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Google to offer free 5GB of cloud space

25th April, 2012

http://www.breakingnewsenglish.com/1204/120425-cloud_storage.html

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THE ARTICLE

From http://www.BreakingNewsEnglish.com/1204/120425-cloud_storage.html

Google has entered the market for offering online storage space. Their new service, called Google Drive, will be in direct competition with rival cloud storage services like Dropbox, Apple's iCloud and Microsoft's SkyDrive. The search giant will offer 5GB (gigabytes) of storage for free for those wishing to keep their photos, documents and other files online. Keeping things in the cloud means users can access their files from any computer anywhere in the world, as long as it has Internet access. At the top end, Google will offer 16TB (terabytes) of space – at a price of \$799.99 a month. Sixteen terabytes is sufficient to store 16,000 movies. For most people, the free 5GB option will be more than enough space.

Google senior vice-president of apps Sundar Pichai said the launch of Drive was an important step for the company. He wrote on a blog post: "Drive is a central place where you can create, share, collaborate and keep all of your stuff....You can take all your data, regardless of which device you're on, and make it seamlessly available to you." Some industry insiders believe Google's entry into the cloud storage market could shake it up. Richard Edwards, an analyst at the research firm Ovum, said Google's move could stir Facebook into action. "Facebook doesn't have a cloud service but this may prompt it into an acquisition," he said. He added: "If Facebook was to buy Dropbox, that would be a game-changer."

WARM-UPS

1. ONLINE STORAGE: Walk around the class and talk to other students about online storage. Change partners often. Sit with your first partner(s) 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.

entered the market / online storage / rival / giant / access files / enough space / important step / collaborate / seamlessly / shake it up / acquisitions / game-changers

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

3. STORAGE: How best can we store things? Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

	How best to store them?	Pros and cons
Digital photos		
Paper photos		
Books		
Music		
Passport		
Memories		

4. CLOUD: Students A **strongly** believe the cloud is the best thing to happen to storing digital photos, music, movies, documents, etc.; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

5. DATA: What's most important to you? Rank these and share your rankings with your partner. Put the most important at the top. Change partners and share your rankings again.

- music
- photos
- games
- documents
- passwords
- apps
- movies / videos
- e-mails

6. RIVAL: Spend one minute writing down all of the different words you associate with the word 'rival'. 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/1204/120425-cloud_storage.html

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

- | | |
|--|-------|
| a. Google's new product is called Drive In The Cloud. | T / F |
| b. The new product will not be a rival for Apple's iCloud service. | T / F |
| c. People will be able to buy 16TB (terabytes) of storage space. | T / F |
| d. The article says 5GB (gigabytes) is not enough for most people. | T / F |
| e. A Google executive said the new service was important to the firm. | T / F |
| f. Experts believe Google's product will not change the market. | T / F |
| g. An analyst said Facebook might now enter the online storage market. | T / F |
| h. The analyst said things could change if Facebook bought Dropbox. | T / F |

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

- | | |
|------------------|--------------------|
| 1. rival | a. irrespective of |
| 2. offer | b. enough |
| 3. wishing | c. provide |
| 4. access | d. purchase |
| 5. sufficient | e. adversary |
| 6. collaborate | f. encourage |
| 7. regardless of | g. went on to say |
| 8. prompt | h. retrieve |
| 9. acquisition | i. join forces |
| 10. added | j. wanting |

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

- | | |
|-------------------------------------|---------------------------|
| 1. Google has entered | a. for the company |
| 2. in direct competition with rival | b. insiders |
| 3. search | c. enough space |
| 4. Keeping things | d. of which device |
| 5. more than | e. cloud storage services |
| 6. an important step | f. into action |
| 7. regardless | g. the market |
| 8. industry | h. in the cloud |
| 9. stir Facebook | i. acquisition |
| 10. this may prompt it into an | j. giant |

WHILE READING / LISTENING

From http://www.BreakingNewsEnglish.com/1204/120425-cloud_storage.html

GAP FILL: Put the words into the gaps in the text.

Google has (1) _____ the market for offering online (2) _____ space. Their new service, called Google Drive, will be in (3) _____ competition with rival cloud storage services like Dropbox, Apple's iCloud and Microsoft's SkyDrive. The search (4) _____ will offer 5GB (gigabytes) of storage for free for those (5) _____ to keep their photos, documents and other files online. Keeping things in the cloud means users can (6) _____ their files from any computer anywhere in the world, as long as it has Internet access. At the top end, Google will offer 16TB (terabytes) of space – at a price of \$799.99 a month. Sixteen terabytes is (7) _____ to store 16,000 movies. For most people, the free 5GB (8) _____ will be more than enough space.

access
entered
sufficient
direct
storage
wishing
option
giant

Google senior vice-president of (9) _____ Sundar Pichai said the launch of Drive was an important step for the company. He wrote on a blog post: "Drive is a (10) _____ place where you can create, share, collaborate and keep all of your stuff...You can take all your data, (11) _____ of which device you're on, and make it (12) _____ available to you." Some industry insiders believe Google's entry into the cloud storage market could (13) _____ it up. Richard Edwards, an analyst at the research firm Ovum, said Google's move could (14) _____ Facebook into action. "Facebook doesn't have a cloud service but this may prompt it into an (15) _____," he said. He added: "If Facebook was to buy Dropbox, that would be a (16) _____ -changer."

regardless
game
apps
central
shake
acquisition
seamlessly
stir

LISTENING – Listen and fill in the gaps

From http://www.BreakingNewsEnglish.com/1204/120425-cloud_storage.html

Google has entered the market _____ storage space. Their new service, called Google Drive, will be _____ with rival cloud storage services like Dropbox, Apple's iCloud and Microsoft's SkyDrive. The _____ offer 5GB (gigabytes) of storage for free for those wishing to keep their photos, documents and other files online. Keeping things in the cloud means users can access their files from any computer anywhere in the world, _____ Internet access. At the top end, Google will offer 16TB (terabytes) of space – at a price of \$799.99 a month. Sixteen terabytes is _____ 16,000 movies. For most people, the free 5GB option will be _____ space.

Google senior vice-president of apps Sundar Pichai said the launch of Drive was _____ for the company. He wrote on a blog post: "Drive is a central place where you can create, share, _____ all of your stuff....You can take all your data, regardless of which device you're on, and make it _____ to you." Some industry insiders believe Google's entry into the cloud storage market _____. Richard Edwards, an analyst at the research firm Ovum, said Google's _____ Facebook into action. "Facebook doesn't have a cloud service but this may prompt it _____," he said. He added: "If Facebook was to buy Dropbox, that would be a game-changer."

AFTER READING / LISTENING

From http://www.BreakingNewsEnglish.com/1204/120425-cloud_storage.html

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

rival	cloud
--------------	--------------

- 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">• entered• giant• keep• long• price• enough	<ul style="list-style-type: none">• step• share• regardless• shake• action• game
--	---

ONLINE STORAGE SURVEY

From http://www.BreakingNewsEnglish.com/1204/120425-cloud_storage.html

Write five GOOD questions about online storage 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.

ONLINE STORAGE 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 term 'cloud storage'?
- c) What do you think of cloud storage?
- d) Are you worried about losing your data?
- e) How well do you think Google will do against its rivals?
- f) Is 5GB for free enough?
- g) How much important stuff do you have on your computer / online?
- h) Are you happier with your data being on traditional storage like external hard discs and flash drives or do you think it's better in the cloud?
- i) How handy is it to be able to access any of your digital content from any Internet-connected computer in the world?
- j) What's the relationship between megabytes, gigabytes and terabytes?

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ONLINE STORAGE DISCUSSION

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

- a) Did you like reading this article?
- b) Do you think "the cloud" is a good name for online storage?
- c) Does Google need to enter the online storage market?
- d) Do you share or collaborate online?
- e) Are you happier with digital photos and music or do you prefer the traditional paper pictures and CDs and records?
- f) What would happen if Facebook offered free storage?
- g) Do you think people might actually need 16 terabytes of storage one day?
- h) What would you do if all digital content would disappear by the day after tomorrow?
- i) What do you think of Google?
- j) What questions would you like to ask Google senior vice-president of apps Sundar Pichai?

LANGUAGE – MULTIPLE CHOICE

From http://www.BreakingNewsEnglish.com/1204/120425-cloud_storage.html

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Google senior vice-president of apps Sundar Pichai said the launch (7) _____ Drive was an important step for the company. He wrote on a blog post: "Drive is a central place where you can create, share, (8) _____ and keep all of your stuff...You can take all your data, regardless of which device you're on, and make it (9) _____ available to you." Some industry (10) _____ believe Google's entry into the cloud storage market could shake it up. Richard Edwards, an analyst at the research firm Ovum, said Google's move could (11) _____ Facebook into action. "Facebook doesn't have a cloud service but this may prompt it into an acquisition," he said. He added: "If Facebook was to buy Dropbox, that would be a (12) _____-changer."

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

- | | | | | |
|-----|------------------|-----------------|-----------------|-----------------|
| 1. | (a) offers | (b) offered | (c) offer | (d) offering |
| 2. | (a) to-the-point | (b) direct | (c) frank | (d) exact |
| 3. | (a) giant | (b) monster | (c) ogre | (d) jumbo |
| 4. | (a) recess | (b) unless | (c) access | (d) prowess |
| 5. | (a) wide | (b) deep | (c) long | (d) high |
| 6. | (a) through | (b) enough | (c) rough | (d) bough |
| 7. | (a) of | (b) by | (c) at | (d) on |
| 8. | (a) cremate | (b) corroborate | (c) calibrate | (d) collaborate |
| 9. | (a) seemingly | (b) seamlessly | (c) same | (d) sampled |
| 10. | (a) strangers | (b) shadows | (c) undertakers | (d) insiders |
| 11. | (a) whisk | (b) beat | (c) stir | (d) mix |
| 12. | (a) game | (b) puzzle | (c) pastime | (d) contest |

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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 online storage. Share what you discover with your partner(s) in the next lesson.

3. BACK UP: Make a poster about backing up computer files. Show your work to your classmates in the next lesson. Did you all have similar things?

4. DRIVE: Write a magazine article about Google Drive. Include imaginary interviews with executives from Google, Apple and Microsoft.

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. LETTER: Write a letter to Google senior vice-president of apps Sundar Pichai. Ask him three questions about online storage. Give him three of your ideas on how to make it better. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE:

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

SYNONYM MATCH:

- | | |
|------------------|--------------------|
| 1. rival | a. adversary |
| 2. offer | b. provide |
| 3. wishing | c. wanting |
| 4. access | d. retrieve |
| 5. sufficient | e. enough |
| 6. collaborate | f. join forces |
| 7. regardless of | g. irrespective of |
| 8. prompt | h. encourage |
| 9. acquisition | i. purchase |
| 10. added | j. went on to say |

PHRASE MATCH:

- | | |
|-------------------------------------|---------------------------|
| 1. Google has entered | a. the market |
| 2. in direct competition with rival | b. cloud storage services |
| 3. search | c. giant |
| 4. Keeping things | d. in the cloud |
| 5. more than | e. enough space |
| 6. an important step | f. for the company |
| 7. regardless | g. of which device |
| 8. industry | h. insiders |
| 9. stir Facebook | i. into action |
| 10. this may prompt it into an | j. acquisition |

GAP FILL:

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LANGUAGE WORK

1 - d 2 - b 3 - a 4 - c 5 - c 6 - b 7 - a 8 - d 9 - b 10 - d 11 - c 12 - a

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