

a.s. 2020/2021  
PROGRAMMA DI LINGUA INGLESE

**INSEGNANTE: FERRETTI MARIA GABRIELLA**

**Testi:**

**“ENGAGE! 2”** - Berlis - Bowie-Jones- Bettinelli – Pearson- Longman  
**“BUSINESS Plan”** Bowen – Cumino - DEA Scuola

Nelle prima lezione è stato presentato il programma alla classe.

Nella prima parte dell'anno è stato effettuato un ripasso e consolidamento degli argomenti grammaticali presenti nelle unità del precedente anno scolastico, anche attraverso verifiche orali.

DAL TESTO **“ENGAGE! 2”** - Berlis-Bowie-Jones- Bettinelli – Pearson-Longman

**UNIT 5 “HEALTHY BODY HEALTHY MIND”**

- Vocabulary: Health problems – People, places and treatments in healthcare
- Grammar: *should, ought to* for advice and suggestions – Modal verbs of obligation and necessity: *must, have to, don't have to, need/needn't/don't need to* – Past of modal verbs
- Functions: Talking about health and health problems: asking about and describing symptoms, talking about ill health, asking for advice

**UNIT 6 “STATE OF THE ARTS”**

- Vocabulary: Art jobs, events and places – types of art
- Grammar: Modal of deduction: present – Question tags – Modal of deduction: past
- Functions: Making deductions about the present and the past, giving reasons and opinions, expressing tentative agreement and contradicting

**UNIT 7 “STATE OF THE ARTS”**

- Vocabulary: Mass media – Broadcast media
- Readings

Dal testo **“BUSINESS PLAN”** sono stati svolti i seguenti argomenti:

Production: goods and services - Economic resources : factors of production. The three sectors of production- Definitions of: Land, Labour, Capital, Enterprise- The supply chain, Commerce - Home trade - Wholesalers - Retailers – Target market - E-commerce –cutting out the “middle man” – Protectionism (p. 66-68-70- 71-72 )

File condivisi in Didattica:

1. Reasons for business

2. Analysing factors of production
3. Trade/Commerce
4. E-commerce - Traditional commerce vs E-commerce

### MARKETING (p. 132 -.136)

Marketing : the marketing concept - Situation analysis: market research, methods of market research (primary, secondary research) – Marketing strategy: STP - The marketing mix (the four Ps)

Dal testo Business Plan Companion "The evolution of the marketing mix" p. 42.

The 4 Ps : Product, Place, Promotion, Price + the 3 Ps : People, Process, Physical Evidence + the 3 Ps : Positioning, Packaging , Planning/Predictions

Advertising- Adjectives to describe products- Taking parts in market research:

Consumer panels – Focus groups (p. 140,146,147, 148,149)

### **Progetto Educazione Civica “DIRITTO AL LAVORO”**

The Curriculum Vitae (CV) -Europass –

Job searching. (Business Plan p. 114-115)

Reading : " Wales ' biggest family adventure- Business Plan p. 124- 125

Writing: role-play a job interview.

Speaking: (lavoro a coppie) Role-play the interview (page 125 ex 1)

### **CLIL (Inglese – Storia)**

Text: Joan of Arc –

- Scanning reading technique to acquire specific information (answering questions exercise)
- Group work: Joan of Arc's life (summary)

**Si dichiara che il presente programma e' stato condiviso con gli alunni.**

Perugia, giugno 2021

La docente

Gli studenti