

Listening:

Listen to a conversation between the manager of the fashion department of a major upmarket store and a salesperson, Chloe. Tick (✓)the pieces of advice which the manager gives Chloe.

- 1-Don't talk to the other trainees.
- 2- Find out about other department in the store.
- 3-Always wear the store uniform.
- 4-Give customers a lot of attention.
- 5-Pressurise them to buy something.

Listen to the conversation again and complete the sentences with expression of quantity.

- 1- We've got time before my next meeting.
- 2-I've talked to the trainees and served customers.
- 3- Not really, just customers who were a bit difficult.
- 4- First of all, trainees think they don't need to know...
- 5- We have rules about uniform.
- 6- I used to do all the trips on my own with..... .
- 7-.... we've got ideas and we'll get information from the organisers soon.
- 8- ... give customers time to make up their minds.....
- 9- Give them attention and advice.....
- 10- We have sales assistants to do the job properly.

READING AND SPEAKING

1 You are going to read an article about trends in modern technology. Work in groups and predict what trends the article might mention.

2 Skim the text and match the headings to the paragraphs.

1- Glitches

2- Personality detection

3- Introduction

4- Future challenges

5- Augmented knowledge

6- Quantum computers

A Identifying examples Look at the text and find six different phrases used to introduce an example (paragraphs 2–5).

b Look at the sentences below and think of an example for each one. Add your idea to the sentence using a phrase from Exercise 4a.

1 - A number of technology companies have become very rich due to predicting future needs.

2 - The leading countries in technological design are hoping for innovations in the technology industry this year.

5- Work in pairs to discuss these questions.

1- What trends influence how you communicate with friends?

2- What social media tell you about someone's personality?

3- If you could own any item of technology, what would it be?

4- Have you ever bought something technological just because it was fashionable?

5- Does the technology industry exist mainly to persuade people to spend money on things they do not really need?

VOCABULARY TECHNOLOGICAL TRENDS - Match the words and phrases in the box with their meanings.

artificial intelligence / biotechnology / genetic engineering / nanotechnology / robotics / virtual reality

1- The scientific use of things that are very, very small

2- The practice of adding genes to something living to improve it

3- The use of plant and animal cells for scientific purposes

4- Computer technology that can think and do things like humans

5- Computer images and sounds that make us feel like they are real

6- The science of designing and building robots

TECHNOLOGY TRENDS

Social trends can have a strong influence on the development of new technology, and new technology can have a strong influence on social trends. Both are constantly changing and designers in the technology industry know that they can achieve great success if they can predict future trends. We asked technology experts which developments they thought might influence the future of technology.

Some companies are now developing software that can look at the things we like online, and the kind of photographs that we post on social media, to get a good idea about our personalities. For instance, some banks have used this kind of software to look at how their customers spend money and then decide what advice to give them about their savings. Another example would be employers who use this kind of software to understand how long someone might stay in a job before they want to move and

get a job elsewhere.

- 3 Scientists have been researching quantum computers for decades but now it seems that they are finally close to making a machine that works. Quantum computers can solve problems that are too difficult for normal computers like breaking a difficult code or finding a password. In fact, many experts believe that when quantum computers go on sale, we will need a completely new way to keep our information private.
- 4 Every day we use the internet to send information to each other and now scientists in Southern California are researching ways of using all that information to support our memories. A good example of this is helping people who have lost their memories after an accident or illness. The hope is that instead of having to learn things again, patients will be able to reload their memories and continue with their lives. If they are successful, the scientists think that these developments might also affect other areas.

such as education. Can you imagine being able to simply load a new language rather than having to learn it?

- 5 There have always been problems with any new technology but today a lot of technology becomes available before it has been tested properly, which means that we don't know how it will work. This can lead to a lot of problems, for example, last year a single glitch meant that 5,000 planes in the U.S couldn't take off. A glitch is not the same as a software bug, which can be identified and fixed. Glitches are problems that can happen whenever new technology interacts with different technology, and they are often very difficult to predict.
- 6 Despite the difficulties, many of our experts said that they are excited and optimistic about the future. New developments lead to new challenges and it will be the next generation that will find the solutions and enjoy the opportunities that they create.