A. Read the text ALEXANDER GRAHAM BELL: FATHER OF THE TELEPHONE, and fill in the blanks with the correct forms of the verbs in brackets.

Alexander Graham Bell was born on March 3, 1847 in Edinburgh, Scotland. His grandfather, father and uncle all studied speech, and they all had wonderful speaking voices. As a result, he had a growing interest in speech and communication even when he was a child. Then, he (1)_________________ (take) this interest forward by inventing the most important device for communication: the telephone.

When Bell was 14, his father took him to London for a visit. There, he saw a “speaking machine” that Sir Charles Wheatstone (2)_________________ (make) about a year earlier. Young Graham and his father (3)_________________ (influence) by this machine a lot and it contributed to Graham Bell’s ideas in the following years when he created the telephone.

Later, in 1864, Bell began studying at the University of Edinburgh and continued his studies at the University of London in 1868. While he (4a)_________________ (study) at university, he also (4b)_________________ (teach) courses related to sound and speech. Later, Bell moved to Canada, and the idea for the telephone occurred to him there for the first time. During the summer of 1874, working regularly with his assistant Thomas Watson, Bell created the first basic design for the telephone.

On February 14, 1876, Bell made an application for a patent with the United States Patent Office for his telephone. (A patent is a legal document of intellectual property. It officially (5)_________________ (prove) that whoever applies first for the patent of a device is the first person to invent that device.) Less than a month later, Bell received the patent for his telephone, and on March 7, 1876, the first human voice (6)_________________ (hear) over the telephone. That first conversation on the phone made Bell famous all over the world.

Today, Alexander Graham Bell’s discoveries (7)_________________ (help) us connect with people all over the world. His inventions in the 19th century (8)_________________ (lead) to much of the telecommunications technology that we (9)_________________ (use) for more than a century. There is no doubt that this technology he created (10)_________________ (keep) its importance in the next century as well.

B. Answer the following question.

1. Why did Alexander Graham Bell have an interest in communication?

______________________________________

______________________________________
C. Read the text TELEPHONE TODAY and fill in the blanks with ONE word only. Contractions such as isn’t count as one word.

In the first half of the 19th century, the only way to communicate over long distances was through the use of the electric telegraph, (1)__________ was invented in 1836. However, it was hard to send a message through it because (2)__________ message had to be sent in morse code. Alexander Graham Bell, (3)__________ started a totally new way of communication technology, succeeded in transmitting speech electrically and this made communication (4)__________ easier and more efficient.

Obviously, the telephone has changed society after its invention. Today, we have cell phones, cordless phones, and payphones. Although the telephone has come such a long way (5)__________, it was invented, the device still affects many people directly. Today, even the Internet depends on the technology that the telephone established although some people think the Internet has a bigger role in communication (6)__________ the telephone. Better means of communication will (7)__________ be developed in the future but until then telephone remains as the most widely used source of communication all over the world.

D. Rewrite the following sentences using the clues given without changing the meaning. Provide correct punctuation where necessary.

1. The telephone is more efficient than the electric telegraph in terms of communication.

   The electric telegraph (as...as) in terms of communication.

2. We have the telephone today. Therefore, quick and reliable communication is not difficult over long distances.

   If (already)

3. Graham Bell invented the telephone in 1876. The electric telegraph was invented before.

   When Graham Bell (where) 

4. When Graham Bell was in Canada, he designed a piano. The melodies of the piano could be transmitted at a distance by means of electricity.

   When Graham Bell was in Canada, (whose)

5. In 1870, Graham Bell moved to Canada. He came up with the idea for the telephone in Canada for the first time.

   In 1870, Graham Bell (where)
IS NETSPEAK HARMING THE ENGLISH LANGUAGE?

1. My summr hols wr CWOT. B4, we usd 2 go 2 NY 2C my bro, his GF & thr 3 :@ kids FTF. ILNY, its gr8. Can you understand this sentence? If you can't, don't feel too bad: neither could the middle school teacher in Scotland who received this as homework from one of her students. This is Netspeak: the language of computerized communication found in Internet chat rooms, instant messages (IM), and text messages on mobile phones. Netspeak is a collection of abbreviations (cuz = because), acronyms (BRB = Be Right Back), and symbols (C U B4 clss = see you before class). Therefore, to newcomers, it can look like a completely foreign language. So, what is the “translation” of the sentence above? My summer holidays were a complete waste of time. Before, we used to go to New York to see my brother, his girlfriend, and their three screaming kids face to face. I love New York; it's great.

2. Language purists and parents everywhere say this new form of writing, with its disregard for proper spelling, punctuation and grammar, threatens to destroy the English language. It is blamed for the increase in spelling and grammatical errors in students’ writing in school work. School boards and teachers call for zero tolerance of Netspeak, for fear that the writing of the new generation might become completely incomprehensible and the language itself could become corrupted.

3. Everyone should just relax, say linguists and language scholars. While there certainly is a need to ensure that students learn the standard rules of writing, Netspeak and writing on the Internet, they claim, is actually doing more good than harm.

4. David Crystal, a language historian at the University of Wales in the UK, argues that Netspeak and the Internet are developing new forms of creative language use that provide a strong motivation for literacy*. Crystal points out that through personal home pages and blogs, the almost lost art of diary keeping has been revived. Stanford University linguist Geoffrey Nunberg agrees. “People get better at writing by writing,” he claims, and online chatting and instant messages are getting young people to write more than ever before. “I think you could argue that the kids who are now doing text messaging, email, and instant messages will write as well as, and possibly better than, their parents or than any generation in history.”

5. Linguist James Milroy notes that people have been complaining about the supposed decline in English for centuries. Every generation, without exception, has believed that young people are destroying the language. And you can be sure that when today's teenagers become tomorrow's parents, they too will accuse their children of ruining the language. Milroy argues that there is no evidence that young people have any deficiency in their language in comparison with previous generations. From his point of view, languages do not and cannot become “corrupted”; they simply change to meet the needs of each new generation.

6. Perhaps we should give teenagers a little more credit anyway. Erin, aged 12, has become fluent in Netspeak in just two months, but knows it is not appropriate to use it in school. “I wouldn't use text language in my homework. Texting is for fun, not for school, and I think you would have to be a bit silly to get them mixed up.”

---

* the skills of reading and writing
I. Find what the following refer to in the text.

1. they (para. 3): ________________________
2. they (para. 5): ________________________

II. Answer the following questions based on the text.

1. Why does Netspeak look like a foreign language?
   __________________________________________________________________________
   __________________________________________________________________________

2. Why are school officials and parents against Netspeak?
   __________________________________________________________________________
   __________________________________________________________________________

3. What does Geoffrey Nunberg think about the future language abilities of children who use Netspeak today?
   __________________________________________________________________________
   __________________________________________________________________________

4. Why is James Milroy not worried about the decline in English?
   __________________________________________________________________________
   __________________________________________________________________________

5. In the last paragraph, what does the writer suggest about teenagers? Explain in your own words.
   __________________________________________________________________________
   __________________________________________________________________________
WHAT DO ONLINE SHOPPERS WANT?

1 When real life collides with Internet life, it can really put things into perspective. In Baltimore, Maryland, they have just opened a new shopping mall, and it’s huge! It is called Arundel Mills Mall and with its cost of $250 million, it is one of the biggest shopping complexes in the United States. This megamall has a movie theatre with more than twenty screens; there are gigantic entertainment areas and more than 7,000 parking spaces. During its opening weekend, which was two weeks ago, the place was a madhouse, with huge traffic queues that extended for miles as tens of thousands of cars tried to get into the remaining parking spaces. Police patrolled i.e. toured the highways for up to ten miles to keep shoppers from parking on the side of the road and walking to the mall. Since that opening weekend, people haven’t just come to look, they are buying, too. A sum of several million dollars has already been spent within two weeks. There are news stories about the mall on TV or in the local newspapers of Baltimore. “This is a huge shopping success,” some experts say.

2 However, shopping on the Internet has never been a success like that. It is true that it is growing but this growth has been going on slowly. People still seem to prefer the real offline experience to buying things from the comfort of their own home.

3 But why? Why do so many people spend so much money offline while the online sector is moving so fast? Those people who were sitting in their cars in the long traffic queue and waiting to get into the new mall clearly weren’t there for convenience. They weren’t there because they expected exceptional customer service. They were there because this interesting monster was new and different, and somewhere attractive to look around.

4 Seeing the crowd in front of the Arundel Mills Mall on its opening day, one may ask the question, “When was the last time anybody got this excited about a new e-commerce site?” or “Is shopping online somehow fundamentally different from shopping offline?” In fact, the studies show us why people use and don’t use the Internet to shop. For example, one recent report shows that people only start buying on the web when they have been Internet users for some time. Thus, people in Sweden who have had the Internet for many years buy more than those in France who haven’t had the Internet for that long, so it can be concluded that one has to feel comfortable before shopping online.

5 It is interesting that the most successful shopping sites on the Internet are small – the ones that only offer one thing. They are preferred because they are quick and easy to use, and they don’t ask for too much personal information, which is something that stops many people from shopping on the Internet. In addition, the websites don’t go wrong or get broken as often as they did before while the customers are shopping online. However, as the recent megamall experience proved, hassles do not bother people that much while shopping offline. That is, people in the real world are a lot more willing to put up with a problem in order to do shopping that includes social and entertainment aspects. On the other hand, online is a different story. In the end, sites that concentrate on the basics of customer focus, relevance, support, service, fulfillment and function are the ones that are going to win – not the ones that try to fight the megamalls.
I. Find words in the text that mean the following. Write ONE word on each line and do NOT change the form of the words.

1. very big, huge (para.1): _____________________
2. things that are annoying because they are difficult or chaotic (para.5): _____________________

II. Read the text and choose the alternative which best completes each statement.

1. People from Sweden buy more on the Internet than people from France because ____________ .
   a) the Internet has been in Sweden longer than it has been in France
   b) more people in Sweden have access to the Internet
   c) they think shopping online is very different from the mall experience
   d) they tend to get excited about new e-commerce sites

2. According to the writer, the Internet shopping sites are most successful when ____________ .
   a) they try to offer the kind of shopping people do in huge shopping centers
   b) the TV channels and local newspaper writes news stories about them frequently
   c) they focus on the customer and offer them quick, easy and practical service
   d) they combine the social and entertainment aspects into shopping experience

3. According to the writer, people go to the megamall because _________________ .
   a) it is safe as the police patrol the highways
   b) it collects personal information efficiently
   c) they are easily deceived by news stories
   d) it offers both shopping and entertainment

III. Answer the following question.

1. Do you think shopping online will be as common and popular as shopping in malls in the future? Explain your answer in 3-4 sentences. You can use the information given in the text.

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
ONLINE ADVERTISING

Advertising is the branch of marketing that deals with communicating to customers about products, brands, services and companies. The Internet, as a global communication (1)_________________, provides advertisers with unique and often cost-effective ways of reaching advertising audiences. Consumers use the Internet to assist them in nearly every (2)_________________of life, which creates countless opportunities to place relevant and targeted ad messages. As with all media, however, advertising on the Internet has disadvantages along with its unique advantages.

One major benefit of online advertising is that it allows advertisers to publish information and content (3)_________________ or more quickly than traditional methods. In addition, it is not limited by geography or time. Another benefit is that consumers usually (4)_________________ online ads as relevant because they are shown on relevant web pages or alongside related search results. Therefore, customers may be more attracted to some product related to what they have been doing on the Internet.

On the other hand, one disadvantage of advertising on the Internet is that your marketing materials are automatically (5)_________________ for anyone in the world to copy without permission, regardless of the legal consequences. Other businesses can copy or steal your logos, images and slogans, and use them for (6)_________________ purposes, such as to sell their own products. This is not the case with television and magazine advertising because it is not possible to copy those images electronically. Another disadvantage is the fact that Internet advertising may lose its effectiveness in time as web users are so tired and fed up with banner ads and spam email that they have begun to (7)_________________ Internet advertisements, and they don’t even look at them.

The Internet is likely to continue to play a large role in individuals’ lives in the future. Will personal computers still be the (8)_________________ or main method of accessing the Internet in the future? We don’t know the answer to that question but it is certain that manufacturers will still use it as an opportunity to advertise their products to the community around the world.