

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

- presenting the company homepage
- contacting the company email

