



Istituto di Istruzione Superiore - "Giovanni Falcone" Palazzolo sull'Oglio (BS)

PROGRAMMA SVOLTO

Docente	Alessio De Vita
Materia:	Inglese
Classe:	3G
a. s.:	2021/22

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	Grammar	<ul style="list-style-type: none">- Passives (revision)- Future (will, be going to, -ing form, present simple, revision)- Present Perfect Simple and Past Simple (Revision)- Present Perfect continuous- Must, have to, mustn't, don't have to, ought to (revision)- Past Perfect Simple and continuous- If clauses (1,2,3 grado)
2	Communication and Design	<ul style="list-style-type: none">- What is communication?- Types of communication- Mass and interpersonal communication- Channels of communication- Visual communication- Music as a form of communication- Subliminal communication- Great communicators- What is graphic design?- The graphic designer- Purpose and applications of graphic design- Evolution and future of graphic design- Great graphic designers
3	Psychology and Marketing	<ul style="list-style-type: none">Consumer psychology- Sensory e multisensory marketing- Shockvertising- Dreams and empathy- The appeal of humor- Guilt, fear and empowerment- Smart animals and children



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- Great marketers

