTUM COMPUTING

Quantum computing has got to be the most glamorous-sounding area of computer science. It promises to deliver tremendous breakthroughs in the fields of scientific research, medicine and complex simulations and it is teeming with fancy terms such as "qubits", "quantum entanglement" and superposition. The variety of issues that can be tackled with this technology is fascinating.

1. Breakthrough	a) a word or phrase used to describe a thing or to express a concept
2. Term	b) the opposite of "underestimate"
3. Tackle (an issue)	c) to attempt to deal with something
4. Fascinating	d) a sudden important discovery or development
5. Render something obsolete	c) very interesting
6. Overestimate	d) make something useless and old-fashioned

🎤 EXERCISE 1D

Answer the question.

Do you think quantum computers will soon render the traditional ones and zeros obsolete or maybe their power is largely overestimated?

📚 🅰 EXERCISE 1E

Read the second paragraph and complete the gaps in the text with the words below.

> leveraged · downside · point out
> taking over · high-skilled · drive
> low-skilled

ARTIFICIAL INTELLIGENCE

In popular culture AI is often shown destroying humans and 1) _____ the world but in reality this technology has a vast number of useful applications.In marketing and social media AI is used to gather user data and track user behavior and later convert that data into predictions that businesses can use to 2) _____ their strategy. AI is even 3) _____for lie detection and emotional recognition. Some people 4) _____ that one big 5) _____of AI is that it replaces a lot of jobs such as truck drivers and factory workers. However, it is worth noting that while AI is going to remove some 6) _____ jobs it is probably going to create more 7) _____ jobs.
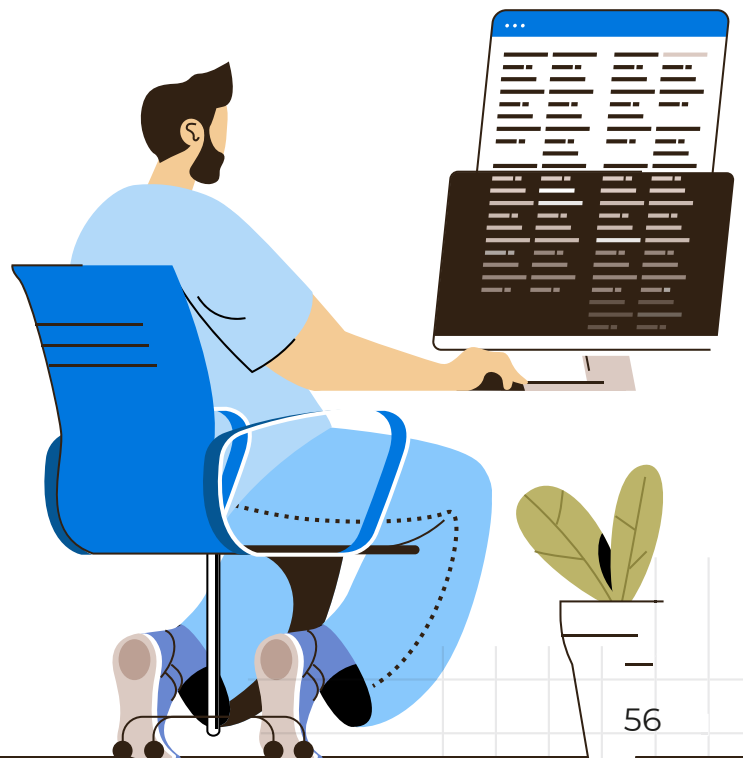
🎤 EXERCISE 1F

Answer the question.

What other ways to leverage AI technology can you think of?

📚 🅰 EXERCISE 1G

Read the remaining two paragraphs and use the highlighted words to complete the sentences.

1. John always _____ brilliant creative ideas.

2. I think AR is going to _____ in the next couple of years.

3. He knows how to _____ market trends, that's why he is so successful.

4. Our company was an _____ of VR technology. We've been using it since the late 2000s!

5. Our _____ objective is to gain more users.

6. If you _____ your mouse _____ this button, it will change its color.

AUGMENTED REALITY (AR)

Just like VR, AR is also used for a variety of purposes other than gaming. Over-laying virtual objects over reality offers a ton of opportunities businesses can ==capitalize on.== Companies are implementing AR technologies to increase interaction with their brand by offering try-on programs where you can place a virtual object in a real environment such as a virtual couch in your living room or virtual shoes on your feet. Not to mention special apps where you can ==hover your phone== over a real-life object and learn more information about it. AR events such as AR meetups and concerts is another trend that seems to be ==gaining traction.==

VIRTUAL REALITY (VR)

We're used to seeing virtual reality in gaming but does it exist outside it? Yes, it does. There are many fields in which VR technology can be used these days, the ==primary== ones are education and healthcare. The healthcare industry, in particular, has been a major ==early adopter== of VR. On top of that, VR has applications in business forecasting allowing businesses to ==come up with== new creative products and collect user feedback without needing a finished MVP.

🔊 Listen to the recording of the text **(track 3.1)** and check your pronunciation.

▶ |⬛⬛⬛⬛⬛⬛⬛⬛⬛| **Open in Google Drive**

🎤 EXERCISE 1H

Answer the question.

Have you ever tried either VR or AI in real life? What has that experience been like?
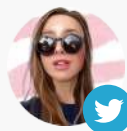
🎤 EXERCISE 2

Answer the question.

Here's what people say about trending technologies. Do you agree or disagree with them?

You may want to use some of the **useful expressions** in your answers.

- *"A quantum computer couldn't quite hold all the information in the world, but it could certainly break currently used encryption."*

- *"Mark my words, AI is far more dangerous than nukes"* (Elon Musk)

- *"When virtual reality gets cheaper than dating, society is doomed"*

- *"Augmented reality promises to be as influential to our society as the smart-phone"* (Tim Cook)

USEFUL PHRASES

Strong agreement	Mild agreement	Mild disagreement	Strong disagreement
Absolutely! / Totally!	I agree up to the point	I wouldn't say that myself	Not by a long shot!
100 percent!	I guess so	I don't know about that	I don't think that's true
I couldn't agree more!	That might be true in a way	I'm not so sure to be honest	That doesn't make sense to me
That's exactly correct!	That could be true / That could happen	We'll have to see about that	I have to disagree with this

ANNGLISH TIP
@anna_gandrabura

*Strong disagreement can often be interpreted as a sign of rudeness in the English- speaking countries. In business communication, it's best to disagree **mildly** and **politely** just to be safe.*

GRAMMAR

Future Tenses

📚 📖 EXERCISE 1

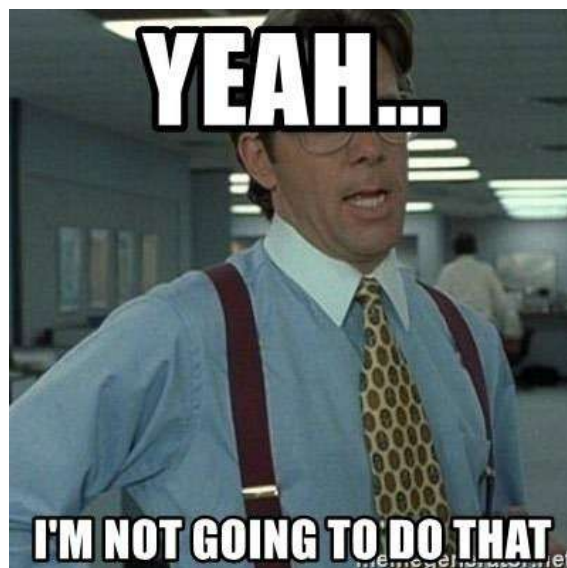**Read the text. Can you name the grammar forms that are used in the highlighted sentences?**

In the next ten to twenty years specialized and general purpose robots will most likely become both capable and affordable enough to begin replacing many unskilled and semi-skilled workers.

For instance, there has already been invented a robotic burger maker that can make up to 360 burgers per hour. In the future, fast-food restaurants will need less space for the kitchen (which will save them in rent and utilities, etc.) since these machines only take up a mere 24 square feet.

The robots don't "walk off the job" or need training. So there will not be so much unpredictability and wasted time.
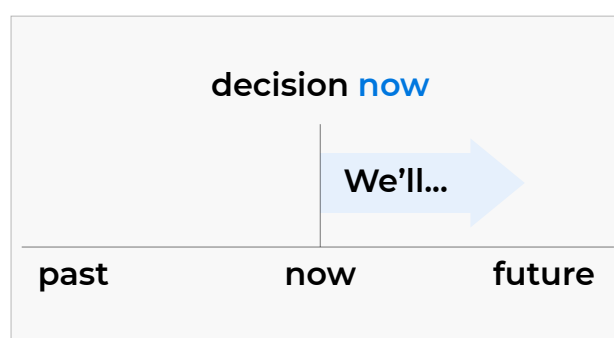
For instance, Panera Bread, a fast-casual chain, is going to replace some workers with kiosks. There will be roughly eight checkout kiosks per restaurant to help solve the slow-service issue that they currently have.

Then there's Amazon.com. They currently use 1,000 robots from a company they bought back in 2012 called Kiva Systems. They use these robots to help fill customer orders. And, according to the latest report, Amazon is going to have up to 10,000 robots working by the end of this year!

📚 📖 EXERCISE 2A

Look at the two graphs and complete the rules.

decision now

We'll...

past   now   future

decision before

We're going to...

past   now   future

1. We use _____ for decisions made at the moment of speaking and promises.

   - *I need another coffee.*
   - *No worries. I'll make you a cup.*

2. We use _____ when we have already made a decision and are now talking about it.

   - *Josh and I have decided to organize a team building retreat. We're going to invite everyone to a ski resort.*

3. Both Future Simple and To be going to are used to make predictions about the future.

   - Sometimes we make predictions because we have evidence for it. In this case, we used to be going to.
     - *I saw Paul in the bar last night. I don't think he is going to come to the office today.*

   - Other times, we make predictions based on our feelings or intuition as opposed to factual evidence.
     - *I believe Paul won't come to the office today.*

📖 EXERCISE 2B

Observe the forms and usage of both grammar constructions.

	Future Simple	To be going to
Affirmative	I will be here until 7 o'clock	I'm going to talk about three main points today.
Questions	Will she know what to do?	Are you going to take a break soon?
Negations	I won't ever go back there.	He isn't going to quit his job.

Note: We usually contract "will not" to "won't" in both oral and written speech.

"Will not" is only used in very formal communication (contracts, formal agreements) etc. or to indicate anger or other strong emotions (I will NOT work with him again!)

📖 EXERCISE 3A

Choose the correct option.

1. Does the meeting start at 3 p.m.? – I'm not sure, I **will/am going to** check the invite.

2. Why don't you talk to the Team Lead? He **will/is going to** know what to do.

3. He **will/is going to** go on a business trip this spring, but the time hasn't been arranged yet.

4. It's hot in here. I **will/am going to** switch on the AC.

5. My brother entered the university last year. He says he **will/is going to** become a developer.

6. I have no idea about my future. Maybe I **will/am going to** come up with some kind of online business and work from home.

7. I'm planning to quit as soon as I can. I **won't/'m not going to** put up with another boring job again.

8. Life is unpredictable and no one knows where he **will/is going to** find himself in five years.

9. Janet wants to take a year off work. She **will/is going to** develop new skill sets to fully realize her potential.

📖 EXERCISE 3B

Put the verb in the correct form using will/going to.

1. — Have you already decided what you're going to do about that job offer?
   — Yes, I (accept) it.

2. — I have no idea where my flash drive is.
   — Don't worry, I'm sure you (find) it.

3. He's just told me that he's stuck in traffic and the meeting starts in 5 minutes. He (be late).

4. — We've decided to change the color of our logo.
   — Oh, really? What color (use)?

5. — I don't know how to use the coffee machine.
   — It's easy. I (show) you.

6. — Did you talk to Jim?
   — No, I totally forgot. I (talk) to him now.

7. Paul (not come) into work today. He's at home sick.

8. — Have you made plans for the weekend?
   — Yes, I (work) on my personal project.

🎤 ✏️ EXERCISE 4

Describe your plans for the next weekend.

What are you going to do? What do you think you will probably do? Is there anything you definitely won't do?

Write at least 5 sentences.

PRONUNCIATION

a⁶₊꜀ EXERCISE 1A

Read about the ways to pronounce the -ed ending.

-ed /t/	-ed /id/	-ed /d/
If the verb ends in the voiceless sounds **'p', 'f', 's', 'ch', 'sh', 'k'**, then 'ed' is pronounced as **'t'**:	If the verb ends in the sounds **'d', 't'**, then –ed is pronounced **/id/** and adds a whole syllable to a word:	For all other words including vowels, 'ed' is pronounced as **'d'**:
'p' stopped	wanted (want-id)	allowed
'f' laughed	decided (decide-id)	cried
's' promised	admitted (admit-id)	enjoyed
'ch' watched	suggested (suggest-id)	cleaned
'sh' finished	recommended (recommend-id)	imagined
'k' walked	intended (intend-id)	

🎤 EXERCISE 1B

Try saying the sentences below. Decide how -ed should be pronounced (id / t / d). Listen to the audio recording (track 3.2) and check yourself

▶ |₁₁₀₁₁₁₀₀₁₁₀₁₁₀₁₁₀₁₁₀₁₁₀₁₁| **Open in Google Drive**

1. I noticed an error in the code and fixed it.

2. I don't know what caused that issue.

3. We talked about our past projects and he told about a website he designed a few months ago.

4. I placed an order for two books but the store hasn't responded yet.

5. Have you changed the logo? The old one looked better.

SPEAKING & SOFT SKILLS

📚 🎤 EXERCISE 1A

Read the text. What is the purpose of the rule of three "whys"?

The rule of 3 "whys"

The best way to tackle complex issues is to break them down step-by-step until you get to the root cause of the problem. Once you know what is actually causing the issue, the solution will be much easier to find!

One way you can go about breaking issues down is by asking the "why" question at least three times. For example:

Problem: I'm not getting enough sleep.

- **Question 1:** Why am I not getting enough sleep?
  Answer: Because I always go to bed late.

- **Question 2:** Why do I go to bed late?
  Answer: Because I stay up scrolling social media.

- **Question 3:** Why do I stay up scrolling social media?
  Answer: Because that's how I unwind from a stressful day at work.

Solution: Replace evening social media time with a different relaxing activity: exercising, reading a book, learning a language and set a time limit for it (for instance, 15 minutes).

You can apply this technique to all areas of your life: work, relationships, personal development etc.

🎤 EXERCISE 1B

Identify 3 problem areas that you need solutions for. For each one, keep asking "why" questions until you get to the root cause.

📚 🎤 EXERCISE 2

Sam Altman is the CEO of OpenAI and the former president of Y Combinator.

Read his tweet below. Can you think of 3 reasons why studying AI is a useful thing to do for a teenager?

> **Sam Altman** ✔
> @sama
>
> Lots of nice feedback on the OpenAI API but the best yet is from a friend's 13 year old kid:
>
> "Is it really a computer doing this? Not a person?"
> "Yes."
> …5 seconds of silence…
> "That is the coolest thing in the entire world!"
> …10 seconds of silence…
> "I'm going to study AI"

✓ **The best yet** — the best (piece of feedback) so far.
In the entire world — in the whole world.

WRITING & SOFT SKILLS
Presenting your company or product.

📚 🎤 EXERCISE 1A

Read the text. What are the attributes of a good LinkedIn profile?

Your LinkedIn profile is an extension of your professional self. That's why it's definitely worth investing some of your time and effort into making sure your profile looks good and makes a positive impression.

Here are some top tips from experts:

1. Make sure you use a banner and a professional photo of yourself (well-lit, not a selfie, high resolution, headshot not a body shot)

2. Focus on communicating your skills, not your life story. Make your "About" section concise and to-the-point, focus on your key areas of expertise and a few major accomplishments.

3. Leverage keywords. LinkedIn is where recruiters look for candidates so if you want to be found, consider using the right keywords to describe your skill stack.

4. Use relevant contact information. Make sure the links to your website, portfolio, other social media etc. are active and your contact information is updated.

5. Just because LinkedIn is a network for professionals, doesn't mean you cannot show off your personality! In fact, you should do just that! Smile in your photo, use "casual" language in your "About" section etc.

Let's take a look at a well-written LinkedIn summary.

Denys Zhadanov
Board Member at Readdle

About

Board Member at Readdle. Ex Vice President and partner at Readdle. I am passionate about technology, entrepreneurship and happiness.

Advisor, a speaker, and a connector between Ukraine and Silicon Valley.

Forbes 30 under 30, I've been quoted about app economy and marketing by major media outlets such as WSJ, The Verge, USA Today, TechCrunch, Bloomberg, Wired, TheNextWeb, FastCompany and Mashable.

Readdle aims to improve people's lives with technology. We are redefining personal productivity and shaping the "future of work" by creating best in class apps such as Scanner Pro, Calendars 5, Spark email, Documents and PDF Expert. Readdle apps were downloaded over 150 million times worldwide, won numerous awards from Apple and love from the tech industry.

What makes it great:

- It gives a clear understanding of what the person does.
- It uses compelling language and shows the person's motivation.
- It lists major accomplishments.
- It leverages keywords (the names of media outlets, the person's company and position, the app this company has built).

✏️ EXERCISE 1B

It's time for you to write your LinkedIn summary. Write 3 paragraphs that:

- State who you are
- State your skills
- State an interesting fact about yourself (it has to be connected to your profession) or an accomplishment (maybe you worked on a big project that is used by thousands of people, maybe you helped build a startup etc.)

Watch this interview with a LinkedIn expert to gain a deeper insight into how you can market yourself on LinkedIn.

GO TO INTERVIEW >>

GLOSSARY OF TECHNICAL TERMS

Encryption — a method of securing data by scrambling it so that only authorized parties can understand the data by decrypting (unscrambling) it.

Supercomputer — extremely powerful computer with superior computing power.

Virtual Reality — a computer-generated simulation in which a person can interact within an artificial three-dimensional environment using electronic devices, such as special goggles with a screen or gloves fitted with sensors.

Augmented reality — a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

Artificial intelligence — computer systems that are able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

Early adopter — an individual or business who uses a new product, innovation, or technology before others.

Primary — in UI design, a "primary" color is a color that makes most of the design as opposed to the "accent" color which is used to accentuate buttons and other call-to-actions.

Business forecasting — the process of predicting future developments in business based on analysis of trends in past and present data.

Gaming (the gaming industry) — the industry involved with development, marketing, and monetization of video games.

If you want a little extra practice:

Reading

Read the article on top 10 trending technologies. What are your thoughts on each of them?

READ ARTICLE ››

Fun stuff

Have you used any AR apps before? Here is a list of 23 apps you might want to try. See if you find anything that's gonna blow you away!

BROWSE AR APPS ››