



MUNICIPIO DE MEDELLÍN

SECRETARÍA DE EDUCACIÓN MUNICIPAL

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Aprobada por Resolución 16218 de Noviembre 27 de 2002

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PLAN DE APOYO 2024

SEGUNDO PERIODO

| | |
|---|--------------------|
| AREA O ASIGNATURA: INGLÉS | |
| DOCENTE: ZEIDY AGUDELO LOPERA | |
| ESTUDIANTE: | GRUPO: 10TH |
| FECHA DE ENTREGA: | |
| CONTENIDOS TEMÁTICOS A RECUPERAR | |
| <p>Simple tenses Progressive tenses Passive/ Active voice Reading Comprehension</p> | |
| INDICADORES DE DESEMPEÑO A RECUPERAR | |
| <ul style="list-style-type: none"> • Identifica y responde de forma elemental a preguntas sobre temas trabajados, basándose en la información consultada y organizada. • Redacta textos narrativos, descriptivos y expositivos relacionados con temas de su interés, siguiendo un proceso básico de planeación, escritura, revisión y edición | |
| ACTIVIDADES PARA DESARROLLAR | |
| <p>1. READ THE EXCERPT FROM A DISCUSSION BETWEEN THE PROFESSOR OF A BUSINESS CLASS AND A GUEST SPEAKER. NOTICE THE WORDS IN BOLD</p> <p>Professor: So, Dennis, what changes have you seen in marketing recently?</p> | |

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just **as important as** traditional advertising. Maybe even more important. TV advertising is **as useful as** it was before, of course. On the other hand, newspaper ads¹ are much less effective than they used to be.

Professor: Hmm. That's interesting. . . . I've spoken to some marketing people who aren't **as positive as** you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are less likely to write reviews than people who have had a problem. This means there might be more negative reviews **than positive ones**. But online shoppers are wiser now. A few negative opinions are not **as harmful as** they used to be. Also, the positive reviews can be **as valuable as** ads. If a customer loves a product, he or she will endorse² it just as enthusiastically ³ as a TV ad does!

1. **ad:** short for advertisement
2. **endorse:** to say that you support or approve of someone or something
3. **enthusiastically:** to do something in a way that shows a lot of interest and excitement

2. USE DICTIONARY TO UNDERSTAND THESE WORDS

- a. review: _____
- b. harmful: _____
- c. valuable: _____
- d. useful: _____
- e. marketing: _____
- f. excitement: _____
- g. customers: _____
- h. advertising: _____

i. concerns: _____

3. CHECK. READ EACH STATEMENT. CIRCLE T FOR TRUE OR F FOR FALSE.

1. Dennis thinks that online reviews are not very important in marketing. T F
2. Newspaper ads used to be more effective. T F
3. Some marketing people have a negative opinion of online reviews. T F
4. Customers with problems are more likely to write online reviews. T F
5. Online shoppers won't buy a product if they see a negative review. T F
6. Positive online reviews aren't very valuable. T F

4. LOOK AT EACH PHRASE FROM THE DISCUSSION IN PREVIOUS EXERCISE. DOES THE PHRASE MEAN EQUAL OR NOT EQUAL? CIRCLE THE CORRECT ANSWER.

- | | |
|---------------------------|-------------------|
| 1. as useful as | equal / not equal |
| 2. less effective than | equal / not equal |
| 3. aren't as positive as | equal / not equal |
| 4. not as harmful as | equal / not equal |
| 5. as valuable as | equal / not equal |
| 6. as enthusiastically as | equal / not equal |

5. WRITE SENTENCES IN PASSIVE VOICE USING THESE WORDS.

- a. review : _____
- b. harmful: _____
- c. valuable: _____
- d. useful: _____
- e. marketing: _____

- f. excitement: _____
- g. customers: _____
- h. advertising: _____
- i. concerns: _____

6. TURN THE SENTENCES INTO THE PASSIVE (BOTH WAYS):

a. They met a man.

b. Jane will buy some toys.

c. she swindled money from the company.

d. Miss Johnson missed many classes.

e. She tells lies all the time.

f. She does homework so easy.

g. They are eating an ice cream.

7. WRITE SENTENCES IN THE PASSIVE VOICE PAYING ATTENTION TO THE TENSES:

1 Our papers / mark / by our French teacher / at the moment

2 The Starry Night / paint / Vincent Van Gogh.

3 Blood oranges / widely / grow / in Spain and Italy

4 The convicts / release / from prison / last week

5 The dishes / already / wash

6 Mozart / always / regard / a great composer

7 Reservations / make / 36 hours / before / day of play

8 We / bring up / our grandparents

9 Look at that boy!!! He / bite / that venomous snake!

10 My room / clean / weekly

ESTRATEGIAS DE EVALUACION

- Presentación de taller
- Actividad de sustentación

FECHA DE DEVOLUCIÓN:

VALORACION: