



Industry Of The Month: Telecommunications

Become An Insider

These days, most of us have contact with a wide range of functional areas in our jobs, both internal and external. And it pays to know the jargon, especially in English.

Our monthly feature "Become An insider" focuses on the lingo for a specific industry, business sector or area of a company. Our aim is to help you become familiar with some of the vocabulary and terms in various areas and put you on the path to expanding your business English.

This month we focus on Telecommunications, the industry that provides the **foundation** for our daily digital communications activities. Were it not for this industry, access to all of the digital services that we meanwhile **take for granted** - whether e-mail, Google, Facebook, Amazon or WhatsApp - would not be possible.

WiFi, wifi, Wi-Fi or w-fi?

We all use it, but do we really know what it is? Wi-Fi is a local area network that uses high frequency radio signals to transmit and receive data over distances of a few hundred feet. The Cambridge Dictionary spells it "wi-fi", the Oxford Dictionary and the Merriam-Webster Dictionary use "Wi-Fi". While the technology itself is standard (IEEE 802.11), the spelling isn't.

In Germany, Wi-Fi is referred to as WLAN, an acronym that stands for Wireless Local Area Network, an **apt** description. This begs the question, what does Wi-Fi stand for? Contrary to the urban legend, Wi-Fi does not mean Wireless Fidelity. Wi-Fi was simply a play on words with the term "hi-fi" (high fidelity). In other words, it's a nonsense phrase that turned into a standard term.

Word merge

If ever there was an industry that is **obsessed** with compound nouns, it's telecommunications and IT (Internet Technology). The result is that new words are constantly being created, a practice that should be near and dear to native German speakers. Use the list of opening words below and match them to the selection of endings to come up with the new compound word.

CYBER-	DOWN-	TELE-	UP-	E-	BROAD-	POD-	GIGA-	BAND-
-grade	-crime	-conference	-commute	-cast				
	-book	-load	-width	-band				
-mail	-byte	-communications	-time	-space				

Mobile acronyms

Mobile phones, or cell phones as they normally called in the US, have become an **essential** part of our daily lives. With that comes the instinctive use of acronyms, whose origin or actual meaning we may be **unfamiliar** with. Most of us know what a SIM card is, but what do we know what those letters stand for?

SIM	Subscriber Identity Module (contains the information of the individual user, or subscriber)
LTE	Long Term Evolution (a standard for high-speed mobile communications, also known as 4G)
SMS	Short Messaging Service (called texting in the US)
iOS	iPhone Operating System (the software that runs the iPhone)
GPS	Global Positioning Service (satellite-based navigation system)

Complete the sentences below with the correct acronym.

- 1) If your cell phone has _____, you can use it to find a restaurant nearby.
- 2) I ordered a second _____ card for my tablet.
- 3) We have _____ everywhere on the campus and it's really fast.
- 4) Just send me an _____ when you arrive at the station.
- 5) If you haven't done it already, you should upgrade your _____

The solutions are on page 31.

Vocabulary Trainer

• foundation	Fundament, Basis
• to take sth. for granted	etw. als selbstverständlich betrachten
• apt	passend
• to be obsessed	besessen sein
• essential	unverzichtbar
• unfamiliar	nicht vertraut, unbekannt

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Become an insider

Word merge

cyberspace, cybercrime,
download, downtime,
telecommunications,
teleconference, telecommute,
upload, upgrade, e-book,
e-mail, broadband, broadcast,
podcast, gigabyte, bandwidth

Mobile acronyms

1) GPS 2) SIM 3) LTE

4) SMS 5) iOS