

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

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

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 bullets, 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.