

## Темаурока: "YouandMassMedia"

### Цельурока:

- формирование навыков общения при обсуждении темы;
- формирование творческого и критического мышления учащихся через дискуссию и презентацию собственного мнения.

### Задачи урока:

- развивать навыки чтения, аудирования и устной речи;
- активизировать употребление лексики по теме;
- поощрять и поддерживать желание учащихся высказывать и отстаивать свою точку зрения.

### Форма урока:

Урок-дискуссия, обобщение с привлечением ролевой игры и презентации.

*Оснащение урока:Газеты и журналы США и Великобритании. Магнитофон, проектор*

### ХОД УРОКА

#### 1. Greeting

Hello, everyone! How are you today? I hope you are fine and will be active, energetic and supportive at the lesson. We are going to discuss mass media in our life.

#### 2. Warming.

T: What's the date today? What day of the week is it today? What's the weather like today? What do you usually do when the weather is bad?

P: I like to read books. I prefer to watch TV. I like to seat in the Internet

T: All of you are talking about mass media. There are different kinds of mass media.

Today, since we are more experienced and aware of various mass media forms, could you remind us

some of them? And what do you see on the screen?

#### 3. Speaking

There are many opinions on the role mass media plays in our life. Do you think mass media has a power

P1- I think it's almost impossible to imagine our life without television. It occupies all our free time. It's so nice to sit in the armchair and watch what is happening in the world.

P 2 - Yes. Why do we know so much? Because of media. Thanks to journalists and TV reporters news come to the public very quickly.

P3- My view of the media?... I'm not a great reader of newspapers but sometimes I like to look through some of them, especially news. There is a well-known joke circulating among the publishers: 'If a dog bites a man, that's not news; but if a man bites a dog, that's news.' So I like to read something unusual, unexpected, sensational. It entertains and makes our life not so boring.

P4- I think television is a great benefit to children. There are a lot of programs that give them good educational information and they are presented in a way, which is very attractive to them. Good children's stories are dramatized for television and attract children to go and read the book.

P4- In my view mass media is a wonderful tool of education, information as well as it has harmful effects. It affects nowadays how people dress, talk, relax and what not.

T: Well done! Let's speak about TV. Open your books at page 161 and do Ex2, 3, 4

What TV programs are popular with you? I'm absolutely convinced that television is a wonderful tool of education, information and entertainment. But there are people that have another point of view. Listen to Tom's opinion and say if

- Tom spent half of his life in front of the television when he was a child.
- Before the age often he enjoyed watching sports programs.
- He didn't like soap operas.
- To his mind it is not good that all people receive, learn and

believe the same information.

Listen to the story again and complete the sentences according to the text.

1. Every day coming home from school we (sat in front of the box)
2. I most enjoyed watching (children's programs).
3. However, as my view of the world changed I found (other interests)
4. People became (programmed) in the way that they think.
5. People would receive more information from their immediate environment and live (more real practical life).

T: Do you support Tom's point of view?

P I: I can't agree that TV has nothing good to offer. To my mind people can use it in different ways at different times. They can watch a serious current affairs program. Other times if they want to escape from reality they can watch programs about pop stars, different musicals. I don't think there's anything wrong with that - it's a fact of life. I like TV.

P 2: We must face the fact that some films shown on TV are too violent. Of course, we can always switch off. But what about people who don't, and who enjoy them? I don't mind if people have a bit of entertainment, but I don't want children to see violence on TV. There can be no doubt that parents and people who make television programs should be responsible.

T: Good of you. Let's speak about newspapers and its role in our life. Answer my questions, please.

1. What do you subscribe to ?
2. What does it specialize in?
3. What kind of publication is it?
4. What attracts your attention in this issue?
5. Where is it published?

T: Well done. Now role play your dialogue using this one as an example.

P 1 What do you subscribe to?

P2 I subscribe to 'Sovetskaya Belarus'

P 1 What does it specialize in?

P 2 It specializes in politics, foreign and home

fairs.

P 1 What kind of publication is this?

P 2 It is a weekly publication.

P 1 What attracts your attention in this issue?

P 2 Home affairs, quizzes and other things

P 1 Where is this information published?

P2 It is published on inside pages.

T. And now you are going to get acquainted with British and American newspapers Daily Express and Herald Tribune

- The main story in the newspaper is about ....
- There are readers letters on page ... and they deal with the following topics ...
- The most interesting article is about ....
- The most striking photos show ....
- There are advertisements for ..., and ....
- An article about ... on page ... made me feel ....

T: Did you like the newspaper? What about magazines? Do you like to read magazines? As for me I like to read 'Hello' And what about you?

Look at the screen please. Here you can see some pages from an English magazine for teenagers. Try to find explanation to each of the pages.

- a) Letters from readers that want help with a problem.
- b) Stories about things that have really happened to readers.
- c) These pages are for those that enjoy a good story.
- d) This part tells you the name of the magazine.
- e) A list of all the articles and their page numbers.
- f) These pages tell you about the latest films .
- g) Readers can answer questions to find out more about themselves.

T: And here are the parts of the magazines. What part would you like to read?

- Advice column
- Horoscopes
- Beauty tips
- Latest CDs
- Film reviews
- Crosswords
- Quiz page
- Fitness
- Easy meals
- Free gifts

■ Embarrassing stories

I am interested in ..., I prefer ..., I don't like ...

T. Good work. I asked you to find out different quotations about mass media and translate them. What have you found?

1. 'What the mass media offer is not popular art, but entertainment which is intended to be consumed like food, forgotten and replaced by a new dish' W. Auden

2. 'Journalists say a thing that they knew isn't true in the hope that if they keep on saying it long enough it will be true' A. Bennet

3. 'Where the press is free and every man is able to read, all is safe' T. Jefferson

4. 'Whenever I see a newspaper, I think of the poor trees. As trees they provide beauty, shade and shelter, but as paper all they provide is rubbish' Y. Menuhin

5. 'A good newspaper is a nation talking to itself' A/ Miller.

6. 'Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.' Anonymous

7. 'A newspaper should be a maximum of information, and the minimum of comment' R. Cobden

T. Great job! You may agree or disagree with that people. Tastes differ!

Newspapers, magazines and EM programs are full of advertisements. What's your attitude to that?

P I- Some of them have very useful information, perhaps. But most of them do nothing but tell you to buy. They tell you to 'Drink more milk' and 'Eat more fruit.' They tell you what kind of soap- powder to wash your clothes with, what kind of tooth -paste to brush your teeth with. I can't believe there's much difference between one kind of tooth- paste and another!

P2: I think it's terrible to have one's home invaded by people talking to you from the screen and telling you to buy this, that and the other especially, when the advertising comes right in the middle of a play or a concert of good music.

S3: Oh, but does it? Many advertisements are well done, and don't interfere with the program. Some kinds can be very useful.

T.: Let's discuss advantages and disadvantages of advertising. I'd like you to split into two teams': one for and the other against advertising.

For

1. It informs and creates desire to buy the brand.
2. It creates an image of successful businessman.
3. It gives us a recipe of happy consciousness. Do as you are told and happiness is yours.
4. It takes us into an exotic world of beauty and luxury.
5. It entertains and develops our cultural level
6. It emotionally enriches us.
7. It educates
8. It forms our ideas of success and prestige.
9. It prepares us to real life as the world, is highly competitive

### AGAINST

1. It is rather propaganda than information. It persuades us to buy things we really do not need
2. It prevents us from thinking and taking our own decisions.
3. Not all people dream of becoming businessmen. It makes their lifestyles less significant.
4. It makes us suffer if we can not afford what we want and get us addicted to luxurious lifestyle
5. It does not let us be ourselves. It makes us like zombi, and treats us like mentally- handicapped
6. It overestimates the role of money, claim's the priority of materialistic values over spirituals ones.
7. It is of low artistic value if any at all, and in J bad taste.

### Homework.

T.: Well, I see you are very well acquainted with everything dealing with advertising and I'd like you to create advertisements for the following.

a) You are looking for a pen- friend. Write an advertisement for the "Personal" column of an international magazine describing yourself/ your interests.

b) You have lost something valuable. Write an advert for the "Lost and Found" column of an English- speaking newspaper.