

Of course, most PR companies have a team that will come from a mixture of media backgrounds and may be able to offer all sorts of PR-related services such as branding, marketing, copywriting and advertising. That can make defining pure PR all the more confusing for the client.

## **MODERN COMPUTER TECHNOLOGIES**

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Windows Vista is an example of fast development of modern computer technologies in software.

### **1. What is Windows Vista?**

Windows Vista is the latest release of Microsoft Windows, a line of graphical operating systems. The release of Windows Vista (on January 30, 2007) comes more than five years after the introduction of its predecessor, Windows XP, making it the longest time span between two releases of Windows versions.

### **2. Development.**

Microsoft started work on their plans for Windows Vista ("Longhorn") in 2001, prior to the release of Windows XP. On August 27, 2004 the original "Longhorn," based on the Windows XP source code, was scrapped, and Vista development started anew, building on the Windows Server 2003 codebase. After "Longhorn" was named Windows Vista, an unprecedented beta-test program was started. With the November 8, 2006 announcement of the completion of Windows Vista, Microsoft's most lengthy operating system development project came to an end.

### **3. The good and the bad of Windows Vista.**

Let's identify 20 reasons why users will sing Vista's praises and curse its existence. Do they provide adequate reasons as to why anyone should or should not switch to Vista? That's up to the user. Like every other OS upgrade, the beauty of this version of Windows is in the eye of the beholder.

- + A breath of fresh air.
- + Social security.

- + Performance perks.
- + Digital media party.
- + Lots of options.
- + Windows Flip.
- + Live Taskbar Thumbnails.
- + Explorer windows.
- + Instant Search.
- + Family Safety Settings.
- Different, but not better.
- Back away from Basic.
- System “requirements.”
- Limited upgrade options.
- The cost of new windows.
- Backup.
- Internet Explorer 7.
- Windows Sidebar.
- Speech recognition.
- It’s still Microsoft.

#### 4. Vista variety. Which Windows Vista edition is right for you?

Remember the good old days, when you could choose the right operating system while wearing a blindfold? Those days are gone, thanks to the multiedition approach being employed by Microsoft to sell its new Windows Vista operation system.

- **Vista Home Basic.** It is geared toward the average home user and includes all of the basic functions and features of Vista

- **Vista Home Premium.** It includes the core function set of Home Basic but adds a wealth of additional features that boost aesthetics, mobile support, collaboration, and multimedia usage.

- **Vista Business.** Designed for small and midsized companies, it adds valuable utilities that help businesses protect data and improve connectivity.

- **Vista Ultimate.** Combine Vista Home Premium and Vista Business, sprinkle in exciting extras, and you have Vista Ultimate, which is aimed at high-end (or enthusiast) users, gamers, and multimedia-heavy users.

## **5. Hardware requirements.**

Microsoft provides outlines for two types of computers that can run Windows Vista: a "Windows Vista Capable PC" and a "Windows Vista Premium Ready PC". Vista requires plenty of horsepower to efficiently run many of its features, including the Aero user interface found in Vista Home Premium and Vista Ultimate. Although most newer PCs easily beat the minimum guidelines for Vista, any PC with less than 1GB RAM will likely encounter sluggishness.

## **COMPUTER GAMES AND REALITY**

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The most part of users for the first time sit down to computer with the purpose to play a game. And only then they start to use computer in work and in study. Why?

Where is a game and where is reality?

Have you ever observed the person playing the game? Where is a player? Is he in the room or on the other side of the screen?

Why this invented world is so attractive? Probably the answer is that technological progress has simplified conditions of existence of mankind. We got some free time to explore the world around, time for imagination and for creation.

In freakish manner games have occupied our life reality. How much is their influence on it? Researches of different psychologists do not give the unequivocal answer to this question.

It is necessary to analyze the influence of computer games on the reality of people of different age and sexual categories of their consumers.