

Programma svolto
Classe III A/G
Lingua e civiltà inglese
a. s. 2015-16
Prof. Barone Annette

Ripetizione di funzioni e strutture basilari:

present and past simple, verbi irregolari, avverbi di frequenza, di tempo, dynamic and stative verbs, ipotetiche di primo secondo e terzo grado, defining relative clauses, passiv form, non defining clauses

Testi di micro lingua

- Tattoos: a living canvas
What are tattoos, who wear them and what has graphic design to do with it
- Packaging: its function
- Marketing: definition, the importance of market research
- The 4 Ps: product development, the 3 approaches of pricing, place or the channel of distribution, the different types of promotion
- Advertising: definition
- The power of advertising; describe an ad spot
- The mass media
- Logos and trademarks: definition and classification
- The digital camera
Make difference with the traditional camera

Caserta, 28.05.2016

Alunni

Docente