

Teacher's notes | Reading file 1

Learning objectives in this lesson

Reading for gist, scanning for specific information, reading for detailed comprehension, and looking at collocations.

- 1 Ask students to discuss the three questions in pairs first, then discuss as a class. It's possible that some students might not know what a social networking site is so you may need to draw their attention to sites such as Facebook, Bebo, etc. If you are in a classroom with Internet access, you can show them one of the sites.
- 2 Tell students to read the text individually to try to find out the best title. Give them a time limit of 2–3 minutes as this is a gist exercise. After the time is up get them to discuss their answers in pairs before taking class feedback.

Answer

A new way to do business is the best subtitle as the article discusses how such sites can be used for business purposes.

- 3 Get students to read the text again, give them a little longer, 4–5 minutes and ask them to look for the benefits. After the time is up get them to discuss their answers with a partner before taking feedback.

Answers

- 1 can find clients and business opportunities
- 2 allows you to see how others view the company
- 3 can engage directly with the customer

- 4 Ask students to work in pairs to find words or phrases from the text for each definition. After a few minutes get them to swap groups and compare their answers.

Answers

- 1 banned
- 2 collaboration
- 3 engage
- 4 utilize
- 5 virtual
- 6 capture attention
- 7 proactive
- 8 alienating

Working in pairs again, get students to use the words in their own sentences. When you take feedback check for the correct use of the word rather than a completely accurate sentence.

- 5 Tell students they are going to report to a partner about some advice in the text. Split students into two groups, A and B. Instruct the A's to look for the first two pieces of advice and the B's to look at the second two. Get them to read the text again and prepare to give the advice in their own words.
Regroup students so your pairs now contain one A and one B. Get them to tell their partner what Christine O'Donnell means by this advice in their own words.
- 6 Ask students to look at the text again and find three words that would be useful in their line of work. Get them to discuss their answers in pairs giving reasons why.