

ANALYSING WEBSITES



Reading: Look at the websites below and answer these questions.


- 1- What are the websites?
- 2- Do you use these websites? Why/ Why not?
- 3- What is the purpose of each website: sell, inform, share, educate?
- 4- What are the main features of each website?
- 5- Think of two more websites that have the same purpose. Are they different to the ones below? Why?



The screenshot shows the homepage of The New York Times. At the top, there are navigation links for U.S., International, Canada, Español, and 中文. A subscription button for \$0.25/week and a login button are on the right. The main headline is 'Judge in Trump Jan. 6 Trial Is Known for Tough Capitol Riot Sentences'. Below it, there is a sub-headline 'THE FOUR MAJOR TRUMP INVESTIGATIONS' with links to 'Jan. 6 and 2020 Election Inquiry', 'Election Inquiry in Georgia', 'Classified Documents Case', and 'Manhattan Criminal Case'. On the right, there is a grid of images of political figures and a section titled 'See where Republican candidates stand on Donald Trump's indictments.'.



The advertisement features the Pearson logo at the top left. Below it, there is a large image of two young women smiling and looking at a laptop. The text 'Empower your learners to be themselves in English' is overlaid on the image. At the bottom, there is a navigation bar with links for Contact Us, Catalogue 2024, School, Students, Bookshops, Technical Support, and Work with us.

 **Writing:** You are the owner of a company that needs a new website. Make a list of things that you need/ would like for your website. Answer the following questions.


- What is the name of your company?
- What is the business type?
- What is the purpose of your website?

 **Speaking:** Work in pairs. Student A is the website developer. Student B is the customer. Ask and answer questions about website requirements. Swap roles.

Example:

A: What is the name of your company?

B: It's called/ Its name is....

 **The best websites:** What are your favourite websites? Why? Use the words in the box to describe them.

beautiful well-designed easy-to-use/navigate clear reliable
useful informative fun funny exciting interesting

Example: The most exciting website is ... because...

 **Language**

Describing things

There's/There is/There isn't	There's a lot of information on this website.
There are/aren't	There aren't many photos on this website.
Has	The website has good graphics.
Have	Most websites have a lot of features.

- Write about the things you like and dislike about different websites.
Example: I really like the look of Nickelodeon website. It has ...
- Speaking: What are the trends in website design?
Example: Websites use more video now.