

a.s. 2019/2020

PROGRAMMA DI LINGUA INGLESE

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UDA 1 PROS AND CONS OF ADVERTISING, TECHNOLOGY, GLOBALISATION

- Pros and cons of advertising
- Argumentative composition
- The information revolution
- What is advertising?
- Advertising media
- The choice of the media
- The advertising campaign
- Elements of an advert
- Advertising strategies
- The power of words
- Pros and cons of globalisation

UDA 2 JOB APPLICATIONS

- The Curriculum Vitae
- Letter of application for a job
- Job interviews
- Students' Internship experiences (oral report)

UDA 3 INTERPERSONAL SKILLS

- Interpersonal skills (from the Wikijob site)
- Negotiating (from the British Council site)
- The poem "The Road Not Taken" by Robert Frost: analysis and personal comment

UDA 4 THE THEME OF ISOLATION AND ALIENATION: LITERATURE AND SONGS

- "The Boxer" by Simon & Garfunkel: comment
- "Nothing but Flowers" by Talking Heads: comment
- "Another day in Paradise" by Phil Collins: comment
- The term "Industrial Revolution"
- Working and living conditions during the Industrial Revolution
- Reading comprehension: 'Coketown' from "Hard Times" by Charles Dickens
- Reading comprehension: 'Newspeak' from "Nineteen Eighty-Four" by George Orwell
- "Nineteen Eighty-Four": plot; an anti-utopian novel; Winston Smith; themes (fot.)

UDA 5 GREEN ECONOMY

- What is the green economy?
- Sustainable development
- Sustainable Trade, Fair Trade and Bio Trade
- The 2030 Agenda for sustainable development: the 17 goals
- Fridays for Future (individual research)
- Writing: an article about the future for the school magazine

UDA 6 COMMERCE AND TRADE

- Commerce, trade and services to trade
- Contract of sale and sales terms
- The production process
- Factors and sectors of production
- Home trade: channels of distribution
- Retail organizations
- Information technology in the sectors of production
- Advantages and disadvantages of E-commerce

UDA 7 INTERNATIONAL TRADE

- International trade
- The Balance of Trade and the Balance of Payments
- Restrictions on International trade
- The commercial invoice
- Other types of invoice
- Letter of Credit

UDA 8 WRITTEN COMMUNICATION

- Stages of a business transaction
- Circulars making announcements
- Unsolicited sales letters

UDA 9 MARKETING

- The British Code of Advertising Practice
- Market research questionnaires
- A questionnaire template
- The marketing concept and process
- Market segmentation and research
- The marketing mix and the four Ps
- Product
- Online marketing
- Mobile marketing
- The evolution of the Marketing Mix (material fornito)
- The 4 Cs (material fornito)
- What is Content Marketing, from contentmarketinginstitute.com
- Reports
- Graphs and charts
- The language used to describe trends

UDA 10 INSIDE COMPANIES

- Internal organization of a company
- Computers in business
- Working in an accounting firm
- The language of employment

UDA 11 A GLOBAL WORLD

- Globalisation
- Global economy
- Global trade and the WTO
- For or against the WTO
- Gross Domestic Product
- The BRIC countries
- What happened to the BRIC countries?

- An article about Covid-19: *Coronavirus pandemic will thrust most economies into 'deep freeze' for up to 6 months, analyst says*, and individual research

UDA 12 CUSTOMS PROCEDURES

- Trading documents within the EU
- Trading documents outside the EU

Perugia, 22 maggio 2020

GLI ALUNNI

IL DOCENTE
