

Конспект открытого урока по английскому языку по теме "Средства массовой информации".

Цели урока:

социокультурный аспект - знакомства с английской прессой, различными видами газет;

развивающий аспект: развитие способностей к сравнению, анализу и классификации полученной информации.

воспитательный аспект – формирование интереса учащихся к чтению прессы.

учебный аспект – формирование лексических навыков говорения;

сопутствующие задачи – развитие умения читать и аудировать с целью понимания основного содержания и извлечения конкретной информации.

Лексический материал.

mass media, source of information, reliable, quotation marks, to make a reference, plagiarism, tough, to be available, in time, headline, condensed, celebrity, crime, to focus on, intriguing, weather, forecast financial tabloid, broadsheet.

Тип урока: Комбинированный

Формы работы: индивидуальная, фронтальная, групповая.

Вид контроля: текущий

Ход урока

1. Приветствие и организационный момент начала урока:

T: Good morning, children! I'm glad to see you again. How are you? Have you done your homework? Did you have any problems with it? Please, give me your copy-books. Thanks (учащиеся отвечают на вопросы учителя и сдают домашнее задание в тетрадях).

T: Let's start our lesson.

2. Речевая зарядка.

T: Yesterday we spoke about Mass Media and its role in the life of our society. What is it «mass media»?

P1: It's press.

P2: It's television and radio.

T: They say the Internet is a reliable information source.

P1: I think the Internet is usually a good information source.

T: Children! Do you agree?

P2: To my mind we have to be very careful and check the information with other sources.

T: Yes, you are right. Can we use newspapers and periodicals to find any information?

P3 – Yes, sure.

T: By the way, do you like reading? What are your favourite newspaper and magazines?

T: Well, the topic of our lesson is «Press». We are going to watch **video 1**.

When we say "press" we mean newspapers and periodicals. In the past a great deal of people learnt about the news from newspapers. Nowadays the people get information

from TV programs or from Internet, but still we cannot imagine our life without newspapers and magazines.

There are a lot of different kinds of newspapers in each country. Of course it is impossible to read all newspapers and magazines so you have to choose those which you are interested in. You can buy them practically everywhere. Many people subscribe to some newspapers and buy more than two newspapers and magazines in a week.

Основная часть урока:

1. Работа с лексикой. Match the words to the definitions:

1. Tabloid
2. Broadsheet
3. Article
4. Headline
5. Advert
6. Review
7. Editor
8. Circulation

- a) a title in large letters above the report, article
- b) a person in control of the daily production
- c) an article giving an opinion of new films, books, etc.
- d) a newspaper that has got short articles, lots of pictures.
- e) words and pictures about a product, to make people buy it.
- f) a newspaper that has got longer articles, more serious news.
- g) a piece of writing about an important subject.
- h) number of readers.

2. Работа с текстом «The Press»

«The Press» is another popular way of getting information. Let's read the article about the British newspapers and say:

What's difference between «the serious» and «the popular» newspapers»? (Приложение 3)

Classify them

Imagine that the first I group will be «The politics» and II group «The

housewives».

Discuss the articles from the newspapers «What does the author say» Now, let's sum it up. What's the role of Mass Media in people's life?

T: Find the best Russian equivalents for the words. More than one translation is possible. Explain your answers.

Tabloid — a) таблоид b) желтая пресса c) легкое чтение Broadsheet — a) широкоформатная газета b) серьезная газета c) независимая газета

(учащиеся дают перевод слов и разъясняют свои ответы).

Tabloid (popular) – легкое чтение

Broadsheet (quality) – широкоформатная серьезная газета

3. Работа с видео.

Watch the video and answer the questions.

1. How many British people (over the age of 15) read the newspapers every day?
2. What are the two most popular daily newspapers or tabloids in Great Britain?
3. Which of them (these tabloids) has the most readers?
4. What one could find in tabloids?
5. What kind of newspapers publishes more news, serious articles, and fewer pictures?
6. How many readers does “The Daily Telegraph” have?
7. All together there are 130 Sunday papers, aren't they?
8. Where can people read the news besides the newspapers and magazines?

4. Активизация лексических единиц (групповая работа)

T: Now, you will work in groups of 4-5 students. Look at me. You can see some newspapers: «Sunday Express», «The Financial Times», «The Sun». Which of these newspapers are tabloids or broadsheets? Explain your answer. T: Now, let's begin to listen to your stories.

Group-1: Our newspaper is «tabloid». «The Sun» reports news in a very condensed celebrities. There are a lot of photographs. They use intriguing headlines. You can find jokes and crossword puzzles there.

Group-2: The newspaper under review is the financial times. It's one of the most famous newspaper. It's broadsheet. «The Financial Times» is read mainly by professional and business people. There are a lot of articles about policy in it. The Financial Times has different pages for home news and foreign affairs and global economy. Business people start their day with them.

Group-3: The Doily Express pays much attention to sensational new extraordinary events accidents, private lives of famous people. It publishes horoscopes. This newspaper is colorful. This tabloid is for easy reading.

T: Well, Thank you for your answers. I see you understand the difference between tabloids and broadsheets.

5. Самоконтроль уровня обученности учащихся.

T: Now, let's do a very short test. (учащиеся с высокой мотивацией обучения получают карточки №1; более слабые получают карточки №2)

Card-1

Find the words and expressions that mean:

A newspaper which is published every day —

2. A serious newspaper —

3. A newspaper, which usually en-tertains its readers —

4. A special colour magazine which is published on Sundays —

5. A newspaper which reports local news —

Card-2

Write: true or false.

1. The "Guardian" is a broadsheet.- _____

2. Tabloids write a lot about life of celebrities.— _____

3. Broadsheets are usually very reliable information sources.— _____

4. Businessmen need tabloids for their work.— _ _____

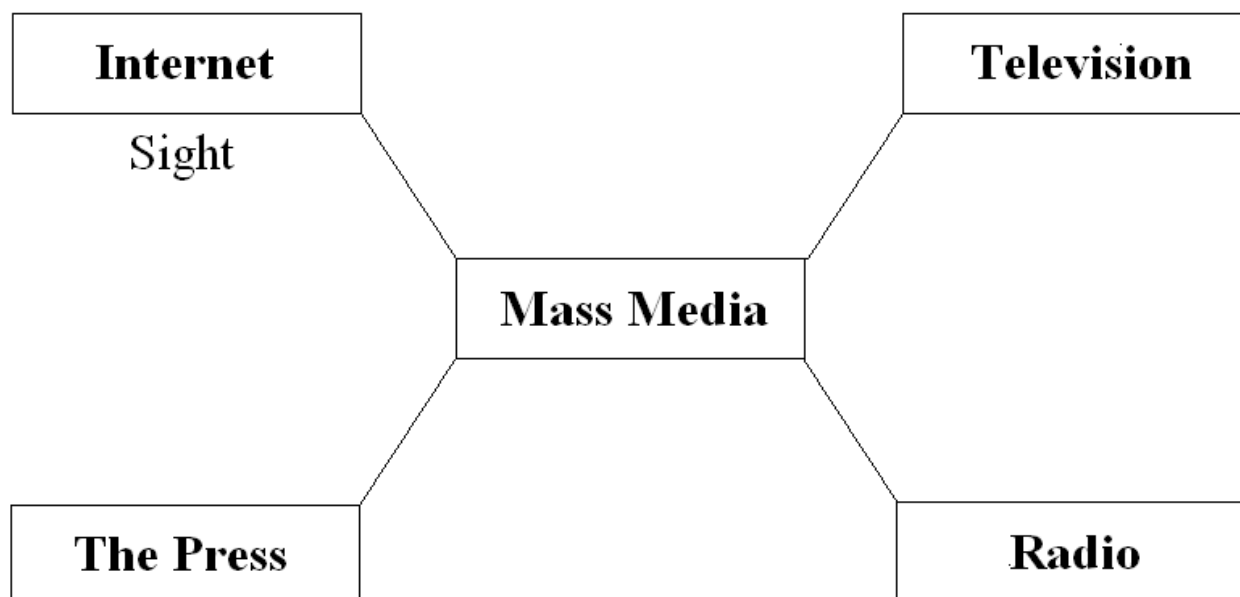
5. One of the famous Russian broadsheets is called "Megapolis".— _____

T: It's time to check your test.(Учитель зачитывает правильные ответы, уч-ся проверяют)

6. Итоги урока, домашнее задание.

T: Thank you for your work at the lesson. We could do a lot of useful things. Write down your homework: a composition «The Role of Mass Media in my life».

Your marks are very good. The lesson is over. Goodbye, children.



newspapers
magazines
article
issue
review

headline
interview
commercial
radiostation BBC

TV

| | |
|---------------------------|-----------------------|
| (are) | programme |
| is associated | news |
| with... | report(-er) |
| (are) | advertising |
| is connected | current affair |
| with... | information |
| (are) | serial |
| is divided into... | soap opera |
| (are) | event |
| is devoted to... | sport |
| broadcast(s) | correspondent |
| (are) | showperson |
| is reported by... | commentator |
| (are) | feature film |
| is characterized | comedy |
| by... | cartoon |
| consist(s) of... | adventure film |
| transmit(s) | thriller |
| | interview(-er) |
| channel | |

NEWSPAPERS IN BRITAIN

All newspapers in Britain, daily or Sunday ones, can be broadly divided into the quality press and the popular press. The quality newspapers are also known as «heavies» and they usually deal with domestic and overseas news, with detailed and extensive coverage of sports and cultural events. Besides they also carry financial reports, travel news, and book and film reviews.

The popular press, or the «populars», are also known as tabloids, as they are smaller in size being halfsheet in format. Some people also call them the «gutter press» — offering news for people less interested in daily detailed news reports. They are characterized by large headlines, carry a lot of big photographs, and concentrate on the personal aspects of news, with reports of the recent sensational and juicy bits of events, not excluding the Royal Family. The language of a tabloid is much more colloquial than that of quality newspapers.

Here is a possibly witty though true classification of English newspapers:

The Times is read by the people who run the country.

The Mirror is read by the people who think they run the country.

The Guardian is read by the people who think about running the country.

The Mail is read by wives of the people who run the country.

The Daily Telegraph is read by the people who think the country ought to be run as it used to be.

The Express is read by the people who think it is still run as it used to be.

The Sun is read by the people who don't care who runs the country as long as the naked girl on page three is attractive.

Questions for discussion

1. Do you enjoy reading newspapers?
2. What is your favorite newspaper? Why?
3. How can we divide the British newspapers?
4. Give the characteristics of the serious newspapers
5. What are the populars specialized in?
6. What is the language of the popular press?