

1

Unit

Communication in the digital age





iPrepare

With the application of digital technology in modern life, communication has become much easier for people around the world, including those in underdeveloped areas. The distance between people is shortened.

Meanwhile, digital technology has caused problems. The reliability of some online information and the security of personal information can't be guaranteed. Moreover, the urge to keep track of all the latest data has caused great anxiety in this digital age.

In this unit, you are going to learn about how communication will change as people move from face-to-face conversations to digital communication.

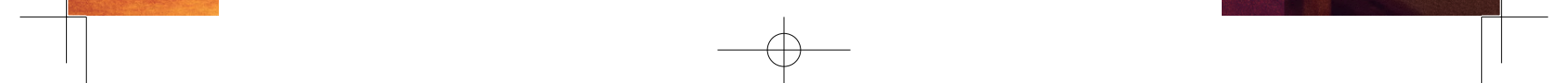
Learning objectives

Upon completion of this unit, you will be able to:

- discuss advances in digital communication and their influence on people
- listen for examples
- integrate the pronunciation skills of linking sounds
- have a debate over digital communication

Warming up

Work in pairs and discuss the following questions.

- 1 How do you keep in contact with your parents and friends? How do you like these ways of communication?
 - 2 How often do you check your phone for online information? Why?
- 



iExplore 1: Listening and speaking



Passage

Listening and understanding

WORDS AND EXPRESSIONS

streaming /'stri:mɪŋ/ *n.* 流式传播

1 ICYMI, the initials of “in case you missed it,” carries a new implication in the digital age. Now listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. They are offline.
B. They are ignorant.
C. They are insensitive.
D. They are uninterested.
- 2 A. News updates.
B. Social media links.
C. Articles from the past.
D. Important world news.
- 3 A. The keen interest in different art forms.
B. The wish to keep track of different data.
C. The anxiety about hanging out with friends.
D. The willingness to share information with others.
- 4 A. You need to know the latest news.
B. You need to set off earlier to catch it.
C. You should see something important.
D. You should know everything lasts forever.



2 Listen to the passage again and decide whether each of the following statements is true (T) or false (F).

- 1 People have to watch every show and movie if possible because of an anxiety in the digital age.
- 2 One may feel cut off from the world if not connected to the Internet.
- 3 There are many opportunities for content producers in the streaming era.
- 4 It seems to be quite normal if you find things at a slower pace.
- 5 ICYMI is a desperate call of senders in the digital age.

Conversation

Listening and understanding

1 Emojis are widely used in digital communication. Being very popular among the users, they have their own history. Now listen to a conversation and fill in the blanks with what you hear. Pay attention to the words in bold.

- 1 Many of these emojis were created not for people wanting to 1) _____ but for companies hoping to reach 2) _____. **For instance**, a company designed emojis to deliver 3) _____ to pager users.
- 2 You can use emojis in 4) _____ ways. **You can use** emojis in place of the words of your 5) _____. **You can use** emojis to 6) _____ or send your true love emojis to show you 7) _____.

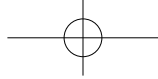
WORDS AND EXPRESSIONS

pager /'peɪdʒə/ n. 传呼机

LISTENING SKILLS

Listening for examples

A specific example can be used to explain or support a general idea or to show what is typical of a group. Words and phrases such as "for example," "for instance," "such as," "say" and "including" are clear signs of an example or examples that will follow. However, in some cases, examples are given less explicitly, without any of the terms listed above. Instead, there usually are parallel (平行的) sentence structures. For example, "Studies serve many purposes. They serve for delight, for ornament (装饰) and for ability."



< WeChat



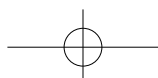
2 Listen to the conversation again and put the following information in the right order according to the development of emojis.

- 1 the existence of more than 2,000 emojis
- 2 the introduction of an emoji keyboard by Apple internationally
- 3 the use of a sign or symbol that represents a particular idea
- 4 the design to direct potential customers to local businesses

Thinking and speaking

3 Work in pairs and discuss the following questions.

- 1 What kind of emojis do you usually use? How do you like them?
- 2 Do you use emojis when communicating with your parents? Why or why not?





News report 1

There have been several technological attempts to bridge the gap between languages. Recently, a new high-tech way is found to further help the situation. Now listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. Around 3 million.
B. Around 14 million.
C. Around 20 million.
D. Around 70 million.

- 2 A. To make learning a new language easier.
B. To raise people's awareness of helping the deaf.
C. To promote the development of robotic technology.
D. To make communication between the hearing and the deaf easier.

- 3 A. The decreasing labor costs.
B. The inventors' lack of money.
C. The mass production of Aslan.
D. The easily available components.

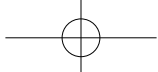
- 4 A. The popularity of robotics.
B. The bad experience of their friends.
C. The lack of sign language translators.
D. A video about the related technologies.

WORDS AND EXPRESSIONS

entity /'entəti/ *n.* 实体
attainable /ə'teɪnəbl/ *a.* 可以获得的

PROPER NAMES

Aslan /'ɑ:slæn/ 阿斯兰 (机器名)



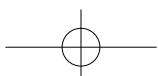
News report 2

WORDS AND EXPRESSIONS

troll /trɒl/ *n.* 为激怒别人而发送煽动性邮件或帖子的人

Nowadays, we have access to different sources of information. However, it is still unclear whether these sources are reliable or not. Now listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. Provide the latest news.
B. Expand their operations.
C. Remove false information.
D. Prove they are resourceful.
- 2 A. Make more big news.
B. Escape from the controls.
C. Unite against the controls.
D. Write posts to make people angry.
- 3 A. Its history.
B. Its readers.
C. Its opinions.
D. Its reporters.



iExplore 2: Viewing and speaking

Viewing and understanding

1 Modern ways of communication are now used throughout the world. Now watch a video clip and choose the best answer to each of the following questions.

- 1 What job does Andrea do?
 - A. She sells old chairs to Africa.
 - B. She adds elements to old chairs.
 - C. She makes old chairs very modern.
 - D. She combines modern and old chairs together.
- 2 What fascinated Andrea so much in Kenya?
 - A. The clothes of the suburban kids.
 - B. The traditional chairs made of clay.
 - C. The beautiful patterns on the cloth.
 - D. The colors of the beads of the Kenyan women.
- 3 What did Andrea want to do when she cooperated with the Kenyan women?
 - A. Help them to make a living.
 - B. Learn to make colorful beads.
 - C. Create part of their culture on her chairs.
 - D. Teach them new ways of communication.
- 4 What is true about Alex?
 - A. He feels anxious to make friends.
 - B. He was born and grew up in Kiltimany.
 - C. He watched over sheep in his childhood.
 - D. He is the only English-speaking person in the village.
- 5 What was the story Andrea wanted to tell behind her chairs?
 - A. Hope and beauty.
 - B. Colors and fabrics.
 - C. Local life in remote areas.
 - D. Unique ways of making chairs.
- 6 What function do modern ways of communication serve according to Andrea?
 - A. They make global trade much easier.
 - B. They promote the use of Facebook in Africa.
 - C. They inform people of the news about African tribes.
 - D. They connect people from different parts of the world.

WORDS AND EXPRESSIONS

upholstery /ʌp'həʊlstəri/ *n.*
(座椅的)加套装饰

twist /twɪst/ *n.* 新手法

vintage /'vɪntɪdʒ/ *a.* 古式的;
古老而质优的

resident /'rezɪdənt/ *n.* 居民;
住客

bead /bi:d/ *n.* 珠子; 小珠

suburban /sə'bʊ:bən/ *a.* 郊区的;
市郊的

fabric /'fæbrɪk/ *n.* 织物; 衣料

horn /hɔ:n/ *n.* (用动物角制作的)
号角

PROPER NAMES

Andrea Mihalik /,ændrɪə
mə'hɑ:lɪk/ 安德烈娅·米哈利克(人名)

Kiltimany /'kɪltɪməni/ 丘蒂马尼(肯尼亚村庄)

Nairobi /naɪ'rəʊbi/ 内罗毕(肯尼亚首都)

Alex Lecalali /lekə'lɑ:lɪ/ 亚力克斯·莱卡拉利(人名)



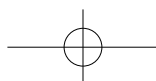
2 Watch the video clip again and check (✓) what is mentioned in the video clip.

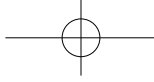
- 1 Andrea went on a business trip to Kenya last year.
- 2 Andrea went to a wedding in a Kenyan village.
- 3 Andrea was invited to perform a ritual.
- 4 Andrea was introduced to Alex.
- 5 Andrea stood in the shade to watch the fabrics.
- 6 Alex advised her to open a Facebook account.
- 7 Alex blew a horn to greet her.
- 8 Alex downloaded the exact measurement.
- 9 Alex and the tailor measured everything with a ruler.
- 10 Andrea selected the right color.

Thinking and speaking

3 Work in groups and discuss the following questions.

- 1 What changes can modern ways of communication bring to remote or underdeveloped areas?
- 2 How can people in those areas take advantage of the changes?





iPractice: Pronunciation



1 Listen to the following sentences and pay attention to the linking sounds. Then take turns reading them to a partner.

- 1 While ICYMI has been used in conversation for a long time, the initials show an anxiety central to the digital age.
- 2 Using a sign or symbol that represents a particular idea is one of the most ancient ways to communicate.
- 3 Initially started in 2014, the robot is the idea of three postgraduates.
- 4 But that is a much more complex issue for services seeking to appeal to millions of people like Facebook and Google.

2 Listen to the following paragraphs and pay attention to the linking sounds. Then take turns reading them to a partner.

We used to receive information from the media cyclically. Now we're in the middle of the streaming era. The overall effect is overwhelming for both producers of content and its audience. Knowing that everything online lasts forever panics us. ICYMI makes staying connected feel like a constant game of catch-up. It's as if finding things at a slower pace requires some kind of excuse.

In an earlier time, the full version of ICYMI meant that the receiver was supposed to see something of importance. It was a gentle reminder by the sender. Now the initials of the phrase serve as a desperate call: Can you hear my whisper in these winds?

Unit project

Having a debate

Digital communication or not?

Your school is organizing a debate competition over whether the advantages of digital communication outweigh its disadvantages. A debate on this topic will be held in your class first. The following steps may help you with the project.

Step 1 Choose a side

Everything has its pros and cons. The same applies to digital communication. Form small groups of four and discuss in groups its advantages and disadvantages. Choose a side based on your discussion. You may get some ideas from the following points:

| For | Against |
|--|---|
| <ul style="list-style-type: none">• accessibility• mass communication• new forms of language• ... | <ul style="list-style-type: none">• nonverbal communication• invasions of privacy• a lack of intimacy• ... |





Step 2 Provide arguments and evidence for your claim

After knowing the pros and cons of digital communication, work in groups to provide convincing arguments and evidence for your claim. You should also try to come up with arguments and evidence of the opposing team.

Outline

Your position: _____

Argument 1: _____

Supporting evidence: _____

Argument 2: _____

Supporting evidence: _____

Argument 3: _____

Supporting evidence: _____

Possible arguments of the opposing team

Argument 1: _____

Rebuttal: _____

Argument 2: _____

Rebuttal: _____

Step 3 Conduct a debate

Divide the whole class into two big groups: the affirmative and the negative. Then start the debate and every side should try their best to win the debate.

Step 4 Decide on the best debaters

The whole class votes on the best debater of each side.

Further listening

News report 1

WORDS AND EXPRESSIONS

video feed *n.* 视频传送

browser /'braʊzə/ *n.* 浏览器

Listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. A live broadcast. B. Design software.
C. A business deal. D. A communication product.
- 2 A. It has got an attractive name.
B. It is available to general users.
C. It runs without traditional phone lines.
D. It makes large-scale meetings possible.
- 3 A. To remove possible plug-ins from its software.
B. To conduct business with up to 10,000 partners.
C. To attract more enterprises to use Skype for Business.
D. To allow meeting organizers to use most Web browsers.
- 4 A. Seek out software bugs.
B. Invite the audience to debate.
C. See the images of the audience.
D. Respond to live feedback in real time.

News report 2

WORDS AND EXPRESSIONS

period *n.* 句号

PROPER NAMES

Binghamton /'bɪŋəmtɒn/
University (Binghamton
University, State University
of New York) 纽约州立大学宾
厄姆顿分校 (美国)

Listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. Rejecting others' invitation.
B. Correcting grammar of the message.
C. Giving out-of-date information periodically.
D. Putting a period at the end of each sentence.
- 2 A. A slight hesitation.
B. An informal refusal.
C. A close relationship.
D. An interest in the invitation.
- 3 A. To write emails properly.
B. To convey subtle meaning.
C. To deliver messages quickly.
D. To imitate face-to-face communication.



Conversation

Listen to a conversation and choose the best answer to each of the questions you hear.

- 1 A. One's ID number. B. One's occupation.
C. One's political views. D. One's family background.
- 2 A. One's openness and circle of friends.
B. One's love for curly fries and intelligence.
C. One's religious beliefs and gender identity.
D. One's age and liking for Hello Kitty products.
- 3 A. To rate customers.
B. To increase their sales.
C. To know more about their competitors.
D. To sell users' information to companies.

WORDS AND EXPRESSIONS

ethnicity /eθ'nɪsəti/ *n.* 种族渊源; 种族特点
curly fries *n. (pl.)* 扭扭薯条

Passage

Listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. People can't get a high salary.
B. People are not allowed to smoke.
C. People can't contact their family or friends.
D. People don't stand a chance of promotion.
- 2 A. People are separated from the public.
B. People feel uncomfortable in institutions.
C. People like to send emails and text messages.
D. People often communicate with about six people they are closest to.
- 3 A. There was great difficulty in job hunting.
B. Private life was disconnected from work.
C. The time of leaving school was recorded.
D. People seldom communicated with others.
- 4 A. Privacy. B. Communication.
C. Intimacy. D. Learning.

WORDS AND EXPRESSIONS

intimacy /'ɪntɪməsi/ *n.* 亲密; 亲近
sphere /sfɪə/ *n.* (活动、工作、知识等的) 范围, 领域