

18.1 Write S if the items are the same or very similar. Write D if they are different.

- | | |
|--|-------------------------------------|
| 1 the Internet / the web | ☒ |
| 2 a browser / a search engine | ☐ |
| 3 your favorites / your bookmarks | ☐ |
| 4 a link / an icon | ☐ |
| 5 sign in to a site / log in to a site | ☐ |
| 6 copy text / paste text | ☐ |
| 7 download a program / install a program | ☐ |
| 8 reply to an email / forward an email | ☐ |
| 9 a file / a folder | ☐ |
| 10 send somebody a copy / cc somebody | ☐ |

18.2 Underline the correct word in italics.

- roll / scroll* up and down the page
- use the Back and Forward *buttons / labels*
- block / prohibit* pop-ups
- click / press* on a link
- enrol / register* with a site
- enter / write* a password
- overview / preview* a page before printing
- send / transmit* an email
- delete / destroy* an email
- attach / enclose* a document

18.3 Match an item on the left with an item on the right to make phrases from the text opposite.

- | | |
|-------------|------------|
| 1 search | setting |
| 2 default | networking |
| 3 video | clip |
| 4 drop-down | engine |
| 5 social | menu |
-
- | | |
|---------------|---------|
| 6 browsing | mailing |
| 7 smart phone | history |
| 8 drafts | line |
| 9 mass | folder |
| 10 subject | app |

18.4 Complete the sentences with a phrase from Exercise 18.3.

- Google is the most popular search engine.
- Facebook and Twitter are social sites.
- Move your mouse over the headings at the top of the page and you'll see a drop-down.
- You can use my laptop, but please don't change any of the settings.
- Wait a moment while I look for the email I was writing earlier – OK, here it is in my inbox.
- I have dozens of emails from you – what was the subject of the one you're talking about?
- I think we should do a mass to all our customers about the special promotion next month.
- I think Apple has always had the coolest smart phone and that's why the iPhone is doing so well.

18.5 Complete the sentences with these prepositions: *at, down, in, into, off, on, on, to, up*.

- Why don't you go to our website and look at the video clips of our products?
- You'll find the 'Contact us' link if you scroll right to the bottom of the page.
- The usefulness of the search depends on exactly which term you type into the search engine.
- Just click on the link at the bottom of this email to go straight to our site.
- I'm trying to access my webmail but it won't allow me to sign in.
- I'm going to copy this paragraph from the site and paste it into an email to all my friends.
- I'm just loading some photos of my holiday to Facebook.
- I have all my emails stored on my hard drive, so I can access them even when I'm offline.

18.6 Complete the text using the words and phrases in the box.

bullets capital letters forwarded
mobile device recipients remaining information
Reply to All subject line

There are many unwritten rules of email etiquette in a business context. Here are some of the most important:

- Clearly state the topic in the 1. subject line. This helps people organize their email.
- Keep your messages short. They might be read on a 2. mobile device where the screen size is small.
- Answer all the questions – don't leave the other person wondering if a second email is coming with the 3. remaining information.
- Use paragraphing, 4. bullet points, etc – it's much easier to read and respond to an email where the text is broken down into separate points.
- Don't copy every message you write to everyone in your team. Unnecessary messages are annoying. Similarly, when you answer an email do not overuse the 5. Reply to All button.
- Use Bcc when the 6. recipients don't know each other. It's not polite to give out someone's email address without their agreement.
- Avoid using 7. capital letters for whole words. IT MAKES IT LOOK LIKE YOU'RE SHOUTING AND IT'S ALSO MORE DIFFICULT TO READ.
- Don't write anything you wouldn't say in public. Once the email has left your outbox it can be 8. forwarded to anyone in the world. If in doubt, use the telephone.

See page 147 for some discussion topics.