"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 all of the different words you associate with the word "passion". Share your words with your partner / group and talk about them.

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

- What kinds of things arouse, excite, inflame or stir up your passions?
- How do you control, curb or restrain your passion?
- Do you have any all-consuming, burning, deep, smoldering, animal, frenzied 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 came up with the following: Talk to your partner / groups about to what extent you share these passions.

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

MICROSOFT WINDOWS: Read and comment on the following thoughts about Windows:
   a. I love Bill Gates.
   b. I don't understand why Microsoft doesn't bring out new products.
   c. Windows has revolutionized my life. Don't know where I'd be 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 know for a fact I don't have a passion for Windows or computers.
   h. I don't think I need a computer operating system to pursue 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: Look at the article's headline and guess whether these sentences are true or false:

a. Microsoft has a new and expensive advertising campaign. T / F
b. The latest Microsoft operating system came out last year. T / F
c. The next Microsoft OS is slated for sometime late next year. T / F
d. Microsoft has more than 95 per cent of the sales for operating systems. T / F
e. Microsoft wants its products to enable us to pursue our passions. T / F
f. The new Windows "Passion" website lists a multitude of passions. T / F
g. The new website invites us to start something new. T / F
h. Microsoft wants us to believe its aged software can fire our passions. T / F

SYNONYM MATCH: Match the following synonyms from the article:

(a)	embark on	share
(b)	extravaganza	strive for
(c)	slated	plethora
(d)	slice	spectacular
(e)	revitalize	yummy
(f)	pursue	launch
(g)	multitude	narrowed
(h)	limited	reinvigorate
(i)	appetizing	revive
(j)	rekindle	scheduled

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

(a)	about to	slice of the OS market
(b)	$200 million	limited
(c)	industry	extravaganza
(d)	in partial	our passions
(e)	a near 95 percent	analysts
(f)	pursue what they are	of passions
(g)	revealing a multitude	embark on
(h)	somewhat	productive
(i)	Start something	passionate about
(j)	rekindle and fire	response to

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 is about to _____ on one of the biggest, longest and most expensive advertising campaigns ever – for a product that is at least four years old. The massive fifteen-month, $200 million extravaganza will focus solely on the Windows operating system, the last release of which was Windows XP in 2001. Many industry analysts see the move as filling the gap until the next version of Windows, codenamed Longhorn, arrives, _____ for sometime late next year. Other marketing experts believe the campaign is in partial response to Apple's yearly releases of its significantly improving and impressive OS. This seems unlikely considering Microsoft enjoys a near 95 percent slice of the OS market. Microsoft's take is simply that it wants to _____ consumer interest in Windows.

The campaign is called "Start Something" and will be encouraging all computer users literally to start something new, follow their dreams and _____ what they are passionate about, of course by buying and using Windows. The ads show a window over the hearts of people, revealing a _____ of "passions". Strangely, the new www.windows.com/Passion website is somewhat limited to just five passions – cooking, education, music, sports and travel. Visitors to this site are invited to "Start something fun. Start something productive." Further clicking will lead to starting things _____, educational, sonic, athletic or worldly. Unfortunately, these new "somethings" seem as unoriginal as the outdated Windows OS itself. Regardless, Microsoft wants us to believe its aged software can rekindle and fire our passions.

1	2	3
pursue	multitude	slated
seek	plethora	scheduled
go after	abundance	penciled in for
strive for	horde	due

4	5	6
appetizing	embark	revitalize
scrumptious	launch	rejuvenate
delectable	commence	rekindle
yummy	inaugurate	reinvigorate

DISCUSSION:

a. Did you like this article?

b. Was there anything in this article that surprised you?

c. Are you into 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 anything you want to start?

g. What do you use a computer for?

h. Do you have any complaints about 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 consider switching from a PC to an Apple computer?

l. Are you following any dreams at the moment?

m. What are you currently passionate about?

n. Is your life in a rut? Do you need your passions rekindled?

o. Could you live without a computer?

p. What would your life be like without a computer?

q. Do you need a computer to follow your dreams and pursue your passions?

r. Did you like this discussion?

s. Teacher / Student additional questions.

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 reviewer 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 outlining 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.

"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 22nd 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

TEXT
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