



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



computer



iPOD



mobile phone



camcorder

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