**План-конспект урока**

*Класс:* 10

*Цикл уроков*: « Страноведение Великобритании и США"

*Тема урока*: " Средства массовой информации"

*Тип урока*: комбинированный

Формы работы: фронтальная и групповая

*Цель* (прогнозируемый результат):

\*образовательная: обеспечить формирование знаний по теме « Средства массовой информации»;

\*развивающая: развивать умение работать в коллективе, самостоятельно;

\*воспитательная: способствовать развитию культуры взаимоотношений при работе в парах, коллективе.

*Задачи:*

\*образовательная: расширение лингвистического кругозора;

\*развивающая: создать условия для развития памяти, внимания, воображения;

\*воспитательная: способствовать развитию культуры взаимоотношений при работе в парах, коллективе.

 Ход занятия:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Этап урока | Задача | Содержание этапа | Режим работы | Время | Примечания |
| Организационный момент | Введение в атмосферу иноязычного общенияАктивизация навыков устной речиЦелеполагание | T: Good morning, pupils. I’m glad to see you. How are you today? P1:…T: Let’s start our lesson. Do you like to play games? Today we’ll have an unusual lesson – a very interesting game. But before that let’s train our tongues. I will give you the tongue twister. At first I read, you listen. Then you will read. Are you ready?P1: Yes.(Учитель и ученики читают скороговорку)T: So, Witches like to watch watches. And what do we like to watch? P2: We like to watch TV.T: Yes. And what is TV? P3: TV is a part of mass media.T: You are right. What is the meaning of mass media?P1: …T: What types of mass media do you know?P2:…T: Today we will do the following:Firstly, you will learn about newspapers and magazines in Britain.Secondly, you will find out information about TV channels. | T- Cl | 5 min. | If two witches watch to watches, which witch would watch which watch? |
| Этап решения поставленной задачи | Логическая связка, переход к новому виду деятельностиОбеспечение самостоятельности и активных действий с объектом изучения | T: Now let’s start a game. It’s an amusing trip to the world of mass media. You will travel and your destinations will be two stations: "Newspapers", "TV". At first, I will split you into two teams. ( Учитель делит учеников на группы)T: Ok, and now, please, name your team. Finally, what is the name of your team?P1: …P2: …T: Well done! So, let’s start our competition!T: Here on your desks there are some cards with tasks. So, the first task at this station is to unscramble all the words. The team which is faster will win.T: The second task is to match the words with their definitions. The team that has more correct answers will win.P1:OkayT: Have you finished? Let’s check. The first group, what is newspaper?P1: …T: The second group, now you, what is newspaper?P2: …T: The first group was right. You get a point. The second group unfortunately wasn’t right.(Учитель проверяет работу и обсуждает выполненное задание)T: And now we continue with the next task. Here you need to match the photos with words from previous exercise. Is the task clear? P1: Yes.T: Are you ready? Let’s check. The first group, what is on the first picture?P1: …T: The second group, what is on the first picture?P2: …T: You are right. Both teams receive a point.(Ученики с учителем проверяют задание)T: You need to find the odd word in each group and underline it. You see the names of British newspapers and magazines but in each line there is an odd one that is not from Britain. Start!T: Have you finished? The first group, what is the odd word in the first line?P1: …T: The second group, what is the odd word in the first line?P2: …T: You are right. Both teams receive a point.(Ученики с учителем проверяют задание) | T-Cl, P-P | 15 min. | Nppewsaer, Minezaga, Tbaidol, Brosadeesht, Jnaourl Аppendix 1В презентации1) Cambridge Literary Review, Hello!, Vogue, Cosmopolitan2) Time, The Economist, The Guardian Weekly, Oxford Poetry3) The Guardian, The Sunday Times, The Wall Street Journal, Daily Mail4) The Sun, The New York Times, The Daily Telegraph, The Independent |
| Предтекстовый этап | Введение нового лексического материала | T: You are going to read about TV channels in Britain. But before reading look at the sheet of paper and match the words with their definitions. T: Have you finished? The first group, what is censorship?P1: …T: The second group, what is censorship?P2: …T: You are right. Both teams receive a point.(Ученики с учителем проверяют задание) | T-Cl, P-P |  5 min. | В приложении( appendix 2) |
| Текстовый этап | Чтение с целью понимания основного содержания текста, проверка понимания основного содержания текста | T: Now read the text and tell me, which network was the first in Britain?(Ученики читают текст и отвечают на поставленный вопрос)T: Now I will give you the exercise. Your task is to choose whether these statements true or false. T: Now let’s check it. If the sentence is false, you have to stand up. If the sentence is true, you have to sit down. Is it clear?P1: Yes( Учитель с учениками проверяют упражнение) T: Now your task is to connect in written form the name of the channel and it’s content. Is the task clear?P1: Yes.T: Have you finished? Now give me your papers. | T-Cl, P-P | 10 min. | аppendix 3аppendix 4Appendix 5 |
| Послетекстовый этап | Формирование навыков разговорной речи | T: While I am counting your results, I want you to imagine in teams the perfect TV channel. You are a creator of a TV channel. You should think about its name, what it shows, is it scientific or full of entertainment, is there any advertising on your channel. For this task you will not receive a point.T: Are you ready? Please present your channel.(Ученики отвечают) | T-Cl,P-P | 7 min |  |
| Подведение итогов урока | Рефлексия | T: Now I will announce the results of the last task.( Учитель разбирает с учениками задание и оглашает результаты)T: … thus team «…» won! Congratulations! Did you like today’s lesson? What did you like the most?P1: … T: So, our today's lesson is over. You were very active. And I would like to thank everyone. Thank you for the lesson. Goodbye.  | T-Cl | 3 min. |  |

Приложение

Appendix 1

Match the words with their definitions:

Newspaper Magazine Tabloid Broadsheet Journal

1. a periodical publication containing articles and illustrations, often on a particular subject. They are generally financed by advertising.

2. a newspaper having pages half the size of those of the average broadsheet, typically popular in style and dominated by sensational stories.

3. a newspaper or magazine that deals with a particular subject or professional activity. It also can be a daily record of news and events of a personal nature; a diary.

4. a printed publication (usually issued daily or weekly) containing news, articles, advertisements, and correspondence.

5. a newspaper with a large format, regarded as more serious and less sensationalist than tabloids

1 Magazine, 2 Tabloid, 3 Journal, 4 Newspaper, 5 Broadsheet

Appendix 2

Match the words with their definitions:

1)Censorship

2)To invent

3)Sophisticated

4)To implement

5)To commission

6)Reception

7)Satellite network

8) Advertisement

9)To broadcast

1. transmit (a programme or some information) by radio or television.

2. order or authorize the production of (something).

3. he action or process of receiving something sent, given, or inflicted.

4. put (a decision, plan, agreement, etc.) into effect.

5. a Satellite System or part of a Satellite System, consisting of only one Satellite and the cooperating Earth Stations.

6. (of a machine, system, or technique) developed to a high degree of complexity.

7. the suppression or prohibition of any parts of books, films, news, etc. that are considered obscene, politically unacceptable, or a threat to security.

8. create or design (something that has not existed before); be the originator of.

9. a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.

Appendix 3

 TV Channels

It is believed that the origins of the television industry have appeared in Scotland in the beginning of the 20th century. The prototype of the first TV set was created by John Logie Baird. However, the machine he invented was soon replaced by a more sophisticated device.

In 1922, the Scotsman John Reith occupying the post of the general manager of the British Broadcasting Company, began to implement the slogan "educate, inform, entertain", appearing in the today’s policy statement of the BBC.

In the late 30s the Post Office commissioned the company to create television, and regular broadcasting started in the UK since 1936. At that date the BBC was the only TV channel the reception of which was possible only in the southern part of England.

The first competitor of the BBC, the commercial TV company ITV, appeared in 1955. In 1982 Channel 4 appeared. New channels were opening one by one, and today there are about five hundred channels in the UK – analog, satellite, digital and network ones.

British TV works without censorship, including political. Traditionally, it turned out that more powerful channels provide more freedom, while the others do less. Reality shows and long soap operas are far the most popular programs among the British.

Today, many English television channels are daughterly companies of big satellite, cable and other networks. For example, the BBC Corporation has several channels: BBC One, BBC Two, BBC Three, BBC News and others. “Sky” satellite network has more than 10 channels of different directions: news, sports, arts, cinema etc. “Discovery” network represents channels of popular-science orientation: Discovery Channel UK, Discovery History, Discovery Science and others.

BBC One is the first British TV channel, which has huge audience up to now. It broadcasts news, soap operas, movies of different genres, entertainment programs and TV shows and telecasts sports matches.

There is no advertising on all the BBC channels, since the funding comes from the state, which collects payment from all TV viewers.

BBC Two also has a significant audience of spectators. It specializes in intellectual telecasts: documentaries, programs about art, serious feature serials.

ITV is the first competitor of the BBC; competition for audience ratings has been lasting between these two broadcasters for decades. ITV is a commercial channel, which receives basic income from advertising. Like the BBC, the channel broadcasts a variety of telecasts: movies and popular TV shows; in the evening one can usually watch the entertainment shows. Lately ITV does not produce comedies and programs for children.

Channel 4 has a wide range of programs: the American sitcoms, exciting documentaries and reality shows. The target audience of the channel is the youth.

Sky News is a day-and-night British news channel which broadcasts since 1989. In 2010 the channel began broadcasting in wide format. It appears in several versions for different parts of the world (e.g. Sky News Australia, Sky News Ireland, and others.)

British television is one of the best in the world and it is a part of the national culture. The British like watching TV more than other European nations and they are not ashamed of it at all.

Appendix 4

True or False:

1. The origins of the television industry have appeared in Scotland in the beginning of the 19th century. (F)

2. The first competitor of the BBC was Sky. (F)

3. British TV works without censorship. (T)

4. There is no advertising on ITV. (F)

5. BBC Two also specializes in the American sitcoms, exciting documentaries and reality shows. (F)

6. The BBC receives basic income from advertising. (T)

7. Reality shows and long soap operas are far the most popular programs among the British. (T)

8. The prototype of the first TV set was created by John Logie Baird. (T)

Appendix 5

Match in written form the name of the channel and it’s content:

1. BBC One

2. BBC Two

3. Sky News

4. ITV

5. Channel 4

a) the American sitcoms, exciting documentaries and reality shows

b) movies and popular TV shows; in the evening one can usually watch the entertainment shows

c) a report of news

d) news, soap operas, movies of different genres, entertainment programs and TV shows and telecasts sports matches

e) documentaries, programs about art, serious feature serials