Course: Business English Level 3

Day №23

Which decade do you think has been the most significant in the growth of the Internet?

a. 1960s   b. 1970s   c. 1980sd. 1990s   e. 2000s

Which year has been the most significant for you?

The history of the Internet

1960 There is no Internet …

1969 ARPANET connects the first four universities in the United States. Researchers at four US campuses create the first hosts of the ARPANET, connecting Stanford Research Institute, UCLA, UC Santa Barbara, and the University of Utah.

1970–1973 The ARPANET is a success from the very beginning. Although originally designed to allow scientists to share data and access remote computers, email quickly becomes the most popular application. The ARPANET becomes a high-speed digital post office as people use it to collaborate on research projects and discuss topics of various interests.

1973 The ARPANET goes international with connections to University College in London, England and the Royal Radar Establishment in Norway.

1976 Queen Elizabeth goes online with the first royal email message.

1981 ARPANET has 213 hosts. A new host is added approximately once every twenty days.

1982 The term "Internet" is used for the first time.

1982–1987 Bob Kahn and Vint Cerf are key members of a team that creates TCP/IP, the common language of all Internet computers. For the first time the loose collection of networks which made up the ARPANET is seen as an "internet," and the Internet as we know it today is born.

Mid-80s This period marks a boom in the personal computer and super-minicomputer industries. The combination of inexpensive desktop machines and powerful, network-ready servers allows many companies to join the Internet for the first time. Corporations begin to use the Internet to communicate with each other and with their customers.

1984 The number of Internet hosts exceeds 1,000.

1985 Internet email and newsgroups are now part of everyday life at many universities.

1987 The number of Internet hosts exceeds 10,000.

1988 Internet worm unleashed.

1990 A happy victim of its own unplanned, unexpected success, the ARPANET is decommissioned, leaving only the vast network-of-networks called the Internet. The number of hosts exceeds 300,000.

1991 The World Wide Web is born! The ability to combine words, pictures, and sounds on Web pages excites many computer programmers who see the potential for publishing information on the Internet in a way that can be as easy as using a word processor.

1992 More than 1,000,000 hosts are part of the Internet.

1993 Mosaic, the first graphics-based Web browser, becomes available. Traffic on the Internet expands at a 341,634% annual growth rate.

1994 Marc Andreesen and Jim Clark form Netscape Communications Corp. Pizza Hut accepts orders over the Net, and Japan's Prime Minister goes online at www.kantei.go.jp.

1996 Users in almost 150 countries around the world are now connected to the Internet. The number of computer hosts approaches 10 million. The Age of the Internet has arrived.

1997–Today Some people telecommute over the Internet, allowing them to choose where to live based on quality of life, not proximity to work. Many cities view the Internet as a solution to their clogged highways and fouled air. Schools use the Internet as a vast electronic library, with untold possibilities. Doctors use the Internet to consult with colleagues half a world away. And even as the Internet offers a single Global Village, it threatens to create a second-class citizenship among those without access. As a new generation grows up as accustomed to communicating through a keyboard as in person, life on the Internet will become an increasingly important part of life on Earth.

Choose one year as the most important in the history of the Internet.
Do you think the Internet is making the world a better place or a worse place to live?

What would the world be without the Internet?

How would businesses as we know it be different without the Internet?

Unit 12 E-business

What e-business or e-commerce have you used?

How does the Internet make business transactions convenient?

E-business (electronic business), derived from such terms as "e-mail" and "e-commerce," is the conduct of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners.

Read the text below.

The history of E-business

During the 1960's, the US Government commissioned ARPA to promote research in science and technology. In 1969, ARPANET was launched, linking computers at four US universities, and the internet was born. By 1984 the number of host computers linked to the internet had reached 1,000 and by January 2002, that number had jumped to 147 million. The commercial potential of the internet first started to be explored during the 1990's. CERN released the World Wide Web (www) in 1991 and by the end of that year the internet had grown to include some 5,000 networks in over 3 dozen countries. In 1993, NCSA developed the Mosiac (later netscape) Web browser to allow HTML pages with embedded graphics to be viewed. Since then, the potential for companies to promote their goods and services has been obvious. In October 1994, the first banner ads appeared on hotwired.com for Zima (a drink) and AT&T. By 1998, the number of web pages had risen to over 300 million. Since the first banner ads, companies have developed areas of e-business and e-commerce that go well beyond mere promotion. By the start of 2000's, goods and services could be bought and paid for online, global auctions were conducted, and much more, from online banking to online university degrees. All grown from nothing in under forty years.

A. How many examples of the following tenses can you find in the previous text?

1. <u>past simple</u>   2. <u>present perfect (have + past participle)</u> 3. <u>past perfect (had + past participle)</u>

B. Look at the sentences below. Fill in the missing phrases from the box.

1. _____, MP3 became one of the hottest technologies of the year.
2. _____, the number of host computers rose from about 200 to over 100,000.
3. _____, almost all countries and territories have been connected to the internet.
4. _____, shopping malls had arrived on the Net.

<u>By 1994</u>   <u>Since 1995</u>   <u>In 1999</u>   <u>During the 1980s</u>

Prepare and present a history of your company's involvement or your personal involvement with the Internet. Use these questions to help you.

➢ When did you first get Internet access?

➢ How long have you been using email?

➢ What do you use the web to do? How long have you been doing it?

➢ What did you use the Internet for in the past but don't now?

Thank you for today!

I'm looking forward to seeing you again!