

ESAMI PRELIMINARI – INTEGRATIVI- IDONEITA'

INDIRIZZO SERVIZI COMMERCIALI

NUCLEI ESSENZIALI

INGLESE

ANNUALITA' DAL 1° AL 5° ANNO

INGLESE 1° ANNO	
ESSENTIALS FOR COMMUNICATION	Verb to be Personal pronouns Object pronouns Possessive adjectives Question words Articles Plurals This/that/these/those Preposition of place Have got Imperatives
DAILY LIFE AND ROUTINE	Present simple affirmative Prepositions of time Present simple with adverbs of frequency
	Present Simple Like/Love/Hate....+ing Possessive's and whose Possessive pronouns
FREE TIME AND PLANS	Present Continuous Present Continuous vs. Present Simple
FOOD & DRINKS	Countable and uncountable nouns some/any; how much/many; a lot (of); much/many

INGLESE 2° ANNO	
TIMES OF LIFE	Past simple of to be Time expressions Past simple affirmative (regular and irregular verbs) Past time expressions Could

MAKING COMPARISON	Comparatives and superlatives
FUTURE PLANS	Present continuous for future plans To Be Going to (predictions and future intentions) Will for predictions
RULES & OBLIGATIONS	Must vs. Have to: Neg. & Interr. Forms
PAST AND PRESENT	Present perfect with ever/never/yet Just/already/ been/gone For/since Past Continuous Used to
PROBABILITIES	Zero and First Conditionals Should and Ought to

INGLESE 3° ANNO/GRAFICO-PUBBLICITARIO	
COMMUNICATION BACKGROUND	What is communication Types of communication Mass and interpersonal communication
GRAPHIC DESIGN	What is graphic design The graphic designer Purpose and applications of graphic design Evolution and future of graphic design Great graphic designers
MUSIC & CREATIVE ARTS	Music in everyday life Music in advertising Music video Music in films

INGLESE 4° ANNO / GRAFICO - PUBBLICITARIO	
COMMUNICATION	Visual communication Music as a form of communication Subliminal communication Great communicators
BIG & SMALL SCREEN	Films and film genres A very short history of cinema Animation films Music in films A brief history of small screen Genres of TV Cartoons, the first animated television shows

	Documentaries, real tv, news

INGLESE 5° ANNO /GRAFICO-PUBBLICITARIO	
MARKETING	Marketing concept Market segments Market research The marketing strategy: STP The marketing mix. The four P.s - Product - Price - Promotion - Place
ADVERTISING	Advertising media Taking part in market research: consumer panels focus groups
CULTURAL CONTEXT	The great Depression The Wall Street Crash Ellis Island: immigration issue

COORDINATORE/trice DI DIPARTIMENTO