



Programma svolto **a. s. 2021-2022**

Classe: 4^a A TG

Materia: Inglese

Docente: Roberta F. Spigaroli

Libro di testo: *Images & Messages*, di N.Sanità, A.Saraceno, A.Pope; Ed. Edisco

✓ L'elenco che segue è stato letto dal docente ai delegati della classe

MODULE 1 - ADVERTISING

UNIT 1 : WELCOME TO THE ADVERTISING WORLD

A : WHAT IS ADVERTISING ?

B : DIFFERENT KINDS OF ADVERTISEMENT

UNIT 2 : A BIT OF HISTORY

A: HOW ADVERTISING BEGAN

B : THE FIRST HALF OF THE 20TH CENTURY

C:: TELEVISION AND THE NEW MEDIA U

UNIT 3 : ADVERTISING LANGUAGE FEATURES

A : ADVERTISING TEXTS

B: DECODING ADVERTISEMENTS

C: ELECTRONIC TRADING AND PROMOTION: LANGUAGE AND STRATEGIES

MODULE 2 - THE ADVENT OF GRAPHIC DESIGN

UNIT 1 : A NEW STYLE FO A NEWW CULTURE

A: ART NOUVEAU STYLE

B : FROM BOHEMIAN ARTISTS TO MODERN GRAPHIC DESIGN

C : THE LONDON UNDERGROUND

UNIT 2 - CHOOSING AND USING TYPE

A: TYPOGRAPHY : A BRIEF OVERVIEW

B : FONTS

C : A NEW TYPOGRAPHY

D: THE FATHER OF THE TIMES NEW ROMAN

UNIT 3 - GRAPHIC DESIGN PRACTICE

A: BRANDING AND POSITIONING

B: BRAND IDENTITY AND GRAPHIC DESIGN

MODULE 3 – ADVERTISING AND ITS AUDIENCE

UNIT 1 - THE CONSUMER SOCIETY

A: CONSUMPTION AND THE CONSUMER SOCIETY

B : MOTIVATIONAL RESEARCH

C : CONSUMER MOTIVATION AND BEHAVIOUR

D : APPEALING TO FEELINGS AND FEARS

UNIT 2 - SOPHISTICATED AUDIENCE AND STYLISH ADS: CULTURAL REFERENCES

A: THE USE OF WORKS OF ART

B : THE USE OF FIGURES OF SPEECH

UNIT 3 - ADVERTISING COMMUNICATION

A: AVERTISING AND ITS AUDIENCE

B: THE USE OF INFLUENCERS IN ADVERTISING

C : ASA, ADVERTISING STANDARDS AUTHORITY

Reading : THE USE OF COLOUR IN ADVERTISING

GRAMMAR

Libro di testo: *New Get Inside Language*, di M.Vince, G. Cerulli, M. Muzzarelli, D. Morini; Ed. Macmillan

- The First, Second, Third Conditional – If clauses
- The Future: *will, be going to, - ing form*
- Modals: *can, could, be able, be allowed, must, have to, may, might, shall, should, ought to, need.*

✓ Codocenza di 10 ore con l'insegnante madrelingua, Kathleen Kelly

✓ Unità di apprendimento di Educazione Civica

"Lotta alla mafia e alla illegalità"- Verso l'Agenda ONU 2030" Obiettivo 16:
Mafia and Corruption

Cremona, 5/6/2022

Prof. Roberta Spigaroli