

IIS BRAMANTE – articolazione IPS "I. Pannaggi"

CLASSE 5° sez. B

Programma svolto nella seguente disciplina: Lingua e Cultura Inglese

Anno Scolastico 2019 – 2020

Programma svolto classe 5B

Libri di testo: R. Fricker, J. Kent, G. Kempton, **SPEAK YOUR MIND 2**, ed. Pearson P.
Gheradelli, E.W. Harrison, **NEW IN DESIGN**, ed. Hoepli

Altri sussidi:

Testi utilizzati dall'insegnante:

E. Bertolini, **Click on Design**, Editrice S. Marco

N. Sanità, A. Saraceno, A. Pope, **Images and Messages**, Edisco

M. Spiazzi, M. Tavella, **Lit and Lab**, Zanichelli

M. Spicci, T.A. Shaw, **Amazing Minds**, Pearson Longman

Appunti e mappe forniti dall'insegnante sono inseriti in Google Classroom e nella sezione.

Didattica del Registro Online

Programma:

Modulo 1: Grammar and Use of English

Revision of Present, Past and Future Tenses; Prepositions, Modal verbs; Past Perfect; Passive Form.

Modulo 2 : Technical English for Graphic Design and Advertising



Argomenti	Fonte	G. di A.
<u>Advertising</u>		
What is advertising	Teacher's notes (source: " <i>Images and messages</i> ", Edisco, p.20)	
A look at the History of Advertising	text book- Unit 7 - Spotlight on the World	
Television and the New Media	Teacher's notes (Source " <i>Images and messages</i> ", Edisco, p.28)	
Online Ads Analysis of an online Ad (Steve Jobs iPhone	Teacher's notes (Source: " https://www.youtube.com/watch?v=wGoM_wVrwng ")	
		Buono

<p>presentation)</p> <p>Characteristics of effective advertising</p> <p><u>Citizenship & Constitution</u></p> <p>Internet dangers.</p> <p>Emotional targeting in advertising</p>	<p>Text book pp. 63/64</p> <p>Toyota targeted Ads based on Twitter emojis</p> <p>Source: "Why advertisers are watching your emojis"</p> <p>https://www.youtube.com/watch?v=RK1K78PyWDc&feature=youtu.be</p> <p>Teacher's notes</p> <p>(Source: https://blog.hubspot.com/marketing/emotions-in-advertising-examples)</p>	
<p><u>Posters and signs</u></p> <p>The amazing functions of a Poster</p> <p>How to design a fabulous poster</p> <p>Entertainment posters</p> <p>Movie posters</p>	<p>Text book p.75</p> <p>Teacher's notes (Source: https://www.youtube.com/watch?v=wNS2RXqFlrl)</p> <p>Text book pp.80/81</p> <p>Teacher's notes (Source: https://www.internationalposter.com/a-brief-history-of-the-poster/)</p>	<p>Buono</p>
<p><u>The Victorian Age</u></p> <p>Historical, social and cultural context</p> <p>Literary overview</p> <p>The 19th century Art history</p>	<p>Teacher's notes</p> <p>(Source: <i>Lit and Lab</i>, Zanichelli)</p> <p>Teacher's notes</p> <p>(Source: <i>Lit and Lab</i>, Zanichelli)</p> <p>Teacher's notes and Text Book pp.143/144</p>	<p>Buono</p>

The Pre-Raphaelite Brotherhood	Teacher's notes (Source: <i>Lit and Lab</i> , Zanichelli) Text book p. 147	
Art Nouveau and its artists	Teacher's notes Source: <i>Click on Design</i> , Editrice S. Marco, pp. 260/261/262	
<u>The 20th century</u> historical and cultural context	Teacher's notes: (Source: <i>Lit and Lab</i> , Zanichelli <i>Amazing Minds</i> , Pearson Longman)	Buono
Modernism: literary features	Teacher's notes (Source: <i>Lit and Lab</i> , Zanichelli <i>Amazing Minds</i> , Pearson Longman)	
James Joyce Analysis of James Joyce's 'Eveline'	Teacher's notes (Source: <i>Lit and Lab</i> , Zanichelli - <i>Amazing Minds</i> , Pearson Longman)	
Art in the Twenties	Teacher's notes and Text book p.147	
Schools and movements in posters' design	Teacher's notes (Source: https://www.internationalposter.com/a-brief-history-of-the-poster/)	
Work based learning experience	Teacher's notes https://prezi.com/zthrvpbrfdvv/work-based-learning-experience/	

Macerata, 24 maggio 2020

I Rappresentanti di Classe

L'Insegnante

Prof./ssa Paola Trombettoni

