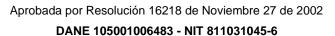


MUNICIPIO DE MEDELLÍN

SECRETARÍA DE EDUCACIÓN MUNICIPAL

I.E. RODRIGO CORREA PALACIO





PLAN DE APOYO 2024

SEGUNDO PERIODO

AREA O ASIGNATURA: INGLÉS

DOCENTE: ZEIDY AGUDELO LOPERA

ESTUDIANTE: **GRUPO**: 10TH

FECHA DE ENTREGA:

CONTENIDOS TEMÁTICOS A RECUPERAR

Simple tenses
Progressive tenses
Passive/ Active voice
Reading Comprehension

INDICADORES DE DESEMPEÑO A RECUPERAR

- 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

1. READ THE EXCERPT FROM A DISCUSSION BETWEEN THE PROFESSOR OF A BUSINESS CLASS AND A GUEST SPEAKER. NOTICE THE WORDS IN BOLD

Professor: So, Dennis, what changes have you seen in marketing recently?

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
- 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:
	customers:
	advertising:

i. concerns:					
3. CHECK. READ EACH STA	ATEMENT. CIRCLE T FOR TRUE OR F FOR				
FALSE.					
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 ve	6. Positive online reviews aren't very valuable. T F				
4. LOOK AT EACH PHRASE	FROM THE DISCUSSION IN PREVIOUS				
EXERCISE. DOES THE PI	IRASE MEAN EQUAL OR NOT EQUAL?				
CIRCLE THE CORRECT A	NSWER.				
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 PA	ASSIVE VOICE USING THESE WORDS.				
a. review :					
b. harmful:					
d. useful:					
<u>L</u>					

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.
С.	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 E	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:			