

3 Communications

Unit Focus



News



Internet



Broadcasting

Snapshot

1



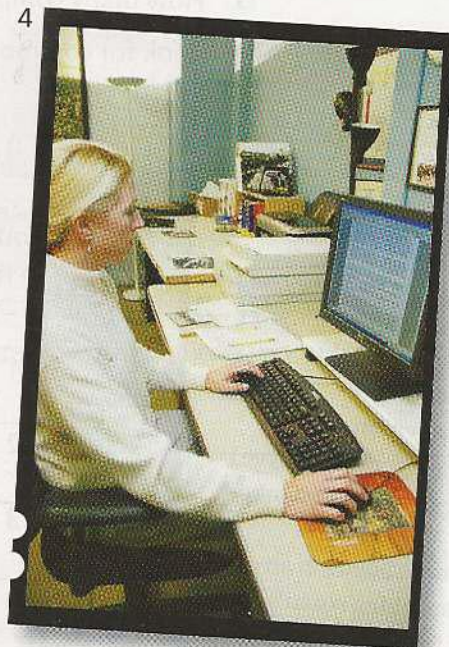
2



3



4



- A** Choose one photo and write five words that describe the people, actions, and objects in it. Using words from your list, write one statement for the photo.



B

Now listen to the statements (A–H) and select two that describe each picture.

Vocabulary Builder

Compound nouns (noun + noun)

Compound nouns are common word combinations, such as *magazine subscription*, *home page*, and *directory assistance*. The first noun gives information about the second noun.

A

voice
cable
mail
post
feature
phone
front
computer
news
web

B

page
bulletin
mail
box
booth
television
browser
article
screen
office

- A** Match the words in column A with those in column B to form compound nouns frequently used in the field of communications.

- B** Group the compound nouns into the correct categories.

Broadcasting	Press	Information Technology	Telecommunications	Postal Services
			voice mail	



- C** Complete the sentences with compound nouns from the exercises above.

- Nobody was there when I called, so I left a message on your *voice mail*
- Our company was profiled in a that appeared on the of today's paper.
- If a package doesn't fit in your, then you usually have to pick it up at the

- D** How many compound nouns can you make with the words: *press*, *phone*, *news*?
Look for common word combinations as you get ready to take the TOEIC®!

Listening 1



TOEIC® Tip

Listen carefully in Part 3 of the test for keywords that will help you answer the following questions:

Who are the speakers?

(customer – salesperson, caller – receptionist, employer – employee)

Where does the conversation take place?

(in a store, at a newsstand, in an office)

What are they speaking about?

(buying a book, sending a letter, watching the news)



- A** You will hear five short conversations (1–5) between two people. Fill in the boxes below.

	Who?	Where?	What?
1	<i>customer and news agent</i>		
2		<i>at an airport</i>	
3			<i>sending a contract by fax or mail</i>
4			
5			

- B** What keywords help you identify *who*, *where*, and *what* in each conversation?

Grammar Check 1

Articles *a, an, the*

A Read the following sentence and answer the questions below.

Television is such *an* attractive and influential medium that *the* aboriginal communities in many parts of *the* world have set up a cooperative broadcasting network to preserve *the* local language and foster *the* native culture.

• see page 130 in the Grammar Reference section

- 1 Which articles are used with singular nouns?
- 2 Which article is used with plural nouns?
- 3 Which articles refer to something indefinite?
- 4 Which refer to something definite and specific?
- 5 Which noun does not have an article? Why?

6 B Read the text below and fill in the blanks with the appropriate article when needed.

Aboriginal Peoples Television Network



1 *The* launch of 2 Aboriginal Peoples Television Network, or APTN, represents 3 significant milestone for Aboriginal Canada. For 4 first time in broadcast history, First Nations, Inuit and Metis people have 5 opportunity to share their stories with 6 rest of 7 world on 8 national television network dedicated to 9 Aboriginal programming. Through 10 documentaries, news, entertainment specials, and education programs, APTN offers 11 window onto 12 remarkably diverse worlds of Indigenous peoples in 13 Canada and throughout 14 world.

Viewpoint

Which do you prefer – exchanging emails or talking on the phone? Why?

7 Read the newspaper article and answer the following questions.

- 1 What different types of communication are mentioned in the article?
- 2 Why do some cultures prefer written agreements to oral agreements?
- 3 What example is given of a “misuse” of communications technology?



Writing it down or talking it up? Contemporary “cultures of communication”

Whether local or global, private or professional, many communities rely on both oral and written forms of communication. But what carries greater weight: a piece of paper, a signature, someone’s word, or a symbolic handshake? As cultures vary immensely, so do their preferred modes of communication.

Communities often favor oral or written modes of information exchange depending on their “culture of communication” and the type of exchange. But what form of communication remains more popular – speaking or writing?

In most Western cultures, a written contract is considered more binding than an oral agreement between individuals. The French, for example, tend to base legal decisions on written records because they are considered to be more reliable than spoken accounts.

The millions of cell phones sold every year might suggest that people prefer speaking to writing. On the other hand, many cell phone users send text messages rather than calling. “Texts are fun and more direct,” says Ingrid Bergsen, “so my friends and I spend a lot less time talking on the phone and save on the monthly bill!”

The Internet has led to a dramatic rise in writing, from emails and bulletin-board postings to real-time chat lines,

which are in fact a contemporary blend of oral and written exchange. But could it be that people are writing more and talking less? “I find myself sending quick emails to colleagues who work just down the hall to see if they want to go to lunch. We used to pick up the phone. Now everyone communicates everything over the net,” recounts Sanjay Singh, a program developer in Silicon Valley.

Indeed some experts, such as corporate communications consultant Patsy Sander, have expressed concerns about the growing number of “misuses” of communication technology. According to Sander, “very important information that significantly impacts people’s lives is being transmitted in ways that do not respect the codes and values of traditional information channels.” Recently a large company in Great Britain informed its employees of massive layoffs by sending a text message over their cell phones. Imagine receiving the text message:

U R fired. Call hd’q.

Although the use of email and cell phones is efficient and convenient, Sander argues that “they risk breaking the fundamental bonds of trust that determine the richness of a community’s information exchange. Sad to say, but some people forget that all communication starts with community.”

DISCUSSION

- 1 What other ways of communicating are NOT mentioned in the article?
- 2 How would you describe your “culture of communication”? Is it primarily written or oral?
- 3 In your opinion, have people become too dependent on new forms of communication technology?
- 4 Can you think of any “misuses” of communications technology?

Listening 2

Telephoning



- A** The following questions are often heard during telephone conversations. Which ones would a caller ask? Which ones would the person receiving the call ask? How would you respond to the questions?

- | | | |
|-----------------|---|-------|
| 1 A | Can I have him call you back? | |
| 2 H | How may I direct your call? | |
| 3 B | Could you put me through to customer service? | |
| 4 I | Would you like to leave a message? | |
| 5 E | Do you know where she can be reached? | |
| 6 J | Directory assistance. How may I help you? | |
| 7 C | How do I get an outside line? | |
| 8 G | Would you mind if I put you on loudspeaker? | |
| 9 D | Is this extension 718? | |
| 10 F | Would you happen to know when she'll be back in her office? | |



2

- B** Now listen to responses (A–J) and match them with questions (1–10).

- C** Use the following phrases to make more telephone questions.

Can I ...?	Would you happen to know ...?
Could I ...?	Do you know ...?
Would you like to ...?	What's your ...?
Would you like me to ...?	How may I ...?
Would you mind ...?	How do I ...?

ACTIVE PRACTICE

Quick caller

With a partner, challenge each other to respond as quickly as possible to the telephone questions above. As soon as your partner has responded to five questions, switch roles.



Grammar Check 2

Present perfect and past simple

A Look at the sentences and answer the questions.

I *have had* this computer for three years.
This year we *have purchased* five new laptop computers.
I *purchased* a new computer last month.

- 1 Which tense is formed:
 - by adding *-ed* to the verb?
 - with the verb *have* + the past participle?
- 2 Which tense refers to:
 - an action that was finished in the past?
 - an action that started in the past but continues to the present?
 - a completed action that occurred during a period of time that continues to the present?

see page 131 in the
Grammar Reference
section

6 B Read the conversation between an Internet hotline technician and a customer, and choose the correct verb tense.

Technician: Hello, MooseNet Hotline. How may I help you?

Caller: Hello, I am phoning because lately we ¹(*have had* / *had*) a lot of problems with our Internet connections.

Technician: OK. May I first have your name, please?

Caller: Certainly. We ²(*have opened* / *opened*) the account last year in January under the name of Hank Williams Unlimited.

Technician: Here we are. Let me just confirm your account details. Are you still located at 1310 Lexington Avenue?

Caller: No. The company ³(*has moved* / *moved*) since opening the account. Last month we ⁴(*have relocated* / *relocated*) to 65 El Camino in Fresno.

Technician: So, what seems to be the problem?

Caller: Well, about four weeks ago, we ⁵(*have updated* / *updated*) our operating systems. Since then our Internet connection speeds ⁶(*have slowed* / *slowed*) down significantly.

Technician: Last month when you ⁷(*have changed* / *changed*) systems, ⁸(*have you switched* / *did you switch*) to a newer web browser?

Caller: No, we ⁹(*didn't* / *haven't*).

Technician: Since you ¹⁰(*have upgraded* / *upgraded*) your system last month, an older version of your browser must be causing the problem. Try installing a new version. If that doesn't work, call me back. We're available 24/7.

! TOEIC® Tip

In Parts 5 and 6 of the test, look for time expressions that help you decide which verb tense is correct.

I *stopped* sending letters by mail five years *ago*.

She *sent* them an email *yesterday*.

We *have published* a company newsletter *since* 1995.

Lately we *have done* most of our business over the phone.

DISCUSSION

Work with a partner and interview each other about using computers.

Have you ever had problems with a computer?

What was the trouble? What did you do?

Have you ever called a hotline for help?

Have you ever checked a FAQ's (Frequently Asked Questions) web page for help?

ACTIVE PRACTICE

- A** Conduct the following Media Survey by asking another student the questions and recording his or her responses.

the Media Survey

**1 What's your favorite information source?
Why?**

- ☐ Television
- ☐ Newspapers
- ☐ Magazines
- ☐ Radio
- ☐ Internet

2 Which types of information interest you the most?

- ☐ International news
- ☐ National news
- ☐ Local news
- ☐ Politics
- ☐ Editorials
- ☐ Business and finance
- ☐ Sports
- ☐ Arts and entertainment
- ☐ People

3 What types of audiovisual programs do you follow?

- ☐ News
- ☐ Documentaries
- ☐ Talk shows
- ☐ Comedy shows
- ☐ Soap operas
- ☐ Music
- ☐ Sports
- ☐ Educational

4 How often do you follow the news?

- ☐ Every day
- ☐ Every other day
- ☐ Occasionally
- ☐ Once a week
- ☐ Hardly ever
- ☐ Never

5 What do you use the Internet for?

- ☐ Instant messaging and chatting
- ☐ Downloading music
- ☐ Watching videos
- ☐ Emailing
- ☐ Maintaining your website
- ☐ Blogging
- ☐ Listening to podcasts
- ☐ Buying and selling online
- ☐ Playing games

- B** Share the responses with the rest of the class and discuss the results.

Listening 3



4 Listen to the radio news bulletin about GloTelCom and answer the following questions.

- 1 What is GloTelCom going to do today?
- 2 What did GloTelCom do two months ago?
- 3 What are the job prospects for workers seeking employment in the area?
- 4 What have most large telecommunications companies already done?



Communication

Press conference: corporate layoffs

GloTelCom is going to hold a press conference to announce its plans to downsize. First the GloTelCom president and the spokesperson will make their statements. Then the mayor will give a brief speech. Next, the journalist and union representative will ask questions and present their arguments.

Decide which role you would like to play in the press conference and then read your role card on page 169.