

## “Start Something” with old Microsoft (Tue 19 Apr, 2005)

### WARM-UPS

**CHAT:** Talk in pairs or groups about: advertisements / Windows (95, 98, 2000 or XP) / Apple products / computers / dreams / passions / cooking / education / music / sports / travel... For more conversation, change topics and partners frequently.

**PASSION BRAINSTORM:** Spend one minute writing down the different words you associate with “passion”. Share the words with your partner/group and talk about them.

**MY PASSIONS:** In pairs / groups, talk about your own passions.

- What kinds of things arouse or excite your passions?
- How do you control your passion?
- Do you have any burning, deep, animal or wild passions?
- What kinds of things do you have a passion for or are passionate about?

Change partners / groups and inform your new partner(s) of what your previous partner told you about their passions. Ask the same questions to your new partner(s).

**GOOGLE PASSIONS:** We did a Google search for “I have a passion for” and found the following:

- writing
- plants and flowers of all kinds
- sports
- politics
- wine
- people
- music
- life and learning
- the color purple
- food

Talk to your partner / groups about these passions. Do you share them?

**MICROSOFT WINDOWS:** Read and comment on the following thoughts about Windows:

- a. I love Bill Gates.
- b. Why Microsoft doesn't bring out new products more often?
- c. Windows has changed my life. I can't live without it.
- d. My Windows OS keeps crashing and freezing. I'm fed up.
- e. I like Microsoft's new “start something” message. I'm going to start something new right away
- f. I want to know what the difference is between Windows and Apple.
- g. I don't have a passion for Windows or computers.
- h. I don't need a computer operating system to follow my passions.

## PRE-READING IDEAS

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

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

- a. Microsoft is starting something new. T / F
- b. The next Microsoft OS will be released later this year. T / F
- c. Microsoft has more than 95 per cent of the sales for operating systems. T / F
- d. Microsoft wants us to buy its products so we can start new hobbies. T / F
- e. TV, magazine and Internet ads show a window inside people's brains. T / F
- f. The Windows "Passion" website has thousands of different passions. T / F

**SYNONYM MATCH:** Match the following synonyms from the article:

- |                    |           |
|--------------------|-----------|
| (a) started        | current   |
| (b) most expensive | customer  |
| (c) present        | help      |
| (d) consumer       | launched  |
| (e) encourage      | oddly     |
| (f) pursue         | different |
| (g) various        | costliest |
| (h) strangely      | aim for   |

**PHRASE MATCH:** Match the following phrases from the article (sometimes more than one combination is possible):

- |                                  |                        |
|----------------------------------|------------------------|
| (a) advertising                  | the gap                |
| (b) new                          | to start something new |
| (c) Microsoft is filling         | product                |
| (d) it wants to increase         | people                 |
| (e) encourage all computer users | our passions           |
| (f) help people follow           | campaigns              |
| (g) various                      | their dreams           |
| (h) its software can fire        | consumer interest      |

**SYNONYM FILL:** There are six gaps in the article. There are six groups of synonyms below the article. Place the number of the synonym group in the correct gap (It is not important to guess a correct word - any of the synonyms from each group could be put into the relevant gap).

### “Start Something” with old Microsoft

**BNE:** Microsoft has started one of the biggest, longest and most \_\_\_\_\_ advertising campaigns ever. However, surprisingly, it is not for a new product. The new fifteen-month, \$200 million campaign is to advertise the present Windows operating system. Many computer experts think Microsoft is filling the gap until their next version of Windows is released sometime late next year. Microsoft says it wants to increase \_\_\_\_\_ interest in Windows. Microsoft has an almost 95 percent \_\_\_\_\_ of the OS market.

The campaign is called “Start Something” and will \_\_\_\_\_ all computer users to start something new. Microsoft wants its Windows OS to help people \_\_\_\_\_ their dreams and pursue their passions. The TV, magazine and Internet ads show a window over the hearts of various people. Inside the window we can see many different “passions”. Strangely, the new [www.windows.com/Passion](http://www.windows.com/Passion) website includes just five passions – cooking, education, music, sports and travel. Microsoft wants us to believe its software can \_\_\_\_\_ our passions.

**1**  
encourage  
help  
aid  
stimulate

**2**  
fire  
light  
spark  
trigger

**3**  
expensive  
costly  
high-priced  
pricey

**4**  
consumer  
customer  
shopper  
purchaser

**5**  
slice  
share  
percentage  
segment

**6**  
follow  
chase  
go after  
pursue

### 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 Microsoft. Share your findings with your class next lesson.

**3. REVIEW:** Imagine you are a writer for a computer magazine. Write a review of the operating system you use. Read your review in your next class and see how many people agree with you.

**4. LETTER:** Write a letter to Microsoft or Apple explaining what you really want to see included in the next releases of their operating systems. Read your letter in your next class and see how many people want the same things.

## DISCUSSION:

- a. Did you like this article?
- b. Did anything in this article surprise you?
- c. Do you like computers and operating systems?
- d. What do you think of Microsoft?
- e. What do you think of Microsoft's new "Start Something" message?
- f. Is there a new hobby you want to start?
- g. What do you use a computer for?
- h. Do you have any problems with the operating system you use?
- i. What's the most useful function on your computer?
- j. What's the most useful function of your computer?
- k. Would you think about from a PC to an Apple computer?
- l. Are you following any dreams at the moment?
- m. Do you have any new passions?
- n. Are you bored? Do you need your passions lit?
- o. Could you live without a computer?
- p. What would life be like with no computers?
- q. Do you need a computer to follow your dreams?
- r. Did you like this discussion?
- s. Teacher / Student additional questions.

## TEXT

### "Start Something" with old Microsoft

**BNE:** Microsoft has started one of the biggest, longest and most expensive advertising campaigns ever. However, surprisingly, it is not for a new product. The new fifteen-month, \$200 million campaign is to advertise the present Windows operating system. Many computer experts think Microsoft is filling the gap until their next version of Windows is released sometime late next year. Microsoft says it wants to increase consumer interest in Windows. Microsoft has an almost 95 percent slice of the OS market.

The campaign is called "Start Something" and will encourage all computer users to start something new. Microsoft wants its Windows OS to help people follow their dreams and pursue their passions. The TV, magazine and Internet ads show a window over the hearts of various people. Inside the window we can see many different "passions". Strangely, the new [www.windows.com/Passion](http://www.windows.com/Passion) website includes just five passions – cooking, education, music, sports and travel. Microsoft wants us to believe its software can fire our passions.

**ADVERTISING ROLE PLAY:** You are (an) advertising executive(s). You have designed a new advertising campaign and slogan for Microsoft’s operating system. Microsoft wants people to use its products for their new hobbies. Microsoft will pay \$10,000,000 to the team with the best slogan. Use the slogans listed below, or one of your own if you prefer. Team up with partners to discuss your roles and “strategy” before the role play begins.

Student(s) A - Your slogan is “Start Something”.

Student(s) B - Your slogan is “OS PASSION”.

Student(s) C - Your slogan is “Be an Operating System”.

Student(s) D - Your slogan is “Mega-Enjoy. Giga-Fun”.

Student(s) E - You are Bill(s) Gates, chairman of Microsoft.

After the role plays, talk about what you said. Which team / slogan deserved to win the \$10,000,000 from Microsoft? Now that you have some experience of this role play, repeat it. Change roles to see if the role play moves in a different direction.

**“OS PASSION”:** (1) In pairs / groups, design the new features for the new operating system “OS PASSION”. Think about what new functions and features the new product will have that no other operating system has. This is the OS for the 22<sup>nd</sup> Century! (2) Present your product to the rest of the class. Be prepared to answer questions from those watching your presentation. The students watching the presentation should take notes on the features and appraise them. (3) Change partner(s) and discuss the merits of each product’s design. (4) Vote for the best team.

PROJECT “OS PASSION” ASSESSMENT SHEET			
Team #	Feature	My opinion	My questions