

Учреждение – профессиональная образовательная организация
«Ульяновский техникум экономики и права Центросоюза РФ»

МЕТОДИЧЕСКАЯ РАЗРАБОТКА

по дисциплине **«Иностранный язык» (английский)**

по теме **“How should I do shopping”**

(«Как делать покупки»)

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Пояснительная записка

Данная методическая разработка по дисциплине «иностранный язык» (английский) предназначена для студентов СПО очного и заочного отделений, изучающих курс делового английского языка, а также специальностей, связанных с коммерцией, товароведением, менеджментом. Отдельные задания данной разработки могут использоваться на уроках английского языка в школе.

Целью данной методической разработки является оказание помощи студентам в освоении специальной лексики по теме, формировании базовых компетенций её использования в несложной беседе, а также закреплении навыков чтения и понимания текстового материала по теме.

Вид занятия: практическое занятие.

Цели занятия:

Образовательная цель: формировать у студентов комплексный подход к изучению иностранного языка; вырабатывать умения устной и письменной речи, а также навыки выступлений перед аудиторией; расширять страноведческий и лингвистический кругозор студентов.

Воспитательная цель: повысить общий уровень культуры общения студентов на иностранном языке как в рамках предлагаемой темы, так и в нестандартных неожиданных ситуациях; воспитывать потребность в практическом использовании иностранного языка в сферах деятельности, связанных с основной специальностью.

Развивающая цель: развивать познавательные способности и коммуникабельность, устойчивое стремление студентов к самообразованию и самосовершенствованию, как в рамках самого иностранного языка, так и в сфере применения сформированных языковых умений и навыков для дальнейшего совершенствования в профессии.

Междисциплинарные связи: укрепление и расширение знаний студентов, полученных на занятиях по дисциплинам «Маркетинг», «Менеджмент», «Рекламное дело», «Сервисная деятельность», «Организация предприятия в сфере сервиса».

Обеспечение занятий:

- 1) Агабекян И.П. Английский для менеджеров, Ростов н/Д, Феникс, 2013;
- 2) Агабекян И.П. Английский язык для сферы обслуживания, Ростов н/Д, Феникс, 2015;
- 2) S. Norman “We mean Business”,
- 3) Кардович И.К. «Основы коммерции», М, ЧеРо, 2004;
- 4) англо-русские словари;
- 5) оборудование для воспроизводства компьютерных презентаций и звуковых файлов.

Методы обучения: практический, элементы ролевой игры, частично-поисковый, словесно-наглядный, имитация профессиональной деятельности.

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SHOPPING PLACES

№ 1

Read some general information about shopping places in the US and Britain.

If you are going shopping, find out which shops are better for you and your purse. As a rule, in small shops prices are higher than in large shopping areas. When it's a Season Sale the prices go down. Some products' prices can also be down (as far as the term of fitness (suitability) is reducing).

The most convenient places for doing shopping are shops and stores with self-service. Self-service provides you with the opportunity to buy everything you choose yourself. All the prices are given on labels.

Shopping places are open from 9 a.m. to 5-6 p.m. But everywhere there can be found round-the-clock shops and stores.

Some words and expressions to the text.

to go shopping (to do shopping) – ходить за покупками (делать покупки)

to find out – узнавать, наводить справки

purse - кошелек

price - цена

large shopping areas – крупные торговые центры

Season Sale – сезонная распродажа

to go down (to be down, to reduce) – понижаться, падать (о ценах)

the term of fitness (suitability) – срок годности

self-service - самообслуживание

label – этикетка, ярлык

round-the clock shop – круглосуточно работающий магазин

Task 1. Translate the text using the given words and expressions.

Task 2. Answer the questions:

- 1) When are prices in shops and stores down?
- 2) Why do they reduce prices for some products from time to time?
- 3) What's the main convenience of self-service in shops?
- 4) Is it possible to do shopping at night?

№2

Look through the titles of different English shops.

Task 1. Guess and match the titles in English with the titles of Russian shops in the right column. Use a dictionary if necessary. Remember the titles.

ENGLISH SHOPS

1. Delicatessen
2. Pet store
3. Furniture store
4. Bakery
5. Book shop
6. Bicycle store
7. Jewelry
8. Shoe shop
9. Florist (Flowers)
10. Clothing
11. Fruit stand (Greengrocery)
12. Photo shop
13. Car dealer
14. Pharmacy (Chemists)
15. Candy store
16. Antiques
17. Gift shop
18. Sporting goods
19. Department store
20. Grocery store

RUSSIAN SHOPS

- а. Книги
- б. Цветы
- в. Зоомагазин
- г. Обувь
- д. Гастроном
- е. Фототовары
- ж. Булочная
- з. Подарки
- и. Мебель
- к. Конфеты
- л. Овощи-фрукты
- м. Ювелирный
- н. Аптека
- о. Авто товары
- п. Одежда
- р. Антиквариат
- с. Вело товары
- т. Спорт товары
- у. Универмаг
- ф. Прод. магазин

№3

Read ahead about English shops and stores.

Shopping is the major attraction in London. The city prides itself on being the British fashion capital, and tourists are overwhelmed by the sophistication of its boutiques, boutique-

complexes and department stores. The main are Harrods, Selfridges, Liberty, John Lewis, Harvey Nicholas, etc.

Perhaps the most famous shopping street of all is Oxford Street. Piccadilly is home to numerous travel shops as well as food, clothes and bookshops. The nearby Trocadero Centre also contains a number of interesting shops and restaurants. There are also some elegant small shops. Bond Street is known for its top-quality goods, and leading names in fashion, jewellery and cosmetics.

Harrods was founded in 1849. It has 300 departments all over Britain and more than 4000 people work in them. In Harrods, you can buy more than 500 different kinds of cheese. On the fourth floor they sell gifts and things with the famous Harrods logo.

John Lewis started from a textile business in 1864. Now it has 20 department stores and more than 80 supermarkets. Members of staff have a share in the profits. It doesn't sell food, but it's very good for textile and household goods.

Selfridges was opened in 1909. It sells everything. Miss Selfridge on the ground floor sells fashionable and affordable clothes. The shop is especially popular for its food halls, restaurants, kitchenware and cosmetic departments.

Mark and Spencer is in Oxford Street, not far from Marble Arch. It has branches in all cities in Britain and it is favorite with its shoppers from all over the world for reasonably priced good quality clothing and other goods.

Street markets are very popular in London. There is little that cannot be purchased there.

About 90% of British people live less than a mile from their local corner shop, which is a small shop on, or near a street corner.

Some words and expressions to the text.

a share in profits – доля с прибыли, процент с продажи

household goods – товары для дома

a branch – зд. филиал

reasonably- priced good quality clothing – качественная одежда по разумным ценам

to be purchased – покупаться, быть купленным

to be overwhelmed by smth – быть переполненным чем-либо

top-quality goods – товары высшего качества

Task 1. Translate the text using the given words and expressions.

Task 2. Say if these statements are true or false. If they are false, give the right answer.

- 1) London is a main European shopping center.
- 2) In Harrods you can buy everything except food.
- 3) If you'd like to purchase kitchenware or household goods, go to John Lewis or to Selfridges.
- 4) People have to drive to the nearest shop.

Task 3. Copy out the given words and expressions from the given texts №1 and №3. Translate the sentences with them.

- 1) It's a convenient shop to do shopping in it.
- 2) If you visit a Season Sale you can buy reasonably priced good quality goods.
- 3) It's time to eat this cheese. You see the term of fitness is reducing.
- 4) What a pity we don't have a round-the-clock shop near the house.
- 5) Our town is not large enough to have many large shopping areas.
- 6) Don't buy it today. Tomorrow the prices will go down.
- 7) I prefer supermarkets with self-service.
- 8) There is little that cannot be purchased in our local department store.

№4

Sometimes you can see some unusual signs in the streets near or on the shops. Some words in them are spelt in an unusual way to save space and attract attention. What do the following signs mean? The explanations in the right column are to help you understand the following signs.

Task 1. Match the signs with the explanations. Which signs do really attract you? Why?

<u>SIGN</u>	<u>EXPLANATION</u>
Business hours – 1 Helping hand – 2 Quick foods – 3 For eyes – 4 While-U- wait – 5 Kings carpets – 7 Food for thought – 8	a. shoe repair shop b. opening times c. for vegetarians d. shop selling carpets e. charity gift shop f. women's clothes (small sizes) g. takeaway food e. should be "four eyes"- a slang phrase for a person who wears glasses.

№ 5

Read some information about one of the best shopping places in Europe, Meadowhall. Use the given words and expressions.

Task 1. Match the following headings with the paragraphs.
Explain your choice.

- 1) Opening hours.
- 2) To find your way around.
- 3) Support services.
- 4) Meadowhall has it all.
- 5) Area.

Meadowhall is a huge shopping mall with a vast shopping choice, leisure entertainment and value for money - all in one covered mall... a constant, temperature controlled environment where you'll always feel comfortable.

Meadowhall is big – but not too big. There are 223 stores on two levels in five areas in one mall contained within a 1 and ½ million sq ft building.

You'll find that for its size, Meadowhall is very easy to find your way around. This is because the mall has a long central spine which connects all themed areas and there are escalators and lifts to take you between upper and lower levels.

To support the rich variety of shopping choice, Meadowhall has much to offer in terms of support services. There are banks, restaurants... and plenty of places where you can have a quick snack, including Europe's largest food court and entertainment area - the Mediterranean themed «OASIS».

Open late all week from 9 a.m. - 8 p.m. Mon, Tue, Wed, Thurs.
9 a.m. - 9 p.m. Fri, 9 a.m. - 7 p.m. Sat. Oasis special Sunday opening
10 a.m. - 6 p.m. (some shops and eating places hours may vary).

Some words and expressions to the text.

a vast shopping choice – широкий выбор товаров

leisure entertainment – досуг, развлечение

environment – окружающая среда

themed areas - зд. прилегающие площади

support services – набор сопутствующих услуг

to have a quick snack – перекусить

Mediterranean – средиземноморский

Task 2. To carry out this task work in pairs. There are tasks for Student 1 and Student 2.

Student 1 : You are a tourist in Meadowhall. Choose one topic from the list of headings above and ask your partner some information about it.

Student 2 : You are the shop information officer. Listen to Student 1 and give information he or she asks for.

Very often you can see or hear different kinds of advertisements.

Task 1. Find out what the advertisements below mean. The explanations on the right are mixed up. Match in the right way.

<u>ADVERTISEMENT</u>	<u>EXPLANATION</u>
1. SALE – ALL PRICES 10 % OFF.	a. We make them and sell them ourselves.
2. 16 DAY MONEY BACK GUARANTEE. OUR PLEDGE OF FULL SATISFACTION.	b. If you don't like it you can have your money back within 16 days.
3. FREE TRAIL WITHOUT OBLIGATION.	c. Anyone can afford it.
4. DIRECT FROM THE MANUFACTURER	d. We will deliver the item FREE direct to your door.
5. FREE DEMONSTRATION.	e. Prices are discounted.
6. A PRICE TO SUIT EVERYONE' S POCKET.	f. We'll show you how it works – there's no charge.
7. FREE HOME DELIVERY ON SELECTED ITEMS.	g. Try it – you can return it to us if you don't like it.
8. BUY THREE COOKIES - GET ONE FREE.	h. If you buy three cookies, you pay only for two.

Task 2. Look at the advertisements. Imagine that you work in a big store. Which of these advertisements would you use to attract the client's attentions?

- a) if the client is a student.
- b) if the client is an elderly person.
- c) if the client is a businessman.

(Choose two or three advertisements for each case.
Explain your choice).

№ 7

Read about some general rules you should observe in a shop or in a store.

Task 1. Translate the text sentence by sentence using the vocabulary given below.

Be sure that your purchases are wrapped by the shop and leave them in the paper covering you are given until you have gone some distance from the shop or store. Don't transfer from one bag to another while you are in the store. Always use the baskets in self-service shops or supermarkets if they are provided you to carry the goods you intend to buy.

Keep your receipt safe until you reach home. Check when you pay that you are given a receipt for the right amount.

Always pay for goods before leaving a shop or store. If you don't do that, you can be accused of theft and police prosecute you for shoplifting.

If items purchased are found to be unsuitable, they should be taken back in the store's wrapping with the original cash sales receipt.

Many department stores allow customers to pay for their more expensive goods by monthly installments after a deposit, a system known as «hire purchase». Please think carefully before undertaking a hire purchase agreement as this is the most expensive way to buy goods. Interest rates on credit terms are often very high.

Do not carry a large amount of cash with you. If it is stolen or lost it not likely to be recovered. Carry only enough cash to meet your day-to-day expenses.

Some words and expressions to the text.

a purchase –покупка
to wrap smth –заворачивать что-либо
paper covering – бумажная упаковка
a basket- корзина
a receipt (a sales receipt) – чек (на купленный товар)
amount –сумма (денег)
to be accused of theft – быть обвиненным в краже
to prosecute smb – подавать на кого- либо в суд
a shoplifting - кража товаров (из магазина)
monthly installments - ежемесячные взносы
a deposit – депозит, вклад
to undertake an agreement – заключать соглашение
an interest rate – процентная ставка
day-to-day expenses – каждодневные расходы

Task 2. Write down a list of basic rules for a customer in a shop or store. Use in your list the following modal verbs: should, shouldn't, must, mustn't, can, cannot.

№ 8

Sum up everything you learned and do the following exercises.

Task 1. Fill in the gaps in the sentences with the correct words.

- 1) Look, the ... are down today in this shop!
- 2) Don't buy this milk! Look at the term of... !
- 3) In every shop all the prices must be given on
- 4) In a you can buy some goods at night.
- 5) I advise you to get this top- ... watch.
- 6) When it's a in a department store, the prices are down.
- 7) This sells a plenty of different modifications of tables.
- 8) Opening times of any shop or store are called
- 9) You can buy any food for your pet animal in the nearest
- 10) Do you need aspirin? Go to the ... near this street corner.
- 11) Can you ... my purchase into a paper covering, please?
- 12) If you'd like to return a purchase, you should have the original sales

Task 2 . Translate the sentences from Russian into English.

- 1) В этом магазине всегда широкий выбор товаров.
- 2) Каковы рабочие часы этого супермаркета?

- 3) Покупайте товары высшего качества по разумным ценам только в нашем магазине!
- 4) Наш город слишком мал чтобы иметь много крупных торговых центров.
- 5) Я предпочитаю супермаркеты с самообслуживанием.
- 6) На сезонной распродаже цены на товары снижены.
- 7) Наша семья делает покупки в магазине на углу.
- 8) Не покупай это масло! Посмотри на срок годности!
- 9) На нашей улице нет круглосуточно работающих магазинов.
- 10) Я не знаю сколько стоит это платье. На нем нет ярлыка.

Test SHOPPING PLACES

Step A. Choose the right definition.

Variant 1 .

- | | |
|---------------------------|--|
| 1) Business hours | a) morning hours |
| | b) break hours |
| | c) opening hours |
| 2) a vast shopping choice | a) a poor choice of goods |
| | b) the shopping choice is rich |
| | c) the choice of goods is unsatisfactory . |

Variant 2 .

- | | |
|------------------------------|--|
| 1) the prices are going down | a) the prices are higher |
| | b) the prices are reducing |
| | c) the prices are stable |
| 2) a self-service shop | a) you may buy there only on credit |
| | b) you may order goods on the phone |
| | c) you may choose everything yourself. |

Variant 3 .

- | | |
|---------------------------|-----------------------------|
| 1) a shoplifting | a) good quality clothing |
| | b) a theft in a shop |
| | c) large shopping area |
| 2) a round-the-clock shop | a) it works at night |
| | b) it works day and night |
| | c) it works in the daytime. |

Step B. Correct logical mistakes if there are any.

Variant 1.

- 1) If you need a new cap , go to the shoe shop .
- 2) Our candy store is overwhelmed by oranges today.
- 3) I `ve just been at the photo shop and bought a computer.

Variant 2 .

- 1) In this furniture store the prices on sporting goods are down now.
- 2) Go to the bakery ,we have no bread at home.
- 3) Where can I buy tlowers? – At the fruit stand .

Variant 3 .

- 1) Where could I buy a party dress?- In the jewelry shop.
- 2) Do they sell “Moscow News” in this book shop?
- 3) Yesterday I saw a lovely gold ring in the local pet shop.

Step C. Explain what these advertisements mean .

Variant 1.

- 1) Sale – all prices 10% off.
- 2) Free home delivery on selected items .

Variant 2 .

- 1) Direct from manufacturer .
- 2) 14 day money back guarantee.

Variant 3 .

- 1) A price to suite everyone ` s pocket.
- 2) Free demonstration.

Step D. Make up your own sentences in English with the given words and word combinations .

Variant 1 . to go shopping ,price, self-service .

Variant 2 . to wrap smth, top quality goods, label .

Variant 3 . to reduce, receipt, business hours.

Заключение

Речевой и текстовый материал подобран таким образом, чтобы смысловая ситуация текстов могла служить предметом беседы, высказываний и обсуждения на иностранном языке. Приведенные тексты отражают реалии, возможности и проблемы в сфере практической деятельности будущего специалиста.

Для отработки и закрепления лексического материала в данной разработке приводятся специальные задания и упражнения, при составлении которых учитывались индивидуальные возможности студентов, их опыт владения английским языком. Некоторые задания имеют творческую направленность.

Контроль полученных знаний, умений и навыков осуществляется на основе тестов по вариантам.

Форма обучения предполагает занятия по полтора часа, принятые к использованию в большинстве учебных заведений СПО.