



Programma svolto
a. s. 2021/2022

Classe: 5 ATG

Materia: Lingua Straniera Inglese

Docente: Fanciullo Maria Carmela

L'elenco che segue è stato letto alla classe

Elenco dei contenuti

Testo: Sanità, Saraceno, Pope *Images & Messages* ed. Edisco

MODULE 3: ADVERTISING AND ITS AUDIENCE

The consumer society (Consumption and the consumer society; Motivational research;

Consumer motivation and behaviour; Appealing to feeling and fears)

Selling strategies (Sophisticated audience and stylish ads: cultural references; The use of works of art; The use of figures of speech)

Advertising communication (Commercial and non-commercial advertising; The use of influencers in advertising; Advertising Standard Authority)

MODULE 4: PACKAGING

History of packaging, the beginning (Packaging, what is it?; Packaging, the beginning; Modern packaging)

Packaging and overpackaging (Packaging: design and labels; Overpackaging: raising awareness; Packaging management in Europe and the UK)

New packaging technologies (Sustainable packaging; Life Cycle Assessment; The waste hierarchy)

MODULE 5: ADVERTISING IN THE DIGITAL AGE

Digital communication age (Traditional media and new media; Digital and analogue photography; The new dimension of Web 2.0; Advantages and disadvantages of new media)

The Internet and its history (Who invented the computer?; A cool case: Apple Inc.; The Internet and the Web; World Wide Web and Videoconferencing; The mobile Web)

Online advertising (Online advertising, e-commerce and its tools; Security on the Internet)

MODULE 6: VISUAL ARTS

The history behind pictures (Eadweard Muybridge: what's in a bet; Photojournalism and wartime journalism; Documenting the bitter years)

The seventh art (Adapting history and literature into films; What is a logline?)

Testo: Drury, D'Andria Ursoleo, Gralton *Ready for INVALSI* ed. Oxford

Understanding authentic English: reading and listening papers (level: B1-B2)

Educazione Civica: "Le istituzioni nazionali, sovranazionali e internazionali" Verso l'Agenda ONU 2030: Obiettivi 16, 17. The European Union; The United Nations

Docente madrelingua:

Con la docente madrelingua, Mrs Kathleen Kelly, sono state effettuate 10 lezioni sui seguenti argomenti (livello A2/B1):

Listening: The Industrial Revolution, Speaking: A journey to Mars; Future plans for the

weekend; Refugees; Listening: Invalsi practice; the European Union: its values and its countries

Cremona, 6 giugno 2022

La docente

prof.ssa M. Carmela Fanciullo