МИНИСТЕРСТВО ОБРАЗОВАНИЯ, НАУКИ И МОЛОДЕЖНОЙ ПОЛИТИКИ КРАСНОДАРСКОГО КРАЯ

**«Новороссийский колледж строительства и экономики»**

**Краснодарского края**

**(ГАПОУ КК «НКСЭ»)**

**Методическая разработка**

**План-конспект урока английского языка по теме: «History of Advertising Introduction»**

**Преподаватель: Халеева А. М.**

**Основной метод**

Технология коммуникативного обучения

**Тип урока**

Изучение нового материала по теме**: «History of Advertising Introduction»**

**Цель урока**

Способствовать развитию коммуникативных и лексико-грамматических навыков по теме: **: «History of Advertising Introduction»**

**Задачи:**

*Обучающие*

* культуре общения,
* умению понимать английскую речь.

*Воспитательные*

* воспитание уважения к сокбеседнику,
* умению работать в команде.

*Развивающие*

* развитие логического мышления, воображения, памяти,
* формирование мотивации к изучению английского языка.

*Образовательные*

* тренировка в аудировании, говорении (диалогическая и монологическая речь),
* активизация употребления страноведческой лексики в устной и письменной речи,
* практика в оформлении группового проекта с использованием компьютерных технологий.

**Средства обучения и оборудования**

* компьютер
* мультимедийный проектор
* аудиозапись

**Раздаточный материал**

1. листы с заданиями в формате А4

**ХОД УРОКА**

**I. Организационный момент и приветствие**

Good morning, students. I am glad to see you again. I hope you are fine. The topic of our lesson is **: «History of Advertising Introduction»**

**II. Речевая разминка**

1. Did Advertising exist before?
2. What early forms of advertising do you know?

Студенты отвечают на поставленные вопросы по теме: **: «History of Advertising Introduction»**

**III. Активизация лексики по теме урока. Изучение тематической презентации**

**Vocabulary:**

**Read these words:**

marketing

distributing

goods

manufacturer

customer

eventual sale

distribution

lifeblood

service

consumer

shopkeeper

sign

consumption

the ad

persuade

average

interruptive

**IV. Task 1. Write ten sentences using new words.**

**Task 2. Read and translate this text**

History of Advertising Introduction.

Marketing is more than just distributing goods from the manufacturer to the final customer. It comprises all the stages between creation of the product and the after-market which follows the eventual sale. One of these stages is advertising. The stages are like links in a chain, and the chain will break if one of the links is weak. Advertising is therefore as important as every other stage or link, and each depends on the other for success.

The product or service itself, its naming, packaging, pricing and distribution, are all reflected in advertising, which has been called the lifeblood of an organization. Without advertising, the products or services cannot flow to the distributors or sellers and on to the consumers or users.

Early forms. Advertising belongs to the modern industrial world, and to those countries which are developing and becoming industrialised. In the past when a shopkeeper or stall-holder had only to show and shout his goods to a passers-by, advertising as we know it today hardly existed. Early forms of advertising were signs such as the inn sign, the red-and-white striped barber's pole, the apothecary's jar of coloured liquid and the wheelwright's wheel, some of which have survived until today.

Effect of urban growth. The need for advertising developed with the expansion of population and the growth of towns with their shops and large stores; mass production in factories; roads and railways to convey goods; and popular newspapers in which to advertise. The large quantities of goods being produced were made known by means of advertising to unknown customers who lived far from the place of manufacture.

Advertising grew with the development of media, such as the coffee-house newspapers of the seventeenth century, and the arrival of advertising agencies nearly 200 years ago, mainly to handle government advertising.

Advertising and the modern world. If one looks at old pictures of horse buses in, say, late nineteenth-century London one will see that they carry advertisements for products famous today, a proof of the effectiveness of advertising. Thus the modern world depends on advertising. Without it, producers and distributors would be unable to sell, buyers would not know about and continue to remember products or services, and the modern industrial world would collapse. If factory output is to be maintained profitably, advertising must be powerful and continuous. Mass production requires mass consumption which in turn requires advertising to the mass market through the mass media.

**Task 3. Discuss the questions**.

1. What part does advertising play in public life?

2. Why is advertising called the lifeblood of an organization?

3. Can you give examples of early forms of advertising?

4. What can you say about the development of advertising?

5. What are the channels advertising uses every day?

6. What is the role of mass media in advertising?

7. Why are so many people involved in the great business of merchandising?

**Task 4.** **Fill in the missed words from the list below.**

Advertising plays a very important part in modern....... The manufacturers tell the public about their new products and the stores tell the public about what ...... they have at what prices. Advertisements can be seen in newspapers, ........, and on television every day of the week. Many more advertisements are sent to customers’ ........ Today the ........ American adult is assaulted by a minimum of 560 advertising ....... a day.

Advertising is impersonal, usually paid communication intended to inform, educate, ........, and remind. Advertising is a sophisticated form of communication that must work with other marketing ...... and business elements to be successful.

Advertising must be ....... — that is, it must make you stop thumbing through the newspaper or thinking about your day long enough to read or hear ....... Advertising must also be credible, unique, and memorable in order ......

And finally, assuming the actual advertising is built upon a solid positioning strategy, enough money must be spent ....... a media schedule for ad frequency, the most important element for ad memorability. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

magazines, the ad, persuade, average, to provide, merchandising, interruptive, messages, products, homes, tools, to work

**V. Преподаватель подводит итоги урока, оценивает работу учащихся, выставляет оценки и задает домашнее задание.**

Your homework is to learn new words.

Thank you for your work. Have a nice day. Good bye.