

Unit 4 Lesson 3: On the Phone



A S D Listen and match the phone calls to the pictures. Write the number of each phone call in the correct box. There are two extra pictures.



B Now do Exercises A to C on page 51 of the Workbook.

© Mork in pairs. Create and role-play conversations from these situations. Take turns being Student A and Student B.

Student A: You want to buy the laptop computer in Picture C. Student B is selling it. Find out the make, price and age of the computer, and arrange a time to go and see it.

Student B: You want to sell the laptop computer in Picture C. Answer the questions and suggest a time for Student A to visit.

Student A: You have lost the sports bag in Picture E. Phone the sports club to see if you have left it there, and arrange a time to collect it.

Student B: You are the receptionist at a sports club. Answer Student A's questions.

Lesson 4: Searching the internet has changed!

A 👥 Work in pairs, Read the article quickly. Then, in your own words, tell your partner what it is about. Use the present perfect tense wherever possible.

The internet search engine Google has become so popular and widely known that the word 'Google' is used as a verb in its own right. We no longer say we're going to search for something; we say we'll Google it. There are few computer users who haven't Googled at one time or another. But where did it all begin?

Back in 1995, PhD students Larry Page and Sergey Brin met at Stanford University, USA. Page, searching for a thesis topic, decided to look in more depth at the "science" behind internet searches. It wasn't long before Brin joined Page in the study. Between them they developed an algorithm for **ranking** pages that appeared in search results. Their first search **algorithm**, established in 1996, was called 'BackRub'. It proved extremely popular, but Page and Brin felt that a result based on page rank would be even



They changed their algorithm so that the number of times one of the 'search words' appeared on the webpage would influence the order in which those pages appeared in the search result. This was the basis from which Google as we know it today has grown.

Google officially started in September, 1998 and has evolved into the world's most popular search engine. Initially, there were around 10,000 search requests a day. Since then, the numbers have **exploded**. Google now processes an average of over 40,000 search queries every second, which means they **handle** more than 3.5 billion searches per day and 1.2 trillion searches per year worldwide.

The company has expanded over the years, adding things like Google Images, Google Maps, Google News, and more. In addition, adverts have appeared on Google pages since 2000. The advertisements are triggered by key words in the search, so they are relevant to the topic the internet user is looking for. This move to include adverts has been very profitable for Google.

Today the Google company is in Mountain View, Silicon Valley, where it has been located since 2003. The site, called Googleplex employs around 20,000 staff (known as Googlers). Searching the internet is new very big business!

- Read the article again. Find the words in bold and work out the meaning from the context. Try not to use a dictionary.
- C Complete the sentences with ideas from the article. Then listen 😭 🛈 and compare your idea with the ideas you hear.

 - Google is now so ________

 Googleplex is such ______
 - 2 Google is such ______
- In my opinion, Googlers are
- Now do Exercises A to C on pages 52 and 53 of the Workbook.