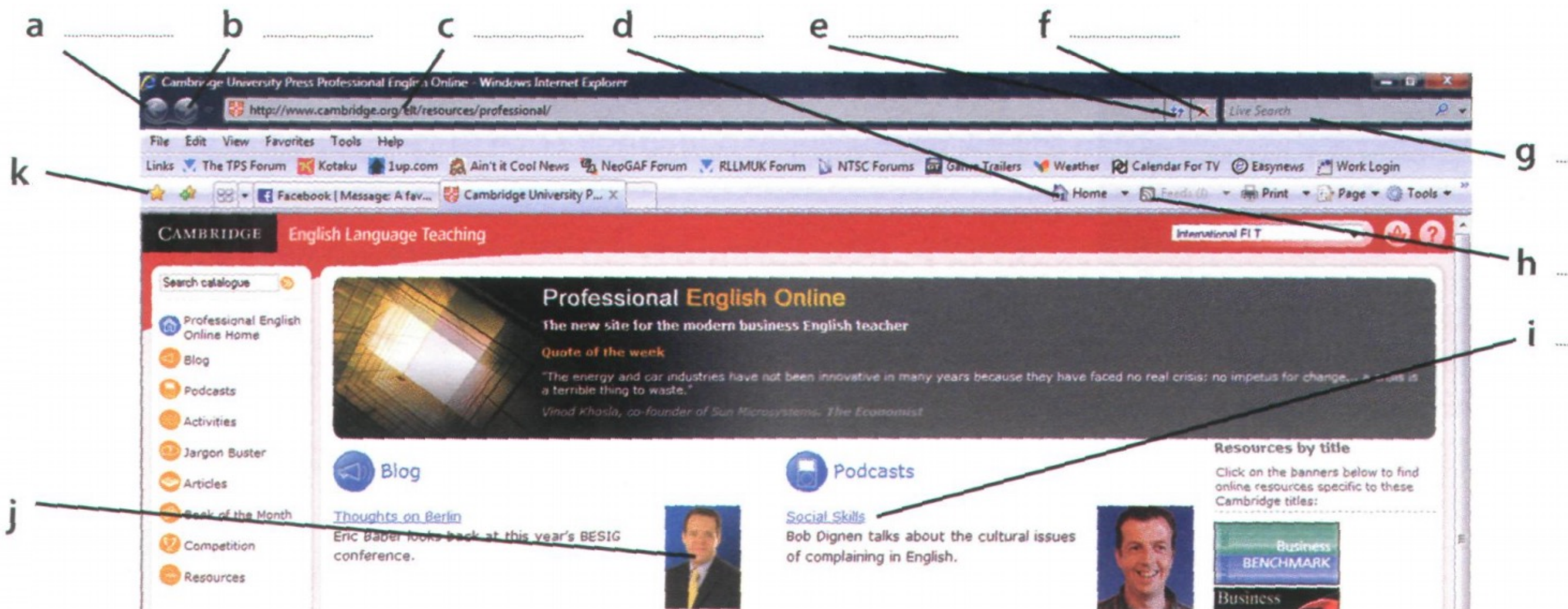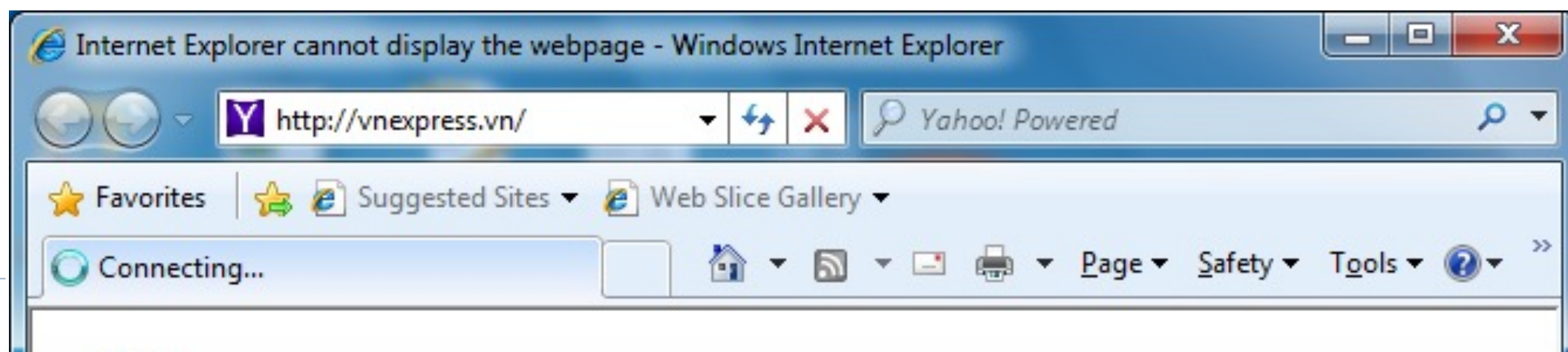# UNIT 7

The Web

Look at the screenshot of a typical web page. How many of the features (a-k) can you say in English?

A screenshot from Internet Explorer 7, a leading web browser.

A typical web page

At the top of the page is the **URL address**. URL means **U**niform **R**esource **L**ocator - the address of a file on the Internet. A typical URL looks like this: http://www.bbc.co.uk/radio/.

In this URL, *http://* means **H**ypertext **T**ransfer **P**rotocol and tells the program to look for a web page, *www* means **w**orld **w**ide **w**eb. *bbc.co.uk* is the domain name of the server that hosts the website - a company based in the UK; other top-level domains are *.com* (commercial site), *.edu* (education), *.org* (organization) or *.net* (network); *radio* is the directory path where the web page is located. The parts of the URL are separated by . (*dot*), / (*slash*) and : (*colon*). Some sites begin *ftp://,* a **f**ile **t**ransfer **p**rotocol used to copy files from one computer to another.

The toolbar shows all the navigation icons, which let you **go back one page** or **go forward one page**. You can also **go to the home page** or **stop the current transfer** when the circuits are busy.

Tab buttons let you view different sites at the same time, and the built-in **search box** helps you look for information. If the **feed button** lights up, it means the site offers RSS feeds, so you can automatically receive updates. When a web page won't load, you can **refresh the current page**, meaning the page reloads (downloads again). If you want to mark a website address so that you can easily revisit the page at a later time, you can add it to your *favourites* (*favorites* in American English), or bookmark it. When you want to visit it again you simply click *show favourites*.

On the web page itself, most sites feature **clickable image links** and **clickable hypertext links**. Together, these are known as *hyperlinks* and take you to other web pages when clicked.

Tour the Collectives of Cyberspace

The Internet isn't just about email or the Web anymore. Increasingly, people online are taking the power of the Internet back into their own hands.They're posting opinions on online journals - weblogs, or blogs; they're organizing political rallies on **MoveOn.org**; they're trading songs on illegal file-sharing networks; they're volunteering articles for the online encyclopedia **Wikipedia**; and they're collaborating with other programmers around the world. It's the emergence of the 'Power of Us'. Thanks to new technologies such as blog software,peer-to-peer networks, open-sources oftware, and wikis, people are getting together to take collective action like never before.

eBay, for instance, wouldn't exist without the 61 million active members who list, sell, and buy millions of items a week. But less obvious is that the whole marketplace runs on the trust created by eBay's unique feedback system, by which buyers and sellers rate each other on how well they carried out their half of each transaction. Pioneer e-tailer **Amazon** encourages all kinds of customer participation in the site - including the ability to sell items alongside its own books, CDs, DVDs and electronic goods. **MySpace** and **Facebook** are the latest phenomena in social networking, attracting millions of unique visitors a month. Many are music fans, who can blog, email friends, upload photos, and generally socialize. There's even a 3-D virtual world entirely built and owned by its residents, called **Second Life**, where real companies have opened shops, and pop stars such as U2 have performed concerts.

Tour the Collectives of Cyberspace

Some sites are much more specialized, such as the photo-sharing site **Flickr**. There, people not only share photos but also take the time to attach tags to their pictures, which help everyone else find photos of, for example, Florence, Italy. Another successful example of a site based on user-generated content is **YouTube**, which allows users to upload, view and share movie clips and music videos, as well as amateur videoblogs. Another example of the collective power of the Internet is the **Google** search engine. Its mathematical formulas surf the combined judgements of millions of people whose websites link to other sites. When you type *Justin Timberlake* into Google's search box and go to the star's official website, the site is listed first because more people are telling you it's the most relevant Justin Timberlake site - which it probably is.

Skype on the surface looks like software that lets you make free phone calls over the Internet - which it does. But the way it works is extremely clever. By using Skype, you're automatically contributing some of your PC's computing power and Internet connection to route other people's calls. It's an extension of the peer-to-peernetwork software such as **BitTorrent** that allow you to swap songs - at your own risk if those songs are under copyright. BitTorrent is a protocol for transferring music, films, games and podcasts. A podcast is an audio recording posted online. *Podcasting* derives from the words *iPod* and *broadcasting*. You can find podcasts about almost any topic - sports, music, politics, etc. They are distributed through RSS (Really Simple Syndication) feeds which allow you to receive up-to-date information without having to check the site for updates. BitTorrent breaks the files into small pieces, known as chunks, and distributes them among a large number of users; when you download a torrent, you are also uploading it to another user.

A Read the article and find websites for the following tasks.

1. to search for information on the Web

2. to buy books and DVDs

3. to participate in political campaigns

4. to view and exchange video clips

5. to manage and share personal photos using tags

6. to buy and sell personal items in online auctions

7. to download music and movies, sometimes illegally

- Google
- Amazon
- MoveOn
- YouTube
- Flickr
- eBay
- BitTorrent

B Read the article again and match the sentence beginnings (1-5)with the correct endings(a-e).

1. A weblog, or blog, is an electronic journal

2. A peer-to-peer system allows

3. You can use a search engine to find

4. BitTorrent is a peer-to-peer protocol used

5. RSS keeps you constantly informed

a. web pages on a particular subject.

b. for downloading files over the Internet.

c. users to share files on their computers.

d. about fresh, new content on your favourite websites.

e. that displays in chronological order the postings of one or more people.

C Find words in the article with the following meanings.

1. open-source, editable web pages (lines 5-10).....wikis.........

2. the same as electronic retailer, or online store (lines 10-15)...e-tailer.....

3. a blog that includes video (lines 25-30) ...videoblog...

4. a program that allows you to make voice and video calls from a computer (lines 30-35).....Skype.......

5. an audio broadcast distributed over the Internet (lines 35-40) ...podcast

Collocation 2

▸ **Collocation** là một cụm gồm 2 hay nhiều từ thường hay đi cùng với nhau theo trật tự.

▸ Một số dạng **Collocation** phổ biến:

 ▸ Verb + noun

surf the Web   *download music*

 ▸ verb + particle

hack into a computer   *log onto a bank account*

 ▸ adverb + adjective

highly sensitive information   *freely available on the Web*

 ▸ adjective + noun

mathematical formulas   *up-to-date information*

▸ *Online* khi kết hợp trong cụm từ có thể đóng vai trò tính từ/trạng từ

  Tính từ: *They post opinions on **online** journals.*

  Trạng từ: *A podcast is an audio recording posted **online.***

▸

A Match the words on the left (1-6) with the words on the right(a-f) to make collocations.

1 online
2 take
3 email
4 upload
5 portable
6 official

a friends
b photos
c action
d website
e encyclopedia
f player

▶

C Find the collocations in these sentences and say what type they are.

1. Once you are online, you can browse the Web, visit chat rooms or send and receive emails.

2. Instant messaging can be a great way to communicate with friends.

3. This software may not be fully compatible with older operating systems.

4. Most webcams plug into a USB port.

5. This highly addictive game will keep you playing for hours.

6. Companies are starting to use virtual reality on their websites.

A 🔘 **Listen to two extracts from a monthly podcast called *Money Matters*. What is each speaker talking about?**

Speaker 1 ....   Speaker 2 ....

B 🔘 **Listen again and make notes under these headings.**

Speaker 1

Things people buy online

Steps for buying online

Precautions

Speaker 2

Things you can do with online banking

Biggest issue with online banking

Precautions

C Complete the extracts with words from the box

authorization   fake   internet auction   shopping cart   browse   log in   steal

1. Occasionally I also buy things on ....internet auction...... sites such as eBay, where people offer and sell things to the highest bidder.

2. First you enter a site dedicated to e-commerce and......browse............... their products.

3. Then you put the items you want to buy into a virtual ...shopping cart...... - a program that lets you select the products and buy with a credit card.

4. You may have to.......log in..............with a username and a password ...

5. ... for some transactions, you will be required to use a TAN, a transaction ....authorization... number.

6. Be aware of *phishing* - you may receive……fake…………. emails claiming to be from your bank and asking for personal information or account details in an attempt to........steal...........your identity.

Tiền tố e- và cyber-

- Tiền tố **e-** xuất phát từ *electronic,* thêm vào trước hành động diễn ra trong máy tính/online
  - Ví dụ

e-business/e-commerce : kinh doanh qua Internet

e-card, e-learning, e-zine, e-voting, e-signature, e-assessment, e-cash, e-book, e-pal, …

  - Có thể có hoặc không có dấu nối –

- Tiền tố **cyber-** xuất phát từ *cybernetics*, mô tả những gì liên quan đến mạng máy tính

cybercafe : quán cafe internet

cybercrime, cyberculture, cyberslacker, cyberspace, …

Look at the HELP box and then complete these sentences.

1. A ....cyberslacker......... is an employee who uses his company's internet connection during work hours to chat with friends, play games, etc.

2. An.......e-card................. is a postcard sent via the Internet.

3. An........e-zine..............is a small magazine or newsletter published online.

4. In a .....cybercafe.............. you can use computers with internet access for a fee.

5. Examples of.....cybercrime........... include internet fraud, digital piracy, theft of confidential information, etc.

6. In the future, all elections will be carried out using......e-voting..............

7. You can now sign legal documents online using an.....e-signature...........

8. ....e-assessment.........will revolutionise the way we take exams.

9. ....e-cash................. can be used on some websites instead of real money to make purchases. It reduces the risk of fraud.

10. An.......e-book................ is like the paper version, but in digital form.

▶