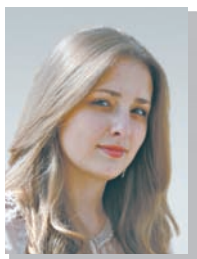




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STEVE JOBS— A GENIUS OF OUR TIME

Предлагаемый план-конспект урока английского языка является завершающим по теме “Trying to become a successful person” учебника “Enjoy English” (авторы М. З. Биболетова, Н. Н. Трубанева) для 8-го класса общеобразовательных учреждений.

Тема урока “STEVE JOBS — A GENIUS OF OUR TIME” является актуальной для современных школьников. Стив Джобс считается одной из ключевых фигур в компьютерной индустрии, человеком, который во многом определил ее развитие.

Тип урока: Обобщение и систематизация знаний и умений.

Цель урока: Развитие коммуникативной компетенции учащихся.

Задачи:

- учить учащихся анализировать и обобщать информацию,
- развивать умения и навыки устной речи,
- развивать умения и навыки в чтении,
- формировать у учащихся умения ставить цели и задачи в жизни (умения целеполагания),
- воспитывать культуру общения и потребность в практическом использовании языка,
- прививать культуру работы с ИКТ и необходимость использования мультимедийных средств.

Оборудование:

- компьютер,
- мультимедиапроектор,
- интерактивная доска.

Дополнительные материалы:

- презентация PowerPoint “Trying to Become a Successful Person”* с фотографиями знаменитых и успешных людей;
- задания, разработанные к тексту “Steve Jobs”;
- фотографии успешных и знаменитых людей и цитаты (можно развесить по классу):

“Genius is one per cent inspiration and ninety-nine per cent perspiration.”

Edison

“One secret of success in life is for a man to be ready for his opportunity when it comes.”

Benjamin Disraeli

“The man who has done his level best... is a success.”

B. C. Forbes

“Genius must be born, and never can be taught.”

Dryden

В конспект урока включены дополнительные упражнения.

* См. презентацию на сайте www.englishteachers.ru в разделе «Журнал „Английский язык в школе“», № 2 (46).

Ход урока

1. Организационный момент

2. Мотивационная актуализация (Данный этап работы нацелен на мотивацию учащихся к обсуждению темы урока.)

Teacher: So, let's start our lesson! We are going to speak about successful people and how to become a successful person nowadays!
(слайд № 1)

According to Macmillan English Dictionary "Success is the achievement of something that you planned to do or attempted to do" [1].

What does success mean to people? Are people successful because they have happy lives and success in their own way?

Every person is unique and special. Everyone has equal chances to become successful in something. Success means different things to different people. But all famous or successful people had one thing in common. They listened to their inner voice and believed in themselves, they understand that there is no specific formula of fame, fortune and success.

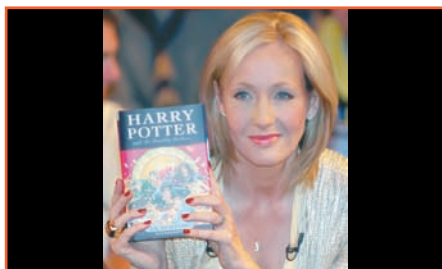
"How to become famous and successful?" — this is the question we are going to answer today.

Look at the photos of successful people. Do you know them? What is he / she famous for?

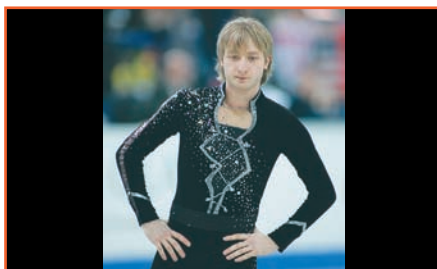
Вниманию учащихся предлагаются слайды презентации с фотографиями успешных и знаменитых людей.



Слайд № 1



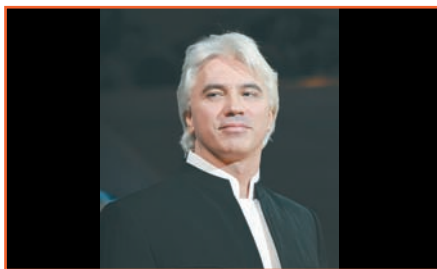
Слайд № 2



Слайд № 3



Слайд № 4



Слайд № 5

Student 1: Oh, it's Joanne Katheline Rowling — the author of a well-known book about Harry Potter and his friends Ronald Weasley and Hermione Granger (слайд № 2).

Teacher: Right, Joanne Katheline Rowling is the most popular writer of the recent years thanks to her Harry Potter series. But, life wasn't always magical for J. K. Rowling. She's had some tough times but she never gave up on her writing.

Student 2: It's Evgeni Plushenko. He is the King on Ice because he is World's greatest Russian Figure Skater! (слайд № 3)

Teacher: Agree with you, Evgeni Plushenko is a Russian figure skater. He is the only male figure skater in the modern history of the sport to have won four Olympic medals competing in four Olympics: 2002 Salt Lake Winter Olympics, 2006 Turin Winter Olympics, 2010 Vancouver Winter Olympics, and 2014 Sochi Winter Olympics.

Student 3: This is Madonna or Maria Louise Ciccone — pop singer, songwriter, and actress. In 2003 she wrote her first children's book "The English Roses" (слайд № 4).

Teacher: Yes, in 2003 Madonna published her first children's book: "The English Roses". This book was written with her daughter's help.

Student 4: Dmitri Hvorostovsky is our leading opera singer (слайд № 5).

Teacher: Dmitri Hvorostovsky grew up and studied in Siberia and became popular with his audience for his sense for music and soft voice.

На слайде появляется новая фотография (слайд № 6).

Teacher: Look at this photo! Do you know this person? What were his great inventions?

Student 5: This person is Steve Jobs. He was an inventor. His famous inventions were the Macintosh computer, Apple, iPhone.

Teacher: Yes, you are right! This is Steven Paul Jobs — an American entrepreneur and inventor. And today our lesson is devoted to the genius of computer technology — Steve Jobs.



Слайд № 6

3. Демонстрация мультимедийной презентации и чтение текста "Steve Jobs"

Vocabulary

to graduate from school — оканчивать (учебное заведение)

to drop out — бросать (учебу, работу)

free meal — бесплатное питание

to invent — изобретать, создавать, выдвигать что-либо новое

to found — основывать, учреждать

logo (logotype) — логотип, эмблема

rainbow (adj) — разноцветный, радужный

chief — руководитель, глава, лидер

under guidance — под руководством

to increase sales — увеличивать объем продаж

significantly — значительно

feature — особенность, характерная черта, деталь, признак, свойство

to oversee — наблюдать, надзирать; следить, смотреть (за чем-либо)

cancer — рак (заболевание)

Chairman of the Board — председатель правления (совета директоров)

Teacher: We are going to read a text about Steve Jobs. Before you start reading let's remember the words and word combinations which will help you to understand the text better.

Для того чтобы снять возможные трудности при чтении и понимании текста о Стивене Джобсе, учащимся предлагается поработать над лексическими единицами. Демонстрируются слова и словосочетания, учащиеся произносят слова, стараются запомнить их (слайд № 7).

Далее учащимся предлагается познакомиться с текстом "Steve Jobs". Основой текста послужил материал Wikipedia, the free encyclopedia [3].

Teacher: Read the text "Steve Jobs" and try to find answers to these questions find after reading.

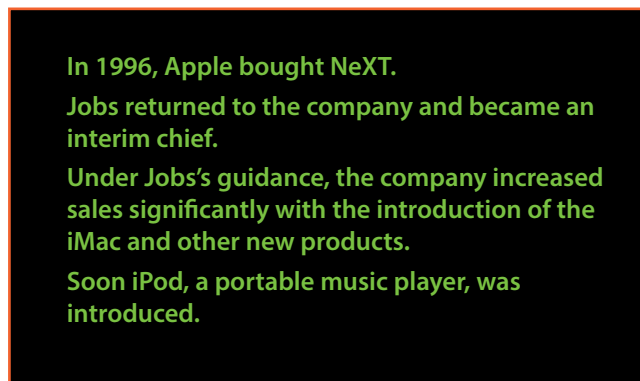
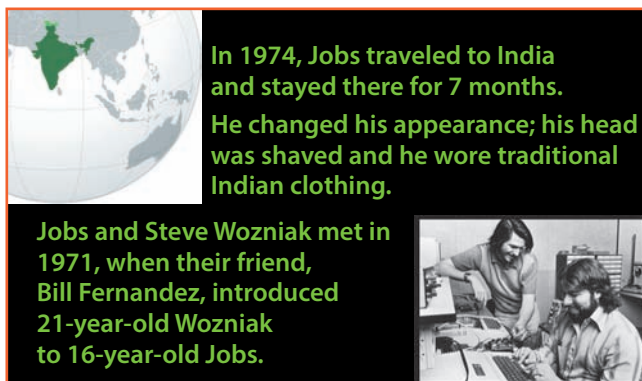
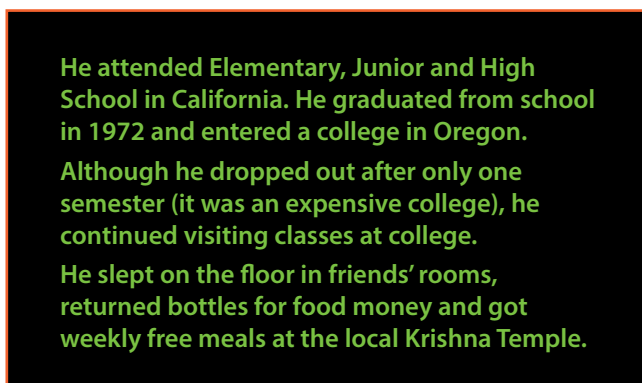
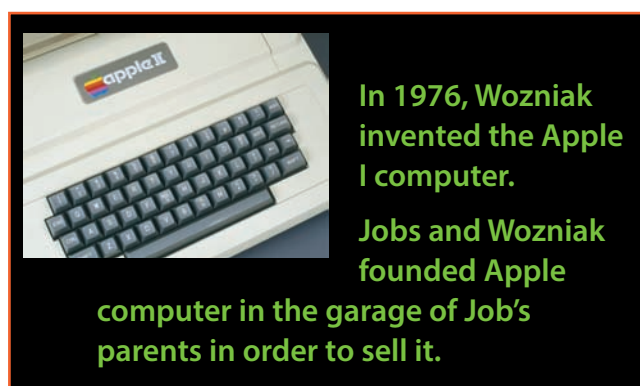
Слайд № 7

Вопросы представлены
на слайде № 8

Was Steve Jobs
a successful person? Why?
Is there anything in the text
that surprised you?
Did you learn anything
from the text? What?

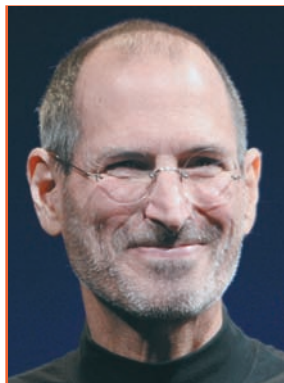
Текст для чтения представлен на слайдах. Учащиеся читают предложения вслух по цепочке. Слайды сменяют друг друга.

Слайд № 8



On June 29, 2007, Apple entered phone business with the introduction of the iPhone, a multi-touch display cell phone, which also included the features of an iPod.

Over the next period, Jobs oversaw the development of the iMac, iTunes, iPod, iPhone, and iPad which are very popular now and are sold all over the world.



In 2003, Jobs was diagnosed with pancreatic cancer.

He continued to work for Apple as Chairman of the Board until his death.

On October 5, 2011, he died at the age of 56.

После прочтения текста вновь проектируется слайд с вопросами, на которые отвечают учащиеся.

- Was Steve Jobs a successful person? Why?
- Is there anything in the text that surprised you?
- Did you learn anything from the text? What?

4. Совершенствование коммуникативных умений

Для проверки понимания прочитанного текста учащимся предлагаются послетекстовые задания, раздаются листы с заданиями.

Teacher: Read the text again. (Для второго прочтения текст в формате Word проектируется на доску). Decide if the sentences below are True, False, Not Stated.

Statement	True / False / Not Stated
1. Steve Jobs was a graduate of Stanford University.	False: He never graduated from any university.
2. Steve Jobs left the university because he had little money.	Not Stated
3. The Macintosh computer was his first invention.	Not Stated
4. Steve Jobs founded only Apple company.	False: He founded Apple company and later NeXT.
5. Steve kept looking for a new job, after he left Apple.	True
6. Steve lived each day as his last one.	Not Stated
7. Steve Jobs had a fatal disease.	True. The prognosis for pancreatic cancer usually very poor.

Упражнение проверяется, анализируются ошибки.

Teacher: Now, match the sentence halves.

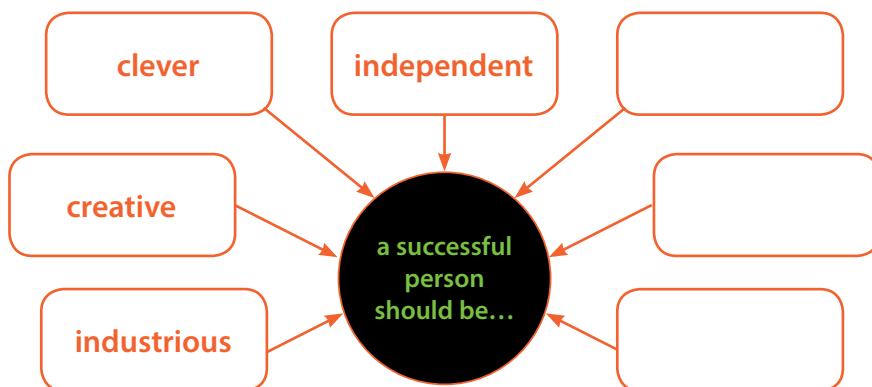
- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Steven Paul Jobs was born 2. He graduated from school in 1972 3. In 1974, Jobs traveled to India and 4. Jobs and Steve Wozniak met 5. In 1985 Jobs left Apple and 6. Under Jobs's guidance, the company increased sales 7. Jobs oversaw the development of the iMac, iTunes, iPod, iPhone, and iPad which | <ol style="list-style-type: none"> a. founded NeXT. b. changed his appearance; his head was shaved and he wore traditional Indian clothing. c. significantly. d. and entered a college in Oregon. e. are very popular now and are sold all over the world. f. in 1971, Wozniak was 21, Jobs was 16. g. on 24 February 1955. |
|--|--|

Keys: 1g, 2d, 3b, 4f, 5a, 6c, 7e

Teacher: So, let's think! What features should a person have to succeed in life? Write down words which characterize a successful person. Share your ideas with your classmates (Ex. 9, p. 95, Lesson 1).

Example: *I believe that a successful person should be industrious.*

Учащимся предлагается вписать качества, которыми должен обладать успешный человек, а далее следуя образцу произнести (проговорить) предложения.



Teacher: Now let's play a game (класс делится на мини-группы). Imagine you are a successful person and participate in a press-conference. You are asked a lot of questions.

Учащимся предлагается проведение пресс-конференции. Один из участников выступает в роли той или иной знаменитости, остальные играют роль журналистов, задавая ему вопросы.

Teacher: Well done! Thank you! Now look at Exercise 1, Exercise 2.

Упражнения № 1, 2 – дополнительные, к ним можно приступить в случае, если на уроке останется время.

Exercise 1. Please match each word to the appropriate statement or synonym.

a. semester	1. emblem
b. chief	2. continual
c. to attend	3. boss, head, leader
d. take a job	4. to change fundamentally
e. logo	5. to create or design something new
f. graduate from school	6. term
g. to drop out	7. to get a job
h. permanent	8. to be present
i. to revolutionize	9. to leave school
j. to invent	10. to leave school, college, job etc. without finishing

Упражнение проверяется, анализируются ошибки.

Учащиеся получают листы с упражнением и приступают к выполнению задания: подбирают нужное слово, преобразовывают его в соответствии с контекстом, если необходимо.

Exercise 2. Insert the right word in the correct form (use each word only once).

- to attend • cancer • to invent • free meals • to found • to graduate from
- to take a job • semester • to introduce • technician • to use • chief
- to travel to • to drop out • feature

1. Born in India, he attended high school and medical school in Madras. 2. He _____ Yale University in 1936. 3. Too many students _____ of college after only one year. 4. In colleges and universities in some countries, a _____ is one of the two main periods into which the year is divided. 5. He was a tramp and had no money to eat in restaurants that's why he got _____ from the local charitable organization. 6. If you _____ as a pilot you should be a real specialist because lives of many people depend on you. 7. A _____ is a person employed to look after technical equipment or to do practical work in a laboratory. 8. He _____ many countries during his live, for example to India, Spain, New Zealand. 9. She _____ me to her parents. 10. Chaplin _____ his own unique style of comedy. 11. The bank was _____ in 1958. 12. I do not know how to _____ this program. Can you help me? 13. _____ is the head of an organization. 14. Her large green eyes were her best _____. 15. Some _____ are easier to treat than others.

Keys:

1. attended 2. graduated 3. dropped out 4. semester 5. free meals
6. take a job 7. technician 8. traveled to 9. introduced 10. invented
11. founded 12. use 13. Chief 14. feature 15. cancers

На выполнение упражнения дается 4 минуты, затем упражнение проверяется.

5. Подведение итогов урока. Рефлексия.

Teacher: OK, it's time to sum up the results of our lesson!

Your homework is Project Work. You will work in groups. You should summarize your knowledge on topic "Trying to become a successful person". Find out interesting information about a well-known and successful person you respect and make a presentation.

He / She can be a world famous person or just your relative or neighbor. Use the list of words and phrases from Ex. 9 p. 95.

You should communicate and interact, learn presenting your projects. Use books, newspapers, Internet.

Teacher: I want to thank you for your participation. Today we have tried to discuss a very important problem. I'm glad that each of you had an opportunity to tell us your opinion on the matter.

Do you like the lesson? What do you like?

List of literature:

1. Macmillan English Dictionary (New edition), 2007.
2. Интернет-ссылка: Стив Джобс: человек, надкусивший яблоко old.micex.ru>off-line/indicatordocs/article...
3. Интернет-ссылка: en.wikipedia.org/wiki/Steve_Jobs