Комунальний заклад «Луцька загальноосвітня школа І – ІІІ ступенів № 13 Луцької міської ради».

**Урок англійської мови в 8 класі на тему “ Засоби масової інформації в сучасному світі.”**

**Підготувала:**

вчитель англійської мови

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**2012**

“Mass Media” in the modern world.

*Тип уроку: урок-дослідження (підсумковий урок в темі)*

*Мета уроку:*

*1.Активізувати лексичний матеріал по темі“MassMedia”(Засоби масової інформації)*

*2Формувати уміння та навички читання з метою отримання потрібної інформації.*

*3. Розвивати навички усного мовлення, аудіювання.*

*4. Розвивати навички дослідницької діяльності,вміння аналізувати та робити висновки.*

*5. Активізувати пізнавальну діяльність*

*6. Виховувати почуття відповідальності під час роботи в групах.*

*Обладнення: таблиці,для аналізу дослідження; карточки з анкетами; роздатковий матеріал із завданнями;проекти діте;мовні опори;таблиця з грою.*

The procedures of the lesson(Етапи уроку)

1 The beginning of the lesson.The organization of the class.

( Початок уроку,повідомлення теми,мети. Організація класу)

*Good morning, students! I'm glad to see you. Look at the board. You can see interesting pictures. Can you guess what we are going to talk about?You are right. The theme of our lesson is “Mass media in modern world” Is the theme interesting for you?*

2 The warming up activity. (Мовленєва зарядка. Гра “Черв’як”.)

*Аnd what means of communication, which are traditionally called the media, do you know?To answer this question let’s play a game” The worm”.*

1 5\*

N E P I N D A R 4\*

F W O M T I D N

P S N R E O F M

A P E R R D T Y

G U U T N S R E

H I I Y E T E N

J O I S I Q F I

L E V N O D D Z

E P Z F D S G A

2\* T Q X C S G A M

3\*

1 Right-down-down-left-down- right- right- right.

2 Up-up- right- right-up- right- right-down-left.

3 Left-up- right- up- up- up- up.

4 Left-down-left-down.

5 Right- down- down- down- down- down- right.

3. Listening (Аудіювання. Вчитель читає визначення видів засобів масової комунікації а учні кажуть що це.)

So students, I see you know the main media. But what are their definitions?

Your task is to listen to me and guess about what means of communication I am talking about.

* Television
* Newspaper
* Tabloid
* The Internet
* Radio

1. a paper printed and sold usually daily or weekly with news, advertisements etc.;
2. the process of sending and receiving messages through the air; broadcasting programmes for people to listen to;
3. broadcasting programmes (the news, plays, advertisements, shows, etc.) for people to watch on their television sets;
4. a newspaper with rather small pages, many pictures and little serious news;
5. a way to communicate with your partner who might be a thousand miles away using the computer (e-mails).

4 .Checking the hometask.(Перевірка домашнього завдання. Проекти учнів.)

Your hometask was to prepare the information about the different means of communication. You are welcome!Projects.( Додаток 5)

1. Reading (Читання)

Let’s look through the text about the mass media and then we are going to do some exercises.

5.1 Pre reading task. (перед текстові завдання)

Let’s read some active words and word combinations:

news-stand – газетний кіоск

celebrity – знаменитість

intimate – особистий

documentary – документальний фільм

featurefilm – художній фільм

violence -насильство

todull - притуплювати

sensitivity – чутливість,ніжність

catastrophe - катастрофа

TVaddict -  теленаркоман

tohook – чіпляти гачком; робити залежним

disabled people – люди,з обмеженими можливостями

5.2 Reading (Перегляд тексту, текст опрацьовувався вдома і на попередньому уроці)

Mass Media.

Newspapers are especially important nowadays and we can't imagine our life without them. There are dozens of them on every news-stand. There are newspapers for professionals, for businessmen, for children and teenagers, for men and women, for sports fans, for those who are interested in gardening, fishing, hunting, for those who keep pets and so on. Some newspapers publish serious articles on politics, economy and finance, some aim to entertain their readers. Many newspapers express certain political opinion and people choose them according to their own political beliefs. In short, you can always find a paper which suits your interests. The advantage of all the newspapers is that they usually provide us with extra detail, comment and background information. But it is bad that very often newspapers are full of dramatic events about natural disasters, plane crashes, murders and robberies. Having read such articles, you feel depressed and it seems that the world is being ruined. One more disadvantage is that newspapers are full of gossip about different celebrities and their private lives. There are also a lot of photos of them in their most intimate moments. I think it shouldn't be allowed, besides half of this information is unreliable.

The main source of news for millions of people is television. With its help we can see everything with our own eyes. It is the window on the world which gives us an opportunity to "travel" all over the world. TV gives us thought, introduces us to new ideas and activities. It has the power to educate and broaden our minds. It helps us to relax after a hard day's work and to escape from reality. There is always a great variety of programmes on TV: news and sport programmes, talk shows and TV games, documentaries and feature films, concerts and theatre performances. But nowadays there is a lot of violence on TV. It dulls our sensitivity and when we learn about one tragedy or catastrophe, we perceive it as something quite natural, just like an everyday affair. Some people become TV addicts and they won't give up TV for anything in the world. Nowadays some children are so addicted to TV that they are not interested in anything else: they don't read books, communicate with adults and other children, they move less, speak less and they even think less. Though there are a lot of excellent educational programmes for children and programmes designed for schools. They help children to extend their knowledge and to develop their imagination.

Many people prefer the radio. It is good to listen to it in the car, or in the open air, or when you do something about the house.

The Internet has recently become another important source of information. It is regarded as the latest addiction to trap thousands of people which has been blamed for broken relationships, job losses, financial ruin and even suicide. Psychologists now recognize Internet Addiction Syndrome (IAS) as a new illness that could cause serious problems and ruin many lives. Many users spend up to 40 hours a week on the Internet. Some of the addicts are teenagers who are already hooked on computer games.

5.3. Post – reading tasks (Після текстові завдання)

*Exercise 1 «*TRUE or FALSE»? (правильне,неправильне речення)

1) You will hardly find a newspaper which suits your interests.(F)

2) The advantage of all the newspapers is that they are full of gossip about different celebrities and their private lives.(F)

3) Television helps us to relax after a hard day's work and to escape from reality.(T)

4) Some people become TV addicts and they won't give up TV  for anything in the world.(T)

5) Thanks to television children become more active and creative.(F)

6) Programmes about violence make people more sensitive.(F)

7) The Intemet is regarded as the latest addiction to trap thousands of people.(T)

*Exercise 2 (доповнити речення словами з таблички)*

*Teacher:*Complete each sentence with the most appropriate word from the box.

|  |
| --- |
| disadvantage, imagination, (to) dull, (to) provide, violence, celebrity, disabled, hooked, (to) educate, (to) communicate, addict. |

1. We need to………… people so that they understand the importance of a good, healthy diet.

2. You don't have to use your ………….when you're watching television.

3. Oh, I know him: he is a national…………..

4. My fears ………......my mind.

5. There is too much …………..on TV these days.

6. Her son is …………….and she has to take care of him all the time.

7. Your main ……………is your lack of job experience.

8. Some parents who are concerned about computer games believe their children are……….…..

9. The money will be used to ………….the school with new computers.

10. Now that we live in different cities, we ………………..by e-mail.

*Exercise3*

You have a lot of favourite programmes. So the next task is to match each type of programme on the left with the correct item on the right.

|  |  |
| --- | --- |
| a) nature films | 1) football, boxing, swimming |
| b) quiz shows | 2) life of different countries |
| c) news | 3) people try to win prizes by answering questions |
| d) soap operas | 4) advertisements for products |
| e) commercials | 5) animals, fish, birds, plants, flowers |
| f) travel films | 6) information about what’s happening in the world |
| g) comedies | 7) jokes and funny situations |
| h) sport | 8) information for students |
| i) education programmes | 9) story of the daily life of a family |

*6. Speaking (Мовлення)*

*«Interview with a star (Інтерв’ю в зірки)*

Метод мікрофону

Try to imagine that you are journalists from local newspapers. You have an interesting meeting with a star today. You have only several minutes to make up about 5-7 questions for her in your group.

When did you decide to become a singer?

What is it like to be famous?

Have you finished recording your new CD?

Will you be giving any concerts in Europe?

What are your plans for the future?

What question was the most interesting?”

7. Practice. Investigation (Дослідження. Результати опитування дітей.) Три групи кореспондентів опитували різні вікові групи людей,для того,щоб визначити найпопулярніший вид засобів масової інформації;яку інформацію шукають люди; ставлення людей до реклами.)

Today we’ll investigate which of the mass media is the most popular with different generations and what kind of information people get over mass media. We’ll learn about people’s attitude to advertisements.

First of all let’s review some words and phrases which are necessary for our work. Translate from English into Russian.

* interview- інтерв’ю
* to research, to investigate - досліджувати
* research, investigation - дослідження
* survey - опитування
* according to our research – згідно з нашим дослідженням
* advertisement, advert, ad - реклама
* get news over TV/ the Internet – отримувати новини з телебачення. інтернету
* conclusion - висновок
* to lose popularity – втрачати популярність
* to be widely popular - бути дуже популярним
* to be less popular - бути менш популярним
* to influence smb – впливати на когось

We have 3 groups of correspondents of the British newspapers “The Sun”, “Today”, “Daily Star”. Your task was to interview 3 groups of people of different ages. You asked 3 questions. Please prepare short reports about your surveys. Kate, a correspondent from “Today”, will interview our guests. Margarita, an interpreter, will help. Then present the results of the work.

To begin with, we’ll discuss the 1st question.

Now let’s listen to “The Sun”. What are the results of your survey? Show the results in the chart (a blue marker – TV, green – the Internet, red - radio, black - newspapers)

We have interviewed 30 persons of the ages 10-20. According to our survey \_% of the young people prefer using the Internet, \_% of the youngest watch TV, \_% of them like listening to the radio, \_% of these people read newspapers to get information. The conclusion: the most popular mass media with the people of 10-20 is the Internet, less popular are radio and newspapers

Now we’ll listen to the correspondents of “Today”. (“Daily Star”)Let’s connect these points in the chart. What conclusion can we make?

Continue talking. The 2nd point of investigation is connected with the information received from mass media. Which information suggested by different kinds of mass media is the most interesting for different groups of people? People could choose several options. It is interesting to know the results. Please fill in the table and make a report.

“Today”: we have asked 30 people of 21-40. The results are the following: 25 persons prefer information about politics, economics and finances, 14 persons are interested in youth problems and 5 persons find information about leisure, rest, entertainments and sport.

(The reports of “The Sun” and “Daily Star”)

What is the conclusion?

Answer my questions, please. What is the main aim of mass media? What do you think is the main disadvantage of all kinds of mass media? Do people like to find advertisements everywhere: in newspapers, on TV, in the Internet, on the radio? Why? What is your opinion?

Let’s find out what our responders think about adverts. Do they use advertising information?

“The Sun”: According to our survey 10% of the young people always use advertising information, 25% often use adverts, 30% of them – sometimes, 35% - never. What is the conclusion?

The correspondent of “Today” Kate has interviewed our guests. Is it interesting for you to know the results?

8. Summarizing(Підсумки)

Well, today we have investigated very important problems: which of the mass media is the most popular, what kinds of information do we get and how often do we use the advertising information. It’s time to summarize everything.

Say which of the mass media is…

* the safest - the most common
* the most interesting - the most expensive
* the most useful - the cheapest
* the easiest to use - the most modern
* the most popular (Give your reаsons)

I think the most popular mass media is … because

The investigation shows that mass media play an important role in the lives of people of different ages. We can’t imagine modern world without mass media, mass media report about various aspects of life, form and affect people’s opinion. Thank you for your work.

9. Hometask. Marks (Кінець уроку. Домашнє завдання . Оцінки.)

You are very active today. Your marks are…

Your homework will be to make up a dialogue «Interview with…». Choose a partner and then  ecide who will be a correspondent, and who will be a star (a sportsman or a  pop-singer, an actor or a famous writer, etc).

And now our lesson is over. I hope that the theme of our lesson was interesting for you. Goodbye.