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| **Competences** | Processing text in speech, Processing text in writing, Spoken Production, Spoken Interaction |
| **Level** | ITA: B1, E: B2 |
| **Topics** | Marketing, Social Media, Influencers |
| **Methods** | Individual work, group work, use of digital tools |
| **Time needed** | Minimum 2 lessons of 50 min. (maybe some time to collect information outside class; after that, another 10-15 minutes to discuss the results) |
| **Language requirements** | Students have a good range of vocabulary to discuss marketing and social media in English.  Students have a sufficient rage of vocabulary to discuss marketing and social media in Italian. |
| **Material** | 1 smartphone or tablet/laptop (S)  1 laptop + projector (T) |
| **Sources** | Own idea |
| **Further details** | With this task the new descriptors of the CEF Companion Volume 2018 should be highlighted.   * Esercizio/Task 3 focuses on the following descriptors:   Processing text in writing *B1: Can summarise in writing (in ITA) the main points made in straightforward informational spoken and written texts (in E) on subjects that are of personal or current interest, provided spoken texts are delivered in clearly articulated standard speech.*  *B1+: Can summarise in writing (in ITA) the information and arguments contained in texts (in E) on subjects of general or personal interest.*   * Esercizio/Task 5 focuses on the following descriptors:   Processing text in speech  *B1: Can summarise (in ITA) the main points made in clear, well-structured written texts (in E) on subjects that are familiar or of personal interest, although his/her lexical limitations cause difficulty with formulation at times*.  The rubrics are in two languages in order to promote switching even when learners are studying the tasks and to cater for the difference in levels (more complex instructions are in English). |
| **TechTools** | [**www.mentimeter.com**](http://www.mentimeter.com)  *Mentimeter* allows for posting two questions after one another.  [**http://linoit.com**](http://linoit.com)  This tool is an alternative to [www.padlet.com](http://www.padlet.com) . It offers the same possibilities but looks a bit different. Very easy to use.  Please prepare *Linoit* before the start of the lessons and insert the link on the worksheet. |

**Influencer**



w:en:Creative CommonsSource: <https://upload.wikimedia.org/wikipedia/commons/d/d1/Ariana_Grande_-_God_Is_A_Woman_VMA_2018_5.jpg>  
Picture taken on October 29, 2018 VMAs by The Salvator

**Esercizio 1**

Intro:

Smartphone*Quali media sociali usate voi regolarmente? E perché?*

Con il **cellulare** aprite il sito che viene proposto e postate le vostre risposte.

**Task 2**

Many people use social media to give advice or simply share important moments in their lives. Some of them have become very famous in doing so and are now so-called “influencers”.

Work in **groups of 3-4** and **discuss** the following questions:

* *Which influencers do you know? What could be reasons for their popularity?*
* *Are there any influencers that are important to you?*

*If yes, who do you follow and why?*



**Esercizio 3/Task 3**

Guardate il video con Ariana Grande e **scrivete** **un breve riassunto** con un minimo di 80 parole.

Scrivete il riassunto **insieme**. Forse volete usare *Google Docs*, dato che si può collaborare facilmente. Mandate il vostro riassunto al/alla vostro/a insegnante.

<https://www.youtube.com/watch?v=4ZO3jpquRpM>

**Esercizio/Task 4**

Dal minuto 2:08 Ariana Grande parla su come lei usa *Instagram* e come anche sua nonna è diventata una persona famosa.

Get together with **another group.**

Watch the whole video one more time if you need to. Discuss the following questions:

Se ne avete bisogno, guardate il video un’altra volta. Discutete le seguenti domande:

* *What do you think of Ariana Grande talking about her grandmother on TV all the time as well as posting on Instagram about her?*
* *Quale influenza potrebbe avere sulla vita della nonna?*

**Esercizio/Task 5**

Lavorate in **coppie**

Giá da tempo gli esperti di marketing hanno scoperto che l’utilizzo di influencer ha un gran valore economico.



Leggete il testo inglese e fate un riassunto in italiano in forma orale. Come farlo:

- Highlight the main information in the text.

- Underline topic-specific expressions.

- Decide which of them you will need for your   
 summary and find their equivalent in Italian.

- Summarize the information in Italian.

In coppie create / producete **un ascolto oppure un vide**o in italiano nel quale spiegate **che cosa significa “influencer marketing” e come usarlo bene**. Il vostro ascolto/video dovrebbe essere lungo almeno 1 minuto.

Speditelo alla/al prof.

**Ultimo esercizio /Final task (se volete/if you like)**

Let’s collect all the products and services which the people who you follow on social media will have recommended to you by \_\_\_\_\_\_\_\_,2019.

Fate una raccolta di tutti I prodotti e servizi che vi sono stati raccomandati da persone che seguite su social media dal \_\_\_\_\_\_\_\_\_\_\_\_\_, 2019.

Place each product/service in a short post telling also who recommended it.  
Use the following link: <http://linoit.com>

Post in any language you prefer.

Ogni prodotto/servizio viene elencato con una breve informazione e da chi è stato raccomandato.

Usa il seguente link: <http://linoit.com>

Postalo nella lingua che preferisci.

**What is influencer marketing and how can marketers use it effectively?**

Influencer marketing is not new. It's been around for many years. Lately it's become a hot topic for marketers -- probably because we are realizing how powerful it is, especially as an alternative to traditional advertising that can be expensive and inefficient. More importantly, consumers don't like to be advertised to and marketing messages have less credibility every day.

**What is an influencer?**

One of the biggest misconceptions about influencers is that they are someone with a large social media following. This thinking confuses influence with popularity. The act of influencing requires a specific result: a change in thinking or behavior. An influencer, therefore, is someone who has the power to influence the perception of others or gets them to do something different.

**Here's how to do influencer marketing right.**

The simplest way to work with influencers is to pay them money. Advertisers have used celebrities in their campaigns for decades. Marketers are essentially borrowing their credibility and familiarity to sell a product. This is a tactic that may work, but it is not what we define as influencer marketing -- we call it celebrity endorsements. Consumers know the actor or athlete is getting paid to promote a product, so its effectiveness is limited.

Another way to work with influencers is to borrow their reach. This is how most marketers use influencer marketing today. They look for someone with a lot of Instagram followers and pay them to advertise a product. This is really sponsored advertising and does not maximize influencer marketing opportunities.

The best influencer marketing does not involve financial compensation. Instead, it requires understanding that influencers want to be recognized, have access to information and be the first to know of any news in their space -- they need this to strengthen their influence.

Good influencer marketing is centered on building sincere personal relationships with influencers and sharing useful, unique, exclusive or early information. The good news is that influencers are curious. A marketer with an interesting, useful product should have no problem finding information and knowledge of value to influencers.

**The goal of influencer marketing is advocacy.**

Influencer marketing should be honest and authentic. An influencer speaks about your product not because they are being paid to do so, but because they want to -- because they find your company interesting and the information useful to their readers.

Therefore, influencer marketing takes time, dedication and focus, and it must be transparent and honest. An influencer will speak about the good and the bad of your products. But they will do in in a way that is far more credible and useful than any ad could do.

When done right, influencer marketing is a multiplier: It leverages the reach, credibility and salesmanship of a community of influencers to advocate your product to consumers, and it results in awareness, improved perception and action.

(shortened) <https://www.forbes.com/sites/forbescommunicationscouncil/2017/11/14/what-is-influencer-marketing-and-how-can-marketers-use-it-effectively/#52a90d4523d1> (letzter Zugriff: April 17, 2019)

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| *After this lesson I can …* |  |  |  |
| *... transfer information from one language to another in an appropriate way.* |  |  |  |
| *… write a short summary in Italian.* |  |  |  |
| *… explain orally in Italian what „influencer marketing“ is.* |  |  |  |
| *... use two languages at the same time in a group discussion /*  *in pair work.* |  |  |  |
| *... use my smartphone to take part in an online survey.* |  |  |  |