

№4 Сабақтың тақырыбы: Advertisement

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. Compares and selects the forms and types of speech/communication appropriate to the communicative intention with the logical structure adequate to the type of speech;
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 мзмұны:

News, media advertising, banner, stands, outdoor advertising, signboards, business cards

Exchanging information. Modal verbs.

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

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

5. Деңгейлік тапсырмалар:

Level A

1 Check the meaning the following words:

advertisement	banner ads
a sponsor or brand	promote
billboards	sale
stereotyping and targeting	a trailer
animations	marketing

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

Advertising is how a company encourages people to buy their products, services or ideas. Advertising is one element of marketing, which also includes design, research and data mining.

An advertisement (or "ad" for short) is anything that draws good attention towards these things. It is usually designed by an advertising agency for a sponsor or brand and made public by various media.

Ads appear on television, radio, newspapers, magazines and billboards in streets and cities. Advertisers use methods that attract attention.

Advertisers influence our emotions by techniques that include stereotyping and targeting the audience: who we are. Emotions are influenced by our occupation, beliefs, personality, self-esteem, lifestyle, relationships, friends, how we look and what we wear.

Grammar

3 Complete the sentences with the correct form of the verb in the Past Simple or Past Perfect.

- 1 I (recognize) recognized him because I (meet) had met him at an exhibition earlier this year.
- 2 It (be) _____ hot in September, but August (be) _____ even hotter.
- 3 When I (see) _____ her, her hair was wet because she (go) _____ swimming.
- 4 I'm sure they (have) _____ an argument before they (arrive) _____.
- 5 They (start) _____ the meeting without me when I (get) _____ to work.
- 6 My manager (not tell) _____ me to finish the report yesterday, so I (not complete) _____ it.

Level B

1 Answer the questions

1. What is advertisement and types of advertisement?
2. Why is advertisement important?
3. What is the main function of advertising?
4. How do you promote a product?

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

Advertising happens in many different ways. Many products are advertised on television, although not all channels permit advertising. The advertisements usually appear during breaks between a television show. They are usually for products, other television shows or movies and are not normally much longer than 30 seconds. Some radio stations have audio advertisements that play between programmes.

An advertisement for a movie is called a trailer. It shows a short collection of clips from the movie, and shows the date it will be released in cinemas.

Advertising also takes place on websites. These may appear as "banner ads" or "popups". They are often still images or flash animations. The owner of the website will get money when a user clicks on the advertisement. Sometimes they will get a percentage of the money if they buy a product.

Billboards advertise products on highways and city streets. These may simply be freestanding billboards or may be part of street furniture such as a bus shelter. Buses and taxis are often covered in adverts, while budget airlines sometimes allow advertising inside their planes. Adverts also appear in newspapers, magazines and sports programmes. Many stadiums have adverts set around them. Sports teams, tournaments, television programmes and public events may have a sponsor who is the main or sometimes only advertiser.

Advertisers use many different techniques to get people to notice their adverts, often using deliberately shocking or provocative images. Once they have managed to make people notice their advert, they need to 'sell' the product or brand. They may try to make the product look appealing, however often advertisers use humor in such a way that get people to remember the brand without actually promoting the product. Poor adverts can damage sales or spoil a brand's identity.

Grammar

3 Complete the sentences with the correct past form of the appropriate verb.

- 1 Ernest Hemingway *met* Gertrude Stein while he *was living* in Paris. (live / meet)
- 2 Romeo _____ Juliet and _____ in love with her instantly. (fall / see)
- 3 When Romeo _____ his dead wife, he _____ the poison. (drink / see)
- 4 They _____ very quickly that they _____ before. (forget / quarrel)
- 5 We _____ the suggestion that she _____ earlier. (make / reject)
- 6 My friend _____ poems at school and his book _____ last year. (publish / write)

Level C

1 Answer the questions

1. What is the most shocking advertisement you have seen?
2. What is the funniest advertisement have you seen?
3. What makes an ad memorable?
4. What are the different types of advertising?
5. What types of companies choose each type?
6. Do you buy products because of advertising?
7. Do you find advertising persuasive?

2 Vocabulary

1. A common, shortened form of the word advertisement is
a) ad and advert b) admonish c) ad d) advert
2. A _____ is a short phrase that is used in advertising promotions and/or commercials. "Just do it!" is a famous example of this.
a) announcer b) slogan c) celebrity d) spam
3. A.... is an identifying symbol or statement that is used by companies in order to promote their companies and/or products.
a) logo b) marketer c) media d) delivery
4. A _____ is a short song or verse that is used in advertising campaigns and commercials.
a) logo b) jingle c) epic d) passport

5. A.... is a word or short phrase that is used to describe a product or a company's aims, principles and/or character.

a) motto b) catch c) board d) forum

6. Many companies try to use tunes or phrases. These are memorable phrases or songs that many people like instantaneously.

a) catchy b) timely c) direct d) spotty

7. Companies want to create billboards because they want potential customers to notice the products or services that are displayed and promoted.

a) eye-catching b) indirect c) minute d) bland

8. Some companies use celebrity to promote their products or services. This is when a company hires a celebrity to promote its products and/or services in commercials, announcements etc.

a) spam b) androids c) marks d) endorsements

9. Sending to email accounts is a common way of advertising since the of the Internet. These are unsolicited emails that are sent to a large number or addresses at once.

a) bazaars b) sponsors c) spam d) festivals

10. A ... phrase is a popular phrase or wording used in pop culture. It is widely known because it's used on a repetitive basis.

a) open b) fair c) market d) catch

Grammar

3. Complete the sentences with the correct Past Simple form of the verb, active or passive.

1 Jonathan (dismiss) was dismissed from his job because he'd been rude to his boss.

2 President Thompson (meet) _____ at the airport by the ambassador.

3 When he was young, Rod Stewart (work) _____ at a cemetery.

4 They (not wake) _____ up by the terrible storm.

5 The two artists (quarrel) _____ a lot about art.

6 (record) _____ the story _____ for the radio?

7 The painter (bury) _____ in Auvers-sur-Oise.

8 His palace (use) _____ to hold lavish receptions.

9 Van Gogh (move) _____ voluntarily into an asylum for the insane.

10 His first painting (sell) _____ for 400 francs.

11 Many famous symphonies (write) _____ in the 19th century.

6. ОБӨЖ тапсырмалары:

Answer the questions and prepare a presentation

1. What is advertisement and types of advertisement?

2. Why is advertisement important?

3. What is the main function of advertising?

4. How do you promote a product?

7.БӨЖ тапсырмалары:

Make a selection of advertisements / billboards for children. Experiment with your children. How did these advertisements / billboards affect the kids? Do I need to make a selection of advertisements for children? Submit your findings to video report form.

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.

Қосымша әдебиеттер:

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>.
4. Ағылшын тілінің грамматикасы: Монография. / Құраст. З.Ш. Қалықова. - Алматы: ҚазҰТУ, 2015 <http://rmebrk.kz>.
5. Ағылшын тілінің лексикологиясы. (English lexicology). Уразбаев Қ.Б. - Түркістан қ., 2016.
6. Ағылшын тілі: Қарым-қатынасымызды ағылшын тілінде жетілдірейік. Оқу әдістемелік құрал Д.Ю.Мутанова, Н.Қ.Айтбаева, К.М.Беркимбаев, Б.К.Мейрбеков. - Түркістан: Қ.А.Ясауи ХҚТУ, 2017.
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