

in company Elementary

Unit 18

headword	pronunciation	translation/notes	example sentence
access (n)	/ˈækses/	Access will be thousands of times faster in the future
access speed (n)	/ˈækses ˌspiːd/	Laser technology will improve access speeds considerably.
access to the Internet	/ˈækses tə ðiː 'ɪntənət/	There are 500,000,000 people in the world with access to the Internet .
after-sales service (n)	/ɑːftə'seɪlz ˌsɜːvɪs/	We're aiming to improve our after-sales service by responding to all e-mails within 24 hours.
anti-technology (adj)	/ˌæntɪtek'nɒlədʒɪ/	Do you think there will be an anti-technology revolution?
ASDL (n)	/ˌeɪsdi'eɪl/	ASDL is currently the fastest method of connecting a computer to the Internet.
browse (v)	/braʊz/	Do you think that people will want to browse on their mobile phones ?
browse on the Net/ the Web/a mobile phone	/ˌbraʊz ɒn ðə 'net/ðə 'web/ə ˌməʊbaɪl 'fəʊn/	
buying (n)	/baɪɪŋ/	People who do their buying on the Internet like to know what other consumers think about a product.
calculate (v)	/kælkjəleɪt/	I don't quite understand how you calculated these figures .
calculate figures	/kælkjəleɪt 'fɪgəz/	
catch phrase (n)	/kætʃ ˌfreɪz/	Kiss, or "keep it simple, stupid" is the catch phrase in webpage design.
changes (n pl)	/tʃeɪndʒəz/	We need to anticipate how changes in technology will affect commerce.
changes in technology/ business etc	/tʃeɪndʒəz ɪn tek'nɒlədʒɪ/'bɪznəs/	
check (on) (v)	/tʃek (,ɒn)/	I check on the stock market at least four times a day.

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click (on) (v)	/ˈklɪk (,ɒn)/	If you click on "I accept" the supplier can legally spy on you.
code (n)	/kəʊd/	
line of code (n)	/ˌlaɪn əv 'kəʊd/	From now on each line of new code will have the programmer's name attached.
commerce (n)	/ˈkɒmɜːs/	It will be interesting to see how changes to the Internet will affect commerce in the future.
commission (n)	/kə'mɪʃn/	
pay sb a commission	/ˌpeɪ sʌmbədi ə kə'mɪʃn/	They have a link to our page and we pay them a commission .
communicate (v)	/kə'mjuːnɪkeɪt/	The Internet will probably become something we take for granted in order to get information and to communicate .
compensation (n)	/ˌkɒmpən'seɪʃn/	
offer compensation	/ˌɒfə ˌkɒmpən'seɪʃn/	You want the customer to come back, so if something has gone wrong offer compensation .
consumer (n)	/kən'sjuːmə/	As consumers , most of us have no choice when we buy programs for our PC.
corporation (n)	/ˌkɔːpə'reɪʃn/	Problems of security affect the reputation of Microsoft with big corporations .
crash (v)	/kræʃ/	A computer that crashes twice a day is not acceptable in a busy office like ours.
courier service (n)	/ˈkʊrɪə ˌsɜːvɪs/	In the interview John Bryce says that many customers are prepared to pay extra for a courier service .
customer involvement (n)	/ˌkʌstəmə ɪn'vɒlvmənt/	Having comments from customers on your web site is a good idea as customer involvement is an important part of selling online.
deliver (v)	/dɪ'lɪvə/	
deliver the goods	/dɪ'lɪvə ðə 'gʊdz/	If you don't deliver the goods on time, you lose customers.

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delivery method (n)	/dɪ'lɪv(ə)rɪ ,meθəd/	You need to be able to offer customers a choice of delivery methods .
double (v)	/dʌbl/	The number of companies trading on the Internet doubles each year.
download (n)	/daʊn,ləʊd/	Some of the most popular downloads on the Net include secret programs or "spyware".
enquiries (n)	/ɪn'kwɛərɪz/	Currently most customers prefer to make their enquiries by phone, but this is expensive.
make enquiries	/,meɪk ɪn'kwɛərɪz/	
fibre optic lines (n pl)	/faɪbə ,ɒptɪk 'laɪnz/	The article predicts that laser technology will replace copper and fibre optic lines .
hard disk (n)	/hɑ:d 'dɪsk/	"Spyware" can scan files on your hard disk and modify them.
high-street store (n)	/haɪstri:t 'stɔ:/	Do you think that online shopping will replace high-street stores ?
hole (n)	/həʊl/	Computer programs have " holes " in them which make them open to attacks by viruses and hackers.
infect (v)	/ɪn'fekt/	The virus infected thousands of computers using Microsoft software.
install (v)	/ɪn'stɔ:l/	Read the licence agreement the next time you install a program .
install a program (opposite = uninstall a program)	/ɪn'stɔ:l ə 'prəʊgræm/	
Internet (adj)	/ɪntə.net/	The writer predicts that the new Internet services on mobiles will be a failure.
Internet services (n pl)	/ɪntənet ,sɜ:vɪsəz/	
invest (v)	/ɪn'vest/	Bill Gates invested \$200 million in his products to make them more secure.
invest \$80,000/	/ɪn'vest ,eɪtɪ	
£500,000 etc in sth	θəʊzənd 'dɒləz/fɑ:v	
	hʌndrəd θəʊzənd 'paʊndz/	

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laser technology (n)	/leɪzə tek,nɒlədʒɪ/	Laser technology will replace copper and fibre optic lines.
licence agreement (n)	/laɪsəns əgri:mənt/	Most people don't read licence agreements because they are long and technical.
marketer (n)	/mɑ:kɪtə/	The job of marketers is to collect information about us.
marketing (adj) marketing expert/ information/tool etc	/mɑ:kɪtɪŋ/ /mɑ:kɪtɪŋ ,ekspɜ:t/ ,ɪnfə,meɪʃn/,tu:l/	The Internet is a very effective marketing tool .
monitor (v)	/mɒnɪtə/	"Spyware" can monitor the keys you press when you work at your PC.
multimedia (n)	/mʌltɪ'mi:diə/	Multimedia is the use of video, sound and other methods of communication in computers.
the Net (n) on the Net	/ðə 'net/ /ɒn ðə 'net/	I think we will buy a lot of things on the Net but will go to a shop for others.
online (adj)	/ɒn'laɪn/	Voting will be online and we will vote on more issues.
online content (n)	/ɒn,laɪn 'kɒntent/	At the moment about 75% of online content is in English.
online form/ shopping/store (n)	/ɒn,laɪn 'fɔ:m/'ʃɒpɪŋ/'stɔ:/	We often fill out online forms with our choices and preferences.
operating system (n) use an operating system	/ɒpəreɪtɪŋ ,sɪstəm/ /ju:z ən 'ɒpəreɪtɪŋ ,sɪstəm/	Which operating system do you use : Windows, Macintosh or something else?
be outdated	/bi: aʊt'deɪtɪd/	The Internet is changing so fast that the things we talk about today are outdated by tomorrow.
page design (n)	/peɪdʒ dɪzajn/	Page design is very important on a website – it needs to be simple so that everyone can use it.

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palmtop (n)	/pɑ:mtɒp/	A palmtop is a very small computer that you can hold in your hand.
pay rise (n)	/peɪ ˌraɪz/	A pay rise in my company is always a big surprise!
PC (n)	/piːsi:/	When installing a new program on your PC , you should read the licence agreement.
prediction (n) make predictions	/prɪˈdɪkʃn/ /ˌmeɪk prɪˈdɪkʃənz/	The advantages to making a lot of predictions is that some of them will come true!
program (n)	/ˈprɒɡræm/	From now on if there is a problem with a program , it will be easy to see who made the mistake.
programmer (n)	/ˈprɒɡræmə/	Each new line of code will now have the programmer's name attached to it.
scan (v) scan a file	/skæn/ /ˌskæn ə ˈfaɪl/	These secret programs or "spyware" can scan files on your hard disk and modify them.
search engine (n)	/sɜ:tʃ ˌendʒɪn/	Search engines such as Google are a fast and efficient way of finding the information you need.
secure (adj)	/sɪˈkjʊə/	Microsoft has invested millions of dollars in order to make its software more secure .
security (n)	/sɪˈkjʊərəti/	Computer security has become a big issue for Microsoft.
security problem (n)	/sɪˈkjʊərəti ˌprɒbləm/	Security problems could affect sales of Microsoft products.
settings (n pl) personal settings (n pl)	/ˈsetɪŋz/ /ˌpɜ:snəl ˈsetɪŋz/	"Spyware" can change your homepage and other personal settings .

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small print (n) read the small print	/smɔ:l ,prɪnt/ /ri:d ðə 'smɔ:l ,prɪnt/	Reading the small print of a licence agreement could prevent you from having problems with "spyware".
software engineer (n)	/sɔftweə 'endʒɪnɪə/	Software engineers will need to be careful as their name will be attached to each line of new code.
speed (n)	/spi:d/	Access speeds should improve thanks to laser technology.
surf (v) surf the Internet	/sɜ:f/ /sɜ:f ði: 'ɪnbətə.net/	How much time each day do you spend surfing the Internet ?
take sth for granted	/,teɪk sʌmθɪŋ fɔ 'grɑ:ntəd/	We are now starting to take the Internet for granted as a means of communication and getting information.
trade (v)	/treɪd/	The number of companies trading on the Internet doubles each year.
type in (phr v)	/,taɪp 'ɪn/	Type in the name of the thing you are searching for and press return.
videoconferencing (n)	/,vɪdɪəʊ'kɒnfərənsɪŋ/	Do you agree that videoconferencing will finally replace face-to-face business meetings?
virus (n)	/vaɪrəs/	Currently, programs are open to attacks by viruses and hackers.
website (n) visit a website	/web,sɑ:t/ /vɪzɪt ə 'web,sɑ:t/	Secret programs exist that can monitor which websites you visit and how often.