

Yahoo also to offer 1GB mailbox (Thu 24 Mar, 2005)

WARM-UPS

CHAT: Talk in pairs or groups about email / storage space / Yahoo! / Hotmail / Gmail / online advertisements / spam / virus protection / phishing...Change topic / partner frequently to increase conversation.

EMAIL BRAINSTORM: Spend one minute writing down all of the different words you associate with the word 'email'. Share your words with your partner / group and talk about them.

MY EMAIL HISTORY: Talk to your partner / group about your history with email – the first time you used it, the experiences you have had, the number of accounts you set up etc. Use the prompts below in your conversations:

- a. email space
- b. my daily email routine
- c. attachments
- d. special email abbreviations and emoticons
- e. hates
- f. important part of my life
- g. free
- h. mobile phone
- i. spam
- j. photos

OPINIONS: Talk about these with your partner.

- a. Google's Gmail is best – it's revolutionary.
- b. Email should always be free.
- c. Email should never include advertising.
- d. People who send spam should go to prison for 25 years.
- e. Email is dangerous.
- f. Voice mail will one day replace email.
- g. Our written language skills are going down because of email.
- h. I cannot live without email.
- i. Spam would disappear if no one clicked on the links in the spam mail.
- j. We need 10GB of free space, not 1GB.

PRE-READING IDEAS

WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... of the words 'storage' and 'space'.

TRUE FALSE: Guess whether the following statements about the article are true or false:

- a. The war to provide bigger, free email storage is off. T / F
- b. Yahoo will triple its inbox space from 250MB to 1 gigabyte. T / F
- c. This time last year, Yahoo's inbox was just 4MB. T / F
- d. Hotmail started the storage war. T / F
- e. Google's Gmail was 250 times larger than Yahoo's mailbox. T / F
- f. Anyone can join Gmail through Google's homepage. T / F
- g. Yahoo will start a 1GB service because of Gmail. T / F
- h. A Yahoo spokesperson said customers need more space for photos. T / F

SYNONYM MATCH: Match the following synonyms from the article:

- | | |
|-----------------------|--------------------|
| (a) war | raise the stakes |
| (b) storage | luring |
| (c) quadruple | battle |
| (d) rival | memory |
| (e) enticing | measly |
| (f) paltry | up to date |
| (g) up the ante | competitor |
| (h) beefed-up | increase four-fold |
| (i) ahead of the pack | strengthened |
| (j) in line | in the lead |

PHRASE MATCH: Match the following phrases from the article:

- | | |
|---------------------------|-------------------------|
| (a) The war | with a massive 1GB |
| (b) it will quadruple | is on |
| (c) the third time | with the 1GB providers |
| (d) big | only |
| (e) enticing the world | its inbox space |
| (f) Hotmail will now need | in line with |
| (g) to keep up | of the pack |
| (h) stay ahead | rival |
| (i) by invitation | in the past nine months |
| (j) to keep | to increase its storage |

GAP FILL

Yahoo also to offer 1GB mailbox

BNE: The _____ to provide bigger, free email storage is on. Yahoo has just announced it will quadruple its inbox space to one gigabyte from April. This is the third time Yahoo has _____ increased its storage space in the past nine months; its inbox was four megabytes last summer, and then increased to 100MB, and later to 250MB. Its big _____, Google's Gmail, started the storage war last April by _____ the world with a massive 1GB, which was 250 times bigger than Yahoo's _____ 4MB. Microsoft's Hotmail will now need to increase its storage, currently at 250MB, to keep up with the 1GB providers. Gmail has so far been in a testing period, but is predicted to _____ the ante by offering a beefed-up 2GB to stay ahead of the pack when it starts offering email accounts through its website. Joining Gmail is still by invitation only. Yahoo has _____ its 1GB upgrade is in response to Gmail, saying it was to _____ in line with what Yahoo users wanted from the company. A Yahoo spokesperson said people are now storing things like photos in their inboxes, which requires a larger capacity.

rival paltry keep war enticing up denied greatly

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 information on phishing. Share your findings with your class next lesson.
- 3. MEGAMAIL:** Imagine you are boss of YAGOOMAIL, the world's largest email provider. Create your plan for the best email service ever. Present this in your next class.
- 4. SPAM LETTER:** Write a letter to the boss of a company that sends you 10 spam mails every day. You are very, very, very ANGRY! In your next class, vote on who has the angriest letter.

DISCUSSION:

- a. What was interesting in this article?
- b. Were you surprised by anything in this article?
- c. How much space do you need?
- d. Which email provider do you use and why?
- e. Would you change provider (and address) if they offered 2GB?
- f. How important is email to you?
- g. What would life be like without email?
- h. How often do you write real letters – with a pen?
- i. Do you prefer receiving real letters (from the post office) or emails?
- j. Do you send birthday cards or e-cards?
- k. What do you do with spam mail?
- l. How angry do you get with spam?
- m. Do you ever open attachments?
- n. Do you chat online?
- o. Have you ever had a phishing mail?
- p. What's the best thing about email?
- q. What's the worst thing about email?
- r. Would you prefer voicemail (no need to write, just record your message and send)?
- s. Have you ever used Microsoft's Messenger or Apple's iChat?
- t. How about video mail, where a webcam videos your message and then you send it to your friends or bank manager?
- u. What are the dangers of email?
- v. Do you mind if your mail contains advertising?
- w. Teacher / Student additional questions.

TEXT

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BNE: The **war** to provide bigger, free email storage is on. Yahoo has just announced it will quadruple its inbox space to one gigabyte from April. This is the third time Yahoo has **greatly** increased its storage space in the past nine months; its inbox was four megabytes last summer, and then increased to 100MB, and later to 250MB. Its big **rival**, Google's Gmail, started the storage war last April by **enticing** the world with a massive 1GB, which was 250 times bigger than Yahoo's **paltry** 4MB. Microsoft's Hotmail will now need to increase its storage, currently at 250MB, to keep up with the 1GB providers. Gmail has so far been in a testing period, but is predicted to **up** the ante by offering a beefed-up 2GB to stay ahead of the pack when it starts offering email accounts through its website. Joining Gmail is still by invitation only. Yahoo has **denied** its 1GB upgrade is in response to Gmail, saying it was to **keep** in line with what Yahoo users wanted from the company. A Yahoo spokesperson said people are now storing things like photos in their inboxes, which requires a larger capacity.

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