

Course: Business English

Level 3

Day №13

UNIT 7: Business Media**Day 1: Getting information from the Internet**

- *How often do you surf the Internet?*
- *Why do you surf the internet?*
- *What information do you get from the internet?*

Tim needs to find some information about the currency exchange rates.
Listen to his conversation with Yoko and answer these questions.

Tim : Yoko? Any idea where I can get info on the exchange rate?

Yoko: What exactly do you need?

Tim : I need to make a graph of the exchange rate of the won versus the US dollars for the last three years.

Yoko : Um....Oh yeah. There is a website that has all that kind of info.

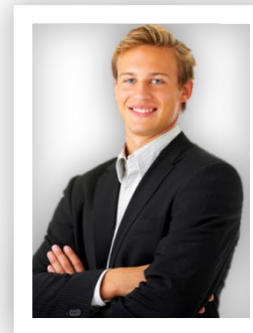
Tim : Really?

Yoko: Yeah. It'll even plot the graphs for you, I... I think.

Tim : Great! That'll save me so much time.

Yoko: Hold on. I'll get the URL for you.

Tim : Thanks.



1. What kind of information is Tim looking for?
2. What does Yoko suggest?
3. How will Tim find the website?

Match each website with its description then fill in the spaces in the description with words/phrases in the box.

radio publishing search engine up-to-the-minute shopping translation services



1. This website is a _____ for information, news and resources for business professionals. As well as featuring a wide variety of search categories such as Real Estate, Telecommunications, and Food and Drink, you can also find _____ financial business news.



2. This is one of the biggest and the most popular search engines on the Web. You can use this engine to search for anything on the Internet. But that's not all. You can read news, listen to the _____ and do your _____ here.



3. This site offers _____ between English and Chinese for global communication age. Other features offered are translation into other Asian languages, desktop _____ and software engineering activities.

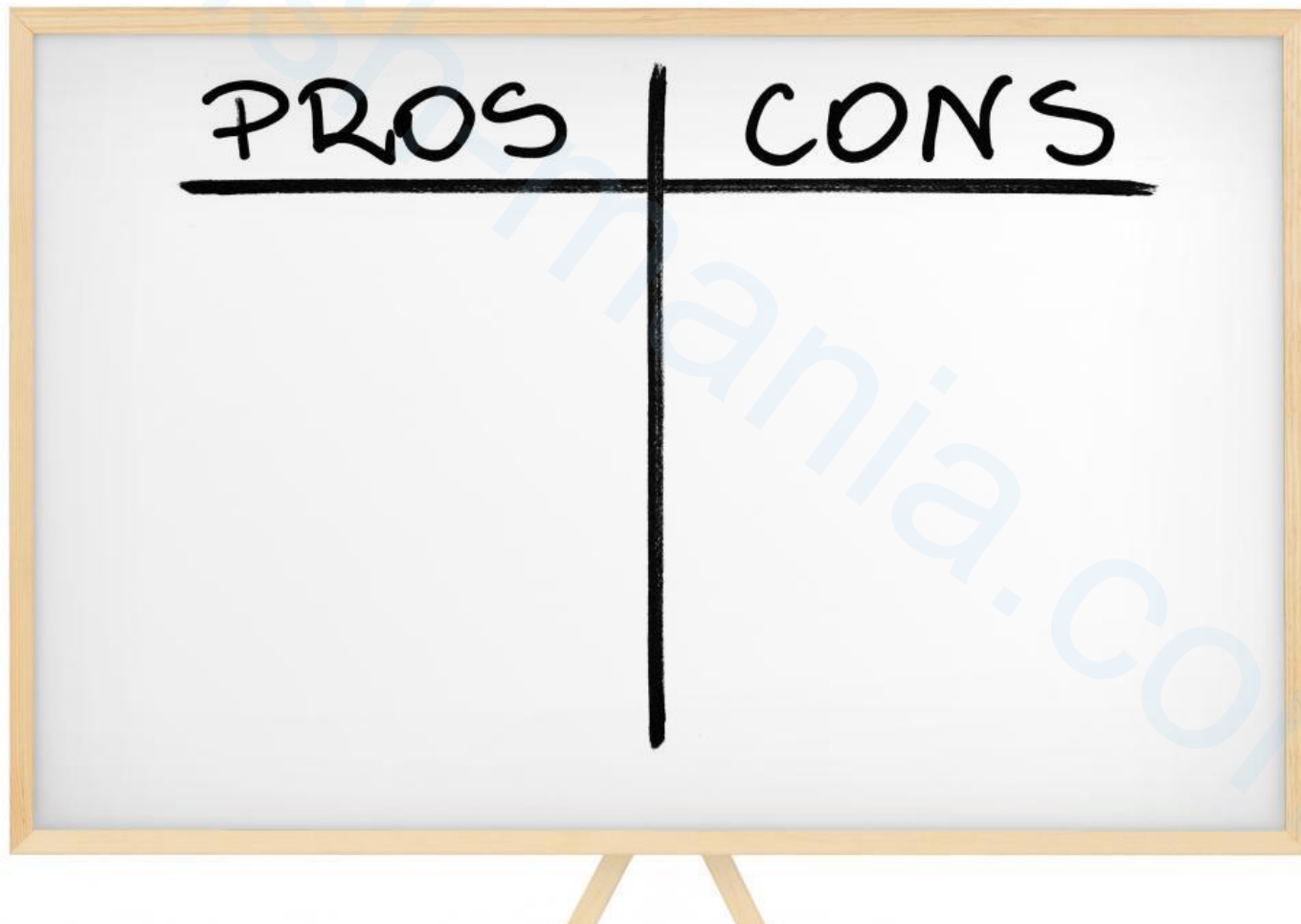
Your friend is looking for the information about inexpensive digital printing services. Recommend this website. Explain what kind of website it is and what features it has.



The screenshot shows the Walgreens photo website homepage. At the top, there's a navigation bar with the Walgreens logo, a camera icon, and the word "photo". To the right of the logo are links for "Store Locator", "Live Chat", and "Help". Further right are "Sign In" and "Register" links, and a shopping cart icon labeled "Photo Checkout". Below the navigation bar is a horizontal menu with categories: "Prints", "Photo Books", "Cards", "Calendars", "Posters", "Wall Décor", "Gifts & More", and "Deals". Below this menu is a navigation bar with links for "Upload", "Your Photos", and "Saved Projects". To the right of these links is a blue banner for "30% OFF Photo Gifts" with a "Get code" link. Further right is a search bar labeled "Search Photo" with a "Search" button. The main content area features a large banner for "CREATE GREETINGS on the go!" with images of personalized photo cards. Below the banner is a text box that says "Design a personalized Photo Card, right from your phone." and a "Learn more" link. To the right of the banner is a login section titled "Welcome" with fields for "Username" (containing "example@walgreens.com") and "Password", and links for "Forgot your username?" and "Forgot your password?". A "Sign in" button is at the bottom of the login section. Below the login section is a link for "New to Photo by Walgreens? Create an account". At the bottom of the page, there are three promotional banners: "30% OFF Photo Gifts" (thru Sat., Sept. 6 | Get code), "Back-to-School Essentials" (Personalize their supplies! | Shop now), and "Grandparents Day is 9/7" (Show your love with Photo Cards. | Shop now). To the right of the bottom banners is a section for "Mobile Canvas Prints" with a smartphone image and text: "Turn summer snaps into artful Canvas Prints with our Mobile App. Learn more".



***How many hours do you spend on surfing the internet?
Is it a good thing or a bad thing? Why?***

UNIT 7: Business Media**Day 2: Advantages and disadvantages of surfing the Internet**

Keeping up-to-date or just wasting time?

In a recent survey, more than 30% of American office workers said that they spend time at work surfing the websites that have nothing to do with work. But is this a bad thing?

Some say that it is important to keep up with the news, culture and changes in technology. "Keeping up-to-date helps me do my job well," said one employee.

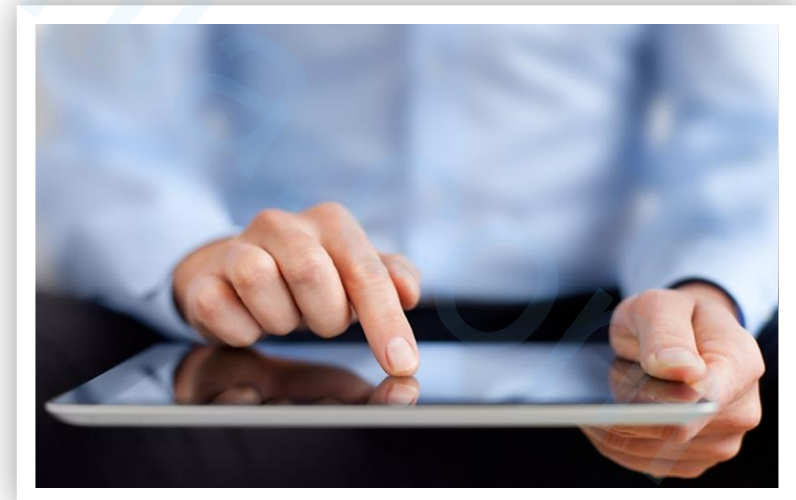
Others believe that workers shouldn't be allowed to browse the Internet. "People shouldn't be wasting valuable time by following their personal interests," said one employer.

1. According to the text, what kind of websites are American workers looking at during work time?
2. Do you think surfing the internet is wasting the company time? Why or why not? What about other trivial activities like doing newspaper crossword for brain exercise?
3. Does this happen in your country/company?





***What are the advantages and disadvantages of surfing websites at work?
How can it be made to benefit both the employee and the employer?***



***Thank you for
today!***

***I'm looking forward to
seeing you again!***