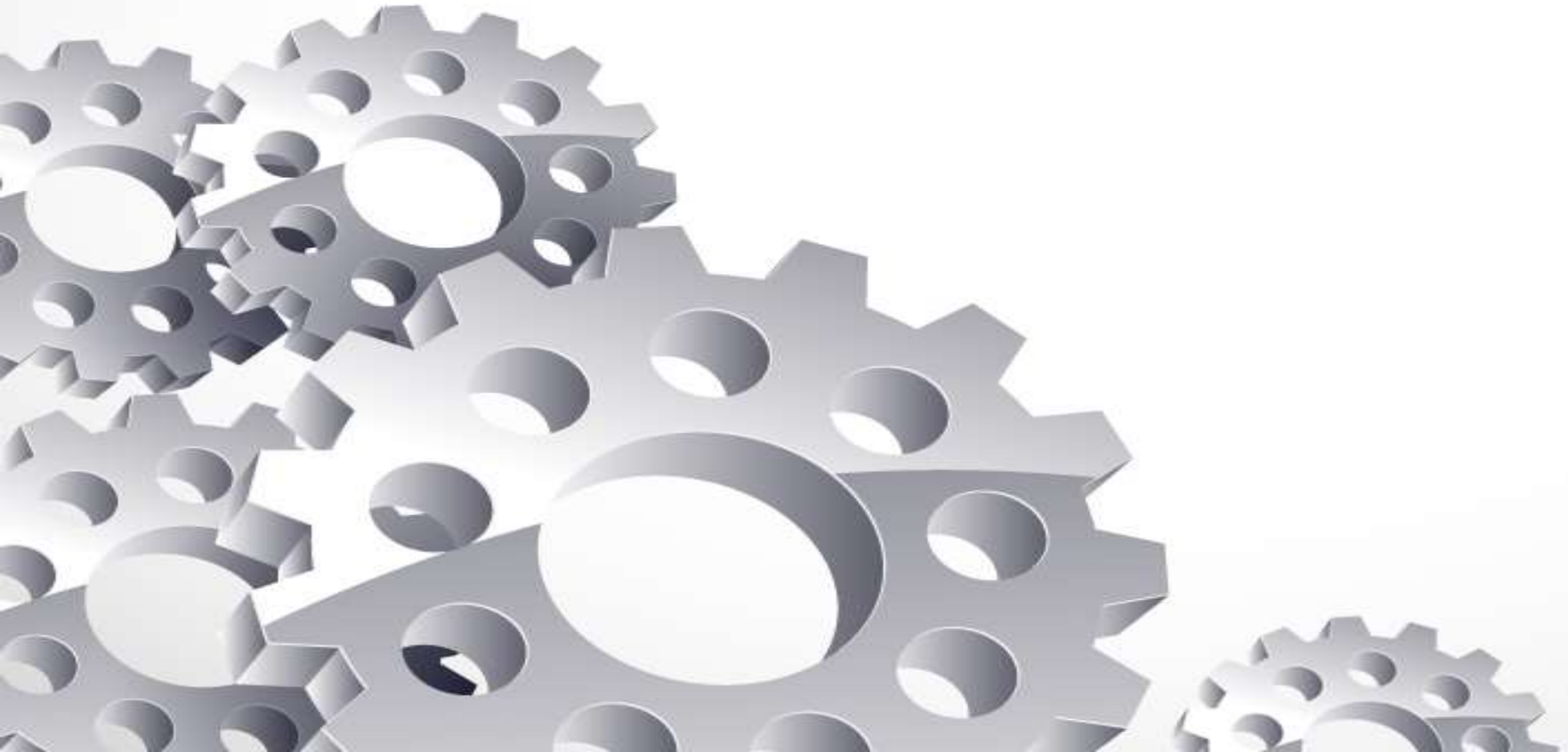


Databases Can Probe into Your Life Verb (+
object) + to ... (I want you to ...)



Objectives:

- to learn new vocabulary;
- to practice grammar structures;
- to enable st's to talk and write on the topic;
- to instil the idea that learning languages is necessary and essential;
- to encourage st's to go on learning English at the next level;
- to lay the foundations for future study in terms to basic structures, lexis, language functions and basic study



Plan:

1. Vocabulary activity.
2. Discussing of the topic Databases Can Probe into Your Life Verb (+ object) + to ... (I want you to ...) Grammar revision
3. Listening, reading, writing, speaking.
4. Grammar activity.
5. Communicative activities :

Task 1. Give the English equivalents the following words and word combinations.

Task 2. Answer the questions to the text.

Task 3. Fill in the blanks with the necessary words from the active vocabulary.

Task 4. Complete the following sentences.

Task 5. Put in the right order. The underlined word is the beginning of the sentence.

Task 6. Translate the following sentences into English.

Home task: Reading an additional text on the topic




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Хід заняття (Procedure)



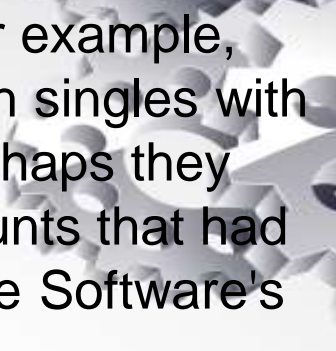
- 1) Read the text and translate into Ukrainian in the written form.
- 2) Learn the new words and word combinations.
- 3) Make summery of the text in English.
- 4) Make some questions on the text.



Some companies rent their internal databases to obtain extra revenue. At times, this practice can raise important ethical questions. At one time Blockbuster planned to rent lists of customer rentals at its video stores. The plan was quickly dropped, however, when management found that federal law forbids video stores from disclosing information on movies that customers rent. Burger King doesn't rent its database. A spokesperson for the company noted, "We were concerned that if people knew their names would be sold, it would hamper participation in our Kid's Club."

One way information technology may invade privacy is through computer matching. This typically occurs when a manager accesses several large databases and matches data about an individual in one database with information about him or her in other databases. Usually, the match is made on the Social Security number because it is included on most documents and records pertaining to individuals.

By combining databases through matching, a more extensive profile of individuals is obtained and, in this way, the manager learns a great deal about an individual's shopping habits and personal characteristics—so that, ostensibly, better decisions can be made.

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- Database marketers can provide information on temptingly specific markets. For example, marketers can rent the names, addresses, and phone numbers of 16,000 Jewish singles with incomes of \$50,000- plus compiled by Jewish Introductions International. Or perhaps they want to target National Credit Database's 6.2 million bank and retail credit accounts that had fallen behind 60 days or target 80,000 purchasers of Omega Artificial Intelligence Software's "Eliza" psychotherapy software.
 - Under pressure from New York State authorities, American Express disclosed it was telling merchants more about its cardholders' spending habits than it had previously acknowledged. The company revealed that information about cardholders' lifestyles and spending habits was used to create joint marketing efforts with merchants. Previously, the company told cardholders that it merely provided merchants with a mailing list for marketing or promotions based on information in the initial application for the card.
 - As a result of an agreement with the New York Attorney General's office, American Express had to notify more than 20 million cardholders nationwide that it compiles profiles of spending behavior and that it uses the information for "target marketing" purposes. The cardholders would then have the option of having their information excluded from any future marketing efforts.
 - Should marketers be allowed to rent out their databases? What if they first offer consumers in the database the right to "opt out" by telling the businesses not to use their names for other purposes? Do you feel that legislation is needed to regulate the use of consumer information?



5) Complete the questions. Use *do you want me to ... ?* or *would you like me to ... ?* with these verbs (and any other necessary words):

come lend repeat show shut wait

- 1 Do you want to go alone, or do you want me to come with you ?
- 2 Do you have enough money, or do you want ?
- 3 Shall I leave the window open, or would you ?
- 4 Do you know how to use the printer, or would ?
- 5 Did you hear what I said, or do ?
- 6 Can I go now, or do ?

6) Complete the second sentence so that the meaning is similar to the first sentence.

- 1 My father said I could use his car. My father allowed me to use his car.
- 2 I was surprised that it rained. I didn't expect .
- 3 Don't stop him doing what he wants. **Let** .
- 4 Tom looks older when he wears glasses. Tom's glasses make .
- 5 I think you should know the truth. I want .
- 6 At first I didn't want to apply for the Sarah persuaded .
job, but Sarah persuaded me.
- 7 My lawyer said I shouldn't say My lawyer advised .
anything to the police.
- 8 I was told that I shouldn't believe I was warned .
everything he says.
- 9 If you've got a car, you are able to get Having a car enables .
around more easily.

7) Which is right?

- 1 You aren't allowed ~~take~~ / to take pictures here. (to take is correct)
- 2 I'm in a difficult position. What do you advise me do / to do?
- 3 The film was very sad. It made me cry / to cry.
- 4 Lisa's parents always encouraged her study / to study hard at school.
- 5 Please don't interrupt me. Let me finish / to finish.
- 6 You can't make people do / to do things they don't want to do.
- 7 You can't force people do / to do things they don't want to do.
- 8 Sarah won't let me drive / to drive her car. She doesn't trust me.
- 9 Why did you change your decision? What made you change / to change your mind?
- 10 If you enter a country with a tourist visa, you are not allowed work / to work there.



Thanks for attention

