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| **L11 ii anno**  **a.a. 2022-2023**  **LETTORATO Dott.ssa R.O’Doherty**  **rebecca.odoherty@unimc .it**  **LESSON 15-16/2/2023** |

**LANGUAGE FOCUS: Descriptive language**

**GRAMMAR FOCUS: Collocations (adjective+noun/adverb+adjective)**

**Discuss together:**

Do marketers need to use different strategies to capture the attention of different age groups?

Why/why not? What do you think is the best way for marketers to get the attention of these age groups: 15-29, 30-44, 45-59, 60+?

**VOCABULARY FOCUS 1 Choose 4 of the words from the vocabulary box (page45) and use them in a sentence: (5mins to write, >5 mins to read out)**

1.

2.

3.

4.

Immagine che contiene testo

Descrizione generata automaticamenteImmagine che contiene testo

Descrizione generata automaticamente

**HOMEWORK FOR 22ND-23RD February: WRITE A DESCRIPTIVE ESSAY DESCRIBING AN AFVERTISMENT FOR A PRODUCT, BUSINESS OR SERVICE. BE SURE TO INCLUFE A THESIS STATEMENT THAT TELLS WHY IT IS YOUR FOCUS AND BODY PARAGRAPHS THAT DESCRIBE THE SPECIFIC FEATURES OR QUALITIES OF THE ADVERTISEMENT.**

**EMAIL HOMEWORK TO ME AT rebecca.odoherty@unimc.it**