

a.s. 2019/2020

## PROGRAMMA DI LINGUA INGLESE

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### **UdA 1 ENGLISH AROUND THE WORLD**

- English as Lingua Franca
- English at work and play
- Students' internship work experiences

### **UdA 2 GLOBALISATION AND TECHNOLOGY**

- Key factors which have influenced globalisation
- Globalisation as a controversial issue
- To what extent do you consider yourself a 'global teenager'?
- The digital divide
- The Internet is often referred to as an irreversible revolution. Do you agree?

### **UdA 3 THE AGENDA 2030 FOR SUSTAINABLE DEVELOPMENT**

- The Sustainable Development Goals: research work
- Viewing of the film: *An Inconvenient Sequel: Truth to Power* (2017)
- Global warming
- The greenhouse effect
- Are you concerned about the environment?
- Renewable energy
- A carpet on the seafloor will catch the energy created by waves
- Recycling
- Kenyan firm turns flip-flops into art
- Green business
- Inequalities: poverty

### **UdA 4 INDUSTRIALISATION**

- The Industrial Revolution: general information
- Life in Victorian times
- Viewing of the film "Oliver Twist" (2005, Roman Polanski)
- Reading comprehension: 'Lunch time' from "Oliver Twist", Charles Dickens (fot.)
- Reading comprehension: 'Coketown' from "Hard Times", Charles Dickens (fot.)
- "The Boxer", song by Simon & Garfunkel
- "Nothing but Flowers", song by Talking Heads
- "Another day in Paradise", song by Phil Collins
- Fridays for Future: individual research work

### **UdA 5 PRODUCTION AND COMMERCE**

- Goods and services
- Factors of production

- The three sectors of production
- The supply chain
- Commerce
- Sales contract
- Home Trade
- E-commerce and cutting out the middle man
- E-commerce in Italy
- IT in Manufacturing
- IT in Distribution

#### **UdA 6 BUSINESS STRUCTURES**

- Sole Traders and Partnerships
- Limited Companies
- Global companies
- Offshoring and Outsourcing

#### **UdA 7 THE STOCK EXCHANGE**

- Shares, debentures and bonds
- The strange language of the stock market: bulls, bears and stags (fot)
- The role of Stock Exchanges
- Major Stock exchanges
- The Dow

#### **UdA 8 THE ROARING 20S AND THE GREAT DEPRESSION**

- "The Great Gatsby" (1925) by Francis Scott Fitzgerald: the story
- A record of his life and time
- Francis Scott Fitzgerald's life
- Text: 'The Poor Son-of-a-Bitch'
- Viewing of the film "The Great Gatsby" (1974), directed by Jack Clayton
- The Great Depression and the Wall Street Crash
- The Depression in Europe
- The New Deal

#### **UdA 9 BUSINESS GROWTH**

- Key Vocabulary
- Franchising
- Business Growth
- Facebook buys Whatsapp for 19 billion

#### **UdA 10 DESCRIBING COMPANY STRUCTURE**

- Company Departments and jobs
- Describing hierarchy and responsibility
- Describing an Italian Multinational company (individual work)
- Technology and the workplace
- Smart working
- Written communication
- Telephone conversations and key language
- Telephone orders and key language

## **UdA 11 THE WORLD OF WORK**

- How to handle job interviews
- Key language: interview strategies
- The Curriculum Vitae
- What are the 10 Key Interpersonal Skills? (from the Wikijob site)
- Requesting and offering: key language
- Economic indicators and the business cycle
- Inflation and unemployment
- Trends: basic language
- Banca etica
- An article about Covid-19: Coronavirus pandemic will thrust most economies into 'deep freeze' for up to 6 months, analyst says, published March 30 2020 in CNBC

## **UdA 12 MARKETING**

- The marketing concept
- The marketing process: Situation analysis; Marketing strategy; Marketing mix decisions; Implementation and control
- Content Marketing (individual research)
- Methods of market research: primary and secondary
- The evolution of the marketing mix (from the Companion Book)
- The four Cs (from the Companion Book)

Perugia, 23 maggio 2020

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