

Total English

Intermediate



Speaking

1. Discuss these questions.

- 1 When was the last time you searched for something on the Internet?
- 2 What did you search for and why?
- 3 Did you find what you were looking for? How long did it take?
- 4 Did you use Google or a different search engine? Why?

Reading

2. Read the article about Google below and answer this question: Which of these titles (A, B or C) do you think would be the best title for the text and why?

- A. After ten years, Google changes direction
- B. Google celebrates ten years of commercial success
- C. After a successful ten years, what's next for Google?



Copyright © 2008 Pearson Education.
All rights reserved. www.longman.com/totalenglish/



Total English

Intermediate

Ten years ago this month, two students at Stanford University in California started up a small company called Google – a very odd-sounding name at the time. Ten years on, those two students, Larry Page and Sergey Brin are billionaires. And the name Google is now far from odd; in fact, it is recognised the world over. It has even made its way into our dictionaries; we don't 'search for something on the internet' anymore, we 'google it'.

When it all started back in 1998, Larry and Sergey already had huge visions for their project and decided on the name to Google; the word 'googol' means 10^{100} (pronounced 'ten to the hundredth', or 'ten to the power of hundred') and this seemed to fit well with their massive goal of building a very large-scale search engine. The two friends have certainly reached their aim of achieving something huge. In just one quarter of this year, their profits exceeded \$1.25 billion.

So, what is the secret of Google's success? Apart from their desire to make money and their use of innovative and clever technology, one of the things which drives the company is their commitment to people. One of Google's big money-spinners, for example, is 'AdWords'. The company sells advertising space not to the highest bidder but to the most relevant advertiser, making Google users happy, and creating more 'click-throughs' to the websites of advertisers, making them happy too.

In celebration of their tenth birthday, Google have just launched Project 10^{100} continuing with their overall philosophy of promoting happiness. As they say at Google, "Never in history have so many people had so much information, so many tools at their disposal, so many ways of making good ideas come to life... In the midst of this, new studies are reinforcing the simple wisdom that beyond a certain very basic level of material wealth, the only thing that increases individual happiness over time is helping other people." The thinking is that both sides benefit: the person helping and the person they help.

Project 10^{100} is a call for ideas to change the world by helping as many people as possible, in any way, and Google has committed \$10 million to fund the launch of up to five winning ideas. The deadline for submitting ideas is October 2008, and then, in January 2009, the public will get the chance to vote for 20 semi-finalists. Ideas will be considered in various categories, (for example, community, energy, education, shelter) and the winning ideas will be those who help the most people in the most profound way. So, although money may provide a jump-start, the idea itself is the thing, which seems like a fitting way to celebrate the tenth birthday of a company dedicated to people (which has also made a lot of money on the way!)



Total English

Intermediate

3. Read the text again and explain what each of these extracts means in the context of the article.

- 1 ... the name Google is now far from odd ... (paragraph 1)
- 2 ... already had huge visions for their project ... (paragraph 2)
- 3 ... this seemed to fit well with their massive goal ... (paragraph 2)
- 4 ... one of the things which drives the company ... (paragraph 3)
- 5 ... not to the highest bidder but to the most relevant advertiser ... (paragraph 3)
- 6 ... continuing with their overall philosophy ... (paragraph 4)
- 7 ... The thinking is that both sides benefit ... (paragraph 4)
- 8 ... to fund the launch of up to five winning ideas ... (paragraph 5)
- 9 ... which seems like a fitting way to celebrate ... (paragraph 5)

Vocabulary: word formation

4. Complete the table below with the correct words, using the text to help you if necessary.

Adjective	Noun	Verb
suc'cessful	1 _____	suc'ceed
2 _____	inno'vation	'innovate
co'mmitted	3 _____	co'mmit
4 _____	ad'vertisement	'advertise
cele'bratory	5 _____	'celebrate
pro'motional	pro'motion	6 _____
'happy	7 _____	-
'wise	8 _____	-
'wealthy	9 _____	-
10 _____	dedi'cation	'dedicate

5. Look at the way the main stress is marked on the words in the table. Mark the main stress on the words you have written in the table, using a dictionary to help you.

Total English

Intermediate

**6. Complete the text by changing the word in brackets to form the correct word.
(Some of the words are from the table in exercise 4 and some are not.)**

One Laptop Per Child (or OLPC) was founded by Nicholas Negroponte and a group of talented people who have complete (1) _____ (dedicate) to their project. Their idea is to provide every child in the developing world with his or her own laptop.

OLPC is a non-profit (2) _____ (organise) which is not primarily a technology-driven company, more an (3) _____ (educate) one. Most of the two billion children in the developing world are inadequately educated. OLPC is (4) _____ (commit) to allowing every child, in even the most remote regions of the globe, to be exposed to a whole world of ideas and to be given the opportunity to learn to learn.

In a major (5) _____ (advertise) campaign for their product, in November 2007, OLPC started a 'Give 1 Get 1' (G1G1) programme, which meant that people could buy two laptops for \$298, donating one of them to a child in a developing country. However, although many people expressed an interest in the idea, the scheme was not as (6) _____ (succeed) as they hoped, due to problems with production and (7) _____ (deliver) of the laptops.

This month, OLPC has signed a new (8) _____ (promote) scheme with Amazon to try again to sell its low-cost laptops. Under this new G1G1 programme people can again buy one laptop for themselves and make a (9) _____ (donate) of the other to a child in a developing nation. Prices are even lower now, and OLPC hopes that soon they may reach their (10) _____ (originate) ideal of producing a computer that costs less than \$100.



Total English

Intermediate

Speaking

7. Discuss these questions.

- 1 Which three of the things below do you do most? Why?
- 2 Which one have you never done? Would you like to? Why / why not?

- search for information on the net
- send and receive email
- create a Word document
- create an Excel spreadsheet
- use eBay or other shopping sites
- store and edit photos
- watch or post a video on YouTube
- write or read a blog
- create your own personal webpage
- use Facebook or MySpace
- use chatrooms or discussion forums
- use Google Earth
- use an online learning package

8. Now work in small groups and discuss these questions.

1 The text says: *“Beyond a certain very basic level of material wealth, the only thing that increases individual happiness over time is helping other people.”*

How true do you think this is? Give reasons. How far does everyone in your group agree?

2 The text also says: *“Project 10¹⁰⁰ is a call for ideas to change the world by helping as many people as possible, in any way, and the winning ideas will be those who help the most people in the most profound way.”*

Working in a group, can you think of an idea which you could submit? Make brief notes about your idea and the rationale behind it.

3 Tell other people in the class about your idea and its rationale. Then vote on the best idea in the whole class.



Copyright © 2008 Pearson Education.
All rights reserved. www.longman.com/totalenglish/



Total English

Intermediate

Answers:

Reading

2

C is the best title (Not A, because the article is talking about their 'continuing philosophy' not a 'change of direction'; and not B, because the article is not just talking about their 'commercial success')

3

1 When the company started Google was an odd name, but now it is recognised the world over

2 Even at the start of their company, Larry and Sergey wanted their company to be very big and important world-wide

3 They wanted a name that would reflect their ideas for a huge company

4 Something that keeps the company going in the direction they want it to go, is their ideas about people (as well as money and technology)

5 They sell their advertising space to the company which fits best, not necessarily to the one who will pay the most

6 Their new Project 10¹⁰⁰ is based on the same ideas they've had for the last 10 years of the company

7 Recent research has shown that when someone helps someone else, both of them are happier

8 Google has pledged \$10million to pay for the five winning ideas to get started

9 They believe the project is a good way to celebrate because it is about good ideas and people's happiness which is what the company itself also aims to be about

Vocabulary: word formation

4 and 5

1 suc'cess

2 'innovative

3 co'mmitment

4 'advertising

5 cele'bration

6 pro'mote

7 'happiness

8 'wisdom

9 'wealth

10 'dedicated

6

1 dedication 2 organisation 3 educational 4 committed 5 advertising 6 successful 7 delivery 8 promotional 9 donation 10 original



Total English

Intermediate



Copyright © 2008 Pearson Education.
All rights reserved. www.longman.com/totalenglish/

