

## Unit 5

### Esercizi di recupero

- A. Underline the correct word to complete the summary of the passages on p. 62 and 65-66.

Dental technicians and dentists often read advertisements (also called *ads / sites*) and *international / promotional* websites. The two main functions of advertising are *information / products* and persuasion. The former is important especially for *new / well-known* products because the consumers don't know much about them.

Typical elements used in advertising include *jingles, testimonials and evoking strong emotions / targets, irony and campaigns*. Scientific products are usually advertised on *TV / scientific magazines* and they contain *a lot of / little* information.

Promotional websites provide *information / videos* about products and the company's *contact / contract* details. Sometimes they also offer *online assistance and product instructions / online shops and books about the history of the company*. Ads and promotional websites can be very similar but the website usually offers *less / more* information.

- B. Now translate the summary in A using a digital dictionary (not a machine translator!).

- C. Use the verbs in the box to express orders in the affirmative or negative form.

mix - close - touch - answer - read

1. .... the window, it's cold outside!
2. .... that knife, it's very sharp!
3. .... the instructions carefully.
4. My boss is going to call but I don't want to talk to him. ....  
the phone!
5. .... the powder and water.

- D. Invent a new slogan for a product you like and draw an appropriate logo.

## Unit 6

### Esercizi di recupero

A. Translate the e-mail on p.73 and the phone call on p. 75.

B. Now write a similar e-mail and a similar dialogue following the guidelines.

E-mail:

- Attilio Rossi writes to Mr. Hughes because he has read about a special offer on the magazine "Dentists today".
- He has spoken with his dental technician and they would like to try the agar-agar hydrocolloids as duplicating materials (2 boxes)

Phone call:

- Attilio Rossi calls Mr. Hughes; the receptionist puts him through.
- Mr. Rossi has received a fax but he can't read it.
- Mr. Hughes offers to scan the document and send it by e-mail.
- Mr. Rossi accepts

C. Underline the correct modal verb.

1. Paul *can* / *mustn't* ski perfectly.
2. *May* / *Should* I help you, Madam?
3. The children *don't have to* / *mustn't* play in the parking lot, it's dangerous.
4. When I was a child, I *could* / *should* play the piano.
5. You have a test tomorrow, you *should* / *may* study today.