



● **communications** N-PLURAL

Communications are the systems and processes that are used to communicate or broadcast information, especially by means of telephone wires, underground cables, satellites, or radio waves.

... a contract for sophisticated communications equipment made by American companies and secretly shipped abroad.

E-commerce and website design are the next big things in corporate communications.

One of the main tasks of the five crew members is to put a communications satellite into orbit.

Common Collocations

mobile communications electronic communications
corporate communications business communications

● **telecoms revolution** N-SING

If you talk about the **telecoms revolution**, you mean the recent, sudden changes in telecommunications such as the increased use of the Internet and mobile phones.

For governments and big companies, the telecoms revolution will be unsettling.

The telecoms revolution has created a new pattern of rural working.

● **disruptive technology** (disruptive technologies) N-COUNT

A **disruptive technology** is a new technology, such as computers and the Internet, which has a rapid and major effect on technologies that existed before.

... the other great disruptive technologies of the 20th century, such as electricity, the telephone and the car.

The transistor was a disruptive technology for the vacuum-tube industry in the 1950s.

● **high-tech sector** N-SING

The **high-tech sector** is used to talk about businesses which produce or develop advanced technologies, such as computers and mobile phones.

Even within the high-tech sector there is some replacement of skilled staff by lower-cost research students.

With the slump in the high-tech sector, Irish people are once again discovering just how valuable a commodity job security can be.

● **social change** (social changes) N-VAR

Social change is change in human society, such as changes in the way people interact with each other or changes resulting from new technology or new institutions.

Nationally, the biggest social change over the past 10 or 15 years has been our increasing tolerance of people who are gay, or a different colour.

Football is under threat from social changes, particularly from computer games, TV, video, stereo etc.

● **consumer behaviour** N-UNCOUNT

Consumer behaviour is the way that groups of consumers typically behave, especially their shopping habits.

A clearer picture of consumer behaviour is gradually emerging. Developments in materials, marketing and styling have all had an effect on consumer behaviour.

● **mobile phone** (mobile phones) N-COUNT
mobile (mobiles) N-COUNT

A **mobile phone** or **mobile** is a telephone that you can carry with you and use to make or receive calls wherever you are. [BRIT]

Calls from land lines are generally less expensive than from mobile phones.

He had already left a message on my mobile.

● **mobile phone operator** (mobile phone operators) N-COUNT

A **mobile phone operator** is a company that runs a mobile phone business.

Figures this week from the mobile phone operators showed soaring subscriptions over Christmas.

● **pay-as-you-go** ADJ

A **pay-as-you-go** system is a system in which you pay for something, such as a mobile phone call, when you actually use it rather than before or afterwards.

This is a pay-as-you-go service, each message costing 23.5p (including VAT), billed as a text message on your bill.

Charges for pay-as-you-go phones tend to be more expensive than those on monthly tariffs.

● **tariff** (tariffs) N-COUNT

The **tariff** for something is a list of prices, especially ones which vary according to the time or day of use. Your mobile phone **tariff** is how much you pay for each call, depending on when you make it and who you make it to.

The most appropriate choice of system and tariff depends on where and how often a customer uses the phone.

➔ **Internet:** Topic 1.3; **globalization:** Topic 1.4; **state-of-the-art:** Topic 5.4



PRACTISE YOUR VOCABULARY

1 Complete the sentences with a phrase from the box.

IT has become more accessible
different brands of mobile phones
the increasing willingness of consumers to try products from abroad

the falling cost of telephone calls
interconnect with the World-Wide Web

- a **New disruptive technology:** patterns of communication have changed since _____ to individuals and to companies.
- b **The telecoms revolution:** the use of technology in business has expanded rapidly due to the number of businesses and customers who are now able to _____.
- c **The impact of technology:** more businesses and customers are able to use Internet technology due to _____.
- d **Changing consumer behaviour:** companies have been able to extend their product range due to _____.
- e **The rapid growth of the high-tech sector:** in a period of enormous technological change, the market has been flooded with _____.

2 The telecoms revolution has introduced many different ways of communicating. Match the products on the left with the extracts from a sales brochure on the right.

Mobile phone

Computer

The Internet

Satellite communications

Cable TV

a The ultimate tool for organizing your work and your life.

b The whole world of information always available at your desk at the speed of a super highway.

c Safe and permanent international communications systems delivering a high-quality service.

d Always immediately in touch wherever you are.

e Choose from 200 channels to receive the entertainment you want when you want it.

3 Use the terms in the box to complete the newspaper headlines.

social changes pay-as-you-go tariffs mobile phone operators telecoms revolution

- a _____ options become popular as phone users say no to hidden charges.
- b Half of all households now connected to the Internet thanks to the _____.
- c _____ to provide new services in order to attract more customers.
- d Mobile phone use brings _____ as interpersonal communication increases.
- e Phone users are encouraged to read their contracts as _____ can be higher than expected.