in company

Dot.com revival?

Level
Upper intermediate

Tasks
Deciding whether vocabulary relating to describing trends is positive or negative
Reading an article about the recent revival of technology companies
Explaining the meaning of expressions in the article
Discussing points arising from the article

How to use the lesson

1 Ask students what they know about the dot.com crash of the late nineties. (New technology companies were massively overvalued on the stock exchange.) Hand out the worksheet and ask the students to mark the words in the box according to whether they refer to positive or negative trends.

2 Ask students to read the article and identify nine of these words, or different forms of these words. They should confirm their answer to 1.

> *Answers*
> *exceed: exceeding (para 1), in excess of, exceeds (para 3)*
> *succeed: success (n.) (para 1)*
> *soar: soaring (para 2)*
> *double: doubled (para 1)*
> *crash: crash (n.) (para 4)*
> *rocket: rocketed (para 2)*
> *rise: rising (para 2), rise (para 4)*
> *increase: increase (n.) (para 3)*
> *rally: rally (n.) (para 3)*

3 Ask students to explain the terms. Encourage them to use dictionaries, if necessary, and to use the words in a different context.

> *Answers*
> *a) the (audio) signal constantly streams into the computer, allowing Internet users to start listening to an audio clip immediately, without waiting for it to download completely (paragraph 1)*
> *b) positive figures, giving cause for optimism (paragraph 3)*
> *c) unstable, liable to fall or rise (paragraph 4)*

4 Students discuss their answers to the questions in groups, then report their ideas to the class. Hold a class feedback session.

Related websites

Send your students to these websites, or just take a look yourself.
www.yahoo.com
http://www.motorola.com/
http://www.zeromillion.com/econ/dot-com-crash.html
http://news.bbc.co.uk/1/hi/business/1849850.stm

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