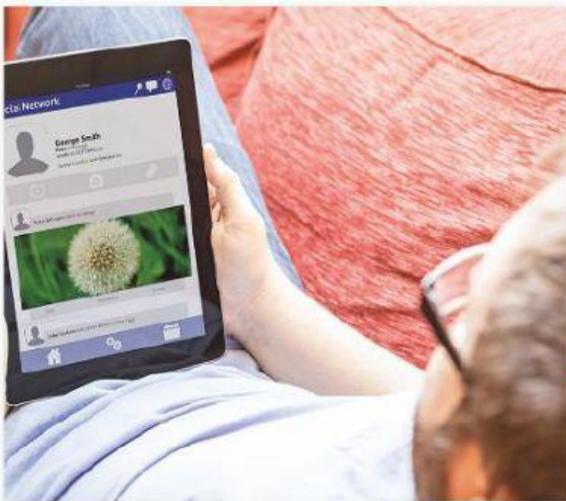


Name: _____

READING



THE CHANGING FACE OF COMMUNICATION

The way we communicate has never changed so much in such a short period of time. We look at the results of recent surveys that tell us about the changing face of communication.

OS

We talk to each other less.

Ten years ago, 80% of our communication was face-to-face. Now, it's only 60%. Even our phone calls are shorter – on average, each call now lasts one minute, compared to three minutes ten years ago. It seems that people prefer texting to calling.

We use traditional postal services less.

In the U.S., over 200 billion letters and packages were sent in 2008, compared to 150 billion last year. These days, we usually write to people by text, messaging app, or e-mail. In fact, right now, people are sending two million e-mails per second!

We love social media.

Sixty percent of the pages we view on the Internet are social media pages, and we share nearly two billion photos on them every day. The average person has five social media accounts and spends about two hours a day looking at them.

Comments

Tina

It's a shame we don't write letters much, but the post office seems so slow nowadays compared to communicating online! I need the Internet to be in immediate contact with people, especially right now because I'm planning my wedding.

Rob

I agree with Tina, but I still try to send letters and cards on important occasions, and postcards when I'm on vacation. I don't know how people planned things with just snail mail!

Are the sentences True or False?

- 1 We speak to each other face-to-face more often nowadays. _____
- 2 Our phone calls are longer today compared to ten years ago. _____
- 3 These days, it seems we prefer text messages to phone calls. _____
- 4 People in the U.S. send more letters and packages nowadays. _____
- 5 We are sending a million e-mails per second, now. _____
- 6 More than half of the Internet pages we visit are social media sites. _____