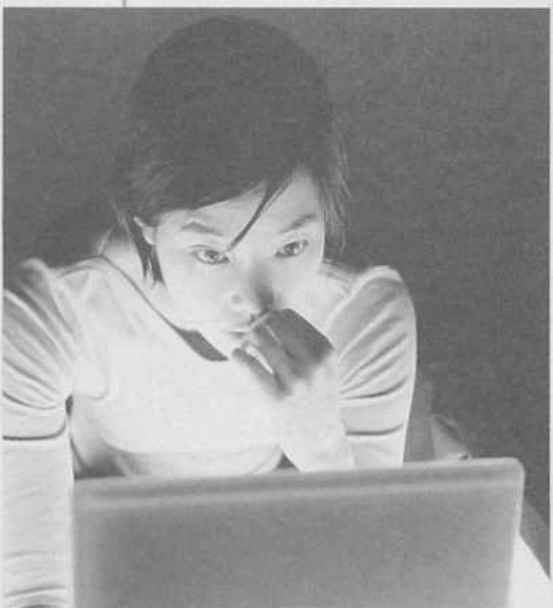


UNIT 2

Language focus

1 Past Simple and Present Perfect Simple

Complete the text with the Past Simple or the Present Perfect Simple of the verbs in brackets.



The Internet *has been* ¹ (be) with us for many years – since the 1970s, in fact. That ² (be) when scientists first ³ (invent) the system because they ⁴ (need) to exchange information quickly and safely. Of course in those days most people ⁵ (not know) about the Internet, and they certainly ⁶ (not use) it. It is easy to forget that ⁷ (happen) only since the 1990s. It ⁸ (be) about 1995 when the biggest names in the internet business – names like AOL and Yahoo – really ⁹ (begin) the worldwide internet revolution.

Over the years, the Internet ¹⁰ (bring) a world of information into people's homes, and it ¹¹ (give) people new ways of communicating. It ¹² (create) new ways of doing business, too. One of these is the online auction system of eBay. This allows anybody to sell almost anything to the buyer with the highest offer. Now many millions of people ¹³ (add) this to their other activities on the Internet.

2 Past Simple questions

Read the first part of a publicity handout about eBay.

THE STORY BEHIND eBay

Pierre Omidyar, the founder of eBay, was born in Paris in 1967, but moved with his family to America at the age of six. There, he taught himself to program when he was still only thirteen. He went to college near Boston, but after two years he got a summer job as a Macintosh programmer in Silicon Valley, California.

In the next few years Pierre got the necessary practical experience as he started and worked with several new internet companies. He also began thinking about better ways to buy and sell online. In 1995, Pierre had his 'big idea': people competed to buy in ordinary auction sales, so why not do the same thing online? It took him just one weekend at home to write the program. It was cheap and simple, and it let users do just three things: list items for sale, find out about them, and make offers, or bids.

He first called the site AuctionWeb, then changed the name to EchoBay.com, and then to eBay.com. At first, the site developed slowly, but through word-of-mouth publicity it soon began to take off.

eBay™



You are a publicity officer at eBay. Write FAQs (Frequently Asked Questions) for the following answers.

- 1 Where was Pierre born?
In Paris, France.
- 2 When _____
When he was still only thirteen.
- 3 How _____
By starting and helping to build several new internet companies.
- 4 What year _____
In 1995.
- 5 How long _____
Just one weekend.
- 6 How _____
Through word-of-mouth publicity.

3 Present Perfect statements

Below is a page from a journalist's notebook with six questions about eBay. Read the second part of the publicity handout and answer them. Change the underlined nouns to verbs.

eBay TODAY

The company has become a global success story and is one of the world's fastest-growing businesses. Here are just a few facts and figures to show how successful eBay is today.

- In addition to eBay in the USA, there has been a rise to 27 sites around the world, with various differences due to local conditions and cultures.
- Globally, there has been growth in the number of users to over 100 million.
- In China the number of users has increased by over 100% compared with just six months ago.
- Used vehicle sales are now our most important category, and sales for the last twelve months have seen a rise to over \$8 billion.
- Earnings have jumped by over 80% annually for many years.
- The company has produced a profit increase to \$442 million for this last year.

Questions and answers

- ① Increase in annual earnings?
Annual earnings have increased by over 80% for many years.
- ② Rise in the number of users world-wide?
- ③ Growth in the number of users in China in the last six months?
- ④ Rise in profits in the last twelve months?
- ⑤ Increase in the number of eBay sites outside America?
- ⑥ Growth in used vehicle sales?

4 Used to + infinitive

Jean Blanc and Helen Reece are among the hundreds of thousands of people who are eBay traders. Complete their conversation with the correct form of *used to* and a verb from the box.

commute do ~~go~~ like sell take think

- JEAN How did you get into this sort of work?
- HELEN Well, *Used to go* ¹ to local auctions and buy old pieces of china – plates, bowls, and so on.
- JEAN And what _____ ² with them?
- HELEN Nothing at first. Then I started selling some pieces.
- JEAN Where _____ ³ them?
- HELEN At antique markets. The trouble was that pieces sometimes _____ ⁴ months to sell. Now, with eBay, it's much better ... But tell me, what's your story?
- JEAN _____ ⁵ from my home in Amiens to Rouen every day. I worked at a camera repair shop there. Unfortunately, I didn't _____ ⁶ the boss. But then I started repairing and selling cameras through eBay. At first, _____ ⁷ of it only as a hobby, but now I do it full-time.

eBay™



5 Object questions

Helen Reece is abroad on a buying trip, and she is calling her office in London. The connection is bad, and her assistant, Jamie Smith, has to repeat information. Write Helen's questions.

- JAMIE While you're in Paris, you need to see somebody called Madame XXXXXX.
- HELEN *Who do I need to see?* _____ ¹
- JAMIE Madame Beaumont. You need to meet her because she XXXXXX.
- HELEN _____ ²
- JAMIE Because she may be an important new supplier. She wants to offer you a XXXXXX.
- HELEN _____ ³
- JAMIE A Meissen bowl. And she wants to meet you in XXXXXX.
- HELEN _____ ⁴
- JAMIE In Vitry-sur-Seine, on the edge of Paris. She'd like to meet at the Café Astra in the Rue Balzac at XXXXXX.
- HELEN _____ ⁵
- JAMIE At 10.00. But if you can't meet her then, you can call her on XXXXXX to change the time.
- HELEN _____ ⁶
- JAMIE On 91 21 37.

6 Subject questions

Jamie has information about eBay sales and other things, too, but the connection is still bad. Write Helen's questions.

- JAMIE Over XXXXXX items sold yesterday.
HELEN How many items sold yesterday? 1
- JAMIE Over 40. The XXXXXX went for the highest price – €2,280!
HELEN _____ 2
- JAMIE The set of Wedgwood plates. XXXXXX bought them in the end.
HELEN _____ 3
- JAMIE Someone from Birmingham called Mr Cooper. Now, let's see, what else is there? Oh, yes, the XXXXXX has arrived from Dublin at last.
HELEN _____ 4
- JAMIE The pair of porcelain figures. But unfortunately they didn't send one of the other things. That was the XXXXXX.
HELEN _____ 5
- JAMIE The china tea set. And, finally, about XXXXXX emails are waiting for you here.
HELEN _____ 6
- JAMIE About 150, so you'd better come home soon and deal with them!

7 Practice drills: Past Simple and Present Perfect Simple

🔊 2.1, 2.2, 2.3 Follow the instructions on the Student's CD/Cassette. If necessary, refer to the Listening scripts on p. 79.



Pocket Book p. 9

Pronunciation -ed endings in the Past Simple

Read the verbs aloud and tick (✓) the correct column.

	/t/	/d/	/ɪd/
1 added	_____	_____	✓
2 arrived	_____	_____	_____
3 called	_____	_____	_____
4 employed	_____	_____	_____
5 established	_____	_____	_____
6 founded	_____	_____	_____
7 helped	_____	_____	_____
8 guessed	_____	_____	_____
9 included	_____	_____	_____
10 launched	_____	_____	_____
11 learnt	_____	_____	_____
12 negotiated	_____	_____	_____
13 opened	_____	_____	_____
14 operated	_____	_____	_____
15 promoted	_____	_____	_____
16 registered	_____	_____	_____

🔊 2.4 Listen and check your answers.

🔊 2.4 Listen again and repeat the verbs.

A colleague is preparing a paper about the Internet, and she has written some language queries. Answer them from the dictionary entries.

Retail sales: the online effect

affect / effect

meant / meant

disemployment / unemployment

staff / staffs

dramatically / dramatically

businesses / business

out / up

from / as

retailers / retailers

expansion / expansion

In the 1990s, online shopping started having a real *effect* ¹. Some people believed that it _____ ² disaster for traditional shops – and _____ ³ for millions of retail sales _____ ⁴. It is certainly true that the Internet is _____ ⁵ changing the world in many ways – including the way we do _____ ⁶ with each other. However, people are bad at seeing the future, and reality is turning _____ ⁷ to be very different _____ ⁸ early expectations. With their skilful move into online shopping, traditional _____ ⁹ like Wal-Mart are in fact seeing _____ ¹⁰ in both customer numbers and profits.

★ **affect** /ə'fekt/ **verb** [T] 1 make sb/sth change in a particular way; to influence sb/sth: *Her personal problems seem to be affecting her work.*

★ **business** /'biznəs/ **noun** 1 [U] buying and selling as a way of earning money

★ **different** /'dɪfrənt/ **adj** 1 different (from/to sb/sth) not the same: *The play was different from anything I had seen before.*

★ **dramatic** /drə'mætrɪk/ **adj** 1 noticeable or sudden and often surprising: *a dramatic change/increase/fall/improvement* 2 exciting or impressive: *the film's dramatic opening scene—dramatically* /-kli/ **adv**

★ **effect** /ɪ'fekt/ **noun** 1 [C,U] (an) effect (on sb/sth) a change that is caused by sth; a result: *the effects of acid rain on the lakes and forests*

★ **employment** /ɪm'plɔɪmənt/ **noun** [U] 1 the state of having a paid job: *to be in/out of employment* ➤ Look at **unemployment** and at the note at **work**.

★ **expand** /ɪk'spænd/ **verb** [I,T] to become or to make sth bigger: *Metals expand when they are heated.*

★ **expanse** /ɪk'spæns/ **noun** [U] a large open area (of land, sea, sky etc.)

★ **expansion** /ɪk'spænjən/ **noun** [C] the action of becoming bigger or the state of being bigger than before

★ **mean** /mi:n/ **verb** [T] (*pt, pp meant /ment/*)

retail /'reɪtel/ **noun** [U] the selling of goods to the public in shops

retailer /'reɪtədl/ **noun** [C] a person or company who sells goods to the public in a shop

★ **staff** /stɑ:f/ **noun** [C, usually sing, U] the group of people who work for a particular organization: *hotel/library/medical staff*. **Staff** is usually used in the singular but with a plural verb: *The staff all speak good English.*

★ **turn** /tɜ:n/ **verb** 1 [I,T] to move or make sth move round a fixed central point: *The wheels turned faster and faster.*

PHRASAL VERBS turn out (to be sth) to be in the end: *The weather turned out fine.* • *The house that they had promised us turned out to be a tiny flat.*



- 1 Consumer journalist, Susan Lau, wants an interview with Rob Tucker, CEO of Faraway Flights.com. Complete her conversation with his PA, Lyn Hall. Use the phrases in the box.

What time would suit you?	I'll put you through.
The reason I'm phoning is to ...	I'd like to speak to Mr Tucker, please.
I'm sorry, his line is engaged.	Would Monday suit him?

- LYN Good morning, Faraway Flights. How can I help you?
- SUSAN Hello. This is Susan Lau. _____ 1
- LYN Ah, Miss Lau, yes of course. _____ 2
- One moment, please ... _____ 3
- SUSAN Oh dear. _____ 4
- make an appointment for my interview with him next week.
- LYN Oh, yes, I know about that. I have Mr Tucker's diary here so would you like to make an appointment now? _____ 5
- SUSAN Fine. _____ 6
- LYN Yes, he's free on Monday morning. _____ 6
- SUSAN Let's say 10.00.
- LYN Good. I'll pass that on to Mr Tucker.

- 2 There is a problem with the appointment and Rob Tucker calls back next day. Complete his conversation with Susan. Use the phrases in the box.

Yes, Wednesday suits me fine.
 ... something important has come up.
 I'm afraid I'm tied up all morning on Monday.
 I'm afraid I'm not available on Tuesday.
 Could you make it next Tuesday?
 ... could we put off our Monday meeting?

- SUSAN Susan Lau speaking.
- ROB Oh, hi, Susan, it's Rob Tucker here. It's about the interview.
- SUSAN Oh, is there a problem?
- ROB Yes, I'm sorry to have to ask this, but _____ 1
- You see, _____ 2
- SUSAN Oh dear!
- ROB Yes. _____ 3
- Let's fix a different day. _____ 4
- SUSAN _____ 5
- What about Wednesday? _____ 6
- ROB _____
- Let's say 10.00 again.

- 2.5 Listen to the conversations and check your answers.

