

13 Desktop publishing

1 offset lithography

2 electronic paper

3 electrostatic printing

TOP-QUALITY RECRUITS

Golden Prairie Publishing

Now Hiring: **Desktop Publishing Specialist**

Golden Prairie Publishing is hiring a Desktop Publishing Specialist. Qualifications/Skills must include:

2+ years work in the field. Position requires college degree.

Experience with **desktop publishing software**. A background in **graphic communications and design**.

Skill to create **electronic pages** for print. Using text and **clip art** to make expert **page layouts**.

Planning skills. Ability to turn a first sketch into a **comprehensive layout**.

Experience working with **electronic paper**. Familiarity with **offset lithography** or **electrostatic printing** methods, but not essential as full training will be given.

To apply, send a cover letter and résumé to hrexec@gldprairiepublishing.com

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you know about desktop publishing?
- 2 What skills are needed in publishing?

Reading

2 Read the job listing for a position at Golden Prairie Publishing. Then, choose the correct answers.

- 1 What is the purpose of this advertisement?
 - A to post a job opening
 - B to describe a company
 - C to start a publishing company
 - D to sell a desktop publishing program
- 2 Which is NOT a job qualification?
 - A the ability to make clip art
 - B project planning skills
 - C a college education
 - D the ability to make layouts
- 3 What can you infer from this advertisement?
 - A The job pays very well.
 - B This is a managerial position.
 - C The company is hiring from within.
 - D Students do not meet the requirements.

Vocabulary

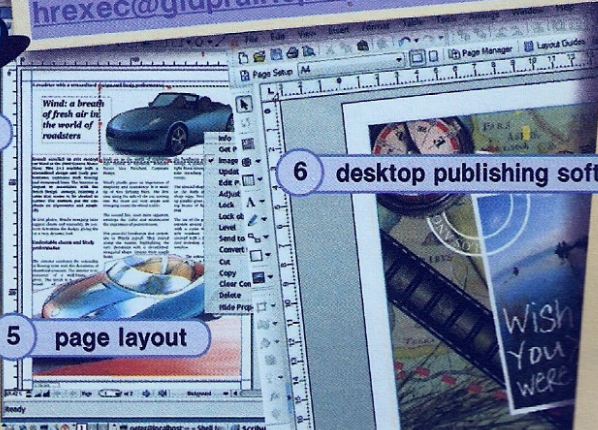
3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 electronic pages/electronic paper
Many books are available on _____
Desktop publishing specialists assemble _____.

4 clip art

6 desktop publishing software

5 page layout



- 2 page layout/clip art
 If you need an extra picture use _____ .
 That _____ looks complete.
- 3 electrostatic printing/offset lithography
 _____ is all done with machines.
 _____ uses oil and water to transfer ink.

4 Match the words (1-4) with the definitions (A-D).

- 1 _ comprehensive layout
 2 _ desktop publishing
 3 _ desktop publishing software
 4 _ graphic communications
- A a form of visual language
 B a piece that is ready for print
 C the design of a layout using software
 D a computer program used by publishers

5 Listen and read the job listing for a position at Golden Prairie Publishing again. What does the applicant not necessarily have to be skilled in?

Listening

6 Listen as a candidate interviews for a desktop publishing job. Mark the following statements as either true (T) or false (F).

- 1 _ The candidate works with electronic paper.
 2 _ The candidate is in college.
 3 _ The candidate creates layouts.

7 Listen again and complete the conversation.

Interviewer: Good morning, please take a 1 _____ .
 Candidate: Hello, it's nice meeting you.
 Interviewer: Right! I see you have a degree in 2 _____ communications. Do you have experience creating 3 _____ ?
 Candidate: Yes. I work with desktop 4 _____ every day.
 Interviewer: What type of work do you do? I want to hear more.
 Candidate: I combine text with graphics to create 5 _____ .
 Interviewer: Interesting. Do you ever work with 6 _____ ?
 Candidate: Fairly often actually. I think it's the future of publishing.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

*Do you have experience ...
 I want to hear more.
 I work with ... fairly often actually.*

Student A: You are an interviewer. Ask Student B questions to learn about his or her:

- education level
- job experience
- publishing skills

Student B: You are being interviewed. Answer Student A's questions.

Writing

9 Use the conversation from Task 8 to complete the interview notes. Create some personal details.

Golden Prairie Publishing Interview Notes

Interviewer: _____

Candidate: _____

Education Level:

- College Bachelor's degree
 Master's Technical Degree

Candidate's publishing skills: _____

Overall impression: _____

14 Videoconferencing



1 webcam



2 dedicated system



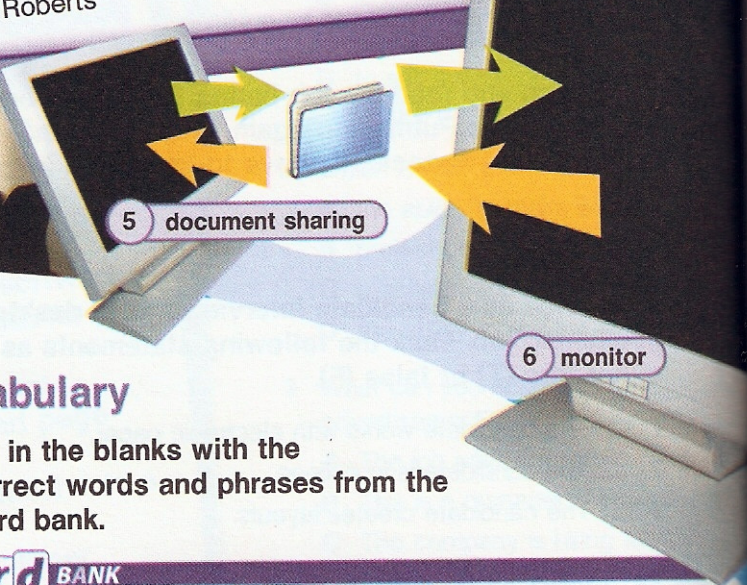
3 video-conferencing



4 multipoint video conference

From: Chuck Roberts
To: Brad Smith
Subject: Purchase Request

Mr. Smith,
At present, we travel a lot to meet with our business partners. I propose that we use **videoconferencing** instead. It saves time and reduces costs. We only need a **webcam** to do basic videoconferencing. However, a **dedicated system** is even better. It allows us to do **multipoint videoconferences**. And it supports **document sharing**. It also has an **echo-cancellation** feature. The system comes with a camera and TV monitor. It also comes with a **codec**, but we need to order a **video bridge** separately. We also need to make sure we have high **bandwidth** Internet access. Still, it offers big savings. Let me know your thoughts.
Chuck Roberts



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is videoconferencing?
- 2 What can video conferencing be used for?

Reading

2 Read the email from an IT professional at Acme Enterprise. Then, mark the following statements as true (T) or false (F).

- 1 Videoconferencing reduces traveling time and cost.
- 2 The dedicated system comes with a video bridge.
- 3 Videoconferencing works best with low bandwidth Internet access.

Vocabulary

3 Fill in the blanks with the correct words and phrases from the word bank.

WORD BANK

dedicated system document sharing echo-cancellation
monitor videoconference video bridge

- 1 My computer isn't working. No images are showing on the _____.
- 2 Let's purchase a _____. It comes with everything we need for videoconferencing.
- 3 Only I can edit the report. The videoconference system does not allow _____.
- 4 You can't hold a multipoint videoconference without a _____.
- 5 The _____ feature eliminates unwanted sound during a videoconference.
- 6 I want a face-to-face meeting. Let's hold a _____.

4 Write a word that is similar in meaning to the underlined part.

- 1 A high amount of information that a network sends and receives helps images load quickly on the Internet.
b _ n _ _ i _ _ h
- 2 To set up a videoconference system, first connect the equipment that codes and reads signals. c _ d _ _
- 3 John attached a camera that broadcasts sound and video on the Internet. w _ _ c _ m
- 4 Our offices can hold a videoconference among people in different locations.
m _ _ t _ _ o _ n _ v _ _ e _ _ _ n _ _ r _ _ _ _

5 Listen and read the email from an IT professional at Acme Enterprise again. Why does Chuck Roberts suggest having a dedicated system?

Listening

6 Listen to a conversation between the IT professional and a sales representative at Clearwater Technologies. Choose the correct answers.

- 1 What are the speakers mostly talking about?
A what the benefits of videoconferencing are
B what the IT professional wants to purchase
C how to set up videoconference equipment
D what the use of a video bridge is
- 2 What is the advantage of having two monitors?
A It lets you hold multipoint videoconferences.
B It enhances the sound and picture quality.
C It comes with a video bridge.
D It lets you do document sharing.

7 Listen again and complete the conversation.

SR: ClearWater Technologies. How can I help you?
P: I want to purchase a 1 _____ system for 2 _____.
What are my options?
SR: Well, we have systems with one or two TV 3 _____.
P: What's the difference?
SR: The system with two TV monitors lets you hold 4 _____.
P: I need 5 _____ TV monitors then. Does it come with a video bridge?
SR: No, you order that separately.
P: Okay, then I need to order one 6 _____ as well, please.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What are my options?

We have systems with one or two TV monitors.

Does it come with a video bridge?

Student A: You want to purchase a dedicated system. Ask Student B questions to find out:

- the options
- differences in number of monitors
- a video bridge

Student B: You are a sales representative. Answer Student A's questions.

Writing

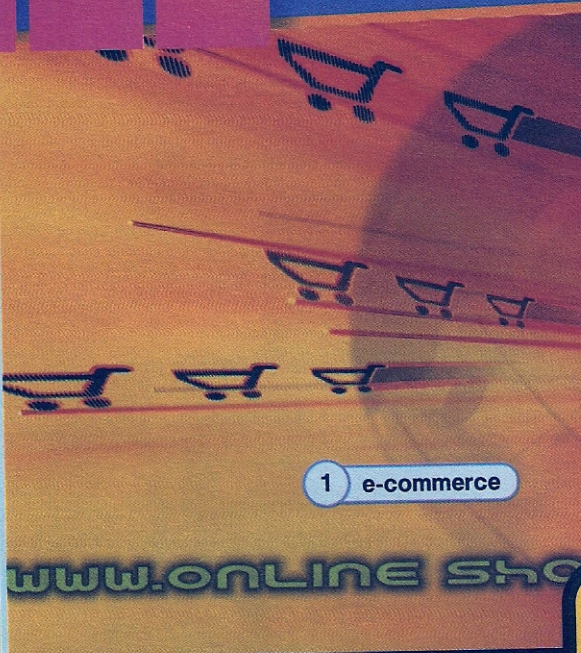
9 Use the conversation from Task 8 to complete the order form.

CW
lear
TECHNOLOGIES **Order #1162**

Request for _____
_____ for
videoconferencing.
Number of TV _____:
One/Two

Number of _____ bridges:
One/Two

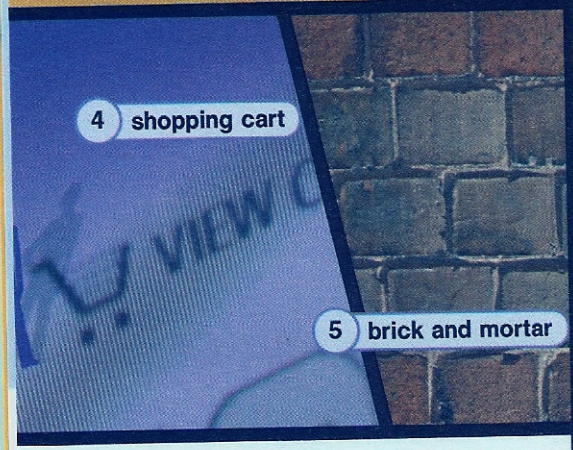
Total Cost: \$2,249.99



FAQS

How do I log on?
 I lost my password.
 What do I do?
 Where do I enter my information?

3 FAQS

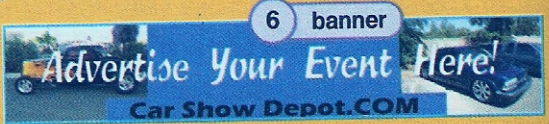


From: johnson.mark@bargainequipment.com
 To: amanda.jackson@marketing.tfcgaming.com
 Subject: Lowest Price Affiliate Program

Dear Miss. Jackson,

Our advertising at **brick and mortar** gaming shops is not producing video game equipment sales. Those consumers are much more active in **e-commerce**. So, we at BargainEquipment.com want TFC Gaming to become an **affiliate**. Our program works in the following manner. You display our **banner** when customers view their **shopping cart**. This directs **traffic** our way. TFC Gaming earns a percentage of sales from that traffic. We pay a smaller percentage for increases in **page views** without sales. Our **FAQs** explain that affiliates are not responsible for our products. We do ask that affiliates obtain a **digital certificate** with our preferred **certificate authority**.

Contact me with any questions.
 Regards,
 Mark Johnson
 Marketing Director, BargainEquipment.com



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What do you buy online?
- 2 How does online shopping help businesses?

Reading

2 Read the email from the marketing director of bargainequipment.com. Then, mark the following statements as true (T) or (F) false.

- 1 BargainEquipment.com has a brick and mortar shop.
- 2 TFC Gaming is an affiliate of BargainEquipment.com.
- 3 Affiliates earn a percentage of sales for increases in page views.

Vocabulary

3 Read the sentence pairs. Choose where the words best fit in the blanks.

- 1 digital certificate/certificate authority
 I don't trust this site, it has no _____.
 The _____ will tell customers our site is safe.
- 2 page views/traffic
 My site has two hundred more _____ today.
 Advertising a website should increase _____.
- 3 FAQs/banner
 Let's display a new _____ to attract attention.
 Check the _____ to find out about the company.

4 Fill in the blanks with the correct words and phrases from the word bank.

Word BANK

- affiliate
- e-commerce
- shopping cart
- brick and mortar

- 1 _____ allows people to shop with businesses globally.
- 2 My business is a(n) _____ of that website. We share profits.
- 3 There are many _____ shops on Main Street.
- 4 Put an item in a _____ and pay for it later.

5 Listen and read the email from the marketing director of bargainequipment.com again. What happens when a consumer clicks on a page view, but doesn't purchase?

Listening

6 Listen to part of a conversation between employees of BargainEquipment.com and TFC Gaming. Choose the correct answers.

- 1 What are the employees mostly talking about?
 A raising sales C calculating profits
 B meeting affiliates D payment percentages
- 2 TFC Gaming earns a half percent for _____.
 A each sale C 100 page views
 B slowing traffic D becoming an affiliate

7 Listen again and complete the conversation.

Employee 1: Hi Mark. This is Amanda from TFC Gaming.
 Employee 2: Hi Amanda. Glad to hear from you.
 Employee 1: Well, we're definitely interested in being an 1 _____. But we have some questions.
 Employee 2: Of course. What do you want to know?
 Employee 1: About the 2 _____. What do we earn for just an increase in 3 _____?
 Employee 2: That's 0.5% per hundred.
 Employee 1: I see, and for sales from our 4 _____?
 Employee 2: All BargainEquipment.com affiliates get 2% of the 5 _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

- What do you want to know?
- What do we earn for ...?
- Affiliates get ...

Student A: Your company is considering becoming an affiliate. Ask Student B about:

- percentages
- page views
- traffic and sales

Student B: You work at BargainEquipment.com. Answer Student A's questions.

Writing

9 Use the email and the conversation from Task 8 to complete the recommendation.

From: _____
 TFC Gaming Marketing
 Department: _____
 To: James Harper,
 President, TFC Gaming
 Mr. Harper,
 BargainEquipment.com wants us _____
 _____ We would earn _____
 _____ for an
 increase in page views. We would also
 earn _____
 My recommendation is _____

