**“He who owns the information, he owns the world”.**

Цели урока:

Практические: формирование практических умений в чтении, письме и говорении.

Образовательные: учить правильно употреблять языковые средства, строить фразы, повышать общую культуру выражения мысли.

Развивающие: развивать мышление, память, логику, воображение, самостоятельность.

Воспитательные: формировать мотивацию к изучению иностранного языка.

Оборудование: варианты заданий, карточки с картинками, кроссворд.

Ход урока

Начало урока: приветствие, сообщение темы урока.

Teacher: Good morning, students!

1.It is no wonder that the 21st century is regarded as information age. The mass media actually rule the world and play a very important part in our lives. Mass media inform us of what is going on in the world and give us wonderful possibilities for education and entertainment.

But how do you understand the word “mass media”?

Student: **The mass media include** all the people and organizations that provide information and news for the public.

2. What kind of mass media do you know? . But what are their definitions?

**Your task is to match the words and their definitions.**

**Television**

**Newspaper**

**Tabloid**

**The Internet**

**Radio**

a paper printed and sold usually daily or weekly with news, advertisements etc.;

the process of sending and receiving messages through the air; broadcasting programmes for people to listen to;

broadcasting programmes (the news, plays, advertisements, shows, etc.) for people to watch on their television sets;

a newspaper with rather small pages, many pictures and little serious news;

a way to communicate with your partner who might be a thousand miles away using the computer (e-mails).

**3. Teacher. Say which of mass media are:**

-the most useful

-the most common…

Give your reasons Possible answers:

• There is a lot of useful information.

• They have (It has) detailed articles about the arts and sports.

• They are (It is) addressed to the general reader / TV viewer.

• They contain (It contains) political, industrial and cultural news.

• They help (It helps) escape from boring school / life problems.

• They offer (It offers) different kinds of programmes.

• They are (It is) not expensive

4. What is the most exciting and entertaining kind of media?

TV is the main source of news for millions of people . With its help we can see everything with our own eyes.

There is always a great variety of programmes on TV: news and sport programmes, talk shows and TV games, documentaries and feature films, concerts and theatre performance .

Sometimes an interesting prog can keep the whole family….glued to the box. But

Television may be the cause of many conflicts in the family.

**5.Now listen to the dialogue which is called “What’s on the box?” The family is talking about which programme to watch.**

**Tick the sentences TRUE or FALSE?**

There’s a pop music programme on BBC1 at 7.

Lucy is watching Winnie –the Pooh.

Lucy doesn’t like cartoons.

Grandma loves programmes about wildlife.

Mother is very fond of soaps.

Lucy doesn’t like pop music. It’s not good for children.

Father would really enjoy watching a good documentary, or something about nature.

1. 2. 3. 4. 5. 6. 7.

6. Now imagine that you have your holidays and it is very cold outside.

What programmes would you watch?

Most of the educational programs are really good and informative.

TELEVISION has changed our lives in many ways. Many people now spend more time watching TV than doing anything else. Researchers in the USA have said than when most students leave school they have spent 11,000 hours in the classroom and 22,000 hours watching television.

But what effect does this have?

7. Now divide into groups and find out the advantages and disadvantages of television.

**ADVANTAGES OF TV DISADVANTAGES**

1. TV helps us to learn more about the world and we can see everything with our own eyes..

2. TV can make us passive. We don’t have to think and our brains become lazy.

3. TV has increased the popularity of sports and arts.

4 . TV can be a good friend.

5. It is an enjoyable way to relax after a hard day’s work.

6. It encourages us to buy things that we don’t need.

7. TV may have a negative effect on learning.

8. TV gives an opportunity to “travel” all over the world.

9. People have no time to communicate with relatives and friends.

10 . Some people are so addicted to TV that they have no time for sport activities in the fresh air.

11.You can sleep badly after horror films.

12.TV can ruin family life.

14 Educational programmes help children to extend their knowledge.

What will be in future with television? There is onе point of view. Here is another task for you.

Read the passage about future of television and complete the text with the words from the box.

**THE FUTURE OF TELEVISION**

In future, we probably won’t watch television at all.

I think television (1)….will disappear. We’ll use a computer and choose the programs that we want to watch. (2)… will then get the program from another computer, probably on the other side of the world. We‘ll be able to tell the computer what type of (3) ….we like (for example, types of films, (4)…., documentaries, etc.) and the computer will search for those programs and then give us a (5)… to choose from. The pictures that we see will also be different. They will be (6)….. This means that they will have three (7)…. – they will have height, (8)…. We will be able to look around the pictures that we see.

The computer, dimensions, channels, ‘holographic’, programs, music, ‘menu’, width and depth.

T: When television arrived, many people predicted that radio would disappear. They were wrong. Since the arrival of television, radio audiences has increased, and radio now has more listeners than ever before. Radio has changed.

Катя: But if you are in a car, you always listen to the music on the radio. While listening to the radio, people learn a lot about the life style in other countries. Here is one of my favorite songs and it’s my own translation of the song.

(Freddy Mercury’ song is sounding).

- Я сижу одиноко и вижу твой свет

В тишине наступившей ночи,

Потому что ты озарило мой путь

Сильней самой яркой свечи.

Это ты, мой друг – мое радио!

- Ты даешь мне все в это звездное время:

Помогаешь представить полет,

Через тысячу звезд, через тысячи войн

Прорываться вперед и вперед.

Это ты, мой друг – мое радио!

- Заставляешь меня ты кричать от горя

И от счастья смеяться опять.

Помогаешь мне быть самым умным

Каждый раз что-то новое узнавать

Это ты, мой друг – мое радио!

- Пусть меняется мода, и проходят года,

Но хочу я вам пожелать

Независимо от любых обстоятельств

Своих старых друзей не бросать,

Я люблю тебя, радио – мое радио!

8. What was the earliet kind of mass media?

Right you are. Newspapers are especially important nowadays and we can’t imagine our life without them. there are dozens of them on every news-stand.

**Why do people buy newspapers?**

-for detailed sports news;

-for horoscopes;

-for the news;

-to see what’s on TV;

- for other reasons

There are newspapers of two main types:

**Quality papers or broadsheets** (большой лист бумаги с печатным текстом)

and **tabloids** that are half the size of a broadsheet.

What is typical of each of these newspapers?

* Contain political, industrial and cultural news
* compress news
* contain sensational stories
* use large headlines and photographs
* have more writing than pictures
* report in detail on serious news
* have detailed aricles about the arts and sports
* have short articles about less important events
* give information about films , concerts
* report the latest scandal or gossip in private lives of famous people
* cover national and international news
* devote large sections to business and sports
* have a more sensational style
* are (not) interested in foreign news.

Which papers are more popular-broadsheets or tabloids? Why?

Do your family read newspapers? What Russian newspapers are popular in your family?

**Match the headlines with the articles.**

After years of research, scientists from Holland have invented a new tulip. The flower has petals which change color three times during its life. They start green, turn pink, and finish red.

A hoaxer in Brazil has sold bottled tap water to thousands of people for 20 US dollars a liter. He says the water is from the moon – which, in fact, has no water on it at all.

Boy pupils in Glasgow have won a discrimination case. In court they complained that their school allowed only girls to wear earrings. Are they happy with the result? Not exactly. The school rules have changed, but things haven’t improved for the boys. Now no one can wear earrings at the school.

A new-married student couple in Cambridge has celebrated their wedding in an unusual way by jumping. In all their wedding gear, into the River Cam. The director of ‘ Brides ‘n’ Grooms’ – the local wedding outfit shop- has spoken to other couples to discourage them from following suit.

Leeds police have arrested two men who mugged a bank clerk and stole his bank bag. The attack happened last Thursday when the man was on his way to work. The thieves ran off with the bag, but when they opened it, they found only a tuna sandwich. The bank clerk hasn’t explained why his packed lunch was in the bag.

**a. EQUAL OPPORTUNITIES**

**b. FAST FOOD**

**c. Multi-colored petals**

**d. MOON WATER**

**e. MAD MARITAL PLUNGE**

Teacher: So you have learnt some information about the mass media. Now you are to give your personal opinion and to express your point of view. Give your arguments for and against the mass media.

**Tell which of these things you do. Explain your choice:**

*I read a lot of newspapers and magazines.*

*I watch television for many hours a day.*

*I’m fond of listening to music on the radio.*

*I can’t live without the Internet and I spend much time on different sites.*

*I prefer spending my free time outdoors or going on for sport than watching TV, reading newspapers or listening to the radio.*

Student 1: I am fond of watching TV as gives me an opportunity to see the whole world staying at home.

Student 2: But it degrades the eyesight and makes us lazier. We stay at home instead of going for a walk or playing outdoor games.

Student 3: There are a lot of excellent educational programmes and interesting feature films on TV.

Student 4: I agree with you, but there are a lot of silly programmes and commercials as well. Besides there is too much violence on TV these days.

Student 5: As for me, I prefer listening to music on the radio. I can listen to my favourite songs washing the dishes or cleaning my room.

Student 1: But radio doesn’t give you an opportunity to see everything with your own eyes.

Student 5: Yes, but it informs me about the latest news.

Student 6: I like reading newspapers as I can always find some interesting and useful information.

Student 2: But newspapers are always full of bad news and dramatic events. What is more there is too much gossip and unreliable information in them.

Student 7: You will certainly agree that the Internet is a great source of information and entertainment.

Student 3: But the Internet is addictive as well as drinking or smoking. It is harmful to spend too much time in front of the computer screen.

**Teacher: So, what conclusion can we come to?**

Student 4: We can say that the mass media have both advantages and disadvantages. It is up to us to decide how to use them.

Teacher: You are quite right. You are very active today. I hope that the theme of our lesson was interesting for you.

**Home assignment**: you should make your own crossword on our topic.

I’d like to thank you for good work at the lesson.

I give excellent marks to …, well – to …, etc.

The lesson is over. Thank you for our lesson.

See you later. Good bye!