

The 7 Steps - September



1. CONTEXT



Google

Listening Questions 1

1. What new term was created as a result of Google?

2. Where and when was Google founded?

3. What are two services Google offers other than web searches?

4. What new product did Google announce in 2019? What market are they trying to enter?

5. How will Google support its new venture?

Listening Questions 2

1. What is Google Glass?

2. Why was the Google Glass project suspended?

3. What was the name of Google's social network? How could users group their contacts?

4. Why was Google Plus discontinued?

5. What percentage of the operating system market share did Android have in 2019?

Discussion Questions

1. Have Google products or services had a direct impact on your life? In what way?
2. What types of products or services do you predict Google will develop in the future? What would you like them to develop?

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Of all the major tech companies, only one has created its own verb. "Google it" is now **synonymous** with web searches around the world and the search engine is the most visited site globally as of 2019. Founded in 1998 by Larry Page and Sergey Brin while the two were at Stanford University, the brand has grown to include much more than just a search engine service.

In addition to their search engine, Google has expanded to cover email (Gmail), work (Google Docs), navigation (Google Maps), cloud storage (Google Drive) and scheduling (Google Calendar), in addition to many other web services. Google also has a **presence** in the hardware market with smartphones, smart speakers, and wireless routers.

In 2019 Google announced plans to enter into another new venture with the launch of Google Stadia. Google Stadia is Google's attempt to enter the **lucrative** gaming market. Stadia will provide users with the ability to stream games across multiple devices such as televisions, tablets, personal computers, and smart phones. To support this project, they have created a new video game studio, Stadia Games and Entertainment, to produce original content.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Synonymous	Existence
Lucrative	Cease
Presence	Profitable
Suspend	Flop
Misfire	Envision
Conceive	Interchangeable

TRANSCRIPT 2

Not all Google's initiatives have met with success. There have been several failed or discontinued products in Google's history. The highest profile of these was Google Glass, a wearable smart device designed to look and be worn like glasses. Originally launched as a test product in 2013, the project was later **suspended** over safety and privacy concerns. As of 2019, Google Glass was still available for enterprise clients but was no longer in production for individual consumers.

Another **misfire** for the company was their attempt at creating a social network, Google+. **Conceived** as an alternative to Facebook, Google Plus allowed people to group their contacts into "circles," that could be defined with more details than simply "friends". Despite initial popularity, the site failed to generate active user engagement and was discontinued for consumers in 2019.

Despite these setbacks Google continues to be one of the most successful companies on the planet. One particularly bright spot in their portfolio is their Android operating system. This operating system holds over 75 percent of the global market share as of 2019.