**Programma svolto**

**Lingua inglese**

**Classe 4 B AFM**

**Anno Scolastico 2018/2019**

Insegnante: Martina Radig

Testo adottato: Business Plan , Petrini Editore

**Competencies:**

reading comprehension – how to write summaries - how to create glossaries - debating – creating factfiles - raising environmental awareness – asking for and giving directions – analysis of traditional and content marketing ( examples: John Deere, Mercedes, Italian supermarkets)

**Themes and Contents:**

“The rise and rise of on-line shopping” ( pros/cons)

Joseph Shumpeter: Creative disruption

IT technology in manufacturing: CAD, CAM, 3-D printing - case study: 3 D printing in construction, i.e. additive manufacturing) ( videolesson)

Visual communication

RFID and EPC ( electronic product codes)

Case study: Dutch architects build……

What is the SWOT analysis

Silicon Valley and technolpoles in the world ( the Silicon Roundabout in London)

Responsible business: How to deal with the greenhouse effect and global warming

Environmental problems: the biggest environmental challenges today ( videolesson)

6 factors that increase the greenhouse effect – case study: The Isle of Eigg ( renewable energy)

The major criteria of written business communication

The marketing MIX ( the 7/9 Ps) and enquiries ( EATALY: the Colomba)

CONTENT MARKETING: what is it and how did it develop ( definition of value added content)

Green Business: CSR ( Corporate social responsibility)

**Grammar, Syntax and Phontetics:**

introductive referential statements: as he said/ when, where,what, how to do something

difference between “say and tell” – verbs requiring two objects: show, give, offer

the verb: trust in its several contexts and meanings

Active versus passive Voice with auxiliary and modal verbs

Phonetic problems: when to pronounce the –ed ending

Problem area: the English Syntax; how to write in English

Quantifiers/ qualifiers: enough – quite – fairly - rather

**Special Modules:**

Aldo Capitini: Life, mission and works

Introduction: “The great Gatsby” and its major themes [education, language, wealth]

The 21st century life skills

Steve Jobs commencement speech at Stanford University in 2005)

Leadership: flexibility, adaptability, conflict management, creative thinking)