

Table of Contents

Introduction

The Internet

Terminology : The World Wide Web	1
Case Study : Broadband	4
Grammar : The Present Simple	8
Article : The Three Survivors	10

Television

Terminology : Broadcasting Sports	13
Case Study : Streaming TV	16
Grammar : Question Forms	20
Article : The Television And Internet Convergence	24

Marketing

Terminology : The Marketing Mix	27
Case Study : The iPhone	30
Grammar : The Present Continuous	34
Article: Product Placement	36

Intellectual Property

Terminology : File Sharing	39
Case Study : The Pirate Bay	42
Grammar : Adjectives	46
Practice Test 1	47
Article : UK Deal To Fight Internet Piracy	48

Video Games

Terminology : Consoles And Games	51
Case Study : The Video Games Industry	54
Grammar : The Past Simple	58
Article : Video Games – Art Or Science?	61

Online Privacy

Terminology : Google's Privacy Policy	65
Case Study : Online Privacy	68
Grammar : Past Simple Practice	72
Practice Test 2	73
Article: Intercepting Internet Traffic	74

<i>The Digital World</i>	
Terminology : Digital Literacy	77
Case Study : Digital TV	80
Grammar : The Present Perfect	84
Article : Digital Natives	88
<i>Censorship</i>	
Terminology : Yahoo! And Google In China	91
Case Study : Children And The Internet	94
Grammar : Present Perfect And Past Simple	98
Practice Test 3	101
Article : Violent Video Games	102
<i>Telephony</i>	
Terminology : VOiP And The iPhone	105
Case Study : VOiP	108
Grammar : Articles	112
Article : How The Internet Killed The Phone Business	114
<i>Computers</i>	
Terminology : Computers	117
Case Study : Computer Problems	120
Grammar : Future Tenses	124
Practice Test 4	127
Article : Not Programmed To Respond To A Low-Tech Life	128
<i>Wi-Fi</i>	
Terminology : 3G Networks	131
Case Study : Bluetooth	134
Grammar : The Conditionals	136
Practice Test 5	140
Article : The Wi-Fi War Front	141
<i>The United States</i>	
Terminology : Silicon Valley	145
Case Study : American Broadband	148
Grammar : Adverbs	152
Article : America And The World	154
<i>Too Much Information</i>	
Terminology : Media Saturation	157
Case Study : The Filter	160
Grammar : Comparatives And Superlatives	164

Table of Contents

Practice Test 6	167
Article : Internet Suffering From Information Overload	168
<i>Social Networking Sites</i>	
Terminology : MySpace, Facebook And Bebo	171
Case Study : Social Networking Websites	174
Grammar : Modal Verbs	176
Practice Test 7	181
Article : The Internet Kids Are Alright	182
<i>Web 2.0</i>	
Terminology : User Generated Content	185
Case Study : Video Blogs	188
Grammar : The Present Tenses	192
Article : YouTube And Online Privacy	194
<i>Apple And Microsoft</i>	
Terminology : The iPhone	197
Case Study : Apple	200
Grammar : Question Forms	204
Article : The Meaning Of Bill Gates	206
<i>Mobile Phones</i>	
Terminology : Mobile Phone Features	209
Case Study : The Future Of The Mobile Phone	212
Grammar : The Present Perfect And Past Simple	216
Article : No Signal: How Can You Live Without A Mobile Phone?	218
<i>Advertising</i>	
Terminology : David Ogilvy	221
Case Study : Advertising In Video Games	224
Grammar : The Past Tenses	228
Article : Online Advertising	230
<i>Digital Entertainment</i>	
Terminology : Lazy Town	233
Case Study : HD TV	236
Grammar : The Future Tenses	240
Article : Digital Memories	242
<i>Music</i>	
Terminology : Downloading MP3s	245
Case Study : Music Lovers In DRM Battle	248

Grammar : The Conditionals	252
Article : Why Piracy Isn't Such A Bad Thing	254
Radio	
Terminology : History Of Radio	257
Case Study : Digital Radio	260
Grammar : The Passive	264
Article : Podcasting Will Change Radio, Not Kill It	266
Cinema	
Terminology : Tropic Thunder	269
Case Study : Hollywood Downloads	272
Grammar : Articles	276
Article : A Future For Italian Cinema?	278
Publishing	
Terminology : Print On Demand	281
Case Study : The Latest Chapter Of The E-Book	284
Grammar : Modal Verbs	288
Article : Do Electronic Books Threaten The Future Of Publishing?	290
Cyber-Crime	
Terminology : Hackers	293
Case Study : Cyber-Crime In Europe	296
Grammar : Gerunds And Infinitives	300
Article : British Computer Hacker Faces US Extradition	302
Freedom Of Speech	
Terminology : Filtering And Privacy Issues	305
Case Study : Anonymous Surfing	308
Grammar : Comparatives And Superlatives	312
Article : Authoritarian Governments And Online Freedom	314
Journalism	
Terminology : Public Trust In Journalism	317
Case Study : Blogs	320
Grammar : Revision	324
Article : Al Jazeera: "It's No Hangout For Al-Qa'ida"	326
Bibliography	
	329

Introduction

Digital Native is a content-based language course for communications students. The book is divided thematically by argument, from innovations in the entertainment industry, such as streaming television, to Apple, file sharing and the broadband revolution.

Digital Native combines this with a systematic revision of the essentials of English grammar. By covering the linguistic basics required at the B1 level, our objective is to give those without a background in English a solid basis to start from, while at the same time offering an in depth review of English grammar and morphology to the more advanced student.

This grammatical overview is combined with the content-based course, dealing with the world of communications. The objective is to involve the student with intrinsically motivating real life materials that relate to their own interests and experiences.

Through the use of authentic texts, current arguments relating to the Internet and new communications technologies are covered in depth. These case studies not only show how these new media products are marketed, but also how they themselves are used as marketing tools.

Our goal is to expose the student to as much variation as possible. It is our opinion that the best way to learn English is from the understanding of real life language, that which we read and hear every day. It is for this reason that we have used citations, and sections of academic texts that might be read by English or American students on a similar course.

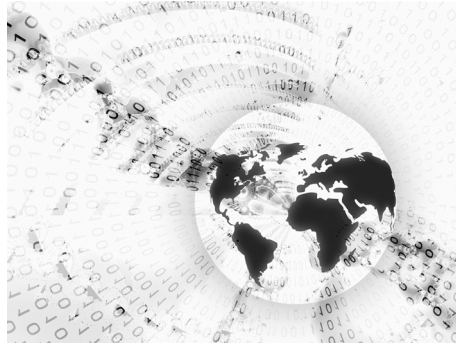
The included CD ROM offers a vast array of supplementary materials, giving the student the opportunity to consolidate the work done in the classroom at home, offering a mix of lessons, texts and practice exercises. Phonology is also dealt with in detail on the CD ROM, with a selection of recordings and interactive exercises.

We have also relied on the wide array of resources available on the Internet for some of the content in this text. We have made a point of citing the original sources and authors, and if there are any omissions, the publishers will be glad to rectify these in further editions of this title.

Perugia, September 2008

Liam Francis Boyle - Jodi Sandford

The Internet



Match the words and the definitions

- | | |
|----------------|---|
| 1. broadband | a. <i>opening page of a website</i> |
| 2. dial up | b. <i>a visit to a website</i> |
| 3. ISP | c. <i>any text that includes links</i> |
| 4. website | d. <i>a favourite website that your browser remembers for you</i> |
| 5. homepage | e. <i>an internet service provider, such as Alice</i> |
| 6. domain name | f. <i>a slow internet connection using a telephone line</i> |
| 7. browser | g. <i>a collection of files at a web address</i> |
| 8. bookmark | h. <i>the name and address of a website</i> |
| 9. hypertext | i. <i>a fast internet connection, such as ADSL</i> |
| 10. hit | j. <i>a program used to surf the web</i> |

Complete the text with the best word for each space

Tim Berners-Lee conceived the system that turned the _____ into a publishing medium. In 1991 he published the code for his _____, the World Wide Web. By any standards, the _____ represents a colossal change in our _____ environment. And the strange thing is that it has come about in only 15 years, because the web only went mainstream in 1993, when the first graphical _____ - the computer _____ we use to access the web - were released. We buy _____ from Amazon, airline tickets from Ryanair, and tickets for concerts online, as if it were the most natural thing in the world. We check definitions in online _____, look up stuff in _____, and buy and sell just about anything on _____.

books
web
internet
eBay
programs

information
dictionaries
invention
Wikipedia
browsers



Correct the ten mistakes in this short text

Children looking for the pictures for school projects in search for them at Google Images. Holiday snaps escape from their shoeboxes and is published to the world on Flickr. Home movies do the same on YouTube. And of course anyone with doubts about a prospective blind date can do an exploratory check on Google before committing to the evening out with a total stranger. All this we are now take for granted. To get a handle on the scale of what has got happened, think back to what the world was like 15 years ago. Amazon was a large river in the South America. Ryanair was a unknown Irish airline. eBay was a typo. Yahoo was a term from Gullivers Travels.

Match the words and the definitions

- | | |
|--------------------|---|
| 1. cookies | a. an online advertisement |
| 2. e-commerce | b. a company that only exists online |
| 3. B2B | c. a company that exists both online and in the real world |
| 4. B2C | d. small files that remember your personal details and preferences on a website |
| 5. dotcom | e. an electronic market, such as eBay |
| 6. hybrid business | f. business to business commerce |
| 7. portal | g. clicking on a banner to visit a website |
| 8. banner | h. business to consumer commerce |
| 9. clickthru | i. a content-rich website, used as a gateway to the internet, such as Yahoo |
| 10. auction | j. buying and selling online |

Choose the best word to complete the sentences

1. I sometimes *surf / navigate* the net for hours when I should be working.
2. The language that programmers use to write websites is *WWW / HTML*.
3. An internet connection where uploads are slower than downloads is *ADSL / DSL*.
4. Fastweb is an *IP / ISP*.
5. Google is a search *engine / machine*.
6. A website address is a *URL / an ISP*.
7. Amazon selling books to people who visit their website is a *B2B / B2C* transaction.
8. Words you can click on for links to other websites are *supertext / hypertext*.

Broadband



What do you think?

1. Do you have broadband at home? If you do, which company are you with?
2. Are you happy with your connection speed? Is it worth the money?
3. What are the advantages of a faster connection?

Read the article about broadband on page 6 and answer the questions

Correct the mistakes

1. Dial up connections reached speeds of hundreds of bits per second.
2. Rupert Goodwins is a programmer.
3. With broadband, a 76 MB video file downloads in less than two hours.
4. The next step is a poor media world
5. Home choice offers music and shopping.

True or false?

1. A dial-up connection is faster than broadband.
2. Super-fast broadband is the future of the internet.
3. Sending data is slower than downloading.
4. The internet has stopped growing.
5. A fast connection guarantees high speed internet use.

Choose the best answer

1. The fastest broadband connection listed in the article is in
 - a. South Korea
 - b. France
 - c. Britain
2. In the future, the speed of e-mail will be
 - a. the same
 - b. slower
 - c. faster
3. If the internet became too congested, it would
 - a. slow down
 - b. explode
 - c. stop
4. Most streaming content on the internet is optimised for
 - a. broadband
 - b. ADSL
 - c. dial-up connections
5. What will be faster in the future?
 - a. downloading files
 - b. sending e-mail
 - c. surfing the net

Match the titles with the paragraphs

- a. The internet is designed for dial up connections.
- b. Improving download speeds
- c. What would happen if we all want to download the same thing?
- d. Checking your mail isn't going to get any faster.
- e. New infrastructure will help.
- f. Where internet speeds are fastest.
- g. Uploading isn't as fast as downloading
- h. Broadband won't make slow web sites any faster.

In your opinion

1. Would you prefer to watch movies on your computer or on your TV?
2. Do you think broadband is too expensive? What is a fair price?
3. Can you imagine going back to a dial up internet connection?

Broadband

1. _____
Super-fast home broadband connections now mean we can surf faster and access much richer content than ever before. But how much is enough? Where older, dial-up connections achieved data rates of thousands of bits, or kilobits, per second, newer broadband connections can reach speeds of millions, or megabits, per second (mbps). In South Korea, super-fast broadband is a way of life, and one French service offers 20 mbps.

2. _____
Rupert Goodwins, a technology commentator for ZDNet, says: “High-speed broadband access is going to be most useful for high-definition video, and the delivery of other media content, like movies, very quickly. “By and large, e-mail and web browsing are going as fast now as they’ll ever go. But super-fast broadband is the next step, what the Americans call a rich-media world, where you don’t wait for your movies - they just appear when you want to watch them.”

3. _____
Using high-speed broadband, a 76 MB video file downloads in less than two minutes. Using a dial-up connection, it would have taken more than three hours. In fact, with a fast enough connection, you do not have to download the movie at all.

4. _____
The Home Choice on-demand movie and music service stores the movie on the provider’s servers, and streams it down a broadband connection to your TV in real-time, in full television quality. But Chris Sterling, of UK Online, explains: “Even though you may have a super-fast broadband connection in your home, if you’re downloading from a very remote or a very slow site then that will obviously be a limiting factor.”

5. _____
Even if you are streaming from a very fast site, most web content is currently optimised to suit the more common, slower connection speeds. Some applications do not just involve receiving data. You have to send it too.

6. _____
Take video conferencing for example, where both parties are sending just as much data as they are receiving. Here, the data transfer rate is limited by your upload speed, which is usually a lot slower than the advertised download speed.

7. _____
If too many users want the same data at the same time, parts of the internet itself could clog up. Matt Beal, from BT’s 21st Century Network Project, says that exactly what would happen is a little bit hard to predict. “But, fundamentally, everyone would cease to get anything. You would have a situation where the internet locks up.

It wouldn't burn out, it wouldn't do anything, it would simply lock up and very few, if any, people would have their needs met." So even if you have a very fast connection, there could be other factors that limit the speed of your web experience.

8. _____
The good news is that the internet is constantly growing, with new cables and optic fibre being laid all the time, as Matt Beal says. We have learned

to get more and more out of fibre since its introduction in the eighties than we ever thought possible. "Where fibre used to have less than 1 gbps capacity we now expect that same fibre strand to be able to drive hundreds and hundreds of gbps capacity out of the same fibre. "That's what interesting, scary and exciting about telecommunications today."

from the Click website



THE PRESENT SIMPLE

We use the present simple to talk about routine activities, often with an adverb of frequency.

*A lot of people come to Perugia for Umbria Jazz.
I don't usually go out drinking the night before an exam.*

The present simple expresses habitual or every day actions.

*I check my email when I get home in the evening.
He always eats a big plate of Norcina for lunch.*

We use the present simple to talk about facts and permanent states.

*Referees in Serie A are very honest.
English food is the best in the world.*

We use the present simple to refer to timetabled events.

*The English language films at the Pavone are on Mondays.
The next Olympics are in London in 2012.*

Verbs that describe permanent states (stative verbs) are not used in the present continuous. These verbs are verbs of the senses, mental activity, possession, and attitudes.

*Do you know his name? (~~Are you knowing~~)
He needs an aspirin right now (~~he is needing~~).
I have only a few dollars (~~I am having~~)
I love you (~~I am loving you~~)*



Fill in the gaps with the correct form of one of the verbs below

work wear have go play watch live leave like read

1. He _____ soccer on Tuesday and Thursday evenings.
2. I really _____ pizza.
3. Students at private schools in America _____ uniforms.
4. Jane _____ at the post office.
5. Michael _____ home every day at 8:30.
6. She _____ to work by bus.
7. My son _____ too much TV.
8. She _____ lunch in a bar near her office.
9. He _____ in a flat in the center of town.
10. I _____ the newspaper every morning.

Underline the correct answer

1. A lot of British people *go / goes* to the cinema.
2. They *don't smoke / doesn't smoke* in pubs in Ireland.
3. In Britain, cars *stop / stops* at zebra crossings.
4. My father *don't cook / doesn't cook*.
5. The women *do / does* the housework in my family.
6. My mother *watch / watches* a lot of TV.
7. Your friends *drink / drinks* a lot at the weekend.
8. I *not smoke / don't smoke*.
9. My cousin *have / has* a flat in Paris.
10. *Are you / do you* live with your parents?
11. *Where does your wife work / where your wife works?*
12. Do you play the guitar? *Yes, I do / yes, I play*.
13. *I'm an engineer / I'm engineer*.
14. This is my *parents' / parents's* house.

The Three Survivors

What do you think?

1. Is e-commerce big business in Italy?
2. What are the most famous e-commerce companies?
3. Do you know who Jeff Bezos, Jerry Yang and Pierre Omidyar are?

True or false?

1. Yahoo! is more successful now than it was in the past.
2. Amazon is more successful now than it was in the past.
3. Yahoo! was slow to adapt to how the internet is changing.
4. EBay is growing fast.
5. Amazon has seen major changes in management.

Match the beginning and the end of the sentences

1. The success of Google's search engine...
 2. Becoming the biggest company of its type...
 3. Amazon was not able...
 4. Amazon was not founded...
 5. Third party sellers...
-
- a. ... are a big part of Amazon's current success.
 - b. ... by Stanford PhD students.
 - c. ... to succeed as a competitor to eBay.
 - d. ... was a disaster for Yahoo!
 - e. ... was bad news for eBay.

In your opinion

1. Have you ever bought anything on eBay or Amazon?
2. Do you ever visit the Yahoo! website? And if you do, in what language?
3. Which company do you think has the brightest future?

The Three Survivors

Yahoo!'s descent during this decade marks a surprising reversal of the fortunes of the only three big internet firms to have survived since the web's earliest days. Back in 1994 Jerry Yang and David Filo, truant PhD students at Stanford, started to publish a list, eventually named Yahoo!, of links to cool destinations on the nascent web. Around the same time, Jeff Bezos was writing his business plan for a website, soon to be called Amazon, for selling books online. The following year, Pierre Omidyar, a French-born Iranian-American, put an auction site on the web that would become eBay.

Even as hundreds of other dotcoms fell by the wayside at the turn of the century, these three made it through the great internet crisis and have since prospered, to varying degrees and at different times. Their fates have reflected the evolution of the web as a whole, and now suggest its future direction. For many years eBay and Yahoo! made more money than Amazon, which, as a capital-intensive retailer, struggled longer with losses and then made profits at lower margins. And yet, Yahoo! is now drifting and eBay is a washed-up quasi-monopoly, whereas Amazon finds itself at the internet's cutting edge.

Yahoo!'s bigger mistake was not to see how the web was changing. Google, also founded by two truant Stanford PhD students, became the leader of a new generation with a vision that web search, rather than Yahoo!'s "portal" approach, would guide surfers around the internet. Google valued simplicity, interactivity and the collective intelligence gleaned from the web and its users. Yahoo! belatedly tried to keep up but it was too late.

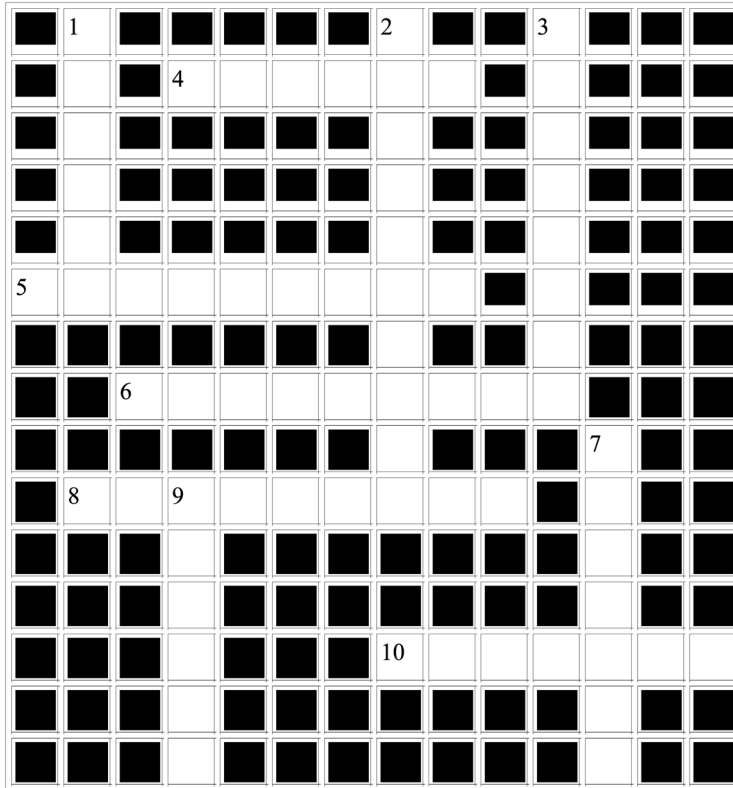
eBay took a different route, recognising that its business—in effect, online yard sales—had potential network effects: in short, that sellers and buyers would flock to whichever site already did the most trading. The firm became a de facto monopoly, but with that came a culture that left many of its users disenchanting, and growth slowed. Some measures, such as the number of new listings of items for sale, are even in decline. Buyers and sellers increasingly rely on Google's search model, or online social networks, to find things and one another.

Amazon, by contrast, has found exactly that. It is the only one of the three that has been led continuously by the same man, its founder Jeff Bezos. And, unlike his peers at the other two firms, Mr Bezos has stuck to his original vision—while adding two new ideas as they presented themselves.

His original plan, in the 1990s, was to become "Earth's biggest river" of merchandise, from books and toys to electronics and almost anything else that can be shipped. He tried and failed to become a rival to eBay in auctions. But then Mr Bezos realised that the same online store-front and logistics system that worked for Amazon itself could also work for others. So he added an entirely new category of customers: third-party sellers, who account for 30% of all items sold through Amazon's site today.

from The Economist

The Internet



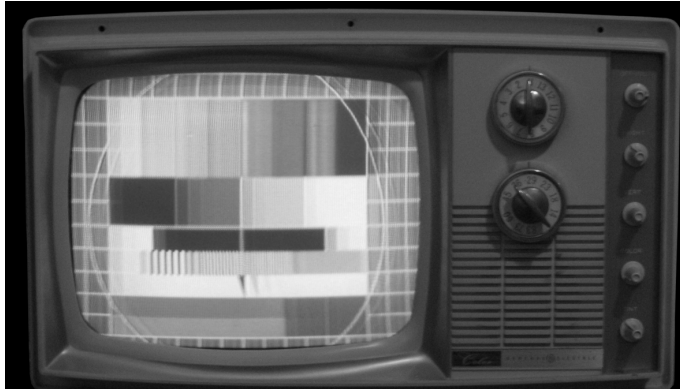
Across

4. An e-business
5. High speed Internet
6. Favourite websites
8. Click this for links
10. Browsing the Internet

Down

1. Display advertising online
2. Website address
3. Safari, Firefox, Explorer
7. Remember your visits
9. A gateway website

Television



Match the words and the definitions

- | | |
|---------------------------|--|
| 1. broadcaster | a. <i>content delivered in real time online</i> |
| 2. first run | b. <i>old shows repeated on local stations</i> |
| 3. syndication | c. <i>you choose what to watch when you want</i> |
| 4. PPV | d. <i>the identification of groups of viewers</i> |
| 5. on demand | e. <i>transmits radio or television programmes</i> |
| 6. TiVo | f. <i>a digital video recorder similar to My Sky</i> |
| 7. streaming | g. <i>original broadcast of new material</i> |
| 8. high resolution | h. <i>relationship between a show and viewers</i> |
| 9. audience positioning | i. <i>excellent picture quality</i> |
| 10. audience segmentation | j. <i>a pay per view service</i> |

Complete the text with the best word for each space

Twenty years ago, Silvio Berlusconi declared that Italian football clubs should scrap expensive tickets and allow _____ in free of charge. As a billionaire _____ mogul and _____ of one of the world's biggest teams, the future prime _____ of Italy was uniquely qualified to suggest radical changes to a game that was about to be transformed by the television _____. Italian sides had just received huge cash payments from _____ companies, money they would use to buy the world's best players and _____ what was then the most successful league in Europe. Berlusconi, like other _____, realised that rows of empty seats look bad on TV and that teams roared on by passionate fans in packed stadiums make a more compelling _____ for television _____.

television
proprietor
fans
minister
viewers

broadcasters
media
finance
age
spectacle



Correct the ten mistakes in this short text

Berlusconi did see that there was going be a dramatic shift in power away from paying fans and towards armchair viewers. The 'real' fans had of the passion; the consumers had the money. The amount money coming into football from TV was unprecedented. It started with the development of the satellite television, and has coincided with Berlusconi himself buy the original 'dream team' of modern European football, the Milan side that featured Gullit, Rijkaard and van Basten. Although grounds is better now, as is the standard of a football in many cases, ticket prices have gone up along with the cost of watching games on TV, pricing plenty of supporter out of the market and infuriating many disgruntled fans.

Match the words and the definitions

- | | |
|-------------------------------|--|
| 1. public service broadcaster | a. peak viewing time in the evening |
| 2. commercial broadcaster | b. the filming of a television programme |
| 3. prime time | c. the opening credits of a TV show |
| 4. watershed | d. private television such as Mediaset |
| 5. pre-production | e. time when programmes that may not be suitable for children may be broadcast |
| 6. production | f. an innovation that changes the sector |
| 7. post production | g. the combination of different media |
| 8. title sequence | h. state television such as the BBC |
| 9. convergence | i. the editing of a television programme |
| 10. disruptive technology | j. the planning of a television programme |

Choose the best word to complete the sentences

1. Rupert Murdoch is still the world's leading *medium* / *media* mogul.
2. Big Brother is a hit TV *show* / *spectacular*.
3. A couch *potato* / *vegetable* is someone who watches TV all day.
4. Commentators are known as talking *mouths* / *heads*.
5. What Not To Wear is a popular make *new* / *over* show.
6. Friends was a famous *sit* / *stand* com.
7. The percentage of viewers a channel has is their audience *divide* / *share*.
8. TV is commonly known as the *box* / *square*.

Streaming TV



What do you think?

1. Do you ever watch TV or movies on your computer?
2. What are the advantages and disadvantages? Do you prefer traditional TV?
3. If you really wanted to see a film would you download it or get it on DVD?

Correct the mistakes

1. Watching TV over the web can be a simple business.
2. Torrent sites are usually legal.
3. The Internet is set up to deliver high resolution video.
4. YouTube has been asked to add copyright content.
5. Eighteen people watch Desperate Housewives in the US.

True or false?

1. Streamed video is usually saved to watch again.
2. Most of the increase in Internet traffic is due to video.
3. Broadcasters do not stream entire seasons of TV shows.
4. It is easier to download TV shows legally.
5. Streaming TV is not yet a mainstream proposition.

Choose the best answer

1. If you want to watch content immediately the best solution is
 - a. downloading
 - b. streaming
 - c. both
2. If you want to watch content with better picture quality the best solution is
 - a. downloading
 - b. streaming
 - c. both
3. The percentage of bandwidth devoted to video in the future will be
 - a. 25%
 - b. 50%
 - c. 75%
4. The problem with streaming TV is
 - a. image quality
 - b. reliability issues
 - c. both
5. The company that broadcasts using the Internet's existing capabilities is
 - a. Babelgum
 - b. Livestation
 - c. Skinkers

Match the titles with the paragraphs

- a. The problems with streaming video.
- b. It's easier to break the law.
- c. Video will dominate growth in bandwidth.
- d. A minority interest, for the moment.
- e. Online viewing isn't easy.
- f. Business opportunities.
- g. Streaming content – but not from the creators.
- h. The difference between streaming and downloading.

In your opinion

1. Would you pay to watch a movie online?
2. How do you feel about illegal downloads? Are they really a problem?
3. Will a computer ever replace the TV in your living room?

Streaming TV

1. _____
Watching TV shows via the web can be a tricky business. Sure, you can download the latest episode of blockbuster programmes hours after their first transmission via torrent sites. Unfortunately this is normally illegal. Apple's iTunes and some broadcasters allow users to pay to download content, but downloading can be slow.

2. _____
What if you want to watch a TV show immediately, when the urge takes you? While downloading means an entire file has to be transferred before it can be used, streaming sends a continuous flow of data, meaning it can be viewed before the whole file has been received. A streamed file will often open in a matter of seconds, whereas downloading can of course take much longer. However, streamed files typically do not remain saved on your hard drive.

3. _____
There are however a couple of drawbacks. Reliability is one: there are few things more frustrating than watching streamed content and then losing the stream. And if you can achieve a decent streaming rate there is still the issue of image quality. Most streamed TV shows do not exactly give HDTV a run for its money.

4. _____
"The Internet really isn't set up to deliver high resolution video, and so it needs assistance, help and support to enable it to do so," said Phill Robinson of CacheLogic. "There are basically two exabytes of traffic that flow over the Internet, and that's going to rise and quadruple over the years to eight exabytes. That's a huge volume of data that's going to be shipped over the Internet, and the reason is the delivery of video."

5. _____
Major broadcasters around the world have adopted streaming as a method of viewing limited amounts of content on their websites. But with just a few web searches it is fairly easy to find and watch hit TV shows via streaming. In many cases entire seasons are available to view on-demand. The problem is, they are rarely available from the sources that actually own these shows. While sites like YouTube have publicly been forced to remove copyright content, a host of smaller, below the radar sites provide links to streamed TV shows. While the sites themselves do not host any of the programmes, they instantly direct users to sites that do.

6. _____
Mr Robinson explains that "you can quite easily get illegal content onto your PC, but it's more difficult to get legitimate content onto your PC. With illegal content there is no quality of service, the actual resolution of the videos is quite poor.

"Eighteen million people watch Desperate Housewives every week in the United States. If we were to encode that at a high quality resolution for those 18 million people to watch it over the web, it would require us to triple or quadruple the current capabilities of the Internet."

7. _____
Recognising the opportunities offered by streaming and P2P, a host of new media outfits have sprung up, each with a different approach to conquering this new video frontier. Babelgum use very simple traditional web connectivity, narrowband, to deliver niche content. LiveStation on the other hand plan to use broadband to stream news, sporting and

entertainment events to computers as they happen.

8. _____
"I think that people will consume content on the IP platform the moment that the quality of the user experience is good enough," said Matteo Berlucci, CEO of Skinkers. "The biggest challenge that we are facing is that the Internet infrastructure was not originally designed to support video, you have a lot of bottle necks. But it will take some time for that to be resolved." While resolution and reliability issues surround streamed TV, for the moment its widespread appeal remains limited.

from BBC World



QUESTION FORMS

Questions with the verb *to be* invert the subject and verb

Statement:
She is a secretary

Question:
Is she a secretary?

Other verbs need help. Use the auxiliary *do / does*

Statement:
They live in a flat
He works in a bank

Question:
Do they live in a flat?
Does he work in a bank?

Remember the word order - *Question, Auxiliary, Subject, Infinitive* (QASI)

Question	Auxiliary	Subject	Infinitive
	Do	you	smoke?
	Does	he	play tennis?
Where	does	she	work?
What	do	they	do?
What languages	does	John	speak?
What time	does	the bank	open?

Negative form

subject + form of *to be* + not

I am not./I'm not
She's not./She isn't

subject + *do / does* + not / + verb

I do not/don't come
She does not/doesn't come

Write do, does, don't or doesn't in the following spaces

Example: Do you enjoy your English lessons? Yes, I do.

1. _____ he drive to Washington every day?
No, he _____. He drives there two times a week.
2. _____ the class meet on the third floor?
Yes, it _____.
3. _____ you like New York?
No, I _____, I hate it.
4. _____ you speak French well?
Yes, we _____, quite well.
5. _____ they sell newspapers there?
Yes, they _____.
6. When _____ the store open?
At 9:00.
7. Where _____ you come from?
I come from America.
8. Where _____ your parents come from?
They come from Italy, but unfortunately, I _____ speak Italian at all.

Write the questions to ask a friend using the verbs in the box (remember QASI):

play read watch live drive like

1. Where _____ ? (example: Where do you live)
2. What magazines _____ ?
3. What car _____ ?
4. What TV programmes _____ ?
5. What sports _____ ?
6. What kind of films _____ ?

Only four questions are correct. Correct the mistakes

1. Have you a shower every morning?
2. Do you listen to the radio in the morning?
3. What time you go downstairs?
4. Why do you likes the weekend?
5. When do your friends get up?
6. Does Christine get up first at the weekend?
7. Do Sam listen to the radio?
8. What programme she watches?
9. How does Colin get to university?
10. Does he often misses the bus?

Complete with the question words and then ask a partner

<i>how often</i> <i>what time</i> <i>where</i> <i>when</i> <i>how much</i> <i>how many</i> <i>which</i> <i>what kind</i> <i>why</i> <i>what</i> <i>who</i>

1. Where do you live?
2. _____ do you live with?
3. _____ of music do you like?
4. _____ do you get up in the morning?
5. _____ are you studying here?
6. _____ did you start learning English?
7. _____ do you go to the cinema?
8. _____ do you prefer: beer or wine?
9. _____ brothers and sisters have you got?
10. _____ tea and coffee do you drink a day?
11. _____ is the name of the Juventus captain?

Ask a partner these questions

Remember to answer *Yes, I do* or *No, I don't* to the first question.

If the first answer is *Yes, I do* then ask the second question.

If the answer is *No, I don't* then ask a new question.

Do you like music? What kind of music do you like?	Do you come from another region? Do you like living in Perugia?
Do you play any sports? What sports do you play?	Where do you live? Do you live with family or friends?
Do you have a car? What kind of car do you have?	Do you drink alcohol? What's your favourite drink?
Do you like reading? What do you read?	Do you go to the cinema? What kind of films do you like?
Do you cook? What's your speciality?	Do you like football? What's your team?
Do you read a newspaper? What newspaper do you read?	Do you play a musical instrument? What instrument do you play?
Do you watch TV? What programmes <i>don't</i> you like?	Do you have a boyfriend or girlfriend? Do you like the same types of music and movies?
Do you smoke? How many do you smoke a day?	Do you speak any other languages? What languages do you speak?
Do you go to discos? What discos do you go to?	Do you like coffee? How many cups do you drink a day?
Do you do anything at the weekend? What do you do at the weekend?	Do you know any good jokes? Can you tell a joke in English?