

I.I.S. Inveruno

PROGRAMMA SVOLTO

MATERIA LINGUA INGLESE

Classe 4D – grafica comunicazione

– a.s. 2019-2020

Testi utilizzati: New in Design, Grammar Log, materiale fornito dalla docente (slides, video, fotocopie, dispense, mappe..)

Prof.ssa: CUCCHI SILVIA

GRAMMAR REVISION:

Simple Present, Present Continuous, Simple Past, Past Continuous, Present Perfect Simple, Present Perfect Continuous.

NEW GRAMMAR TOPICS:

Used to / Be used to / Get used to

Direct Speech

Indirect speech

Say and tell

Reported questions

Ask

English for Special Purposes:

UNITÀ FORMATIVA DISCIPLINARE: N. 1

Titolo: MARKETING

Marketing and its definitions

The ecosystem of the 4ps in Marketing

The role of a marketing agency

The use of colours in marketing

Culture: “Black and Tans” – Nike and Irish issue.

Useful vocabulary.

UNITÀ FORMATIVA DISCIPLINARE: N. 2

Titolo: ADVERTISING (UNIT 7)

The art of persuasion and visual appeal

Public service advertisements

From initial concept to final visual

Useful vocabulary

(Writing skills): How to describe an AD.

UNITÀ FORMATIVA DISCIPLINARE: N. 3

Titolo: LOGOS AND LABELS (Unit 9)

Logos and trademarks

Developing a corporate assignment

Wine label and its features

Useful vocabulary

Speaking skills: how to describe a wine label

Esercitazioni di listening and reading (PET, FCE and INVALSI)

Inveruno, 08 giugno 2020

La docente

Prof.ssa Silvia Cucchi