

THE MAIN TECHNICAL
AUDIOVISUAL VOCABULARY
IN ENGLISH: HOW
“HOTELLYWOOD” CAN HELP

By Valentina Celona

CONTENTS:

- The curriculum of our vocational school
- The use of technical vocabulary in the various courses
- Technical vocabulary for the audiovisual sector
- Hotellywood: how to use it in order to talk about marketing and advertising
- A competition and then an event to show the best advertising ideas

IISS ENRICO MEDI VOCATIONAL INSTITUTE CURRICULUM

Two main sectors : Maintenance and Technical Assistance and Industrial Productions

The first sector has the following courses:
Mechanical, Thermal, Electrical, Electronic

The second one : Fashion and Clothing and Audiovisual courses

All of them have English as a compulsory subject for 5 years

FROM GRAMMAR RULES TO TECHNICAL TERMS

Ours is a State School with a Professional purpose:

- Two years for studying English Grammar rules
- The last three years are devoted to studying the microlanguage of each sector and some hints about civilization and literature

All the students take a State exam at the end of the fifth year: the best of them could also choose to attend University

MICROLANGUAGE: A SPECIFIC LANGUAGE FOR EACH COURSE

As already mentioned each course will study at the least the basics of technical vocabulary of the field they are aiming to work for.

So there will be a glossary the students will learn for each specific branch of studies

All this is done to give them the basic tools to understand an instruction manual or a set of operating instructions

The complexity level will rise from the third to the fifth year

THE AUDIOVISUAL MICROLANGUAGE BASICS

It is based on graphic design but also on marketing, the use of logos, various types of printed media, advertising, film posters, photography.

After the definitions of graphic design and designer, there will be a unit focusing on marketing

“HOTELLYWOOD”: HOW TO EXPLOIT ITS CONTENTS

It is a very nice project on a theme hotel based on Hollywood and the cinema industry

It can be exploited to:

- Study its English content
- Talk about marketing in English
- Have the students plan a logo for it
- Launch a competition for the best innovative ideas

STUDYING THE TOPIC: CINEMA

- ▶ The world of cinema is very close to young people's tastes.
- ▶ We can have the project read and translated in the lower classes
- ▶ We can make the students express their opinions on a type of movie or an actor, describe the setting, the appearance of actors/actresses, judge the soundtrack

A LESSON ON THE CONCEPT OF MARKETING

- Marketing and its definitions
- A marketing agency
- The use of colours in marketing
- Logos
- Social media marketing
- Mascots

PLANNING A LOGO FOR “HOTELLYWOOD”

- In the graphic design lab the students will be then asked to think about an innovative idea that can best represent the spirit of “Hotellywood”

PRESENTATION OF THE BEST CREATIVE IDEAS TO ADVERTISE “HOTELLYWOOD”

After studying the basic concepts of marketing and advertising both in English and in Italian, the best creative ideas on the theme will be shown in a school event at the end of the school year, to stress the cooperation among subjects and to show the students' abilities to speak in front of a big audience, in Italian and in English .