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TECHNOLOGY

Students' Corner

NOKIA, SKILLS, and DREAMS

NOKIA MOBILE TELECOMMUNICATIONS

Nokia is a name trusted for a good mobile phone. However, it did not start out as such. The company has done well over the years because Nokia has been able to adapt and dream. Nokia's history started with a wood pulp mill established in 1865. The turn of the century also saw the birth of two other companies, the Finnish Rubber Works and a wire and cable manufacturer. The period between and immediately after the two World Wars was dedicated to developing these businesses. New products were developed in all industries. The use of modern production methods meant that the products provided a feasible Finnish alternative for other industries. As Nokia was approaching the 90s, it strived to radically cut down

its number of different businesses. The task proved to be challenging. In 1994, Nokia created a new strategy: leave old businesses and focus increasingly on telecommunications. Today Nokia is the world leader in mobile communication!

SKILLS

Imagine the changes that have occurred in the last 100 years. Imagine what will happen in the next 100. What skills do you think you will need to enter the workforce and keep your position in an ever-changing job market?

DREAMS

Describe in writing a piece of technology that you would like. It might be a notebook computer, car, phone, MP3 player, or television. Or it might be something not yet created that you think would be really cool. Describe the item and why you think it would be nice to own.

Technology and Communication

The twentieth century was one of great invention and innovation. The technology we have today was only science fiction in recent history. The use of television, mobile phones, and computers has brought comfort, communication, and information readily into our lives. As a traveler, worker, or companion in an English-speaking environment the vocabulary words of our electronic world are essential to fluency.

Technology is a general term for the processes by which human beings fashion tools and machines to increase their control and understanding of the material environment.

A **computer** is a machine that performs tasks, such as calculations or electronic communication, under the control of a set of instructions called a program. Programs are usually stored within the computer and are found and processed by the computer's electronics.

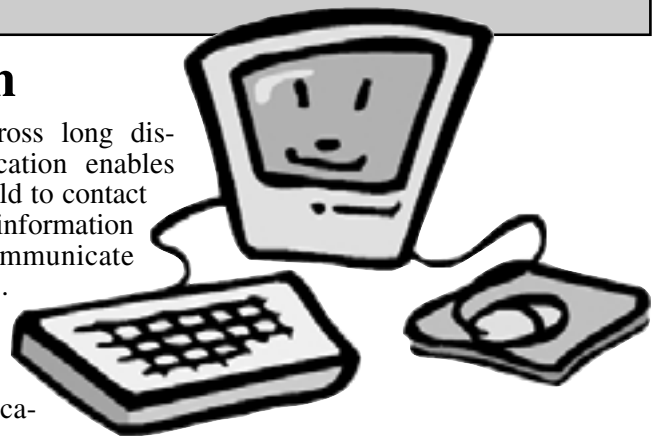
Telecommunications are machines and systems that transmit electronic

or optical signals across long distances. Telecommunication enables people around the world to contact one another, to access information instantly, and to communicate from remote areas. Telephones, computers, and mobile phones are all examples of telecommunications.

The **Internet** is a computer-based global information system. The Internet has made it possible for people all over the world to communicate with one another effectively and inexpensively. Unlike traditional broadcasting media, such as radio and television, the Internet does not have a centralized distribution system. Instead, an individual who has Internet access can communicate directly with anyone else on the Internet, make information available to others, and find information provided by others. This system of information is often called the World Wide

Web, also known as The Web, and abbreviated with WWW.

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer helped prepare for this incredible blending of technology. The Internet was invented one step at a time by researchers in the US who wanted to access and share information easily. Originally sponsored by the US government, the Internet became a private business and began to flourish as it entered people's homes.



Personal Conversation: Introductions

In addition to the questions and answers that are traditional to conversationsuch as

What is your name?

Where are you from?

How old are you?

New basic questions and answers are necessary in our technological world. (Words within quotes should be read as a whole.)

1. What is your e-mail address?

Do you know how to answer this in English?

Here is the e-mail address:

foundation@praguepost.com

Here is how to read and pronounce it: **“foundation” at “Praguepost” dot com**

The symbol @ is pronounced as the word at.

2. A mobile phone is often referred to as a cell phone or cellular phone.

Do you have a mobile?

What is your cell number?



It is preferable to say each number, one at a time

Here is the phone number:

296-334-463

Here is how to read and pronounce it: **Two nine six -pause- three three**

four -pause- four six three

NOT two-hundred ninety six – three-hundred thirty four – four-hundred sixty three

3. Where can that be found on the web?

Here is the website:

www.praguepost.com

Here is how to read and pronounce it: **dubya dubya dubya dot “praguepost” dot com**

Inside American English (and politics) - Dubya!

The fourth to last letter in the English language is the letter W. Better known as double u, because of its formation from two of the letter u – hence double u. However, in spoken American English it is better known as dubya. Interestingly, the current President of the US is George Walker Bush. His father, a former American President, is George Herbert Walker Bush. So it is George W. Bush and George H.W. Bush. To tell the difference between the two, TV or radio personalities often refer to the current President by his middle initial – however only in everyday English – Dubya.

Idioms

The following idioms are often used with technological words and in connection with electronic communication:

drop someone a line: write to someone.

be all ears: be eager to hear what someone has to say.

get one's wires crossed: be confused or mistaken about something.

junk mail: unsolicited mail (usually advertisements for something you're not interested in).

keep/stay in touch (with someone): remain informed (about someone) / in contact (with someone) by writing, calling, sending e-mail, etc. on a regular basis.

savvy: knowledgeable about something.

state of the art: using the latest technology.

Fill in the blanks with the appropriate idiom:

- Junk mail
- Get wires crossed
- Keep (or stay) in touch
- State of the art
- Savvy
- Drop a line
- All ears

1. “If you're having problems with your hard disk, talk to Jim. He's very computer _____.”

2. “I haven't written to my parents for a long time. I'd better drop them _____ today or tomorrow.”

3. A: “Bill said there was a meeting this morning. Don't we have one?”

B: “No, the meeting's tomorrow. I guess Bill got his _____.”

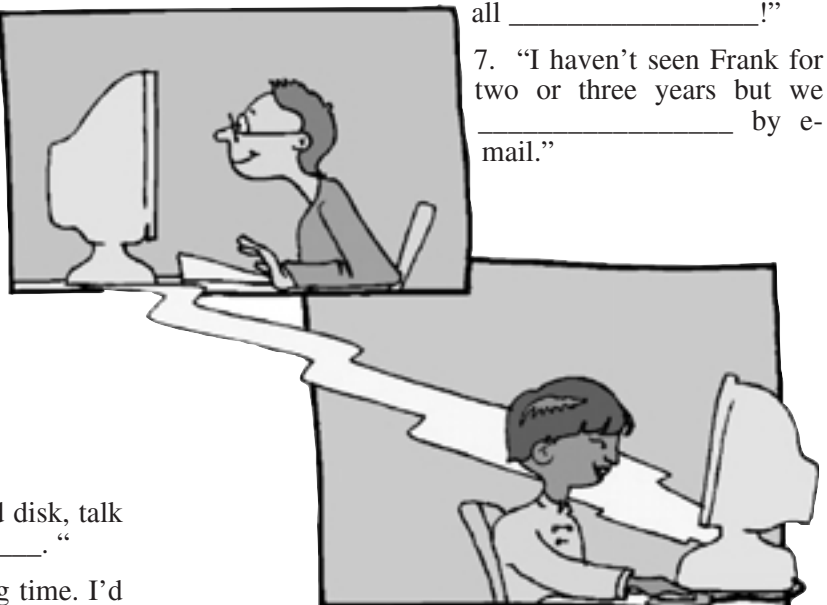
4. “I didn't have any letters today – only _____.”

5. “The company is very proud of the equipment in its computer room. It's _____.”

6. A: “I just got an e-mail message from our old friend Sally.”

B: “Tell me what she said. I'm all _____!”

7. “I haven't seen Frank for two or three years but we _____ by e-mail.”



Correct answers:
1.e, 2.f, 3.b, 4.a, 5.d, 6.g, 7.c

Want to know the power, money and potential of technology?

Bill Gates



William (Bill) H. Gates is chairman and chief software architect of the Microsoft Corporation, the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft had revenues of US\$32.19 billion for the fiscal year ending June 2003, and employs more than 54,000 people in 85 countries and regions. Giving is also important to Gates. He and his wife, Melinda, have endowed a foundation with more than \$24 billion to support philanthropic initiatives in the areas of global health and learning, with the hope that as we move into the 21st century, advances in these critical areas will be available for all people. To date, the Bill and Melinda Gates Foundation has committed more than \$3.2 billion to organizations working in global health; more than \$2 billion to

improve learning opportunities, including the Gates Library Initiative to bring computers, Internet Access and training to public libraries in low-income communities in the United States and Canada; more than \$477 million to community projects in the area of the US near Seattle; and more than \$488 million to special projects and annual giving campaigns.

NOTE: Multiply American dollars times 25 to get the Czech Crown equivalent.

For the Teachers: WEBSITES

If you and/or your class have access to the Internet the resources are boundless. Here are a few that have proven to be very helpful:

ESL:

One of the best websites for ESL teachers is Dave's ESL Café: www.eslcafe.com.

Another helpful site is www.tesol.org for Teachers of English to Speakers of Other Languages. It has access to workshops, conferences, research, and lesson planning ideas.

Search Engines:

For general searches for information Google is fantastic. It can be found at www.google.com and you can filter your search for pictures, multimedia, and language. It can also be found in Czech at www.google.cz.

Reading and Critical Thinking:

The International Reading Association can be found at www.ira.org. They have an entire area dedicated to advancing Critical Thinking in former Communist countries. Many of the online articles focus on teaching English as a second language.

Another great site is Read Write Think at:

www.readwritethink.org.

It has many lessons for non-native speakers of English.



E

Add the letter **e** to the front of anything and you change its meaning to electronic. E-mail is electronic mail. An evite is an invitation sent electronically (www.evite.com). An eticket is an electronic ticket, a plane ticket purchased without any paper format. Only an identification and credit card are needed to pick it up at the airport.

Vocabulary

Innovation	inovace, změna
Web site	webová stránka
Sector	sektor, odvětví
Paperwork	administrativa
Viable	realizovatelný
Cumbersome	těžký, těžkopádný
Investor	investor, vkladatel
Tentative	předběžný, nejistý
Gross Domestic Product (GDP)	hrubý domácí produkt (HDP)

“Targeting Tech: Foreign investment activities shifting from industry to technology and services”

The Prague Post, December 24, 2003, Page A12
<http://www.praguepost.com/P03/2003/BF/1223/banking1.php>

Technology is just one of the areas that will be expanding within the Czech economy. With entry into the European Union and current foreign investment levels, the future of this sector in the Czech Republic seems strong.

Right There – These questions can be answered directly from the reading:

1. True or False – The Czech Republic leads the rest of the region in foreign investment.
2. What is a Greenfield project?
3. International companies employ _____ worker.
 - a. Every 10th
 - b. Every other
 - c. Every third
 - d. Only a good
4. True or False – The presence of a larger company as a business partner will not persuade smaller ones to establish a presence in the country.

On Your Own – These questions ask you to use the information from the article to respond with your own thoughts:



1. What are the 2 main sectors for investor growth?
 - A.
 - B.

Do you see a part of your future or the future of the Czech Republic with these sectors or do you have a different vision? Explain your answer.
2. What are the three reasons that foreign companies are attracted to the Czech Republic?
 - A.
 - B.
 - C.

Do you think these reasons reflect well on the Czech Republic? Do you want to see more foreign investment in the Czech Republic?

“Cyber State: E-government project aims to connect branches electronically, streamline administration.”

The Prague Post, January 7, 2004, Page A12
<http://www.praguepost.com/P03/2004/TT/0108/tt1.php>

Many businesses and governments have elected to go “paperless”. They communicate and send correspondence only by using computers. This helps coordinate communication and reduces the amount of paper that is wasted.

Directions: After reading the article, complete the following table using short phrases or single words from the reading.

Reasons that the e-government project was created	What the e-government project includes	Benefits of the e-government project
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.

Written by Nancy Ann Baker for the Prague Post Endowment Fund.

Sources:

- <http://www.isoc.org>
- <http://encarta.msn.com>
- <http://www.microsoft.com>
- <http://www.nokia.com>

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