



‘Is advertising good or bad for people?’

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The aim: to develop speaking and listening skills



AD

ADVERT

ADVERTISMENT

ADVERTISING

COMMERCIAL

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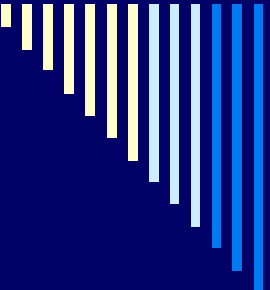


**Is advertising good
or bad for people?**



**Read and comment on this
proverb:**

**‘ALL IS NOT GOLD THAT
GLITTERS’**

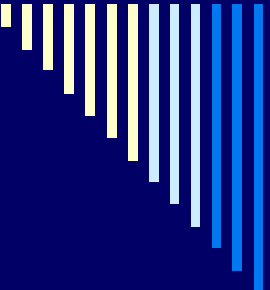
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- **UNREALISTICALLY – НЕРЕАЛИСТИЧНО**
 - **PRESSURE – ДАВЛЕНИЕ**
 - **TO CONVINCЕ – УБЕЖДАТЬ**
 - **TO IMPROVE – УЛУЧШАТЬ**
 - **HARMFUL – ВРЕДНЫЙ**
 - **DEFECTS – НЕДОСТАТКИ**
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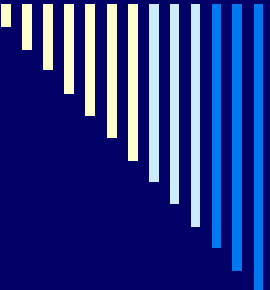


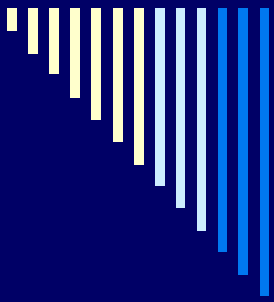
Fill in the sentences using these words:

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

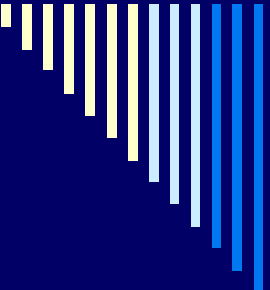
- 1. Advertising puts **pressur** on consumers.
 - 2. People can buy **harmful** products.
 - 3. Advertising **convinces** people to buy things they don't need.
 - 4. Advertising helps you to **improve** your taste.
 - 5. Advertising shows life **unrealistically**.
 - 6. Advertising does not talk about the products' **defects**
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- ❑ **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.
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- **I think...**
 - **As for me I think...**
 - **On the one hand...**
 - **But on the other hand...**
 - **I'd like...**
 - **Best of all...**
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Your home assignment is to find an advertisement you like or don't like and describe it.



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%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

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- 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=uC9nyyBmih8>