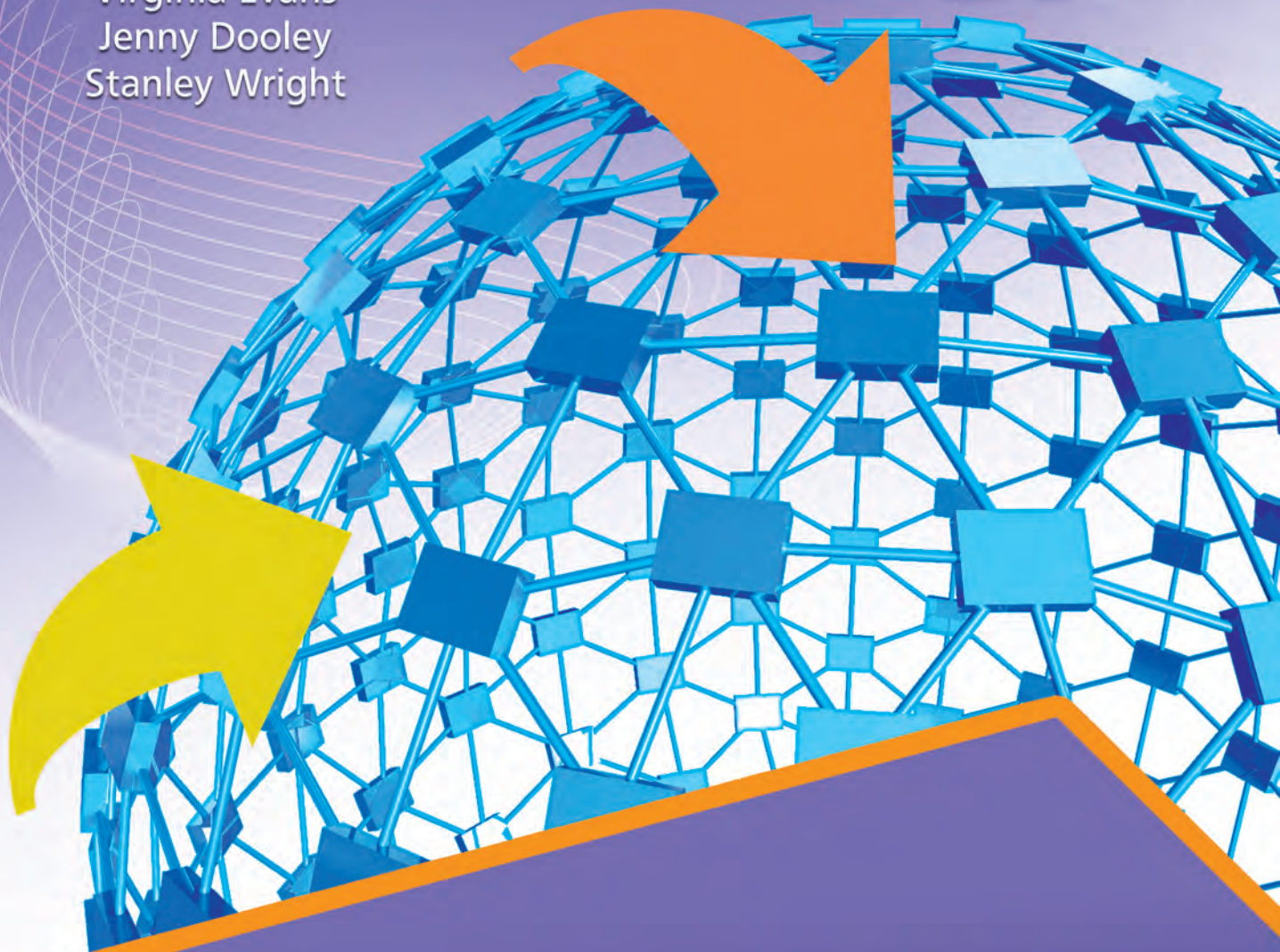


**CAREER
PATHS**

Information Technology

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Stanley Wright



Express Publishing

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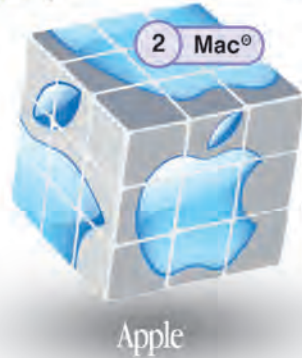
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1 Macs® and PCs



The Eternal DEBATE

by Leslie Davis



vs.



As **Apple®** grows in popularity, the **Mac®** versus **PC** debate continues. Many businesses experience trouble choosing between the two. However, businesses must realize that each computer is suited for different needs.

The two differ most in their operating systems. With a PC you have a variety of OS options from **Microsoft®** and other sources. Macs® come with one of the proprietary Apple® OSes like **OS X®**. You can install **Windows®** on a Mac®, but many users prefer the Mac® OS regardless.

Macs® have proven themselves vital in publishing, particularly the **prepress** process. Mac® has superior **typography** and **color matching**. Once printed, products look exactly as good as they do on the computer screen.

Meanwhile, PCs are noted for their fast **processing speed** and adaptability. Users can **customize** a PC to their needs. Additionally, their **video subsystems** are more powerful. This makes PCs desirable for game designers and others who need advanced graphics.

However, both computers have their limitations. While PCs are cheaper, they are also more susceptible to viruses. Macs® usually cost more but are less susceptible to computer viruses. However, Macs® tend to have fewer third-party software options than PCs. Businesses need to consider such concerns and make the right decision when buying computers for their companies.

Get ready!

1 Before you read the passage, talk about these questions.

- 1 Why do people prefer one operating system over another?
- 2 How might one operating system benefit a company more than another?

Reading

2 Read the computer magazine article. Then, mark the statements as true (T) or false (F).

- 1 ___ Macs® are generally more expensive than PCs.
- 2 ___ PCs are better suited to publishing.
- 3 ___ PCs have fewer options from third-party software producers.

Vocabulary

3 Match the words (1-7) with the definitions (A-G).

- | | |
|-----------------|------------------------|
| 1 ___ Apple® | 5 ___ processing speed |
| 2 ___ Windows® | 6 ___ video subsystem |
| 3 ___ customize | 7 ___ Microsoft® |
| 4 ___ OS X® | |

- A company that creates the most common PC operating system
- part of a computer that creates visuals
- a measurement of how quickly a computer works
- operating system for PCs
- changing a computer for your needs
- operating system for Macs®
- company that creates Macs®

4 Fill in the blanks with the correct words: *Mac*[®], *prepress*, *color matching*, *PC*, *typography*

- 1 A _____ comes with OS X[®].
- 2 Publishing software is needed for the _____ process.
- 3 Good _____ means anything printed out looks exactly like what's on screen.
- 4 I'm getting a _____ because I like the Windows[®] OS.
- 5 The _____ on this computer includes hundreds of fonts.

5 Listen and read the computer magazine article again. What makes the PC more popular with game designers?

Listening

6 Listen to a conversation between two employees at a publishing company. Choose the correct answers.

- 1 What is the conversation mostly about?
 - A customizing PCs for publishing
 - B locating third-party software options
 - C finding publishing programs for Mac[®]
 - D the differences between Macs[®] and PCs
- 2 What can you infer about the employees?
 - A They currently use Macs[®].
 - B They are unfamiliar with PCs.
 - C They plan to request new Macs[®].
 - D They create and publish software.

7 Listen again and complete the conversation.

Employee 1: Mr. Jackson has decided to update our computers. 1 _____

Employee 2: Really? PCs? I'm glad we're updating, but I'd rather 2 _____.

Employee 1: You would? Not me. You can't customize a Mac[®].

Employee 2: Sure, you 3 _____. But Macs[®] do some things so much better.

Employee 1: What do you mean?

Employee 2: The 4 _____ and typography are more sophisticated on a Mac[®] than on a PC. We need that in publishing.

Employee 1: Okay, I'll give you that. But Macs[®] have 5 _____, don't they?

Employee 2: Maybe a little, but that's mostly with video, and we barely use it.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

We're switching to PCs.

You can customize PCs.

But Macs[®] have slower processing speeds.

Student A: Talk to Student B about:

- switching to PCs
- benefits of PCs
- drawbacks of Macs[®]

Student B: You are an employee. Talk to Student A about the benefits of Macs[®].

Writing

9 You are an IT Worker at a company. Use the article and the conversation from Task 8 to write an email to management recommending the company purchase either Macs[®] or PCs (120-150 words). Talk about:

- Which type of computer you would choose
- Why your company needs this type of computer
- The benefits of the type of computer you would choose
- The drawbacks of the type of computer you wouldn't choose

