

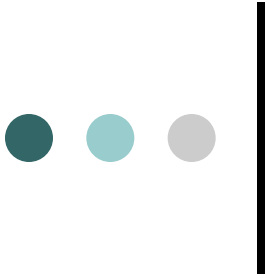


Открытый урок по английскому языку в 9 «Б» классе

тема: «Реклама»

Учитель: Герасимова Э.В.
ГОУ СОШ №1286

1 декабря 2009г.



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?

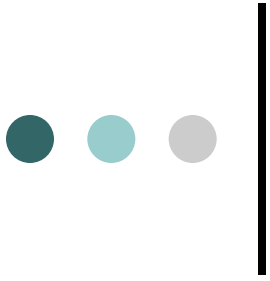
4. What do you think is the best advert on TV at the moment? Why do you like it?



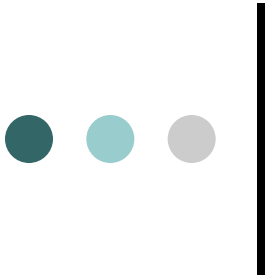
Listening

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



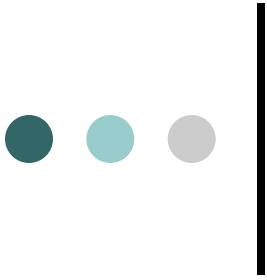
EXERCISE 1







EASY TO USE	TOP QUALITY	UNRELIABLE
DOWNLOAD	DURABLE	STYLISH
CONNECTION	ATTRACTIVE	DIGITAL



THANK YOU
FOR THE LESSON

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