

Unit 17 The Web

1 A typical web page

A Look at the screenshot of a typical web page. How many of the features (a-k) can you say in English?



A screenshot from Internet Explorer 7, a leading web browser.

B Read the text and label the features on the screenshot with the terms in bold.

A typical web page

At the top of the page is the **URL address**. URL means **Uniform Resource Locator** – the address of a file on the Internet. A typical URL looks like this:
http://www.bbc.co.uk/radio/.

In this URL, *http://* means **Hypertext Transfer Protocol** and tells the program to look for a web page. *www* means **world wide web**. *bbc.co.uk* is the domain name of the server that hosts the website – a company based in the UK; other top-level domains are *.com* (commercial site), *.edu* (education), *.org* (organization) or *.net* (network); *radio* is the directory path where the web page is located. The parts of the URL are separated by *. (dot)*, */ (slash)* and *: (colon)*. Some sites begin *ftp://*, a **file transfer protocol** used to copy files from one computer to another.

The toolbar shows all the navigation icons, which let you **go back one page** or **go forward one page**. You can

also **go to the home page** or **stop the current transfer** when the circuits are busy.

Tab buttons let you view different sites at the same time, and the built-in **search box** helps you look for information. If the **feed button** lights up, it means the site offers RSS feeds, so you can automatically receive updates. When a web page won't load, you can **refresh the current page**, meaning the page reloads (downloads again). If you want to mark a website address so that you can easily revisit the page at a later time, you can add it to your **favourites** (favorites in American English), or bookmark it. When you want to visit it again you simply click **show favourites**.

On the web page itself, most sites feature **clickable image links** and **clickable hypertext links**. Together, these are known as **hyperlinks** and take you to other web pages when clicked.

C  Listen to three internet addresses and write them down.

- 1 _____
- 2 _____
- 3 _____

2 The collectives of cyberspace

A Read the article and find websites for the following tasks.

- 1 to search for information on the Web
- 2 to buy books and DVDs
- 3 to participate in political campaigns
- 4 to view and exchange video clips
- 5 to manage and share personal photos using tags
- 6 to buy and sell personal items in online auctions
- 7 to download music and movies, sometimes illegally

Tour the Collectives of Cyberspace

The Internet isn't just about email or the Web anymore. Increasingly, people online are taking the power of the Internet back into their own hands. They're posting opinions on online journals – weblogs, or blogs; they're organizing political rallies on **MoveOn.org**; they're trading songs on illegal file-sharing networks; they're volunteering articles for the online encyclopedia **Wikipedia**; and they're collaborating with other programmers around the world. It's the emergence of the 'Power of Us'. Thanks to new technologies such as blog software, peer-to-peer networks, open-source software, and wikis, people are getting together to take collective action like never before.



eBay, for instance, wouldn't exist without the 61 million active members who list, sell, and buy millions of items a week. But less obvious is that the whole marketplace runs on the trust created by eBay's unique feedback system, by which buyers and sellers rate each other on how well they carried out their half of each transaction. Pioneer e-tailer **Amazon** encourages all kinds of customer participation in the site – including the ability to sell items alongside its own books, CDs,



DVDs and electronic goods. **MySpace** and **Facebook** are the latest phenomena in social networking, attracting millions of unique visitors a month. Many are music fans, who can blog, email friends, upload photos, and generally socialize. There's even a 3-D virtual world entirely built and owned by its residents, called **Second Life**, where real companies have opened shops, and pop stars such as U2 have performed concerts.



Some sites are much more specialized, such as the photo-sharing site **Flickr**. There, people not only share photos but also take the time to attach **tags** to their pictures, which help everyone else find photos of, for example, Florence, Italy. Another successful example of a site based on user-generated content is **YouTube**, which allows users to upload, view and share movie clips and music videos, as well as amateur videoblogs. Another example of the collective power of the Internet is the **Google** search engine. Its mathematical formulas surf the combined judgements of millions of people whose websites link to other sites. When you type *Justin Timberlake* into Google's search box and go to Justin's official website, the site is listed first because more people are telling you it's the most relevant Justin Timberlake site – which it probably is.

Skype on the surface looks like software that lets you make free phone calls over the Internet – which it does. But the way it works is extremely clever. By using Skype, you're automatically contributing some of your PC's computing power and Internet connection to route other people's calls. It's an extension of the peer-to-peer network software such as **BitTorrent** that allow you to swap songs – at your own risk if those songs are under copyright. BitTorrent is a protocol for transferring music, films, games and podcasts. A podcast is an audio recording posted online. *Podcasting* derives from the words *iPod* and *broadcasting*. You can find podcasts about almost any topic – sports, music, politics, etc. They are distributed through RSS (Really Simple Syndication) feeds which allow you to receive up-to-date information without having to check the site for updates. BitTorrent breaks the files into small pieces, known as chunks, and distributes them among a large number of users; when you download a *torrent*, you are also uploading it to another user.

Adapted from BusinessWeek online

B Read the article again and match the sentence beginnings (1–5) with the correct endings (a–e).

- | | |
|--|--|
| 1 A weblog , or blog, is an electronic journal | a web pages on a particular subject. |
| 2 A peer-to-peer system allows | b for downloading files over the Internet. |
| 3 You can use a search engine to find | c users to share files on their computers. |
| 4 BitTorrent is a peer-to-peer protocol used | d about fresh, new content on your favourite websites. |
| 5 RSS keeps you constantly informed | e that displays in chronological order the postings of one or more people. |

C Find words in the article with the following meanings.

- 1 open-source, editable web pages (lines 5–10) _____
- 2 the same as *electronic retailer*, or online store (lines 10–15) _____
- 3 a blog that includes video (lines 25–30) _____
- 4 a program that allows you to make voice and video calls from a computer (lines 30–35) _____
- 5 an audio broadcast distributed over the Internet (lines 35–40) _____

D  **Write a short article (80–120 words) for your school/university/work newsletter about the latest internet phenomena (MySpace, eBay, etc.). Talk about any other sites you think are important or will be important in the future.**

3 *Language work: collocations 2*

A Look at the HELP box on page 87 and then match the words on the left (1–6) with the words on the right (a–f) to make collocations. There may be more than one possible answer.

- | | |
|------------|----------------|
| 1 online | a friends |
| 2 take | b photos |
| 3 email | c action |
| 4 upload | d website |
| 5 portable | e encyclopedia |
| 6 official | f player |

B In pairs, make sentences using the collocations above.

C Find the collocations in these sentences and say what type they are.

- 1 Once you are online , you can browse the Web, visit chat rooms or send and receive emails.
- 2 Instant messaging can be a great way to communicate with friends.
- 3 This software may not be fully compatible with older operating systems.
- 4 Most webcams plug into a USB port.
- 5 This highly addictive game will keep you playing for hours.
- 6 Companies are starting to use virtual reality on their websites.

HELP box

Collocations 2

A collocation is a pair or group of words that are often used together. For example, we say **make phone calls**, not **do phone calls**.

Here are some common types of collocation:

- verb + noun (see Unit 1)
surf the Web **download music**
- verb + particle
hack into a computer **log onto** a bank account

- adverb + adjective
highly sensitive information
freely available on the Web
- adjective + noun
mathematical formulas **up-to-date** information

The word **online** often collocates with other words and can function as adjective or adverb.

Adjective: They post opinions on **online** journals.

Adverb: A podcast is an audio recording posted **online**.

4 E-commerce and online banking

A  Listen to two extracts from a monthly podcast called *Money Matters*. What is each speaker talking about?

Speaker 1 _____ Speaker 2 _____

B  Listen again and make notes under these headings.

Speaker 1	Speaker 2
Things people buy online	Things you can do with online banking
Steps for buying online	Biggest issue with online banking
Precautions	Precautions

C Complete the extracts with words from the box

authorization fake internet auction shopping cart browse log in steal

- Occasionally I also buy things on _____ sites such as eBay, where people offer and sell things to the highest bidder.
- First you enter a site dedicated to e-commerce and _____ their products.
- Then you put the items you want to buy into a virtual _____ – a program that lets you select the products and buy with a credit card.
- You may have to _____ with a username and a password ...
- ... for some transactions, you will be required to use a TAN, a transaction _____ number.
- Be aware of *phishing* – you may receive _____ emails claiming to be from your bank and asking for personal information or account details in an attempt to _____ your identity.

D  Listen again and check your answers.

5 Language work: the prefixes e- and cyber-

Look at the HELP box and then complete these sentences.

- 1 A _____ is an employee who uses his company's internet connection during work hours to chat with friends, play games, etc.
- 2 An _____ is a postcard sent via the Internet.
- 3 An _____ is a small magazine or newsletter published online.
- 4 In a _____ you can use computers with internet access for a fee.
- 5 Examples of _____ include internet fraud, digital piracy, theft of confidential information, etc.
- 6 In the future, all elections will be carried out using _____.
- 7 You can now sign legal documents online using an _____.
- 8 _____ will revolutionise the way we take exams.
- 9 _____ can be used on some websites instead of real money to make purchases. It reduces the risk of fraud.
- 10 An _____ is like the paper version, but in digital form.

HELP box

The prefixes e- and cyber-

- The **e-** prefix means *electronic*, and we add it to activities that take place on computers or online, for example **e-business/e-commerce** – business conducted over the Internet. Other examples include: **e-card**, **e-learning**, **e-zine**, **e-voting**, **e-signature**, **e-assessment**, **e-cash**, **e-book** and **e-pal**.

There are often spelling variations, with or without a hyphen, so always check your dictionary.

- The **cyber-** prefix comes from *cybernetics*, and we use it to describe things related to computer networks, for example **cybercafé** – an internet café. Other examples include: **cybercrime**, **cyberculture**, **cyberslacker** and **cyberspace**.

6 What do you use the Web for?



In pairs, discuss these questions. Give reasons for your answers.

- 1 What is your favourite search engine to find information on the Web? Why?
- 2 Do you download music or video clips from the Web? Do you pay for them?
- 3 Do you buy things online? Is it better to buy online or go to a shop?
- 4 Have you ever listened to the radio or watched TV online?
- 5 Do you use the Web to do school/university assignments or projects? How?

