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PR Your English!

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UNIT 1

The Internet

A. Reading and vocabulary

Read this text about the impact the Internet will have on our lives:

The Internet is the Wild West, the Gold Rush of '49. Miss the Internet and you'll miss the opportunity of a lifetime. The Internet is one of those 'once-in-a-decade' revolutionary developments that will change many aspects of everyday life, some only remotely connected to the Web.

The Internet took its place in history along with the personal computer, the electronic chip, the mainframe computer, and television. Of the five, the Internet will turn out to be the most important development, the one that will change your life in more ways than the other four. And the changes have just begun. The number of websites is growing at the rate of fifty thousand a week. This is the era of the Internet, and the future belongs to those who can do the best job of building their brands on the Net.

The Internet will change your business even though you don't have a Website, you don't do business on the Internet, and your product or service will never be sold or advertised in cyberspace. But how will it do that? And what can you do about it? It's easy to err in one of two different ways. You can make either too much of the Internet or too little. You make too much of the Net when you assume that it will completely replace traditional ways of doing business. No new medium has ever done that. Television didn't replace radio and radio didn't replace newspapers. You make too little of the Net when you assume it will not affect your business at all. Every new medium has had some effect on every business, as it has had on existing media. Radio, for example, was primarily an entertainment medium until the arrival of television. Today radio is primarily a music, news and talk medium.

The new medium does not replace the old. Rather, the new medium is layered on top of the old media, forever changing and modifying all of the existing media. The original mass-communications medium was the human voice, still an unusually effective way to send a message. Each major medium to follow became powerful in its own right because the medium possessed a unique and highly prized attribute. The book multiplied the number of people that could be reached by a single individual. The periodical added the attribute of news. Large numbers of people could share news of the latest events in their city or country and eventually the world. Radio added the attribute of the human voice. News and entertainment could be communicated with emotion and personality. Television added the attribute of motion.

What attribute does the Internet bring to the communications table? The Internet is going to take its place alongside the other major media, because it exploits a totally new attribute.

We believe that history will rank the Internet as the greatest of all media. And the reason is simple. The Internet is the only mass-communications medium that allows interactivity. On the Internet a brand lives or dies in an interactive era. In the long run, interactivity will define what works on the Internet and what doesn't work. The secret to branding on the Internet is your ability to present your brand in such a way that your customers and prospects can interact with your message. You'll have to throw out many of the traditional ways of brand building if you want to build a powerful Internet brand.

(from *The 11 Immutable Laws of Internet Branding* by Al Ries and Laura Ries)

Exercises

I. Decide whether the following sentences are true (T) or false (F):

1. The author claims that major changes that influence people's lives occur every ten years.
2. The best tactics for businessmen is to wait and see what changes the Internet will bring about.
3. The arrival of a new mass-communications medium announces the disappearance of old ones.
4. The characteristics of new media are added to the previous ones to enrich the way we communicate.
5. According to the author, successful Internet brands are those that allow a two-way communication system.

II. Match the words in column A with their synonyms or definitions in column B:

A	B
remote	mainly
primarily	ultimately
prized	extremely important, valued highly
eventually	far away
to err	to permit
to assume	to make a mistake
to allow	to consider as true
in the long run	in the future, but not immediately

III. Read the text below and decide which answer, A, B, C or D best fits each space. There is an example at the beginning (0):

Example:

0. A. green B. blue C. red D. white

One real barrier to globalism is (0) tape – taxes, duties, customs forms, and paper-work in general. These are the things that are going to clog up the system and slow it (1) But you can't stop progress. In (2) time, the paper barriers will come down, too.

Another barrier to globalism is language. The first decision a global brand builder must (3) is the language (4) Do you use English, or do you translate your site (5) various different languages? If you (6) only the languages used by a significant number of people, there are still 220 different languages.

In the long term you are (7) to find successful examples of both single-language and multiple-language sites. But there is never only one to do anything and you can be sure there will be at (8) one competitor going in the opposite (9)

1. A. off B. down C. round D. in
2. A. - B. the C. a D. some
3. A. come B. do C. arrive D. make
4. A. thought B. question C. situation D. idea
5. A. for B. from C. as D. into
6. A. add B. number C. count D. accept
7. A. probably B. likely C. probable D. expected
8. A. least B. last C. less D. latest
9. A. road B. direction C. way D. sense

B. Grammar

Present Simple and Present Continuous (Revision)

Take a look at the following sentences taken from the text on Internet branding:

‘The Internet *is* the only mass-communications medium that *allows* interactivity.’

‘On the Internet a brand *lives* or *dies* in an interactive era.’

‘The number of websites *is growing* at the rate of fifty thousand a week.’

The verbs in these sentences are in the *present*.

I. Form

Present Simple

The Present Simple is formed with the bare infinitive form of the verb (without *to*)

e.g. ‘You *make* too little of the Net when you *assume* it will not affect your business at all.’

You *speak* French. We *talk* a lot every day.

– we add *-s* in the third person singular (after *he/she/it/John* etc.)

e.g. ‘It *exploits* a totally new attribute.’

She *plays* the piano.

– verbs ending in *-s, -ss, -ch, -sh, -o, -x* add *-es*

e.g. He *watches* TV in the morning. He *misses* her. He *goes* there.

– *be, have*, are irregular verbs

e.g. ‘The Internet *is* the Wild West.’

He *has* a nice house.

– we use *do* (*does* for the IIIrd person sg.) to form questions and negative sentences

e.g.

Do you ever <i>listen</i> to music?	They <i>don't understand</i> .
Does she <i>tell</i> everyone that?	He <i>doesn't feel</i> very well.
‘What attribute <i>does</i> the Internet <i>bring</i> ...?’	‘The new medium <i>does not replace</i> the old.’

Present Continuous

The Present Continuous is formed with the present of the auxiliary verb *be* and the *-ing* form of the verb

e.g. You *are talking* to them. She *is swimming*.

– we place the auxiliary before the subject to form questions

e.g. *Is she driving* to the city?

– we add *not* to the auxiliary to form negatives

e.g. They *aren't reading*.

II. Use

Present Simple

We use Present Simple for:

– general statements and timeless truths

e.g. Two plus two *makes* four. Children *like* chocolate.

– habitual activities

e.g. He *wakes up* at 5 every morning.

– permanent situations

e.g. She *lives* in a large house.

– we often use frequency adverbs with Present Simple (they show how often an action takes place): *never, hardly ever, seldom, rarely, sometimes, occasionally, usually, normally, often, frequently, always*

See the position of frequency adverbs:

She	<i>always</i>	drinks	coffee in the morning.
	adverb	verb	
She	<i>is</i>	<i>never</i>	late for school.
	be	adverb	

Present Continuous

We use Present Continuous:

– for an activity in progress at the moment of speaking

e.g. 'What is Ann doing?'

'She *is writing* a letter.' (she is in the process of writing)

Sometimes the action is not happening exactly at the time of speaking

e.g. I *am reading* this great book about France these days.

(I have started reading it but I haven't finished it).

– to talk about changes happening around now

e.g. It *is getting* warmer every day.

– for temporary activities

e.g. I *am working* in a different office this month.

Present Simple or Continuous?

– with verbs like: *agree, suggest, promise, apologise, refuse* etc. we use the Present Simple, not the Present Continuous (we do the activity when we say the sentence)

e.g. I *promise* I'll help you.

(in the same time I say the sentence and I also do the action of promising)

– we use 'always' with Present Simple with the meaning 'every time'

e.g. He *always* reads the newspaper in the morning.

– we use 'always' with Present Continuous with the meaning 'too often' when we want to emphasize that a situation is annoying

e.g. He is *always* coming late at work! I hate it!

– 'forever' and 'constantly' are also used with Present Continuous to express annoyance

e.g. She is *constantly* complaining about the weather!

Stative and active verbs

Some verbs have a stative meaning: they describe states (something staying the same), as opposed to action verbs

e.g. Children *like* chocolate. (state verb)

They *are eating*. (action verb)

– we do *not* usually use state verbs in the progressive

e.g. 'The future *belongs* to those who ...'

'We *believe* that history will rank...'

I *know* what to do (not: I am knowing).

Verbs with stative meanings:

1. verbs of thinking: *know, think, believe, realize, understand, suppose, forget, imagine*

2. verbs showing emotional state: *love, like, hate, fear, prefer, mind*

3. verbs showing possession: *have, own, belong*

4. sense verbs: *feel, taste, hear, see, smell*

5. other stative verbs: *be, seem, appear, look, resemble, exist*

– some stative verbs can be used in the progressive as action verbs, but their meaning changes

Compare:

I <i>see</i> a bird flying. (state verb)	I <i>am seeing</i> John tonight. (action verb) (‘I am meeting’)
We <i>have</i> several books on this subject. (state verb)	We <i>are having</i> lunch. (action verb) (‘We are eating’)
You <i>look</i> sick. You should see a doctor. (state verb)	She <i>was looking</i> at him, unable to smile. (action verb)

– some stative verbs can be used to express temporary feelings

e.g. I'm *loving* this music!