



Programma svolto A. S. 2025 / 2026

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Materia: Lingua Inglese

Programma svolto dal libro di testo Images & Messages, Sanità, Saraceno, Bottero, Edisco ed.

- What is advertising, p. 152
- The AIDA model, p. 152
- Consumerism and the consumer society, p. 154
- The Maslow's pyramid, p. 154
- Advertising categories, p. 156
- Advertising agencies and advertising campaigns: the USP, Unique Selling Proposition, p. 158
- Preparing and advertisement campaign (ATL, BTL, TTL strategies), p. 160
- Great AD campaigns, The *Thank you mom* campaign, p. 162
- The language of advertising, p. 166
- Colours, images and art in advertising, p. 168
- Effectiveness and feedback: the marketing funnel, p. 170
- Analysis of a printed AD, p. 172
- Great adverts: - Uncle Sam: I want you! – Coca. Cola's Santa Claus - Rosie the Riveter, p. 176
- Dorothea Lange, *Migrant mother* and the Great Depression, da fotocopia
- Robert Capa, *Falling soldier*, da fotocopia

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Firma del Docente

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