SPEAKING FOCUS

Verbs

to launch, launched to replace, replaced to tend, tended

Vocabulary

gadget
obsolete
invention
equipment
improvement
developer
leading



rapid
feature
copyright
innovation
sophisticated
latest
browser



Expressions

IT – information technology
cutting edge
user friendly
means of communication
search engine

Grammar

This **can** be a big problem if we need to replace a lot of parts.
She has a degree in IT and some experience. She **may** be a good developer.
The problem **could** be the Wi-Fi connection or the configuration.
They started to develop it a couple of months ago so they **should** be launching it soon.
Consumers **ought to** see the improvement in the features.
This **couldn't** be the most sophisticated one they have, could it?
It **will** be user friendly.
This **must** be cutting edge technology.



Secrets of Success

Nobody is so wise that he doesn't have something to learn. Nobody is so simple that he doesn't have something to teach.

LIVEWORKSHEETS

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Input

They have just **launched** a new iPad.

The campaign hasn't been **launched** yet.
Air filters should be **replaced** every year.
This equipment should have been **replaced** a long time ago.
Losing weight fast **tends** to be a problem.

This **gadget** will be taken out of stores next week.

This cell phone come with so many new features.
They have been the **leading** company for several years now.
They only design **sophisticated** furniture.
The project still needs some **improvement**.
This new computer is a **cutting edge** product.
Our books are protected by **copyright**.
This is a **user friendly** web browser.



They **may replace** the old computers tomorrow.

It **can't be** wrong. I checked it a zillion times.
Their new invention **should be** more efficient than sophisticated.
It **must be** their latest innovation in computer programming.
It **could be** a good idea if the weather is good.
Due to bad advertising, they **might not sell** enough.
It **ought to be** nothing but a misunderstanding.
It **will** certainly **be** the best product we've ever created.



Express Yourself

No way.

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Activities

A. Answer the questions in English.

1. What could be the main feature of the latest gadget?

2. How might a developer improve user-friendly software?

3. Why should companies protect their copyrights?

4. Can cutting edge technology replace obsolete equipment quickly?

5. What means of communication do you tend to use the most?

B. Translate the sentences into English.

1. Eles devem lançar o novo navegador na próxima semana.

2. Esta tecnologia pode ser obsoleta em poucos anos.

3. O desenvolvedor tem que proteger os direitos autorais da invenção.

4. Eles podem estar desenvolvendo um equipamento sofisticado agora.

5. A inovação é o meio mais rápido de substituir os dispositivos antigos.

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C. Translate the sentences into Portuguese.

1. This must be the most sophisticated feature they have developed.

2. She may be launching the latest invention soon.

3. The search engine ought to be more user friendly.

4. Consumers could see rapid improvement in the equipment.

5. It will be cutting edge technology for IT companies.

Text

English Language

We know that the languages we use today were invented by people, not computers, which means they reflect our creativity. But what does that really mean? Well, have you ever noticed that there is no egg in eggplant, nor ham in hamburger; neither apple nor pine in pineapple? Curious and intriguing as you think this may be, these are hardly the only instances of incomprehensible facts in the English language: English muffins, for example, were not invented in England, and French fries were not invented in France. Now, what about these simple questions: “If teachers taught, why didn’t preachers praught? If a vegetarian eats vegetables, what does a humanitarian eat?” How would you answer them? If you say you just can’t answer them, you’re right. Language is beautiful, creative and somewhat irrational. And that is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

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Palavra/Expressão	Tradução	Transcrição fonética
reflect	refletir	/rɪˈflɛkt/
creativity	criatividade	/ˌkriːˌeɪˈtɪv.ə.ti/
neither...nor...	nem... nem...	/ˈniːðər/ - /ˈnaɪ.ðər ... nɔːr/
incomprehensible	incompreensível	/ɪnˌkɒm.prɪˈhɛn.sə.bəl/
instance	exemplo, caso	/ˈɪn.stəns/
irrational	irracional	/ɪˈræʃ.ən.əl/
visible	visível	/ˈvɪz.ə.bəl/
invisible	invisível	/ɪnˈvɪz.ə.bəl/
humanitarian	humanitário	/hjuːˌmæn.ɪˈteə.ri.ən/

D. Choose the correct alternative.

1. What is the main rhetorical strategy used by the author to highlight the oddities of the English language?

a) Emotional appeal

b) Technical explanation

c) Logical argumentation

d) Irony and humor

2. According to the text, which of the following best illustrates the irrational nature of English?

a) The origin of the English language

b) The way computers process words

c) The mismatch between words and their literal meanings

d) The evolution of grammar rules

3. The sentence “If teachers taught, why didn’t preachers praught?” is primarily used to:

a) Criticize English teaching methods

b) Emphasize irregularities in verb conjugation

c) Show the influence of religion on language

d) Compare teaching and preaching professions

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4. The contrast between “stars are out” and “lights are out” serves to:

a) Provide historical context to English idioms

b) Suggest that darkness is more poetic than light

c) Reveal how word combinations can be semantically contradictory

d) Encourage learners to memorize more vocabulary

5. Which of the following best captures the author's overall tone in the passage?

a) Sarcastic and dismissive

b) Critical and academic

c) Reflective and nostalgic

d) Playful and thought-provoking

E. Listening.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

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