ESP 3 - INFORMATION TECHNOLOGY – PART 1

UNIT 1. COMMUNICATIONS



ClarkAndrews00: Hello, Sandy. Are you there?
SandyHammond: Hi, Clark. What can I do for you?
ClarkAndrews00: Sorry to contact you with an **instant message**. But email doesn't seem to be working right now. I never got a confirmation on the message I sent last week.
SandyHammond: We never received that. Did you send it with an **attachment**?
ClarkAndrews00: Yes, I attached my order receipt.
SandyHammond: It must have ended up in my **spam** folder. I apologize for the confusion.
ClarkAndrews00: It's okay. What is the status of my shipment?
SandyHammond: Unfortunately, we're having technical difficulty **scanning** the product **EPCs**. However, we have **UPC** products ready to ship immediately.
ClarkAndrews00: Those will be fine. We ave equipment that can read **barcodes**.
SandyHammond: Do you have a **PDA** or smartphone? We could update you via email.
ClarkAndrews00: I have a cell phone, but my data plan doesn't support email. Voicemail or text messages will work.
SandyHammond: I'll **text** you then. What's the number?
ClarkAndrews00: 555-9854. Thanks.

❶ Before you read the passage, talk about these questions.

1. How many ways can businesses communicate with each other?
2. What are the benefits of different kinds of electronic communication?

READING

❷ Read the instant message conversation between a client and a supplier. Then, choose the correct answers.

1. What is ClarkAndrews00 sending an instant message about?
   A He wants to find the out status of his shipment.
   B He received UPC products instead of CFCs.
   C He is getting files sent to his spam folder.
   D He wants to order equipment that can read barcodes.

2. Why did Clark's email end up in Sandy's spam folder?
   A Sandy's email does not work.

LIVEWORKSHEETS

B He sent it to her smartphone.
C The email had an attachment.
D He sent it from his cell phone.

3. What can you infer from the conversation?
A Sandy does not like texting clients.
B Clark plans on buying a smartphone.
C Clark is not familiar with technology.
D Sandy has a cell phone that can send texts.

VOCABULARY

❸ Match the words (1-8) with the definitions (A-H).

1 _____ attachment	A to send a message from a cell phone
2 _____ scan	B a real-time text conversation
3 _____ spam	C a code that identifies individual items
4 _____ EPC	D a code that identifies types of items
5 _____ text	E to read a barcode
6 _____ UPC	F a device that can call, text and access the Internet
7 _____ smartphone	G unwanted email
8 _____ instant messaging	H a file sent with an email

❹ Fill in the blanks with the correct words from the box.

barcode	data plan	email	smartphone

1. All of Joe's contacts are saved on his _____.
2. To track the package you must scan its _____.
3. A(n) _____ allows users to browse the Interner on smartphones.
4. Please send a(n) _____ with the receipt attached.

❺ Listen and read the instant messaging conversation between a client and supplier again. How will the supplier update the client?

PRACTICE QUIZ 1

❻ Listen to a conversation between a service representative and a manager. Mark the following statements as true (T) or false (F).

1. _____ The woman was communicating via instant messaging.
2. _____ The man insists on taking care of the situation himself.
3. _____ The man cannot receive emails with attachments.

❼ Listen again and complete the conversation.

LIVEWORKSHEETS

Representative: Hi Robert. I just got done talking with Clark Andrews via **1** _____ _____.

Manager: Did you explain the problem scanning the **2** _____?

Representative: Yes. He said it was okay to just send products with UPCs

Manager: **3** _____ _____ _____. He's an important client.

Representative: I said we'd update him with **4** _____ _____ as things progress.

Manager: Well, I need to talk to people who handle our EPCs. Can you make sure his order gets taken care of?

Representative: Sure. I'll tell shipping to scan it this morning.

Manager: Text him when it's **5** _____ and again when it ships.

LIVEWORKSHEETS

UNIT 2. ENTERTAINMENT AND SOCIAL NETWORKING

GET READY!



❶ Before you read the passage, talk about these questions.

1. How can social networking sites help businesses?
2. Why do people use social networking or gaming sites?

READING

❷ Read the memo sent to employees at an advertising firm. Then, mark the following statements as true (T) or false (F).

1. Updates will appear in posts on the news feed.
2. Billboards in a virtual world can feature ads.
3. The firm created a link to a gaming site with product information.

VOCABULARY

❸ Choose the word that is closest in meaning to the underlined part.

1. Jack created an image in a computer game that represents a person.
   A. MMORPG B. link C. avatar
2. Put your email on your webpage with personal or identifying information.

LIVEWORKSHEETS

A. profile B. forum C. link

3. Click on that word or set of words on a website or document.
   A. feed B. link C. virtual world
4. Create a name that a person uses to access an account.
   A. handle B. forum C. blog
5. Ask someone on the website where people can discuss topics.
   A. virtual world B. post C. forum
6. New games create an online environment.
   A. avatar B. virtual world C. link
7. Read this website with posts about personal activities and interests.
   A. handle B. blog C. feed
8. Please leave a message on a website.
   A. post B. MMORPG C. handle

❹ Fill in the blanks with the correct words from the box.

gaming	MMORPG	feed	social networking

1. Shadow of Doubt is a(n) _____ with many players.
2. This _____ site helps you meet other professionals.
3. I receive updates about products through a news _____.
4. Sarah enjoys _____ and spends all her money on games.

❺ Listen and read the memo sent to employees at an advertising firm again. Where will bloggers be able to chat about Centro computers?

PRACTICE QUIZ 2

❻ Listen to a conversation between two employees at Galazy Advertising. Mark the following statements as true (T) or false (F).

1. _____ Angela plans to advertise the computer on a gaming site.
2. _____ Angela put up a post informing customers of new software.
3. _____ There have been no customer complaints on the forum.

❼ Listen again and complete the conversation.

Employee 1: **1** _____ _____ the profile?
Employee 2: There's a brief description of the computer and its features. And well be **2** _____ _____ regular posts on a **3** _____ _____.
Employee 1: What are the posts for?
Employee 2: They update customers on the latest Centro news. **4** _____ _____ this post informs customers of new software that's available for the computer.
Employee 1: Great! Anything else?
Employee 2: We've got a **5** _____ for people to discuss the Centro.
Employee 1: What's the feedback from customers been like?

LIVEWORKSHEETS