

**Unit 7, Exercise 9**

File 18

**Partner B**

- ▲ = Advantage.
- ▼ = Disadvantage

*Small 'green' car*

- ▲ The company needs a car for the 'green' target group. These people are not interested in high-performance cars, but want a car that fits their lifestyle.
- ▼ Not enough people are really interested in the environment.

*Roadster*

- ▲ There is a lot of potential for exciting advertising.
- ▼ This is an expensive car with a very limited target group.
- ▼ It is noisy when you drive fast.

*SUV It can be green \**

- ▲ It is spacious and good for transporting things.
- ▼ Drivers seldom need the off-road functions.

**Unit 5, Exercise 6**

File 19

**Partner B**

Length - 4547 mm  
 Body width including mirrors - 1937 mm  
 Front overhang - 921 mm  
 Wheel base - 2650 mm

Ask about: boot height, height, body width, and rear overhang.

**Unit 8, Exercise 5**

File 20

**Group B**

- Your company is well-known for its sporty cars. A speed limit would limit personal freedom and the right to drive as fast as you want.
- If drivers can't drive really fast, why build powerful engines and aerodynamic cars?
- There are already enough rules and regulations.

**Unit 5, Exercise 10**

File 21

**Partner C - Production Department**

- Plastic parts are injection-moulded so we can get exactly the design we want.
- Lower weight is better for fuel consumption.
- The tools for making plastic parts are cheaper.
- Plastic has the same dent-resistant properties as steel.

**Unit 6, Exercise 6**

File 22

**Partner D - Director of Production**

- You believe there is no technical problem.
- The company should wait and see what happens.
- In a couple of weeks the newspapers will forget about the story.
- If the company recalls the cars and fits them with ESP, it's a sign that the company has made a mistake and more cases will be reported.

*\* -> there isn't not a lot of green SUV on the market*

## Test yourself!

See how much 'automobile' vocabulary you have learned.  
Use the clues to complete the crossword puzzle.

### Across

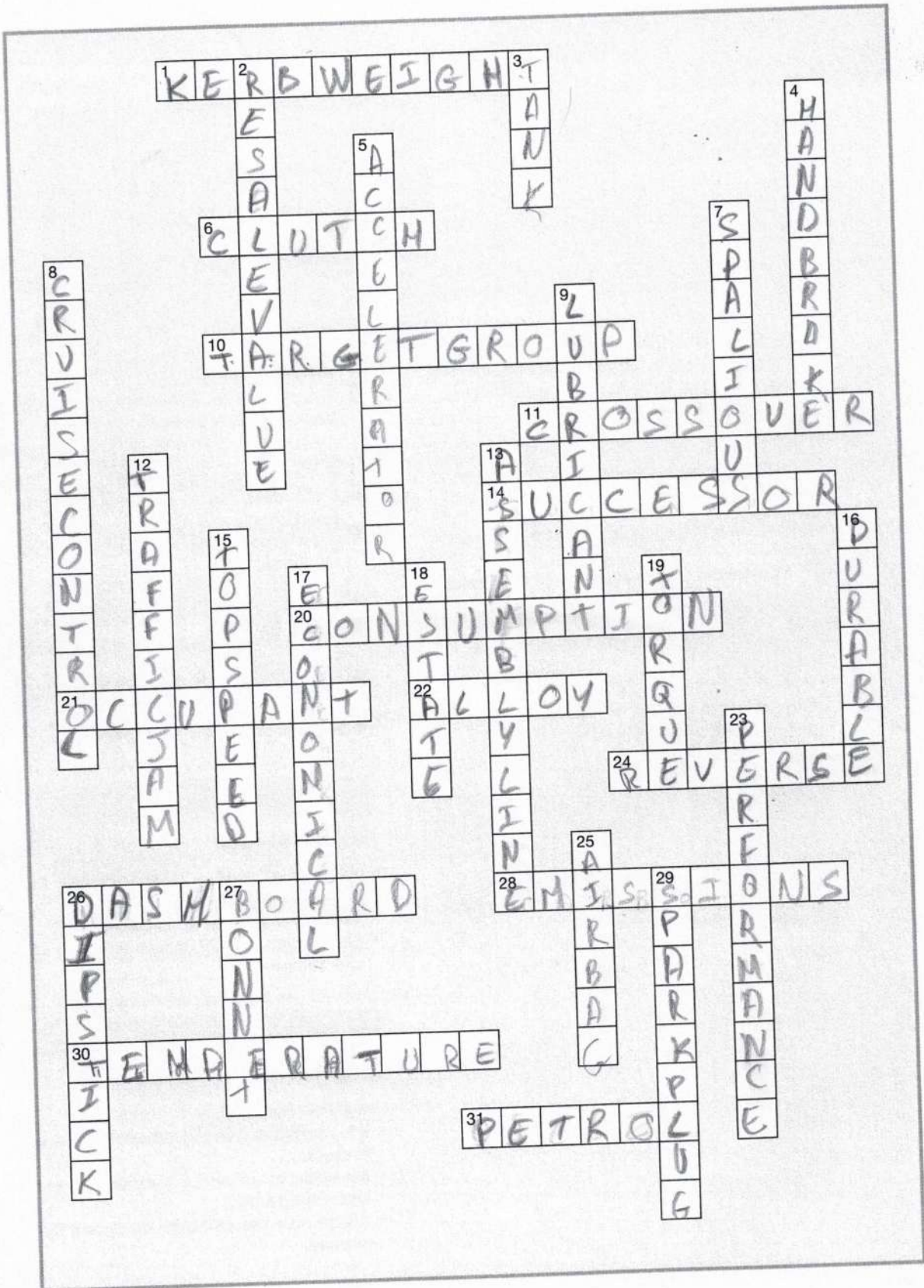
- 1 How much a car weighs when there are no passengers in it and with half a tank of fuel.  
(British English – 2 words – 4, 6)
- 6 You put your foot on this pedal when you change gears.
- 10 The marketing department wants these people to buy the car. (2 words – 6, 5)
- 11 SCEVOSRRO: A car which combines the features of an SUV, a MPV, and a saloon.
- 14 The next model.
- 20 How much petrol or diesel the car uses: *fuel* ... .
- 21 Another word for *passenger*.
- 22 A mixture of metals.
- 24 To drive backwards.
- 26 The instruments and other buttons are located here.
- 28 Gases, etc. that are sent out into the air (especially through the exhaust pipe).
- 30 This is found on the instrument panel and shows how hot the engine is: ... *gauge*.
- 31 A type of fuel; the BE word for *gas(oline)*.

### Down

- 2 How much your car is worth when you want to sell it. (2 words – 6, 5)
- 3 You fill this with petrol.
- 4 You operate this when you park the car.
- 5 This pedal makes the car go faster.
- 7 This means the car has a lot of room for passengers.
- 8 This regulates your speed so you don't have to put your foot on the accelerator.  
(2 words – 6, 7)
- 9 BCLIANUR: This protects moving parts in the engine and stops friction.
- 12 A long line of vehicles on a road that cannot move, or moves only very slowly. (2 words – 7, 3)
- 13 Cars are built on this. (2 words – 8, 4)
- 15 The fastest your car can go. (2 words – 3, 5) *SPEED*
- 16 This means the material lasts for a long time.
- 17 A car which doesn't use much fuel is this.
- 18 A car with a lot of space behind the back seats; the BE word for station wagon: ... *car*.
- 19 The rotational force generated by the engine.
- 23 The car's capacity to go fast or accelerate quickly.
- 25 This is inflated to protect you in an accident.
- 26 You measure the engine oil with this.
- 27 You open this to look at the engine.
- 29 This ignites the air/fuel mixture in the combustion chamber. (2 words – 5, 4)

TRAFFIC JUMP







**2 Find words and expressions in the text which match these definitions:**

- |  |                        |   |                        |
|--|------------------------|---|------------------------|
| 1 Spoken instructions to the car                                     | <i>voice command</i>   | 5 Congested roads                         | <i>traffic jam</i>     |
| 2 Possible problems  | <i>potential fault</i> | 6 A list of your appointments for the day | <i>schedule</i>        |
| 3 A recognition system which stops your car from hitting another car |                        | 7 Fines for driving too fast              | <i>speeding ticket</i> |
| 4 Slightly sleepy  | <i>you are drowsy</i>  | 8 People on foot                          | <i>pedestrians</i>     |

**3 Your boss sends you this email about the text on page 55. Write a reply.**

<b>From:</b>	chris.grindlay@newkar.com
<b>To:</b>	jolene.smythson@whatmobile.co.uk
<b>Subject:</b>	Your opinion
<b>Attachment:</b>	The Car of the Future.doc

Hi

I read the attached article as part of my preparation for the forthcoming strategy meeting. The problem is I know very little about new technology. I'd like to know what you think of it as you are more involved in this area. Can you read it and let me know your opinion? Do you think the predictions are accurate? How far away from this new technology are we?

Thanks for your help!

Chris

**4 Environmental awareness will become increasingly important in the future. How environmentally-conscious are you?**

Which people in the class do you think would answer 'yes' to the following statements? Ask them and see if you were right.

- 1 A car's fuel consumption is a key priority when I buy a car.
- 2 I consider the car's recyclability when I decide which new car to buy.
- 3 I would be prepared to take part in park & ride or car-sharing schemes.
- 4 I always find out if my car has been manufactured in a plant with an eco-audit.
- 5 Fuel should be highly taxed.
- 6 Introducing a speed limit on roads is a good idea.



**5** You work in the economic and environmental issues department of a major car manufacturer. You have heard that the government plans to introduce a speed limit on motorways in the future to come in line with the rest of Europe. You are meeting to discuss whether or not to support this measure.

**Group A** You are *for* introducing a speed limit. Brainstorm arguments in favour of the speed limit, then check the Partner File for more ideas.

**Group B** You are *against* introducing a speed limit. Brainstorm arguments against the speed limit, then check the Partner File for more ideas.

**PARTNER FILES** →

Group A File 8, p. 63  
Group B File 20, p. 65

AUDIO  
35-38

**6** Listen to four people speaking about the future of cars. Match the speakers with the topic of their presentation.



1 Eleonora Gentile



2 Uwe Schmidt



3 Pascal Callabat



4 Cathy Epton

- a the intelligent car of the future
- c new market possibilities in China

- b telematics
- d swivelling headlights

AUDIO  
35-38

**Now listen again and complete the sentences.**

- 1 The level of car \_\_\_\_\_ is expected to rise to 50 million by the end of this decade.
- 2 The solid line represents sales with the headlights as \_\_\_\_\_.
- 3 You may feel afraid of the new technology and the fact that the car will make decisions that \_\_\_\_\_ now make.
- 4 We are offering voice-activated \_\_\_\_\_, constant traffic monitoring and, of course, SOS assistance.

**Which speaker is:**

- 1 at the beginning of the presentation?
- 2 somewhere in the middle?
- 3 referring to a graph?
- 4 at the end of the presentation?

**Note phrases from the presentations that support your answer.**



- 1 Read the text about the car of the future. Which of the technical features described are already present in cars today, and which still have to be developed? Make a list.

# The car of the future

It is a cold winter morning but your car is waiting for you, warm and comfortable, at exactly the temperature you like. You open the door by pressing your finger against the lock and your car greets you with a friendly 'Hi, how are you?' You sit down and the computer reminds you of your schedule. You start the car. You now have a joystick, steering-by-wire, braking-by-wire. The old mechanical parts of the past are gone.

As you back out of your driveway, warning sensors warn you about objects and pedestrians in your way. Using voice commands you programme your route, check your emails and dictate answers, ask for local and international news, look up phone numbers, and play music.

The car also looks after your health. Sensors in your seat and armrest tell you your weight and blood pressure, while sensors in the dashboard notice if you are drowsy and vibrate the joystick to wake you.

Many of the old worries associated with driving are gone. Traffic jams don't happen

any more because your car automatically avoids crowded roads. Collision avoidance



sensors prevent accidents. Speeding tickets are also a thing of the past – sensors pick up signals from traffic signs and automatically adjust your speed or stop your car. And breaking down is no longer a problem. Your car diagnoses any potential faults or worn parts and warns you and the service station. When you arrive at the service station, the spare parts are already waiting for you.

Your car can even park itself. Just stop at any parking space (your car knows, of course, if parking is permitted here) and operate the automatic parking system. The car scans the size and shape of the available space and then reverses in.

Are these sentences about the text true  or false ?

- 1 You'll still need a key to open the car door.
- 2 You'll no longer have a steering wheel.
- 3 Sensors in the dashboard will measure your blood pressure.
- 4 You won't be able to fall asleep while driving.
- 5 You won't need to read traffic signs any more.
- 6 You'll still need good parking skills.





**5 Match the design vocabulary with the definitions.**

- |                   |   |
|-------------------|---|
| 1 successor       | 4a the last model   |
| 2 derivative      | 6b limited number of handmade cars with the necessary equipment and technology inside |
| 3 concept car     | 1c the next model   |
| 4 predecessor     | 7d a limited number of cars built on an assembly line to test tooling and parts       |
| 5 design freeze   | 2e a variation of the basic model   |
| 6 prototypes      | 5f the stage where no more design changes are possible                                |
| 7 pre-series cars |   |

a: 5  
b: 1

**Future trends**

**How future-oriented are you? Do this quiz and find out.**

**1 The car will be able to make more intelligent driving decisions than a human can.**

- a This is true and the result will be fewer accidents.
- b Surely there are times when people are more intelligent than machines.
- c Driving will be no fun if I can't think for myself.

**4 Joysticks will replace steering wheels.**

- a This is something new and sounds like fun.
- b This could be OK, but it will take me a long time to get used to it.
- c You only need one hand for a joystick. I like having both hands on the steering wheel.

**2 There will be no more switches, only voice control.**

**5 Sensors in the car will prevent accidents.**

**Mostly 'a's:** Congratulations! You are ready for the future. You are not afraid of change, and you see new technology as a challenge and something positive.

**Mostly 'b's:** You're not quite ready for the future. You are still asking yourself why changes are necessary ~~instead of accepting that changes are going to happen.~~

**Mostly 'c's:** You are fighting against change and new technology. You seem to be afraid of what the future will bring.

AUDIO

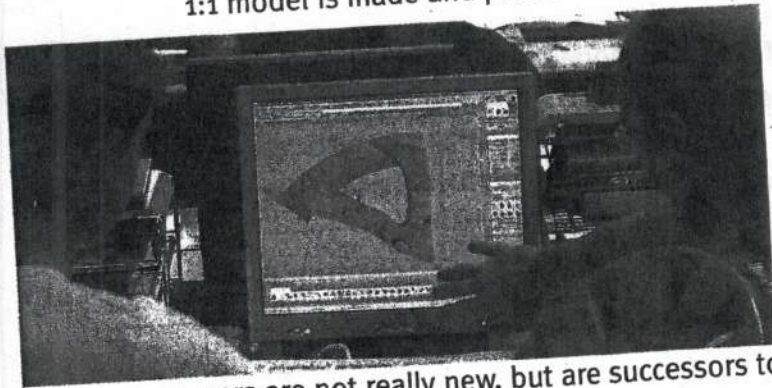


**4 Listen to the presentation by a car designer and put the six extracts in the correct order.**

- 1  2  3  4  5  6

**A**

\_\_\_\_\_ <sup>1</sup> we also produce a clay model, which has a ratio of 1:4. If it is approved, a 1:1 model is made and presented to a concept clinic. If there are no knock-out factors, the concept goes to a product clinic so that marketing factors can be finalized.



**B**

\_\_\_\_\_ <sup>2</sup>, product planning, marketing, and design come together. Product planning asks 'What could it be?', marketing asks 'Who is it for?', and design asks 'What does it look like?' I should maybe mention at this point that many

cars are not really new, but are successors to, or derivatives of, existing models. The design of earlier models naturally needs to be taken into account.

**C**

\_\_\_\_\_ <sup>3</sup> taking you through the stages of the design process. There are five phases, which take about three years in total.

**D**

\_\_\_\_\_ <sup>4</sup> comes series development. The final design is specified. Several prototypes are handmade and tested in various climatic conditions and on different road surfaces.

**E**

\_\_\_\_\_ <sup>5</sup> is the pre-series phase where the production process and components from suppliers are tried out. A final marketing clinic is carried out to confirm price and market positioning. Then, if everything runs smoothly, there is a design and change freeze. The final phase is series production.

**F**

\_\_\_\_\_ <sup>6</sup>, we have the concept phase where even more people are involved. We need to know what technology will be developed or adapted, which production plant and production processes are necessary, and, finally, financial details such as volume and production costs.

**Now listen again and complete the extracts. Use expressions for ordering a presentation.**

AUDIO



**Are these sentences about the presentation true  or false ?**

- 1 The process of designing a car generally takes three years.
- 2 Styling only comes into the process when other important decisions have been made.
- 3 It is necessary to know quite early on in the process which production plant will be used.
- 4 The number of cars which will be built has no effect on the cost of the final product.
- 5 The car goes to a product clinic before it goes to a concept clinic.
- 6 The first model is made of wood.



# Unit 5 Technology

www.longman-elt.com

www.economist.com

The march of the mobiles

PAGE 44

Relative clauses

PAGE 46

Career skills: Briefing

PAGE 47

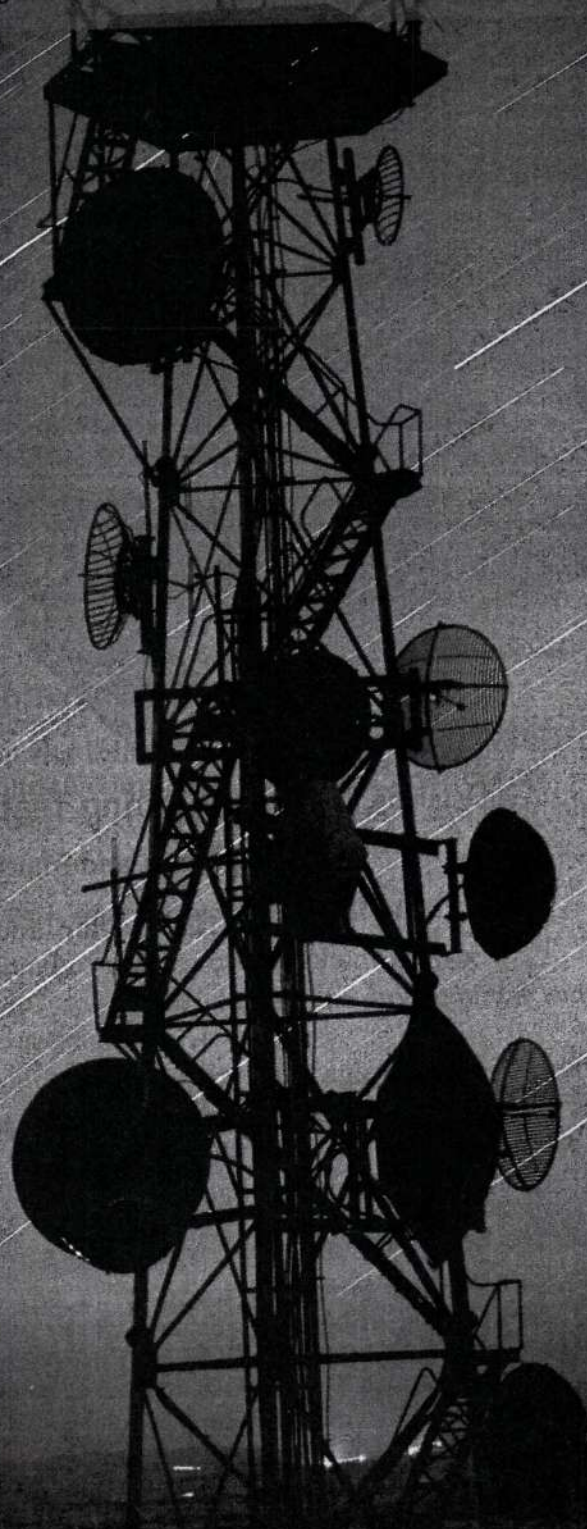
Dilemma: Turning ideas into reality

PAGE 48

# The pace of change

## Keynotes

The rapid pace of **technological development** is affecting every aspect of our personal and professional lives. **Consumer electronics products** are making our lives more comfortable and entertaining. New and more innovative **models** are coming onto this almost **saturated market** all the time. The facility of **browsing** and **uploading** onto or **downloading** from the internet has changed forever the way we work and view the world. **Nanotechnology** is a new **growth market**, which promises to bring smaller, lighter, more portable technological **devices**. But nowhere has technology more deeply changed our **lifestyle** than in the field of **mobile telecommunications**.






 A black, bone-shaped mobile phone with a paw print logo and the text "Pets CELL". The phone has a small screen displaying a bar chart and a signal strength indicator. It also has a "Call Owner" button and a "Ring" button.

### Glossary

**start-up** new, recently formed company

**untapped market** potential market which hasn't yet been exploited

**saturated (market)** where there are more goods than people who want to buy them

Continuous improvement

## The march of the mobiles

Is there no limit to the potential market for mobile communications?

<sup>1</sup> WHEN it comes to new designs for mobile phones, the model that was announced last week by a start-up based in Arizona really goes to the limit. Shaped like a bone, it operates only as a speakerphone, picks up automatically when called, is mounted on a red strap for wearing around the neck, and is labelled with a large paw – because the PetsCell, as it is called, is a mobile phone for dogs. Pets Mobility, the firm behind this astounding device, boasts of “connecting every member of your family – even your pet”.

<sup>2</sup> This is not quite as ridiculous as it sounds. Indeed, you can expect more examples of this kind of thing. The reason is that the mobile-telecoms industry has become a victim of its own success. With sales of 600m units a year, mobile phones are simultaneously the world's most widespread communications devices, computing devices and consumer electronics products. Almost everybody in the developed world now has one, and growth is booming in the developing world, too. China is the world's largest market for mobile

phones, and Africa is the fastest-growing. In the least developed parts of the world, entrepreneurs such as Bangladesh's “telephone ladies” rent out mobiles by the minute, putting phones into the hands of even the poorest. The much quoted statistic that two-thirds of the world's population has never made a phone call is no longer true.

<sup>3</sup> As a result, the industry is frantically looking for new sources of growth, since it will not be able to rely on subscriber growth for much longer. And in the developed world, it cannot rely on subscriber growth even now. Hence the logic of selling phones for dogs. Another untapped market is phones for infants: Communic8, a British firm, has launched the MyMo, a simple phone aimed at four- to eight-year-olds, while SK Telecom in South Korea offers a similar device, i-Kids, with built-in satellite tracking. And even when every human, cat and dog has a phone, there are always cars, laptop computers, household appliances and industrial machinery. Install a phone and some sensors inside a bulldozer, and it can call a

mechanic before it goes wrong. DoCoMo, Japan's leading mobile operator, estimates that the potential market for mobile phones in Japan is at least five times the number of people.

<sup>4</sup> Another approach is to encourage people to use their existing phones more than they do at the moment. Third-generation networks, which will offer lots of extra capacity, will lead to lower prices and, the industry hopes, more phone calls. Similarly, there is much excitement about “fixed-mobile convergence”, a technology that allows people to use their mobile handsets to make cheap calls at home over fixed-line networks – again, it is hoped, boosting usage. Extending mobile coverage, so that subscribers can make calls wherever they are, is another tactic. Coverage is already available in underground railway networks in many cities, and within two years it will be extended into what is many people's last remaining phone-free environment: aeroplanes.

<sup>5</sup> When everyone on earth is on the phone all day long – calling their dogs, cars or washing machines, if not each other – will the market finally be saturated? No. There are already plans to stream music, video and other downloads to mobile phones in the dead of night, when networks are almost empty. Even being asleep, it seems, need not prevent you from using your phone. Evidently, the industry has far to go before it reaches the limits of mankind's desire to communicate ■

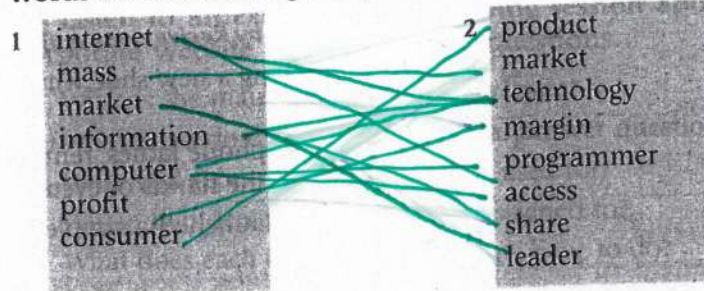


**Vocabulary 1 Match the nouns (1-9) from the text with their meanings (a-i).**

- |                       |   |   |
|-----------------------|---|---|
| 1 design (para 1)     | i | a a piece of equipment used for a specific task                                   |
| 2 model (para 1)      | c | b an area where mobile technology can operate                                     |
| 3 subscriber (para 3) | g | c a particular type of machine  |
| 4 laptop (para 3)     | f | d software or information that can be moved from one electronic device to another |
| 5 appliance (para 3)  | e | e a device to read information  |
| 6 sensor (para 3)     | h | f a portable computer   |
| 7 network (para 4)    | g | g a person paying to hire a telephone line  |
| 8 coverage (para 4)   | h | h a set of connected technologies or systems                                      |
| 9 download (para 5)   | d | i the appearance of something because of the way it has been planned and made     |

**Vocabulary 2 Compound nouns**

In the text there are examples of compound nouns such as *subscriber growth* and *household appliances* (para 3). Join the nouns in box 1 to the nouns in box 2 to form compound nouns. Some words in box 1 can go with more than one word in box 2.



**Practice Complete the article about Motorola's new strategy with the appropriate form of words from Vocabulary 1 and 2.**

Padmasree Warrior, Motorola's chief technology officer, is launching a new strategy, which, she says, will lead to more mobility. This, she hopes, will increase the number of <sup>1</sup> subscribers in the almost saturated mobile phone market. Nokia is the mobile phone <sup>2</sup> leader out in front of Motorola, which is number two in this highly competitive industry. With an increasing number of competitors trying to attract fewer and fewer customers, all telecommunications companies have seen their <sup>3</sup> market shares shrink lately. Many big telecom companies are facing

pressure from shareholders to find new growth markets and original strategies in an effort to boost falling revenues and increase <sup>4</sup> profit. Ms Warrior leads an army of 4,600 technologists and researchers who have come up with plans to do just that. They intend to start by connecting their technology <sup>5</sup> network into one, for example combining wireless and multimedia technologies in their new mobile phones. Their latest <sup>6</sup> product, the Razr V3, has been described as a triumph of engineering,

marketing and innovative <sup>7</sup> design. Motorola also plans to smooth the transition between home, work, automotive and mobile environments by providing easy and high-speed <sup>8</sup> internet access on trains and email in cars, and their customers will be able to get video <sup>9</sup> downloads onto their phones. The company even intends to extend <sup>10</sup> coverage so that mobiles can be used on planes. Phones let you talk everywhere; Motorola will let you do everything everywhere!

**Writing Write a formal email from Padmasree Warrior to the Motorola staff, outlining her plans for the company's future. (See Style guide, page 20.)**

- ②. selling phones to army
- selling phones to kids
- Install phone inside devices
- Encouraging people to use more their phones more often

- ③. lower prices
- fixed - mobile convergence
- extending mobile coverage
- network use / more capacity





Do you know <sup>what</sup> the <sup>best</sup> way to cheat <sup>an</sup> exam?

-By doing your homeworks

A

Everywhere you can speak

You can read Wiki

You can text

You can use Tinder

You can do your work

D

electromagnetic radiation hazard

to cause a road traffic accident

to compromise an aircraft's equipment

F:

Phone in the head

Really everywhere with satellite coverage

Have always the speed connection with us



## Decision time

Should the staff pay the ransom?

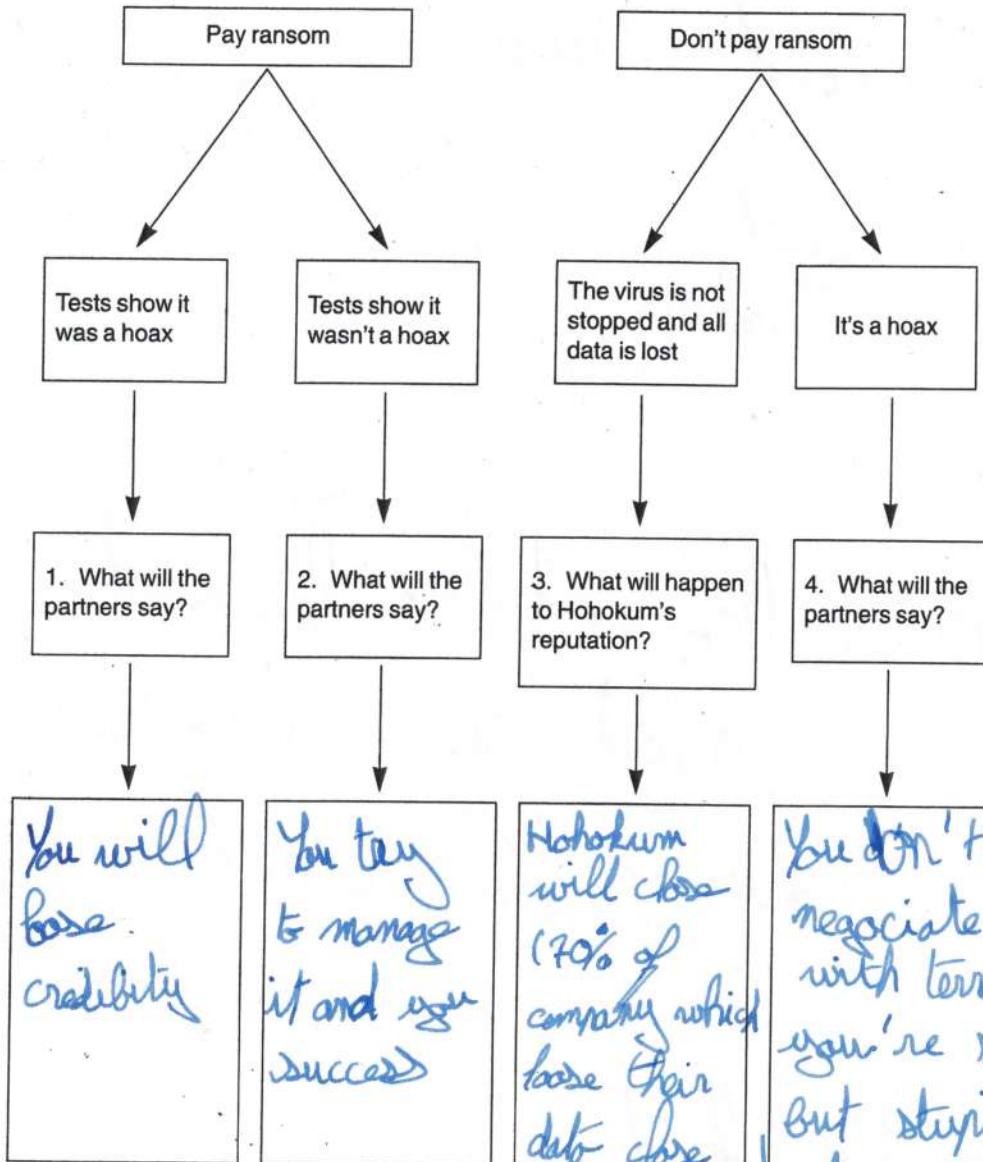
Try thinking about the problem in this way:

The decision

### The decision tree

The decision tree is a method used by many businesspeople to think about the alternatives in a situation and their possible consequences. This decision tree shows the alternatives and their possible consequences in Hohokum's situation.

Work in pairs or in small groups and follow the steps along each branch of the tree. Decide on your answers to the four questions.



What should the staff do?



Now decide!

Photocopiable

Decisionmaker  
The Hohokum  
Virus

© Cambridge  
University Press  
1997

of course you increase a little the reputation of the company



## Cellphones

a cellphone / cell phone  
 a smartphone  
 a fixed line / a landline  
 the mobile-phone revolution  
 to usher in a revolution (in)  
 a mobile (phone) operator / carrier  
 a wireless subscriber  
 a mobile / wireless phone / a handy  
 a (prepaid) calling card  
 a 3G phone  
 an earpiece / a headset  
 to go mobile  
 to use a mobile (phone)  
 to phone / to ring up / to call (up)  
 to make a phone call  
 to have / to get / to return a call  
 to talk on a mobile phone  
 to turn on / off one's mobile  
 to gain access to the Internet  
 to download mobile applications  
 good reception  
 poor coverage  
 roaming (ni)  
 a fast connection  
 a roaming subscriber  
 a dead spot / a black hole  
 a service plan  
 a monthly fee  
 sound quality  
 cellphone safety  
 to pose a health risk / hazard  
 to be safe  
 to emit radiation  
 to text / texting  
 text messaging / short messaging service  
 an instant message  
 a moblog  
 the thumb generation  
 a phone bill  
 to foot the bill / to charge

un téléphone cellulaire  
 un téléphone intelligent  
 une ligne fixe  
 la révolution du mobile  
 opérer une révolution (dans)  
 un opérateur de téléphonie mobile  
 un abonné du sans fil  
 un mobile  
 une télécarte (prépayée)  
 un téléphone 3G  
 une oreillette / un casque  
 adopter le mobile  
 se servir d'un mobile  
 téléphoner  
 passer un coup de téléphone  
 recevoir / répondre à un appel  
 utiliser un mobile  
 allumer / éteindre son mobile  
 avoir accès à Internet  
 télécharger des applications mobiles  
 une bonne réception  
 une piètre couverture  
 l'itinérance  
 une connexion rapide  
 un abonné itinérant  
 une zone blanche  
 un abonnement  
 un abonnement mensuel  
 la qualité du son  
 la sécurité des mobiles  
 présenter un danger pour la santé  
 être sans danger  
 émettre des radiations  
 envoyer des SMS / les SMS, les textos  
 le service de SMS  
 un SMS  
 un weblog mobile  
 la génération pouce  
 une facture du téléphone  
 payer la facture / faire payer  
 un moyen de communication coûteux

*Pro*



for

- **to communicate wherever you are** : communiquer où que l'on se trouve • **to be accessible / reached almost everywhere** : être accessible presque partout • **to get in touch (with)** : contacter • **to keep base (with)** : rester en contact (avec)
- **to speed up transmission of information** : accélérer la transmission d'informations • **to access** : avoir accès à • **to retrieve / to send out emails** : récupérer / envoyer des mails
- **to have multiple applications** : avoir des applications multiples • **to pay for one's bread / parking** : payer son pain / son parcètre • **to take pictures / to film** : prendre des photos / filmer • **instant news** : des nouvelles instantanées • **to be witness (to)** : être témoin (de) • **to listen to music / podcasts / the radio** : écouter de la musique / des baladodiffusions / la radio • **to play games** : faire des jeux • **to read one's paper** : lire son journal
- **to be handy in case of emergency** : être pratique en cas d'urgence • **to sound / to raise the alarm** : donner l'alerte • **to track a victim (of)** : repérer une victime (de)



## How to Write a Synthesis

Synthesis writing: combining the key themes/points of more than one source with your own ideas.

### Key Features of a Synthesis

- Paraphrasing is used to convey the correct meaning of the text while maintaining its integrity.
- The key themes / points from the different sources are organised in a structured way that reflects unified thinking.
- The relevance, validity and context of each source are analysed to help the reader understand the sources in greater depth.

### Preparing to Write Your Synthesis Essay

The synthesis preparation section of the end of semester exam (DE) should help you to identify the key themes/points of each source. You now need to explore different ways to organize this information depending on what you want to demonstrate or place your focus on in the synthesis. A good idea would be to construct a brief plan before you start writing your synthesis. This will help you to determine how many paragraphs you will need and will help you to form links between paragraphs to enhance meaning.

### The Structure of Your Synthesis

#### A. The Introduction:

The introduction states the sources of the texts, the authors, the publication dates and gives a concise outline of the key themes/points and focus of the synthesis. It may also provide relevant background information about the authors and the sources of the texts.

For example:

The focus of this paper is to understand and evaluate the process involved in applying for university in the UK. In the article, "Some students are more equal than others", published in the Guardian Unlimited, on the 16 January 2003, Polly Curtis deals with the theme of student inequality in English universities. The article addresses the question of whether or not positive discrimination policies implemented in UK universities are resolving issues of student inequality.....

#### B. The Main Body of Your Synthesis:

The organisation of the main body of your synthesis will be determined by the key themes/points present in each source and their relation to one another in terms of similarities, differences, contradictions, oppositions etc. You must choose the most effective structure to represent the focus of your synthesis.

Make sure that each paragraph:

- Begins with a sentence or phrase that informs readers of the purpose of the paragraph;
- Clearly indicates where each theme/point comes from using transitions to aid general cohesion;
- Uses appropriate quotes, with the sources of the quotes clearly identified.



# EFREI GROUP: Student Guidelines

## L2 Program

### Cultural and Linguistic Preparation for Study Abroad Program

#### Placement Test

English classes are organized by your language level. To determine your level, we use the score from the most recent mock TOEIC test you have taken.

If you feel you are in the wrong group, you must inform your teacher at the end of the **first lesson**. Exceptional group changes must be approved by the pedagogical team and can only occur during the **first week of class**.

#### Program Goals

The L2 program has the overall goal of helping you to prepare for your international academic experience in L3. Therefore, your L2 English class will help you to:

- Develop proficiency in scientific and technical English
- Acquire cross-cultural skills through a thematic approach to the comparison of cultures
  - Theme 1: French Culture Seen by Others
  - Theme 2: Multi-cultural Societies
  - Theme 3: Cultural Imperialism
  - Theme 4: Travels and Travelers

Throughout the year, your teacher will weave together technical and cross-cultural aspects of the course as they consider most appropriate for your group. **Your teacher will give you a copy of their weekly syllabus at the beginning of the semester.**

#### Learning Objectives

In your English class, you will use a variety of authentic and pedagogical materials (audio-visual extracts, reading samples, etc.) in order to:

- Develop analytical and critical skills: learn how to identify cultural points of view, concepts, values, etc. and to contextualize and compare them
- Read and evaluate material with an objective eye in order to select pertinent information and question the relevance, validity and authority of each source
- Put these sources in relation to one another in a structured synthesis: identify themes, issues, problems, similarities, differences, contradictions, oppositions, etc.
- Use appropriate technical vocabulary when describing technical products or innovations
- Perfect your internet research techniques, note-taking efficiency and English presentation skills

#### Evaluation

**Each semester**, you will have three continuous assessment grades and one end-of-semester exam grade.

##### Continuous Assessment Grades

The continuous assessment tests and assignments reflect the material that you cover in class with your teacher and are designed to evaluate how well you master the content of the class as well as your progress. The grades are given for the following:

- One in-class test (designed exclusively for your group by your teacher)
- A written synthesis
- A presentation on either a technical subject or a cross-cultural subject

You must give your presentation on the date assigned. If you do not, you will be penalized.

We encourage students to give PowerPoint presentations in class.

**You need to put your PowerPoint on a USB stick and bring it to class with you. Due to many past experiences of students wasting a significant amount of class time and/or having technical problems, students are not allowed to link up their laptops to the television.**

### End-of-semester Exam Grade

The end-of-semester exam (DE) will be the same for the whole year group and will test your skills in listening and reading comprehension as well as your ability to write a synthesis. The DE is designed to evaluate your English level relative to the rest of the year group and accounts for half of your semester grade.

## Grade Breakdown

### Semester 3

Grade Title	Explanation	Percentage
TD 1	In-class test	20
TD 2	Written synthesis	15
TD 3	In-class presentation	15
DE	Final test	50

### Semester 4

Grade Title	Explanation	Percentage
TD 1	In-class test	20
TD 2	Written synthesis	15
TD 3	In-class presentation	15
DE	Final test	50

## Pedagogical Commitment

Learning Methods: Learning a language requires time, regularity as well as good habits and effective methods. Talk to your English teacher about ways to improve your learning methods.

Other On-line Tools: Here are some popular web sites for improving your English. Your teacher certainly knows others if you are interested.

- [www.bbc.co.uk/worldservice/learningenglish/](http://www.bbc.co.uk/worldservice/learningenglish/)
- [www.learnenglish.britishcouncil.org/en/](http://www.learnenglish.britishcouncil.org/en/)
- [www.pbs.org/](http://www.pbs.org/)

## Class Policy

Lateness: It is up to your teacher's discretion to allow you into class (or not) if you are late. With the possible exception of strikes or a generalized problem with public transport, coming late for any reason is unacceptable. You may be counted absent but allowed to stay if your teacher approves.

Absences: See the *Règlement des études* for the policy on absences.

Plagiarism: See the *Règlement des études* for the policy on plagiarism.

Contacting your teacher: If you need to contact your teacher by email, ask him or her if you may. If they do not give you their address, you may send an email to [Katherine.moran@efrei.fr](mailto:Katherine.moran@efrei.fr) and your teacher will be notified.



# The Hohokum Virus



## Problem

Hohokum Systems Inc. is an electronic data systems company founded in the mid-1980's by three young friends, Matt Bradley, Jane Goodall and Riccardo Ciccone. Based in Phoenix, Arizona, Hohokum specialises in providing secure computer systems for clients who are highly sensitive to the dangers of fraud and computer crime. Working mostly in the financial and local government sectors, Hohokum successfully came through the recession of the early 90's and is now well established across the Western USA. Recently it has expanded its sales operation to cover a number of countries in Central America.

But, despite such spectacular growth, Hohokum's management structure has changed little since the early days of the company. Decision-making over all issues relating to policy, day-to-day management and expenditure is still strictly controlled by the three partners. However, Hohokum's staff are happy – the Phoenix office is relaxed and easy-going and a profit share scheme ensures that all employees identify strongly with Hohokum's corporate objectives.



So, when Bradley, Goodall and Ciccone flew to Mexico City to attempt to clinch the company's biggest ever deal, they knew that the staff back in Phoenix were 100% behind them. They had an afternoon meeting with the top officials of the Mexican state post and telecommunications company. It was the culmination of two years' sustained sales pressure and, if successful, the deal to set up an EDS for the Mexican government could be worth as much as \$35 million.

**abc**

Word file

EDS (electronic data systems)  
fraud  
spectacular growth  
profit share scheme  
corporate objectives  
to clinch a deal  
culmination

computer systems  
the crime of deceiving people to obtain money, or goods  
great and rapid growth  
a plan that gives some of the company's profits to its staff  
the targets set by a company  
to make a sale  
the result of a lot of effort and hard work

Photocopiable

Decisionmaker  
**The Hohokum  
Virus**

© Cambridge  
University Press  
1997





## Analysis

Read through 'The Hohokum Virus', stopping at the end of each paragraph to answer or discuss these questions:

### Paragraph 1: Company profile

Complete this company profile sheet with information about Hohokum Systems from the first paragraph:

Name:	Hohokum Systems Inc.
Location of head office:	Phoenix, Arizona
Product:	secure computer systems
Business areas of main clients:	Bank, local government
Main geographical areas of operation:	Western USA, central America

### Paragraph 2: Hohokum's employees

When you've read the second paragraph, think about conditions for Hohokum's employees:

Which of these sentences are true and which are false?

- 1 Employees often take important decisions. **F**
- 2 There is a pressurised, competitive atmosphere at the company. **F**
- 3 Employees have a chance to share in the company's profits. **✓**
- 4 Employees have no interest in company policy. **F**

### Paragraphs 3 and 4: Jane's diary

When you've read the third and fourth paragraphs, fill in the gaps in Jane Goodall's diary:

<b>Tuesday July 6</b>		<b>Wednesday July 7</b>	
AM	09.30 Fly to <sup>1</sup> Mexico City	AM	
	Lunch with <sup>2</sup> Mexican Agent		
PM	Meeting with <sup>3</sup> an official of Mexican state	PM	
	to discuss <sup>4</sup> set up an EDS (software)		

### The message

Read to the end of the text, look at the message on the computer screen and answer these questions:

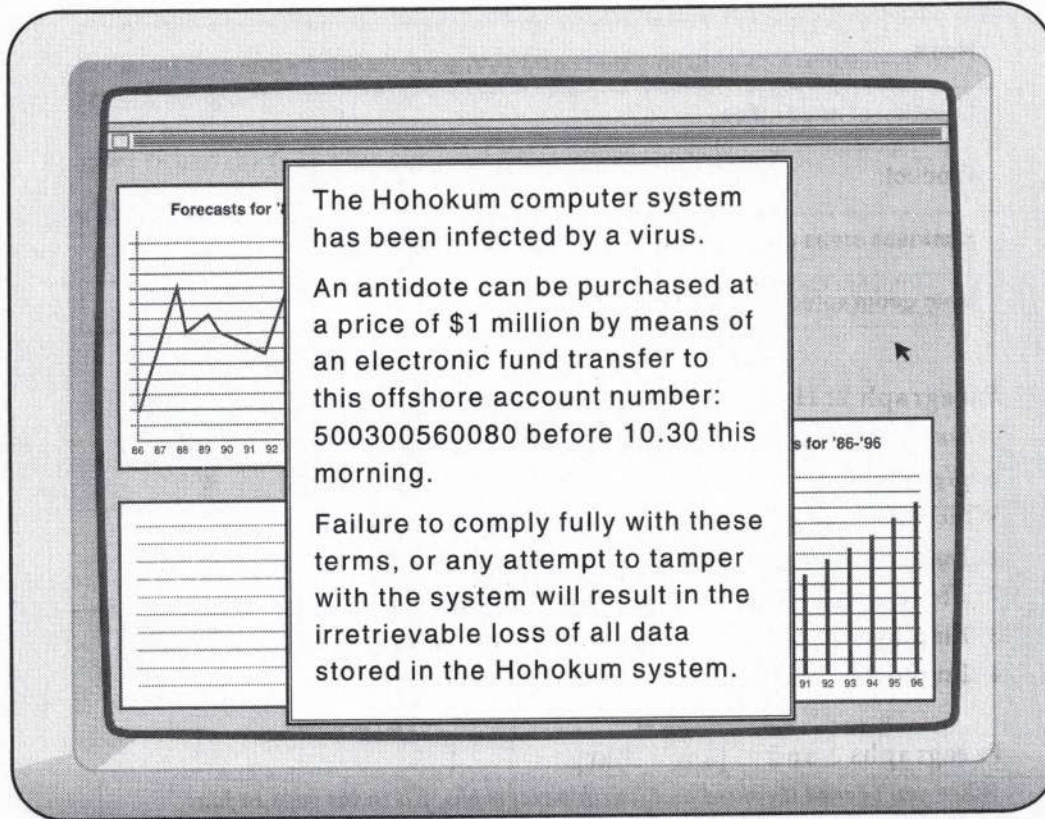
- 1 How can the virus be stopped? **with electronic fund transfer**
- 2 Why do you think that Hohokum is asked to use electronic fund transfer? **In order to not be able to track the money**
- 3 Why does the person want the money to go to an offshore account? **com**
- 4 What is worrying about the time? **→ the 3 bosses are in the air not**
- 5 What will happen if Hohokum doesn't pay? **all their data will be lost**
- 6 What will happen if someone interferes with the computer system? **↳ All data will be lost too**

Now move on to make your decision.

In order to not paying taxes and don't be track  
all their data will be lost



The three partners had taken a 09.30 flight out of Phoenix and were due to arrive in Mexico City in good time for lunch with their Mexican agent. Back in Hohokum's office, the atmosphere was tense as Hohokum's staff drank coffee and discussed the company's chances of success. But at around 10.00 that morning, the tension turned to panic when the following message flashed up on every work station computer terminal in the Hohokum building:



The staff stared at their screens in amazement. They knew that their three bosses were all in the air and couldn't be contacted. 'Is this some kind of joke?' they asked each other.



Free  
discussion

*Should Hohokum's staff pay the ransom?*



Word file

<b>antidote</b>	a program that will stop the virus
<b>electronic fund transfer</b>	the direct payment of money from one account to another by computer
<b>offshore account</b>	a bank account in a country like the Bahamas or the Cayman Islands with special banking laws. Accounts in these places are often secret.
<b>to tamper</b>	to interfere or to make changes

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Virus**

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1997



# The Hohokum Virus

## Before you read

*In 'The Hohokum Virus' you'll read about computer crime and computer viruses. If you want to find out more about these viruses, read this background box:*



Background

### Computer viruses

Computer viruses are the biggest threat to modern computer systems. Viruses are tiny programs which spread through computer networks destroying a computer's memory and deleting its programs and files. They are often introduced into computer software by criminals who hope to get money from a company. A recent survey suggested that computers in big firms suffer from an average of four viruses per year.

*And if you'd like to think about some of the issues involved in computer crime, discuss the two cases in the 'Way in' section:*

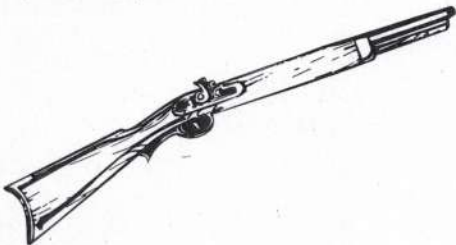


## Way in

Computer crime is becoming increasingly common in the modern world. But is it really as bad as more traditional forms of crime? Compare these two cases:

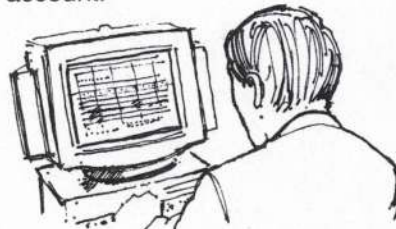
### The bank raid

A bank robber walks into a bank with a gun, threatens the bank clerk and steals \$50,000.



### The salami attack

A computer expert gets into a bank's computer system, takes \$0.01 from 5 million different accounts and transfers the money to his or her own account.



Which crime is worse?

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# Reinventing Wheels Without the Drivers

THE NEW YORK TIMES INTERNATIONAL

21 OCTOBER 2014

DETROIT — Google's driverless car may still be a work in progress, but the potential for semiautonomous vehicles on the road is no longer the stuff of science fiction.

By the end of the decade, a growing number of automakers aim to offer some form of hands-off-the-wheel, feet-off-the-pedals highway driving where a driver can sit back and let the car take control.

The very nature of driving, experts say, will be radically reshaped — and the biggest players in the auto industry are now vying to capture a slice of the revolutionary market they see coming within a matter of years.

"This is the year we'll look back on as the turning point," said Scott Belcher, president of the nonprofit Intelligent Transportation Society of America, who has helped organize a global connected car expo for seven years. "We're at the cusp now of this completely new generation of transportation."

The connected car of 2020 will zip down the highway, pass other vehicles and possibly take the next off-ramp, all on its own.

It will warn drivers of daily dangers like pedestrians or bicyclists suddenly crossing traffic. If drivers don't react in time, the car could take over, braking or steering away.

It will monitor drivers' eyes and how often they close, to jolt them awake if needed. And parking? Forget about hunting around the parking garage at the mall: Cars will go find a spot, then return later, all on their own.

Soon, vehicles will use a combination of sensors in the car and communication between cars to transform the traditional driving experience.

The pivot point is the buy-in from auto companies and their vast networks of suppliers, which now not only believe in the technology but also see it as a way to gain a competitive advantage.

"They now see it as real, and they want to get ahead of each other," Mr. Belcher said.

A report released this month by the consulting firm McKinsey & Company projected that the revenue associated with connected-car technology will grow to more than \$230 billion by the end of the decade, about a sixfold increase from current levels. Active safety features like emergency braking and other semiautonomous driving capabilities are expected to capture the largest share of that revenue.

Last month General Motors said that its Super Cruise technology — the company's version of autonomous highway driving — will be available in two years on certain Cadillac models. Other automakers, including Honda, BMW and Volkswagen, are also planning hands-off-the-wheel offerings within five years.

Gerald J. Witt, with the auto supplier Delphi, said the company was working on sophisticated driver monitoring

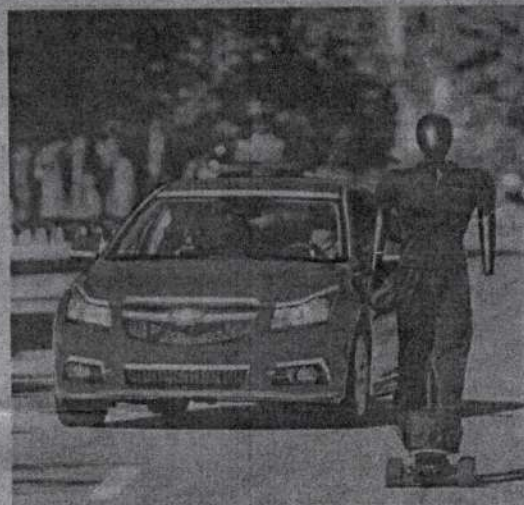
By AARON M. KESSLER

that by 2016 could be ready for production vehicles. The system would know if a driver was being distracted or falling asleep. The goal is to eventually tap into other aspects of the connected car, like the Internet connection, not only to warn drivers but also to offer timely suggestions.

"If your eyelids are closing at a rate that shows you're seriously fatigued, we could see the car say: 'Hey, it looks like you're tired; there's a Starbucks up ahead in one mile. Want some coffee?'" Mr. Witt said.

Honda has demonstrated a high-speed ride on Detroit's public highways with a vehicle that steered through curves, merged into traffic and even took an exit — all while the test driver's hands sat on his lap.

IAV Automotive Engineering, based in Germany, is aiming to offer a semiriverless system that can be added to any production car, regardless of the manufacturer. The company demonstrated the capabilities on a VW test



STEVE FIGHT FOR CHEVROLET

General Motors has said its autonomous highway driving technology will be available on some models in two years.

vehicle as it drove on its own, using a system of cameras, lasers and radar.

G.M.'s Super Cruise mode is anticipated to work in a similar manner. A company spokesman, Daniel Flores, says the feature is designed to keep a vehicle at speed and in its lane but that the driver will have to take the wheel to change lanes.

Most semiautomated driving will initially be confined to the highway. That is because while the speeds are higher, the environment is much more predictable than city streets: All the vehicles are going in the same direction, and there is no cross traffic. Even the automated cars of 2020 will need the human element to handle the unpredictable.

"The driver needs to stay engaged in case they need to take over; it's not like you can fall asleep or go sit in the back seat," Mr. Flores said. "But it will certainly allow for greater comfort and relaxation."



## USEFUL VOCABULARY FOR SPOKEN AND WRITTEN ENGLISH

### I. To introduce ideas:

I think/ I feel/ I suppose that...

As I see it

In my view/ in my opinion/ to my mind/ to me

As far as I am concerned

It is quite obvious that...

We must consider...

There is no doubt that...

### II. About the text and its author:

The text is about/ deals with...

It raises many issues...

The author points out that...

He underlines/ stresses the fact that...

He relates/ narrates...

The emphasis is laid on...

He insists on/ He emphasizes one particular point

He is pessimistic/ optimistic/ biased/ unbiased...

He is prejudiced for or against....

He keeps an open mind/ he has no preconceived ideas

He agrees with/ he disagrees with/

He weighs the pros and cons...

His argument is far-fetched

### III. To link up ideas, to marshal arguments:

First (of all)..., secondly..., thirdly...

And then..., lastly/ eventually/ finally

Besides/ moreover/ furthermore/ in addition to that...

In conclusion/ to conclude

By the way/ incidentally

On the one hand... on the other...

Though/ although...

On the contrary/ at the opposite/ reversely...

In this respect...

As to / regarding this...

Indeed...

Therefore/ so/ hence...

However/ yet

Whereas

In fact/ actually/ as a matter of fact

### IV. To express an impression:

At first sight...

On second thoughts...

It is noticeable that...

I have the feeling that...

We are given the impression that....

### V. TO EXPRESS AN OPINION:

My view is that...

I take a different view of the event..

I'd just like to say that...

I'd like to point out that...

### V. To qualify one's thought:

As it were/ So to speak

To some degree/ to a certain extent/

In most cases/ more often than not

At any rate/ at any case

Apparently

Generally speaking/ on the whole



## Vocabulary to help you debate

### Opinions, Preferences:

I think..., I think that..., In my opinion..., I'd like to..., I'd rather..., I'd prefer..., The way I see it..., As far as I'm concerned..., If it were up to me..., It seems to me that..., As I see it..., If you ask me..., I'd say that..., I suppose..., I suspect that..., I'm pretty sure that..., It is fairly certain that..., I'm convinced that..., I (honestly) feel that, I (strongly) believe that..., Without a doubt..., The point is..., Wouldn't you say that...?, Don't you agree that...?, I'd just like to say that..., I'd like to point out that...

### Disagreeing:

I don't think that..., I'm not sure I quite agree, Well, you have a point there, but..., Perhaps, but don't you think that..., Don't you think it would be better..., Yes, that's quite true, but..., I see what you mean, but..., I tend to disagree with you there, I don't agree, I disagree, I'd prefer..., Shouldn't we consider..., But what about..., I'm afraid I don't agree..., No, I think you're wrong, Frankly, I doubt if..., Let's face it, That's not the point, The truth of the matter is..., The problem with your point of view is that...

### Persuasion:

You must admit that..., Do you really believe that...?, Don't you think that...?, Don't you agree that...?

### When you want someone to repeat or explain:

I don't understand what you mean; Would you explain that, please?; I'm sorry, but I didn't understand your point; Could you give an example?; What do you mean by...?

### Giving Reasons and offering explanations:

To start with, The reason why..., That's why..., For this reason..., That's the reason why..., Many people think..., Considering..., Allowing for the fact that..., When you consider that...

### Agreeing:

You're right, I think so too, I agree with you, You could be right, I couldn't agree more, That's a good point, I see what you mean, That's just what I was thinking, I agree entirely, You know, that's exactly what I think



14/20

EFREI TP1 TECHNICAL ENGLISH

TIME ALLOWED; 45 MINUTES

ANSWER ALL QUESTIONS.

1. VOCABULARY- Explain the meaning of the following words/group of word in English. 5 points

- a. an untapped market *it's a market where nobody has already sold a ~~product~~ specific product*
- b. to be a victim of one's success: *Everybody has your product, so you can't sell it anymore.*
- c. a subscriber *it's a person who subscribes to something, like subscribe to a mobile plan.*
- d. coverage *it's a zone where you can receive something. For mobile phone it's a zone where you have network, for example you can text someone else.*
- e. ergonomics *it's how it's ~~easy~~ to use something, and how we can use it.*
- f. an alloy *it's a material in which there are many materials. It can be Aluminium*
- g. a product range *it's all the ~~persons~~ people who we can sell to they a product.*
- h. kerb weight *it's the weight of a car with nobody inside and a half of tank fuel*
- i. cruise control *it's a system in car that control the speed. You choose the speed you want and the system control the motor*
- j. torque *it's the power of the motor*

2. Fill in the blanks with the correct tense. 5 points

Present tenses:

- a. Presently, the industry is looking (to look) for new sources of growth.
- b. The company manufactures (to manufacture) millions of vehicles every year.
- c. It's already been planned. We are building (to build) the car in China.

Perfect Tenses:

- d. She has put (to put) a freeze on the design.
- e. He has been working (to work) on the derivative for months.
- f. The pre-series cars had been approved (to approve) before they made the changes.

Past Tenses:

- g. Last month, we changed (to change) the spark plugs.
- h. He was checking (to check) the oil when you called.

*was checking*



Future tenses.

i. The handbrake will be repaired (to repair) by tomorrow.

j. Next month, they will review (to review) the product requirements.

3. ESSAY: Write a 200 word essay on:

10 points

The Hohokum Virus.

Write an essay explaining what happened, what choices you had, what choice you took, the outcome and the consequences if you hadn't taken those choices. Mention the bosses reactions too. Don't forget the facts.

Hohokum is a security firm in the US which sells security software to local government. When managers ~~were~~ <sup>left for</sup> ~~went~~ abroad and were in the airplane with no network, a virus was set on their internal network. The virus asked the firm to pay within 30 minutes a large amount of money.

Because the bosses were in the air, we have had 2 choices: pay or not. If we paid, the company would not lose all its data. But the company is a security firm which provides security software to banks and local government, so nobody would buy our solution again. If we ~~not~~ <sup>had</sup> paid, the company would lose all its data. Obviously it would be difficult to keep working without our product, mails, reports, contracts, ... But we would show to the world that you can attack us or our clients, ~~we~~ <sup>we</sup> will not pay, we will fight.

We chose to not pay and ~~we~~ fight, all our engineers ~~have~~ worked on the virus during the 30 minutes. Everyone else was powering off all the computers, servers and the network was also shutting ~~off~~ <sup>down</sup>. At the end of the 30 minutes, only the data on engineer's computer were ~~base~~ <sup>lost</sup>. And in the day we managed to erase the virus of all the network. Because we managed to block the attack, we ~~had~~ <sup>had</sup> sold since that more product than ever and the bosses were really happy of our decision.



This text is about Driverless car, they will appear on the market in only a few years, months maybe. It's important to say that current prototypes are in test in real traffic even in traffic jam. In my opinion driverless car is a technology really great because we can do things more important than driving during the time we are in the car. If cars can communicate between themselves it will reduce also traffic jam because the system will find another way to go to the destination. This is an important thing: connection, the connection between all the device can be a solution of a lot of problem. We can take an example: everybody has a cell phone if it transmits its position to other device around it we can predict that the probability that a pedestrian will cross the road and reduce speed. But in that technology there is something that need to be add to the law: all the data cannot be see by human, only the algorithms can use them! It's not because we can predict a small part of what will happen that we don't need to add sensor that prevent collisions because a car has an important power, it can destroy things including kill someone. We need to be sure that the technology is ready for commercialisation before selling it to everybody! Because when you have on-board scientist, engineer or people that know how it works it's less dangerous than when someone who doesn't know how it works because it cannot predict where the system will fail!

CONCLUSION

ROBERT Bastien

Skip lines when  
you type write  
Careful with syntax



ROBERT Bastier

Synthesis

14/2  
20

62

The focus of this document is to show how the African market is growing. It explains how Microsoft <sup>is</sup> trying to enter ~~in~~ this market, and how the market <sup>could</sup> help them to become the third operating system for mobile. This article was published in the NY Times on 15<sup>th</sup> February 2015 by Kevin J. O'Brien.

Firstly, Microsoft and Huawei <sup>have</sup> introduced a mobile phone to the African market, which only costs \$150. In this part of the world it's really important because the majority of the population cannot pay \$600 for a smartphone. Furthermore only 10% of the 445 million cellphone users have smartphones, and the market <sup>has been</sup> ~~is~~ growing incredibly fast, by

→ since





## Facebook is bad for you

# Get a life!

### Using the social network seems to make people more miserable

Aug 17th 2013 | From the print edition

THOSE who have resisted the urge to join Facebook will surely feel vindicated when they read the latest research. A study just published by the *Public Library of Science*, conducted by Ethan Kross of the University of Michigan and Philippe Verduyn of Leuven University in Belgium, has shown that the more someone uses Facebook, the less satisfied he is with life.

Past investigations have found that using Facebook is associated with jealousy, social tension, isolation and depression. But these studies have all been “cross-sectional”—in other words, snapshots in time. As such, they risk confusing correlation with causation: perhaps those who spend more time on social media are more prone to negative emotions in the first place. The study conducted by Dr Kross and Dr Verduyn is the first to follow Facebook users for an extended period, to track how their emotions change.

The researchers recruited 82 Facebookers for their study. These volunteers, in their late teens or early 20s, agreed to have their Facebook activity observed for two weeks and to report, five times a day, on their state of mind and their direct social contacts (phone calls and meetings in person with other people). These reports were prompted by text messages, sent between 10am and midnight, asking them to complete a short questionnaire.

When the researchers analysed the results, they found that the more a volunteer used Facebook in the period between two questionnaires, the worse he reported feeling the next time he filled in a questionnaire. Volunteers were also asked to rate their satisfaction with life at the start and the end of the study. Those who used Facebook a lot were more likely to report a decline in satisfaction than those who visited the site infrequently. In contrast, there was a positive association between the amount of direct social contact a volunteer had and how positive he felt. In other words, the more volunteers socialised in the real world, the more positive they reported feeling the next time they filled in the questionnaire.

A volunteer's sex had no influence on these findings; nor did the size of his (or her) social network, his stated motivation for using Facebook, his level of loneliness or depression or his



self-esteem. Dr Kross and Dr Verduyn therefore conclude that, rather than enhancing well-being, Facebook undermines it.

Their study does not tease out why socialising on Facebook has a different effect from socialising in person. But an earlier investigation, conducted by social scientists at Humboldt University and Darmstadt's Technical University, both in Germany, may have found the root cause. These researchers, who presented their findings at a conference in Leipzig in February, surveyed 584 users of Facebook aged mostly in their 20s. They found that the most common emotion aroused by using Facebook is envy. Endlessly comparing themselves with peers who have doctored their photographs, amplified their achievements and plagiarised their *bons mots* can leave Facebook's users more than a little green-eyed. Real-life encounters, by contrast, are more WYSIWYG (what you see is what you get).

What neither study proves is whether all this is true only for younger users of Facebook. Older ones may be more mellow, and thus less begrudging of their friends' successes, counterfeit or real. Maybe.

From the print edition: Science and technology



# Do Our Gadgets Really Threaten Planes?

*The Wall Street Journal*

The ban on electronic devices rests on anecdotes, not on hard evidence—because there isn't any.

By **DANIEL SIMONS** and **CHRISTOPHER F. CHABRIS** Sept. 7, 2012 8:16 p.m.

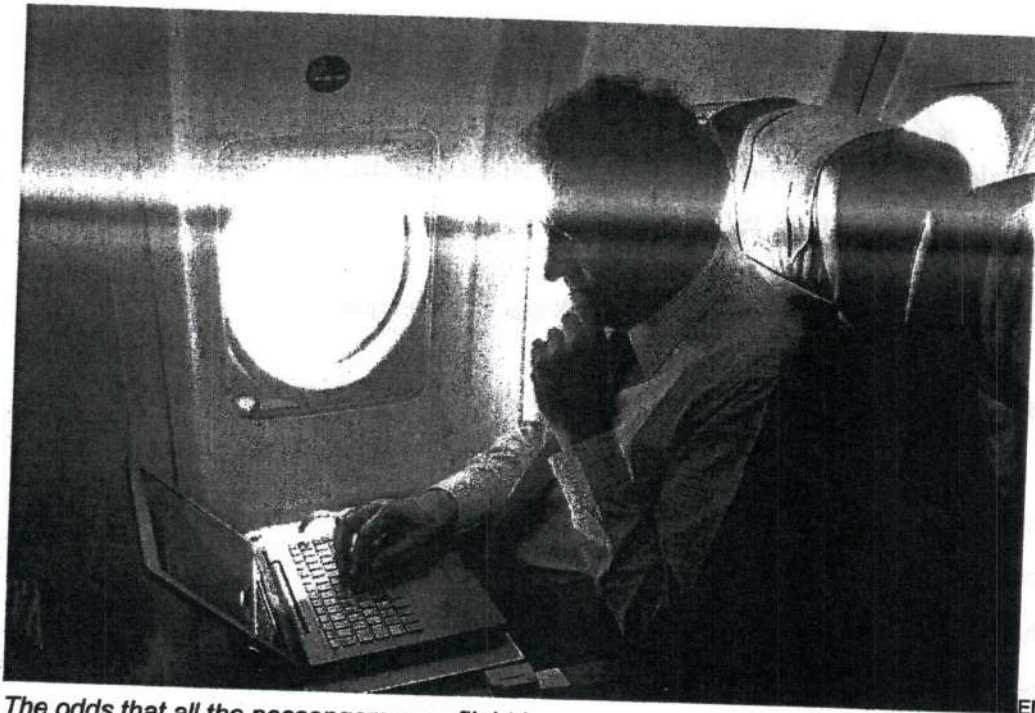
WAS ALEC BALDWIN RIGHT? When the actor tussled with American Airlines personnel last December over his desire to continue playing a game on his phone during takeoff, he was evicted from the flight. Defying airline safety rules is not a good idea, but was Baldwin perhaps correct not to take the danger seriously?

5 On Aug. 31, the Federal Aviation Administration requested public comment on its longstanding policy of prohibiting the use of personal electronics during takeoffs and landings. The restrictions date back to 1991 and were motivated in part by anecdotal reports from pilots and flight crews that electronic devices affected an airliner's navigation equipment or disrupted communication between the cockpit and the ground. Over the years, 10 however, Boeing has been unable to duplicate these problems, and the FAA can only say that the devices' radio signals "may" interfere with flight operations.

To gather some empirical evidence on this question, we recently conducted an online survey of 492 American adults who have flown in the past year. In this sample, 40% said they did not turn their phones off completely during takeoff and landing on their most recent flight; more 15 than 7% left their phones on, with the Wi-Fi and cellular communications functions active. And 2% pulled a full Baldwin, actively using their phones when they weren't supposed to. Consider what these numbers imply. The odds that all 78 of the passengers who travel on an average-size U.S. domestic flight have properly turned off their phones are infinitesimal: less than one in 100 quadrillion, by our rough calculation. If personal electronics are really 20 as dangerous as the FAA rules suggest, navigation and communication would be disrupted every day on domestic flights. But we don't see that.

Why has the regulation remained in force for so long despite the lack of solid evidence to support it? Human minds are notoriously overzealous "cause detectors." When two events occur close in time, and one plausibly might have caused the other, we tend to assume it did. 25 There is no reason to doubt the anecdotes told by airline personnel about glitches that have occurred on flights when they also have discovered someone illicitly using a device.





ENLARGE

*The odds that all the passengers on a flight have properly turned off their phones are infinitesimal.*

30 But when thinking about these anecdotes, we don't consider that glitches also occur in the absence of illicit gadget use. More important, we don't consider how often gadgets have been in use when flights have been completed without a hitch. Our survey strongly suggests that there are multiple gadget violators on almost every flight.

35 Fear is a powerful motivator, and precaution is a natural response. Regulators are loath to make policies less restrictive, out of a justifiable concern for passenger safety. It is easy to visualize the horrific consequences should a phone cause a plane to crash, so the FAA imposes this inconvenience as a precaution.

40 Once a restriction is in place, though, removing it becomes a challenge because every day without a gadget-induced accident cements our belief that the status quo is right and justified. Unfortunately, this logic is little better than that of Homer Simpson, who organized an elaborate Bear Patrol in the city of Springfield and exulted in the absence of bear sightings that ensued.

45 We are not suggesting that people should disobey the current rules. But we believe strongly that policies like the FAA's ban should be based on evidence rather than on fear. The evidence shows that nearly every flight must have some phones and gadgets on, and those flights have not been falling out of the sky.

*—Mr. Simons is a psychology professor at the University of Illinois. Mr. Chabris is a psychology professor at Union College. They are the authors of "The Invisible Gorilla, and Other Ways Our Intuitions Deceive Us."*



Acta Baldwin ~~Alec~~ - Defying airline safety

Restrictions date back to 1991

↳ Anecdotal reports → pilots and flight crews

Boeing has been unable to duplicate these problems

Survey: 40% did ~~not~~ turn off their phones on takeoff

Two events occur

Multiple gadget violations on almost every flight

Fear is a powerful motivator

Difficulty to remove a restriction

Don't disobey

disobey  
react

231.

265

are still ~~takeoff~~

power on

36

DS

71

flight

108

landing

150

disrupted

171

112

devices



1) **READING COMPREHENSION** [6 points] "Do our gadgets really threaten planes?"

Say if the following statements are TRUE or FALSE, according to the text. Justify by quoting the relevant passages and giving the line(s):

1. Alec Baldwin disobeyed the rules of American Airlines.
  2. The FAA wants to know what people think of these restrictions.
  3. The use of electronic devices is prohibited on long distances.
  4. Pilots and flight crews' health was affected by electronic devices.
  5. There is no real proof of the dangers of radio signals on flight operations.
  6. The authors of the article studied the results of an American Airlines survey.
  7. Only about 50% of people obey the rules on electronic devices.
  8. An average-size airliner carries 78 passengers.
  9. The glitches are caused by the anecdotes told by airline personnel.
  10. Illicit gadget use doesn't seem to have much impact on the safety of flights.
  11. The consequences were horrific when a phone caused a plane to crash.
  12. The authors regret the lack of evidence justifying the ban on electronic devices.
-



- Intro
- Geography
- Demography & economy
- Climate
- Languages
- Religion
- Food
- Sports
- Heritage
- Conclusion

## Introduction :

- Dan where do you want to go for your semester abroad ?
  - How many?
    - A lot → Okay, for the rest let us convince you to go
    - Only few → okay, we are gonna try to convince you that it is the best country to go to
  - Greet the audience
  - Present yourselves
  - Present the subject
  - Present the structure
- 
- First
  - Then after that
  - finally

## Geography

Two parts of Malaysia :

- separated from each other by the **South China Sea**
- Peninsular Malaysia : divided between its east and west coasts by the **Titiwangsa Mountains**, mountains heavily forested.
- Western side full of **swamp** (marécage),
- the Eastern Side bordered by sand beach
- East Malaysia, **island of Bornéo**,
  - divided between coastal regions,
  - hills and valleys, and a mountainous interior. Here live 15% of the population in 60% of the territory



## Demography and Economy

- 27 millions inhabitants,
- young population and in expansion, doubled between 1970 and 2000
- In 25 years, she became a developed country
- Official money is the ringgit, 1€ = 4,10 RM
- Main resources :
  - Natural resources : one of the leader of the electronics industry, material for semiconductors for instance
  - Agriculture : wood, rubber and palm oil

## Climate

- Close to the equator, so : Tropical rainforest climate (climat equatorial)
- It means that there is no dry season, precipitation every month and increased with mountains
- Monsoon, big precipitations created by hard winds
- Depending where you are there are 2 monsoon :
  - Winter (for us) or North-East Monsoon (november to March), East coast prend tout, Western coast épargné
  - Summer or South East Monsoon (end of May to September), east coast better protected
- Average temperature of 26°C

## Biodiversity

- The country is **megadiverse** (countries that harbor the majority of the Earth's species and high numbers of endemic species) with a high number of species and high levels of **endemism**. It is estimated to contain 20 per cent of the world's animal species.
- Possible thanks of the mountains and the luxury tropical forest
- But environmental problems : deforestation for instance over 60 per cent of the Peninsular's forest have been cleared for cultivation

## Culture

### Languages

- The most used is Malaysian
- English is the second active one



- Chinese, Tamil and Cantonese
- 137 living languages

## Religion

- Freedom of religion guaranteed by the Malaysian constitution while making **Islam** the state religion
- Répartition voir au dessus et en dessous
- Tolerant people, you can believe in what you want, no problem
- Strict definition of what a Malay is : those who are Muslim, speak Malay regularly, practise Malay customs, and lived in or has ancestors from **Brunei**, Malaysia and **Singapore**

## Ingrédients principaux

- Chili peppers (both fresh and dried chilies are used), plus importants : le [cili padi](#) et les piments verts
- Le [belacan](#) est lui aussi essentiel. C'est une [pâte de crevettes](#) pressée et cuite au soleil. Nature, elle présente une très forte odeur, mais une fois cuite elle parfume,
- en anglais : type of [shrimp paste](#) which is pressed into a block and sun-dried, singulièrement un grand nombre de plats. Elle est le plus souvent mélangée avec des piments, des échalotes et du jus de citron vert ([sambal belacan](#)).
- Coconut (toutes les formes : chair ou eau de noix de coco, flesh and coconut milk)
- Sauce soja / Soy soja
- Tofu products, specifically fried tofu, are widely used as cooking ingredients and as side accompaniments.

## Plats

- Rice the most important staple food (aliment de base), steamed white rice (cuit à la vapeur)
- [Congee](#) is a type of rice [porridge](#) or gruel popular among Malaysia's ethnic communities, (ou burur en malais) : une bouillie de riz, petit déjeuner ou diner, tellement important qu'il est permanent dans les McDo
- Pain (mais avec de la farine de blé importée)

## Viande

- Halal Poultry Volaille (importée) et halal
- Imported Fish Poisson frais d'eau douce, sinon c'est importé

- Shellfish Fruits de mer
- Redneck with curry Boeuf majoritairement cuisiné au curry
- Imported sheep of New Zealand or Australia Mouton importé de nouvelle Zélande ou Australie

## Sports

- Most popular sport → **Badminton**
- The country hosts a race of world championship of Formula 1 on **Sepang International Circuit next to the international airport Kuala Lumpur.**

## Patrimoine

Malaysia has 4 sites in the UNESCO World Heritage list. (**UNESCO** : United Nations Educational, Scientific and Cultural Organization). There are beautiful spaces where the environment must be protected !

2 of these sites are naturals :

- -Kinabalu Park
- -Gunung Mulu National Park
  - The limestone pinnacles of Mount Api
  - Mulu National Park is a very remote access area; the only practical way of getting to and from it is by air, through Mulu Airport.
  - The park is famous for its caves and the expeditions that have been mounted to explore them and their surrounding rainforest
  - the **Royal Geographical Society Expedition** of 1977–1978, which saw over 100 scientists in the field for 15 months.

2 of these 4 sites are cities :

- George Town
- Melaka
  - South of west coast
  - It had a population of 500.000 (five hundred thousand)
  - Founded : 1396
  - **Malacca Straits Mosque**, a newly built mosque in the city's metro area