LESSON 15
TRENDS IN TECHNOLOGY

● **KEY POINT THE PACE OF TECHNOLOGY.**

Consider the following:
Do you use technology?
How does new technology development affect your life?
What is the next gadget you are going to get?
What do you imagine will happen next in technology?

DEFINITION:
Vanguard: At the leading edge of an idea or a technology.

The pace of technology.
Most people are now used to using modern technology and have, in fact, become so used to it that they are no longer able to survive without it. Technology is at the vanguard of business evolution and laptops, cell phones, and handheld devices like Blackberries and iPhone, have permeated all aspect of our lives. What is the result of all of this?

Time 60 Minutes
Vocabulary Builder Travel Vocabulary
Grammar Builder little, a little few, a few
Objectives Travel vocabulary and expressions.
Review Irregular verbs

● **VOCABULARY AND EXPRESSION BUILDERS**

Field: The sector of activity.
What field are you specialized in?
Vanguard: At the leading edge of an idea or a technology.
The IT department is at the vanguard of development.
Wireless: When a phone or computer does not have a wire.
The phone is wireless.
Laptops: A portable computer.
They bought ten new laptops for the staff.
Chatting: They talk on line every day.
They chat on the internet.
Pace: The tempo of a situation.
The work pace is fast and busy.
Just-in-time: Something that is done just as you need it.
We keep our supplies down by offering just-in-time supply chain service.

Increasingly: To grow in size.
The problem became increasingly worse.
Cell: A mobile phone.
Cell phones are practical.
Trend: General popular movements.
To work in computers, you have to know the latest trends in technology.
Editor: The person responsible for content in a magazine.
He is the newspaper editor.
Support staff: The secretaries, receptionists, and the people who do clerical work.
They have support staff for documentation.
Whether: Similar to if.
Whether you like it or not we are going to do the project.
A take A perspective or opinion.
What is your take on the situation.

SENTENCE BUILDERS

Read each sentence out loud several times.
Wireless technology is at the vanguard of the communication field.
I like to chat on my laptop when doing airport stopovers.
The pace at work is faster and faster because of just-in-time technologies.
According to the editor of Trends in Technology the pace is getting faster.
Even support staff in companies are being equipped with technology.

COMPREHENSION BUILDERS

Editorial
Trends in technology (News and Technology Magazine)

Are you the kind of person who wants all of the latest electronic gadgets? Do you have the latest computer and cell phone? Is it important? Does it affect your career? Keeping up with the pace of technology has forced us to stay on top of hardware and software development and to maximize its use. Read Janet Ferguson's take on how technology is affecting our daily work lives.

The new trends in technology are putting wireless at the vanguard of the computing business. Average laptops are equipped with WiFi hardware permitting access to networks regardless of their location. If you are interested in chatting on line at the next stopover at Narita airport in Japan, it is possible to use this technology which is fast becoming standard in all major international airports. With e-mail and chat now becoming the norm, the question is whether there will be more constraints on our time. Also with new voice technologies we are seeing telephone costs drop drastically.

Consider the following new technology trends and imagine how it will affect your daily work life.

Most companies consider Blackberries and other handheld devices to be standard tools for all staff.
WiFi will soon be available throughout all cities.
Chat is becoming a standard form of communication.

We thought the cell phone revolution would improve our lives. Has it?   Now, your account manager expects to have responses from support staff immediately. Our pace is not slowing down. As new technology is introduced into our daily lives, it is often hard to see the benefits.

The trend is in the sales and technology fields. Just-in-time delivery and increasingly competitive industries are requiring more and more instant contact. At what point will it all come to an end?

Janet Ferguson
(Editor) News and Technology Magazine

QUESTIONS

1 According to Janet Ferguson we are forced to stay on top of_____ to stay competitive.
a) hardware technologies
b) airport equipment
c) laptops

2 Your next stop over at Narita airport you can _____.
a) buy new hardware
b) chat through the WiFi system
c) organize sales appointments

3 Nowadays, account managers expect support staff to _____.
a) take their time in getting back to them
b) respond immediately to requests
c) to indicate how long a response will take

4 Just-in-time delivery has _____ the pace of our lives at work.
a) not affected
b) decreased
c) increased

TECHNIQUE BUILDERS (Using a few, few, a little, or little.)

Either / Neither
I want neither the first choice nor the second.
I think you can have either.

Use
Either and neither compare two possibilities. Either expresses that both elements are possible. Neither expresses that both are not possible.

Structure
Either and neither can be used with or and nor although it is not necessary.
Either … or
Neither … nor

Examples
The circumstance put company into a situation where they had to decide between the two solutions. Neither seemed to be good.

Either we go or we don't.

EXERCISES

Complete the following sentences with either or neither.

1. There was (either / neither / none) _____ four or five support staff to work at the help desk. In any case it was not enough.

2. (Either /Neither / none) _____ of the Wi-Fi connections worked in the new offices. We were having a technical problem.

3. I wanted (either/neither/none) _____ of the solutions being offered for just-in-time delivery. They were both not good enough.

4. (Either/Neither/ none) _____ of the cell phones worked.

5. He is (either/neither/ none) _____ an editor or a support staff helper. He is a manager.

6. If all goes well (either/neither/ none) _____ the IT team nor the support staff will have to help with the network.

7. We hope that (either/neither/ none) _____the entire network or at least the local network, will be fixed by 24/7 Singapore-based staff.

8. (either/neither/ none) _____ of the team members prepared the case study well.

9. To be at the vanguard of IT development you need (either/neither/ none)_____ a good R&D department or a lot of luck.

10. (either/neither/none) _____ of the options are worth it. They both cost too much.