

№ 3 Сабақтың тақырыбы

World media information

1. Сабақтың оқыту нәтижелері:

1. Adequately expresses his own communicative intentions with the proper selection and appropriate use of appropriate linguistic resources with regard to their conformity to socio-cultural norms of the target language;
2. Classifies the levels of use of real facts, links to authoritative opinion; verbal behavior is cognitively and communicatively justified;
3. Knows the strategy and tactics of building a communicative act, makes correct intonation in his speech, relying on the lexical adequacy within speech topics and grammatical correctness.

2. Сабақтың мазмұны: News, media advertising, banner, stands, outdoor advertising, signboards, business cards, Past Tenses.

3. Оқытудың техникалық құралдары: CD, a laptop, cards, charts, books

4. Оқытудың әдістері мен түрлері: discussion platform, "questions-answers-discussion", role-play games.

5. Деңгейлік тапсырмалар:

Level A

1 Check the meaning of the new words:

use as source of information	download info... onto
for communication	addiction
for entertainment	computer addict
chat on line	celebrities
send an email / a text message	talk show
look for information	channels
find info... for studies	current

2 Fill in the gaps with the appropriate words related to the theme «Mass Media»

celebrities	talk show	channels	quiz	show	current
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My elder brother Tom is a TV addict. He spends hours in front of a TV switching the (1) _____. He watches the news to be informed about _____ (2) _____ affairs and (3) _____ shows to test his knowledge and intelligence. He claims that every TV programme has educational value. For Tom even a _____ show, in which an interviewer talks to a well-known personality, provides a lot of useful information. Well, I think that he just loves gossip about the lives of (5) _____ like Ronaldo or Claudia Schiffer.

Grammar

3 Choose the correct form of the verb.

- 1 I 'm thinking / think about watching a horror film.
- 2 They 're thinking / think it's a good company to work for.
- 3 I 'm knowing / know quite a lot about her.
- 4 We 're working / work on the report this week.
- 5 They 're working / work every Sunday for a month.
- 6 Now I 'm understanding / understand what you mean.
- 7 She 's having / has a new personal assistant.
- 8 He 's needing / needs a different career.
- 9 I 'm having / have a terrible day today.
- 10 I 'm loving / love travelling for work.
- 11 The company 's wanting / wants to sell cars in Hungary.

Level B

1 Discuss the following questions

1. What other popular types of mass media do you know?
2. Do you think that TV is good for people? Why or why not?
3. What are the positives and negatives of the Internet?
4. Is it difficult to publish something on the Internet?
5. Do you (or anyone you know) have a website? What is it about?
6. Do you think that the Internet will replace other kinds of mass media completely? Why?

2 Match the words with their definitions

- | | |
|-------------------|-----------------------|
| 1. An advert | 5. A music programme |
| 2. A soap (opera) | 6. A weather forecast |
| 3. Sport news | 7. The Internet |
| 4. A talk show | 8. The Quiz |
- a. an announcement in a newspaper, on television, or on a poster about something such as a product, event, or job;
 - b. a statement saying what the weather will be like the next day or for the next few days;
 - c. a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billions of users worldwide;
 - d. newly received or noteworthy information, esp. about recent or important sports events;
 - e. a television or radio drama serial dealing typically with daily events in the lives of the same group of characters;
 - f. TV or radio programme which broadcasts music;
 - g. a television or radio show in which famous people talk to each other in an informal way and are asked questions about different topics;
 - h. a form of game or mind sport in which the players (as individuals or in teams) attempt to answer questions correctly. In some countries, a quiz is also a brief assessment used in education and similar fields to measure growth in knowledge, abilities, and/or skills.

Grammar

3 Choose the correct phrase.

- 1 Can you lend me your bike? Mine *is mended* / *been mended* / *being mended* at the moment.
- 2 Stephanie *is being treated* / *is treating* / *treats* by a doctor.
- 3 May I help you, sir? Or *are you* / *you're* / *are you being served*?
- 4 Almost every UK family *is owning* / *is owned* / *owns* a colour television set.
- 5 The kids *give* / *given* / *are given* £10 pocket money each week.
- 6 Professional footballers *earn* / *are earned* / *are being earned* a lot of money these days.
- 7 I'm really nervous. I *interview* / *'m being interviewed* / *'m interviewing* at an international company.
- 8 Students *aren't telling* / *don't tell* / *aren't told* their exam scores on the day.
- 9 It's rude to ask someone how much they *are paying* / *pay* / *are paid* by their company.
- 10 Fiat cars *manufacture* / *are manufactured* / *are manufacturing* in Italy.
- 11 The HR Manager *is employing* / *is employed* / *employs* to look after staff.

Level C

1 What do you think?

1. Which type of mass media do you prefer?
2. Which type of mass media is most reliable? Which is quickest? Which is most fun? Which is most up-to-date? Which one is easiest to use?
3. Do you think that the government should control the media? Why or why not?
4. How do you think people will get information in the future?

2 Read the text and give your own point of view of the given theme.

The Role of Mass Media

It has always been impossible to imagine our life without the mass media. The most ancient mass media are books. Nowadays the most important mass media are newspapers, magazines, radio, television, and the Internet. All mass media are supposed to inform, educate and entertain people. Subconsciously they influence the way people look at the world and make them change their views. They even help to mould public opinion. Let us consider the advantages and disadvantages of different mass media.

On the one hand, radio, television and the press are valuable because they help to get the latest news, including the weather forecast. We can get information from the Internet in a few minutes. Besides, listening to the radio, watching films on TV, reading the press or navigating the Internet is a good way to relax. On the other hand, the mass media usually focus on negative information. Watching news programs we primarily learn about war, crimes, disasters, and accidents. Negative information causes stress and bad mood. Some children may become aggressive if they watch violent programmes. What is more, there is a lot of gossip in the press and on TV. The latter is also abounds in stupid chat shows, endless daily soap operas and terrible action films. Some people are complaining that nowadays the media are full of violence and advertising. On the whole, it is true. But nobody makes you to watch it. You have a choice and you are free to choose. The situation is the same with the Internet, which is considered to be the newest kind of mass media. It's a powerful means of communication and a great source of information which helps in school studies. As for me, I use the Internet for finding information and for communicating with my mates. I also download music and films.

To sum up, the mass media are an essential part of modern society. We are able to benefit from their advantages and have to copy with their disadvantages.

Grammar

3 Complete the sentences with the active or passive form of the Present Simple or Present Continuous.

- 1 We (have) are having a meeting, so can you ring back later?
- 2 The average worker in Britain (pay) _____ £27,000 a year.
- 3 (drive) _____ you _____ to work today? Could you give me a lift?
- 4 How much coffee (drink) _____ she _____ every day?
- 5 Sorry, you can't book the conference rooms, as they (modernize) _____ at the moment.
- 6 (include) _____ breakfast _____ in the room price?
- 7 Vienna (situate) _____ in the southeast of Austria.
- 8 My bike (service) _____ at the moment, so I'm taking the bus.
- 9 The UK financial year (start) _____ in April.
- 10 (work) _____ you _____ now? I have to speak to you about something.
- 11 Kerry and I (meet) _____ at the club for a game of golf every Saturday.

6. ОБӨЖ тапсырмалары:

Answer the questions and exchange your opinions with your partner.

- 1 Which type of mass media do you prefer?
- 2 Which type of mass media is most reliable? Which is quickest? Which is most fun? Which is most up-to-date? Which one is easiest to use?
- 3 Do you think that the government should control the media? Why or why not?
- 4 How do you think people will get information in the future?

7. БӨЖ тапсырмалары:

Review the world's media and prepare a report on the latest world events.

What kind of media are you preferred?

8. Пайдаланған әдебиеттер тізімі:

Негізгі әдебиеттер:

1. «English for Intermediate students» Г.Ш.Якияева, К.Агайдарова. Түркістан қ., 2019. Оқу құралы

2. «New Headway. Intermediate» Student's book. Liz and John Soars. 2015, Fourth Edition. Oxford University Press.
3. «New Headway. Intermediate» Workbook with Key. Liz and John Soars. 2015, Fourth Edition. Oxford University Press.

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1. English grammar and exercises. Ағылшын тілі грамматикасы және жаттығулары: Оқу әдістемелік құралы. / Құраст. Ш.Г. Искакова, А.Г. Кенжеғалиева. - Орал: Жәңгір хан атындағы БҚАТУ, 2015 <http://rmebrk.kz>
2. Oxford Advanced Learner's Dictionary. New 9th edition. Oxford University Press, 2015
3. Английский язык. 4 книги в одной: разговорник, англо-русский словарь, русско-английский словарь, грамматика. / ред. И. Вертягина. - Москва: АСТ, 2015. <http://rmebrk.kz>.
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7. English-Kazakh dictionary. Almaty. Kazygurt, 2018.
8. Ram, M. and et. Scientific Methods Used in Research and Writing. / M. Ram, O.P. Nautiyal, D. Pant . - London: Taylor & Francis Group, 2021. <http://rmebrk.kz>.

Web сайттар тізімі:

1. <https://www.bbc.co.uk/learningenglish/course/intermediate/unit-20/tab/grammar>
2. https://elt.oup.com/student/headway/int/grammar/unit01/hwy_hwy_unit01_2?cc=ru&selLanguage=ru