

# How to analyze the text structure

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# Unit 1

## Organization

**Text A: Google**  
**Text Comprehension**

# Teaching Objectives

01

To know about Google's history and development

02

To know the outline of the text

03

To put into use

01

# Background knowledge — Google's history and development

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# Background Knowledge

## TASK 1

See how much you know about Google's history and development by watching the following video clip.



# Background Knowledge

## The Google Story A Company Overview



# Background Knowledge

## Google Past



2 employees (students)



# Background Knowledge

## Google Past



Very few computers





# Background Knowledge

## Google Past



1 garage



# Background Knowledge

## Google Today

**Current Index:** More than 8 billion web pages and other files

**Founded:** 1998 by Larry Page and Sergey Brin

**Employees:** > 3,000



02

## Text outline

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Text outline

## Paragraph 1

If you are the writer, **what** will you write in the first paragraph?

**definition, kinds, phenomenon...**



# Text outline

## Paragraph 1

**Task 1:** Read the first paragraph, then tell me what the writer has written in this paragraph?

the **definition** of Google



# Text outline

the **definition** of Google

➔ the **?** of Google



Text outline

# the HISTORY of Google

Paragraph 2 ----?

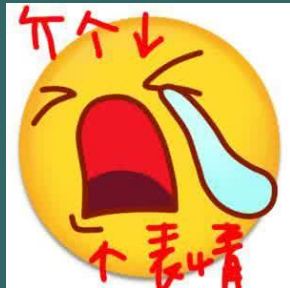


# Text outline

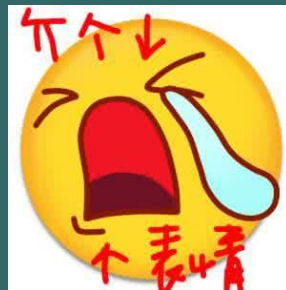
GAME

Paragraph 2----?

A. 3



B. 4



C. 5





# Text outline



Para.1

the **definition** of  
Google

Para.2-5

the **history** of Google

Para.6

the **Future** \_\_\_\_\_ of  
Google

03

Put into use

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# Put into use

## TASK 1

Read the passage and find out important events in the different periods of Google's history.

Write down these events.



# Put into use

<i>Period</i>	<i>Events</i>
1996	<b>Google began as Larry Page's research project.</b>
1998	<b>Page and Sergey set up the company and registered the Google.com.</b>
2000	<b>The search engine grew quickly and it began to sell advertising on the website.</b>
Recently	<b>Google has acquired YouTube.com and continues to add new features.</b>
	<b>Google has also owned Blogger and other hot websites and become the leader in terms of ad-based revenue on the web.</b>





# Making a Company Introduction

Assignments



THANK YOU