

we put faith in the future

amideast
أمديست

Prepared by: Mr. Hossam Shokry

Internet Histories

Discussing the history of an app
Completing a quiz about the Internet
Discussing experience of the Internet
Fluency Giving a presentation about a company's history
Asking questions about the past

Reading
Timeline describing history of Angry Birds
Article about the birth of the Internet
Listening
Documentaries about the history of Angry Birds and the history of the Internet

Phrase bank Talking about the past
Vocabulary Business and the Internet
Grammar Past Simple, Questions about past events

Speaking

Do you use apps on your mobile phone?

***What is the last app you used ?
What for ?***





goods(n)

merchandise

*something that results from work done to produce
a different product (n)*



spin-off



Listening

2  **1.20** Have you ever played the game Angry Birds™? Listen to a short  about the origins of the game and answer the questions.

20 ??????? 20.wma

- a** In what country was the company that developed Angry Birds based?
- b** When did development on the game first start?
- c** What were the initial development costs?
- d** When did the game first appear on the Apple® App Store?
- e** By May 2012, how many downloads of the game were there?
- f** Apart from downloads, how else does the game make money?

anniversary colleagues costs distribution downloads
merchandise partnership platforms revenues spin-off

With over one billion (a) _____, Angry Birds is perhaps the largest mobile app success so far. It has been praised for its successful combination of addictive games, humorous style and low price. There are versions of Angry Birds for personal computers and games consoles, a market for (b) _____ featuring its characters and even long-term plans for a feature film or television series. Here is its history.

EARLY 2009 – A designer, Jaakko Iisalo, **presents** the idea for a new game to his (c) _____ at Finnish computer game developer, Rovio Entertainment. The game featured some angry-looking birds. They **like** the basic idea, but decide to give the birds some pigs as an enemy because of an outbreak of swine flu at the time. They **estimate** the initial (d) _____ of developing the game were €100,000.

DEC 2009 – In (e) _____ with Chillingo, Rovio **publish** Angry Birds on the Apple® App Store.

MARCH 2010 – Angry Birds **achieves** top-selling app status on the USA's App Store, where it stays until October that year. Also in March they **launch** a version of the game for Facebook.

OCT 2010 – They **release** the first version of the game for Android, and experience more than one million downloads in the first 24 hours and two million in its first weekend. Throughout 2010, versions for other (f) _____ **appear**. The company **claim** (g) _____ of over \$100,000 a month just for the advertising on the free version of the game.

DEC 2010 – On the (h) _____ of its first release, Rovio **announce** over 50 million downloads, including 12 million on iOS devices (Apple) and 10 million on Android.

APRIL 2011 – The UK Appy Awards **name** Angry Birds as both the 'Best Game App' and 'App of the Year'.

MAY 2012 – The different versions of the game **reach** one billion downloads.

JUNE 2012 – At the Electronic Entertainment Expo in Los Angeles, California, Rovio and (i) _____ partner Activision **reveal** plans to bring Angry Birds and two of its (j) _____ games (the Angry Birds Trilogy) to the PlayStation 3, Xbox® 360 and Nintendo 3DS systems, taking advantage of their unique features, such as glasses-free 3D visuals.

It's been quite a success story!

4 All the verbs in bold:

Write them in the correct form.

*They **liked** the basic idea.*

Sub+ verb(d-ed-ied)/ irregular verbs.

*They **didn't like** the basic idea.*

Sub+ didn't+ verb(ing)

Key words : last year- ago- in the past- yesterday

To say when things happened in the past, you use:

- *in + month / year – in March, in 1987*
- *on + day / date – on Monday, on 5th December*
- *at + time / special periods – at 5.00, at Christmas*
- *length of time + ago – five minutes ago, a week ago*
- *when + past situation / action – when I was younger, when he arrived*
- *before + past situation / action – before I met him*

Practice

Practice 1

Write the verbs in the Past Simple.

- | | | | |
|-----------------|----------------|-------------------|-------|
| a work | <u>worked</u> | j marry | _____ |
| b stop | <u>stopped</u> | k plan | _____ |
| c live | _____ | l reach | _____ |
| d start | _____ | m arrive | _____ |
| e use | _____ | n fit | _____ |
| f travel | _____ | o visit | _____ |
| g drop | _____ | p call | _____ |
| h carry | _____ | q increase | _____ |
| i tip | _____ | r like | _____ |

Practice 2

Write the irregular verbs in the Past Simple.

- | | | | |
|---------------|-------------|----------------|-------|
| a tell | <u>told</u> | g make | _____ |
| b say | _____ | h do | _____ |
| c get | _____ | i go | _____ |
| d give | _____ | j come | _____ |
| e take | _____ | k write | _____ |
| f put | _____ | l have | _____ |

5 Complete the article with the verbs in the box in the Past Simple. Some of them are irregular.

become begin call connect (x 2) increase invent launch make reach send

We know that in 1965, the Advanced Research Projects Agency (ARPA), under the US Department of Defence, **(a)** _____ work on a system to connect computers. They **(b)** _____ the project ARPANET.

On September 2nd, 1969, in a laboratory at the University of California, Professor Leonard Kleinrock **(c)** _____ the first two machines. For many people, that day the Internet was born. The next month they sent the first message to a computer at Stanford University.

By January 1970, ARPANET **(d)** _____ computers in four American universities, and by the following year there were 23 in the system, connecting different universities and research institutes. In 1973 Ray Tomlinson

(e) _____ the first email via ARPANET. In the same year the Net went international, connecting computers in England and Norway.

The next step was to connect different networks and to create an 'Internetwork'. In 1974, Bob Kahn and Vincent Cerf **(f)** _____ a software called TCP/IP that connected networks using different operating systems. On January 1st, 1983, this software **(g)** _____ the universal language of the Internet – many experts think that this event was the real birth of the Internet because it

(h) _____ it possible to link different networks in one web.

More and more networks joined the system and the number of connected computers **(i)** _____

dramatically: from 10,000 in 1984 to 100,000 in 1987. By the early 1990s, the network was accessible to anyone in the world with a computer. In 1992, the number of hosts **(j)** _____ 1,000,000.

In 1993, two programmers, Marc Andreessen and Eric Bina, **(k)** _____ the first version of Mosaic – the first graphics-based browser of the type we all use today – which made the Internet an easy means to browse websites, get information and spread news.



Who really invented the Internet?

1 Work in groups and discuss the Internet.

a When was the first time you used the Internet? What did you use it for?

b Do you think the invention of the Internet has changed your life in any way?

- I used it in 2007.
- I used it to search .
- I listened to lectures in 2009.
- The internet saved my time and money .
- They made us happier.
- It changed my life a lot.
- I started using the internet in 2005.
- The internet made my life easier.
- I could watch movies and matches.



Break time

30 minutes

estimated	became	
reach	release	presented
announced	develop	
downloaded	claim	achieve

Complete the sentences below with an appropriate verb. The first letter has been given.

- a Angry Birds™ a popular app very quickly.
- b The company plans to a new version next year.
- c It can take a lot of time and money to an idea into a successful product.
- d They to have a turnover of over \$1,000,000 a month.
- e The final costs were much higher than they originally .
- f Our objective is to sales of \$30 million this year.
- g They the joint venture at the Las Vegas conference.
- h Last month 3 million people the app.
- i The designer an idea for a new product at the meeting.
- j Did they the expected turnover last year?

Answers on page 145.

Vocabulary

Announce

to make something known or tell people about something officially.

Claim

to say that something is true or is a fact, although you cannot prove it and other people might not believe it.

Estimate

to guess or calculate the cost, size, value, etc. of something.

Release

to allow something to be shown in public or to be available for use.

Develop

to (cause something to) grow or change into a more advanced, larger, or stronger form.

Achieve

to succeed in finishing something or reaching an aim, especially after a lot of work or effort.



Practice

They the idea to everyone.

We the cost to be four thousand dollars.

They didn't their target last month.

She severely depressed after her mother's death.

We didn't Miami 5 hours ago.

Yesterday she that she is quitting her job.

I their latest album on MP3.

We the names of the soldiers who were killed.

She the company from nothing.

The man to be a social worker and the old woman believed him.

estimated	became	
reach	release	presented
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Presentation

Company history

Prepare a short presentation about the history of your company (or one that you know about) or an invention. You may find some of the words in the box useful. Then give your presentation to the other students in the class.

achieve begin develop establish expand found increase
launch manufacture produce reach want

Include information about the following, if you know it.

- the origins of the company, who founded it and when
- key dates in its history
- the opening of new offices or factories
- important orders or contracts it obtained
- periods of important growth
- introduction of new products or services
- establishment of subsidiaries
- appointment of key personalities in its management
- significant recent events

They presented the idea to everyone.

We estimated the cost to be four thousand dollars.

They didn't achieve their target last month.

She became severely depressed after her mother's death.

We didn't reach Miami 5 hours ago.

Yesterday she announced that she is quitting her job.

I downloaded their latest album on MP3.

We released the names of the soldiers who were killed.

She developed the company from nothing.

The man claimed to be a social worker and the old woman believed him.