# Technology & Society now!

**Englisch für das Berufliche & Technische Gymnasium
Band 1**

Ursula Debold
Claudia Mues
Sandra Roß
Brigitte Stucke

**Autorinnen:**
Ursula Debold, M. A. (USA), Essen
Claudia Mues, Hamm
Sandra Roß, Essen
Brigitte Stucke, Essen

**Verlagslektorat:**
Alexander Barth, Haan

# Vorwort

Das Lehrwerk „Technology & Society now! 1" für die Jahrgangstufe 11 des Technischen Gymnasiums legt anhand von sechs Modulen inhaltliche und methodische Grundlagen für die Einführungsphase der gymnasialen Oberstufe. Die Reihe „Technology & Society now!" richtet sich an Klassen der Beruflichen/Technischen Gymnasien. Die unterrichtsrelevante Schwerpunktsetzung orientiert sich hierbei nicht nur an den Lehrplänen, sondern darüber hinaus an den Interessen aller Lernenden für den Themenbereich Technik. Hierbei stehen drei Teilbereiche im Fokus der englischsprachigen Kompetenzentwicklung:

- Anwendung der Zielsprache in technischen und beruflichen Kontexten

- Training der zu erreichenden Kompetenzen in Hinblick auf die Prüfungsformate des Abiturs

- Spracherwerb als Begleitung von Persönlichkeits- und Profilentwicklung

## Aufbau des Lehrwerks:

Unter der Überschrift „Being young" stellen Modul 1 „Technology Matters" und Modul 2 „We are what we eat" junge Menschen und ihr Interesse an Technik sowie exemplarisch, anhand des globalen Themas „Ernährung", die Welt der Arbeit und Verantwortung für die Technologisierung zur Debatte. Modul 3 „Being British" berücksichtigt als zusätzliches „Focus on" landeskundliche Aspekte Großbritanniens. Module 4 bis 6 ermöglichen unter der Überschrift „The World of Work" mit Modul 4 „Jobs in the Chemical Industry" Einblicke in englischsprachige Geschäftskorrespondenz. Modul 5 „The Craft of Writing" verweist exemplarisch auf die historische Entwicklung der Arbeitswelt. Abschließend werden mit Modul 6 „Up and away" erneut landeskundliche Aspekte aufgegriffen und persönliche Entwicklungschancen im englischsprachigen Ausland thematisiert.

Da in diesem ersten Band die Aufmerksamkeit zunächst auf Aktivierung des technischen bzw. berufsbezogenen Englisch sowie der thematischen und methodischen Grundlagen gelegt wird, erfolgt die Auseinandersetzung mit der Sprachrichtigkeit in „Technology & Society now! 1" zuerst sporadisch. Ein umfangreicher Skills-Teil am Ende des Buches gibt einen systematischen Überblick über methodische und berufsvorbereitende Kompetenzbereiche. Themenspezifische Wortlisten zur Erschließung und Erleichterung der Textarbeit befinden sich am Ende jedes Moduls. Darüber hinaus ermöglichen alphabetische Wortschatzübersichten am Ende des Buches die Wortschatzarbeit der Lernenden.
Die Auseinandersetzung der Lernenden, nicht nur mit der realen, sondern auch mit der literarisch-künstlerischen Welt, wird ebenso thematisiert wie die Erlangung von Medienkompetenz.

## Ausblick auf die Bände 2 und 3:

Fachspezifische Komplexität, der Erwerb umfangreicherer Sprachkompetenzen (z. B. durch neu gestaltete Skills-Teile), Übungen zum schriftlichen und mündlichen Abitur und dem Anforderungsprofil akademischen Arbeitens prägen die weiteren Bände der Reihe „Technology & Society now!"

Wir würden uns sehr freuen, wenn wir für die Lernenden mit „Technology & Society now!" nicht nur zum Lernerfolg im Fach Englisch beitragen, sondern das Interesse an Technik und die berufliche Profilbildung fördern und unterstützen könnten.

Anregungen und Hinweise nehmen wir unter lektorat@europa-lehrmittel.de gerne entgegen.

Winter 2016/17                                                        Autorinnen und Verlag

# Inhaltsverzeichnis

# 1 Technology matters

Technology plays a very important role in our lives. Computers and the internet are essential to modern man. Social networking sites are booming, and a lot of people cannot live without their smartphones anymore. Many young people choose a job in the field of technology. In the past these were mostly men, but more and more young women are now entering this field.

## 1.1 Technology in everyday life

Are you addicted to using technical devices? There are people who cannot imagine a life without smartpones or tablet PCs, for example, and they get extremely nervous if they lose them or have to give them away for some time. How important is technology in your everyday life?

**Brainstorming**

Give examples of situations in your life in which technology plays a very important role.

### 1.1.1 Smartphones everywhere

They are everywhere and nearly everyone uses them: smartphones. But wouldn't it be a good idea to ban them in certain areas of our lives, for example in schools?



**Believe me.** If they **really** ban smartphones in schools, you will gradually learn to communicate without one. **It is possible!**
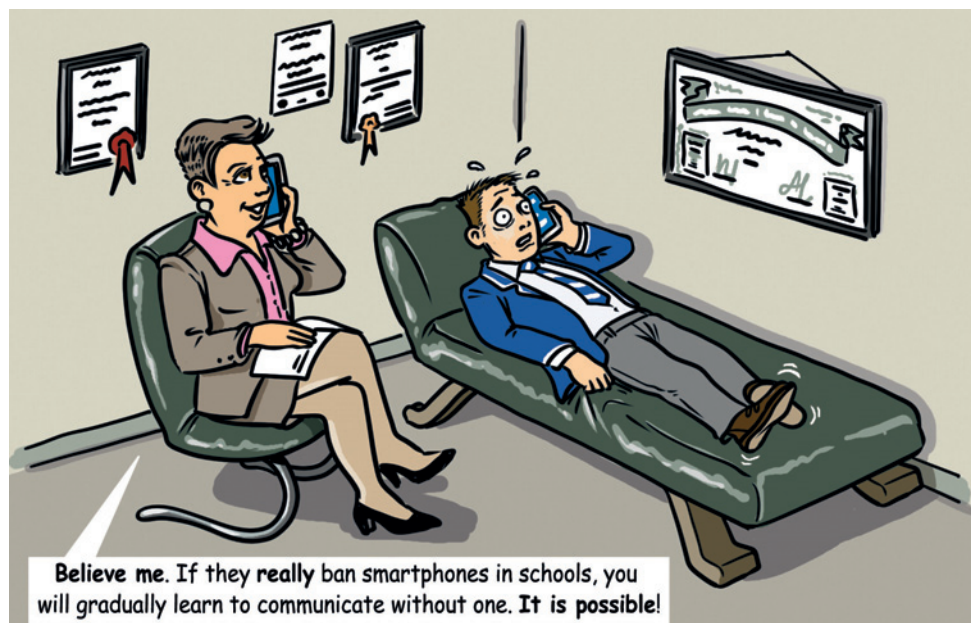
**Analysis of a cartoon**

Describe the cartoon. Then say what the message is. Who or what is the target of the cartoon?

## I couldn't live without my smartphone

Kate and Linda are best friends. Right now they are meeting in front of their school.

LINDA: Kate, do you know what happened to me this morning? I couldn't find my smartphone
5 when I woke up. Usually, the first thing in the morning is to check the messages, but I couldn't do it today. I looked for my smartphone everywhere in the house. I am really panicking right now. Do you have any idea
10 where it could be?

KATE: Maybe you lost it in the pub last night.

LINDA: Oh my God, maybe someone stole it from my bag. Kate, what should I do? What if Peter tried to contact me? And there are some very
15 important photos on my smartphone, too.

KATE: No need to shout at me. I didn't steal it. My smartphone is much better than yours.

LINDA: Are you sure about that?

KATE: Ok, why don't you calm down a bit? And
20 why don't you call the pub and check if it's there?

Linda tries to phone the pub with Kate's smartphone, but doesn't get an answer.

LINDA: Nobody is answering the phone. That's just awful. I have to wait until tonight to call 25 again. How am I going to survive this day? The lessons at school will be so incredibly boring without my smartphone. I can't even listen to music. And if Peter tries to contact me and I don't answer, he will think that I 30 am not interested in him anymore. It's a complete disaster!

KATE: You can send him a message from my phone.

LINDA: Thanks, but I haven't got his number. It's 35 in my address list on the bloody smartphone. Oh God, what am I going to do if it's really gone for good. I need it. Now!

KATE: Can you imagine that there was a time when people had no internet, mobile phones 40 or smartphones? How did they communicate in those days?

LINDA: It must have been like living in the Middle Ages.  (338 words)

TASKS
3

**Working with the text and panel discussion**

1. Work with a partner: Read the text using different roles.

2. Explain why Linda is "really panicking" in this situation.

3. Prepare a panel discussion about the pros and cons of banning smartphones in schools:
   a) Before you start, decide which roles should be included in the panel discussion and then form groups for the different roles.
   b) In your group, collect arguments for the role and questions to be put to the other groups to prepare for the panel discussion. Your group should choose one or two speakers.
   c) The panel discussion between the speakers of the groups takes place in class. Questions from the audience are also possible.
   d) After the discussion the results should be evaluated in class.

### 1.1.2  Technology can save your life

There are many situations in which technology can be used to save lives. Sometimes even a gadget can be extremely useful to prevent people from being harmed.

## The Defender: the smart pepper spray device that photographs your assailant  by Dimple Vijakumar

**This new device links to your smartphone and transmits a picture of attackers to the authorities when deployed. But is this the right approach for preventing harassment and assault?**

From faux-phone stun guns to lipstick tasers, the market for women's self-defence products is thriving in the US. Enter The Defender, a high-tech smartphone-linked pepper spray that has taken crowdfunding platform Indiegogo by storm.

With the push of a button, The Defender will not only spray the assailant, but also snap a photo of them, fire it off to the local authorities, and blast an alarm to alert passersby. It hit its target goal of $100,000 within 24 hours, and there are currently 2,100 units on pre-order. It's set to be in stores in the US in 2015. How did it come about?

"The Defender started with a conversation about safety for a college student," says Ryan McManus, co-founder and marketing director of Pangaea Services, who developed The Defender. "We hope that the technology will interest men and women, and men have been very interested in The Defender for their wives, daughters, sisters, and mothers," he says.

The gadget is connected via Bluetooth to an app on your smartphone, sending the image of the attacker to a 24/7 monitoring system, which then forwards it to the emergency services along with GPS coordinates, which means the police can be dispatched straight away.

It also doubles up as a medical alert device; pressing a second button informs health services of a serious assault.

Pepper spray is a long-established tool for self-defence, but The Defender has updated it for the internet age, according to McManus.

"The service of responding to an alert and contacting the authorities is the real value," he says.

The Defender joins a flourishing industry of self-defence devices for women in the US. Several websites specialise in female-oriented protection products. Women on Guard offers a pepper spray disguised as a hot pink perfume bottle for $12.95 (around £8), and Damsel in Defense carries what it calls "hermergency kits", which contain a waterproof whistle, a first aid kit and an LED flashlight, among other items. Another site, Rose Guardian, sells sharp-edged, cat-shaped "self-defense key-chains" and on Etsy you can find handmade switchblade necklaces.

Most of these devices, including The Defender, may be classified as offensive weapons, and therefore illegal, in the UK. McManus, however, says his device can be adapted for legal use: "For the UK market, there are alternative self-defence sprays that could be used."



*Using pepper spray for self-defence*

There's another issue: are these devices helping or hindering efforts to tackle sexual harassment and assault cases? Orla Sheehan, newly elected president of the Feminist Society at the University of Southampton, thinks the latter: "One of the fundamental issues with The Defender as marketed to women is that we should not have to carry one of these to be safe. I can't live my life in preparation for an attack."

There are also concerns that The Defender's technology could be misused; and then there is its hefty pricetag: "It costs $179 for The Defender and one year of their monitoring," says Sheehan. "To me, this says: if you are rich, you can be safe. We should not be living in a world where a woman's income determines her safety."

McManus seems to agree. "We should be educating people on identifying and preventing sexual harassment," he says. On the issue of misuse, he says the company will not tolerate it. "If misused, the camera on The Defender captures the incident and that will be evidence." The company will also be giving a portion of profits to organisations that educate and protect victims of assault.   (608 words)

---

**TASKS**
**4**

**Working with the text**

1. Describe how the smart pepper spray device works.
2. Outline points of criticism mentioned in the text.
3. Consider the impact of the use of such a device on everyday life.

### 1.1.3  Fascinated by science and technology

The fascination for science and technology can start at an early age, and young teenage scientists have already made remarkable inventions.

## Teenage scientist builds DNA machine to find out why his brother has ginger hair  by STEVE WHITE

He was determined to find a scientific explanation for the fact that his locks are straight and brown while his brother has ginger curls.



DNA strain

A teenager has won a top science award after he built a DNA testing machine – to discover why his brother has red hair but he does not.

Fred Turner, 17, was determined to find a scientific explanation for the fact that his locks are straight and brown while 14-year-old Gus has ginger curls. So he spent almost a year building the complex equipment – called a polymerase chain reaction machine – using bits and bobs he found around his home, including an old video recorder.

His ingenuity impressed scientists so much, he has now been crowned UK Young Engineer of the Year. He has also been getting calls from

15 scientific researchers eager to use his home-made machine. A commercial model would cost £3,000, but Fred built his in his bedroom for £450.

20 He said: "After years of jokes from friends saying me and Gus had different dads, I built the machine to test once and for all why he's ginger and I'm not. The theory is red hair appears in people with a mutated gene. I collected DNA from my brother's cheek using a swab. The ma-
25 chine makes copies of this DNA, so you can test how it reacts under different temperatures. Heating and cooling the sample allows you to separate the DNA, so I was able to see if mine was different to his. I discovered Gus does have
30 the mutated gene which explains why he's ginger and I'm not."

Fred, of Brighouse, West Yorks, managed to fit in working on his "DNA photocopier" with a part-time job as well as his studies for five A-
35 levels. He said: "At home the only tools I had were a drill, a saw and a file, so it looked a bit rough around the edges. But in the end I was just pleased that it worked."

The young inventor was inspired by his parents
40 – account manager mum Louise, 49, and businessman dad David, 50. Fred said: "They both took me to science museums when I was younger. They've always encouraged my interests."

His passion for science will continue at Oxford
45 University, where he'll be studying biochemistry in September. He said: "I'm not sure where I'll be in 10 years, but I'd like to run my own technology business."

### Ginger gene

50 Redhead capital of the world is Scotland – 13 % of Scots are ginger against just 4 % in Western Europe as a whole. Red hair is caused by a reces-sive gene on chromosome 16 and has high levels of pigment pheomelanin. The MC1R variant gene is also linked to freckles.    (450 words)    55

**Working with the text and beyond**

1. Describe how Fred Turner managed to impress scientists.

2. Outline why his brother has got ginger hair.

3. Discuss in class in how far you would be interested in joining a scientific competition.

4. This article was taken from the newspaper The Daily Mirror. The text 1.1.2 was published in The Guardian. Find out what kinds of newspapers they are (e. g. tabloid or quality paper) and examine the differences between the two articles.

## 1.2  Sharing online – social networking sites

Most of us use them and some of us excessively – social networking sites. There are many positive aspects about them, for example the possibility to reach thousands or even millions of people in a second. However, there is also the question about the privacy of the users. Do we need stricter laws?

### 1.2.1  Giving online

Fundraising via social media is a good way to collect impressive amounts of money in a short time as you can perfectly use the viral effect of the internet to achieve your aim.

## Stephen's story:
## What's the secret to teen's fundraising success?  by David Lumb

**A teenager from Staffordshire suffering with cancer has raised more than £3 m for charity in a campaign fuelled largely by social media.**

**Stephen Sutton's story – which people have been able to follow via Twitter and Facebook – has earned him national praise and celebrity friends. But how unusual are his achievements and what is the secret to his success?**



*Donating online*

It may be his resolve in the face of adversity. Or his acute social networking skills. Or possibly the backing of well-known household names such as Jason Manford. Whatever is behind the 19-year-old's fundraising success, it's fair to say he's surpassed his own expectations. [5]

Starting with an original target of £10,000, Stephen Sutton has become the Teenage Cancer Trust's highest individual supporter of all time, attracting more than 123,000 donations from 94 different countries. [10]

### 'Emotional connection'

A Twitter spokeswoman said since 21 April, when Stephen's story began, there have been 225,000 Tweets featuring his name or the #thumbsup-forstephen or #StephensStory hashtags. Tamara Ansons, a social media expert at the University of Warwick, believes the specific nature of Stephen's situation has helped him raise so much, so quickly. "There are a lot of emotions involved," she said. "He is quite young. He is a great individual. People really latch on to that and have a real emotional connection. "While his situation is sad, he is also inspirational. People hear about his story and they are inspired." [15][20][25]

It is not the first time the power of social media has been demonstrated when it comes to fundraising. When Rachel Beckwith died in a crash just days before reaching her ninth birthday – fundraising for MyCharityWater went into over- [30]

drive. The youngster, from Washington, in the US, had set herself a target of achieving $300 for the charity, which works to supply people in poor countries with clean water. But she was killed when she was just $80 short. However, news of her fundraising spread quickly thanks to social media and the total soon increased to more than $1.2 m. [35]

Similarly, Jack Henderson earned £32,000 for sick children in Edinburgh – partly thanks to people spreading the word on social networking sites Facebook and Twitter. At the age of six, the youngster started drawing pictures for people in return for donations to the Royal Hospital for Sick Children in Edinburgh, where his younger brother had received care. He received 600 commissions and 1,800 emails in two weeks. [40][45]

And in South Carolina, the family of a four-year-old American girl battling a deadly disease have raised more than $600,000 thanks to social media. Eliza O'Neill was diagnosed with Sanfilippo syndrome type A, which can kill sufferers before the end of their teens. But her family produced a viral video explaining her plight and, since then, people from across the world have been donating money to pay for research that could save her. Her father Glenn said: "Should everything work and there be a positive outcome of the clinical trial, never will social media from around the world have played a more direct role in stopping a deadly childhood disease."

## 'Unprecedented case'

Stuart Fowkes, a social media manager at Oxfam, said social media had become "critical" for charities in recent years. "We are increasingly seeing that people want to be able to make donations through platforms they are already on," he said. "They don't want to have to sign up to something. They want to do something through Twitter or Facebook."

The #nomakeupselfie trend raised £8 m in six days for Cancer Research. The charity did not start the trend and, in its early stages, it was difficult to see how posting pictures of people not wearing make-up could equate to support. But one Cancer Research worker posted a picture of herself with the donation number and others followed suit. Similarly, the success of the November campaign – whereby men grow moustaches during November to raise funds for charity – is also rooted in social media, with participants posting pictures of themselves and asking for donations.

Mr Fowkes said while many of Oxfam's supporters used sites like Facebook and Twitter to boost fundraising. He said Stephen's case was "unprecedented" because of its enormity. He said part of the success was down to the fact it was a personal story led by Stephen himself. "The way it's being plugged through Twitter and Facebook is the social media equivalent of a marathon runner telling a story by wearing a picture of a relative on their t-shirt," he said. "It's about putting the person front and centre rather than the organisation."

## 'Horrendous experience'

Lucy Hooberman, a professor of digital media and innovation at the University of Warwick, said there was a 10 year history of organisations and individuals using social media including blogs to raise money for campaigns and said the platforms were very powerful. But she also said: "The kicker for this [Stephen's] campaign is of course the young man himself, his ideas, his spirit and his strength to transform a horrendous experience into a historically important act of generosity towards the future. "We are all terrified of cancer for ourselves and for our family. "It's only the very special people who can manage to make something out of it."

(867 words)

**Working with the text and comment writing**

1. List the cases mentioned in the text in which people raised money by using social media.

2. Point out why so many people prefer to donate online.

3. Outline why especially Stephen's campaign was so successful.

4. Comment on the use of social media for fundraising. Are there also points for criticism? If you need further help on comment writing, you can use the skills section in this book.

### 1.2.2  Finding friends online

Finding friends online is easy, but the question is how lasting and reliable these friendships are compared to those outside social media.

**Placebo: Too many friends**  LYRICS by Stefan Olsdal, Brian Molko

My computer thinks I'm gay
I threw that piece of junk away
On the Champs-Elysées
As I was walking home

5  This is my last communique
Down the supper highway
All that I have left to say in a single tome

I got too many friends
Too many people that I'll never meet
10  And I'll never be there for
I'll never be there for
'Cause I'll never be there

If I could give it all away
Will it come back to me someday?
15  Like a needle in the hay or an expensive stone

But I got a reason to declaim
The applications are to blame
For all my sorrow and my pain
A feeling so alone

20  I got too many friends
Too many people that I'll never meet
And I'll never be there for

I'll never be there for
'Cause I'll never be there

25  Too many friends
Too many people that I'll never meet
And I'll never be there for
I'll never be there for
'Cause I'll never be there

30  My computer thinks I'm gay
What's the difference anyway
When all the people do all day
Is stare into a phone

I got too many friends
35  Too many people that I'll never meet
And I'll never be there for
I'll never be there for
'Cause I'll never be there

Too many friends
40  Too many people that I'll never meet
And I'll never be there for
I'll never be there for
'Cause I'll never be there

I'll never be there *[x4]*



*Does your social network look like this?*

**Focus on summary writing:**

*Preparatory tasks:*

1. Outline which means of modern communication technology are mentioned in the text.

2. Describe the emotional state of the speaker in the song in your own words.

3. Point out why the speaker claims to have "too many friends".

*Summary writing:*

4. Summarise the song "Too many friends".
   Write a short introduction mentioning the title, songwriter, text-type and the topic. In the main part you should also include the information you collected in tasks 1–3.
   **Note:** Normally a summary should be considerably shorter than the original text. This will hardly be possible in this case due to the text-type. Therefore, try to be as precise and specific as you can. Keep in mind that a summary does not include quotations, which means you will have to use your own words. In a summary you do not give your own opinion. For further help turn to the skills section in this book.

**Further tasks relating to the song**

1. With reference to its form and the use of language explain why this text is a song.

2. Discuss in how far our conception of "friendships" might have changed with the use of modern communication technologies.

### 1.2.3  Sharing delicate private information

Most of us are used to sharing information online, and for the majority of internet users there are certain limits as to what should be made public on the net. However, others seem to love sharing a lot of delicate private information.

## Sharing private data on the net

The way most people use the net has totally changed with the rise of social networking platforms like Facebook, Twitter, WhatsApp, Instagram etc. People no longer only consume what
5 is offered to them on the net, but have become much more active by sharing a huge amount of information about their lives with their online friends. This includes personal data like address, relationship status, education, hobbies
10 or personal interests, but also trivial information about events of their everyday life. On the net, you can tell your online friends how the coffee tasted in the morning or what happened when you dropped your mug on the way to the
15 bathroom. The question sometimes occurs why anyone wants to share this kind of information with total strangers. This is what some so-called "online friends" really are, as you have probably never met them personally.

However, for Mark Zuckerberg, the founder of 20 Facebook, the future of the net lies exactly in this "sharing economy". The net today gives us the possibility of sharing any piece of information with anyone anywhere in the world we want to share it with. 25

In the past, people believed in "privacy through obscurity" according to Mark Zuckerberg. This meant that they were very careful about personal details and about sharing these data with other people. Today, we are obviously much 30 more open with our data. Over 2 billion active social media users worldwide are living proof of that.

Nevertheless, we have to ask ourselves what the
35  dangers of this permanent willingness to share
are. Every now and then we face a scandal in-
volving a lack of security measures on the net
and, as a consequence, the sale of personal data
to an untrustworthy company.

40  There is another way of making a profit with the
people's urge to share. Internet providers col-
lect as many data as possible about their users
and use them for "personalised" advertising.

Opponents see a danger in this kind of market-
45  ing, as it gives too much power to the compa-
nies in charge and opens up possibilities for the

misuse of data for dubious or perhaps even il-
legal purposes.

In addition, experts never stop repeating their
mantra that the data you present on the net can  50
not be deleted easily. Therefore, the embarrass-
ing photos you took on Saturday night should
not be posted on the net. Future employers are
always keen to find this kind of information
about job applicants.                            55

In the end, it is the personal decision of every
user: Should I use all the possibilities the net
offers me or should I be more careful some-
times?   (438 words)

**TASKS**   **Working with the text and beyond**

**9**
1. Outline what has changed in the way we use the net.

2. Explain why sharing your private data on the net could cause problems. Shouldn't we be more careful?

### 1.2.4  Looking for the protection of our privacy

Sometimes there seems to be an insurmountable gap between the use of social media, or the internet in general, and the protection of the privacy of the users. The invention of the technology of facial recognition has heated up this debate again. However, the question is whether all these concerns about the protection of our privacy are unnecessary, as the technology obviously has not worked very efficiently so far.

## Facial recognition technology: How well does it work?
by Kevin Rawlinson

The revelation that the police are holding a database of around 18 million mugshots has provoked an examination of the balance between civil liberties and catching criminals. But how effective is the technology?

Not as good as many people think, according to the Metropolitan Police officer in charge of the force's central forensic image team.

The system used by the force works by taking
5  measurements between various points on peo-

ple's faces in order to build up a picture of what
they look like. That is then matched against two
databases – one holding mugshots taken of
people who have been arrested and the other
containing images from outside sources, such  10
as CCTV.

## 'Super recognisers'

The main problem, Det Ch Insp Mick Neville told the BBC, is that most images are not of a good
15  enough quality to produce any sort of match. "With the vast majority of CCTV images, it will not work – in 18 months, we have had fewer than 10 hits."

That did not compare well against human per-
20  formance. Mr Neville said he recently brought 90 "super recognisers" – people who are particularly adept at facial recognition – to Scotland Yard. "We had the best part of 300 IDs over three evenings," he said. He added that, of the
25  4,000 images loaded on to the database following the 2011 London riots, only one has actually

been matched to a person. He was speaking after BBC Newsnight reported that many of the people whose images were being held by the police were innocent.     30

The system has a particular problem with CCTV images, he said. That is because they are rarely clear enough to give any chance of a match. "At the airport, if you go to the facial recognition machine, you want it to work, so you are look-     35 ing dead at the camera. It is a good angle, the lighting is right, the picture has been shot against the right background. And yet it only works 90 % of the time."

## No control

40

Mr Neville said that, while the police would be heavily scrutinised, some image recognition technology on the consumer market was as powerful as that used by the force, such as
45  Picasa and Facebook.

The technology splits into two fields, according to Dr Tim Heseltine of Aurora Computer Services, which has supplied police forces in the past. He said the most effective were complete
50  systems that included hardware and captured images themselves. Less effective, he said, were the software-only systems, which relied on the quality of the images fed into them. Because of the nature of police work, the former are rarely
55  of any use to police, who often have no control over the quality of CCT V images given to them. Given a high quality image, however, they could use skin texture analysis to find a match.
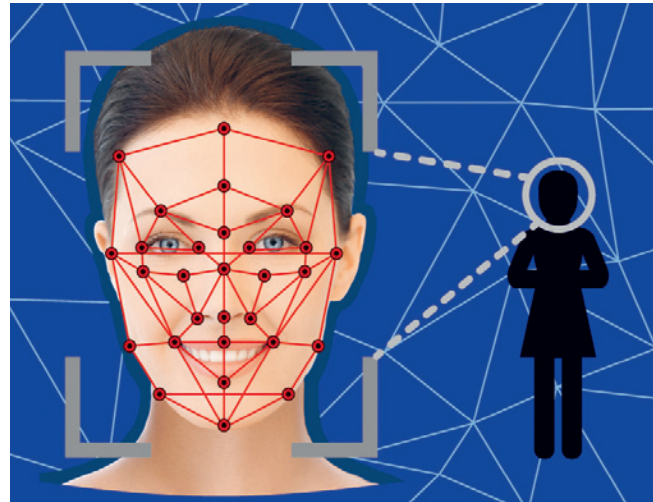


*Facial recognition*

## Heated debate

60  In recent years, the technology has moved on from measuring distances on people's faces, which can be relatively inaccurate, to analysing each pixel to look for correlations to typical facial structures.

65  The latest revelations are not the first to provoke a heated debate on the use of facial re-

cognition technology. In November 2013, Tesco began using screens that could read customers' faces and target ads at them. And, in 2012, Facebook suspended its facial-recognition tool     70 that suggested tags for images to bring it into line with European regulations. It said at the time that it intended to reinstate the feature in the future, however.     (575 words)

**Analysis of the text**

1. Summarise the most important facts mentioned in the text in German. Keep in mind that a mediation is not a word-by-word translation. You only transfer the main points of the text into another language.

2. Analysis of the structure of the text: Separate the text into different paragraphs and find a heading for each paragraph. Give the content of each paragraph in one sentence.

3. Looking at the choice of quotations and the use of language, find out how the author states his personal opinion.

**Panel discussion**

Prepare a panel discussion about the pros and cons of stricter data privacy laws on the internet. (See Tasks 3 on p. 8 for help.)

## 1.3  An escape from reality – virtual worlds

Life can be really hard sometimes, so some people need an escape from their sorrows and problems every now and then. The internet, and especially online games, can offer a world where you can forget everything for a while. However, there are people who are addicted to this escape into a virtual realtiy.

### 1.3.1  Addicted to the internet

The symptoms of an internet addiction vary and are not always easy to identify. Moreover, if you feel that you or a friend are affected, the question is how and where you can get help.

### How much is too much?



*Addicted to the internet*

Do you spend most of your free time in front of your PC? Do you use the internet much longer than intended? Do you think about your inter-net activities most of the day, even when you are
5  not online? Is being online more important to you than meeting real friends? If you can answer

'yes' to some of these questions, you might be an internet addict.

Nowadays, there are psychiatrists all over the world who put an internet addiction into the  10 same category as a drug addiction, for example. And in fact, the symptoms are often very simi-lar.

For some people doing internet activities is a compulsive act. They cannot stop using the net  15 repeatedly hour after hour. If for some reason they have to leave their PC, they sometimes show typical withdrawal symptoms. They be-come nervous or even angry or depressed. These negative feelings often only disappear when  20 they go online again.

However, many people have to use the internet professionally or just have a lot of fun surfing

the net in their free time. But why do so many people become addicted to it? What makes the internet so much more seductive than other media? The answer can most probably be found in the huge variety of possible activities that the net offers. You can buy, sell, read, watch and download so many different things and contact so many different people from all over the world that it almost seems to be like a "world of unlimited possibilities". In addition, this world is easily accessible from your own home 24 hours a day. Most of us profit from the advantages of the internet and cannot do without it anymore.

And using the net excessively for a particular activity every now and then does not necessarily point to an addiction. As in many other areas of life, the main question is: "How much is too much?" And this can only be answered by yourself, the user.

If the internet activity becomes the central point in your life and much more important than other activities in the real world, this could be a first hint that there might be a hidden problem.

However, every internet user has personal reasons for going online. Similar to the range of activities the internet makes available there are numerous forms of internet addiction.

- For example, many people are addicted to online gaming.

- Other users can't stop shopping online, or they use auction sites like eBay excessively.

- Another group of internet addicts have all their social contacts online. These users often communicate via social networking sites only.

- And of course, there also are those people who can't stop watching internet pornography or using cybersex activities.

Other forms of internet addiction could be added to this list.

Experts say that all these different kinds of addictions have one thing in common: these people suffer from a social dysfunction, which means that they would rather live in their online-world than in the real world outside. Using the internet very often is an escape from problems that they cannot solve in reality.

The list of negative examples of internet addiction is long.

- There is for example the mother who can't help her daughter with her homework, because she has to check her Facebook account at least ten to fifteen times a day. If she doesn't do this, she becomes very nervous and stressed.

- There is the single man who works a lot on the internet in his job. Nevertheless, after going home he spends another seven to eight hours online and doesn't even sleep for more than a few hours.

- And there is the teenager who can't stop playing online games all day and who sometimes skips school to have more time for playing.

So, if you feel your use of the internet might be problematic, you should ask another person for help. This could be a friend or a family member, but sometimes it is better to choose someone who can keep some distance from your personal life. There are also various support groups. But maybe you should avoid the groups which operate on the internet only: contacting them might only add to your addiction.

However, in most cases there is no need for overhasty reactions. If you just want to enjoy the benefits of the internet and feel comfortable in your real life, most experts say that you do not have to change your "internet behaviour".   (745 words)

**Working with the text and role-play**

1. Summarise what symptoms are characteristic of an internet addiction.

2. Point out at what stage internet users should think about getting help because of a possible internet addiction and how they could manage to get this help.

3. Work with a partner: Prepare a dialogue between yourself and a fictitious friend who you believe to be addicted to online gaming. Tell him/her what you think of his/her behaviour and how you want to help him/her. Imagine your friend's answers. Then act out your dialogue in class. Afterwards you can swap roles with your partner.

### 1.3.2  The world of video gaming

The colourful world of video gaming is booming. The offer of video games ranges from harmless games for children to extremely brutal and violent versions. What they all have in common is that the artifical worlds you can dive into are increasingly realistic and more and more resemble life in the real world. Some games even reflect and criticise problems in contemporary society.

## GTA V takes £500 m in 24 hours making it the most successful entertainment property ever  by JAMES VINCENT

**Latest title in the Grand Theft Auto series also wowed the critics – becoming the highest ranked game for the Xbox 360 on review aggregator Metacritic**

Grand Theft Auto V is set to break video game records – both in terms of revenue generated and number of copies sold. In its first 24 hours on sale fans bought just under £500 million
5  ($800 m) worth of copies.

This more than recoups the reported £170 million spent creating and marketing the game, and estimates suggest that it will generate more than £1 bn global sales in its first year. The pre-
10  vious title in the series, GTA IV, has sold more than 25 million copies since its 2008 release – a figure GTA V is expected to exceed. GTA V also eclipsed the previous record launch day of any entertainment property to date (including mov-
15  ies and music), e. g. Call of Duty: Black Ops. When it was launched on 12 November 2012, Black Ops managed to take in $500 million in 24 hours, overtaking the previous record holder Call of Duty: Modern Warfare ($400 m).

20  In the UK alone the games publishers Take-Two Interactive reported selling a record 1.57 million copies on launch day. Strauss Zelnick, chairman and CEO of Take-Two, said: "All of us at Take-Two are thrilled with the initial response

to Grand Theft Auto V. Once again, the team at  25
Rockstar Games have outdone themselves, setting the entertainment industry's new standard for creativity, innovation and excellence. Beginning at midnight on Monday, consumers around the world gathered in anticipation to be  30
among the first to experience the evolution of this remarkable series."

Not only have the games' sales been record-breaking, but critical reactions have also surpassed previous records. On review-aggregat-  35
ing website Metacritic GTA V is currently the most well received title for Xbox 360, although on the PS3 it takes second place to its predecessor GTA IV. Based on reviews from thirty-eight separate critics Metacritic has awarded GTA V  40
with a score of 98 out of 100 and a rating of 'Universal Acclaim'.

Keza MacDonald, games editor at IGN.com, said: "Grand Theft Auto V is not only a preposterously enjoyable video game, but also an intelligent  45
and sharp-tongued satire of contemporary America. No other world in video games comes close to this in size or scope, and there is sharp