



“Let’s Marche! In Italy, of course.”

The new slogan will accompany the Marche Region in all its tourism promotion activities in Italy and abroad. In Rome, the new logo and advertisement for the Marche Region were presented with Roberto Mancini, from Jesi, Italy’s football team’s coach, as its testimonial at the headquarters of the Italian National Tourist Board.

The commercials were shot in May in various locations in the Marche region to kick-start the new promotional campaign which has the slogan “Let’s Marche!” at its core. The new image of the Marches was created by the Omnigraf Agency of Osimo, with ideas from the Region and Atim (the Agency for Tourism and Internationalization of the Marches), to promote tourism and coordinate efforts to publicize the territory. The English language was chosen for international communication and a more effective message. The ‘Let’s Marche’ logo and concept inspired the script for the commercials, in which Mancini makes the words his own.

“We want to strengthen the promotional campaign,” said the President of the Marche Region, Francesco Acquaroli, “to conquer new sectors of the foreign market and to relaunch the image of the Region together with Atim. We are doing so with our celebrity endorsement in the commercials and with a new the brand and logo, which I believe can be important tools for achieving our goals. The start of the summer season was held back by the bad weather which also hit the Marche region, albeit with limited damage. We are now back on track with excellent results recorded in the spring. We aim to equal last year’s numbers, a record for the Marche, and try to improve”.

Welcome to the Marche

1. Gradara Castle: Reading Comprehension

a) First, watch the Gradara Castle promotional video:

www.youtube.com/watch?time_continue=162&v=WF4XT_LqP1k&feature=emb_logo

b) Now read this extract from a guide book to the Marche region of Italy.

Gradara Castle is the most visited monument in the Marche. This imposing Mediaeval fortress is located in the village of Gradara and is protected by two walls: an outer rampart which extends for over 700 metres and an inner one where visitors can stroll at their leisure, enjoying spectacular views of Romagna, Carpegna and the Republic of San Marino.

The castle was built in about 1150 by the De Griffo family to regulate trade along the Adriatic coast but was later taken over by the House of Malatesta whose domain comprised Rimini, Cesena and Pesaro. Ownership of the citadel was keenly contested by troops belonging to the Montefeltro and the Sforza dynasties until it was reclaimed by the church in 1641.

In 1920, the Zanvettori family bought the fortress which, in the intervening centuries, had been reduced to ruins. The famous architect, Giuseppe Sacconi, was commissioned to restore the central tower and its surrounding walls and now, thanks to him, Gradara can be seen in all its original glory.

As every Italian school-pupil knows, this is where Francesca da Rimini fell in love with Paolo Malatesta. Unfortunately, she was already married to Gianciotto Malatesta, his older brother, and the story ended tragically when their affair was discovered. Gianciotto was furious and the adulterous lovers were both killed. The episode was immortalized in Dante's 'Inferno' and Gradara Castle has been a symbol of romance and overpowering passion ever since.

What To See

The central tower of the twelfth-century Demesne Fortress has been perfectly preserved and can be reached via a drawbridge and a picturesque inner courtyard. Here you can visit chambers inhabited at one time or another by some of the greatest names of the Italian Renaissance, the Sforzas, the Malatestas, the Borgias, the Della Roveres and, of course, the doomed lovers, Paolo and Francesca.

From here, you will be taken to a museum that houses a unique collection of antique arms and armour, documents and instruments of torture. Complete your visit with a panoramic walk along the ramparts to admire the green and yellow hills of the Marche and the azure Adriatic Sea.

A multimedia visitors' centre is being constructed and will be completed within the next two years. In the meantime, the village of Gradara offers all kinds of dramatic, musical and cultural attractions, like 'The Siege of the Fortress', 'The Night of the Witches and the Sprites' and the fabulous 'Magic Castle' event, which are held in the streets of the citadel. Fun for all the family!



Guided tours of the village and the castle, explaining their principal historical, architectural and artistic features, with a panoramic view from the top of the Demesne Fortress and a dramatic representation of the legend of Paolo and Francesca are available from January to December but must be booked at least ten days in advance.

c) Now answer the following questions:

- i) Where is Gradara Castle located?
- ii) When was Gradara Castle built?
- iii) Why was Gradara Castle built?
- iv) Who restored the Demesne Fortress?
- v) Why is Gradara Castle still famous today?
- vi) Who were Paolo and Francesca?
- vii) Why did they have to die?
- viii) Why can't you visit Gradara Castle's multimedia visitors' centre?
- ix) Where is the 'Magic Castle' event held?
- x) How far in advance must tours be booked?

2. Grammar: The Passive

In the 'Gradara Castle' reading passage, we saw many examples of the passive in English. As in Italian, the passive = the verb "to be" + the past participle

a) In active sentences, the Subject is the most important element of the sentence. As here,

SIMPLE FUTURE: A guide will take you to the museum

SIMPLE PRESENT: Gradara holds all kinds of events each year

PRESENT CONTINUOUS: MIB Srl is constructing a multimedia visitors' centre

SIMPLE PAST: Gianciotto Malatesta killed Paolo and Francesca

PRESENT PERFECT: Giuseppe Sacconi has preserved the central tower perfectly

PAST PERFECT: Time had reduced the castle to ruins

b) In passive sentences, however, the Object comes first. We then put *the verb 'to be'* into the appropriate tense and add the **past participle** of the main verb, as here,

SIMPLE FUTURE: You *will be* **taken** to the museum

SIMPLE PRESENT: All kinds of events *are* **held** each year

PRESENT CONTINUOUS: A multimedia visitors' centre *is being* **constructed**

SIMPLE PAST: Paolo and Francesca *were* **killed**

PRESENT PERFECT: The central tower *has been* **preserved** perfectly

PAST PERFECT: The castle *had been* **reduced** to ruins

c) Passive Constructions with Modal Verbs

In this case, we put the modal verb into its past, present or future form, and add the base form of the auxiliary verb, 'be', plus the past participle of the main verb. As here,

MODAL VERB	+	'BE'	+	PAST PARTICIPLE
Can				seen
Could		be		cancelled
Must				booked
Had to				postponed

This is the conventional word order in affirmative, negative and interrogative sentences:

+ The tour must be booked ten days in advance

— The tickets couldn't be cancelled

? Can the visit be postponed?

d) Use

In tourism texts, we use the passive,

i) When the Object or the action is more important than the Subject of the sentence.

e.g. The famous architect, Giuseppe Sacconi, was commissioned to restore the central tower and its surrounding walls.

(In this sentence, the architect, Giuseppe Sacconi, is more important than the Zanvettori family, who commissioned him)

ii) To avoid using the Subject or when the Subject is not important or unknown.

e.g. Their affair was discovered.

(Who discovered it? We don't know, it doesn't matter)

iii) When the Subject is so obvious that it does not need to be stated.

e.g. The episode was immortalized in Dante's 'Inferno'.

(By Dante, obviously)

NB. In a passive sentence, if we want to mention the Subject, we can turn it into an Agent by adding the preposition 'by', e.g. Ownership of the castle was keenly contested by troops belonging to the Montefeltro and the Sforza dynasties until it was reclaimed by the church in 1641.

3.Writing: The Holy House of Loreto



Tell the story of the Holy House of Loreto by putting these phrases in the correct order.

i) in Lonely Planet's / The Marche / for 2020 / was included / top ten travel destinations

ii) will be visited / This means that / by tourists from all over the world / the shrine of Our Lady of Loreto

iii) is well known / as a pilgrimage destination / throughout Italy / Loreto

iv) was transported to Loreto / of the house / It is the final resting place / which, according to legend, / by angels / where the Virgin Mary was born and raised

v) can still be visited today / in the 13th century / and / It arrived there

vi) may have been / It is thought that / based on historical events / this legend

vii) had been / Documents discovered in the Vatican archive / dismantled by the Crusaders / the Virgin Mary's house in Nazareth / in the 13th century / indicate that

viii) the Angelos family / and the bricks were later shipped / by members of / to Italy

.....
ix) by 'the Angeli'? / So, / really delivered to the Marche / was the Holy House

.....
x) cannot be proved / Sadly, / the theory

4.The Frasassi Caves



a) First, watch this promotional video: <https://www.youtube.com/watch?v=6iwlicjkXXg>

b) Now complete the text below by putting the verbs in brackets into the passive form of the simple present, present perfect, past perfect, future or past tense.

The Frasassi Caves are a karst cave system, which1.....
(locate) near Genga in the Marche region of Italy. The caves2.....
(discover) by a group of amateur speleologists in September 1971 and
.....3..... (open) to the public three years later. Nowadays, groups of
visitors4..... (allow) in but they must5.....
(accompany) by a guide.

The cave system6..... (form) in the Upper Pliocene period, about one-and-a-half million years ago, and the basic structure of its subterranean combination7..... (compose) of at least six superimposed levels.

The Frasassi caves contain five astonishing chambers which8..... (know) as: 'The Cave of Bats', which9..... (colonize) by a vast swarm of bats, who still live there; 'The Great Cave of the Wind', which10..... (traverse) by some 13 kilometres of passageways; 'The Ancona Abyss', a huge space which11..... (estimate) to be almost 125 metres wide and about 300 metres high; 'The Room of the Candles', which12..... (pack) with stalagmites that resemble candles; and 'The Room of the Infinite', a lofty chamber whose roof13..... (support) by imposing speleothem columns.

The Frasassi Caves are of great interest to scientists — and not just for their geology. In recent years, they14..... (use) to conduct experiments in chronobiology. Volunteers have lived there for extended periods in order to investigate the effects of long-term sensory deprivation on the human body and mind. After several months underground, some subjects reported that their sense of time15..... (affect), for example, and others found that certain metabolic cycles16..... (alter), too.

Tourists opting for a shorter stay17..... (advise) to book their visit online at www.frasassi.com and should18..... (warn) that the caves19..... (close) to the public on December 4th, December 25th and from 10th-30th January inclusive. Reservations must20..... (make) before 12.00 of the day before the tour and visitors should present themselves at the ticket office 30 minutes in advance.

5) WEBQUEST: search the Internet for information about the artist Ferruccio Mengarini and write the story of his most famous work, the Medusa, in English.



First, watch this video-clip:

Frank Underwood 'You are entitled to nothing'

https://www.youtube.com/watch?v=abnlvAQ_E7I