



# GADGETS OR HIGH-TECH TECHNOLOGIES



**Invention breeds  
invention.**

**(R. W. Emerson)**

**What exactly will we  
talk about today?**



# Gadgets & inventions. Adverts.



**Which word has the  
most important  
meaning?**

- Gadgets**
- Inventions**
- Adverts**

# **Inventions**

**I group: ancient inventions**

**II group: modern  
inventions**

**III group: fairytale &  
magic inventions**

# Gadgets

ex.2 p.221

- ◎ *We use a Digital Video Device (DVD) to watch our favourite films.*
- ◎ *A Digital Video Device (DVD) is used to watch our favourite films.*

# **Advertisement**

**What does it inform us  
about?**



# Advertisement

- ◎ Advantages in use
- ◎ Benefits in price

# **Examples of the Advertisement**

**Ex. 1 p. 224**

# **Advertisement**

**Advertise a gadget  
using 6-8-10 sentences  
(p.224 - 225)**

# Do you know these abbreviations?

## Match the equivalents

- Gadget  Цифровой электрон. прибор
- Hi-tech  высокие технологии
- Network  сеть
- PDA (Personal digital assistant)  персональный карман. комп.
- SMS (Send somebody message)  Отправить текстовое сообщение
- @ (at)  На
- MP3 (Music Player)  Проигрыватель музыки
- ADSL (Automatic Device Server Link)  Прибор для соединения с интерн.
- IPOD  Миникомпьютер
- DVD (Digital Video Device)  Цифров. видео прибор

# What kind of gadgets do you own and use?



**laptop**



**digital camera**



**TV**



**iPOD**



**mobile phone**



**computer**



**camcorder**

**What have we talked  
about at the lesson?  
Let's sum up!**