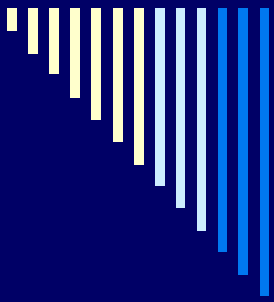


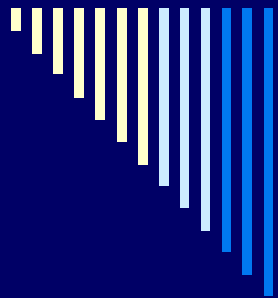


# *‘Is advertising good or bad for people?’*

Автор: Ахмадиева Эльвира Варисовна  
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The aim: to develop speaking and listening skills



**AD**

**ADVERT**

**ADVERTISMENT**

**ADVERTISING**

**COMMERCIAL**

**Р  
Е  
К  
Л  
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А**

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**Is advertising good  
or bad for people?**

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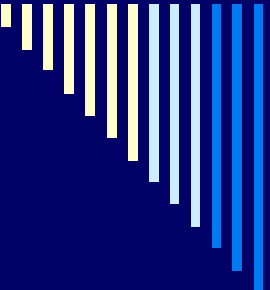
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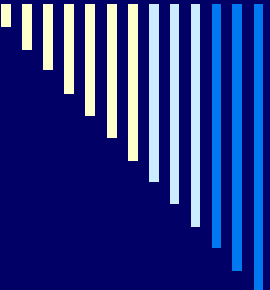


**Read and comment on this  
proverb:**

**‘ALL IS NOT GOLD THAT  
GLITTERS’**

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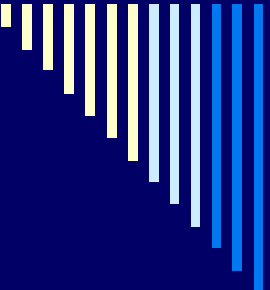
- 
- **UNREALISTICALLY – НЕРЕАЛИСТИЧНО**
  - **PRESSURE – ДАВЛЕНИЕ**
  - **TO CONVINCЕ – УБЕЖДАТЬ**
  - **TO IMPROVE – УЛУЧШАТЬ**
  - **HARMFUL – ВРЕДНЫЙ**
  - **DEFECTS – НЕДОСТАТКИ**
-



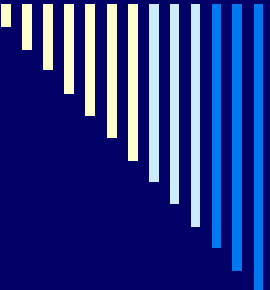
# Fill in the sentences using these words:

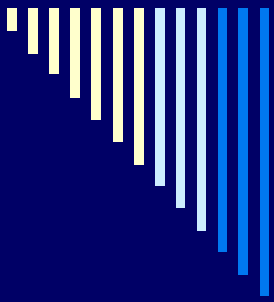
*harmful, convinces, pressure, improve, unrealistically, defects.*

- 1. Advertising puts **pressur** on consumers.
- 2. People can buy **harmful** products.
- 3. Advertising **convinces** people to buy things they don't need.
- 4. Advertising helps you to **improve** your taste.
- 5. Advertising shows life **unrealistically**.
- 6. Advertising does not talk about the products' **defects**

- 
- ❑ **complain** - пожаловаться;
  - ❑ **amount** - количество;
  - ❑ **purposely** - намеренно;
  - ❑ **put on = show**;
  - ❑ **to rush = to run very quickly**;
  - ❑ **bother** - надоедать;
  - ❑ **a snack** - закуска;
  - ❑ **to count on somebody** -  
рассчитывать на кого-то;
  - ❑ **to put on weight** - прибавлять в  
весе.
-

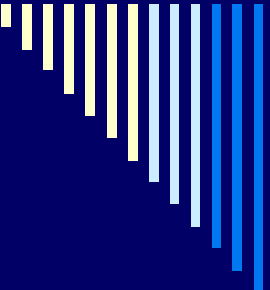


- 
- 
- **I think...**
  - **As for me I think...**
  - **On the one hand...**
  - **But on the other hand...**
  - **I'd like...**
  - **Best of all...**
-



***Your home assignment is to find an advertisement you like or don't like and describe it.***

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## Список использованных печатных источников:

- Кузовлев В.П., Лапа Н.М., Перегудова Э.Ш. Английский язык. Учебник для 10-11 классов. 11-е изд. - М.: 2010.
- Кузовлев В.П., Лапа Н.М., Перегудова Э.Ш. Английский язык, 10-11 класс, Рабочая тетрадь, 2010.

## Список использованных ссылок:

- <http://marshbrosok.ru/product/moskovskoe-suvorovskoe-voennoe-uchilishe-/>
- [http://images.yandex.ru/yandsearch?text=%D0%BB%D0%BE%D0%B3%D0%BE%D1%82%D0%B8%D0%BF%20nissan&fp=0&pos=3&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img\\_url=http%3A%2F%2Fwww.tamboff.ru%2Fforum%2Ffiles%2Fthumbs%2Ftueae\\_132.gif](http://images.yandex.ru/yandsearch?text=%D0%BB%D0%BE%D0%B3%D0%BE%D1%82%D0%B8%D0%BF%20nissan&fp=0&pos=3&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img_url=http%3A%2F%2Fwww.tamboff.ru%2Fforum%2Ffiles%2Fthumbs%2Ftueae_132.gif)
- [http://images.yandex.ru/yandsearch?text=%D0%BB%D0%BE%D0%B3%D0%BE%D1%82%D0%B8%D0%BF%20%D0%BF%D0%B5%D0%BF%D1%81%D0%B8&fp=0&pos=5&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img\\_url=http%3A%2F%2Fi.lb.ua%2F083%2F20%2Ffaaa3dfac4c8.jpg](http://images.yandex.ru/yandsearch?text=%D0%BB%D0%BE%D0%B3%D0%BE%D1%82%D0%B8%D0%BF%20%D0%BF%D0%B5%D0%BF%D1%81%D0%B8&fp=0&pos=5&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img_url=http%3A%2F%2Fi.lb.ua%2F083%2F20%2Ffaaa3dfac4c8.jpg)
- [http://images.yandex.ru/yandsearch?text=%D1%80%D0%B5%D0%BA%D0%BB%D0%B0%D0%BC%D0%B0%20%D1%82%D0%B0%D0%B9%D0%B4&fp=0&pos=13&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img\\_url=http%3A%2F%2Fcs10494.vk.me%2Fg38491873%2Fa\\_39f6dc67.jpg](http://images.yandex.ru/yandsearch?text=%D1%80%D0%B5%D0%BA%D0%BB%D0%B0%D0%BC%D0%B0%20%D1%82%D0%B0%D0%B9%D0%B4&fp=0&pos=13&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img_url=http%3A%2F%2Fcs10494.vk.me%2Fg38491873%2Fa_39f6dc67.jpg)

## Список использованных ссылок:

- [http://images.yandex.ru/yandsearch?text=%D1%81%D0%BD%D0%B8%D0%BA%D0%B5%D1%80%D1%81&fp=0&pos=1&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img\\_url=http%3A%2F%2Fcs9553.vk.me%2Fu60553829%2Fa\\_4b3711ed.jpg](http://images.yandex.ru/yandsearch?text=%D1%81%D0%BD%D0%B8%D0%BA%D0%B5%D1%80%D1%81&fp=0&pos=1&uinfo=ww-1349-wh-675-fw-1124-fh-469-pd-1&rpt=simage&img_url=http%3A%2F%2Fcs9553.vk.me%2Fu60553829%2Fa_4b3711ed.jpg)
- <http://www.youtube.com/watch?v=XFLogWZO0tg>
- [http://www.youtube.com/watch?v=jRjwq4\\_cl9I](http://www.youtube.com/watch?v=jRjwq4_cl9I)
- <http://www.youtube.com/watch?v=uC9nyyBmih8>