

## GoogleVideo.com tunes into TV (Wed 26 Jan)

### WARM UPS

**1. CHAT:** Talk in pairs or groups about Google / Yahoo search / msn search / Google video / archived TV information / IT revolution / the Internet ...

Change topic / partner frequently to energize the class.

**2. GOOGLE BRAINSTORM:** Write down any words you associate with Google. Talk about them with your partner / group.

**3. MY INTERNET HISTORY:** Talk about the Internet with your partner / group. Tell the history of your using it, from the very first searches, to the most exciting or useful searches, right up to the last searches.

**4. GOOGLE USEFULNESS:** Discuss how useful Google (and/or the Internet) is in your life. Which of the following would you apply to Google:

*'I can't live without it', 'It's a major part of most days', 'I'd be lost without it', 'It's extremely important to me', 'I agree it's useful, but not an essential part of life', 'It has its uses', 'It's not something I really need', 'It's not at all useful to me'.*

Repeat the above for how important GoogleVideo will become, and other techno daily necessities like mp3, video games, mobile phone, digital camera, electronic dictionary, satellite TV etc etc etc.

**5. GOOGLE CLASSROOM:** Become a search engine for ten minutes. Write down on a piece of paper one 'search' you would like to do. Swap papers with your partner. Talk to as many other students as you can requesting information (or their knowledge) on your partner's search. Report back to your partner on the information you have received for their search.

### PRE READING EXERCISES

**WORD SEARCH:** Look in your dictionaries, or a search engine, to find collocates, other meanings, information, synonyms ... of the words 'video' and 'search'.

**TRUE / FALSE:** Predict from the headline whether these statements are true or false:

- (a) Google has announced it will start its own television network. T / F
- (b) We will soon be able to search for anything that has been on television. T / F
- (c) Google is expanding to include access to content from television stations around the world. T / F
- (d) We are seeing the beginning of another information technology revolution. T / F
- (e) It works by searching for keywords from online TV program guides. T / F
- (f) The service is currently at an early stage. T / F
- (g) It is set to become as natural part of our connected lives as requesting a search is today. T / F
- (h) We cannot use this innovative new service for another year or so. T / F

**SYNONYM MATCH:** Match the following synonyms from the article:

- |                |               |
|----------------|---------------|
| (a) press      | broadening    |
| (b) release    | identical     |
| (c) giant      | similarly     |
| (d) pictorial  | passage       |
| (e) expanding  | issue         |
| (f) revolution | media         |
| (g) excerpt    | cutting edge  |
| (h) exact      | graphical     |
| (i) likewise   | metamorphosis |
| (j) innovative | colossus      |

**PHRASE MATCH:** Match the following phrases based on the article (sometimes more than one combination is possible):

- |                              |                                |
|------------------------------|--------------------------------|
| (a) press                    | technology revolution          |
| (b) search                   | its (and our) horizons         |
| (c) we will soon             | this service                   |
| (d) greatly expanding        | engine                         |
| (e) In other                 | release                        |
| (f) information              | hearing                        |
| (g) at the bottom            | of the screen                  |
| (h) hard of                  | of our connected lives as ...  |
| (i) become as natural a part | words                          |
| (j) improve                  | be able to search for anything |

## GAP FILL

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**bNE:** In a press release \_\_\_\_\_ today the Internet search engine giant Google announced its entry into the arena of video searches. Just like anyone searches the Web for textual or pictorial information, we will \_\_\_\_\_ be able to search for anything that has been on television. Google is greatly expanding its (and our) horizons to include \_\_\_\_\_ to content from millions of hours of archived television from American media companies, such as PBS, the NBA, Fox News, and C-SPAN. Larry Page, co-founder of Google, says, "What Google did for the web, Google Video \_\_\_\_\_ to do for television." In other words, we are seeing the beginning of another information technology revolution. The Google Video press release stated, "Entering a \_\_\_\_\_ such as iPod will return a list of relevant television programs with still images and text excerpts from the \_\_\_\_\_ point in the program where the search phrase was spoken." It works by searching for keywords from the captions at the bottom of the screen for the hard of \_\_\_\_\_, and could do likewise with the subtitles in movies. The service is currently at an early stage, but is set to become as natural a part of our connected lives as requesting a search is today. Page says, "We are working with content owners to improve this service." For more information and to use this \_\_\_\_\_ new service, visit <http://www.google.com/video>.

*aims      soon      query      innovative      hearing*  
*earlier      exact      access*

**DISCUSSION:** Ask each other the following questions:

- (a) Do you use the Internet often?
- (b) Are you an Internet freak or just a regular user?
- (c) What do you usually search for?
- (d) Do you have a favourite search engine?
- (e) What page shows when you connect to the Internet? Why that page?
- (f) How would your life be different without the Internet?
- (g) Has the Internet changed the quality of your life?
- (h) What do you think of Google's video search?
- (i) What will you be using GoogleVideo.com for?
- (j) How useful would a Google watch be (it can perform searches wherever you are, on the spot)?
- (k) What are your favourite Internet sites?
- (l) What do you really really really hate about the Internet?
- (m) And what do you really really really love about the Internet?
- (n) What will be the future of the Internet?
- (o) Teacher / Student additional questions

## INTERNET / WEB LINKS:

Try Google Video yourself:

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

Glossary of Internet terms:

<http://www.matisse.net/files/glossary.html>

What does 'Google' mean? The history of Google:

<http://www.google.com/corporate/history.html>

Read about the people at the top of Google:

<http://www.google.com/corporate/execs.html#larry>

... And then buy a Google double latte coffee mug at the Googlestore:

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

Lots of interesting histories about the Internet

<http://www.isoc.org/internet/history/>

And did you know there was an organization regulating and running (??) the Internet:

<http://www.w3.org/>

and some FAQs answered by the granddaddy and inventor of the WWW, Tim Berners-Lee:

<http://www.w3.org/People/Berners-Lee/FAQ.html>

## HOMEWORK

**GOOGLE POSTER:** Create a poster about Google and life.

**LETTER TO TIM:** Write a letter to Tim Berners-Lee, the man who 'invented' the Internet, telling him about your thoughts on his creation.

## FULL TEXT

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