**Тернопільська спеціалізована школа І-ІІІ ступенів №3**

**з поглибленим вивченням іноземних мов**

**Тернопільської міської ради**

**Тернопільської області**

**План – конспект**

**уроку з англійської мови**

**у 11 класі**

**на тему:**

**MASS MEDIA**

**Підготувала**

**вчитель англійської мови**

**Чорна A.M.**

**Тернопіль - 2017**

Subject

Mass Media In the Modern World

Objectives

* To talk about what is in the news, on TV, etc
* To identify the type of newspaper!
* To listen to the radio programmes, advertisements
* To express opinions, agreeing and disagreeing
* To discuss advertising

Recourses used

• CDs, newspapers, magazines, world map

1. The opening speech of the teacher

Can you think of a day without television, radio or press? There are sounds of radio or TV programmes everywhere: at home, in the streets, in the supermarkets and even at school. People cannot live without mass media. Every day they read newspapers and magazines, watch TV programmes, listen to the radio to learn as much as they can about the latest news in their country or abroad, to discover something new in different spheres of human life or simply to entertain themselves. But what are mass media? Are they the means that reflect people's lives, their ideas and emotions or they are the means of weapon to influence every aspect of human life. Today we are going to speak about mass media or mass communication, their good and bad sides, their role in our everyday life. So let's start!

1. First of all answer the questions on the board:

* Do you listen to the radio much? Which programmes?
* How much do you watch TV every day? . l
* What are your favorite TV programmes?
* What magazines do you read regularly? If so, which one?
* Which papers do your parents read?
* Do you ever use the Internet? What for?

2. What means of mass media do you see on the  
board? (Newspapers: tabloids, qualities, local  
papers, magazines, the news, internet, website).

3. There is a crossword to do:

* Tabloids - newspapers on smaller pieces of paper,  
  usually with many pictures without much serious news
* Documentary - a TV programme that gives true  
  information about something
* Soap opera - a set of TV programmes at the same time  
  each week telling stories about the lives of ordinary  
  people in a particular place
* Chat show- a TV programme in which someone talks  
  to someone famous
* Qualities- newspapers produced to a high standard
* Website- a particular place with its address on the  
  internet that you can use on a computer to find  
  particular information
* The news - some information during a TV or radio  
  programme that reports recent events
* Game show- a TV show in which people play games  
  in order to win prizes
* Internet - the international system that provides  
  information for people using computers anywhere in  
  the world
* Local papers - newspapers that report on the events  
  related to, where you leave
* Advert - a picture or statement on TV, in a newspaper  
  that is used to encourage people to buy something
* Magazine - a thin book with a paper cover and many  
  pictures inside

4. Relate each key word in the crossword to an example in our country.

* E.g. 'A popular chat show on our TV is...'
* 'There is a magazine about computers called..

1. Listen to the tape to identify the programmes (LA  
   game show, 2. The news, 3. A chat show, 4. A sports  
   commentary).
2. What do you know about British newspapers?  
   Students speak about different types of newspapers in  
   Britain.

7. Classify the papers on the blackboard tabloid, quality or local.

1. Give some examples of each category in our country.
2. World news.

What areas of the world are in the news at the moment?

Why? Tell the class.

In pairs think about what is in the news at the moment

use cues in ex. 12, page 49 to help you.

Students are discussing current events.

10. You have read three newspaper articles at home.

There are some place names from the articles. Which

article are they taken from? (Leeds, Barnstaple, Crediton,

Chulmleigh, South Molton, West Gorton, Manchester,

California).

Students show the places on the map.

11. The Passive (practice).

Rewrite the newspaper article using the Passive where possible.

12. Sometimes facts don't correspond to the real state of  
things.

Do the papers always tell the truth? In the other words do you believe everything in the papers? There is a statement on the blackboard. How do you understand it? 'It was long ago in my life, as a simple reporter, that I decided that facts must never get in the way of truth'.

James Cameron, a British journalist

Students speak about facts that get in the way of truth, they think of the examples were it can happen:

1. Facts: Mr. X is a millionaire. He has six cars, three  
yachts, seven houses.

The truth: He is a bank robber and has never been

caught.

2. Facts: John is wearing a very expensive leather jacket. The  
jacket costs $700. John looks very smart in it.

The truth: The jacket belongs to John's brother. John has borrowed it.

Students: It often happens to the famous people that facts can get in the way of truth. There is too much wrong information about celebrities, their private lives in the press, on radio or on TV. They are followed everywhere by paparazzi, who try to interfere into famous people's lives.

13. Teacher: look at the photos. What do you know about  
the lives of the people in the photos?

Students speak about: Princes Diana John Lennon Marilyn Monroe John F. Kennedy

Teacher: They all led fast life and were followed everywhere by the press. Do you think they all paid the price of fame? There is the radio programme about it.

14. Radio programme (students' dialogue)  
Teacher: Let's summarize what we have heard in this  
radio programme:

* Rudolf Valentino was a very popular film star
* Celebrities become more important with mass media
* Famous people can't escape from the press
* John Lennon was killed by one of his fans
* Many stars experience stress and live a fast life  
   • Stars can make a lot of money from advertising

15. Teacher: Now let's discuss the problem that is caused  
by fame and brings a lot of stress to celebrities.

You had to make up dialogues at home about the problem of fame. Students' dialogues)

16. Teacher: Do you agree with these opinions:

• The media should respect famous people's privacy

* Famous people shouldn't complain when the press  
  follow them
* The media is getting worse and worse
* There is too much sex and violence on TV nowadays.
* The government should control TV programmes to  
  protect children

Students:

* TV is an excellent vehicle of influence upon person's  
  psychology and mind. Its possibilities are unlimited.  
  No wonder that it can be used in any aspect of human  
  life
* It has a great power in advertisement as well as in  
  politics
* More than anything else TV secured popularity for the  
  different TV programmes, like chat shows, game  
  shows and films as new forms of entertainment.
* Many of us consider TV as one of the best ways of  
  spending our leisure time. That's why we must  
  remember thatvsorts of films and TV programmes can  
  play negative results especially on the minds of the  
  young generation.
* To avoid this there should be some kind of control of  
  TV programmes exercised by our government, local  
  authorities as well as parents.
* Parents must be selective and attentive to what their  
  children watch.

17.Not only TV, radio and press have great influence on our minds. What is your attitude to advertisements in the newspapers, radio programmes and on TV. How do you understand the words of Marshal McLuhan 'Advertising is the greatest art form of the 20th century.

Students:

1. Advertising has become a considerable part in the  
   press, on the radio and on TV.
2. We can't imagine our life without advertisements. It  
   has become a part of our everyday life, etc.

Teacher: Introduce some magazine or newspaper adverts

to our guest.

Students are showing their adverts.

Teacher: What do you think about the adverts in your

books?

Students are discussing adverts in dialogues using

function file 'Interrupting people'.

Teacher: Now your radio adverts.

Five radio advertisements.

Teacher: discuss the radio adverts and advertising in

general.

Discussion 'The advertising game' ('Shock Tactics',

'Using Humour in Advertising', etc).

18. Well, to sum up everything we have discussed today we may say that we live in one global village thanks to mass media. We can get to know about everything that has happened on the other end of our planet within the short period of time. Our life can be hardly imagined without it.