

English for Special Purposes

Business, Information Technology and Telecommunications

ADRIANA-ELENA STOICAN

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Business, Information Technology
and Telecommunications



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INTRODUCTION

The present book addresses students of English who need to improve their usage of English in specific professional contexts: business communication, engineering sciences and applied modern languages. In writing this manual, I have relied on my academic interactions with students from IT, telecommunications, business administration and more recently, applied modern languages. As I was trying to collect a set of teaching materials, I realized that the Romanian book market offers little studies on English for IT and Telecommunications, dating back from the -70's and -90's. This fact has triggered my desire to come up with a new perspective on the study of English applied in a field that has been registering considerable progress. Since my teaching activities have implied an intersection between English for IT, Telecommunications and Business Communication, I realized that I could blend business communication and information technologies, since actual business practices involve high reliance on IT. Therefore, the project of writing a book of English for IT, Telecommunications and Business Communication is designed as an original attempt to cover the link between the fields of engineering sciences and the business world.

The book can be used for students of an intermediate level and it contains 14 units. Each unit starts with a speaking section that requires the students to practice their oral expression about a specific topic (IT or business related).

Another layer of each unit is represented by the Reading Comprehension section that introduces a fragment extracted from specialized literature (of business studies and engineering sciences). The Reading Comprehension exercises check the students' understanding by having them answer questions about specific details, detect true/false sentences and solve multiple choice exercises.

The vocabulary sections contain exercises that involve the use of specific terms through the practice of antonyms, word-formation mechanisms, synonyms, phrasal verbs and prepositions.

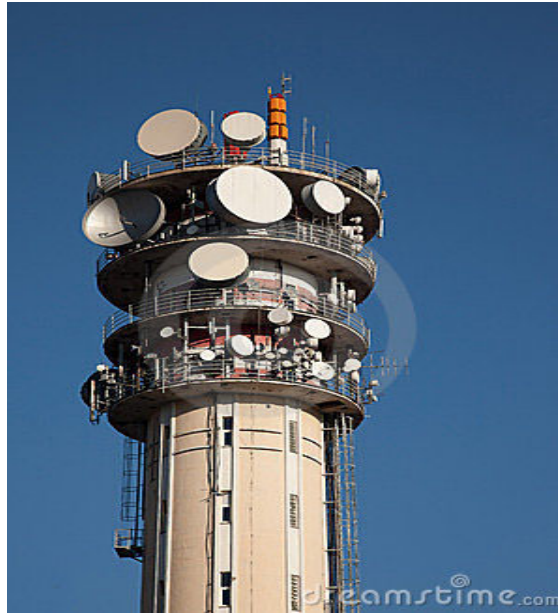
The novelty of this book is provided by its emphasis on grammatical notions that most manuals tend to present as brief entries, rather than detailed accounts. However, my experience has taught me that most students have problems in using grammar, irrespective of the semantic area involved. Therefore, a clear explanation of grammatical notions is meant to consolidate their correct English expression as required by their specific domains. Thus, the grammar sections present detailed theoretical notions about the category of number, countable and uncountable nouns, types of determiners, the comparison of adjectives, the Genitive case, Wh- questions, present and past tenses and ways of expressing future. Another novelty of the present book is its focus on certain grammatical aspects that are seldom approached in manuals for faculties other than foreign languages/applied modern languages (e.g. foreign plurals, definite/indefinite articles, quantifier phrases, phrasal verbs, etc.)The thorough grammatical explanations are followed by a practical section of exercises that combines specific vocabulary with the solving of grammatical tasks. Therefore, the students get the chance to practice both the grammatical items and the vocabulary notions from the respective lesson. Most of the units also contain a translation section in which the students have to translate a specialized text from Romanian into English in order to employ newly acquired terms and practice their ability to use English grammar correctly.

The Writing Section placed at the end of each unit asks students to construct sound arguments on a topic related to the content of the respective unit. This type of task involves the practice of grammar, vocabulary along with specific strategies of formulating a coherent argument. Given the link it offers between the world of technology and the business universe, the present book can be a useful instrument for students of Business Communication, IT, Telecommunications and Applied Modern languages. While using it, students will improve their specialized vocabulary and their knowledge of English grammar. "Good luck!" to everyone!

Lecturer, Adriana Elena STOICAN
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UNIT 1

The Benefits of Connectivity



Source: <http://www.dreamstime.com/stock-photography-telecommunications-tower-image22750242>

Speaking Section

Work in pairs. Ask and answer these questions:

1. In what fields of activity do you rely on electronic means of communication?
2. What do you think about the impact of telecommunications on business protocols?
3. Have you ever used telecommunications for business purposes? (Provide details about the respective activity)

Reading Passage

Information is critical to the social and economic activities that comprise the development process. If information is critical to the development, then ICT-s, as means of sharing information, are not simply connections between people, but a link in the chain of

the development process itself. In general, the ability to access and share information can contribute to the development process by improving:

Efficiency, or the ratio of output to cost (for example, through the use of just-in-time manufacturing and inventorying systems, through use of information on weather and soil content to improve agricultural yields);

Effectiveness, or the quality of products and services (such as improving health care through telemedicine);

Equity, or the distribution of development benefits throughout the society (such as to rural and remote areas, to minorities and disabled populations);

Reach, or the ability to contact new customers or clients (for example, craftspeople reaching global markets on the Internet; educators reaching students at work or at home).

Examples of the contribution of telecommunications to effectiveness include distance education, where real-time instruction and tutorials are more effective than simply requiring students to study correspondence materials, and telemedicine, where information about the patient transmitted electronically can help distant specialists to diagnose conditions and recommend treatment, ICT-s contribute to equity by enabling the disadvantaged, including the poor, isolated rural people, and the disabled, to obtain information that would otherwise be very difficult or impossible to access.

Some researchers have attempted to summarize the benefits of telecommunications investment for various sectoral activities. Saunders, Warford and Wellenius (1994) group benefits under four categories:

- Market information for buying and selling
- Transport Efficiency and regional development
- Isolation and emergency security
- Coordination of international activity, including business, tourism and international organization.

More specifically, among the benefits of ICTs for improving efficiency and productivity are the following:

Price information: Producers such as farmers and fishermen can compare prices in various markets, allowing them to get the highest prices for their produce, to eliminate

dependency on local middlemen, and/or to modify their products (types of crops raised or fish caught, etc.), to respond to market demand.

Reduction of downtime: Timely ordering of spare parts and immediate contact with technicians can reduce time lost due to broken machinery such as pumps, tractors, and generators.

Reduction of inventory: Businesses can reduce the inventories they need to keep on hand, and therefore the capital they would be tied up in inventory, if replacements can be ordered

and delivered as needed.

Timely delivery of products to market: Contact between producers and shippers to arrange scheduling for delivery of products to market can result in reduced spoilage (for example of fish or fresh fruit), more efficient processing and higher price for produce.

Reduction of travel costs: In some circumstances, communications may be substituted for travel, resulting in significant savings in personnel and travel costs.

Energy savings: Telecommunications can be used to coordinate logistics of shipping and transportation so that trips are not wasted and consumption of fuel is minimized.

Decentralization: Availability of information networks can help to attract industries to rural areas, and allow decentralization of economic activities away from major urban areas.

(Source: Hudson, Heather E. *From rural village to global village, Telecommunications for Development in the Information Age*)

Reading Comprehension

I. Decide whether the following sentences are true or false:

1. Information and Communication Technologies represent only connections between people.
2. Efficiency designates the quality of products and services.
3. Telemedicine enables doctors to cure patients without actually seeing them.
4. Telecommunications contribute to the development of reach by facilitating the improvement of health care.
5. Correspondence materials are less efficient than real-time instruction and tutorials.
6. Researchers have grouped the benefits of telecommunications investment into six categories.

7. Downtime can be reduced through a quick contact with technicians and a well-timed ordering of auxiliary components.
8. Travel costs can be reduced if travel is completely superseded by communications.
9. The management of shipping and transportation can be done by means of telecommunications in order to minimize fuel consumption.
10. Various industries can be relocated from urban to rural areas with the help of information networks.

II. Answer the following questions relying on information from the text:

1. How are ICT-s defined in the text?
2. How can ICT-s contribute to the development process?
3. What is the role of ICT-s in improving the ability to reach new customers?
4. What examples are provided in order to illustrate the impact of ICT-s on effectiveness?
5. How do telecommunications enhance the principle of equity?
6. What does the example of fishermen and farmers illustrate in relation to ICT-s and their role?
7. How can telecommunications determine the reduction of downtime and inventory?
8. How can energy be reduced by means of telecommunications?
9. How can producers and shippers deliver their products at the appropriate time with the help of telecommunications?
10. In what way can travel costs be reduced by means of telecommunications?

Vocabulary

Study the following series of synonyms and make sentences with each of them:

Word	Synonym	Example
benefit	advantage , asset, boon	This company offers many benefits to its employees. Această companie oferă multe beneficii angajaților.
broken	fractured, fragmented, shattered, smashed	a broken family = o familie destrămată

comprise	consist of, contain	This department comprises several subsections. Acest departament conține câteva subsecții.
critical	crucial, faultfinding	a critical situation = o situație critică, a critical perspective = o perspectivă critică
development	growth, achievement	personal growth = dezvoltare personală
reduce	abate, attenuate, compress, curtail, cut down, decrease	to reduce cost= a reduce costurile
replacement	commutation, dislocation	replacement cost = cost de înlocuire
schedule	programming, planning	the schedule of events for the conference = programarea evenimentelor din cadrul conferinței
timely	opportune, well-timed	a timely invitation = o invitație la momentul potrivit
yields	earnings, profits, revenue	agricultural yields = recolte agricole

Translation Section

Translate into English:

În cadrul Mobile World Congres, eveniment care se desfășoară în această perioadă în Barcelona, companii precum IBM, Qualcomm, AT&T și Ericsson și-au prezentat proiectele pentru viitorul apropiat. Astfel, toate obiectele care ne înconjoară, de la frigider și până la magnetii puși pe el se vor putea conecta la Internet.

Electronicele, precum mașinile de spalat și televizoarele, vor avea încorporate cipuri care vor face posibilă conectarea prin wireless la Internet, mai arată sursa citată. Chiar și obiectele non-electrice vor avea Bluetooth prin care vor fi transmise informații către un hub conectat la Internet. Cum tehnologia avansează foarte rapid, nu-i de mirare că deja au apărut televizoarele care pot fi setate să înregistreze emisiuni de pe un smartphone, sau flacoanele de medicamente ce pot efectua apeluri telefonice. Nu pot fi trecute cu vederea nici hainele cu etichete RFID, de identificare prin frecvențe radio. Te trezești și îți verifici

smartphone-ul, care îți va spune să te îmbraci în costumul albastru pentru că știe ca vei avea o întâlnire.

Nicio dimineață fără ceai. Ceainicul îți va trimite un semnal pe telefon, care îl redirecționează către ceilalți membri ai familiei, lăsându-i să înțeleagă că ești bine.

Cum casa știe că ai pregătit ceaiul, consideră că este un bun moment să îți amintească să-ți iei pastilele. Zis și făcut. Vei primi un mesaj pe telefon în care ți se va spune să nu uiți de medicamente. La rândul sau, flaconul de medicamente va trimite un mesaj hub-ului wireless în care îi va comunica faptul că ai luat pastilele.

Ești gata de plecare? Telefonul inteligent îți va spune să iei cu tine o haină mai groasă pentru că afară este frig. În plus, vei fi informat că trebuie să te grăbești pentru că traficul este destul de aglomerat.

Când ieși pe ușă, toate luminile din casă se vor stinge automat, iar mașina va porni. Nu vei fi direcționat spre autostradă din cauza circulației îngreunate. În momentul în care te apropii de locul întâlnirii mașina îți va rezerva și un loc de parcare. Și pentru că toata lumea să se bucure de aceste inovații minune un lucru este foarte important - prețurile trebuie să scadă, să fie pentru toate buzunarele. În plus, un alt element de bază ține de confidențialitate - conexiunile de date trebuie să fie suficient de sigure pentru a-i convinge pe oameni să împărtășească absolut totul despre ei.

(Source: <http://www.ziare.com>)

Grammar - Theoretical Aspects

The Noun: The Category of Number

I. Regular Plural

The regular plural is formed by adding an *-s/-es* to the singular noun form

chair = scaun (sg.), chairs = scaune (pl.)

window = fereastră (sg.), windows = ferestre (pl.)

We add *-es* when the singular form of the noun ends in *-ch, -sh, -s, -x*

match = meci, chibrit (sg.), matches = meciuri, chibrituri (pl.)

crash = accident (sg.) crashes = accidente (pl.)

cross = cruce (sg.) crosses = cruci (pl.)

box = cutie (sg.) boxes = cutii (pl.)

We add *-ves* when the singular form of the noun ends in *-f/-fe*

knife = cuțit, knives = cuțite
leaf = frunză, leaves = frunze
wife = soție, wives = soții
wolf = lup, wolves = lupi

Exceptions:

roof = acoperiș, roofs = acoperișuri
hoof = potcoavă, hoofs = potcoave

II. Irregular Plurals

SINGULAR	PLURAL
brother = frate	brethren = frați
child = copil	children = copii
die = zar	dice = zaruri
foot = picior	feet = picioare
goose = gâscă	geese = găște
louse = păduche	lice = păduchi
man = bărbat	men = bărbați
mouse = șoarece	mice = șoareci
ox = bou	oxen = boi
tooth = dinte	teeth = dinți
woman = femeie	women = femei

II. 1. Special cases of noun-verb agreement:

- The category of *advice = sfaturi, evidence = dovezi, furniture = mobilă, information = informații, intelligence = informații confidențiale, knowledge = cunoștințe, luggage = bagaje, money = bani, news = știri, produce = produse agricole, progress = progres* has the following features:

- singular form (except *news*)
- plural meaning
- agreement with the verb in the singular

No news is good news (Lipsa veștilor este o veste bună)

- Nouns that designate **names of matters** have a **plural form** only if they refer to **“types of”**. Otherwise, they have a **singular form and their agreement with the verb is in the singular**

air = aer, airs = gaze, coal = cărbune, coals = tipuri de cărbune, tea = ceai, fine teas = ceaiuri bune, wines = soiuri de vinuri

- Nouns that have the same form for singular and plural

a carp, two carp = un crap, doi crapi,
a craft, two craft = o ambarcațiune, două ambarcațiuni
a deer, two deer = o căprioară, două căprioare
a duzin, two duzin = o duzină, două duzine
a fish, two fish = un pește, doi pești
a fruit, two fruit = un fruct, două fructe
a pair, two pair = o pereche, două perechi
a sheep, two sheep = o oaie, două oi
a swine, two swine = un porc, doi porci
a trout, two trout = un păstrăv, doi păstrăvi

- Nouns which have only plural form

Pair objects (**only plural agreement**): *binoculars = binoclu, compasses = compas, glasses/spectaculars = ochelari, scales = balanță, tongs = clește, scissors = foarfece*

Pair clothing (**only plural agreement**) *jeans, pants = pantaloni/indispensabili, trousers = pantaloni, braces = bretele, shorts = pantaloni scurți, knickers = indispen-sabili/pantaloni scurți, overalls = salopetă, drawers = indispensabili/izmene*

- Nouns denoting illnesses with a plural form and agreement in the singular

measles = pojar, mumps = oreion
Mumps is usually a childhood disease.
Oreionul este de obicei o boală a copilăriei.

- Nouns denoting illnesses with a plural form and agreement in the plural
blues = melancolie, hysterics = isterie, rickets = rahitism
- Nouns ended in -s that have agreement with the singular

Games: *billiards = billiard, cards = cărți, skittles = popice, marbles = joc cu bile*

Sciences: *phonetics = fonetică, math = matematică, economics = economie, politics = politică*

Mountain chains, names of states

II.2. Foreign Plurals

Singular ending –ON/UM	Plural ending –A
agendum = agendă, ordine de zi	agenda = agende, ordini de zi
aquarium = acvariu	aquaria = acvarii
addendum = act adițional	addenda = acte adiționale
candelabrum = candelabru	candelabra = candelabre
curriculum = orar	curricula = orare
erratum = erată	errata = erate
phenomenon = fenomen	phenomena = fenomene
criterion = criteriu	criteria = criterii

bacterium = bacterie	bacteria = bacterii
datum = data	data = date
medium = mediu	media = medii
sanatorium = sanatoriu	sanatoria = sanatorii
spectrum = spectru	spectra = spectre
Singular ending -A	Plural ending -AE
alumna = absolventă	alumnae = absolvente
antenna = antenă	antennae = antene (de insecte)
aorta = aortă	aortae = aorte
alga = algă	algae = alge
fauna = faună	faunae = faune
formula = formulă	formulae/formulas = formule
nebula = nebuloasă	nebulae = nebuloase
vertebra = vertebră	vertebrae = vertebre
Singular ending – US	Plural ending – I
bacillus = bacil	bacilli = bacili
cactus = cactus	cacti = cactuși
focus = focar, centru	foci = focare, centre
fungus = ciupercă, fungus	fungi = ciuperci, fungi
genius = geniu, spirit	genii = duhuri geniuses = genii
narcissus = narcisă	narcissi = narcise
nucleus = nucleu	nuclei = nuclei
octopus = caracatiță	octopi = caracatițe
sarcophagus = sarcofag	sarcophagi = sarcofage
stimulus = stimul	stimuli = stimuli
terminus = terminal, scop, capăt	termini = terminale, scopuri, capete
Singular ending – SIS	Plural ending – SES
(se pronunță <i>is</i> la singular)	(se pronunță <i>iz</i> la plural)
analysis = analiză	analyses = analize
antithesis = antiteză	anthitheses = antiteze
axis = axă	axes = axe
basis = bază	bases = baze
crisis = criză	crises = crize
hypothesis = ipoteză	hypotheses = ipoteze
paranthesis = paranteză	parantheses = paranteze
synthesis = sinteză	syntheses = sinteze
thesis = teză	theses = teze

Grammar Exercises

I. Fill in the gaps with the right form of the noun:

1. How many are there? (stratum)
2. Three have been discussed so far. (hypothesis)
3. He is going to buy six of stamps. (series)
4. For the first time these were registered last year. (phenomenon)
5. Too many at the same time lead to chaos. (stimulus)
6. All the in question were caused by inefficient management. (crisis)
7. She presented two interesting at the conference yesterday. (analysis)
8. There are many of fish in this pond. (species)
9. We need further for reaching a sound conclusion. (datum)
10. Are these two equal? (radius)
11. He found two old in the attic while he was searching for his childhood toys. (die)
12. can be seen only through a microscope. (bacterium)
13. Have you ever eaten salad made of (alga)?

II. Translate into English paying attention to the foreign plurals:

1. Aș dori să cumpăr doi păstrăvi și un crap.
2. Nu există dovezi împotriva lui.
3. Cunoștințele tale din sfera matematicii sunt foarte bune pentru vârsta ta.
4. Cine știe care sunt criteriile de admitere la acest concurs?
5. Cunosc o serie de ipoteze ce încearcă să explice aceste fenomene bizare.
6. Prelegerea de ieri a expus principalele crize economice ale secolului 20.
7. În ultima oră de biologie am aflat informații despre bacterii și nuclei.
8. Am văzut cactuși și narcise ieri la grădina botanică.
9. Cercetarea de față include trei analize de discurs politic.
10. Analize recente ale evoluției pieței muncii au generat o serie de dezbateri aprinse.
11. Aceste simptome pot fi asociate cu trei diagnostice.
12. Bazele acestui sistem de recrutare au fost puse de personalul din departamentul de resurse umane acum doi ani.