

**Группа:** ТЭК 3/1  
**Дата проведения:** 31.10.2022 г.  
**Специальность:** 38.02.05 Товароведение и экспертиза качества  
потребительских товаров  
**Дисциплина:** ОГСЭ.03 Иностранный язык  
**Тема занятия:** Рыночные отношения. Типы товаров. Товары народного  
потребления.

**Цели занятия:**

Дидактическая: углубить и расширить знания и представления студентов по  
теме;

Развивающая: развивать творческий потенциал студентов;

Воспитательная: воспитывать стремление к совершенствованию английского  
языка; воспитывать умение работать самостоятельно.

**Вид занятия:** практическое занятие

**Основная литература:**

Агабекян И.П. Английский язык для ссузов: учебное пособие. – Москва:  
Проспект, 2015. – 288 с.

**Дополнительная литература:** Интернет-ресурсы.

<https://enginform.com/article/business-goods>

**Домашнее задание**

**1. Прочитайте статью, выпишите новые слова в словарь.**

<https://enginform.com/article/business-goods>

**2. Письменно соотнесите магазины с товарами, которые они продают  
(писать только цифру и букву).**

- |                   |   |
|-------------------|---|
| 1. bookshop       | a. a loaf of bread, rolls, long loaf        |
| 2. newsagent's    | b. a bouquet of roses, lilies, flowers      |
| 3. bakery         | c. a packet of painkillers, pills, medicine |
| 4. butcher's      | d. a gold necklace, a diamond ring, pendent |
| 5. confectioner's | e. a magazine, a newspaper, greeting card   |

- |                           |   |
|---------------------------|---|
| 6. greengrocer's          | f. hairspray, a bottle of perfume, hand cream |
| 7. chemist's              | g. pralines, chocolate, cake                  |
| 8. florist's              | h. books, novels,                             |
| 9. department store       | i. fruits, vegetables, apples                 |
| 10. hair and beauty salon | j. lamb chops, ham, sausages                  |
| 11. jeweller's            | k. leather suitcase, a woolen skirt, a clock  |
| 12. antique shop          | l. shampoo, products, household chemicals     |
| 13. supermarket           | m. an old clock, bric-a-brac, silver bell     |

**3. Прочитайте текст и письменно заполните пропуски А–F частями предложений, обозначенными цифрами 1–7. Одна из частей в списке 1–7 лишняя. Писать только букву и цифру.**

Consumerism is the theory that a country that consumes goods and services in large quantities will be better off economically. Sometimes, consumerism is referred **A** \_\_\_\_\_. Over-consumption is sometimes negatively attributed to consumerism. For instance, some people might argue that Christmas holidays are a time of heightened consumerism, due **B** \_\_\_\_\_. At its core, consumerism postulates that the more materials acquired, the better.

The consumer society emerged in the late seventeenth century and intensified throughout the eighteenth century. The change was attributed **C** \_\_\_\_\_ about luxury consumption and the growing importance of fashion as a motivator for purchasing rather than necessity.

The industrial revolution dramatically increased the availability of consumer goods, which led to the advent of the department store, which represented a paradigm shift in the consumer experience. For the first time, customers could buy an astonishing variety of goods, all in one place, **D** \_\_\_\_\_.

Advertising also played a major role in the emergence of a consumerist society, as goods were marketed through various platforms in nearly all aspects of life, advocating that the viewer's life was in need of some product. Over the years, advertising changed with the evolving sophistication of consumer attitudes and tastes. Advertising media evolved as well as marketers tried to stay in touch with audiences' constantly changing

sensibilities and preferences. For example, billboards were created around the time that the automobile became prevalent in society in order to provide viewers with short details about a brand or a 'catch phrase' E \_\_\_\_\_.

In the 21st century the focus of advertising is F \_\_\_\_\_. In this new paradigm, consumer data and individual personal preferences have become increasingly available and actionable for marketers.

1. to enforce laws against unfair trade practices
2. to the large amounts of goods that are purchased during this time
3. and shopping became a popular leisure activity
4. to as a policy that promotes greed
5. on technology and digitization of culture
6. to a growing middle-class that embraced new ideas
7. that a driver could spot, recognize, and remember

**Фото выполненных заданий высылаем на почту**

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**В письме обязательно указать фамилию, группу, число, за которое  
сделали домашнее задание!**

**Выполненное задание отправить до 01.11!**