

Google mania

Level

Intermediate and above

Tasks

Talking about search engines which students use at work
 Ranking European search engines by popularity
 Scanning a paragraph to check answers
 Reading an article about Google
 Finding business words in the article from their definitions
 Discussing issues arising from the article

How to use the lesson

- 1 Hand out the worksheet. Ask students to tell you which search engine they use at work and why they prefer it. Write up a list of search engines on the whiteboard.
- 2 Ask students to list the search engines in order of popularity in Europe.
- 3 Ask students to scan paragraph three in order to check their answer.

Answers

(1) Google (2) MSN (3) Yahoo! (4) AOL

- 4 Ask students to read the whole article and answer the two questions.
- 5 Ask students to find the words or expressions in the article from the definitions given.

Answers

(a) eliminate (b) speculator (c) hype (d) overvalued (e) branding

- 6 Ask students to work in groups to discuss their answers to the questions. Monitor the discussion. Ask some groups to report their ideas to the class, then hold a class feedback session.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.google.com/>

<http://news.bbc.co.uk/1/hi/business/3672107.stm>

<http://www.the-net-effect.com/search.html>