

1. Brainstorm the words that you associate with the lesson title. Think of three nouns, three verbs and three adjectives.

2. Watch a [video](https://youtu.be/sAakch9kTWU) [https://youtu.be/sAakch9kTWU] and say what it advertises.

3. Match the halves to create examples of the things people often do on websites.

- | | |
|-------------------------------------|--------------------|
| a) agree to get notifications about | 1) blocker |
| b) provide | 2) special offers |
| c) disable an ad | 3) personal data |
| d) accept | 4) cookies |
| e) ask a question in | 5) conditions |
| f) subscribe to | 6) windows |
| g) accept terms and | 7) a newsletter |
| h) block pop-up | 8) a live chat box |

4. Watch the [video](#) again and tick the things in ex. 3 that the woman is asked to do.

5. Discuss the questions.

- Which part of the video was the funniest?
- Do you sometimes get irritated by the things presented in the video? What annoys you the most?
- Are websites more user-friendly than they were in the past? Give examples.
- In your experience, when do you have to do the things below? How useful are they? What happens if you don't do them?
 - accept cookies
 - provide personal data
 - subscribe to a newsletter
 - disable an ad blocker

6. Read the comments and decide what kind of website each of them might refer to. Ignore the gaps for now.

- a) Last month I subscribed to get full to the website but I soon realised I prefer reading print. I tried to but I couldn't find that option anywhere.
- b) I forgot my password, so I used the live chat box to ask what to do. I think I talked to a because I kept getting the same message: "I'm not sure I understand. Did you mean 'How to apply for a passport?'". I still don't know how to change my password.
- c) I'm really glad I discovered your website. It's and full of interesting I've also subscribed to your newsletter and I love the learning tips you've been sending me.
- d) I like your website, it's very easy to But I don't understand why I have to create an account if I just want to order something. I really don't want your company to my personal data.

7. Complete the gaps in ex. 6 with the words in the box.

access bot content navigate store user-friendly unsubscribe

8. Discuss the questions.

- Have you had similar experiences to those described in the comments in ex. 6? What happened exactly?
- How often do you rate websites or apps or leave online comments?
- When you use an online service, do you check the reviews? Why/Why not?
- What type of content do you usually look for online? Consider topics and different media.
- Think of a website which is easy to navigate. How do you find information there?

9. Think about how each pair of words and phrases might be connected.

EXAMPLE: access, ad blocker

Sometimes you have to disable an ad blocker to get access to a website.

- a) notifications, unsubscribe
- b) terms and conditions, cookies
- c) pop-up, accept
- d) difficult to navigate, user-friendly
- e) content, subscribe
- f) live chat box, easy to navigate
- g) provide personal data, newsletter
- h) reject, store your email address

