

# The Eternal DEBATE

by Leslie Davis



vs.



As **Apple**<sup>®</sup> grows in popularity, the **Mac**<sup>®</sup> 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**<sup>®</sup> and other sources. Mac<sup>®</sup>s come with one of the proprietary Apple<sup>®</sup> OSes like **OS X**<sup>®</sup>. You can install **Windows**<sup>®</sup> on a Mac<sup>®</sup>, but many users prefer the Mac<sup>®</sup> OS regardless.

Mac<sup>®</sup>s have proven themselves vital in publishing, particularly the **prepress** process. Mac<sup>®</sup>s have 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. Mac<sup>®</sup>s usually cost more but are less susceptible to computer viruses. However, Mac<sup>®</sup>s 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 following statements as true (T) or false (F).

- 1 \_\_\_ Mac<sup>®</sup>s 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 or phrases (1-7) with the definitions (A-G).

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

- 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 Mac<sup>®</sup>s
- company that creates Mac<sup>®</sup>s

**4 Fill in the blanks with the correct words or phrases:**

*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 to 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 Mac®s and PCs
- 2 What can you infer about the employees?  
A They currently use Mac®s.  
B They are unfamiliar with PCs.  
C They plan to request new Mac®s.  
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 Mac®s 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 Mac®s 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.*

*I'd rather get ...*

*But Mac®s have slower processing speeds.*

**Student A:** You are an employee. Talk to Student B about:

- switching to PCs
- benefits of PCs
- drawbacks of Mac®s

**Student B:** You are an employee. Talk to Student A about the benefits of Mac®s.

## 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 Mac®s 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



# Glossary

- above the fold** [ADJ-U4] If content on a website is **above the fold**, it is visible without scrolling down after the page has loaded.
- ad product** [N-COUNT-U4] An **ad product** is an advertising opportunity such as a banner that is located on a website.
- ADM** [ABBREV-U12] An **ADM** (Automated Dispensing Machine) is a hospital machine that measures out specific amounts of medication into containers.
- anchor** [N-COUNT-U3] An **anchor** is a word, phrase, or image that includes a hyperlink and can be used for navigation.
- animated GIF** [N-COUNT-U4] An **animated GIF** is the combination of multiple GIF files in one advertisement to create animation.
- anti-antivirus virus** [N-COUNT-U7] An **anti-antivirus virus** is a computer virus that attacks and often disables antivirus software.
- Apple®** [N-UNCOUNT-U1] **Apple®** is the company that produces Mac®s and other computing products.
- applet** [N-COUNT-U3] An **applet** is a small application that is embedded in another web application often as a plug-in.
- attack** [N-COUNT-U9] An **attack** is an attempt to get through computer security.
- audit log** [N-COUNT-U9] An **audit log** is a record of who has accessed a computer system and what actions they took.
- authenticated** [ADJ-U9] If software or a program, process etc. is **authenticated**, it is legitimate or genuine.
- automation** [N-UNCOUNT-U5] **Automation** is the use of electronically controlled systems to perform tasks without human assistance.
- back end** [ADJ-U15] If something is **back end**, it occurs at the end of a project or job.
- backdoor** [N-COUNT-U9] A **backdoor** is a hidden way to get by security in computers and programs. They are usually built into software.
- backup** [N-UNCOUNT-U10] A **backup** is the creation of a duplicate copy of data that is stored on a separate hard drive or computer system to prevent the loss of the data.
- bar coding** [N-UNCOUNT-U12] **Bar coding** is a system in which doctors scan medicines and match them to patients.
- Basecamp®** [N-UNCOUNT-U6] **Basecamp®** is a web-based project management tool offered by the company 37 signals and that can be accessed by multiple users simultaneously.
- block** [V-T-U10] To **block** something is to prevent access to it.
- bug** [N-COUNT-U9] A **bug** is a flaw or error in software or hardware.
- CAD** [ABBREV-U3] **CAD** (Computer-Aided Design) is the use of a computer to design things such as machines or buildings.
- CAM** [ABBREV-U5] **CAM** (Computer Aided Manufacturing) is the use of computers to control production equipment.
- campaign** [N-COUNT-U4] A **campaign** is an agreement between an advertising company and a client that outlines which types of advertisements are to be used, where they are to be placed, and how long they will appear.
- card scanning** [N-UNCOUNT-U8] **Card scanning** is the practice of capturing the personal information stored on credit cards, debit cards, or passports.
- CBT** [ABBREV-U3] **CBT** (Computer-Based Training) is a type of training or education in which students practice working on programs using a computer.
- CDN** [ABBREV-U11] A **CDN** (Content Delivery Network) is a system of computers on a network containing copies of data that nearby users can access.
- CDSS** [ABBREV-U12] **CDSS** (Clinical Decision Support System) is a system that helps doctors diagnose problems. It also suggests treatment options.
- centralize** [V-T-U6] To **centralize** things is to bring them from multiple places and make them available in one location.
- click-through rate** [N-COUNT-U4] The **click-through rate** is the ratio of clicked advertisements to the number of advertisements that are viewed.
- click tracking** [N-UNCOUNT-U4] **Click tracking** is the process of counting and keeping track of the number of clicks an advertisement receives.