

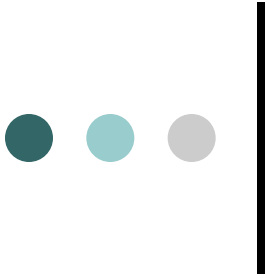


# Открытый урок по английскому языку в 9 «Б» классе

## тема: «Реклама»

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ГОУ СОШ №1286

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# Warm-up

a famous Canadian writer

Marshall McLuhan :

***“Advertising  
is the greatest art form  
of the 20th century”***



*Think of these questions:*

1. What sort of adverts do you like most?

- ✓ TV adverts
- ✓ Radio adverts
- ✓ Magazine adverts
- ✓ Billboard adverts

2. What sort of adverts do you think are the most effective? Why?

3. Which products usually have the best or worst adverts?

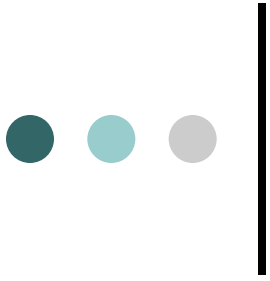
4. What do you think is the best advert on TV at the moment? Why do you like it?



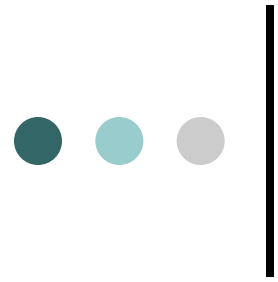
# Listening

Listen to the adverts (1-5). Match them with the descriptions (a-f). There is one extra description.

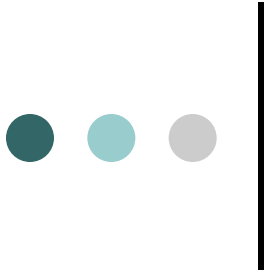
- a. really delicious
- b. stylish and good value
- c. the perfect present for a woman
- d. healthy and natural
- e. cheap but fashionable
- f. durable and reliable



# Idiomatic expressions



# EXERCISE 1

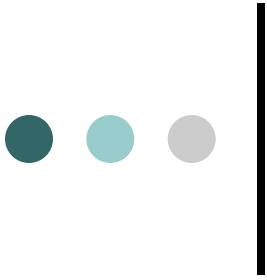








<b>EASY TO USE</b>	<b>TOP QUALITY</b>	<b>UNRELIABLE</b>
<b>DOWNLOAD</b>	<b>DURABLE</b>	<b>STYLISH</b>
<b>CONNECTION</b>	<b>ATTRACTIVE</b>	<b>DIGITAL</b>



THANK YOU  
FOR THE LESSON

!!!

