



Unit 13 What Does Communications Media Mean?

* Glossary

rude: impolite or bad-mannered

(to) ban: to prohibit

Mobile Etiquette

Since the introduction of mobile phones into our society, our world stands forever changed. Once just a luxury for the rich and famous, mobile phones are now commonplace in day to day living.

But owning a mobile phone doesn't automatically mean the user knows proper phone etiquette. In fact the use of mobile phones seems to have given people permission to be **rude** and not be accountable for their behaviour. One such instance is in driving. Many countries today have passed or are trying to pass laws that **ban** drivers from using any sort of handheld phone unit while operating a vehicle. They have proven a distraction and in society today when we are constantly on the move and in a hurry, we tend to multi-task more and pay less attention to what is going on around us.

Mobile phone etiquette has become such a problem that places of business are now beginning to ban the use of the mobile devices while there. Movie theaters require that you turn your ringer off while inside. The National Association of Theater Operators is currently requesting to make it legal to block cell phone signals in movie theatres. But it wouldn't have gone this far if people simply did the right thing to begin with.

(Adapted from Karen Covington, *Mobile Phone: The Complete Guide to Mobile Phone Technology*, Amazon Media, 2015)





Understanding the text

1. Translate the following words. Use the dictionary if necessary.

1. Etiquette
2. Luxury
3. Commonplace
4. Instance
5. Hurry
6. Ringer

2. Tick the sentences and paragraphs that best express the contents of the text.

1. Cell phones and smartphones have become a must in the lives of most people, and this has introduced new challenges into how users and non-users alike approach basic social norms and etiquette.
2. Smartphones enable global communication regardless of time and space.
3. About 92% of U.S. adults now have a cellphone of some kind, and 90% of those cell owners say that their phone is frequently with them. Some 31% of cell owners say they never turn their phone off and 45% say they rarely turn it off.
4. In some countries, such as in the US, there are laws that regulate the use of mobile phones and other electronics by motorists.
5. Companies have begun to implement detailed smartphone policies to limit the devices' use at work.
6. There is some evidence that excessive mobile phone use can cause health problems.
7. Mobile use restrictions have been introduced also in many public places such as cinemas and theatres.

3. Write a paragraph of about 60/70 words on the excessive use of mobile phones at school and what could be done to reduce it. Focus on the following elements.

- When and where are mobile phones used (e.g. during the lessons)
- Disadvantages (e.g. students do not follow the lessons)
- Actions to be taken (e.g. give information about the negative effects deriving from the excessive use of mobile phones)