Europe needs to support technology more

5th November, 2014

The CEO (Chief Executive Officer) of Google Larry Page has told European governments they need to be more like Silicon Valley. He said European leaders do not support technology companies enough. Silicon Valley is home to many of the world's largest technology corporations. Google, Apple and Facebook have their headquarters there. Mr Page said Silicon Valley is a great place for technology companies because it is easy to do business there. He told Britain's 'Financial Times' newspaper that Silicon Valley was great for investing in science and for making money by setting up new technology companies. He said Europe's politicians needed to start investing in big ideas.

Mr Page told the Financial Times he had $62 billion that he wanted to invest in new ideas. He said he wanted to use the money to benefit societies in Europe. He said: "We're trying to figure it out. How do we use all these resources and have a much more positive impact on the world?" Page is not the first business leader to attack Europe for being slow with investing in technology. Many experts say European schools do not teach enough technology, so children do not have the skills that kids in Silicon Valley have. Many leaders in education believe there should be a much bigger focus on technology in schools. Some think all elementary schools should have classes on coding for children.

Sources: *Telegraph / v3.co.uk / ModernReaders.com*

Writing

Which is better, Google or Apple? Why? Give three good and bad things about each company.

Chat

Talk about these words from the article.

CEO / governments / support / home / corporations / headquarters / easy / investing / billion / benefit / impact / experts / leaders / education / focus / elementary schools

True / False

a) Google's CEO said Europe needed to be like Silicon Valley. T / F

b) The headquarters of Apple is not in Silicon Valley. T / F

c) Larry Page was speaking to a British financial newspaper. T / F

d) Mr Page said Europe needed to invest in big ideas. T / F

e) Mr Page told reporters he wanted to invest $62 billion. T / F

f) Mr Page said he wanted to invest most of the money in Africa and Asia. T / F

g) Experts said Europe is ahead when it comes to teaching tech to kids. T / F

h) No one thought elementary school kids should learn to code. T / F

Synonym Match

1.	like	a.	specialists
2	support	b.	starting
3.	headquarters	c.	emphasis
4.	great	d.	similar to
5.	setting up	e.	put money into
6.	invest	f.	main office
7.	benefit	g.	programming
8.	experts	h.	help
9.	focus	i.	improve
10.	coding	j.	excellent

Discussion – Student A

a) What would it be like to own Google?

b) How important is it to invest in technology?

c) How much technology should schools teach?

d) What are your technology skills like?

e) What areas of technology would you like to know more about?

f) Is coding geeky or cool? Why?

g) How would your country change if all kids could code?

h) What questions would you like to ask Larry Page?

Phrase Match

1. they need to be more	a. technology corporations
2 support technology	b. impact
3. many of the world's largest	c. like Silicon Valley
4. it is easy to do	d. on technology
5. politicians needed to	e. to benefit societies
6. he had $62 billion that he	f. business there
7. use the money	g. coding for children
8. a much more positive	h. start investing
9. a much bigger focus	i. wanted to invest
10. have classes on	j. companies

Discussion – Student B

a) What do you know about Silicon Valley?

b) What's your favourite technology company, and why?

c) What are the tech companies like in your country?

d) How special are technology companies?

e) What makes it easy for companies to do business?

f) What kind of new company would you like to set up?

g) What would it be like to work in a big technology company?

h) What big ideas could politicians start investing in?

Spelling

1. Chief tvcieeExu Officer

2. European esrtenvmgon

3. the world's largest technology rpotocnairos

4. Facebook have their saheeutarrqd there

5. it is easy to do ubisnses there

6. start nnvsitgei in big ideas

7. he had $62 lboinli that he wanted to invest

8. use the money to netbife societies

9. We're trying to reuigf it out

10. have a much more poiteisv impact

11. leaders in adtiouenc

12. tmyrelaene schools

Role Play

Role A – Computer game designer
You think a computer game designer is the best job. Tell the others three reasons why. Tell them why their jobs aren't so good. Also, tell the others which is the most important of these (and why): social network engineer, microchip designer or phone maker.

Role B – Social network engineer
You think a social network engineer is the best job. Tell the others three reasons why. Tell them why their jobs aren't so good. Also, tell the others which is the most important of these (and why): computer game designer, microchip designer or phone maker.

Role C – Microchip designer
You think a microchip designer is the best job. Tell the others three reasons why. Tell them why their jobs aren't so good. Also, tell the others which is the most important of these (and why): social network engineer, computer game designer or phone maker.

Role D – Phone maker
You think a phone maker is the best job. Tell the others three reasons why. Tell them why their jobs aren't so good. Also, tell the others which is the most important of these (and why): social network engineer, microchip designer or computer game designer.

Speaking – Companies

Rank these with your partner. Put the best company to work for at the top. Change partners often and share your rankings.

- phone maker
- app design
- online store
- search engine
- software
- gaming
- social network
- microchip design

Answers – Synonym Match

1. d	2. h	3. f	4. j	5. b
6. e	7. i	8. a	9. c	10. g

Answers – True False

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

Answers to Phrase Match and Spelling are in the text.