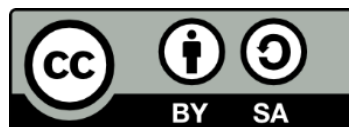


ΑΓΓΛΙΚΑ ΙΙΙ

Ενότητα 01b: Google guys: Larry Page and Sergey Brin

Ζωή Κανταρίδου
Τμήμα Εφαρμοσμένης Πληροφορικής



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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Ευρωπαϊκή Ένωση
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ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
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επένδυση στην κοινωνία της γνώσης
ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
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ΕΣΠΑ
2007-2013
πρόγραμμα για την ανάπτυξη
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ

Possible titles, jumbled: Put them in the correct order

- a- Reasons for the success
- b- Google launch
- c- Is Google changing?
- d- the Google philosophy

Answer in your own words (1)

1. What was Page and Brin's idea?
2. Who was one of the first investors of Google?
3. What system was Google's predecessor?
4. Why did Google come to acquire loyal supporters?
5. What development shows Google's impact on society?
6. What is Googleplex? What does the name mean?

Answer in your own words (2)

7. What are some of the features of Googleplex?
8. Was it a profitable idea to have employees spend one weekday to work on projects of their choice?
9. What does the phrase 'a high density of people' mean?
10. What is the company motto?
11. What kind of atmosphere do they want their workplace to have?
12. What adjectives would you use to describe Google according to the philosophy?

True or False?

1. Rankdex was the predecessor of Google.
2. The Google domain was launched in January 1996.
3. They were the first to use the model of selling keyword advertisements.
4. Fortune Magazine published rankings of good places to work.
5. Page and Brin try to motivate their staff by creating a positive work environment.

Lexical cohesion (1)

the Internet

Search engine

Lexical cohesion (2)

the Internet

- Website
- Domain
- Page
- Click through
- Dot.com
- Loading speed

Search engine

- Backline
- Keyword

Guess the meaning of the following words in bold

- While many of its dot-com **rivals** failed in the new Internet marketplace, Google quietly rose in **stature** while generating revenue.
- In addition to the **rec room**, there are snack rooms stocked with various foods and drinks.
- However, many analysts are finding that as Google grows, the company is becoming more "**corporate**".

Tenses. Identify the tenses and say why they were used (1)

- Google **is known** for its relaxed corporate culture.
- We all **share** offices.
- Many analysts **are finding** that as Google **grows**, the company **is becoming** more “corporate”.
- In 2005, articles in the NYT **began** suggesting that Google **had lost** its no-evil philosophy.

Tenses. Identify the tenses and say why they were used (2)

- Their search engine **was** originally **nicknamed** "BackRub" because the system checked backlinks to estimate a site's importance.
- The domain google.com **was registered** on September 15, 1997, and the company was incorporated as Google Inc. on September 7, 1998
- Google is particularly **known** for its relaxed corporate culture
- The purpose of the Chief Culture Officer is to develop and maintain the culture and work on ways to keep true to the core values that the company **was founded** on in the beginning...

The Gerund. In the following examples say why the gerund was used.

- a) Keywords were sold ... with bidding **starting** at US\$.05.
- b) This model of selling keyword advertising was pioneered by Goto.com (later renamed Overture Services, before **being** acquired by Yahoo! and rebranded as Yahoo! Search Marketing).
- c) **Having found** its way increasingly into everyday language, the verb "google", was added to the Merriam Webster Collegiate Dictionary.
- d) In 2005, articles in the NYT began **suggesting** that Google had lost its no-evil philosophy.

Hearsay transformations

- People say that they don't drive sports cars.

They are _____

- People think they are modest, though quirky.

They are _____

- The author of the article believes that they are geniuses.

They are _____

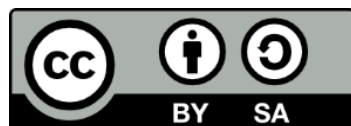
- The article says that the Brin family immigrated from Russia in 1979.

The Brin family are _____

- The article reports that Larry's father earned a PhD in Computer Science in 1965.

Larry's father is _____

Τέλος Ενότητας



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