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## englische Lehr- und Lern-Ressourcen für Lehrer, Lernende und Firmen

lehrreich

mit Text- und Audiodateien, Übungen und Vokabeltrainer

passend

in 3 Schwierigkeitsgraden

aktuell

alle 2 Wochen neu

professionell

von einem Englisch-Trainer und Native Speaker erstellt





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Level123english sind hochwertige Lehr- und Lernressourcen für **Lehrer sowie Lernende der englischen Sprache**. Die Ressourcen basieren auf **aktuellen Themen** und können als Text- und Audiodateien von der Webseite [www.level123english.at](http://www.level123english.at) heruntergeladen werden. **Alle 2 Wochen** wird ein **neues** Thema in **3 verschiedenen Schwierigkeitsgraden (Levels)** angeboten.



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- die Themen sind **aktuell und in "bitesize"** – genau richtig für erwachsene Lernende
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# Wie verwende ich level123english?

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1. **Wählen** Sie das **passende Level aus**
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3. Verwenden Sie die **Fragen**, die ein fokussiertes Lernen unterstützen.
4. Spielen Sie die Audiodateien ab, um das **Hörverständnis** Ihrer Klasse zu verbessern.





## Wer erstellt die Ressourcen?

Die Ressourcen werden von einem **professionellem Englisch Trainer/Coach**, einem **Engländer** und ausgebildeten Lehrer, erstellt und von den **Trainern und Lernenden des Englisch Instituts** in Österreich verwendet.



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# Beispiel Level 1: The value of Facebook

## Reading Level 1: the value of Facebook

21<sup>st</sup> March 2012

**Topics:** business, finance, shares, numbers, advertising

**Learning points:**

- vocabulary
- numbers
- present simple third person 's'

1 Facebook is big – but how big? There are 800 million users on Facebook. They share 4 billion items every day.  
2 An average<sup>1</sup> user has 130 friends.  
3  
4 Facebook is a private company, but on the 17<sup>th</sup> of May, it will become<sup>2</sup> a public<sup>3</sup> company.  
5 This means<sup>4</sup> that investors can buy and sell shares in the company. We do not know how much money  
6 investors will pay, but some people think the total will be \$100 billion<sup>5</sup>.  
7 For comparison<sup>6</sup>, Google is worth \$197 billion; Microsoft is worth<sup>7</sup> \$257 billion and Apple is worth \$462 billion.  
8  
9 \$100 billion for a company that is only 7 years old?! Why is Facebook worth so much?  
10 Users don't pay<sup>8</sup> to have a Facebook page, so how does it make money?  
11  
12 The answer is advertising<sup>9</sup> – focussed advertising. Look at Google. Google made \$8.14 billion from January to  
13 the end of March 2012. It sells advertising space to companies. Companies like to advertise on Google because  
14 its users want to find something. Type<sup>10</sup> in a search word and it will show you an advert for it.  
15 It is very focussed on what people want.  
16  
17 Facebook users do not look for products. But they do tell Facebook about themselves and what they like. This  
18 information lets<sup>11</sup> advertisers focus their adverts on special groups of people. For example, you can focus on  
19 young women, 20 to 25 years old, who live in Innsbruck and work in hospitals. Facebook hopes that companies  
20 will pay for this advertising. Another<sup>12</sup> idea is to advertise to friends. When you say on Facebook that you like  
21 a product, your 130 friends will see that you like it and will see an advert for it.  
22  
23 The big question – the \$100 billion question – is: will you look more at adverts for products when you search on  
24 Google or through<sup>13</sup> your friends on Facebook?  
25  
26 Did you know that Facebook bought the photo-sharing<sup>14</sup> app called Instagram for \$1 billion? This app lets you  
27 make better digital photographs on your mobile phone. Then you can post them to a photo-sharing page.  
28 Other people can 'follow' this page and see your new photos. Instagram doesn't make a profit. But Yahoo  
29 wanted to buy Facebook for \$1 billion in 2006, and Mark Zuckerberg said "no". Now look at him – he owns<sup>15</sup>  
30 28% of Facebook and he will soon be a multi-billionaire at 28 years old.

<sup>1</sup> average = durchschnitt

<sup>2</sup> become = werden

<sup>3</sup> public = öffentlich

<sup>4</sup> to mean = bedeuten

<sup>5</sup> billion = Milliarde

<sup>6</sup> comparison = Vergleich

<sup>7</sup> to be worth = wert sein

<sup>8</sup> to pay = bezahlen

<sup>9</sup> advertising = Werbung

<sup>10</sup> to type = tippen

<sup>11</sup> to let = etw tun lassen

<sup>12</sup> another = noch ein/e

<sup>13</sup> durch = through

<sup>14</sup> to share = teilen

<sup>15</sup> to own = besitzen



**Level 1 questions**

1. a) Look at the *present simple auxiliary verb [Hilfsverb]* 'do' in lines 5 and 10. It is different – why?  
b) Look at the two main verbs in line 13 ('sell' and 'like'). Why is the first (sell) different?  
c) What is the rule for using an 's' in the present simple tense?
2. Can you find more examples of the present simple 's' in the text? (including in line 2)
3. Can you complete these sentences:
  - a. Facebook \_\_\_\_\_ (have) 800 million users
  - b. \_\_\_\_\_ your friend \_\_\_\_\_ (use) Facebook?
  - c. Investors \_\_\_\_\_ (want) shares in Facebook
  - d. Users \_\_\_\_\_ (not want) more advertising
  - e. the company Google \_\_\_\_\_ (make) billions of dollars every month
  - f. Mark Zuckerberg \_\_\_\_\_ (not want) to sell Facebook
  - g. Instagram \_\_\_\_\_ (change) your photographs
  - h. My sister \_\_\_\_\_ (not know) about Instagram
4. Find these words in the Level 1 text, and then the alternative word in the Level 2 text:
  - a. every user (line 2)
  - b. will be (line 6)
  - c. make money (line 11)
  - d. focus (lines 13, 16, 19)
  - e. this information (line 19)
  - f. special groups (line 19)
  - g. look more at (line 24)
  - h. make better (line 28)
5. Listen to the audio file and try to repeat the numbers:
  - a. 4 billion
  - b. 130 friends
  - c. 17<sup>th</sup> of May
  - d. \$197 billion \$257 billion \$462 billion
  - e. \$18.14 billion
  - f. March 2012
  - g. 28%



### Level 1 answers

1. a) The auxiliary verb 'do' is 'does' in line 11 – the '-es' is extra. This is because the subject is 'it'.  
b) 'sell' has an extra 's'. This is because the subject is 'it'
  
- c) **The rule is: for 'he/she/it' (3<sup>rd</sup> person singular) in the *present simple tense*, there is an extra 's' on:**
  - the auxiliary verb (or '-es' to make 'does') or
  - when there is no 'do', then on the verb (when we write 'does', there is no second 's' on the verb – one is enough!)
  
2. has (line 2); means (line 5); does (line 11); sells (line 14); lets (line 19); hopes (line 20); lets (line 27); doesn't (line 29); owns (line 31)
  
3.
  - a. Facebook has (have) 800 million users
  - b. Does your friend use (use) Facebook?
  - c. Investors want (want) shares in Facebook
  - d. Users do not want (not want) more advertising
  - e. the company Google makes (make) billions of dollars every month
  - f. Mark Zuckerberg does not want (not want) to sell Facebook
  - g. Instagram changes (change) your photographs
  - h. My sister does not know (not know) about Instagram
  
4. Find these words in the Level 1 text, and then the alternative word in the Level 2 text:
  - a. every user (line 2) → each use
  - b. will be (line 6) → could be
  - c. make money (line 11) → earn a profit
  - d. focus (lines 13, 16, 19) → target
  - e. this information (line 19) → these details
  - f. special groups (line 19) → particular groups
  - g. look more at (line 24) → pay more attention to
  - h. make better (line 28) → improve
  - i. wanted to buy (line 30) → offered



# Beispiel Level 2: The value of Facebook

## Reading Level 2: the value of Facebook

21<sup>st</sup> March 2012

**Topics:** business, finance, shares, numbers, advertising

**Learning points:**

- vocabulary
- adverbs
- relative pronouns (who, which, that)
- if-1 and if-2 sentences

1 Facebook is really big – but exactly how big? 800 million people, who share 4 billion items every day, are  
2 currently<sup>16</sup> using it. On average<sup>17</sup>, each user is friends with 130 other users.  
3  
4 On May 17<sup>th</sup>, Facebook will start to sell its shares<sup>18</sup> on the stock market<sup>19</sup> as a public company. We don't  
5 know yet how much investors will pay, but the total value<sup>20</sup> could be \$100 billion.  
6 In comparison<sup>21</sup>, Google is worth \$197 billion; Microsoft is worth \$257 billion and Apple is worth \$462 billion.  
7  
8 \$100 billion for a company that is just 7 years old?! Why do investors value<sup>22</sup> Facebook so highly?  
9 Users don't actually pay a fee<sup>23</sup> to own a Facebook page, so exactly how does it earn<sup>24</sup> a profit?  
10  
11 The answer is advertising – or, more precisely, targeted<sup>25</sup> advertising. Compare<sup>26</sup> Facebook with Google,  
12 which earned \$8.14 billion between January and the end of March this year by selling advertising space.  
13 Companies like to advertise with Google because people who use it are actually searching for something.  
14 If you type in a search term, it will generate adverts that are linked<sup>27</sup> to that term, which is an extremely  
15 valuable focus.  
16  
17 Unfortunately, Facebook users aren't looking for products. However, they have told Facebook who they are  
18 and what they like. These details allow advertisers to target their adverts at particular groups.  
19 For example, if you wanted to target young women aged 20 to 25 who live around Innsbruck and who work in  
20 hospitals, then you could. Facebook's strategy is that companies will pay good money for this advertising.  
21 Another idea is to advertise to friends. If you say on Facebook that you like a product, then your 130 friends  
22 will see that you like it and will see an advert for it at the same time.  
23  
24 The really big question – the \$100 billion question – is whether you will pay more attention to adverts for  
25 products which you are looking for, or for products which your friends like. Probably there is enough room in  
26 the market for both models.  
27  
28 Have you heard that Facebook recently bought the photo-sharing app called Instagram for \$1 billion?  
29 This app lets you improve digital photographs very easily, and then post them to your own photo-sharing  
30 page, which other people can 'follow' in order to see your new photos. Instagram has never made a profit – if  
31 you had the chance, would you pay \$1 billion for it? Yahoo actually offered Mark Zuckerberg \$1 billion for  
32 Facebook back in 2006, and Mark Zuckerberg refused<sup>28</sup> it. Now look at him – he owns 28% of Facebook,  
which will soon make him a multi-billionaire at the age of 28.

<sup>16</sup> current(ly) = aktuell

<sup>17</sup> average = durchschnitt

<sup>18</sup> share = Anteil, Aktie

<sup>19</sup> stock market = (Wertpapier)börse, Aktienmarkt

<sup>20</sup> value = Wert

<sup>21</sup> comparison = Vergleich

<sup>22</sup> value = schätzen, bewerten

<sup>23</sup> fee = Gebühr

<sup>24</sup> earn = verdienen

<sup>25</sup> target = Ziel

<sup>26</sup> compare = vergleichen

<sup>27</sup> link = verbinden

<sup>28</sup> to refuse = ablehnen





### Level 2 questions

#### **Present Continuous**

1. In lines 1-2, look at how the use of the word 'currently' changes the Present Simple tense in Level 1 to the Present Continuous tense in Level 2.

#### **Adverbs**

The Level 2 text has adverbs in it, but the Level 1 text doesn't have any. Using adverbs will improve your English.

2. Look for the adverbs in the following lines. Compare them with the sentences in the Level 1 text:
  - a. line 1
  - b. line 2
  - c. line 8
  - d. line 9
  - e. line 11
  - f. line 14
  - g. line 23
  - h. line 27 (note the change of tense to Present Perfect)
  - i. line 29
3. Listen to how adverbs – and the word following them - are often stressed in speech.

#### **Relative pronouns**

Using relative pronouns (who, which, that) allows you to build longer sentences with more information.

4. Look for the relative pronouns in the following lines and compare them with the sentences in the Level 1 text:
  - a. line 1
  - b. lines 11-12
  - c. line 14 (that & which)
  - d. line 25
  - e. line 30
  - f. line 33

#### **If-1 and if-2 sentences**

5. Can you complete these sentences using the correct verb forms? Use the text to check your answers:
  - a. if-1: If you \_\_\_\_\_ (type) in a search term, it \_\_\_\_\_ (generate) adverts
  - b. if-2: if you \_\_\_\_\_ (want) to target young women, then you \_\_\_\_\_ (can)
  - c. if-1: if you \_\_\_\_\_ (say) on Facebook that you like a product, then your friends \_\_\_\_\_ (see) it.
  - d. if-2: if you \_\_\_\_\_ (have) the chance, \_\_\_\_\_ you \_\_\_\_\_ (pay) \$1 billion for it?

#### **Vocabulary**

6. The Level 3 text uses more complicated sentences, but look at the changes to the vocabulary for the following words:
  - a. line 4: start to sell its shares on the stock market
  - b. line 9: users don't pay a fee
  - c. line 9: profit
  - d. line 19-20: who work in hospitals
  - e. line 22: at the same time
  - f. line 25: probably; enough
  - g. line 28: bought
  - h. line 29: improve
  - i. line 32: refused



# Beispiel Level 3: The value of Facebook

## Reading Level 3: the value of Facebook

21<sup>st</sup> March 2012

**Topics:** business, finance, shares, numbers, advertising

**Learning points:**

- vocabulary
- passive
- two-part verbs
- verb/adjective + prepositions

1 Facebook is really big – but exactly how big? It is currently being used by 800 million people, who share 4  
2 billion items with each other every single day. On average, each user is friends with 130 other people.  
3  
4 And on May 17<sup>th</sup>, Facebook will float<sup>29</sup> on the Nasdaq stock exchange in an Initial Public Offering (IPO) or stock  
5 market flotation. It isn't known what Facebook will be valued at, but analysts are saying that it could be as  
6 much as \$100 billion. By comparison, Google is worth \$197 billion; Microsoft is worth \$257 billion and Apple is  
7 worth \$462 billion.  
8  
9 \$100 billion for a company that is just 7 years old? Why is Facebook valued so highly?  
10 Users are not actually charged<sup>30</sup> a fee to set up a Facebook page, so how is its turnover<sup>31</sup> and revenue<sup>32</sup>  
11 generated?  
12  
13 The answer is advertising – or, more specifically, targeted advertising. Just compare Facebook to Google, which  
14 took in \$8.14 billion in the first quarter of this year by selling advertising space, which companies value because  
15 the adverts are targeted at people who are actually searching for something.  
16 If you enter a search term, you will be shown adverts related to that term, which is an extremely valuable focus.  
17  
18 Although Facebook users are not searching for specific products, they have given Facebook their personal  
19 details. This data can be used by advertisers to target their adverts at predefined<sup>33</sup> target groups.  
20 For instance, if a company wanted to target young women aged 20 to 25, living around Innsbruck and  
21 employed in hospitals, it could. Facebook's strategy is to sell this advertising commercially. Another idea is to  
22 use friends as a marketing tool<sup>34</sup>. If you 'like' a product on Facebook, then your 130 friends will be informed of  
23 this and simultaneously<sup>35</sup> shown an advert for the product.  
24  
25 The big question – the \$100 billion question – is whether users (customers) will pay more attention to adverts  
26 for products which they are looking for, or for products which their friends like? More than likely, there will be  
27 sufficient market share for both models to coexist.  
28  
29 Did you know that Facebook recently purchased the photo-sharing app called Instagram for \$1 billion? This  
30 app enables digital photographs to be enhanced<sup>36</sup> very easily, and then posted to photo-sharing pages, which  
31 can be 'followed' by other people in order to see the new photos. Instagram has never made a profit – if you  
32 were offered the deal, would you pay \$1 billion for it? Yahoo actually offered Mark Zuckerberg \$1 billion for  
33 Facebook back in 2006, and he turned it down<sup>37</sup>. Now just look at him – he owns 28% of Facebook and will  
34 soon be a multi-billionaire at the age of 28.

<sup>29</sup> to float (shares) = Aktien ausgeben / in Umlauf bringen

<sup>30</sup> to charge (a fee) = eine Gebühr verlangen

<sup>31</sup> turnover = Umsatz

<sup>32</sup> revenue = Erträge / Einkünfte

<sup>33</sup> predefined = im Voraus definiert

<sup>34</sup> tool = Werkzeug

<sup>35</sup> simultaneously = gleichzeitig

<sup>36</sup> to enhance = verbessern

<sup>37</sup> to turn down = abweisen



### Level 3 questions

#### Passive

The Level 3 text uses lots of passive, in contrast to the Level 2 text. You can find examples of this in lines 1 and 5:

Line	Level 2: active	Level 3: passive
1	800 million people are using it	It is being used by 800 million people
5	We don't know	It isn't known

Can you turn the following sentences from Level 2 into the passive? There are changes in vocabulary too, but the sentence structure is important here. Use the text to check your answers:

Line	Level 2: active	Level 3: passive
9	Why do investors value Facebook so highly?	
10	Users don't pay a fee	
10	How does it earn a profit?	
23	your friends will see that you like it	
31	This app lets you improve digital photographs	
32	which other people can follow	

#### Two-part verbs

Two-part verbs often sound more 'normal'/everyday than the alternatives.

What are the alternatives for:

- a) set up (line 10)
- b) take in (line 14)
- c) turn down (line 34)

#### Verb/adjective + preposition

Some verbs/adjectives are always followed by prepositions. Which prepositions follow these verbs/adjectives?

(sometimes more than one preposition is possible – but a different preposition may change the meaning!)

- a) share \_\_\_\_\_ (line 1-2)
- b) compare \_\_\_\_\_ (line 13)
- c) look/search \_\_\_\_\_ (lines 15/27)
- d) related \_\_\_\_\_ (line 16)
- e) target \_\_\_\_\_ (line 20)
- f) inform \_\_\_\_\_ (line 23)
- g) pay attention \_\_\_\_\_ (line 26)
- h) pay \_\_\_\_\_ (line 33)
- i) look \_\_\_\_\_ (line 34)

#### Level 3 answers

Two part verbs: alternatives/synonyms

- a) set up                    to start / to found / to establish
- b) take in                 to collect / to get
- c) turn down              to reject / to decline