

Istituto di Istruzione Superiore "Einaudi- Chiodo"

Programma consuntivo A.S. 2022-2023

Lingua Inglese Classe 5C

Prof.ssa Paola Pellistri

Libri di testo adottati : – L. Linzitto – N. Peters "**Visual frames**" tools and languages of advertising graphic design and multimedia communication, Trinity Whitebridge Vivian S. Rossetti Training for Successful INVALSI, Pearson Longman. Simona Gatti, Larry Stone "GRAMMAR HUB", A. Mondadori

Dispense pubblicate su **classroom** e altro materiale fornito dall'insegnante (video, fotocopie e immagini)

Contenuti

Advertising

- What is advertising?
- The power of advertising: texts, visual images, slogans and colours
- Different kinds of advertising (advertising and media)
- Advertising and music
- <https://youtu.be/1VM2eLhvsSM>
- https://youtu.be/ksnD_EAeBqI
- https://youtu.be/u15vKgxxU_c

Colour

- Colour theory (colour wheel)
- Colour practice
- Understanding colour
- The power of colour
- The role of colour in Advertising
- <https://youtu.be/3fdA2-3KWA4>
- https://youtu.be/_2LLXnUdUlc

Posters

- What are posters?
- Different types of posters
- Hints about the history of posters
- H. Toulouse Lautrec and Jules Chéret
- Art Nouveau style and posters; A. Mucha (hints)
- Posters and Propaganda
- Posters during WW1
- Hints about women in Propaganda Posters
- <https://youtu.be/LLkbtBfzzbw>
- <https://youtu.be/2kb1atN-w5Q>
- <https://youtu.be/dpsljhgVT34>
- <https://youtu.be/VFRyTxcy79k>

Logos

- What is a logo? (classroom)
<https://youtu.be/K-DW5gyw2PA>

UDA MULTIDISCIPLINARE “Artigiani di Pace”
“No War, pros Peace”

- Advertising and music
- No-profit advertising
- IMAGE by John Lennon
- HEAL THE WORLD by Michael Jackson
- SUNDAY BLOODY SUNDAY by U2
- MERRY CHRISTMAS WAR IS OVER by John Lennon
- Realizzazione di un poster pubblicitario che promuove “Peace”

UDA di EDUCAZIONE CIVICA “Noi Cittadini del Mondo”

“WE CITIZENS OF THE WORLD TOWARDS A SUSTAINABLE FUTURE”

- What is sustainability?
- The 5 principles of Agenda 2030 (people, planet, prosperity, peace and partnership)
- <https://youtu.be/zx04Kl8y4dE>

INVALSI

Reading

- *A Tuscany villa experience*
- *Leonardo*
- *Digital skills: what are they? And why they so important?*

Listening

- *Advertising campaign (track 42)*
- *Art Nouveau (track 33)*
- *Van Gogh’s Letters to his brother Theo (track 85)*

Contenuti Grammaticali (introdotti o ripassati)

- The present tenses
- The past tenses
- The future tenses
- Linkers
- Conditionals (0, 1st , 2nd, 3rd)
- Phrasal verbs and Modal verbs
- Active and passive voice
- Relative pronouns

La Spezia, 23/6/2023

L’insegnante

Paola Pellistri