

## New Technology

### Vocabulary

Innovation/ Invention/ Creation

Fanboyism

Gadgets/ Gizmos

Hypothesis

Theory

Analytical

Aptitude / Flair / Gift / Talent / Knack - a natural ability or skill to do something well

Artistry - great skill in creating or performing something, such as writing, music, sport, etc.

Expertise - a high level of knowledge or skill

### Keynotes

A rapid pace of technological development

To affect every aspect of our lives

To change our lifestyle

Household / domestic appliances (white goods) – бытовая техника

New innovative models

To come onto this saturated market – выходить на уже насыщенный рынок

The facility of browsing/uploading/downloading – возможность чего-то

Information technology

Nanotechnology

Innovation in technology

Innovative technology

A highly competitive industry

Growth market – быстрорастущий рынок

To attract customers

To come up with new ideas/original strategies

Appliance = device = gadget

Network (to network – make friends, networking)

High-speed/wireless Internet connection

To boom in the market – быстро расти на рынке

### Mobile phones

Design

Model

Features – характеристики

Shape - форма

Shaped like...

Mobile-telecoms industry

Communication device

Computing device

Application - приложение

Coverage – зона покрытия

Internet access

Built-in satellite tracking – встроенный ....

To install/download smth on your phone

To offer extra capacity – предлагать дополнительный объем, ёмкость

To boost usage

To extend mobile coverage

Phone-free environment

To have far to go

To reach the limits of mankind's desire to communicate

Untapped market – нетронутый рынок

Saturated market – насыщенный рынок

To Subscribe for smth (subscriber/subscription)

Sensor

### Other devices

Lighter hard-drives – более легкие носители информации  
to contain digital data

to be easy to upload onto a computer

a portable device – портативное приспособление

to capture/listen to radio stations on the web – ловить/слушать радиостанции по интернету

### Questions for discussion

- Name the inventions that have changed the world.
- Think of the inventions you cannot possibly live without.
- What are the worst inventions of mankind?
- Try to describe what facilities brand-new mobile phones offer.
- What are the reasons for installing phones in cars, laptop computers, and household appliances?
- Can you think of other useful places where phones can be installed?
- What are the untapped markets in the mobile-telecoms industry?
- Can you describe the telecommunications market as saturated or does it have far to go?
- Are mobile phones a good thing for society in general?
- Are there any disadvantages of having 24-hour phone communication?
- Is there a phone-free environment remaining?
- What are the means of boosting mobile usage?
- What are the means of communication in the present-day world?
- Which of them do you most often use to keep in touch with your friends?
- What are the advantages/disadvantages of online communication?
- What Internet facilities have you exploited so far? What are the most useful ones?
- What are the dangers of online browsing? What are the major Internet problems to tackle?
- The Internet – Help or Hinderance?
- Do you think the Internet should be an environment void of legislation interference?
- Do you think there should be more/less laws issued to restrict the terms of the Internet usage?
- Can Internet users be too intrusive? Provide examples.
- Have you ever felt exhausted/overloaded by new technology? Have you ever thought of a break-away?
- What are the advantages and disadvantages of new technology?
- Be ready to discuss other gadgets.

### Technology Sayings to consider

- All of the biggest technological inventions created by man - the airplane, the automobile, the computer - says little about his intelligence, but speaks volumes about his laziness. ~Mark Kennedy
- If it keeps up, man will atrophy all his limbs but the push-button finger. ~Frank Lloyd Wright
- One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man. ~Elbert Hubbard, *The Roycroft Dictionary and Book of Epigrams*, 1923
- Technology... is a queer thing. It brings you great gifts with one hand, and it stabs you in the back with the other. ~C.P. Snow, *New York Times*, 15 March 1971
- I like my new telephone, my computer works just fine, my calculator is perfect, but Lord, I miss my mind! ~Author Unknown



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- Humanity is acquiring all the right technology for all the wrong reasons. ~R. Buckminster Fuller
- The greatest task before civilization at present is to make machines what they ought to be, the slaves, instead of the masters of men. ~Havelock Ellis
- Any sufficiently advanced technology is indistinguishable from magic. ~ Arthur C. Clarke
- Technology makes it possible for people to gain control over everything, except over technology. ~ John Tudor
- Technology is like a fish. The longer it stays on the shelf, the less desirable it becomes. ~ Andrew Heller
- Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road. ~ Stewart Brand
- Technology is ruled by two types of people: those who manage what they do not understand, and those who understand what they do not manage. ~ Mike Trout
- We're changing the world with technology. ~ Bill Gates
- The science of today is the technology of tomorrow. ~ Edward Teller