**Вагнер А.А. 5130901/20003**

**Linkers: 10, Vocabulary: 23, Total: 625**

**Spring 2023-2024 Term 4**

**ИКНТ/ИКиЗИ/ФизМех**

**Monologue on *LIVING IN A DIGITAL AGE (UNIT 1)***

|  |  |
| --- | --- |
|  |  |
| **Step 1. Introduction**  1. Start with a hook sentence that will attract the listener’s attention, a quote, a proverb, etc.  2. Lead your speech steadily to the main part of your talk.  3. The introduction may consist of 3-6 sentences. | In a world where our lives are increasingly intertwined with technology, we find ourselves navigating through the complexities of the digital age. As Marshall McLuhan once said, 'We shape our tools and thereafter our tools shape us.' This profound statement holds true as we examine how our interactions, relationships, and even our sense of self are influenced by the digital landscape we inhabit. |
| **Step 2. The Digital Age**  2.1. What is the Digital Age? What features make it different from other ages?  2.2. What are the most important milestones in the history of the Digital Age? | The Digital Age refers to the period in history characterized by the widespread adoption and integration of digital technologies into various aspects of society. One of the key features that sets the Digital Age apart from previous eras is the advent of personal computers, which allowed individuals to access, create, and share digital information on a scale never seen before. Another significant aspect of the Digital Age is the rise of interactive consumer exchange for goods and information through online platforms and e-commerce websites. Throughout the history of the Digital Age, several milestones have had a profound impact on society. These include the digitization of information, which has transformed how knowledge is stored, accessed, and shared. The near-instant exchange of information has revolutionized communication and collaboration, while interactive consumer exchange has reshaped the way goods and services are bought and sold. |
| **Step 3. Smart machines**  3.1. What are smart machines? Speak about positive and negative impact smart machine may have on society  3.2. Describe a smart machine of your choice. What features make it smart? | Smart machines are devices that utilize machine-to-machine technologies, cognitive computing technologies, and robotic automation to perform tasks without human intervention. These machines have the ability to dramatically change the nature of work and societal norms by automating human tasks and collecting/analyzing unprecedented amounts of data.  One example of a smart machine is a cognitive computing system that is embedded in healthcare facilities. This system can diagnose diseases and recommend treatments, and even assist in surgeries by analyzing medical data and providing insights to healthcare professionals. Its smart features include the ability to process complex information quickly, learn from previous data, and make accurate decisions based on the analyzed data. |
| **Step 4. Smart cities and homes**  4.1. What is a smart city? Do you live in a smart city? Explain why you think so.  4.2. Smart homes. What are they like?  Would you like to live in a smart home? What smart appliances/gadgets will it be equipped with? | A smart city is a programmable citywide testbed where smart city infrastructure, including cloud infrastructure, Wi-Fi deployment, mobile edge computing (MEC), 5G network architecture, and small cell deployment, facilitate internet connectivity. Smart homes are equipped with gizmos and gadgets to facilitate communication between the user and the system, including wired and wireless systems. Speaking of me, I do not live in a smart city currently, but I would like to live in a smart home with smart appliances and gadgets for convenience and efficiency. On one hand, they make one`s life considerably easier, on the other, it may make one`s life depend more on electricity or some services that might grow expensive in the nearest future |
| **Step 5. CREATIVE THINKING**  Introduce your own extra idea(s) on advertising that hasn’t/haven’t been mentioned before. Substantiate your choice. | One idea that hasn't been mentioned before is the concept of digital minimalism. In a world where we are constantly bombarded with information and distractions, practicing digital minimalism can help us focus on what truly matters and improve our overall well-being. Digital minimalism involves being intentional about how we use technology and only using it for activities that add value to our lives. This could also mean limiting the number of apps on our phones, setting boundaries around screen time, and being mindful of how we consume digital content. As far as I know, there are special apps that can be used to restrict one`s screen time for different purposes, such as providing parental control. |
| **Step 6. Conclusion**  Summarise the ideas of steps 2,3,4,5. | In a nutshell, The Digital Age has brought about significant changes in how we interact with technology and information, shaping various aspects of society. Smart machines and smart cities are examples of how technology is advancing to enhance efficiency and convenience in our daily lives. Embracing concepts like digital minimalism can help us navigate this digital landscape mindfully and prioritize what truly matters. As we continue to evolve in the Digital Age, finding a balance between technological advancements and personal well-being will be crucial for a harmonious future. |