

Группа: ТЭК 2/2

Дата проведения: 22. 03.2023

Специальность: 38.02.05 Товароведение и экспертиза качества потребительских товаров

Дисциплина: ОГСЭ.03 Иностранный язык

Тема занятия: Супермаркеты. Гипермаркеты.

Цели занятия:

Дидактическая: - активизировать знания студентов по теме «Виды магазинов»;
- тренировать использование лексических единиц по данной теме;
- совершенствовать умение чтения;

Развивающая: - развивать память, внимание;
- развивать логическое мышление;

Воспитательная: - формировать вежливое отношение к людям, при выборе товара.

Вид занятия: практическое занятие

Основная литература:

1. И.С.Богацкий, Н.М.Дюканова «Бизнес-курс английского языка», издание 5 –е исправленное. ООО «ИП Логос» Киев, ЗАО «Славянский дом книги» Москва, 2003. <http://bookre.org/reader?file=1342549&pg=91>

Дополнительная литература:

1. <https://s-english.ru/leksika/shops-and-departments>

HOMETASK

Task 1.

Запишите понятия и пояснения в «Словарь профессиональной лексики».

Shopping Mall , or Shopping Centre , or Hypermarket

A hypermarket (sometimes called a hyperstore, supercentre or superstore) is a big-box store combining a supermarket and a department store. The result is an expansive retail facility carrying a wide range of products under one roof, including full grocery lines and general merchandise.

Task 2.

Перечертить ментальную карту «Shopping Mall» в рабочую тетрадь.



Task 3.

Работа с текстом:

- Прочитать и устно перевести текст
- Написать саммери к тексту
- Выполнить послетекстовые задания

History of Supermarket

In the early days of retailing, all products generally were fetched by an assistant from shelves behind the merchant's counter while customers waited in front of the counter and indicated the items they wanted. Also, most foods and merchandise did not come in the individually wrapped consumer-size packages that we take for granted today, so an assistant had to measure out and wrap the precise amount desired by the consumer. These practices were by nature very labor-intensive and therefore also quite expensive. The shopping process was slow, as the number of customers who could be attended to at one time was limited by the number of clerks employed in the store.

The concept of a self-service grocery store was developed by American entrepreneur Clarence Saunders and his Piggly Wiggly stores. His first store opened in Memphis, Tennessee, in 1916. Saunders was awarded a number of patents for the ideas he incorporated into his stores. The stores were a financial success and Saunders began to offer franchises. The Great Atlantic and Pacific Tea Company (A&P) was another successful early grocery store chain in Canada and the United States, and became common in North American cities in the 1920s. The general trend in retail since then has been to stock shelves at night so that customers, the following day, can obtain their own goods and bring them to the front of the store to pay for them. Although there is a higher risk of shoplifting, the costs of appropriate security measures ideally will be outweighed by the increased economies of scale and reduced labor costs.

Early self-service grocery stores did not sell fresh meats or produce. Combination stores that sold perishable items were developed in the 1920s. [

According to the Smithsonian Institution, the first true supermarket in the United States was opened by a former Kroger employee, Michael J. Cullen, on August 4, 1930, inside a 6,000 square foot (560 m²) former garage in Jamaica, Queens in New York City. The store, King Kullen, (inspired by the fictional character King Kong), operated under the slogan "Pile it high. Sell it low." At the time of Cullen's death in 1941, there were seventeen King Kullen stores in operation.

Other established American grocery chains in the 1930s, such as Kroger and Safeway, at first resisted Cullen's idea, but eventually were forced to build their own supermarkets as the economy sank into the Great Depression and consumers became price-sensitive at a level never experienced before. Kroger took the idea one step further and pioneered the first supermarket surrounded on all four sides by a parking lot.

Supermarkets proliferated across Canada and the United States with the growth of suburban development after World War II. Most North American supermarkets are located in suburban strip malls as an anchor store along with other, smaller retailers. They are generally regional rather than national in their company branding. Kroger is perhaps the most nationally oriented supermarket chain in the United States but it has preserved most of its regional brands, including Ralphs, City Market and King Soopers.

In Canada the largest such chain is Loblaw, which operates stores under a variety of regional names, including Fortinos, Zehrs and the largest Loblaws (named after the company itself). Sobeys is Canada's second largest supermarket with locations across the country, operating under many banners (Sobeys IGA in Quebec). Today, supermarkets are found around the world in dozens of countries.

In the 1950s supermarkets frequently issued trading stamps as incentives to customers. Today, most chains issue store-specific "membership cards," "club cards," or "loyalty cards".

These typically enable the card holder to receive special members-only discounts on certain items when the credit card-like device is scanned at check-out.

Traditional supermarkets in many countries face intense competition from discount retailers such as Wal-Mart, Asda in the UK, and Zellers in Canada, which typically are non-union and operate with better buying power. Other competition exists from warehouse clubs such as Costco that offer savings to customers buying in bulk quantities. Superstores, such as those operated by Wal-Mart and Asda, often offer a wide range of goods and services in addition to foods. The proliferation of such warehouse and superstores has contributed to the continuing disappearance of smaller, local grocery stores, increased dependence on the automobile, suburban sprawl because of the necessity for large floorplates, and increased vehicular traffic and air pollution. Some critics consider the chains' common practice of selling loss leaders to be anti-competitive. They are also wary of the negotiating power that large, often multinational, retailers have with suppliers around the world.

Task 4.

Дописать предложения, начало предложения пишем тоже:

1. Traditional supermarkets...
2. In Canada the largest such chain is Loblaw...
3. The proliferation of such warehouse and superstores...
4. These typically enable the card holder...
5. Kroger is perhaps the most...
6. According to the Smithsonian...
7. In the early days of retailing, all...
8. The concept of a self-service...
9. The shopping process...
10. The general trend in retail...

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