



PROGRAMMA SVOLTO

a.s. 2022/2023

Classe: **4A TG**

Materia: **Inglese**

Docente: **Sara Piccinelli**

MICROLINGUA

Libri di testo: *Images & Messages*, di N. Sanità, A. Saraceno, D. Bottero; Ed. Edisco

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

MODULE 1 – COMMUNICATION AND GRAPHIC DESIGN

UNIT 1.2 : GRAPHIC DESIGN

A: WHAT IS GRAPHIC DESIGN?

B: THE GRAPHIC DESIGNER

C: PURPOSE AND APPLICATIONS OF GRAPHIC DESIGN

D: EVOLUTION AND FUTURE OF GRAPHIC DESIGN

E: GREAT GRAPHIC DESIGNERS

F: CASE STUDY: WHATSAPP

MODULE 2 – PSYCHOLOGY AND MARKETING

UNIT 2.1 – PSYCHOLOGY

A: CONSUMER PSYCHOLOGY

B: SENSORY MARKETING

C: SHOCKVERTISING

D: THE APPEAL OF HUMOUR

E: GUILT, FEAR AND EMPOWERMENT

F: GREAT MARKETERS

UNIT 2.2 – WHAT IS MARKETING?

A: MARKETING

B: MARKETING GOODS AND SERVICES: THE MARKETING MIX AND MARKET SEGMENTATION, SWOT ANALYSIS

C: GREAT MARKETING AGENCIES

UNIT 2.3 – MARKETING APPLICATIONS

A: BRANDS

B: LOGOS

C: PACKAGING

LANGUAGE

Libro di testo: *Language for life* - B1, di B. Wetz, Ed. Oxford University Press

Revision	Vocabulary: tell a story	Grammar - Past tenses: <i>Past Simple, Past Continuous, Past Perfect</i> - The Future: <i>will, be going to, - ing form</i>
Unit 7 “Waste not, want not”	Vocabulary: consumerism and the environment	Grammar - Passive form: all tenses - Quantifiers: <i>much, many, a lot of, few, little, several, a great deal of, a large/small amount, a large number, plenty, most</i> - Countable and uncountable nouns
Unit 8 “Aspire”	Vocabulary: at school, courses and careers, the US educational system	Grammar - Modals: <i>can, could, be able to, must, have to, may, might, should</i>

- ✓ 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 organized crime, money laundering, Addiopizzotravel

Cremona, 8/6/2023

Prof. Sara Piccinelli