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# Мультимодальные тексты, как способ развития функциональной грамотности



# Slide title

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Понятие «мультиmodalность».

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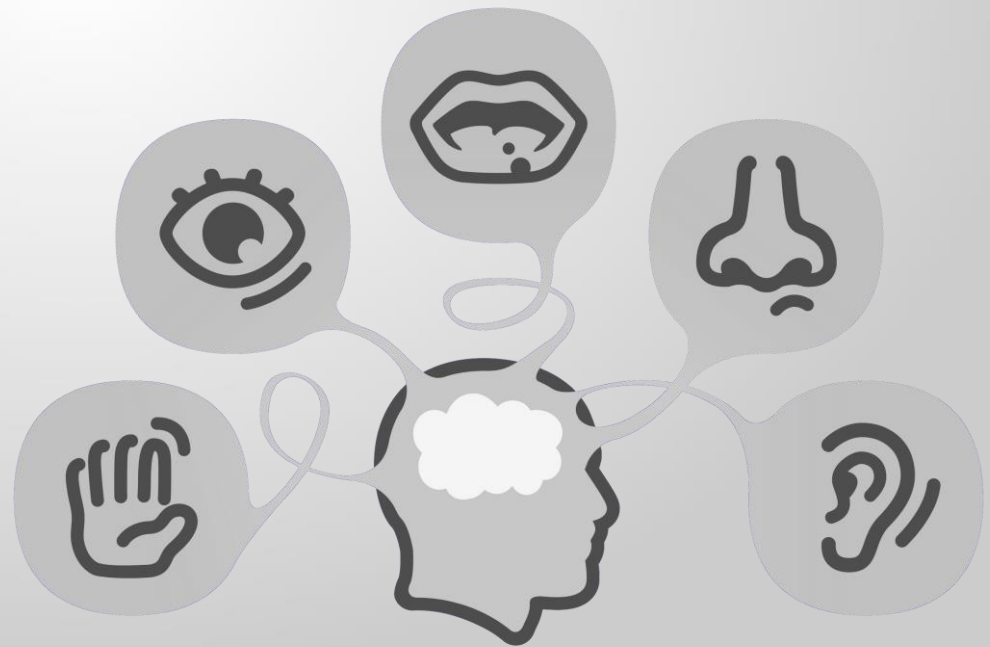
Виды упражнений для развития читательской грамотности

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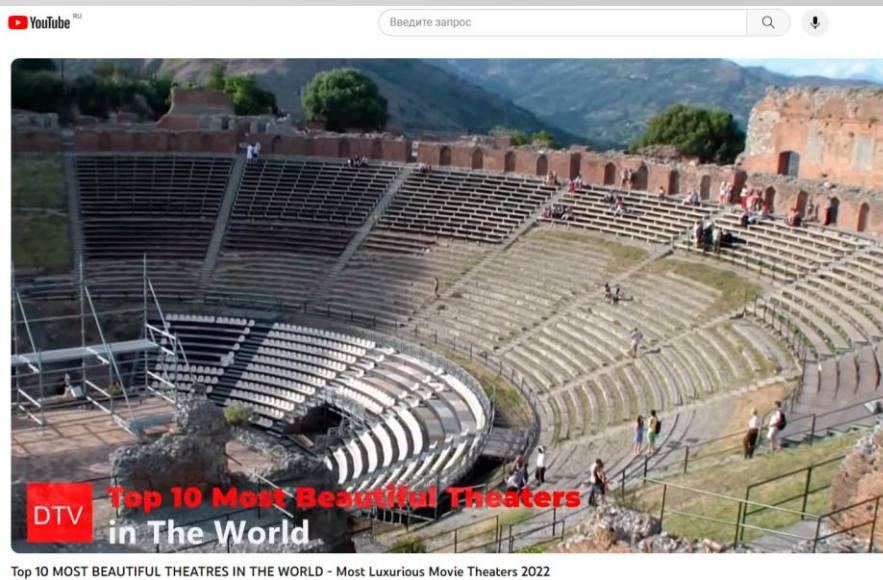
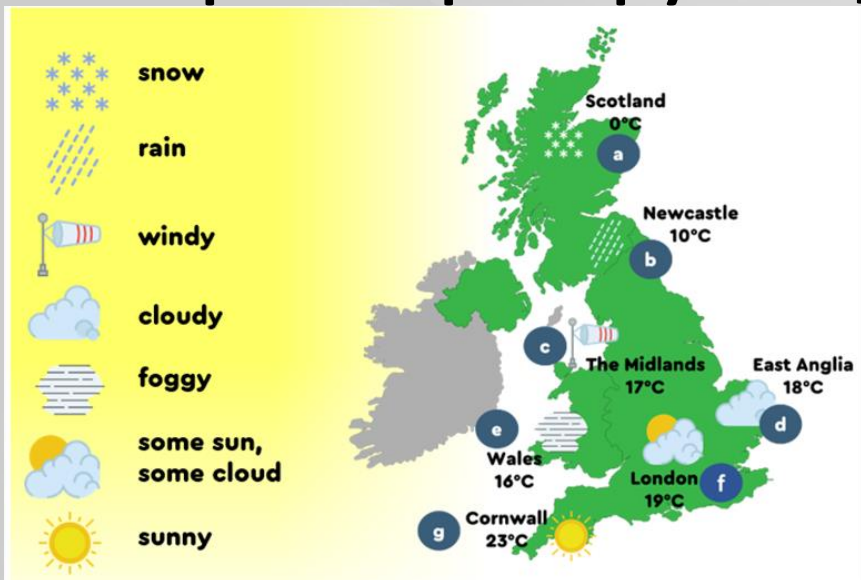
Развитие финансовой грамотности и глобальных компетенций на основе несплошных текстов

# Мультимодальный текст

- Многофункциональность;
- и разнообразные каналы передачи информации;
- перспективное средство обучения;
- Способствует развитию практически всех аспектов функциональной грамотности.



# Примеры функциональных текстов



The Best In Veterinary Care

## Blue Cross Pet Hospital

[www.2bluepet.com](http://www.2bluepet.com)

- Routine Check-Ups
- Specialized Services
- Vaccinations
- Air Conditioned Boarding
- Emergency Care
- Same Day Appointments

**Open 7 Days a Week**  
We are a full service veterinary clinic.

Our mission is to provide high quality, compassionate veterinary care for patients and a supportive and informative environment for clients. Blue Cross Pet Hospital has been caring for patients since 1949 and has a comprehensive list of services available to pets and their owners.

Like us on Facebook

Recent outbreak of heartworm disease in the San Fernando & San Gabriel Valley foothills!

**50% off of your dog's Heartworm blood test!** (See Back For Details)

5505 Tujunga Avenue, North Hollywood, CA 91601 818-643-7254



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**Exercise 1. Look through the information. What is it in your opinion?**

- 1) an article
- 2) an advertisement
- 3) a website
- 4) an invitation

**Exercise 2. Say T (true) or F (false).**

- 1) The clinic is open on Monday. \_\_\_\_\_
- 2) You can get help in case of emergency. \_\_\_\_\_
- 3) The clinic was opened in 1849. \_\_\_\_\_
- 4) The clinic doesn't offer any discounts. \_\_\_\_\_

**Exercise 3.** At the bottom of the picture, you can see the letters and the numbers CA 91601. It is **a zip code**. Click the link and learn more information. Then fill in the necessary information.



<https://www.unitedstateszipcodes.org/91601/>

Name of the state: \_\_\_\_\_

Population: \_\_\_\_\_

School enrollment (ages 3 to 17) \_\_\_\_\_

Gender percentage: \_\_\_\_\_

**Exercise 4** **Listening skills.** Click the link.

[https://www.liveworksheets.com/worksheets/en/English\\_as\\_a\\_Second\\_Language\\_%28ESL%29/Animals/Helping\\_animals\\_rf2725603kb](https://www.liveworksheets.com/worksheets/en/English_as_a_Second_Language_%28ESL%29/Animals/Helping_animals_rf2725603kb)

**Exercise 6.** Learn more information about an animal shelter in your region. What does this organization do? What can you personally do to help the animals? <https://krasnodog.ru/>



**Exercise 1.** Count the sum for every order.  
(Посчитай сколько каждый посетитель заплатит за свой заказ).

1.  
Turkey sandwich  
Chips  
Milk  
Brownie

=       ?

3.  
Hotdog  
Veggies and dip  
Juice  
Cupcake

=       ?

2.  
Hamburger  
Fries  
Shake

=       ?

4.  
Hotdog  
Fruit salad  
Juice  
Cookie

=       ?

**Exercise 2.** Make up your own order from the menu. Write down the order and count it in pounds. (Запиши свой заказ и посчитай стоимость в фунтах).

Найди в интернете курс британского фунта относительно российского рубля. Сколько будет стоить твой заказ в рублях.

**Exercise 3.** Make up an order for two students who have 22 £, 23 £, 30£. Write down one of the orders for every sum of money.

**Exercise 4.** Creative skills. Представь себя владельцем кафе. Придумай название для кафе, разработай макет меню и укажи цены. Сделай рекламу своего кафе перед классом.

[Хочешь создать настоящее меню?!](#)

[Переходи по ссылке!](#)

1) <https://www.fotor.com/design/project/d5fd6d7a-965b-4ef5-98d5-1bc7b8f95086/template>

2) <https://printut.com/shablony-listovki-flaery/меню>

# Menu

At Stephan

Discounts for all  
student of school №2.  
Visit us every break!



## mini pizzas

mini pizza "School fire" **70p.**

pizza "the smartest" -  
enough for all school day **150p.**

addings for your own pizza **50p**

pizza XXL for you and your  
friends **200p**

## Delicious dream MENU

### Pizza

Margarita	400\$
Bavarian	700\$
Pepperoni	600\$
Cheesy	460\$

### Burgers

Steakhouse	400\$
Wopper	700\$
BigBOOM	600\$
Cheesy	460\$

### Dessert

Ice cream	400\$
Strawberry jelly	700\$
Chocolate cake	600\$
Apple pie	460\$

Pizza Burger Grill

## Our Menu

Burger	3 \$
Chips	2.5 \$
Orange juice	1 \$
Pizza	9\$
Tea	1\$
Grilled wings	3\$
Chef's salad	3\$
Cake	4\$

We are waiting for you at:  
Theater square on sverdlov street  
Working hours  
9:00 - 22:00

Every third customer  
receives a 5% discount  
on the entire menu!



## MENU

### BREAKFAST

SANDWICHES	1.02
DIFFERENT PORRIDGE	1.83
CHOCOLATE CEREAL	1.05
ANANA CEREAL	1.05

### LUNCH

DIFFERENT SOUP	2.55
PIRISCH	2.18
PIZZA WITH CHIPS	2.54

### DINNER

FISH/MEAT WITH POTATOES AND GRAVY	2.05
--------------------------------------	------

### DESSERT

DIFFERENT PIE	1.89
CHEESECAKE	1.58
ICE CREAM	1.48

### DRINK

JUICE	1.21
WATER	1.64

Выйдите к печати макет PDF

### Starters

Olivier salad	250 R
French fries	120 R
Burger	300 R

### MAIN COURSES

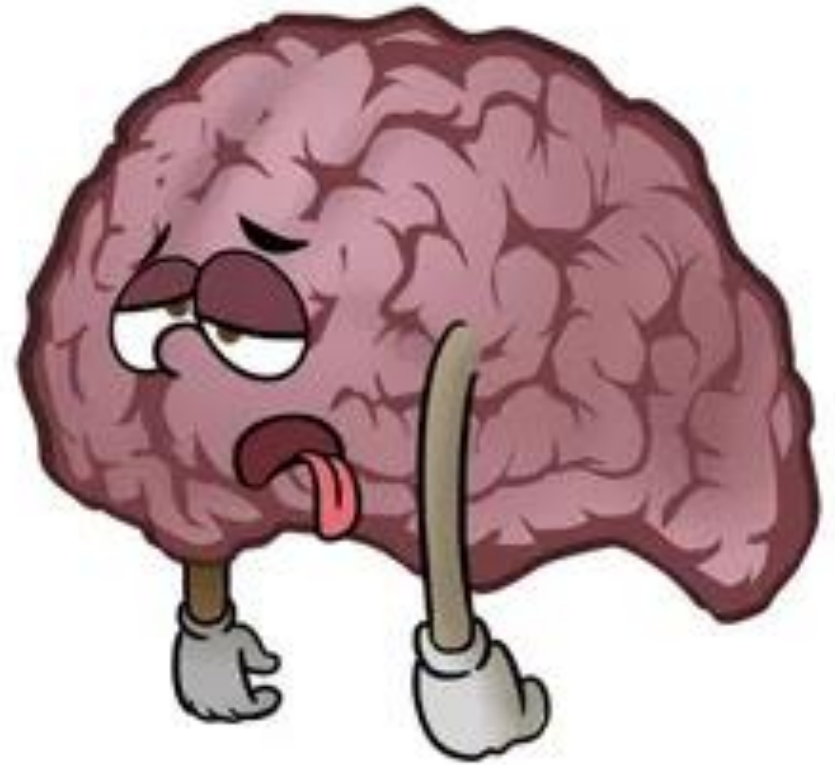
Vermicelli soup	80 R
Mashed potatoes	90 R
Pasta with ketchup	80 R
Pizza with mushrooms	150 R
pizza four cheeses	160 R
Buckwheat	100 R

### DRINKS

Tea	50 R
Soda	70 R
Juice	100 R
Coffee	60 R
Water	30 R
Milkshake	100 R

### DESSERTS

Pancakes	120 R
Cake "potato"	150 R
Cake "Prague"	50 R
Ice cream	150 R
Jelly	80 R



Спасибо за внимание!