

# Ch 7. Database



Section 3. Data storage &  
backup

# Learning objectives



- Extract main information from a text.
- Speak, ask for, and give advice in a professional context related to data storage and backup.
- Talk about a company and the type of data it works with.
- Speak about advantages and disadvantages of computerized database



# Act. 1: Complete the missing words



cloud    contents    emerging    encrypt    flash    loss    magnetic  
offsite    protect    security    theft    volumes

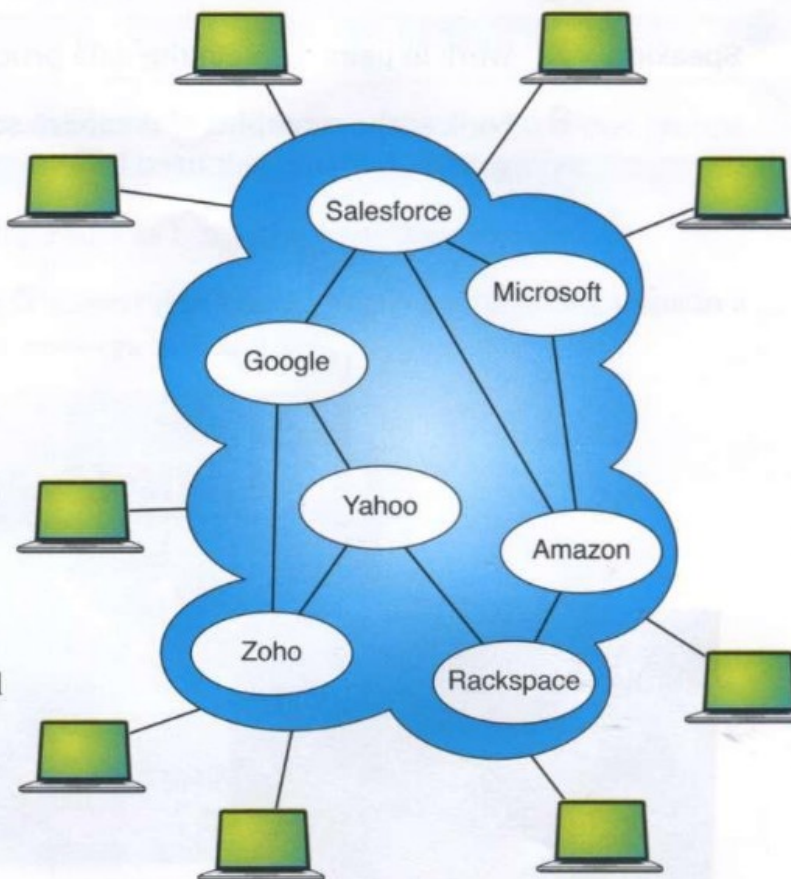
## Data storage

Online storage is an (1) emerging method of data storage and back-up. A remote server with a network connection and special software backs up files, folders, or the entire (2) \_\_\_\_\_ of a hard drive. There are many companies that provide a web-based backup.

One (3) \_\_\_\_\_ technology in this area is (4) \_\_\_\_\_ computing. This allows colleagues in an organisation to share resources, software and information over the Internet.

Continuous backup and storage on a remote hard drive eliminates the risk of data (5) \_\_\_\_\_ as a result of fire, flood or (6) \_\_\_\_\_. Remote data storage and back-up providers (7) \_\_\_\_\_ the data and set up password protection to ensure maximum (8) \_\_\_\_\_.

Small businesses and individuals choose to save data in a more traditional way. External drives, disks and (9) \_\_\_\_\_ tapes are very popular data storage solutions. USB or (10) \_\_\_\_\_ memories, DVDs and hard disks are cheap and widely accessible solutions. These methods are very practical with small (11) \_\_\_\_\_ of data storage and backup. However, they are not very reliable and do not (12) \_\_\_\_\_ the user in case of a disaster.



# Act. 1.2: Speaking



What storage and backup solutions are more popular?

➤...

➤...

➤...

➤ Which solutions do you use more often?

.....

.....



# Act. 3: Listening



## Recording 4.27

- Listen to the dialogue. A colleague, Tim, is asking an IT expert, Sandy, what storage device to buy.

- |   |   |       |
|---|---|-------|
| 1 | Tim needs the storage device for work.                    | T / F |
| 2 | Tim wants to backup music and photos.                     | T / F |
| 3 | Sandy recommends an external hard drive.                  | T / F |
| 4 | Tim can spend \$300 on the storage device.                | T / F |
| 5 | Sandy recommends a storage device with a special feature. | T / F |

# Act. 4.1: Vocabulary



## Asking for and giving advice

We use **should/would** + infinitive without to to give advice.

I/You/He/She/It/We/They **should/shouldn't (should not)** ...

What **should** I do?

You **should** buy a flash drive.

You **shouldn't** get a server.

I/You/He/She/It/We/They **would/wouldn't (would not)** ....

What **would** you recommend?

I'd (**would**) recommend a flash drive.

I **wouldn't (would not)** recommend a server.

- Work in pairs to practice asking for advice about backup solutions for a small company



## Act. 4.2: Match the following



- |                      |   |
|----------------------|---|
| 1 Finance            | a) data about employees, training, recruitment needs                        |
| 2 Marketing          | b) data about product specification, details and design                     |
| 3 Human resources    | c) data about profits, tax, loans, shares and cash                          |
| 4 Customer relations | d) data about volume of products sold                                       |
| 5 Production         | e) data about customers, satisfaction surveys, promotions                   |
| 6 Technical support  | f) data about product advertisements and competitors                        |
| 7 Sales              | g) data about quantity of product in storage                                |
| 8 Stock management   | h) information about the Help Desk, support calls, manuals, problem reports |

# Act. 5.1: Discussing & speaking



Work in a group of 3 and discuss the following. Make a summary

- What kind of data do companies create, manipulate, store, and retrieve?
- Given four types of data from PartyPlanner Ltd. What do you think this company does? What company departments can you identify?
- Talk about the **advantages and disadvantages** of a computerized database.

