

2

a. You will hear a radio news report about 'Google', a popular Internet search engine. Before you listen, look at questions 1 - 9 and in pairs try to predict what kind of information might be needed to complete the gaps.

b. Now listen to the report. For questions 1-9, fill the gaps with the missing information.

STRATEGY POINT

- This part is a monologue.
- You will need between 1 and 3 words for each gap.
- Your answers must fit grammatically with the rest of the sentence.
- Read through the exercise before you listen. The sentence stems contain information that you will hear in the listening text, but the information is worded differently. To fill in the gaps correctly, be alert for information contained in the stems, but in a paraphrased form.

Google's success is such that the brand name has become a

1

For its success, Google relied on **2**,

which is a particularly old-fashioned way to market a product.

Google is now the official search engine for top global

3

America Online.

The professor mentioned by the reporter used the word

'googling' to indicate that, rather than being involved in

serious **4**, he was just browsing.

He was searching the **5** in a

relaxed manner looking for things to interest him.

The majority of **6** use Google to

search the Net.

The brand name has become so widely used that it is

sometimes spelt without its **7**.

The verb 'to google' literally means searching for what is of

use to you through a vast quantity of **8**.

'Google' is a variant spelling of 'googol', a term invented by a

mathematician's **9** several decades ago.