

	Potential Topics
<b>1</b>	<b>The Media</b>
	<ul style="list-style-type: none"> <li>• types of media <ul style="list-style-type: none"> <li>mass media</li> <li>print media</li> <li>electronic media</li> <li>news media</li> </ul> </li> <li>• programmes and people <ul style="list-style-type: none"> <li>audiences</li> <li>targets</li> <li>news programmes</li> </ul> </li> <li>• the press <ul style="list-style-type: none"> <li>quality press</li> <li>popular press</li> <li>tabloid press</li> <li>gutter press</li> </ul> </li> <li>• the ratings battle <ul style="list-style-type: none"> <li>zapping</li> <li>catching the audience</li> </ul> </li> <li>• political correctness</li> </ul>
<b>2</b>	<b>Multimedia and virtual reality</b>
	<ul style="list-style-type: none"> <li>• multi – media platforms <ul style="list-style-type: none"> <li>TV</li> <li>PC</li> <li>CD</li> </ul> </li> <li>• virtual reality <ul style="list-style-type: none"> <li>interactivity</li> </ul> </li> </ul>
<b>3</b>	<b>Using the platforms</b>
	<ul style="list-style-type: none"> <li>• information technology</li> <li>• data processing <ul style="list-style-type: none"> <li>word processing</li> <li>data files</li> <li>spreadsheets</li> </ul> </li> <li>• operating the system</li> </ul>
<b>4</b>	<b>Media and business</b>
	<ul style="list-style-type: none"> <li>• the information market <ul style="list-style-type: none"> <li>changing the face of the markets</li> <li>commodity market</li> <li>money market</li> </ul> </li> <li>• internal application <ul style="list-style-type: none"> <li>intranet</li> <li>email</li> </ul> </li> <li>• external application <ul style="list-style-type: none"> <li>intranet and internet</li> <li>internet and www</li> </ul> </li> </ul>

- presenting the company homepage
- contacting the company email

