Unit Communication in the digital age

Vocabulary and collocation

1 Read the rules on word formation of the plurals. Then complete the following sentences with the proper form of these nouns. Some words may not be used.

Nouns	Plurals	Rules	
consorti <u>um</u>	consorti <u>a</u> (or consortiums)	Change "um" to "a"	
parenthe <u>sis</u>	parenthe <u>ses</u>	Change "sis" to "ses"	
Nouns	Plurals	Nouns	Plurals
bacterium	1	crisis	2
datum	3	hypothesis	4
curriculum	5 (or curriculums)	analysis	analyses
medium	media (or mediums)	diagnosis	6

- 7 Research shows that the average smartphone screen carries three times more ______ than are visible to the eyes.
- 8 The experiments were conducted to test the ______ the scientist proposed.
- 9 In the digital age, they solved this problem based on a detailed ______

- 10 Faced with challenges from online education, our school is adding more courses to its _____.
- 11 These _____ have been collected from various sources.
- 12 Where there are conflicts and _____, there are opportunities.
- 13 If you have a health problem, visit your doctor for ______ and treatment.
- 14 The bias in the news ______ is likely to contribute to the president's defeat.

2 Complete the following sentences with the proper form of the compound words given in the box.

handcart	breakthrough	cross-country	head-scratcher
smartphone	online	blueprint	chit-chat

- 1 According to the ______ of the company, 15 new apps will be offered to users with special needs.
- 2 _____ communication has become a trend among young people who spend most of their time on the Internet.
- 3 On the way to the office, you listen to a podcast on your _____.
- 4 I'm not sure how we'll be able to completely avoid the negative consequences brought about by social media platforms. It is a(n) _____.
- 5 He initiated this _____ campaign, encouraging people in all provinces to put down phones and start face-to-face talk.
- In the project, Andrews decided to run across the country with a(n)
 _____ loaded with his necessities.
- 7 Each new ______ adds more wealth and power to those who have access to this new technology.
- 8 In the digital age, young people enjoy exchanging ______ with their friends on the Internet.

3 Complete the following sentences by choosing suitable words in brackets.

- 1 Some words in English *are derived* (from / of) Greek.
- 2 Aside (for / from) English, he speaks French.
- 3 The spokeswoman didn't immediately respond to *requests* (for / to) comment on the most significant changes in the software.
- 4 Online education provides more flexible ways of learning and is indeed a helpful *complement* (to / with) the traditional educational means.
- 5 He was thrilled when the teacher *singled* (up / out) his poem and asked him to read it aloud.

- 6 She gazed at me (with / in) *disbelief* when I told her the results of the English test.
- 7 We shouldn't *be dependent too much* (over / on) the Internet.
- 8 We need to *detach ourselves* (off / from) the mobile phone addiction and reconnect with the people in our life.
- 9 My chemistry teacher *comes* (across / out) as an extremely pleasant and charming young man.
- 10 John has *taken* (to / of) studying in the library since he entered college.

4 Complete the following sentences with the proper form of the words in each group.

- 1 complement compliment
 - A. How to give ______ and respond to them constitutes a significant part of the communicative competence.
 - B. Digital communication should be a ______ to face-to-face interactions.
- 2 sensible sensitive
 - A. We should be ______ to other people's emotions expressed through diverse emojis in social media communication.
 - B. People are encouraged to make ______ use of smartphones and not to be slaves to digital devices.
- 3 submit transmit
 - A. Those systems use cameras, usually embedded in eyeglasses, to capture images and ______ them.
 - B. Students are required to ______ their term papers in electronic form via email before the deadline.
- 4 adopt adept adapt
 - A. Many elderly people find it difficult to ______ to the rapid advances in digital communication technologies.
 - B. Internet users may ______ anti-spyware computer programs to safeguard themselves against identity theft.
 - C. They also need to be ______ at collaborating with colleagues outside of IT.
- 5 visual virtual
 - A. Primary school teachers use a lot of ______ aids.
 - B. This is a ______ shopping center where visitors can enter for different goods.
- 6 effective efficient
 - A. The government should take _____ measures to tackle this privacy crisis on the Internet.

- B. Twitter is an _____ way to find out what other people find interesting.
- 7 germ gem
 - A. The special emoji symbol "______ stone" was approved as part of Unicode 6.0 in 2010 and added to Emoji 1.0 in 2015.
 - B. The ______ of the idea about *Harry Potter* came to J. K. Rowling on a long train trip in the summer of 1989.
- 8 unimaginable unimaginative
 - A. If you can use this software, you will generate new opportunities and new alternatives that were ______ to you before.
 - B. Electronic entertainment tends to make kids become ______ if they devote most of their time to computer games.
- 5 Complete the passage with suitable words from the word bank. You may not use any of the words more than once.

interactions	emojis	encompass	intonations	significantly
note	anonymous	denote	adding	involving
incorporated	quickly	symbols	conducting	insincere

Unfortunately, when it comes to sending emails the recipient can't always discern your 1 or see your facial expressions. You may think _____a smiley face emoji to the end of a sentence is a great way to solve 2 this issue – and it's just one of the many fascinating reasons we use 3 ______ – but a new study is giving that use the thumbs down. For the study, published in the journal Social Psychology and Personality Science, researchers at the Ben-Gurion University in Israel looked at 549 people in 29 countries, 4 ______ three email-related experiments. In the first experiment, participants read a(n) 5 _____ work email and then evaluated the sender's competence. Messages that didn't 6 ______ smiley faces were thought to be from more competent coworkers as opposed to emails with a smiley face. In follow-up experiments, recipients were more likely to give a thorough reply to an email without emojis. The study authors 7 _____ that "Information sharing was 8 lower in the smiley condition than in the control condition."

Researchers point out that, face to face, a smile may be a sign of warmth, but in the context of an email people may find it 9 _____ and feel less likely to share as much information.

Overall, the study authors suggest that "In initial 10 _____, it is better to avoid using smileys, regardless of age or gender."

Structure and grammar

- **1** Scan the QR code in Language focus section in the Students' Book to learn about the sentence pattern "... less / more of ... than" and complete the following sentences by translating the Chinese in brackets into English according to what you have learned.

 - 5 Reading ______(比上网消耗更 少的精力), but benefits you more.
 - 6 The university students today may _____(比几十年前的学生花更少的时间学习).
 - 7 The smartphone is ______(与其说是一种革命性的设备,不如说是一种改进的设备).

2 The following sentences contain expressions used to introduce examples. If the sentence is correct, put a check (✓) in the space provided. If the sentence is incorrect, fix it.

for instance, such as 和 like 的区别和用法

for instance, such as 和 like 都可以用来举例,但在用法上有所不同。

1 for instance 一般只举同类人或物中的"一个"为例,作插入语,可放在句首、 句中或句末,用逗号隔开。例如:

For instance, a group of 800 people pooled their efforts to translate Herman Melville's *Moby Dick* into emojis. (Para. 12, iExplore 1)

2 such as 和 like 用来列举同类人或物中的一个或几个例子,但不是全部, such as 和 like 后面不可以用逗号。such as 比 like 稍正式。例如:

Elsewhere, people had long used emoticons – visual expressions strung together using symbols such as colons, dashes and parentheses, like ":-)"– to denote a smiley face. (Para. 8, iExplore 1)

- 1 Research earlier this week found that the iPad has now overtaken household names for instance McDonalds and Disney to become the number one brand among American 6- and 12-year-olds.
- 2 It is undeniable that mobile phones have facilitated our lives in many different ways. For instance, when an emergency occurs, such as a traffic accident or a violent crime, mobile phones can help the victims to call the police or an ambulance immediately for help.
- _____3 College students face many choices upon graduation, like starting their own business.
- 4 Social media is changing our life in many ways. Such as we are instantly connected with each other through Facebook or WeChat.
 - 5 The volunteers answered questions revealing how they used Facebook, such as how often they posted pictures or looked at relationship status.
 - 6 People in countries like Australia and France used happier emojis, while people in Mexico and Colombia used more negative emojis.
 - 7 The book has quite a few plot holes. Like, it's never explained why the main character came to town.
 - 8 Offices can easily become more environment-friendly by, such as, using recycled paper.

3 Read the following tips and complete the sentences with "might well" or "might as well."

might well 和 might as well 的区别和用法

might well 可用来加强推测的语气,表示可能性。

might as well 可用来表示建议、劝告。意为"不妨;还是……为好"。往往有在没有 更好的选择的情况下最好做某事的含义。例如:

- [1] The scope of the journey might well seem unimaginable, even when sensibly divided into a 15-mile-a-day target. (Para. 10, iExplore 2)
- [2] I might as well go with you I don't have anything else to do.
- 1 Emojis ______ be most tech users' favorite mode of digital expression.
- 2 Indulging in the virtual world of the Internet ______ keep many young people isolated from the real world.
- 3 In view of the negative effects of social media on true friendship, young people _____ have more face-to-face communication with their friends.
- 4 A smile ______ be a sign of warmth in daily communication, but it is better to avoid the smiley face emoji in workplace.
- 5 Now that you can't go on with your paper, you ______ go to your mentor for advice.
- 6 Besides comparison, social media obsession ______ generate cyber violence.
- 7 If you are going to put money away for college, you ______ do so efficiently.
- 8 You _____ have nomophobia, or no mobile phone phobia, if you have the following symptoms.

Reading

Section 1

- 1 Read the text "Why emojis are a no-brainer for digital communication" and choose the best answer to each of the following questions.
 - 1 What did linguists think when Oxford Dictionaries declared an emoji its 2015 Word of the Year?

A. They thought emojis could not be defined as words.

- B. They thought Oxford Dictionaries was not sensible.
- C. They thought emojis are good choices for Word of the Year.
- D. They thought the huge effect of emojis has been officially acknowledged.
- 2 It is estimated that non-verbal hints account for ______ of the meaning in face-to-face communication.
 - A. 25 percentB. 30 percent
 - C. 70 percent D. 80 percent
- 3 "The Angry Jerk Phenomenon," a term coined by Evans, indicates that
 - A. emails and text messages can be misinterpreted or lose their meaning
 - B. people often get angry when they find their emails are misinterpreted
 - C. when people communicate with words, they tend to be calm and sensible
 - D. people can have a good control over what they want to communicate with emails
- 4 Language experts believe that _____
 - A. emojis will quickly disappear
 - B. emojis can be easily translated
 - C. emojis are not going away soon
 - D. emojis will take the place of words
- 5 We can learn from the text the following EXCEPT _____
 - A. it is impossible to include emojis for all facial expressions
 - B. digital communication will be successful with the help of the emoji system
 - C. emojis have been widely adopted in different mobile operating systems
 - D. emojis have become one of the most important discoveries since the popularity of the Internet

2 Read the text "Cross-country conversation" and choose the best answer to each of the following questions.

- 1 According to the text, what will Chris Andrews do after graduation?
 - A. To get a job.
 - B. To start his own business.
 - C. To further his study in a graduate school.
 - D. To make a cross-country journey on foot.
- 2 According to Mr. Andrews, the Let's Talk project originated from
 - A. the great joy of running in modern life
 - B. the great advances in digital communication
 - C. the changes in modern human communication
 - D. the overdependence of young kids on technology

- 3 What is the purpose of the Let's Talk project?
 - A. To encourage people to give up the use of social media.
 - B. To criticize the decline in empathy among college students.
 - C. To make use of social media to gain more attention and popularity.
 - D. To promote a balanced approach between digital and face-to-face communication.
- 4 Mr. Andrews chose to run across the country instead of cycling or driving because ______.
 - A. running is more practical
 - B. running is more challenging
 - C. running is more economical
 - D. running is more environment-friendly
- 5 What is the author's attitude toward the Let's Talk project?
 - A. Doubtful. B. Objective.
 - C. Optimistic. D. Indifferent.

Section 2

Read a passage with seven statements attached to it. Five of the seven statements contain information given in one of the paragraphs respectively. Identify the paragraph from which the information is derived. You may not choose any paragraph more than once.

- A Throughout the relatively short history of online communication, a major question for researchers has been whether the Internet is used mainly to sustain pre-existing connections or to establish relationships that start online and then move offline. For some time it was believed that the Internet would be perfectly designed for forming networks with strangers on the other side of the world, with or without shared interests. It was initially assumed that innovations in digitalized communication activities would essentially lead to an explosion of globalized social contacts.
- B Two key trends emerge from research on patterns social media use. First, all the digital mediums available to us – such as cellphones, texting, Skype, instant messaging (IM), social network sites, blogging and email – are mainly used to communicate with a remarkably small handful of people, largely made up of intimates. Second, in the case of social network sites, rather than being used for initiating new relationships we find that they tend to be used for maintaining or deepening already existing offline relationships and for tracing people already known offline.
- Regarding the first trend, in research on interpersonal digital communication across multiple media platforms among families in Switzerland, it was found that on average 80 percent of regular exchanges are with the same four or

five people. Whether the exchanges were on IM, social network sites, Skype or mobile phones, the result was the same in all cases. Respondents were also asked to produce communication logs to identify and describe the purposes of all their communication. Most communication was about the state of loved ones including partners, family and friends. It was also discovered that particular communication channels are preferred for keeping in touch regularly with intimates and that these are determined by the level of intimacy afforded by the connection.

- D Social network sites are displacing, incorporating and compensating other modes of online communication. The technology is replacing communication forms such as email, chat-rooms and website creation and absorbing others such as IM, blogging and music downloading. Social network sites mix earlier technologies of communication together and involve multimedia engagement. The technology provides communication, storage and social applications for hundreds of millions of users. The technological opportunities of this medium make it highly suitable for fostering and maintaining intimate ties.
- E Although social network site technology offers a remarkably wide and complex range of affordances to connect with large numbers of people through texts, images and News Feeds, the medium is being used by individuals mainly to sustain very close, personal ties. Moreover, political communication is limited. Even when the use of social media was considered to assist candidates in the US presidential campaign, research by the Pew Internet and American Life project found that only 10 percent of Internet users in the US population posted political comments on social network sites and 8 percent posted comments on blogs. The majority of Internet users (64 percent) obtained their core information from television websites such as cnn.com or abcnews.com.
- F While social network sites such as Facebook, Bebo and MySpace have made it easy for users to broaden their range of contacts to hundreds of Friends, most users have an average of five close friends. In a large-scale study of user interaction events on Facebook, researchers found that the most active users only received photo comments from a small number of their Friends (15 percent), and most users received comments from only 5 percent of their Friends. Moreover, the majority of Facebook interactive events tend to be generated by a small and highly active subset of users, while a majority of users are significantly less active.
- G With reference to the second trend, a succession of studies confirms that social network sites are being used for sustaining pre-existing contacts which have strong offline connections of proximity. For example, a US survey of over 1,000 undergraduate college students about offline / online communication found that Facebook profile fields were quite difficult to fake. Importantly, the

software design of sites fosters meaningful or following ties in the sense that it allows users to identify common ground in offline contexts such as hometowns, high schools and cultural preferences. The researchers found that users of Facebook tend to use online profile details to identify others with whom they have something in common in an offline environment rather than just shared interests. The search for indicators of common ground among other members helps to simplify the process of detecting shared backgrounds, interests and experiences. Facebook users are also much more likely to "search" for people with whom they shared an offline connection than they are to "browse" to meet complete strangers.

- H Despite the remarkable technological possibilities for global networking, most people's online connections are, then, generally localized or stem from former local connections. Localized networks can be geographically dispersed but strangers and distant others are far less appealing to users of online social media than initially assumed. Surprisingly few social network connections are initiated online and there is little evidence that this form of social media is being used to replace existing social relationships with new ones. This range of findings suggests, then, that social network sites are predominantly a medium for personal engagement and for maintaining pre-existing contacts with offline connections of proximity.
- Certainly, social network sites help strangers to connect through shared interests, activities and political views. However, the emphasis on personal communication is indicated by the dominant patterns of personal engagement with social network sites and the use of this social medium for sustaining existing relationships rather than linking up with strangers. Given these patterns, the impulse to differentiate between offline and online associates now seems too simplistic. It fails to take into account the intricate ways in which online communication is integrated into everyday personal life.
- J One researcher emphasizes that despite this remarkable range and mix of affordances, face-to-face communication is not being displaced by online connections. Instead, these technological attributes have ensured an embedding of this technology in personal life. This is also supported by research beyond Western contexts. In the study of South Korean site, Cyworld, it was found that Cyworld has become embedded in everyday life. Maintaining and reinforcing pre-existing social networks was reported as the main motive for Cyworld use by 85 percent of users. This embedded nature of the technology indicates that most site users convey information about their own identities rather than inventing new online identities.

- _____1 Most people make new friends and maintain their relationships by social platforms nowadays.
- 2 Facebook users are much less likely to add complete strangers as friends; they are looking for those who share offline connections.
- _____3 Researchers are wondering whether the Internet contributes more to maintaining pre-existing relationships or to cultivating new relationships.
- _____4 Social network sites indeed get strangers to connect if they have shared interests, activities and political views.
- 5 More Internet users tend to learn about politics more from television websites than from social network sites.
- _____6 People tend to seek professional advice from online platforms when facing difficulties.
- _____7 Most Facebook users are inactive in interaction events like receiving photo comments.

Section 3

Read the following two passages and choose the best answer to each of the questions after the passage.

Questions 1-5 are based on the following passage.

Since they started taking off in the 2010s, emojis have pretty much evolved into characters for a new millennial language (who knew you could convey so much through tiny pictures of food?) But the predecessors of the "picture characters" we know and use excessively today are older than you'd expect.

Before emojis, there were emoticons, facial expressions made with punctuation marks. The first emoticons appeared in an issue of *Puck* magazine, all the way back in 1881. The magazine published four "faces" – conveying joy, melancholy, indifference and astonishment – and called them "typographical art."

They were first used as a way of communicating emotions online in 1982. When it became difficult for people to tell the difference between jokes and serious posts on a Carnegie Mellon University digital message board, faculty member Scott Fahlman came up with a solution: Add the symbol :-) to denote humorous posts, and add the symbol :-(to serious ones. In his announcement about this proposal, he even specified readers to "read it sideways."

So what about emojis, the little pictures that make texting so fun? Those were created in 1998 by Shigetaka Kurita, an engineer at the Japanese phone company, NTT Docomo. He was working on a way for customers to communicate through icons. The result was a set of 176 icons he called emoji. The name combines two

Japanese words: "e" (picture) and "moji" (character). Kurita says that he drew inspiration for his emojis from Japanese comic books, Chinese characters, and international signs for bathrooms.

Now, more than 1,800 emojis exist. The best part? We don't need to tilt our heads sideways to understand them.

- 1 Emojis were created in _____.
 - A. 2010B. 1881C. 1882D. 1998
- 2 Scott Fahlman suggests that readers should
 - A. read serious posts
 - B. read humorous posts
 - C. add some symbols to make posts funny
 - D. tilt their heads to understand the emoticon
- 3 The inspiration for emojis was drawn partially from ______.
 - A. bathrooms B. emoticons
 - C. pictures of food D. Chinese characters
- 4 What can be learned from the passage?
 - A. Emojis are emoticons.
 - B. Now we use emojis too much.
 - C. Young people use emojis more often.
 - D. Through tiny pictures, emojis can convey a lot.
- 5 What is the best title of the passage?
 - A. Emojis or emoticons
 - B. Why do we use emojis?
 - C. Emojis bring us a lot of fun
 - D. A fascinating history of emojis

Questions 6-10 are based on the following passage.

Social media is all about connecting with others. But a new study suggests that too much social media leads to disconnection and loneliness.

The study, "Social media use and perceived social isolation among young adults in the US," published March 6 in the *American Journal of Preventive Medicine*, found that heavy use of platforms such as Facebook, Snapchat and Instagram was associated with feelings of social isolation among young adults.

Study co-author Brian Primack and his team from the Center for Research on Media, Technology and Health at the University of Pittsburgh surveyed 1,787 US adults aged 19 to 32 and asked them questions related to social isolation, such as how often they felt left out. The participants who reported spending over two hours a day had twice the odds of perceived social isolation than those who spent half an hour per day or less. Additionally, people who visited social media platforms most frequently had more than three times the odds than those who visited them fewer than nine times per week.

According to Tom Kersting, psychotherapist and author of *Disconnected*, the key to understanding these results lies in our understanding of "connections."

"Part of the issue of loneliness is that the majority of people who use social media aren't just posting, they are also viewing," Kersting said. "The constant exposure to everyone else's 'perfect' life experiences causes feelings of being left out, of being lonely."

So what's the answer? It's simple, says Kersting. "The solution to this is resisting the temptation to look at everyone else's life. Just focus on your own life, where you're going, what you are grateful for, and what you want to accomplish in this world. Then go out and do it, and stop wasting so much time comparing."

- 6 According to a new study, too much social media may _____
 - A. be a waste of time
 - B. not be what we expect
 - C. make people feel lonely
 - D. help people connect with other people
- 7 Which of the following statements is NOT true about Brain Primack?
 - A. He is the independent author of his study.
 - B. Young American adults are subjects of his study.
 - C. He is from a center at the University of Pittsburgh.
 - D. His study was published March 6 in the *American Journal of Preventive Medicine*.
- 8 Who are more unlikely to suffer loneliness?
 - A. People who visit social media platforms three times a day.
 - B. People who just post their life experiences on social media.
 - C. People who spend less than half an hour a day on social media.
 - D. People who focus on what others want to accomplish in this world.
- 9 What is Tom Kersting's suggestion?
 - A. Just do whatever we want to do in our life.
 - B. Focus on other people's lives as well as our own.
 - C. Spend more time on social media to find much fun.
 - D. Do not spend much time looking at other people's life online.
- 10 What is the passage mainly about?
 - A. Advantages and disadvantages of social media.
 - B. A new study on social media by some scientists.
 - C. American young people's attitude to social media.
 - D. The hidden downside of your social media obsession.

Translation

1 Translate the English paragraph into Chinese.

Social networking has been described as the contemporary way that people interact. While that may be true, an individual's social success in the virtual world doesn't appear to carry over into the real world, according to a new study. Previous studies on how the Internet affects relationships have produced mixed findings. Some research shows that lots of social networking activity has a negative effect on social life while others indicate it enhances one's social circle. The new research found that spending a lot of time online was not linked to having a larger number of "offline" friends. Moreover, the relationships of people who socialized online weren't any closer or stronger than people who didn't socialize online.

2 Translate the Chinese paragraph into English.

到 2018 年年底,中国的微信用户首次突破了十亿。跟其他类似的社交平台相比,微信的 特点在于其建立起来的人际网络是一种熟人网络。因为微信好友圈中都是认识的人,信息 的可信度是传统媒介无法比拟的。但是微信也存在信息过量的问题。朋友圈和微信群聊中 海量的信息让人精疲力尽,把用户的时间都碎片化了,严重影响了微信的使用体验。

Writing

1 Write an English summary of the text "Cross-country conversation." You should write no more than 100 words.

2 Write an essay on the following topic: Social media changes our life. You should write at least 120 words.

You should write in three parts:

In the first part, state clearly what your view is with a clear thesis statement.

In the second part, support your view with appropriate evidence.

In the last part, bring what you have written to a natural conclusion or a summary with certain suggestions.