

Module 5
Lesson 3

**The Internet and E-Mail
Language**



32. Answer the following questions.

- 1) How has the new technology affected the English language?
- 2) Can you give examples of the English language change?
- 3) How often do you use emoticons and acronyms in your e-mails? Could you name some of them?
- 4) What do you think the word *weblish* means?

33. Read the text below and match these titles to the four paragraphs.

- a) The spread of American English
- b) A period of huge change for English
- c) Changing style and tone
- d) Changing words and meanings

Welcome to Weblish!

- (1) New technology always brings changes and new auditions to the language, but the telecommunications revolution of the last few years has caused some of the most rapid and widespread changes yet seen.
- (2) New words, such as *webcast*, are entering the language all the lime, to put a name to concepts that haven't existed before, and existing words are being used in a new way. For example, the words *access* and *text*, previously used only as nouns, are now commonly used as verbs in phrases such as *to access the Internet* and *to text someone*. Other words, such as *chat*, which used to mean 'casual verbal communication' but now means 'live e-mail communication', have taken on entire new meanings.
- (3) In addition, many of these English words, the most obvious being computer itself, have spread outside of the English-speaking world and become part of a global language of technology. Thanks to the influence of the American computer industry, users of British English have abandoned some British spellings in *favour* of their American equivalents, such as *program* instead of *programme* and *disk* instead of *disc*.
- (4) Finally, the style and tone of the language itself is changing. Although they are written forms of communication, the immediacy of e-mails and text messages means that their language is usually much more informal than a letter would be, even in a business context. And, to the concern of many people, spelling and punctuation are becoming much more unconventional.

34. Match the words to their synonyms.

1.	accomplish (v)	a)	change (v)
2.	suitable (adj)	b)	decrease (v)
3.	modify (v)	c)	appropriate (adj)
4.	reduce (v)	d)	approach (n)
5.	retrieve (v)	e)	carry out (v)
6.	component (n)	f)	use (n)

7.	transfer (n)	g)	capability (n)
8.	throwaway (adj)	h)	constituent (n)
9.	application (n)	i)	delivery (n)
10	capacity (n)	j)	disposable (adj)
11	technique (n)	k)	recover (v)

35. Make up sentences using the following words.

- 1) devices, computing, plastic, could, Flexible, replace, chips, in, expensive, processor, silicon.
- 2) electronics, cheap, The, could, result, throwaway, almost, be.
- 3) critical, one, another, issue, is, to, convert, type, A, from, information, to, how.
- 4) developing, researchers, the, reported, 2011, first, chip, European, computer, plastic, in, flexible.
- 5) components, could, Such, be, more, printing, made, cheaply, by, processors, the, organic.
- 6) was, Creating, made, a, from, plastic, a, challenge, transistors, processor.
- 7) gas, imagine, an, can, around, gas, sensor, organic, wrapped, You, a, pipe.
- 8) LCDs, stylish, also, be, can, to, Flexible, used, devices, produce, wearable.

36. Match the following words to their definitions.

1	circuit (n)	a)	something that is different from something else, especially from what is usual, and offering the possibility of choice
2	emission (n)	b)	involving competition
3	insulator (n)	c)	the putting and keeping of things in a special place for use in the future
4	storage (n)	d)	being the only existing one of its type or, more generally, unusual, or special in some way
5	alternative (n)	e)	a closed system of wires or pipes through which electricity or liquid can flow
6	competitive (adj)	f)	lasting a short time
7	interactive (adj)	g)	a material or covering that electricity, heat, or sound cannot go through
8	short-term (adj)	h)	involving communication between people
9	unique (adj)	i)	existing or happening now
10	contemporary (adj)	j)	the act of sending out gas, heat, light, etc.

37. Read the following text and translate it using the Internet resource

<http://lingualeo.com/ru/jungle/the-language-of-e-mail-387682#/page/1>

The Language of E-Mail

E-mail is the simplest and most immediate function of the Internet for many people. Run through a list of questions that new e-mail users ask most and some snappy answers to them.

What is electronic mail? Electronic mail, or e-mail as it's normally shortened to, is just a message that is composed, sent and read electronically. With regular mail you write out your message (letter, postcard, whatever) and drop it off at the post office. The postal service then delivers the message and the recipient reads it. E-mail operates basically the same way except that everything happens electronically. You compose your message using e-mail software, send it over the lines that connect the Internet's networks, and the recipient uses an e-mail program to read the message.

How does e-mail know to get where it's going? Everybody who's connected to the Internet is assigned a unique e-mail address. In a way, this address is a lot like the address of your house or apartment because it tells everyone else your exact location on the Net. So anyone who wants to send you an e-mail message just tells the e-mail program the appropriate address and runs the Send command. The Internet takes over from there and makes sure the missive arrives safely.

What's this netiquette stuff I keep hearing about? The Net is a huge, unwieldy mass with no "powers-that-be" that can dictate content or standards. This is, for the most part, a good thing because it means there's no censorship and no one can wield authority arbitrarily. To prevent this organized chaos from descending into mere anarchy, however, a set of guidelines has been put together over the years. These guidelines are known collectively as netiquette (network etiquette) and they offer suggestions on the correct way to interact with the Internet's denizens. To give you a taste of netiquette, here are some highlights to consider.

- 1) Keep your message brief and to the point and make sure you clear up any spelling slips or grammatical gaffes before shipping it out.
- 2) Make sure the Subject lines of your message are detailed enough so they explain what your message is all about.
- 3) Don't SHOUT by writing your missives entirely in uppercase letters.
- 4) Don't bother other people by sending them test messages.

If you must test a program, send a message to yourself.

What's a flame? The vast majority of e-mail correspondence is civil and courteous, but with millions of participants all over the world, it's inevitable that some folks will rub other the wrong way. When this happens, the combatants may exchange emotionally charged, caustic, often obscene messages called flames. When enough of these messages exchanges hands, an out-and-out flame war develops. These usually burn themselves out after a while, and then the participants can get back to more interesting things.

Is e-mail secure? In a word, no. The Net's open architecture allows programmers to write interesting and useful new Internet services, but it also allows unscrupulous snoops to lurk where they don't belong. In particular, the e-mail system has two problems: it's not that hard for someone else to read your e-mail, and it's fairly easy to forge an e-mail address. If security is a must for you, then you'll want to create an industrial strength password for your home directory, use encryption for your most sensitive messages, and use an anonymous remailer when you want to send something incognito.

38. Skim the text above and answer the following questions.

- 1) What major problems are there with the e-mail? Are they opinions or facts? Would it be a problem for you?
- 2) What do you think is the reason for the various bits of netiquette which are mentioned?
- 3) Find at least five examples of a very colloquial and chatty style used in the text. Why are they used?
- 4) For which of the following types of writing is it necessary to be brief?

instructions, love letters, news reports, business proposals, faxes, adverts, insurance claims, curriculum vitae, short stories, scientific reports, e-mail, poems.

39. Write a summary of the text. Include only the information, ignore any extra remarks. Write in a neutral rather than an informal style.

40. E-mail messages usually have the following format:

To: (Name and e-mail address of a recipient)

From: (Name and e-mail address of a sender)

Subject: (Identification of the main point of a message)

Here is an example of an e-mail address: smith@cup.ac.uk

Note that the symbol @ in an e-mail address is read *at* and that the full stops are read as *dot*. Thus, the example address would be read as *Smith at C U P dot U K*. The ac.uk in the example address tells you that the address is based at a university in the United Kingdom of Great Britain.

41. Practice to dictate your own e-mail address to other students in the class.

42. E-mailers make use of symbols called smileys (or emoticons) which can be written using standard letters and sigs:

- :-) Your basic smiley. This is used to mean *I'm happy*.
- ;-) Winking smiley. *I'm flirting or being ironic*.
- :-(Frowning smiley. *I did not like something*.
- :-| *I'm indifferent*.
- 8-) *I wear glasses*.
- :-{) *I have a moustache*.
- :-~) *I have a cold*.
- :^9 Licking the lips: *very tasty or delicious*.
- *:O) Clown face: *I'm feeling like a buffoon*.
- xxooxxoo Love, or hugs and kisses

43. Match these smileys to their meanings listed below:

- a) %-) b) (-: c) |-| d) :-Q e) :-@ f) :-D g) <:-| h) :-/ i) :-P

- 1) I'm a dunce.
- 2) I'm skeptical.
- 3) I'm a sleep.
- 4) I'm laughing.
- 5) I'm left-handed.
- 6) I'm screaming.
- 7) I'm smoking.
- 8) I'm sticking my tongue out at you.
- 9) I've been staring at this screen for too long.

44. The senders of text messages have invented a unique language of abbreviations. Here are some of the most common text message shortcuts:

N	shortcut	message	N	shortcut	message
1	CU	See you	8	TXT ME BAC	Text me back
2	GR8	great	9	U	you
3	L8R	later	10	UR	Your/you're
4	MSG	message	11	WAN2...?	Do you want to...?
5	NE	any-	12	Y?	Why?
6	R	are	13	2DAY	today
7	THX	thanks	14	2MORO	tomorrow

45. Read the text message below and rewrite it in full using Standard English.

HI LISA!
 WHAT R U DOING L8R 2DAY?
 WAN2 DO NETHING WITH US?
 OR MAYBE 2MORO? SEND ME A MSG.
 CU EMMA

46. Complete the following common abbreviated phrases frequently used by e-mailers:

1	AAMOF	as a m... of f...	9	FAQ	f... a... question(s)
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2	AFAIK	as f... as I k...	10	BTW	by t... w...
3	FYI	for you i...	11	LOL	la... o... loud
4	FYA	f... y... am...	12	OTOH	on the... o... h...
5	IMO	in my o...	13	CUL	s... you l...
6	IOW	in o... words	14	WYSIWYG	what y... see is w... y... g...
7	NRN	no r... necessary	15	RTM	read the m...
8	TTYL	talk to y... l...	16	TIA	t... in a...

47. Learn the new words and insert them in the gaps below.

blog (<i>web + log</i>)	a personal on-line diary or journal that anyone can access
cyberspace	the imaginary space through which Internet messages travel
dotcom	an Internet business
spam	unwanted e-mails sent to you by commercial companies
webcam (<i>web+camera</i>)	a video camera that can transmit images live over the Internet
webcast (<i>web+broadcast</i>)	a live television programme on the Internet, broadcast by a webcam

- 1) Did you know you can watch a live _____ of daily news 24 hours a day?
- 2) 'Did you get any interesting e-mails this morning?' 'No, just a lot of _____.'
- 3) My sister works for Web Systems in London — it's one of the new _____s.
- 4) They're putting up a _____ in the City Hall so they can broadcast the concert on the Internet.
- 5) Have you read this girl's _____ today? Some of her views are really extreme.
- 6) 'I've never received that e-mail you sent me.' 'Didn't you? It must have got lost in _____.'

48. Read the text below and tell the class about the importance of following e-mail etiquette rules when writing e-mails.

Most of your day to day communication at the university, both official and unofficial, will be done by e-mail. The simplicity of using e-mail technically should not distract you from the care that needs to be taken as you write. The most important thing to remember when you write an e-mail is to consider its impact on your reader. Think about why you are writing the e-mail and consider the tone and the way you express yourself. The more distant the relationship is between yourself and your reader, the more formal the tone and expression must be and the more carefully constructed your e-mail will have to be. In other words, you should follow e-mail etiquette rules. Otherwise, you may unintentionally give a poor impression of yourself to the reader. If you do this, you may fail to achieve your objective in writing the e-mail and your reputation may be damaged. Conversely, a well written e-mail will not only succeed in getting your message across but also create a good impression of you.

49. Write an e-mail message to your friend (on paper). Use an appropriate format and a chatty style. Try to use at least one smiley and some abbreviations.

Home assignment after Lesson 3:

1. Exs 39, 45, 46, 49.