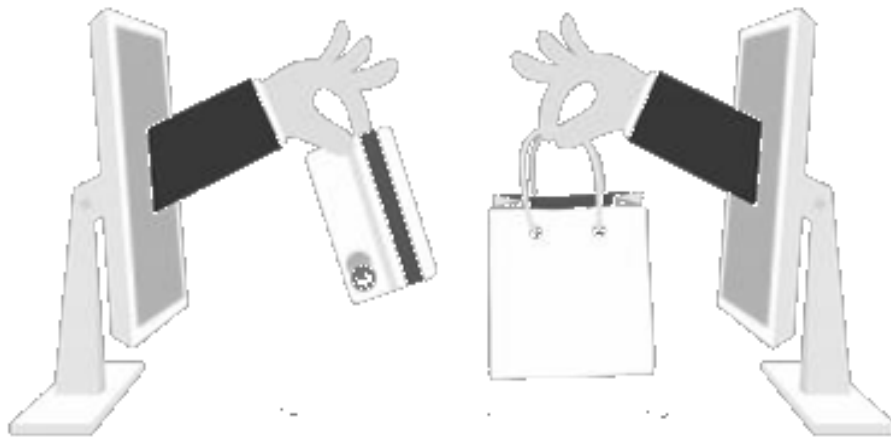


## SELLING ONLINE



<https://assets-a2.kompasiana.com/>

### OVERVIEW

- **Reading:**  
*How to Make Money from Internet News Operations*
- **Language Work:**  
*Sentences*
- **Skills:**  
*Asking & Stating Opinion*
- **Applied Writing:**  
*Summarizing*

## Getting Ready

### A. Before reading, discuss these questions.

1. Do you read the news on the internet?

\_\_\_\_\_

2. Which sites do you look at?

\_\_\_\_\_

3. Do you pay to read the news?

\_\_\_\_\_

4. If not, would you be willing to pay?

\_\_\_\_\_

### B. Which of the following statements do you agree/disagree with? Why?

a. It is easier to sell our products online.

\_\_\_\_\_

b. I don't need to subscribe an online news-site because I can read it free.

\_\_\_\_\_

c. The online pop-up advertisements disturb our pleasure in internet surfing.

\_\_\_\_\_

## Word Power

### A. Can you confidently say that you are *up-to date* in internet world? Then, you surely know what these abbreviation stand for.

1. Internet →

2. WWW →

3. HTTP →

4. HTML →

5. URL →

### B. What do you know about these internet terms? Express your understanding by providing the term in a sentence.

1. Browser :  
→ .....

2. COD (*Cash on Delivery*) :  
→ .....

3. Blog :  
→ .....
4. Search Engines :  
→ .....
5. SNS (*Social Networking System*) :  
→ .....

## Reading Passage

Get information as much as possible from the text.

### Text 1

## How to Make Money from Internet News Operations

*By: Nicholas George*



On the internet since 1994, the Swedish newspaper *Aftonbladet* claims to have been Europe's first major internet newspaper. What's more in an area characterised by financial losses, it has made a small profit for the past four years.

But this year, things may be different. Despite huge viewing figures, *Aftonbladet's* internet operations will make a loss as advertising income, which accounts for 85 percent of its revenue, slows sharply.

Now, along with other newspaper sites, *Aftonbladets* is looking at how to charge for its services without losing readers who have come to regard free access as a right. 'The present business model is just not efficient, especially when advertising is falling.' Explains Kalle Jungkvist, editor-in-chief of *Aftonbladet New Media*.

Sweden is among the most advanced internet markets in the world with internet penetration rates of about 58 percent. This is the highest in the EU, according to Net Figures, the UK statistics group.

Yet high numbers of viewers have not been enough for advertisers who have doubtful about online marketing—dotcom adverts have almost disappeared. Charging provides a much-needed new source of revenue. But how to persuade people to pay for something that until now has been free?

*Taken from: The Financial Times – Market Leader*

**A. Now scan the text more carefully and circle your answer. Which of these statements is T for TRUE, F for FALSE?**

- |  |          |          |
|--|----------|----------|
| 1. <i>Aftonbladets</i> has been available on the internet for more than six years. | <b>T</b> | <b>F</b> |
| 2. It has made a loss each year.   | <b>T</b> | <b>F</b> |
| 3. This year it will make a profit.  | <b>T</b> | <b>F</b> |
| 4. It is looking at ways of charging for access.                                   | <b>T</b> | <b>F</b> |
| 5. Its editor is happy with the present situation.                                 | <b>T</b> | <b>F</b> |
| 6. Sweden has one of the highest levels of internet use in the world.              | <b>T</b> | <b>F</b> |
| 7. High numbers of users means that advertising on the internet is profitable.     | <b>T</b> | <b>F</b> |
| 8. The writer suggests ways of making internet services profitable.                | <b>T</b> | <b>F</b> |

**B. Choose the alternative that best explains the word(s) in *italics*.**

1. *Aftonbladet claims to have been* Europe's first major internet newspaper.
  - a. Was certainly
  - b. Says it was
  - c. Is uncertain if it was
2. [internet newspapers are] *an area characterised by financial losses*.
  - a. an activity with many losses
  - b. an activity with a few losses
  - c. an activity with no losses
3. *The present business model is just not efficient....* (paragraph 3) the way we operate the business at the moment is just not:
  - a. Profitable
  - b. Worthwhile
  - c. Interesting
4. [Sweden has] *internet penetration rates of about 58 percent*. (paragraph 3) 58 percent of the population of Sweden.
  - a. Know about internet

- b. Use the internet
    - c. Think the internet is useful
  - 5. But how to persuade people to pay for something that until now has been free? (last paragraph)
    - a. Force
    - b. Pressure
    - c. Convince
- C. Before planning to start your own online business. You may need the information from the following text.

## Text 2

# Habits of Online Shoppers that You Should Know

## *Online Consumer Shopping Habits*



Online customers are becoming important to most businesses. For example, in a recent Nielson Global Survey more than 85 percent of the world's online population has already used the Internet to make purchases.

But what do we really know about online consumer shopping habits and their preferences? What they buy and why?

Our small business community has some answers you may find helpful.

### **Mars and Venus: Not All Online Shoppers are the Same**

As you might expect, online buyers differ in many ways. But one of the greatest differences online merchants should be aware of is the difference between male and female online shoppers.

In many areas, [men and women differ little in their online shopping habits](#), reports Rieva Lesonsky. For example, the majority of purchases by both genders (87 percent in the case of men and 82 percent of women) are made from desktops.

Also most online shoppers, regardless of gender (84 percent of women and 81 percent of men) make online purchases at home.

So where do men and women differ in terms of online shopping habits?

The big difference is how they tend to find products online. Specifically, women are more likely to respond to marketing emails while men are more likely to find products while surfing online.

#### **Online Buyers Use Multiple Devices**

Online consumer shopping habits indicate that online buyers are also more unlikely to find your product or service via just one device than probably ever before. In fact, an estimated 90 percent of consumers today use multiple screens (smartphone, laptop, tablet) during the day. And this includes when they're looking at your website and possibly buying a product or signing up for a service.

Web design professional, William Johnson, talks about the need [to develop a multi-screen ecommerce strategy](#). Johnson quotes data suggesting that today 65 percent of purchases begin on a smartphone, while 25 percent begin on a laptop and 11 percent start on a tablet. Johnson reports most of the customers who make these purchases will use multiple devices to visit a site before making their final decision.

*Taken from: smallbiztrends.com*

#### **D. According to the text and your own understanding, answer these questions. Try to not copy the sentences in the text.**

1. Why should customers be considered in online business?  
\_\_\_\_\_
2. In which way do female customers find the offering of products? Can you think of the reason?  
\_\_\_\_\_
3. Does the percentage of online purchasing between male and female have a big gap? Explain the reason.  
\_\_\_\_\_
4. Which device is mostly used to do online shopping? Why?  
\_\_\_\_\_
5. What did the expert say about a multi-screen strategy?  
\_\_\_\_\_

#### **E. Find the synonyms of the words used in the text.**

1. Purchase :
2. Surfing (online) :
3. Commerce :
4. Multiple :
5. Device :

## SENTENCES

We often hear the term ‘sentence’. Even. Our language teacher usually asks us to compose sentences using certain new vocabulary items. What is actually ‘a sentence’? Looking up Longman Dictionary (Richards & Schmidt, 2010), it is defined as *the largest unit of grammatical organization within which parts of speech (e.g. nouns, verbs, adverbs) and grammatical classes (e.g. word, phrase, clause) are said to function*.

A sentence usually consist of one “independent clause” that is known to not depend on another clause. It has meaning without needing any other clauses, although, it may be linked to another independent clause [I.C.] or even dependent clause [D.C.]. For example:

I will put the money in the bank or I will spend it.

I.C.

I.C.

I am going straight home after I have seen the movie.

I.C.

D.C.

### The Basic Word-Order of an English Sentence

The order of English sentence is the same as Indonesian sentence. We can call it ‘sentence or *kalimat*’ if it consists of, at least, Subject + Predicate + Object.

SUBJECT	PREDICATE*	OBJECT
Noun [person, place, thing]	Verb Auxiliary [e.g. to-be, have/has]	Noun [person, place, thing]
Pronoun		Pronoun
Noun Clause	Modals	Noun Clause

\* **NOTE:** The Predicate must always *agree* with the subject – regardless of how far away it is from the predicate. For example:

- ✓ The boy at the end of the hall is my son. [singular]
- ✓ The books at the bottom of the box are for sale. [plural]
- ✓ She usually drinks any sugary drink. [third singular]
- ✓ Deva and Chelsea do not know each other. [third plural]

A sentence usually has not only S + P + O. It is completed by the existence of *Adverbials* (Adverb of time, place, frequency, etc.).

What should be put in mind about English sentences are:

- a) Subject is placed before the verb and the object after the verb.

Anna got her salary  
S P O

- b) Adverbials (How?, Where?, When?) usually come after the verb or after the object. For example:
- He typed the proposal quickly (How?)
  - Sandy sits at the corner (Where?) till 11.30 (When?)
- c) The basic word order which is NOT 'a question' or 'a command' is just like what has been mentioned before: S + P + O (+ Adverbs).
- d) We can also put the time reference at the beginning of a sentence.  
Yesterday, the manager paid my salary.

**A. Arrange these words in the right order. Use a capital letter to begin each sentence.**

1. till 11 o'clock this morning – slept – the children.  
*(S) The children (V) slept (Adv.) till 11 o'clock this morning.*
2. the papers – into the bin – he threw.  


---
3. I don't speak – well – English.  


---
4. hides – Mrs Jones – her money – under the bed.  


---
5. carefully – this suitcase – you didn't pack.  


---
6. on this shelf – I left – this morning – some money.  


---
7. from the bank – a loan – you'll have to get.  


---
8. the phone – in the middle of the night – woke me up.  


---
9. in the park – you shouldn't walk – at night.  


---
10. your food – you should eat – slowly.  


---
11. your article – I – quickly – last night – in bed – read.  


---

**B. It's easy, isn't it? You can easily understand 'a sentence'. Now, mark each rewritten sentences in Section A to show: Subject, Predicate, Object, and Adverbs (if any). Number 1 in Section A has been done for you.**



C. In each sentence, give S mark for Subject and V mark for Verb. After that, in the left column, write C for correct sentence and I for incorrect one (fix it afterwards).

- |     |  |
|-----|--|
| I   | 1. (S) Bob (V) is come home. → <i>Bob is coming home.</i>                |
| ___ | 2. I saw the sports news on TV last night                                |
| ___ | 3. There is people waiting for you outside.                              |
| ___ | 4. Frank and Yoyo was studying for the test all night.                   |
| ___ | 5. It is going to rain tomorrow.   |
| ___ | 6. The pencils you gave me is very nice.                                 |
| ___ | 7. My new computer looks nice, but really it's nothing special           |
| ___ | 8. There are many geography book on the shelf at the top of the stairs.  |
| ___ | 9. He, in the past four month, have taken five examinations and written. |
| ___ | 10. In the box on the shelf at the top of the stairs                     |
| ___ | 11. In the family there are over 25 children.                            |

### Speak Up!

A. There are numbers of websites offering various products to ease the customers.

However, you got confused in choosing the reliable one. You need to find someone who is considered an expert to ask:

1. which trustable site you should visit.
2. whether it is best to choose a seller living in the same city or other cities.
3. what should be paid more attention in choosing the products.
4. if the discount advertisement will help saving the money.

Make a list of your questions related to online shopping.

B. Stand up. Find some classmates that you believe will give you the satisfied answers. Asking more than three people is highly recommended to give you various views about online shopping experience.

## USEFUL LANGUAGE

### ASKING AND STATING THE OPINION

In our daily life, we often be asked and deliver our opinion on many things. It can be a simple problem such as choosing the menu for dinner or a big one just like choosing the right candidate of president. Here are some expressions you can use.

#### *Asking Opinion*

What is your idea?  
What are your thoughts on ...  
Do you have anything to say about ...  
What do you think?  
How do you feel about that?

#### *Stating Opinion*

In my opinion ...  
The way I see it, ...  
According to me, ...  
As far as I'm concerned, ...  
If you want my honest opinion, ...

Taken from: [www.englishclub.com](http://www.englishclub.com)

Mostly, in 'asking-stating opinion' situation, we will find too much argument. Sometimes, it gets over-loaded that we hardly find the best one. In this situation, we can say the so-called '**Settling an Argument**' to end conversation.

We can say:

- Let's just move on, shall we?
- Let's drop it. (let's end this conversation)
- Whatever you say/Well, if you say so. (sarcastic expression)

## Writing

### UNDERSTANDING THE PARAGRAPH

- A. Reread the above text entitles **How to Make Money from Internet News Operations** by: Nicholas George
- B. After reading a text in this unit, identify the topic and main idea of each paragraph found from the text.
- C. Summarize the text by rewriting it. Use your own words and expressions to state opinions and quote evidence, such as facts, people's opinions, and statistical data to support your summary.

\_\_\_\_\_ **[Title]**