

a.s. 2020/2021

**PROGRAMMA DI LINGUA INGLESE**

**Docente: CINANNI MARIA**

**Testi in adozione:**

- *Sure Intermediate*, ed. Helbling Languages
- *The Business Way*, ed. Zanichelli

**1. SOFT SKILLS**

- Writing and speaking: Happiness quotes and the secret to happiness
- Mindfulness – the solution for a better life?
- *Mindfulness at work*: an article from the British Council site
- Think out Loud: Multiple Intelligences
- *Decision Making*: an article from the site 'Skills you need'
- *3 imaginative skills that will help you succeed as an Entrepreneur*, an article from the site 'The Entrepreneur's Organization'
- Interpersonal skills from the Wikijob site: *10 Key Interpersonal Skills*
- The 'soft' road to success

**2. WRITING STRATEGIES**

- Writing articles: *A new skill*
- An essay: *Advertisements for sweets and junk food should be banned*
- Useful language for writing articles and essays
- Writing essays with clear introductions and conclusions
- Presentation of a product during a meeting
- Sales letters and Reports
- Zero, first and second conditional sentences in connection to business language

**3. A GLOBAL WORLD**

- Main economic systems
- Globalisation and global economy
- What is the World Trade Organization?
- For or against the WTO?
- 10 benefits of the WTO trading system
- Greenpeace
- The globalisation debate

**4. THE UNITED STATES OF AMERICA**

- Song: "Land of the Free" by Joey Badass
- The Ku Klux Klan

- The Making of the United States: the native Americans; the Pilgrim fathers; Declaration of Independence; Establishment of the USA
- Mass production and the assembly line
- Reading comprehension: Ellis Island
- The American Constitution
- The US government
- Presidential governments vs Parliamentary governments
- Presidential elections
- Powers of the President
- Executive Departments
- The Legislative: the two Houses of Congress
- US political parties
- Each student expanded on a topic of their choice connected to the USA and to contemporary issues and elaborated a presentation with slides

## **5. ADVERTISING AND MARKETING**

- What is advertising?
- Advertising media and the choice of the media
- The advertising campaign
- The British Code of Advertising Practice
- Pros and cons of advertising
- The Marketing concept and process
- Market segmentation and research
- The marketing mix and the evolution of the marketing mix, other Ps (extra material)
- The 4 Cs of marketing
- Online marketing
- *5 Ways Digital Marketing has changed since 2010*, from *industrytoday.com* (extra material)
- The marketing strategy (extra material)

## **6. THE EUROPEAN UNION (Civic Education: first term)**

- What does it mean to be “European”? and personal comment, an article from ‘Europe Today’ Magazine
- Symbols: flag; motto; anthem; Europe Day
- The Schuman Declaration: May 9<sup>th</sup>, 1950
- Main aims, goals and values of the EU
- The Universal Declaration of Human Rights
- You have the right to ...
- The EU Charter of Fundamental Rights

## **7. TOTALITARIANISM AND “NINETEEN EIGHTY-FOUR”**

- Reading text: a passage taken from the novel “Burmese Days”
- George Orwell: early life; first-hand experiences; an influential voice; the artist’s development; social themes (provided material)
- “Nineteen Eighty-Four”: plot; historical background; setting; characters; themes; a dystopian novel
- Reading text: ‘Big Brother is watching you’

## **8. GREEN ECONOMY (Civic Education: second term)**

- What is the green economy?
- The European Commission
- *A European Green Deal*, from the EU official website
- Corporate Social responsibility (extra material)
- The 5 Rs for reducing waste, from the site ROADRUNNER – Smarter recycling

- Each student elaborated a multimedia presentation on Green Economy
- Class project: creation of a video about being European citizens

## 9. INSIDE COMPANIES

- Changes in the labour market and teleworking
- Internal organization of a company
- Computers and the Internet in business
- Working in an accounting firm
- Reading text: Up down the career ladder and resourcefulness
- Sole trader and Partnerships: basic information
- Limited Companies
- Talking about companies
- Multinationals and the example of Nike
- Outsourcing and offshoring
- E-commerce

## 10. WHO ARE YOU?

- *This is me*: class questionnaire on google forms
- The Proust Questionnaire
- How would you describe your personality? (a video)
- My shopping habits
- A good citizen
- Are you a good citizen?
- Walt Whitman
  - An extract from the poem, "Song of Myself"
  - The poem *O Me! O Life!*

## 11. APPLYING FOR A JOB

- European Curriculum Vitae and the information included
- How to write a letter of application: the covering letter
- Personal skills and competences
- Job interviews: interview hints
- Job advertisements: reading activity

## 12. DOCUMENTS IN INTERNATIONAL TRADE

- Trading documents within the EU
  - the VIES statement
  - the INTRASTAT return
- Trading documents outside the EU
  - Customs invoice
  - Import and Export Licences

Il programma è stato condiviso con gli alunni.

Perugia, 10/05/2021