



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!**