**PROGRAMMA SVOLTO**

**A.S. 2020/2021**

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| **Materia:** | **Inglese** |
| **Classe:** | **4ASCP** |
| **Insegnante/i:** | **Patrizia Canneri** |
| **Libri di testo:** | **Images & Messages- edisco** |

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| ***n° e titolo modulo***  ***o unità didattiche/formative*** | | ***Argomenti***  ***e attività svolte*** |
|  | **Advertising**  **U.1,2,3** | **Lettura, comprensione e riassunto dei testi:** (U.1) What is advertising p.,20,Different kinds of advertising p.22.  (U.2) How advertising began p.22,The first half of the 20th century p.26, Television and the new media p.28.  (U.3) Advertising texts p.30, Decoding advertsiments p.34, Electronic trading and promotion: language and strategies p.36 |
|  | **The Avent of Graphic Design** | **Lettura , comprensione e riassunto dei testi** : (U2) Typography: a brief overview p.60, Fonts p.62, A new typography p.64,The Father of thge Times new Roman p.66.  (U.3) Branding & Positioning p.68, Brand Identity and graphic Design p.70 |
|  | **Advertising and its Audience**  **U.1,2,3** | **Lettura, comprensione e riassunto dei testi**: (U.1) Comsumption and the consumer society p.86,Motivational research p.90, Consumer motivation and behaviour p.92, Appeal to feeling and fears p.94.  (U.2) Sophisticated audience and stylish ads p.96, The Use of Works of Art p.98. The Use of figures of Speech p.100.  (U.3) Commercial e non commercial advertising p.104, The use of influencers in advertising p.108, ASA (Advertising Standard Authority) p. 110 (solo lettura e comprensione) |
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| Piombino, giugno 2021b |  | Firma Insegnante/i |
|  |  | Patrizia Canneri |
|  |  | Firma Rappresentanti studenti |
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