

UNIT 10

C1.1

1. Choose A, B or C to complete the sentences.

1- _____music and films without buying a software that gives you permission is illegal.

- a) Searching b) Downloading c) Updating

2- I must have got my _____because I arrived at the meeting an hour early.

- a) wires crossed b) mixed feelingsc) airways hit

3- His computer's software is _____of mine. I need to change it.

- a) light years ahead b) running out of steam c) uploaded

4- I'm glad we are _____, otherwise it would be very difficult to finish this project in time.

- a) cog in a machine b) hit the airwaves c) on the same wave length

5- Come on, it is just adding the numbers and multiplying by 3, it's _____.

- a) light bulb b) blow your top c) not rocket science

6- When he saw his colleague hadn't saved the information and the PC broke down, he _____.

- a) ran into it b) blew his top c) ran out of time

7- This apple watch is one of the most _____devices we can find nowadays.

- a) cutting-edge b) breakthrough c) outdated

2. Read the text and choose the correct answer A, B, C or D to the questions.

SOCIAL NETWORKS

The social network boom has changed the way we communicate with each other. It's changed the way we interact as a society, but is the boom just another "bubble", another flash in the pan, or is it a good fundamental change for society?

Anyone who thinks social networks are just a fad clearly isn't living in the real world. In the past year social media helped overturn governments, named a cheating footballer despite a super-injunction from the courts, and were involved in the chaos caused when youths used their Blackberries to organize riots. Now, with a large proportion of social network use taking place on smart phones, it's becoming even more a part of our lives, and it looks like it will keep growing.

"Social media is not a 'bubble'" says Bruno del Alma, chief executive of Global X Social Media ETF (a company that invests solely in social media companies). "It's different to 1999. Those companies were not even making any revenues." No, social media is here to stay. It's the new internet eco-system. However, is it sustainable? Ten years ago MySpace was the next big thing. Rupert Murdoch bought MySpace for \$580m in 2005 and got rid of it in 2011 for just \$35m. What investors learned from Murdoch's mistakes on that venture is that commercialization can sometimes kill off users. Everyone thought it was a sure thing, but it didn't change with the times, and now it's no longer one of the major players. The user experience is important. Mark Zuckerberg, founder of Facebook, was always conscious of making Facebook user-friendly and enjoyable. The ball game has changed and MySpace has been left behind.

This is the year that Facebook finally floated on the stock market, giving the company a valuation of between \$80 and \$100 billion. However, like other social networks, Facebook is still trying to find the best way to make money out of its massive base of users. Advertising has been the main income generator. Facebook has been gathering information about its users over its short lifetime, so it can tailor ads to users who will be more likely to respond favorably.

- 1. What did the author mean when he said that social networks are not just "flash in the pan"?**
 - a) something exciting
 - b) a phase
 - c) something expensive
 - d) something permanent

2. Who bought MySpace in 2005?

- a) Mark Zuckerberg
- b) Richard Branson
- c) Rupert Murdoch
- d) Bruno del Alma

3. The social network boom is different from the dotcom bubble, because dotcom companies were not making any

- a) investments
- b) progress
- c) products
- d) profit

4. The main income generator for Facebook has been

- a) games
- b) selling of shares
- c) advertising
- d) stock flotation

5. Investors learned from the MySpace venture that commercialization can sometimes make you lose

- a) Staff
- b) Shareholders
- c) Users
- d) Investors

3. **Write an essay about the influence of technology in our lives. These are some useful expressions you should use in your essay.**

- First of all / To begin /Next / Firstly, Second / Secondly/ Third
- In addition / moreover / additionally/ Furthermore / another reason / opinion
- Also / to go back to/ Finally / last but not least
- In conclusion / to summarize

4. **Write one word in each box.**



A 3D version of the latest Bourne movie made exclusively (1) _____ Chinese audiences has caused local audiences to complain (2) _____ headaches and nausea. The format remains hugely popular in the country, particularly (3) _____ it comes to action movies. But the conversion process required to give the 2D-shot film an extra dimension seems to (4) _____ been ill-judged in this case.

Cinemas usually charge more for movies screened in 3D, so there's an obvious incentive to show (5) _____ in the format. But (6) _____ Europe and the US have seen ticket sales for 3D movies decline, there's still a strong appetite (7) _____ the technology in China.

However, there is more than (8) _____ kind of 3D movie. "Real" 3D movies are shot with dual-lens cameras, (9) _____ capture two versions of each shot. Special glasses let viewers see a different one with (10) _____ eye. This (11) _____ considered to be the best form of 3D.

Another cheaper option is (12) _____ film in 2D and add the 3D effect using computers, which is the case with the latest Bourne film. This technique works well for some movies, but not (13) _____. In the Bourne movie's case, (14) _____ scenes were filmed on a handheld camera to give them a fast-paced, hectic feel, and it is (15) _____ scenes in particular that have caused problems for audiences when converted into 3D.

Article adapted from BBC News