

Mass Media in our Life

Цели:

Образовательная – развитие способностей школьников использовать английский язык как инструмент общения.

Развивающая – целенаправленное оформление интеллектуальных умений школьников, языковой и речевой наблюдательности, готовности к познавательному – поисковому творчеству.

Задачи: научить учащихся говорить по теме « Mass Media », отработать в речи страдательный залог, научить учащихся использовать в речи разные формы страдательного залога, формирование умений навыков, применение знаний, контроль.

Форма организации урока: коллективная, парная, групповая, индивидуальная.

Методы обучения: наглядные, практические.

Обще – дидактические методы: объяснительно – иллюстративный, репродуктивный, частично – поисковый.

Ход урока

- I** Организационный момент
Good morning, I'm glad to see you
Let's start our lesson. The theme of our lesson is " Mass Media in our life" and the Passive voice. Today we are going to practice the Passive while discussing Mass media and using the interactive board.
- II** обсуждение темы "Mass Media", активизация в речи ЛЕ.
1. What is Mass Media?
 2. Do it play an important part in the life of our society?
 3. What is the function of Mass Media?
 4. Do Mass Media influence the way people look at the world? How?
- *They make them change their views.*
 5. What do American media men say about news
- *News is not what happens – it is what you see or read about in Mass media.*
 6. Do Mass Media fulfill the role of independent "watch dogs"?
- *Open discussion on political issues acts as a balance to state power and encourages democratic debate on the issues of the day.*
- III** Полилог – дискуссия по теме "Mass Media"
Let's discuss some problems:
- a) How can you prove that the life of our families is dominated by Mass Media, especially by TV?
P.2 For...
- *bring the world to our living – room*
- *TV – set is not just a piece of furniture. It is some one who is "one of the family". It is also a habit forming drug impossible to resist.*
- *become better informed by watching...*
- *TV helps us to relax after a hard days work*
- *TV gives wonderful possibilities for education*
I'd like to know Natasha's opinion
P.2 That may be so but I have another point of view.
Against
- *TV is doing a lot of harm., I think. We begin to forget how to occupy our spare time*
- *Little by little TV cuts us off from the real world. It is so easy to sit in our armchairs watching other working. We get so lazy, we choose to spend a fine day glued to our TV – sets, rather than go out into the world itself.*

- *Some pupils do their homework in front of the TV. Do you agree with me?*

P.3 I can see your point of view but I don't agree. Our life is impossible without TV nowadays.

-The media industry like all other areas of life is being transformed by new technology. Satellite broadcasting allows for a greater choice and range of services. Digital technology also delivers improved sound and picture quality. So, TV enriches our intellect ,gives us opportunities to see the best actors and performances, to hear the latest news, to listen to political discussions.

Thanks, I see different points of view and you are right. But don't forget about the other kings of Mass Media.

b) And what about radio? Do you listen to the radio often? Who is ready to discuss?

- *On the radio one can hear music, plays, news, various commentary and discussions called forums. At a forum several authorities exchange views on social, economic, political problems as well as on books of common interest. The radio is turned on most of time, creating a permanent background noise. Recently, the number of radio stations has grown rapidly; there is now a wide choice of programs.*

c) And what is unusual part of Mass media?

- *I think the internet is very popular now. It is not usually described as part of the traditional Mass Media.*

- *No one owns it*

- *It gives access to a wealth of information and resources.*

- *As for me I often use Internet*

d) The press

- *I think that press has large popular audience today. There are a lot of newspapers and magazines today/ And a lot of them have a large circulation in Russia/ They are quality press, popular, local/*

What do you think of popular papers?

- *I suppose tabloids...*

As for me to be well-informed I read our popular local newspapers.

IV. Газетные статьи

Our pupils have prepared some articles for our local newspaper. They want to read them. (4 статьи).

V. Работа с интерактивной доской.

To understand better the news in English we use the Passive. Usually the Passive is used in formal English and often in the news.

a) Presentation of the Passive

b) Выполнение упражнений 1,2,3.

c) Проверочный тест (интерактивная доска).

VI. Подведение итогов.

Today you have no home task. Thank you for the lessons. Good bye.