

UNIVERSIDAD DEL VALLE
FACULTAD DE HUMANIDADES
ESCUELA DE CIENCIAS DEL LENGUAJE
LECTURA DE TEXTOS ACADÉMICOS EN INGLÉS

Name: _____

Code: _____ **Date:** _____

ACTIVITY (Give all your answers in Spanish)

UV => BIBLIOTECA => BASES DE DATOS EN LÍNEA => EBSCO => Business
Searching Interface => Publicaciones => (Ver por: Todas las publicaciones Editor)
Buscar: (**Write here the name of the journal you're looking up**)

I. Look for the magazine “Harvard Business Review**”**

-- Tell the title and the authors of an article published in November 2009, pages 94-99. (Tip: I strongly recommend to open the HTML version)

A Practical Guide to Combining Products + Services

-- Give an “Idea in Brief” of that article

- In tough economic times, companies need new ways to innovate and drive revenues. By combining a product with a service, or vice versa, firms can improve their bottom and top lines. However, if a hybrid offering is to be successful, managers need to understand which of four potential combinations is most appropriate.

- A "flexible" product-and-service combination allows buyers to customize their purchase. A "peace-of-mind" bundle offers the best of breed in both the product and the service. A "multi-benefit" bundle offers customers an increasing number of add-on features or benefits. A "one-stop" bundle focuses on convenience shopping.

- Four rules help managers discover which hybrid combination is most likely to be successful for their firm.

II. Look for the **Journal of Business Ethics; June 2009, Vol. 86 Issue 4, p463-471.**

-- Write down a two-line summary of the article “What Plato Knew About Enron”, including the names of the authors. (Tip: I strongly recommend to open the HTML version)

This paper applies Plato’s cave allegory to Enron’s success and downfall. Plato’s famous tale of cave dwellers illustrates the different levels of truth and understanding. These levels include images, the sources of images, and the ultimate reality behind both. The paper first describes these levels of perception as they apply to Plato’s cave dwellers and then provides a brief history of the rise of Enron.

III. Look for the magazine **BusinessWeek Online, November 3, 2009. Go to the article “Augmented Reality Goes Mobile”. (Tip: I strongly recommend to open the HTML version)**

-- How can you get information about restaurants, stores, and other businesses by using your iPhone?

It was the shake heard 'round the world. On Aug. 27, 2009, berblogger Robert Scoble uncovered a

hidden software feature buried within an iPhone application that provides access to Yelp.com reviews. The secret, it turns out, was that users needed to shake the phone to activate the capability, known as Monocle ... Once Monocle is activated, users looking through the iPhone camera can see reviews and other information about restaurants, stores, and other businesses in the direction the camera is pointing.

IV. Sounds of English

<http://www.soundsofenglish.org/pronunciation/sounds.htm>

-- What is the goal of this section?

The purpose of this section is to help learners of English with the pronunciation of specific sounds.

-- What can you find here?

Pictures of how your mouth looks when you say sounds.

A description of how to make the sound.

Audio recordings of some words with that sound (real media).

Video recordings of someone saying words with that sound

V. English Pronunciation Podcast

<http://www.englishpronunciationpod.com/newarchive.html>

-- What can you do in “English Pronunciation Podcast 33”?

How to Distinguish Between /b/ and /v/

-- What can you do in “English Pronunciation Podcast 8”?

How Americans Pronounce "Can" vs. "Can't"

VI. English Pronunciation / Listening:

<http://www.okanagan.bc.ca/Page1205.aspx>

Here, you can download the complete lessons in MP3 audio, as well as the PDF version.

-- What are the sounds in unit 6 and unit 8?

6: Unit SIX: V and W, as in Vine and Wine

8: UNIT EIGHT: E and A, as in BET and BAT

VII. The Business of English

<http://australianetwork.com/businessenglish/>

For the activities, the print friendly version is strongly recommended. There are some videos, too (in this case, Real Player is strongly recommended):

http://australianetwork.com/businessenglish/win_vid.htm

-- Give the titles of episodes 6 and 15

6: Episode 6 - What are the Options?

15: Episode 15 - Until Next Time

VIII. Living English

<http://australiannetwork.com/livingenglish/>

And you can download some of the videos here (they add one more every week):

<http://australiannetwork.com/learningenglish/xml/livingenglish.xml>

-- Give the titles of episodes 8 and 17

8: Episode 8. This is my brother

17: Episode 17. I usually catch a bus

IX. VOA Special English

<http://www.voanews.com/specialenglish/>

Here, you can read a story (I strongly recommend to open the Print Version) and you can listen / download it as an audio file ([Left-click, or right-click and choose "Save as ..."](#)).

-- Find a "Story by Subject". Then go to "Economy." Tell the title of one episode here.

Group Works to Expand Supply of Cattle Vaccine in Africa Audio Clip Available

In Kenya, a Better Life Through Mobile Money Audio Clip Available

US Says Economy Grew 3.5 Percent in Third Quarter Audio Clip Available

-- Now go to "Words and Their Stories"

http://www.voanews.com/specialenglish/words_and_their_stories.cfm

Look for the episode "Monkey: No Monkey Business Here" and write down a two-line summary of the first paragraph.

Monkeys are very similar to us in many ways. Most have ten fingers and ten toes, and brains much like ours. We enjoy watching them because they often act like us. In fact, Charles Darwin's theory of evolution says that monkeys and humans share a common ancestor.

X. The Purdue OWL (Online Writing Lab)

<http://owl.english.purdue.edu/owl/>

Go to "Grammar and Mechanics": Here you have lots of activities (which include some interactive ones) intended to help you improve your grammar

-- What happens to the subject in a sentence that uses active voice?

In a sentence using active voice, the subject of the sentence performs the action expressed in the verb.

-- What happens to the subject in a sentence that uses passive voice?

In a sentence using passive voice, the subject receives the action expressed by the verb.

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