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Level 6

IBM to invest \$1.2 billion in cloud services

19th January, 2014

<http://www.breakingnewsenglish.com/1401/140119-cloud-services.html>

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

International Business Machines (IBM) plans to invest \$1.2 billion to expand its cloud services. The computing and technology giant wants to bolster its presence in the next generation of cloud storage and other services. The project includes building 15 state-of-the-art data centres across the world. IBM is having to adapt quickly to move from a predominantly hardware-based company into one providing online services. It has experienced declining revenues for the past six quarters and urgently needs to reverse this trend. An IBM spokesman told reporters: "This is fundamental because this allows us global coverage." He added: "We are continuing to invest in where we think the growth areas are going to be."

Wikipedia says: "Cloud computing is a phrase used to describe a variety of computing concepts that involves a large number of computers connected through a real-time communication network such as the Internet." In reality, "the cloud" is a metaphor for the Internet. Clever marketing has created the concept of the cloud to create more sellable services. Users of cloud services keep their data and software on a server (a huge computer) of the company offering the cloud service. There is no need to download anything or store information on a home or work computer. Wikipedia outlines several deterrents to the widespread adoption of cloud computing, including security, reliability and issues surrounding privacy.

Sources: <http://www.businessweek.com/news/2014-01-16/ibm-to-invest-1-dot-2-billion-to-build-on-softlayer-cloud-services>
<http://news.techworld.com/data-centre/3497482/ibm-throws-12-billion-at-its-global-data-centre-network/>
http://en.wikipedia.org/wiki/Cloud_computing#Threats_and_opportunities_of_the_cloud

WARM-UPS

1. CLOUD SERVICES: Students walk around the class and talk to other students about Cloud Services. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

invest / technology / next generation / cloud storage / state-of-the-art / trend / growth / concepts / metaphor / marketing / in reality / software / information / privacy

Have a chat about the topics you liked. Change topics and partners frequently.

3. THE CLOUD: What are the pros and cons of using the cloud for these? Complete this table with your partner(s). Change partners often and share what you wrote.

	Pros	Cons
Storing photos		
E-mail		
Word processing software		
Music		
Collaborative projects		
Backup of data		

4. STORAGE: Students A **strongly** believe we will keep everything in the cloud in the future; Students B **strongly** believe we will still need USB drives, hard disks, etc. Change partners again and talk about your conversations.

5. ONLINE STUFF: Rank these and share your rankings with your partner. Put the most important at the top. Change partners often and share your rankings.

- privacy
- storage space
- password security
- download/upload speed
- reliability
- hacker-proof
- no ads
- easy to share

6. TECHNOLOGY: Spend one minute writing down all of the different words you associate with the word "technology". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. IBM is investing in new technology to bring rain to dry areas. | T / F |
| b. IBM will build 15 new high-tech data centres in the USA. | T / F |
| c. The company's revenue has been falling for the past 18 months. | T / F |
| d. A spokesman said IBM's plans will give them greater global reach. | T / F |
| e. Cloud computing has little to do with real-time communication. | T / F |
| f. Companies have exploited the concept of the cloud as something new. | T / F |
| g. Users of cloud computing keep their information on their own server. | T / F |
| h. Wikipedia said privacy was a problem with cloud computing. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|---------------------|---------------------|
| 1. expand | a. mainly |
| 2. bolster | b. disincentives |
| 3. state-of-the-art | c. strengthen |
| 4. predominantly | d. figure of speech |
| 5. fundamental | e. grow |
| 6. variety | f. requirement |
| 7. metaphor | g. basic |
| 8. concept | h. cutting-edge |
| 9. need | i. idea |
| 10. deterrents | j. assortment |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|-----------------------------------|--------------------------------|
| 1. invest \$1.2 billion to expand | a. generation |
| 2. bolster its | b. time communication |
| 3. the next | c. coverage |
| 4. state-of-the- | d. presence |
| 5. this allows us global | e. adoption of cloud computing |
| 6. describe a variety | f. surrounding privacy |
| 7. real- | g. for the Internet |
| 8. "the cloud" is a metaphor | h. its cloud services |
| 9. deterrents to the widespread | i. art data centres |
| 10. issues | j. of computing concepts |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

International Business Machines (IBM) plans to invest \$1.2 billion to (1) _____ its cloud services. The computing and technology giant wants to bolster its (2) _____ in the next generation of cloud storage and other services. The project includes building 15 state-of-the-(3) _____ data centres across the world. IBM is having to adapt quickly to move from a (4) _____ hardware-based company into one providing online services. It has experienced declining (5) _____ for the past six quarters and urgently needs to reverse this (6) _____. An IBM spokesman told reporters: "This is fundamental because this allows us global (7) _____." He added: "We are continuing to invest in where we think the (8) _____ areas are going to be."

revenues
coverage
presence
growth
expand
art
trend
predominantly

Wikipedia says: "Cloud computing is a (9) _____ used to describe a variety of computing (10) _____ that involves a large number of computers connected through a real-time communication network such as the Internet." In reality, "the cloud" is a (11) _____ for the Internet. Clever (12) _____ has created the concept of the cloud to create more sellable services. Users of cloud services keep their data and software on a (13) _____ (a huge computer) of the company offering the cloud service. There is no need to (14) _____ anything or store information on a home or work computer. Wikipedia outlines several (15) _____ to the widespread adoption of cloud computing, including security, reliability and issues (16) _____ privacy.

surrounding
server
concepts
deterrents
phrase
marketing
download
metaphor

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

- 1) The computing and technology giant wants to _____
 - a. bolster its presents
 - b. bolster its pretense
 - c. bolster its presence
 - d. bolster its pretenses
- 2) adapt quickly to move from a predominantly _____
 - a. hardware-baste company
 - b. hardware-biased company
 - c. hardware-basted company
 - d. hardware-based company
- 3) It has experienced declining revenues for the _____
 - a. past six quarterlies
 - b. past six quota
 - c. past six quarters
 - d. past six quotas
- 4) This is fundamental because this allows _____
 - a. us global coverage
 - b. us globe all coverage
 - c. us globally coverage
 - d. us glow ball coverage
- 5) We are continuing to invest in where we think the _____
 - a. growths areas are
 - b. grow the areas are
 - c. growth areas are
 - d. grow with areas are
- 6) a phrase used to describe a variety of _____
 - a. computing concepts
 - b. computing concept
 - c. computing conceptions
 - d. computing conceptions
- 7) a large number of computers connected through a _____
 - a. really-time communication
 - b. reality-time communication
 - c. realism-time communication
 - d. real-time communication
- 8) Clever marketing has created _____
 - a. this concept
 - b. that concept
 - c. the concept
 - d. a concept
- 9) Wikipedia outlines _____
 - a. several deterrence
 - b. several deterrents
 - c. several deter rants
 - d. several deter ants
- 10) including security, reliability and issues _____
 - a. surrounded privacy
 - b. surround in privacy
 - c. surround ding privacy
 - d. surrounding privacy

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

International Business Machines (IBM) plans to invest \$1.2 billion to expand its cloud services. The computing and technology (1) _____ its presence in the next generation of cloud storage and other services. The project includes building 15 (2) _____ centres across the world. IBM is having to adapt quickly to move (3) _____ hardware-based company into one providing online services. It has experienced declining revenues for (4) _____ and urgently needs to (5) _____. An IBM spokesman told reporters: "This is fundamental because this allows (6) _____." He added: "We are continuing to invest in where we think the growth areas are going to be."

Wikipedia says: "Cloud computing is a phrase (7) _____ variety of computing concepts that involves a large number of computers connected (8) _____ communication network such as the Internet." In reality, "the cloud" (9) _____ the Internet. Clever marketing has created the concept of the cloud to create more sellable services. Users of cloud services (10) _____ software on a server (a huge computer) of the company offering the cloud service. There is no (11) _____ anything or store information on a home or work computer. Wikipedia outlines several deterrents to the widespread adoption of cloud computing, (12) _____ and issues surrounding privacy.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

1. What does IBM want to expand?

2. What does IBM want to bolster?

3. What kind of company is IBM changing from?

4. What has declined in the past six quarters?

5. Where will IBM continue to invest?

6. What kind of communication is associated with cloud computing?

7. What is a metaphor for the Internet?

8. What is there no need to do with cloud computing?

9. What did Wikipedia outline?

10. How many deterrents are mentioned in the last sentence?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

1. What does IBM want to expand?
 - a) the size of its databases
 - b) its cloud services
 - c) its customer base
 - d) its logo
2. What does IBM want to bolster?
 - a) its reputation for customer service
 - b) health
 - c) online learning
 - d) its presence in cloud services
3. What kind of company is IBM changing from?
 - a) a public company
 - b) a monopoly
 - c) a largely hardware company
 - d) a biased company
4. What has declined in the past six quarters?
 - a) revenues
 - b) sales
 - c) profits
 - d) interest
5. Where will IBM continue to invest?
 - a) in
 - b) in growth areas
 - c) in CPUs
 - d) in Asia
6. What kind of communication is associated with cloud computing?
 - a) real-time
 - b) face-to-face
 - c) asynchronous
 - d) barrier-free
7. What is a metaphor for the Internet?
 - a) offline
 - b) blue sky
 - c) the cloud
 - d) online
8. What is there no need to do with cloud computing?
 - a) download anything
 - b) use a password
 - c) use a computer or hand-held device
 - d) look at a screen
9. What did Wikipedia outline?
 - a) privacy
 - b) security issues
 - c) how to create a cloud
 - d) deterrents
10. How many deterrents are mentioned in the last sentence?
 - a) one
 - b) two
 - c) three
 - d) four

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Role A – Privacy

You think privacy is the most important point for a cloud service. Tell the others three reasons why. Tell them things that are wrong with their points. Also, tell the others which is the least necessary of these (and why): storage space, protection against hackers or download speed.

Role B – Storage space

You think storage space is the most important point for a cloud service. Tell the others three reasons why. Tell them things that are wrong with their points. Also, tell the others which is the least necessary of these (and why): privacy, protection against hackers or download speed.

Role C – Hacker-proof

You think protection against hackers is the most important point for a cloud service. Tell the others three reasons why. Tell them things that are wrong with their points. Also, tell the others which is the least necessary of these (and why): storage space, privacy or download speed.

Role D – Download speed

You think download speed is the most important point for a cloud service. Tell the others three reasons why. Tell them things that are wrong with their points. Also, tell the others which is the least necessary of these (and why): storage space, protection against hackers or privacy.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'cloud' and 'service'.

cloud	service

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• plans• next• 15• based• six• added	<ul style="list-style-type: none">• variety• real• metaphor• data• home• issues
---	--

CLOUD SERVICES SURVEY

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Write five GOOD questions about Cloud Services in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

CLLOUD SERVICES DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'cloud'?
- c) What do you know about cloud computing?
- d) Do you use or want to use any cloud services?
- e) What do you think of IBM?
- f) Why do you think IBM's revenues have been declining?
- g) Is it important to you where you keep your data?
- h) Where do you think growth areas will be in computing in the future?
- i) What are the differences between the Internet and "the cloud"?
- j) What will come after cloud computing?

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CLLOUD SERVICES DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article? Why/not?
- b) Would you prefer to download software and keep it on your computer or use cloud-based software?
- c) What do you think of the term "the cloud"?
- d) How important is online, real-time communication to you?
- e) Would you prefer your music to be on your computer or in the cloud?
- f) Would you worry about all your data being in the cloud?
- g) Would you trust cloud services to keep your private information safe?
- h) What could go wrong with cloud services?
- i) What do you think the Intercloud is, and what does/will it do?
- j) What questions would you like to ask the boss of IBM?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

International Business Machines (IBM) plans to invest \$1.2 billion to (1) ____ its cloud services. The computing and technology giant wants to (2) ____ its presence in the next generation of cloud storage and other services. The project includes building 15 state-of-the-(3) ____ data centres across the world. IBM is having to adapt quickly to move from a (4) ____ hardware-based company into one providing online services. It has experienced declining revenues for the past six quarters and urgently needs to (5) ____ this trend. An IBM spokesman told reporters: "This is fundamental because this allows us global (6) ____." He added: "We are continuing to invest in where we think the growth areas are going to be."

Wikipedia says: "Cloud computing is a (7) ____ used to describe a variety of computing concepts that involves a large number of computers connected through a real-time communication network such as the Internet." In reality, "the cloud" is a (8) ____ for the Internet. Clever marketing has (9) ____ the concept of the cloud to create more sellable services. Users of cloud services keep their data and software on a (10) ____ (a huge computer) of the company offering the cloud service. There is no need to download anything or store information on a home or work computer. Wikipedia outlines several (11) ____ to the widespread adoption of cloud computing, including security, reliability and issues (12) ____ privacy.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|-------------------|------------------|-----------------|------------------|
| 1. | (a) expend | (b) expansion | (c) expand | (d) extension |
| 2. | (a) bolster | (b) holster | (c) poster | (d) roster |
| 3. | (a) art | (b) painting | (c) sculpture | (d) architecture |
| 4. | (a) predominantly | (b) preeminently | (c) preparatory | (d) principality |
| 5. | (a) void | (b) swap | (c) back | (d) reverse |
| 6. | (a) converge | (b) beverage | (c) average | (d) coverage |
| 7. | (a) phrase | (b) idiom | (c) expression | (d) remark |
| 8. | (a) matador | (b) meteorite | (c) metadata | (d) metaphor |
| 9. | (a) created | (b) sanctioned | (c) verified | (d) automated |
| 10. | (a) flash drive | (b) server | (c) hub | (d) CPU |
| 11. | (a) merchants | (b) deterrents | (c) claimants | (d) currents |
| 12. | (a) surrounding | (b) surrounded | (c) surrounds | (d) surround |

SPELLING

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Paragraph 1

1. bsrleot its presence
2. the next gnorneieat
3. cloud atgreos
4. a lrtmdonipnyae hardware-based company
5. declining uenrseve
6. global eraceogv

Paragraph 2

7. describe a veiryat of computing concepts
8. "the cloud" is a eamorpht for the Internet
9. Wikipedia outlines several etsdretren
10. the peseddwria adoption of cloud computing
11. including security, ialitlriyeb and...
12. issues ruudrigsonn privacy

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Number these lines in the correct order.

- () services. The project includes building 15 state-of-the-art data centres across the world. IBM is having to adapt
- () giant wants to bolster its presence in the next generation of cloud storage and other
- () Wikipedia says: "Cloud computing is a phrase used to describe a variety of computing concepts that involves a large
- () revenues for the past six quarters and urgently needs to reverse this
- () number of computers connected through a real-time communication network such as the Internet." In
- () coverage." He added: "We are continuing to invest in where we think the growth areas are going to be."
- () trend. An IBM spokesman told reporters: "This is fundamental because this allows us global
- () quickly to move from a predominantly hardware-based company into one providing online services. It has experienced declining
- () of the cloud to create more sellable services. Users of cloud services keep their data and software on a
- () server (a huge computer) of the company offering the cloud service. There is no need to
- () deterrents to the widespread adoption of cloud computing, including security, reliability and issues surrounding privacy.
- (**1**) International Business Machines (IBM) plans to invest \$1.2 billion to expand its cloud services. The computing and technology
- () download anything or store information on a home or work computer. Wikipedia outlines several
- () reality, "the cloud" is a metaphor for the Internet. Clever marketing has created the concept

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

1. expand invest its \$1.2 cloud services IBM billion plans to to.

2. next generation of cloud storage Bolster its presence in the.

3. -the Building -art 15 data state centres across -of the world.

4. past It declining the quarters experienced for 6 has revenues.

5. we Invest to areas think in be are the where going growth.

6. - time communication network such as the Internet A real.

7. "the reality for cloud" In metaphor the a Internet is ,.

8. the Clever created of has concept cloud marketing the.

9. download to need no is There anything.

10. the computing widespread adoption Deterrents of to cloud.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

International Business Machines (IBM) *plans / planning* to invest \$1.2 billion to expand its cloud services. The computing and technology giant wants to bolster its *presents / presence* in the next *degeneration / generation* of cloud storage and other services. The project includes building 15 *state-of-the-art / state-of-the-artistry* data centres across the world. IBM is having to adapt quickly to move from a *predominantly / predetermined* hardware-based company into one *provision / providing* online services. It has experienced declining revenues for the *past / passed* six quarters and urgently needs to reverse this *trend / trendy*. An IBM spokesman told reporters: "This is fundamental because this allows us *global / globally* coverage." He added: "We are continuing to invest *in / on* where we think the growth areas are going to be."

Wikipedia says: "Cloud computing is a *phase / phrase* used to describe a *variety / various* of computing concepts that involves a large number of computers connected *through / though* a real-time communication network such *has / as* the Internet." In reality, "the cloud" is a *metadata / metaphor* for the Internet. Clever marketing has created the *conceive / concept* of the cloud to create more sellable services. Users of *cloud / cloudy* services keep their data and software on a *server / saver* (a huge computer) of the company offering the cloud service. There is no need to download anything or store information on a home or work computer. Wikipedia outlines several *referents / deterrents* to the widespread adoption of cloud computing, including security, reliability and issues *surrounded / surrounding* privacy.

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Int_nat_nal B_s_n_ss M_ch_n_s (_BM) pl_ns t_
_nv_st \$1.2 b_ll_n t_ xp_nd _ts cl_d s_rv_c_s. Th_
c_mp_t_ng _nd t_chn_l_gy g__nt w_nts t_ b_lst_r_ts
pr_s_nc_ _n th_ n_xt g_n_r_t__n _f cl_d st_r_g_ _nd
_th_r s_rv_c_s. Th_ pr_j_ct _ncl_d_s b__ld_ng 15
st_t_ -f-th_ -rt d_t_ c_ntr_s _cr_ss th_ w_rld. _BM _s
h_v_ng t_ _d_pt q__ckly t_ m_v_ fr_m _ pr_d_m_n_ntly
h_rdw_r_-b_s_d c_mp_ny _nt_ _n_ pr_v_d_ng _nl_n_
s_rv_c_s. _t h_s _xp_r__nc_d d_cl_n_ng r_v_n__s fr
th_ p_st s_x q__rt_rs _nd _rg_ntly n__ds t_ r_v_rs_
th_s tr_nd. _n _BM sp_k_sm_n_t_l_d r_p_rt_rs: "Th_s _s
f_nd_m_nt_l b_c__s_ th_s _ll_ws _s gl_b_l c_v_r_g_."
H__dd_d: "W__r_c_nt_n__ng t_ _nv_st _n wh_r_ w_
th_nk th_ gr_wth _r__s_r_g__ng t_ b_."

W_k_p_d__ s_ys: "Cl_d c_mp_t_ng _s _ phr_s__s_d
t_ d_scr_b__ _v_r__ty _f c_mp_t_ng c_nc_pts th_t
_nv_lv__ _lrg_ n_mb_r _f c_mp_t_rs c_nn_ct_d
thr__gh _r__l-t_m_ c_mm_n_c_t__n n_tw_rk_s ch_s
th_ _nt_rn_t." _n r__l_ty, "th_ cl_d" _s _m_t_ph_r
f_r th_ _nt_rn_t. Cl_v_r_m_rk_t_ng h_s cr__t_d th_
c_nc_pt _f th_ cl_d t_ cr__t_m_r_s ll_b_l s_rv_c_s.
_s_rs _f cl_d s_rv_c_s k__p th__r d_t_ _nd s_ftw_r_
_n _s_rv_r (_ h_g_ c_mp_t_r) _f th_ c_mp_ny
_ff_r_ng th_ cl_d s_rv_c_. Th_r_ _s n_ n__d t_
d_wnl__d _nyth_ng _r st_r_ _nf_rm_t__n _n _h_m__r
w_rk_ c_mp_t_r. W_k_p_d__ _tl_n_s s_v_r_l
d_t_rr_nts t_ th_ w_d_spr__d _d_pt__n _f cl_d
c_mp_t_ng, _ncl_d_ng s_c_r_ty, r_l__b_l_ty _nd
_ss__s_s_rr__nd_ng pr_v_cy.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

international business machines (ibm) plans to invest \$12 billion to expand its cloud services the computing and technology giant wants to bolster its presence in the next generation of cloud storage and other services the project includes building 15 state-of-the-art data centres across the world ibm is having to adapt quickly to move from a predominantly hardware-based company into one providing online services it has experienced declining revenues for the past six quarters and urgently needs to reverse this trend an ibm spokesman told reporters "this is fundamental because this allows us global coverage" he added "we are continuing to invest in where we think the growth areas are going to be"

wikipedia says "cloud computing is a phrase used to describe a variety of computing concepts that involves a large number of computers connected through a real-time communication network such as the internet" in reality "the cloud" is a metaphor for the internet clever marketing has created the concept of the cloud to create more sellable services users of cloud services keep their data and software on a server (a huge computer) of the company offering the cloud service there is no need to download anything or store information on a home or work computer wikipedia outlines several deterrents to the widespread adoption of cloud computing including security reliability and issues surrounding privacy

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

International Business Machines (IBM) plan to invest \$1.2 billion to expand its cloud services. The computing and technology giant wants to bolster its presence in the next generation of cloud storage and other services. The project includes building 15 state-of-the-art data centres across the world. IBM is having to adapt quickly to move from a predominantly hardware-based company into one providing online services. It has experienced declining revenues for the past six quarters and urgently needs to reverse this trend. An IBM spokesman told reporters: "This is fundamental because this allows us global coverage." He added: "We are continuing to invest in where we think the growth areas are going to be." Wikipedia says: "Cloud computing is a phrase used to describe a variety of computing concepts that involve a large number of computers connected through a real-time communication network such as the Internet." In reality, "the cloud" is a metaphor for the Internet. Clever marketing has created the concept of the cloud to create more sellable services. Users of cloud services keep their data and software on a server (a huge computer) of the company offering the cloud service. There is no need to download anything or store information on a home or work computer. Wikipedia outlines several deterrents to the widespread adoption of cloud computing, including security, reliability and issues surrounding privacy.

FREE WRITING

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Write about **cloud services** for 10 minutes. Comment on your partner’s paper.

Lined writing area with multiple horizontal lines for text entry.

ACADEMIC WRITING

From <http://www.BreakingNewsEnglish.com/1401/140119-cloud-services.html>

Compare and contrast storing your data on your computer or on "the cloud".

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about cloud computing. Share what you discover with your partner(s) in the next lesson.

3. CLOUD SERVICES: Make a poster about cloud services. Show your work to your classmates in the next lesson. Did you all have similar things?

4. THE CLOUD: Write a magazine article about "the cloud". Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to a computing expert. Ask him/her three questions about "the cloud". Give him/her three of your opinions on it. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b F c T d T e F f T g F h T

SYNONYM MATCH (p.4)

- | | |
|---------------------|---------------------|
| 1. expand | a. grow |
| 2. bolster | b. strengthen |
| 3. state-of-the-art | c. cutting-edge |
| 4. predominantly | d. mainly |
| 5. fundamental | e. basic |
| 6. variety | f. assortment |
| 7. metaphor | g. figure of speech |
| 8. concept | h. idea |
| 9. need | i. requirement |
| 10. deterrents | j. disincentives |

COMPREHENSION QUESTIONS (p.8)

1. Its cloud services
2. Its presence in the next generation of cloud storage
3. A predominantly hardware company
4. IBM revenues
5. In areas where they think growth will be
6. Real-time communication
7. The cloud
8. Download or store anything on your computer
9. Several deterrents to cloud computing
10. Three

MULTIPLE CHOICE - QUIZ (p.9)

1. b 2. d 3. c 4. a 5. b 6. a 7. c 8. a 9. d 10. c

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)