Lingua Inglese Avanzata

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THE 4 CONDITIONAL FORMS

Reality Conditional – If+present

Zero – direct consequence

One – Possibility

Unreal Conditional – If + past

Two – Unlikely Possibility

Three – Impossible

Zero Conditional

IF+Present –> Imperative/Present

zero conditional

If you **want** to be fit, you **need to** do some exercise every day. 2 39

If people **are wearing** headphones in the street, they often **don't notice** other people.

To talk about something which is always true or always happens as a result of something else, we use *if* + present simple, and the present simple in the other clause.

- You can also use the present continuous or present perfect in either clause.

First Conditional

If+Present –> Future

first conditional

If the photos **are** good, I'**ll send** them to you. 2 40

If you'**re not going** to Jason's party, I'**m not going to go** either.

If I **haven't come back** by 9.00, **start** dinner without me.

I'**ll have finished** in an hour if you **don't** disturb me.

To talk about something which will probably happen in the future, we use *if* + a present tense, and a future tense in the other clause.

- You can use any present form in the *if*-clause (present simple, continuous, or perfect) and any future form (*will*, *going to*, future perfect, future continuous) or an imperative in the other clause.

Second Conditional

If + Past –> Would

second conditional sentences: if + past simple, *would / wouldn't* + infinitive

1 If there **was** a fire in this hotel, it **would be** very difficult to escape. 3 12
I **wouldn't have** a car if I **didn't live** in the country.
2 If you **weren't** making so much noise, I **could concentrate** better.
3 If I **were** you, I'**d make** Jimmy wear a helmet when he's cycling.

1 We use second conditional sentences to talk about a hypothetical or imaginary situation in the present or future and its consequences.
2 In the *if*-clause you can also use the past continuous. In the other clause you can use *could* or *might* instead of *would*.
3 With the verb *be* you can use *was* or *were* for *I*, *he*, and *she* in the *if*-clause, e.g. *If Dan was | were here, he would know what to do*. However, in conditionals beginning *If I were you…* to give advice, we always use *were*.

Third Conditional

If + Past Perfect –> Would Have Past Part.

third conditional sentences: *if* + past perfect, *would / wouldn't have* + past participle

1 If you **had come** to class more often, you **would have done** better in the exams. 3 13
I **wouldn't have been** late if I **hadn't overslept**.
2 He **would have died** if he **hadn't been wearing** a helmet.
If the jacket **had been** a bit cheaper, I **might have bought** it.

1 We use third conditional sentences to talk about a hypothetical past situation and its consequences.
2 You can also use the past perfect continuous in the *if*-clause. You can also use *could have* or *might have* instead of *would have* in the other clause.

…2nd or 3rd?

second or third conditional?

1 If you **came** to class more often, you **would** probably **pass** the exam.
2 If you **had come** to class more often, you **would** probably **have passed** the exam.

3 14

Compare the two conditionals.

1 = You don't come to class enough. You need to come more often if you want to pass the exam.

2 = You didn't come to class enough, so you failed.

So to recap…

Zero: if + pres. –> pres./imperative

If you want to win, you need to practice / Take an umbrella if it's raining.

First: if + pres. –> future

If you go to London, you will love it!

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Second: if + past –> would

If knew the answer, I would tell you

Third: if + past perf. –> would have + past part.

If I had read the book, I wouldn't have watched the movie.

future time clauses

I'll be ready as soon as I've had a cup of coffee. 2 41
Send me a message when your train's coming into the station.
I'm not going to buy the new model until the price has gone down a bit.
I'm not going to work overtime this weekend unless I get paid for it.
Take your umbrella in case it's raining when you leave work.

When you are talking about the future, use a present tense after these expressions: *as soon as*, *when*, *until*, *unless*, *before*, *after*, and *in case*. This can be any present form, e.g. present simple, present continuous, present perfect.

- We use *in case* when we do something in order to be ready for future situations / problems. Compare the use of *if* and *in case*:
  I'll take an umbrella if it rains. = I won't take an umbrella if it doesn't rain.
  I'll take an umbrella in case it rains. = I'll take an umbrella anyway because it might rain.

Reported Speech

I want to buy this ticket.

He said / He told me (that) he wanted to buy the ticket.

Reported speech – verb forms

Verb tense	Direct speech	Verb tense	Indirect speech
present simple	'I **am** exhausted.'	past simple	He said (that) he **was** exhausted.
present continuous	'I'**m** studying.'	past continuous	She told me (that) she **was studying**.
past simple	'I **loved** the concert.'	past perfect	He told me (that) he **had loved** the concert.
present perfect	'I **have** never **been** to Rome.'	past perfect	She said (that) she'**d** never **been** to Rome.
will	'I **will help** you.'	would	He said (that) he **would help** me.
must	'You **must pay** attention.'	had to	She told me (that) I **had to pay** attention.
can	'You **can** stay with me.'	could	She said (that) I **could** stay with her.
may	'I **may** arrive late.'	might	He told me (that) he **might arrive** late.
could, might, should	'I **should** help Tom.'	could, might, should	She said (that) she **should** help Tom.

test-english.com

Digital Marketing

Digital Marketing Sales Funnel

Awareness

Primary Tools: *Content marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations*

Interest

Primary Tools: *Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting*

Decision

Primary Tools: *Sales Pages, Free Consultation, Trust Signs, Promotions, Free Trials, Demos, Email Marketing*

Action

Primary Tools: *Payment System, Shopping Cart, Reviews and Referrals*

content
strategy
links building
ranking
social network
Keyword research
SEO
website optimization
feedback
web design
HTML
software development
sitemap optimization
traffic

Measure Your Digital Marketing Effectiveness

According to HubSpot, the following are important elements in driving visitors to your website and creating measurable visitor actions that help you analyze your digital marketing ROI:

- **Keywords** – Find the best words and phrases your prospects use. These are keywords they use when searching for solutions to their problems and challenges that your products/services can address.
- **Page Performance** – Select key SEO areas for optimizing your pages and generating quality inbound links. Then you can see detailed SEO metrics on page views, ranked keywords, inbound links, clicks and social media.
- **Social Media Monitoring** – Create monitoring streams of targeted contacts and view your history of interactions.
- **Calls to Action** – A/B test CTAs and track results to analyze clicks and conversions.
- **Landing Pages** – Capture inbound leads through your website with landing pages. Use automated analytics to see which pieces of content bring in the most viewers, where your landing page traffic is coming from and which sources convert into leads.
- **Forms** – Build optimized forms with custom fields for collecting data on your leads.

Vocabulary

Digital Marketing can be an intimidating field to handle if you are a newbie. Sometimes, even seasoned Digital Marketing Professionals do not know all the Digital Marketing Terms, plus, new terms get added in Digital Marketing Glossary on a regular basis.

Internet advertising

Some of the most common internet advertising formats are **banners**, **buttons** and **skyscrapers** (see below). Other formats include:

- **Pop-ups** – new windows that open on your screen as you surf the web.
- **Microsites** – small websites (which may be part of a large website) dedicated to promoting a specific product or event. A microsite has its own address or URL.
- **Rich media formats** – animated, highly interactive advertisements.

The effectiveness of an **online ad unit** or **online advertising vehicle** is measured in **impressions** – the number of times that the ad is shown to an **online audience**. A good campaign will use **contextual technology** to deliver ads to web pages that are relevant to the target audience.

Search engines

A search engine, such as Google or Yahoo! Search, allows users to look for specific information on the web. Search engines list relevant websites, or return **search listings**, in response to a user query – a **keyword** or **search term** typed into the search box.

Search engines are interesting to marketers as they provide **targeted traffic** – when a consumer searches the web, they may be ready to purchase a product or service (see Unit 20).

Search engine marketing

Search engine marketing (SEM) includes:

- **paid search** – in addition to the **organic listings** or **unpaid search listings**, brands can pay search engines to display advertising in the form of sponsored links or **paid search listings**.
- **search engine optimization** (SEO) – increasing the number of visitors, or traffic, to a website by improving the **ranking** of the website. This means getting a search engine to rank the website **high** on the search engine results page (SERP).

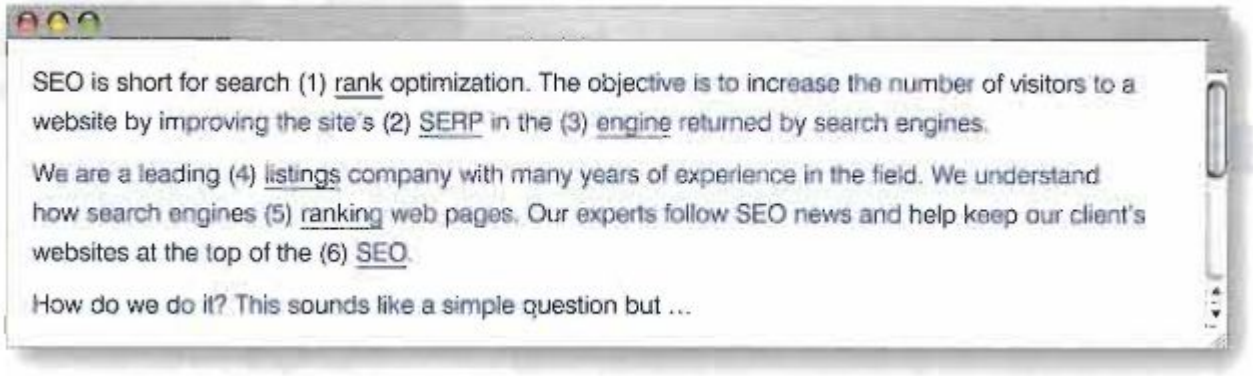
SEO techniques are classified as **white hat** if they are recommended by search engines as part of good web page design, and **black hat** if they are disapproved of by search engines. **Keyword stuffing** is an example of a black hat technique: a web page is loaded up with keywords to mislead the search engine about the content or interest of the website.

What do these abbreviations stand for? Look at B and C opposite to help you.

SEO .....

SEM .....

SERP .....



SEO is short for search (1) rank optimization. The objective is to increase the number of visitors to a website by improving the site's (2) SERP in the (3) engine returned by search engines.

We are a leading (4) listings company with many years of experience in the field. We understand how search engines (5) ranking web pages. Our experts follow SEO news and help keep our client's websites at the top of the (6) SEO.

How do we do it? This sounds like a simple question but ...

Choose the correct words from the brackets to complete the sentences. Look at B and C opposite to help you.

1 Some marketers pay search engines to (rank / ranking) their website higher.
2 SEO uses keywords to get a better (rank / ranking).
3 Black hat SEO uses trick techniques to get a higher (rank / ranking).
4 Users usually look at the websites that (rank / ranking) at the top of the results page.

>>>>>>>>>>>>>>>>>>>>FAKE NEWS!>>>>>>

NEWS
FAKE
NEWS!

The Daily
FAKE NEWS
Extra, extra, read all about it!

FACT CHECKING FOR FAKE NEWS

PARK YOUR EMOTIONS

Be aware of your bias. When we feel strong emotions, the normal reaction is to react, to respond, to like, and to share. Don't let content creators manipulate your emotions!

LOOK BACK

Has anyone else had this same question? What does Snopes, FactCheck, or Politifact say? Use Google or Duck Duck Go to search for keywords and the "site:" option. And don't be afraid to use Wikipedia.

LOOK UP

Follow hyperlinks back "upstream" to the original source and evaluate that page. Use SHEG thinking chart to help. Be aware of sponsored content and use reverse image search if needed.

LOOK SIDEWAYS

Read laterally. Get off the site and see what others are saying. Search for the author, Goggle the organization, and look for who links back to the site. WHOIS can help determine ownership.

CIRCLE BACK

The Web can be a confusing rabbit hole. If you get stuck or end up lost, start over. You're smarter now and will make better search decisions.

ACT OUT

Stand up to fake news by taking action. Use scripted comments and responses to avoid provoking conflict. The goal is not just media analysis but a better Internet for everyone.

ESSDACK
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Developed in part based on work by Mike Caulfield, Web Literacy for Student Fact Checkers <webliteracy.pressbooks.com>, and Sam Wineburg, Stanford University.

Today's news:

REAL or FAKE?

80% of middle schoolers mistake sponsored content for real news

3 in 4 students can't distinguish between real and fake news on Facebook

Fewer than 1 in 3 students are skeptical of biased news sources

Students who meet the ISTE Standards for Students are able to critically select, evaluate and synthesize digital resources. That means understanding the difference between real & fake news.

Here's how to tell them apart:

REAL Comes from a respected news outlet
If you're not sure, verify the story on:
- *Snopes.com*
- *FactCheck.org*
- *PolitiFact.com*

FAKE Comes from an unfamiliar website
Check the home and about pages. Look for signs of:
- *Satire ("for entertainment only")*
- *Bias (has a political agenda)*

REAL URL matches the news source
Sites ending in .gov or .edu are the most trustworthy.

FAKE URL is strange or doesn't match the news outlet
- *Avoid sites ending in lo or .co.*
- *Carefully scrutinize sites ending in .com.*

REAL Headline matches the rest of the article
Always read beyond the headline.

FAKE Headline is outrageous or doesn't match article
Be skeptical of over-the-top or emotional headlines.

REAL Has a current date
See if other news outlets have picked up the story.

FAKE May have an old date or there's no other coverage
Outdated news stories can be misleading.

REAL Has a byline naming the person who wrote the article
Google the author to learn more.

FAKE Doesn't list an author, so you can't investigate them
Credible news sources provide contact information.

REAL Backs up claims with links to credible sources
Click the links to make sense.

FAKE Fails to provide any proof of claims
Don't trust info if you can't trace back to its source.

Help your students gain media literacy skills with resources from the ISTE Blog.
- Go to iste.org/subscribe to get the latest articles delivered to your inbox.
- Dive into the ISTE Standards for Students at iste.org/StandardsForStudents

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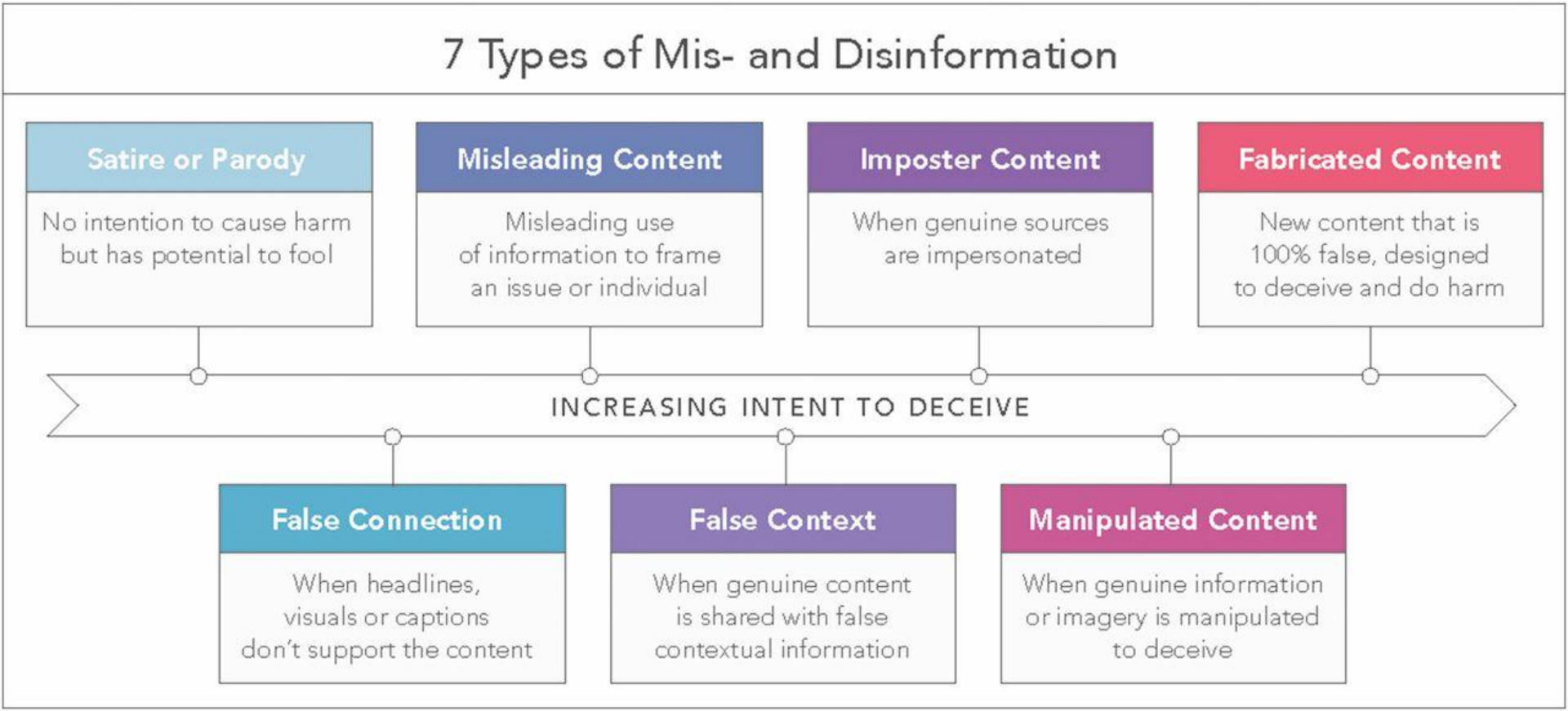
7 Types of Mis- and Disinformation
Satire or Parody
No intention to cause harm but has potential to fool
Misleading Content
Misleading use of information to frame an issue or individual
Imposter Content
When genuine sources are impersonated
Fabricated Content
New content that is 100% false, designed to deceive and do harm
INCREASING INTENT TO DECEIVE
False Connection
When headlines, visuals or captions don't support the content
False Context
When genuine content is shared with false contextual information
Manipulated Content
When genuine information or imagery is manipulated to deceive

7.5M **TWITTER**

tweets were considered "fake news" during the 2016 US presidential election campaign

53% **FRENCH PEOPLE**

of French people share information online without checking the source first

FACEBOOK **500**

Facebook pages and groups were accused of being used for misinformation, reported by the NGO Avaaz over the past 3 months in Europe

FAKE NEWS **100%**

of fakes news cases can harm a person, a company, a country or an organization and will, one day, have negative consequences

AND HOW CAN YOU BE SO SURE THAT THIS IS NOT FAKE NEWS ?