ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ

English I
Course Unit 7: Reading and Grammar 4

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Άδειες Χρήσης

- Το παρόν εκπαιδευτικό υλικό υπόκειται σε άδειες χρήσης Creative Commons.

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Χρηματοδότηση

- Το παρόν εκπαιδευτικό υλικό έχει αναπτυχθεί στα πλαίσια του εκπαιδευτικού έργου του διδάσκοντα.

- Το έργο «**Ανοικτά Ακαδημαϊκά Μαθήματα στο Πανεπιστήμιο Αθηνών**» έχει χρηματοδοτήσει μόνο τη αναδιαμόρφωση του εκπαιδευτικού υλικού.

- Το έργο υλοποιείται στο πλαίσιο του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» και συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο) και από εθνικούς πόρους.

Reading 4: Web 2.0

LEAD-IN: Ever heard of Web 2.0 and wondered what it refers to? The article below will help you understand the origins of the term.
Before you read, test your web knowledge with a quick quiz.

Match the words with the definitions.

1. Blog
2. Wiki
3. Social networking
4. Wikipedia
5. Dial-up modem
6. Upload
7. Online piracy
8. End-user
9. Blogger

a. A device to connect to the internet, now not so widely used.
b. Putting materials on the internet which are not yours, or copying these materials illegally.
c. An online diary.
d. Meeting people via the internet.
e. A person who uses the internet.
f. A person who writes an online diary.
g. An online encyclopedia.
h. An online document that can be changed by users.
i. To put your own material on a webpage.

Now read the article and try the comprehension activity which follows it.

What is Web 2.0?

If you're reading this, then you probably know what 'blogs', 'wikis', or 'social networking' are. Wikipedia, Facebook, YouTube – all of these popular sites use blogs and wikis and encourage social networking, and are all examples of what people have recently known as "Web 2.0"

However, according to Tim Berners-Lee (inventor of the World Wide Web), Web 2.0 is not new: it has been possible to upload your own materials to the net or to edit online documents since the Internet was invented. Indeed, this was one of the original concepts of the Internet.

Why, then, has Web 2.0 only really emerged over the last few years? The answer to this is quite simple – much higher speeds are now commonplace. With an old-style dial-up modem it would have taken several days to upload even just a few photographs. In addition, the Internet has grown very much over the last decade and its reach is now global.

Web 2.0 is great for sharing photos, listening to new music, finding funny videos or catching up with old friends, but is that all? What implications does it have for business?

The features of Web 2.0 are not only for fun, but they are already affecting some businesses. In particular, the music and film industries are now fighting a battle against online piracy. Because users of some websites swap music and video files, major record companies and film studios believe that their profits are being attacked. These businesses are following two kinds of strategies to tackle this problem: they are setting up their own sites where users can legally download music or movies, but are also threatening website hosts and end-users with legal action.

Web 2.0 also creates new professional roles. A few years ago bloggers were only people who kept online diaries. Now the importance of bloggers has been recognized – these are people whose ideas and opinions can influence many thousands of other people. Reviews of films, books, music, or restaurants and even the political opinions of bloggers can have huge effects: a good review from a blogger can be worth thousands of pounds in publicity value.

Above all, companies are asking themselves the question: is there money to be made in Web 2.0? The answer is yes.

Firstly, advertising. Big corporations are moving their advertising budgets to the net and traditional advertising media (like the press, TV, or radio) are losing their popularity. Google – for example - offers paid advertising space, and one appearance on a Google page can be seen by millions of people.

Secondly, there is the "long tail." The long tail is when, for example, a company like Amazon can offer a wide range of books which will only sell very few copies (unlike a normal bookshop) and, by selling one copy of a thousand different books can still make a profit. It is a new economic phenomenon which has been considered as the future of online commerce.

A. Choose the best ending to complete the sentences.

1. Wikipedia, Facebook and YouTube…
   a. are Web 2.0 sites.
   b. are all social networking sites.
   c. are all blogs.
   d. are new websites.

2. Tim Berners-Lee claims that…
   a. Web 2.0 isn't a good idea.
   b. Web 2.0 is a new and revolutionary idea.
   c. he designed the Internet for this purpose.
   d. the potential for Web 2.0 has been around for some time.

3. Web 2.0 has emerged over the last few years because…
   a. the technology wasn't available.
   b. dial-up modems are no longer used.
   c. nobody thought of it before.
   d. of a number of reasons.

4. Web 2.0…
   a. is illegal.
   b. has made some businesses change a lot.
   c. is for music and film.
   d. is only really for amusement.

5. Some threatened businesses are…
   a. copying Web 2.0 sites.
   b. trying to make Web 2.0 sites illegal.
   c. try to solve the problem in two ways.
   d. starting blogs.

6. Bloggers…
   a. are all very political.
   b. review films.
   c. are paid a lot of money.
   d. can influence a lot of people.

7. Newspapers and TV stations…
   a. are earning less money from advertising.
   b. are setting up their own Web 2.0 sites.
   c. are advertising on the internet.
   d. appear on Google.

8. The "Long Tail"…
   a. was Amazon's idea.
   b. is the ability to make a lot of money from the internet.
   c. means selling small quantities of a large number of specialized items.
   d. is the future of the Internet.

B. Find words or phrases in the text that mean the following.

1. first ideas (par. 2) …………………
2. usual, common (par. 3) …………………
3. the results of an action (par. 4) …………………
4. try to find a solution to a problem (par. 5) …………………
5. creating (a site) (par. 5) …………………
6. have a value of (par. 6) …………………
7. advertising (par. 6) …………………
8. big companies or groups of companies (par. 8) …………………
9. the amount of money you can spend (par. 8) …………………
10. a lot of, a big variety of (par. 9) …………………

C. Complete the sentences below with some of the words of the Lead-in and exercise B.

budget, commonplace, implications, is worth, publicity, set up, social networking, tackle, upload, wide range

1. The company is cutting back its spending and I wonder what the ………………… will be for our department.
2. My website is ready. I only need to ………………… some pictures and it will be done.
3. The University's annual ………………… is $4 million.
4. People can create their own web "profile" and communicate with other people in ………………… sites.
5. Our house ………………… about £200,000.
6. Her novel received a lot of ………………… , so the sales went up a lot.
7. She ………………… her own site and started her e-commerce business.
8. Fast internet connections are ………………… now.
9. There are many ways to ………………… this problem.
10. This shop sells a(n) ………………… of outdoor activities equipment.

Answers to the exercises

LEAD-IN

1. c
2. h
3. d
4. g
5. a
6. i
7. b
8. e
9. f

Exercise A

1. a
2. d
3. d
4. b
5. c
6. d
7. a
8. c

Exercise B

1. original concept
2. commonplace
3. implications
4. tackle (a problem)
5. set up (a site)
6. be worth
7. publicity
8. corporations
9. budget
10. a wide range of

Exercise C

1. implications
2. upload
3. budget

4. social networking
5. is worth
6. publicity
7. set up
8. commonplace
9. tackle
10. wide range