



Erasmus+

International Partnership for Improving the
Quality of Teaching in Vocational Schools

moodle



Business English Exercises

Projekt pt. **Międzynarodowe Partnerstwo na rzecz poprawy jakości nauczania w szkołach zawodowych**, w ramach Programu ERASMUS+, Akcja 2: Partnerstwa Strategiczne

Wydawca:

Zespół Szkół Ekonomicznych i Ogólnokształcących nr 6

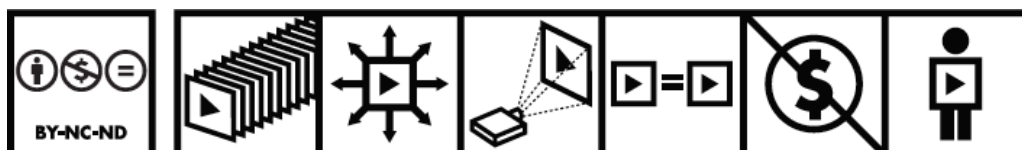
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Publikacja bezpłatna



Dear Course Participant!

The activities presented will give you the possibility to check and build your Business English word bank in an interactive way. You will find tasks on vocabulary connected with the areas of Business Ethics, Communication, and ICT. They were designed for students taking part in the project “International Partnership for Improving the Quality of Teaching in Vocational Schools”, but any person, who wants to improve their Business English should feel free to use them.

The material presented is just an extract – visit ekonomik-lomza.moodle.org.pl for more tasks!

Szanowni uczestnicy kursu!

Przedstawione działania umożliwią Ci sprawdzenie i poprawienie słownictwa z zakresu Business English w interaktywnej formie. W ramach kursu zapoznasz się z zadaniami dotyczącymi słownictwa związanego z dziedzinami etyki w biznesie, komunikacji i technologii informacyjnych. Zostały one przeznaczone dla uczniów biorących udział w projekcie "Międzynarodowe partnerstwo na rzecz podniesienia jakości nauczania w szkołach zawodowych", ale każda osoba, która chce poprawić swój biznesowy angielski, powinna z nich korzystać.

Przedstawiony materiał jest tylko wprowadzeniem – odwiedź ekonomik-lomza.moodle.org.pl, aby uzyskać więcej zadań!

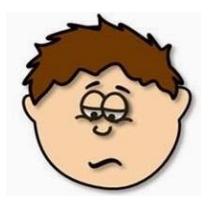
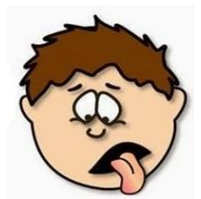
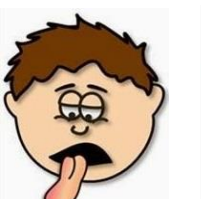

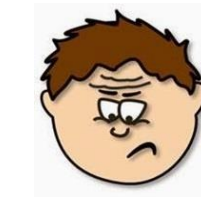




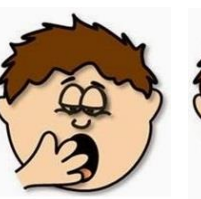

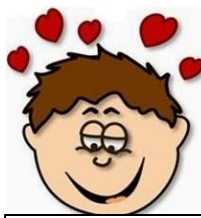



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Communication

We invite high school students participating in the project "International partnership to improve the quality of teaching in vocational schools" to participate in the training of Communication! The aim of the course is to improve the knowledge of students. We ensure that the practical application of the Communication vocabulary presented during the tasks will improve your knowledge. You will find out useful phrases which will help you with your future work.

Emotions

Please familiarize yourselves with the names of emotions expressed by people and then name every picture with a proper emotion. Match the right emotion from the box with a photo.

			
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<input type="text"/>	<input type="text"/>	<input type="text"/>	
			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

angry
bored
cold

disgusted
exhausted
frustrated

happy
hot
hungry

in love
sad
scared

shy
sleepy
surprised

Stress

Match answers to the questions.

1. What are three harmful effects of stress?
2. What are three causes of stress?
3. What are some other causes of stress?
4. What are some other effects of stress?

1.	
2.	
3.	
4.	

- a. unemployment, finances, arguments
- b. too much work, rushing, deadlines
- c. depression, loneliness, hospital
- d. depression, loneliness, anxiety

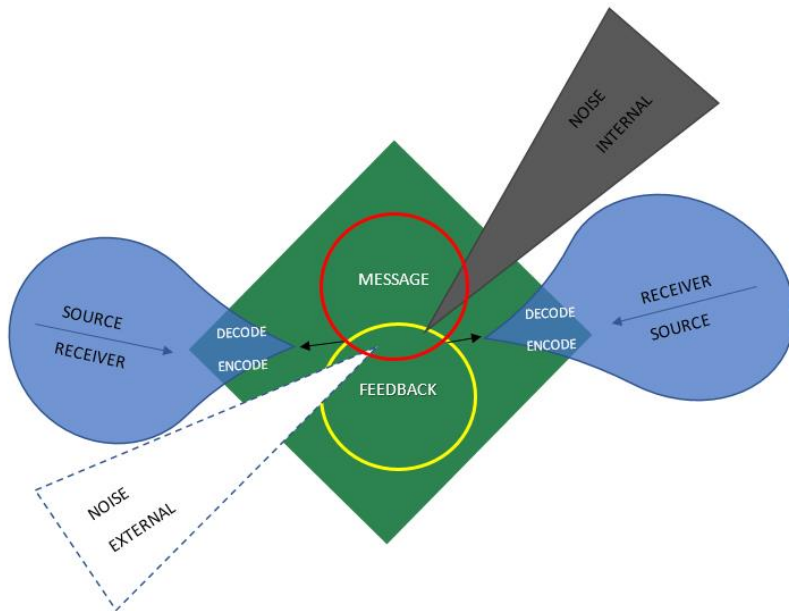
Effective communication

The dialogue below represents effective communication using open questions, paraphrase and solution searching. Put the mixed dialogue into the right order from 1 to 6.

- ... I prepared for four hours last night, and I made notes of all my recent projects. But I just couldn't concentrate. I kept yawning.
- ... So, you stayed up late, you got up early, and you couldn't concentrate – is that right?
- ... I couldn't remember what to say. It was like my brain was frozen. I'm so discouraged.
- ... Hmm. Let's think. Do you feel qualified for the jobs you are interviewing for? Or is there some other kind of work you'd rather focus on?
- ... Of, dear. Did you feel like you were getting sick? Did you get enough sleep?
- ... Yes, I am exhausted. I'm not sleeping well, and I feel totally run down. I'm getting nowhere.

Communication model

Familiarize yourself with the communication model shown below. Match concepts to their examples.



external noise

internal noise

context

feedback

channel

Internet, newspaper, e-mail

survey, body language,

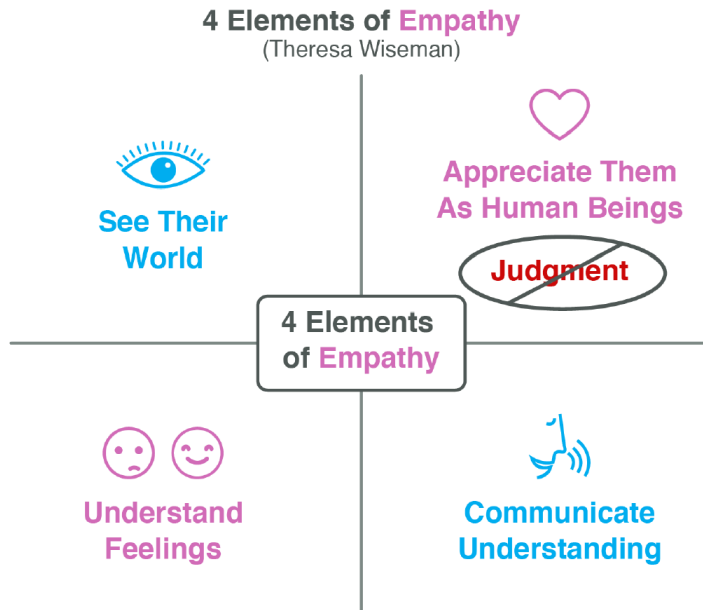
technical problems, semantic, environmental influences

feelings, language, physical problems

education, occupation, culture

Empathy

How you understand empathy?



Match 4 elements of empathy with their definitions.

1. See their world
 2. Appreciate Them as Human Beings
 3. Understand Feelings
 4. Communicate understanding
- ... Assuring the other person that you are listening to them and you are interested in what they are telling you.
- ... Getting in touch with one's emotions in order to truly connect with another person's feelings.
- ... Avoiding making hasty evaluations and publicly expressing them. Resisting constant temptation to criticize. Instead, focusing on trying to understand the person you are listening to.
- ... Attempting to empathize with the point of view of the other person. This allows you to understand the things that we did not see from our perspective.

Useful words

Read/study the expressions below. Match the words with their definitions.

clamour	(noun)a clear difference between things
compelling	(verb)to demand something loudly
distinction	(adjective)very interesting or exciting; moving
extract	(verb)to improve a skill; to make a knife sharp
home	(verb)to make someone agree to do something by giving good reasons why he or she should
persuade	(verb)to remove something from a place or thing
rigorous	(noun)a process of examining something carefully and completely
scrutiny	(adjective)very strict or severe

Work skills

Read/study the expressions below. Match the words with their definition.

- | | |
|---------------------|--------------------------|
| 1. Active Listening | 5. Proper Etiquette Tips |
| 2. Business Letters | 6. Reading Techniques |
| 3. Communication | 7. Reports |
| 4. Memorandums | 8. Speaking |

- ... having a clear idea of your purpose, audience, subject
- ... used to communicate the results of research; title is centred, in ALL CAPS two inches from the top; after the title, key the body in DS
- ... a formal method used to communicate with people outside the office such as customers and suppliers; they are usually printed on company letterhead or stationery
- ... preview, skimming, context clues
- ... responding with full attention, focusing on main ideas being communicated, using body language and facial expressions to respond, sitting up straight, leaning forward, smiling, or nodding
- ... an exchange of information between sender and receiver
- ... modulating your voice; using appropriate body language and gestures; maintaining eye contact with an audience
- ... used for communication with others in the same office; brief, focused on a limited topic, informal in tone

Communication expressions

Read/study the expressions below. Match the words with their definition.

informal communication that is usually fast, and not always accurate	the process used to send and interpret messages so they are understood	the process used to create a profile of the intended receivers of a message
	Channel	Audience analysis
	Communication	Grapevine
an idea expressed by a set of symbols	Listening	Verbal Symbols
	Message	external communication barriers
the process of hearing and focusing attention to understand an oral message		the mode or form used to send a message

Useful words

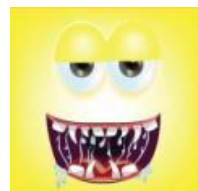
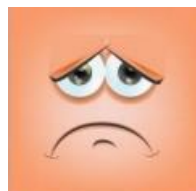
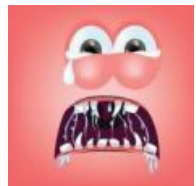
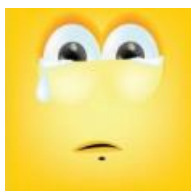
Read/study the expressions below. Match the words from the box with their definition.

appearance	distance	gesture	statement
conflicting	facial expression	stare	verbal

1. emotions that you show on your face
2. to look very closely for a long time
3. in a disagreement
4. something stated in words
5. having to go with words
6. the way something or someone looks
7. space between two objects
8. a body movement which shows feeling or thought

Emotions and feelings

How would you describe the emotions expressed by the images below? Match the right emotion with a photo.



angry

crazy

condensed

confused

dreamy

focused

happy

hungry

mad

melancholy

sad

satisfied

shocked

scared

sleepy

Body language

Study the graphics below and answer the following questions.

PUBLIC SPEAKING

a whole body affair

Head

Memorize your speech so you are not reading off palm cards - you will appear more confident and professional!

Eyes

Make consistent eye contact with your audience. This will help engage them, and make them feel like you really are talking to them.

Mouth

Speak clearly, slowly and with great expressions, so your audience can understand and engage with what you are saying.

Ears

Listen to the mood of the audience and adjust your expression accordingly.

Hands

Use hand gestures to emphasize what you are saying.

Back

Stand up straight - this will make you appear professional and alert.

Legs

Do not cross your legs, sway or shuffle while speaking - otherwise you will appear nervous or disinterested.

55%

of the meaning in our words is derived from facial expressions.

38%

of the meaning in our words is derived from how the words are said.

7%

of the meaning in our words is derived from the actual words spoken.

What position should your body take while speaking in public?

- a. straight
- b. leaning forward
- c. leaning back

What is the most important aspect of the eyes while speaking in public?

- a. colour
- b. expression
- c. shape

What are the elements of communication?

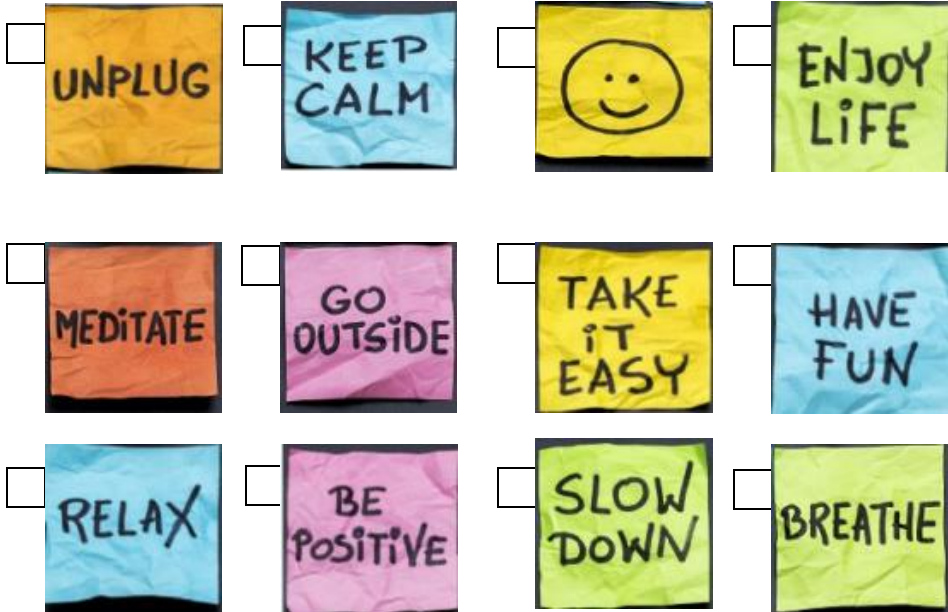
- a. verbal and non-verbal
- b. spoken and gesticulated
- c. verbal

How should your hands act?

- a. moving excessively
- b. not moving
- c. moving moderately

Positive feelings

Arrange these terms in the right order.



Which terms are the least and which are the most important in the matter of communication?

.....

Synonyms of feelings

Match the synonyms.

- | | |
|------------------|------------------|
| 1. rich | a. inquisitive |
| 2. expensive | b. witty |
| 3. shy | c. unattractive |
| 4. ugly | d. furious |
| 5. exciting | e. dreadful |
| 6. angry | f. well-mannered |
| 7. curious | g. industrious |
| 8. polite | h. reserved |
| 9. amusing | i. dear |
| 10. wicked | j. evil |
| 11. hard-working | k. wealthy |
| 12. stubborn | l. obstinate |
| 13. terrible | m. uninteresting |
| 14. sad | n. thrilling |
| 15. boring | o. unhappy |

1.	
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15.	

Acronyms

Are you familiar with any of these acronyms? Match the acronyms to their meanings.

- | | |
|--------------|-------------------------------|
| THX | best friends forever |
| BFF | in my honest opinion |
| AFK | by the way |
| BRB | as soon as possible |
| FYI | away from keyboard |
| ASAP | oh my God |
| BTW | laughing out loud |
| ROTFL | what the fuck |
| WTF | for your information |
| IMHO | be right back |
| LOL | thanks |
| OMG | rolling on the floor laughing |



Communication styles

Analyse the styles of communication.



Write down which of them you represent and give 2 examples that will support your choice.

You style of communication -

Examples -

.....

Business ethics

Please read the article about Fair Trade and answer the following questions.

Fair Trade

All You Need to Know

What is Fair Trade?

“A trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the right of, disadvantaged producers and workers especially in the South.” (FINE, 1998)

Why is Fair Trade Important?



3 out of 4 poor people in developing countries live in rural areas.

Estimated **218 million** children are engaged in child labor.

2.1 billion people live on less than \$2 a day.

880 million people live on less than \$1 a day.

At least **70%** of child laborers work in agriculture.

Fair Trade: The Figures

- **991** Producers worldwide.
- **300** Fair Trade standards for over 300 raw products.
- **6 in 10** consumers have seen the Fair Trade mark .
- **9 in 10** Fair Trade consumers trust the mark.
- Over **1.2 million** farmers in 66 countries.
- Fair trade products are sold in over **120 countries**.
- **76%** of all Fair Trade producers are smallholder farmers.
- Every day, UK consumers drink more than **8 million** Fair trade hot drinks.
- **1 in every 4** bananas sold is Fair Trade.
- More than **7 million** people in Africa, Latin America and Asia benefit from Fair Trade.

Fair Trade V Free Trade

+

Empower marginalized people.	Goal	Increase nations economic growth.
Commerce among individuals/small	Focus	Trade policies between countries.
Farmers and artisans in less industrialised countries.	Who I Benefits	Multinational corporations.
Interferes with free market, too small scale to impact.	Critics Say	Punishing marginalized people and the environment, sacrifices long term.
Producers offered favourable financing, long term relationships, fair prices and higher labor and environmental standards.	Major Actions	Countries lower tariffs, quotas, labor and environmental standards.
Includes fewer parties and direct trade.	Supply Chain	Includes many parties between producer and consumer.
Fairtrade International, Worlds Fair Trade Organization.	Key Advocates	World Trade Organization, World Bank, IMF.

□



.....Top 10 Reasons to Buy Fair Trade.....

FAIR TRADE

1.	Fair play and working conditions for vulnerable farmers and producers.
2.	Encourages environmental sustainability.
3.	Protects children.
4.	Empowers marginalized workers.
5.	Safe.
6.	Supports communities.
7.	Trade farmers and artisans can rely on.
8.	Connects you with other cultures.
9.	Sustainable local economies.
10.	What you buy matters.

Fair Trade Products

Tea & Coffee	Chocolate/Cocoa	Sugar
Tea and Coffee are the original fair-trade products. Over 500 brands of fair trade tea and coffee are widely available.	9,924 tonnes of fair trade hot chocolate were drank in the UK in 2011 – that’s about 1.5 million of us sitting down to cup of hot chocolate every day.	U.S. consumers have purchased over 32 million pounds of Fair Trade Certified sugar since 2005.
Fresh Fruit	Flowers	Honey
Bananas, mangos, pineapples and grapefruits are now often available as Fair Trade.	Flower farms are infamous for exposing workers to dangerous pesticides that can have devastating impacts on their health. Fair Trade flower farms ban the use of dangerous agrochemicals and train workers in safe handling of approved pesticides.	Farmer cooperatives receive the Fair-trade price directly. This eliminates the producers’ dependence on local middlemen, who often only pay for a fraction of the honey’s real value.



..... **World Fair Trade Day 2014**



10th May 2014

Theme: Fair Trade People

WFTD is the largest Fair Trade event in N. America, with around 100,000 people attending nearly 1000 events around the U.S. and Canada.

Organize an event to celebrate the producers and consumers of Fair Trade products. Below are some ways you could show your support for trade justice.



What is „fair trade“?

- Trading partnership
- Health programme
- Marketing campaign

What are the profits of respecting „Fair trade“ policy?

- A
- B
- C

What are ethical aspects of this policy?

- A
- B
- C

Where can „fair trade“ policy be used in Polish reality?

- A
- B
- C

Why should we buy „fair trade” products?

- a. A
- b. B
- c. C

Activities of Facebook application

Which of the activities of Facebook application are in your opinion the most unethical?

.....

.....

.....

.....

Core values

Main core ethical values presented in the graphics below.



Add your own values that you believe are missing. (max. 3)

.....

Ethical duties of a manager

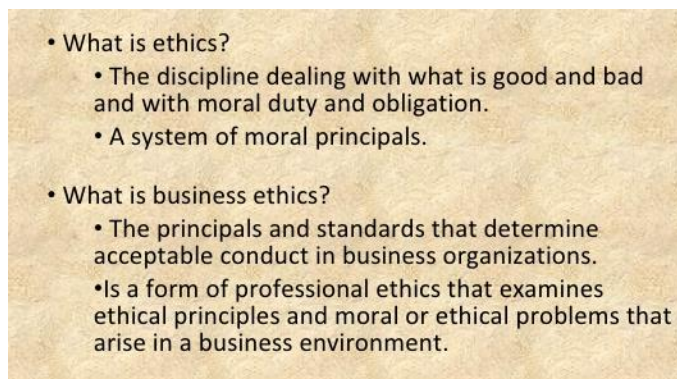
Look at the graphics below.



What are the duties of a manager who works according to the business ethics rules?

- taking responsibility for one' actions, respecting code of conduct
- respecting others, obeying the law, caring for the environment
- taking care of appearance and hygiene, active listening to superiors and subordinates
- answers a and b

Business ethics rules



Discuss, whether – in your opinion – the business ethics is used in everyday life. If yes, support your explanation with examples.

Corruption in Business

The Effects of Corruption on Business

Read the article below and answer the following questions (write maximum 100 words to each question):

The Effects of Corruption on Business

by Linda Ray

Corruption inevitably leads to a diminished business climate when the public trust is put at risk, according to Stanford Graduate School of Business. Corruption can take many forms that can include graft, bribery, embezzlement and extortion. Its existence reduces business credibility and profits when professionals misuse their positions for personal gain.

Inefficiency

When resources are tampered with and used improperly, the efficiency of a business suffers, insufficient resources are available to effectively run the business and maintain its levels of operations. When the news about corrupt business professionals breaks, customers lose respect and trust. Requiring company officials to spend valuable time and resources to monitor the fallout and reassure clients the company is still viable. Legal fees, penalties and public relations efforts reroute important resources from the core business and lead to an inefficient use of company funds and personnel.

Lost Resources

In addition to the inefficient use of resources, corruption can have a number of other economic impacts on business. Employee ranks often are inflated to cover up the corrupt professional's activities. The cost of increasing employee ranks in addition to any embezzlement that is going on is passed on to consumers in the form of higher prices. Prices also can be inflated when corruption takes place outside a company in the form of corrupt government officials who take bribes. Consumers pay the costs of vendor corruption when purchasing agents require payoffs, or when vendors skim profits and raise prices to cover their illegal activities.

Weakened Development

Investors are sceptical of doing business with companies are municipalities that are known for corruption. Whether you are seeking investment to grow your firm or you sell investments for a living, you will have a much harder time finding willing investors when bribes or in-kind favours are required, or your business has a history of corruption within its ranks. Competition is unfairly affected when investors' risk is multiplied by changing business climates that follow corrupt business practices. Due diligence is defeated when the facts change according to the current levels of corruption. Practical investors steer clear of businesses with a corrupt history.

Increased Crime

The results of corruption in business add to the burgeoning roles of crime-fighting government agencies, police departments and internal investigators. The trickle-down effect of corruption usually ends up feeding black market interests, and may even support the efforts of organized crime as the activities infiltrate various business levels. Corruption begets continued criminal activity when it goes undetected. The effects of corruption in emerging third world countries are evident and widespread, but even in America, where competition and greed can outweigh the good of society, corruption fuels the growth of criminal enterprises and eventually affects the society in which the business operates.

Why does corruption affect losses of the company?

.....
.....

How can corruption be avoided in enterprises?

.....
.....

Business ethics

Discrimination in business.



Source: 2014 Littler Mendelson Executive Employer Survey

Complete the sentences. Choose the words from the box.

discrimination	employer	mobbing	sex	„under the table”
----------------	----------	---------	-----	-------------------

- Sexual harassment is a manifestation of discrimination based on
- Different treatment of employees based on gender, age, disability, race, religion, nationality, political opinion, trade union membership, ethnic origin, or because of the form of employment is
- is a persistent and prolonged harassment or intimidation of an employee
- The can't eavesdrop on employee's conversations by business telephone, because it is a violation of the secrecy of communication.
- Work carried out without signing a contract is called working

Ethics today

The facts on business ethics

The Facts on Business Ethics Today

- Of employees surveyed:
 - **86%** reported that their organizations have written standards of conduct
 - **69%** reported that their organizations offer mandatory ethics training
 - **65%** reported that their organizations have a place where they can seek ethics advice

Source: 2005 Ethics Resource Center- National Business Ethics Survey: How Employees Perceive Ethics at Work p. 12-14

2/13

Write your own opinion answering the question: Which solution in the matter of perceiving ethics is the best in your opinion?

.....

.....

ICT

We invite high school students participating in the project "International partnership to improve the quality of teaching in vocational schools" to take part in the training of ICT! The aim of the course is to improve the knowledge of students. We ensure that the practical application of the ICT vocabulary presented during the tasks will improve your knowledge. You will learn useful phrases which will help you in your future work.

Useful words

Complete the sentences using the expressions from the box.

attachment	e-books	laptop
blog	e-mail address	link
delete	file	online
document	in-box	password
download	keyboard	sign in

1. Our teacher sends us an e-mail with an attachment called 'homework.doc' means _____.
2. You can _____ any computer document or e-mail message that you don't want to keep.
3. If you click on that, _____ it will take you to a new website.
4. I took a photo of our school yesterday and send it to you as an _____.
5. You can _____ to your e-mail account with your username and password
6. I often write about my travel experiences on my own personal _____.
7. I can send you an e-mail message if you tell me your _____.
8. My _____ is a secret. Only I know it.
9. I send you a message this morning. Did you check your _____.
10. Be careful when you decide to open a _____ that you download. It may have a virus.
11. How do you upload and _____ files?
12. I almost never buy books at the book store anymore. I usually read _____.
13. How many hours a day are you _____?
14. I bring my _____ computer to work.

Acronyms

TOP 12 USEFUL INTERNET ACRONYMS

WHAT IS ACRONYM?

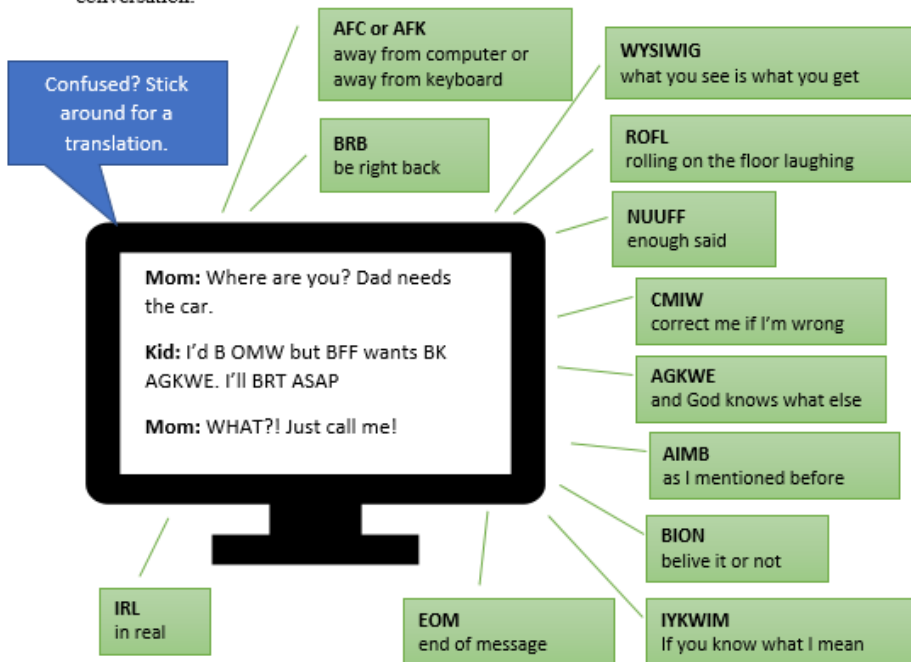
An acronym is an abbreviation that consists of the first letter of each word in a phrase, title, or name.

ARE ACRONYMS COMMONLY USED IN INTERNET?

Acronyms on the internet have existed for nearly as long as the internet itself.

WHY TO USE?

For regularly repeated phrases, using acronyms is a handy way to type less and speed up conversation.



Choose the right acronym

AIMB BION BRB CMIW IRL IYKWIM

1. I think someone is knocking at my door,
2., Jackie was lying about her sickness when she asked for a leave.
3., that is not an easy job.
4. I always wanted to be like James Bond, he has a job to kill for,
5. they would never dance on the street like that.
6. but Chloe has been suspended from school for a year, that why she's taking classes with us.

Read the abbreviations used in text messages.

SMS ENGLISH

& = and
2 = two, to or too
2DAY = today
2MORROW = tomorrow
B – be
B4 = before
BF = boyfriend
BRO = brother
BT = but
C = see
D8 = date
F8 = fate
GF = girlfriend
GR8 = great
L8 = late
L8r = later
M8=mate
PLS = please
SIS = sister
U = you
UR = your
ASAP = as soon as possible
CUL = see you later
HAND = have a nice day

HRU = how are you
LOL = laughing out loud
LTNS = long time no see
MU = I miss you
IC = I see
RUOK – are you ok?
U4E = you forever.
X = kiss

Read and translate these sentences:

A: I mu m8. Ltns. Hru?
B: Oh, I'm fine. I mu 2.
How is ur sis?
A: My sis is Ok. She is on a d8 2day.
B: Ic. That's gr8. It's getting l8. We should go b4 It get's dark. I hope I will cu l8r. Maybe 2morrow?
A: Ok! Hand. CUL.

Complete the translation of the message above

A: I.....

B: Oh, I'm fine. I How is.....

A: My is Ok. She is on a

B: That's It's getting

..... We should go

It gets dark. I hope I will Maybe tomorrow?

.....

A: Ok!.....

Acronyms A to L	
2F4U	Too Fast For You
4YEO FYEO	For Your Eyes Only
AAMOF	As a Matter of Fact
ACK	Acknowledgment
AFAIK	As far as I know
AFAIR	As far as I remember / recall
AFK	Away from Keyboard
AKA	Also known as
B2K BTK	Back to Keyboard
BTT	Back to Topic
BTW	By the Way
B/C	Because
C&P	Copy and Paste
CU	See you
CYS	Check your Settings
DIY	Do it Yourself
EOBD	End of Business Day
EOD	End of Discussion
EOM	End of Message
EOT	End of Thread / ... Text / ... Transmission
FAQ	Frequently asked Questions
FAK	Full Acknowledge
FKA	Formerly known as
FWIW	For what it's Worth
FYI / JFYI	(Just) For your Information
HF	Have fun
HTH	Hope this Helps
IIRC	If I Recall / Remember Correctly
IMHO	In my Humble Opinion
IMO	In my Opinion
IMNSHO	In my not so Humble / Honest Opinion
IOW	In other Words
ITT	In this Thread
LOL	Laughing out loud

Acronyms M to Z	
MMW	Mark my Words
N/A	Not Available / Applicable
NaN	Not a Number
NNTR	No need to Reply
noob n00b	Newbie
NOYB	None of your Business
NRN	No Reply Necessary
OMG	Oh my God
OP	Original Poster, Original Post
OT	Off Topic
OTOH	On the other Hand
PEBKAC	Problem exists between Keyboard and Chair
POV	Point of View
ROTFL	Rolling on the Floor Laughing
RSVP	Repondez s'il vous plait (French: Please reply)
RTFM	Read the fine Manual
SCNR	Sorry, could not Resist
SFLR	Sorry, for late Reply
SPOC	Single Point of Contact
TBA	To be Announced
TBC	To be Continued / To be Confirmed
TIA	Thanks in Advance
THX TNX	Thanks
TQ	Thank You
TYVM	Thank You Very Much
TYT	Take your Time
TTYL	Talk to you Later
w00t	Whoomp, there it is; Meaning "Hooray"
WFM	Works for Me
WRT	With Regard to
WTH	What the Hell / What the Heck
YMMD	You made my Day
YMMV	Your Mileage may vary
YAM	Yet Another Meeting

Read the acronyms above. Write the meaning to the following acronyms.

FAQ

BTW

CU

HF.....

IMO

N/A.....

EOM.....

OTOH.....

POV

SFLR

TYT

THX/TNX

WRT

YMMD

JFYI

How well do you know your hardware?

Choose three questions to ask your colleague. Write down his answers:



Speaking and listening

Let's talk about *the INTERNET*



Conversation cards

How often do you use the Internet?
Where do you use it?

What's your email address?
How often do you check you email?

Do you have a computer at home? Is it a desktop or a laptop? (also: notebook)

Do you have a mobile phone?
Can you connect to the Internet with it?

What's your favourite website?
How often do you visit it?

Have you ever played online games?
What's your favourite?

Have you ever bought anything on the Internet?
What was it?

What are the most popular goods (and services) sold online?

Have you ever made new friends on the Internet?
Talk about it.

Do you use instant messaging?
What software do you use?

Do you chat online?
Do you visit chat rooms or use instant messaging?

Have you ever downloaded music or video?
Talk about it.

Are you a member of a social networking site?
(e.g. Facebook, Hi5, MySpace)

What do you use computers for?
How often do you use them?

Which Internet browser do you prefer? Why?
(e.g. IE, Firefox, Safari, Chrome)

Which operating system do you use? Why?
(e.g. Windows XP, Vista, Linux)

Describe the computer you use. (make, type, OS, monitor, memory, HD, accessories)

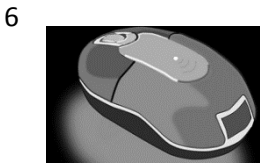
Have you ever used pirated software? Do you think it is okay to use it?

1.
2.
3.

Match the words to the pictures



Card Reader
 Printer
 External Hard Drive
 Keyboard
 Thumb Drive
 Cordless Mouse
 DVD Writer
 LCD Monitor

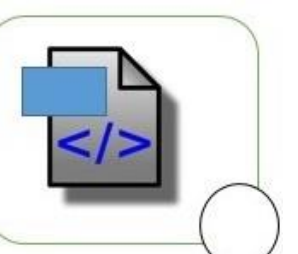
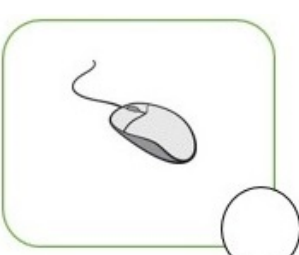
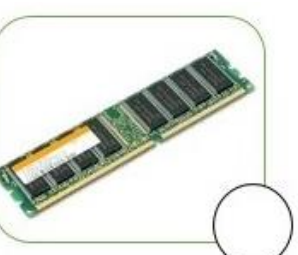
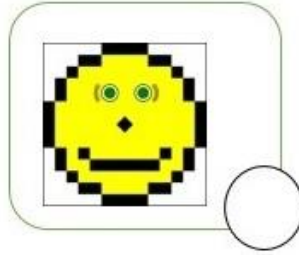


Match the words. Some words may be used more than once.

check
 connect
 download
 open
 play
 plug in
 send
 surf
 upload
 use

photos
 an e-mail account
 online games
 a computer
 to the Internet
 your e-mail
 music
 a thumb drive

Say what you can see in the pictures.



1. RAM memory

2. mouse

3. keyboard

4. typing

5. screen

6. screenshot

7. icon

8. processor

9. emoticon

10. space key

Icons

Answer at least 5 questions from the attached picture – you can choose whichever you wish.

Let's talk

COMPUTERS & the INTERNET

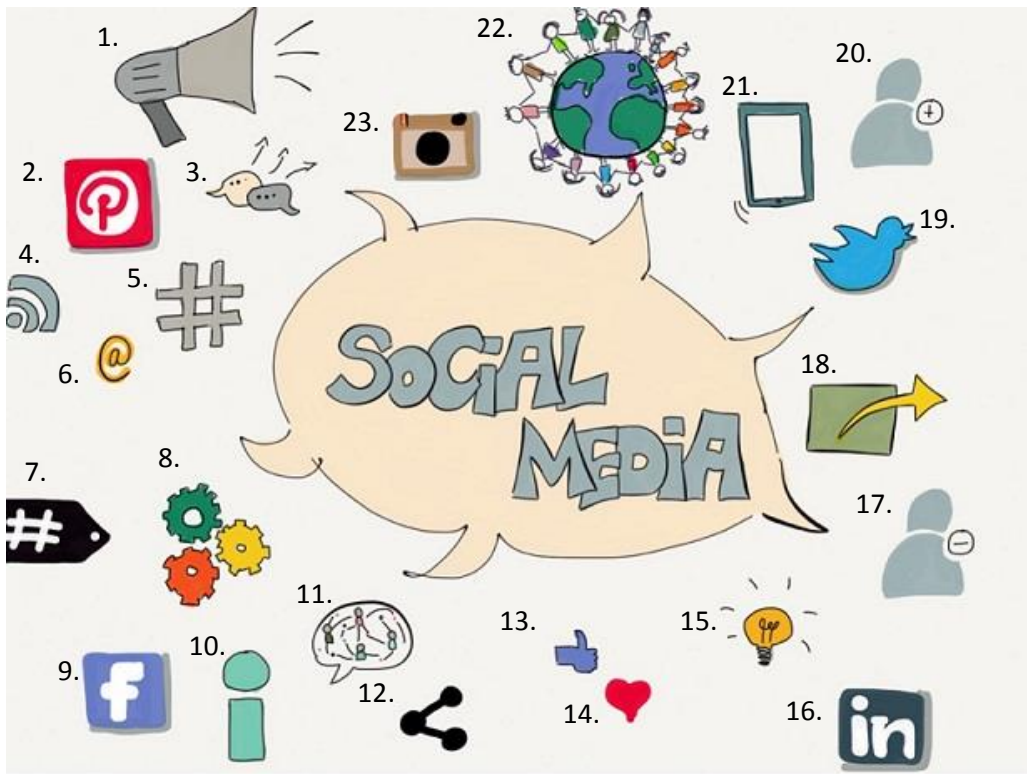
Find your questions by rolling your dice twice. The 1st roll determines the number the number on the number. The 2nd roll determines the number on the left. Talk for one/two minute (s) about that topic. Your classmates will ask you follow-up questions. Your classmates can ask you anything if you land on "Ask Any Question".



1	Ask any question!	What are your favourite Internet sites?	At what age should kids learn how to use computers?	How many hours a day are you on-line?	Which is more important: TV or Internet?	Do you/ would you like to have your own blog?
2	Which is worse: 0 hours a day on-line or 8 hours?	Can the Net help improve your English?	How will computers change in the future?	Ask any question!	Describe how to go on-line to a website.	Is the Internet dangerous?
3	Is the Internet a good way to make friends?	How would life without computers be different?	How many hours a day should people be on-line?	Do you ever buy things on-line?	How often do you check your e-mail?	Ask any question!
4	How can you make money from the Internet?	Ask any question!	Which is better: a laptop or a desktop computer?	How can you protect computers from viruses?	Why is knowing how to use computer important?	Talk about how you learned to use computer.
5	Do you like to go to Internet cafés?	Do you like to play computer games?	Why is Facebook so popular?	When do you plan to next use a computer?	Ask any question!	Are your computers skills good?
6	What kind of Internet site would you like to own?	Do you spend to much time online?	Ask any question!	How do computrs make life better/worse?	Will computers one day become intelligent?	Why is chatting on-line with friend so popular?

1.
2.
3.
4.
5.

Name the icons/pictures



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24.

Internet and social media vocabulary

Prepare a few questions to Berta.

Hi, my name's **1. Bertha** and I'm **2. 12** years old. I'm from **3. Switzerland**. I live **4. on a big farm**. I love the **5. mountains**. In my free time, I like **6. surfing the Internet** and **7. playing computer** games. Ma favourite drink is **8. water**. What about you?

1.
2.
3.
4.
5.
6.
7.
8.

Give Dino a few tips of how could he feel better.



.....
.....
.....

What can you do with a computer? Write down at least three things.

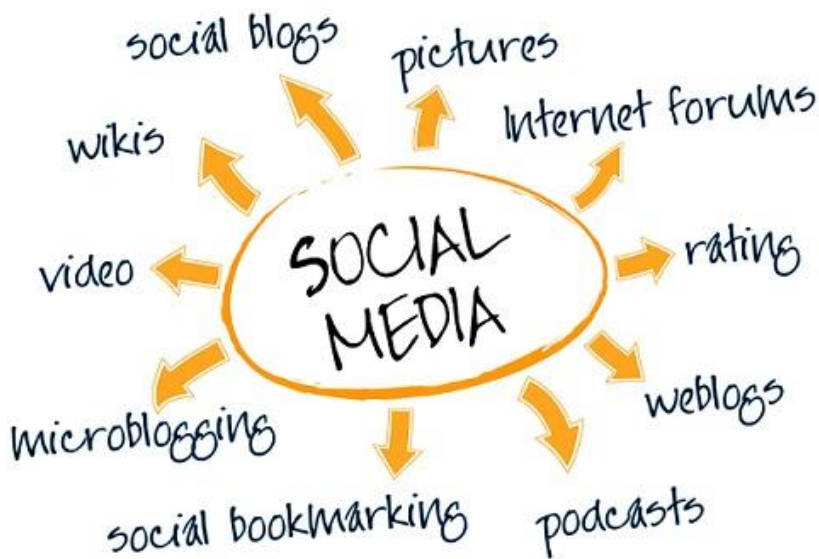
.....
.....
.....

Describe the picture. Write down at least three things.



.....
.....
.....

Read the social media vocabulary. Answer the question “What is social media?”, using the words from the graph. (at least 3 sentences)

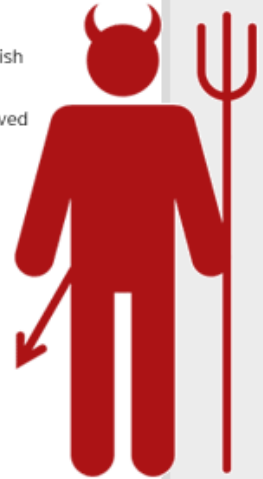


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14 Ways to Spot a Bad SEO Agency

Bad SEO agencies...

- 1 Have clients with spammy links from pages written in poor English
- 2 Offer a large number of links at a surprisingly low cost
- 3 Show off about a selection of rankings they claim to have achieved
- 4 Are often under-priced or offer a free trial
- 5 Talk about PageRank as a goal
- 6 Even mentioning PageRank is a bad sign
- 7 Still mention Yahoo!
- 8 Cannot answer questions about technical or on-site SEO
- 9 Talk about increasing traffic - as opposed to revenue
- 10 Claim to be able to guarantee rankings
- 11 Use the word "bulk" in relation to their services
- 12 Promise quick results
- 13 Claim to have a relationship with Google
- 14 Focus on just one or two of your keywords



7 Ways to Spot a Good SEO Agency

Good SEO agencies...

- 1 Talk about revenue - not just rankings
- 2 Talk about your business goals and aligning SEO with them
- 3 Tend to build a modest number of high quality links
- 4 Talk about PR and integration with offline campaigns
- 5 Talk about more valid metrics than PageRank - such as SEOMoz Domain Authority
- 6 Talk about increasing sales and average order value
- 7 Build links you would be proud to show your customers



Read 14 ways of how to spot a Bad and Good SEO agency – choose 3 and indicate the ways, thank to which you would deal with that (e.g. no 1 – ask why in some of their Facebook posts there are mistakes and graphics were made in the ‘Paint’ programme; also ask how it relates to the quality of their service).

.....

.....

.....

Read about 7 ways of how to spot a Bad and Good SEO agency – choose 2 and write a few sentences which you would say at the meeting with such an agency in order to start a cooperation with them.

.....

.....

.....

SEO alphabet

A **ANCHOR TEXT**
a clickable text in a hyperlink, should be keyword rich

AdWords
alt text
algorithm

B **BACK LINK**
an incoming link to a website from another website, it's always better to have less high quality links than more low quality ones

blog
Bing
bounce rate
black hat

C **CONTENT**
every piece of information on a website - text, images, videos, animations etc, having quality content is the most important part of SEO

conversion
CPC
CTR
crawler

D **DEEP LINKING**
building links to inner pages of a website (site.com/page1) and not only home page (site.com), which makes a link building campaign look very natural

directory
duplicate content

E **EXTERNAL LINKS**
links that lead to a website on a different domain, especially good when it's high authority websites and blogs

G **GOOGLE SEARCH**
most used search engine on the Internet with over 3 billion searches every day, so it's important to have your website optimized for Google search

gateway page

F **FRESH CONTENT**
new, interesting and relevant pieces of information (text, images, videos), it's important to update content at least once a month

Feed
filter

H **HEADINGS**
used to briefly describe and introduce the subject of next section, should include keywords and keyword phrases

hits

I **INTERNAL LINKS**
links from one page on a site to another page on the same site, help with spreading link juice and navigation on the site

html
.htaccess
inbound links

L **LINKS**
impressions

ing link juice and navigation on the site

JAVASCRIPT
a scripting language that adds various dynamic features when embedded in HTML, not everyone can see that content so be careful



keyword research



KEYWORD

a word or a phrase the user writes in search engine, should be mention on the website, but not too often, it's recommend to use different forms of the main keyword

keyword density

LSI



landing page

long tail keywords

LINK BUILDING

process of creating incoming links to your website to increase its authority and search ranking, should be as natural as possible, with links from high authority websites

metrics



META DESCRIPTION

a short description of the content on the page, should be relevant and unique to the page and keyword rich

NICHE

a subject of the website, a topic the content is focused on, important for finding keywords



nofollow

negative SEO

outbound links



ORGANIC SEARCH RESULTS

unpaid search results, organized by relevancy, most clicks on search results are the organic search results

PPC



PENALTY

a punishment for a website that search algorithms define as spam, prevents the site from ranking highly, could happen after too aggressive link building campaign or really bad on page SEO

PageRank

QUALITY OVER QUANTITY

whether it's about links or content, quality is always more important than quantity



REDIRECT

several methods used to change the address of a landing page, usually when a site is moved to a new domain, could be used to avoid penalization when building links aggressively



robots.txt

ROI

SERP



spam

spider

title



REVISIONS
 several methods used to change the address of a landing page, usually when a site is moved to a new domain, could be used to avoid penalization when building links aggressively



SOCIAL MEDIA
 websites used by people to share content with others, very important part of SEO



URL
 a web address unique for every website, made out of letters, numbers, dots and lines, including keywords or keyword phrases too

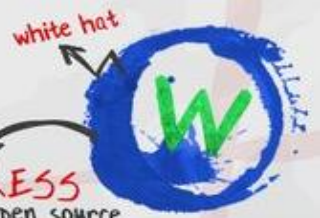


TRUST RANK
 a search relevancy algorithm that gives more weight to links coming from relevant and trusted websites, it's increased by having more links from high authority sites

VISITS
 number of users that opened a website, increased with quality content, good SEO and more social shares



viral marketing



WORDPRESS
 easy to use open source blogging platform with thousands of customizable themes and plugins, great for SEO



XML
 Extensible Markup Language, a simple, very flexible text format used to make it easy to format information using technologies such as RSS



YAHOO
 a popular website and search engine



ZOPIM CHAT
 Contact us on Zopim Chat widget for any SEO related questions!



WWW.REDSQUARESEO.NET



Read the SEO alphabet. Create 3 fan page posts using the information given in the following industries: a) food sector b) education c) automotive

.....
.....
.....

Jobs

artist
astronaut
businessman
cashier
chef

clown
doctor
farmer
fireman
maid

pilot
plumber
reporter
sailor
scientist

soldier
taxi driver
teacher
truck driver
waiter

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



16.



17.



18.



19.



20.



Equipment at work

Read the Names of the devices and answer questions below:

Machines and appliances



flash drive



mouse



computer



battery



projector



headphones



car



camera



keyboard



socket



washing machine



loudspeaker



iron



printer



rocket



plane



Mobile phone



laptop



dishwasher



plug



camcorder



cooker



fridge



vacuum cleaner

- a) Which devices do you need to print a file?
- b) Which of these are used in the kitchen?
- c) Which can you use while travelling?
- e) In what events can you use a projector?

Look at the examples of office equipment and fill the gaps



computer	drawer unit	keyboard	out-tray
desk	file	label	swivel chair
desktop organizer	filing cabinet	monitor	telephone
drawer	in-tray	notebook	wastebasket

Read the vocabulary list and answer the questions

OFFICE EQUIPMENT



- A. Do you know how to work this **computer**?
 B. No, I don't.
 A. Let me show you how.



- | | | | |
|-------------------------------|---------------------------------------|-------------------|-------------------------------|
| 1. Computer | 6. word processor | 11. telephone | 16. pencil sharpener |
| 2. VDT/video display terminal | 7. typewriter | 12. headset | 17. electric pencil sharpener |
| 3. (dot-matrix) printer | 8. calculator | 13. phone system | 18. paper cutter |
| 4. (letter-quality) printer | 9. adding machine | 14. telex machine | 19. plastic binding machine |
| 5. (laser) printer | 10. microcassette recorder/dictaphone | 15. fax machine | 20. postal scale |
| | | | 21. paper shredder |

A. I think this _____ is broken!

B. I'll take a look at it.

A. Have you seen the new _____?

B. No, I haven't.

C. It's much better than the old one!

Do you know to operate a computer? A fax machine? Give step-by-step instructions for using some type of office equipment.

- a) What do we use a typewriter for?
- b) Who uses a calculator?
- c) Why do people use a shredder?
- d) What do we use a fax machine for?



1. Where we put CD/DVD drive?
 2. What is the difference between a PC and a laptop?
 3. What are the most important parts of the digital camera?
 4. What do you need to listen to music?
 5. What do you need to have a conversation on Skype?
 6. What do you need a scanner for?
- a. Flatbed scanner
 - b. Screen
 - c. CD-ROM
 - d. Portability
 - e. Earbuds
 - f. Webcam and headset

1.	
2.	
3.	
4.	
5.	
6.	

Complete the dialogues below with the words from the box.

broken haven't look much better work seen show

A: Do you know how to this computer?

B: No, I don't.

A: Let me you how.

B: I think that this printer is

A: I'll take a at it.

Have you a new fax machine?

No, I

It than the old one.

In the office



1. reception area	10. computer workstation	17. waste receptacle	26. receptionist
2. coat rack	11. water cooler	18. supply room	27. typist
3. coat closet	12. coffee cart	19. storage room	28. file clerk
4. message board	13. office	20. conference room	29. secretary
5. mailbox	14. mailroom	21. conference table	30. administrative assistant
6. file cabinet	15. postage machine/postage meter	22. whiteboard/ dry erase board	31. office manager
7. supply cabinet	16. copier/ (photo) copy machine	23. employee lounge	32. office assistant
8. storage cabinet		24. coffee machine	33. employer/boss
9. workstation		25. soda machine	

Read the office vocabulary list and answer the questions:

a) What type of activities take place in a conference room?

.....

b) What can you do in an employee lounge?

.....

c) What kind of furniture can you find in the first picture?

.....

d) What hardware does an office worker use?

.....

Author

- Karolina Korol

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