

a.s. 2021/2022

PROGRAMMA DI LINGUA INGLESE

Docente: CINANNI MARIA

Testi in adozione:

- *Engage! 2*, ed. Pearson Longman
- *The Business Way*, ed. Zanichelli

UDA N. 1: Business communication and vocabulary

- Revision of business vocabulary
- What is a letter/email of Enquiry?
- Reading comprehension: a formal enquiry letter; an e-enquiry form; an enquiry e-mail
- Presentations in business meetings: introduction, main body, conclusion

UDA N. 2: Argumentative composition

- Revision of three topics studied the previous school year through an argumentative approach
- Useful expressions: to say what you think; to express a different attitude; to emphasize what you think; to conclude the argument
- Linking words: however, on the other hand etc.
- How to write a good argumentative essay
- An essay about happiness; An essay about smartphones
- The marketing concept
- What is advertising?
- Pros and Cons of advertising
- Essay questions: writing and speaking practice
- Five-star or fake (phot)

UDA N. 3: Production

- Commerce, Trade and Services to trade
- Home Trade: wholesale and retail
- International trade: import and export
- The three main parts of the production process
- Types of goods and services
- Needs and wants
- Factors of production
- Sectors of production: Primary, Secondary and Tertiary
- Business and Finance: financial language (fot.)
- WebQuest: research on the current economy of a country of your choice

UDA N. 4: Soft skills

- What are soft skills? (notes)
- The soft road to success: personal questions connected to soft skills (fot.)

UDA N. 5: Healthy body, healthy mind

- Health problems and talking about ill health
- People, places and treatments in healthcare
- Should and Ought to
- Asking for and giving advice and suggestions
- Expressing prohibition and lack of necessity
- Modal verbs of obligation and necessity: must, have to, don't have to, need, needn't, don't need to; didn't need to vs needn't have + past participle
- Past of modal verbs
- Reading comprehension:
 - No way: sometimes people have injuries for the most incredible reasons
 - Prevention is better than cure
 - Meanwhile back in the lab
 - When the treatment was worse than the illness
 - Health problems and treatments

UDA N. 6: State of the arts

- Interpreting the world: Why do people become artists? Can anybody be an artist?
- Types of art, art jobs, events and places
- WebQuests: an artist, a museum
- Modals of deduction – present: must, can't, could, may/might (not)
- Modals of deduction – past: must have, can't have, may-might-could (not) have + past participle
- Speculating about the present and the past
- Making deductions, giving reasons, confirming opinions, expressing agreement and contradicting
- Question tags
- Reading comprehension:
 - Festival stories: The Edinburgh Festival
 - The National Gallery and the National Portrait Gallery
 - An inspirational exhibition: painters with physical and mental obstacles
 - Pictures in the sand

UDA N. 7: Civic Education (first term)

- The 2030 Agenda for Sustainable Development
- The Sustainable Development Goals
- The core themes of the SDGs
- Goal 8: Decent work and economic growth
- Target 7 of Goal 8: End modern slavery, trafficking and child labour
- The film 'Django Unchained', directed by Quentin Tarantino
- The American Civil War and historical slavery
- Why was the Ku Klux Klan founded?
- Martin Luther King and his speech "I have a dream", 1963
- Rosa Parks, an activist in the civil rights movement
- What is modern slavery?
- Modern child labour and slavery
- The 2-Euro T-shirt – a social experiment: video and reading comprehension
- Fashion Revolution Day – April 24th, connected to the collapse of the Rana Plaza building in 2013 in Bangladesh
- Are you lost in the world like me? (song): Is the Internet a modern form of slavery?
- Online Privacy (fot.)

UDA N. 8: Media matters

- Vocabulary: mass media, broadcast media
- Mass media questionnaire and vocabulary (fot.)
- A video explaining traditional and new mass media
- The Passive
- Causative have / get
- Reflexive pronouns
- Reading comprehension:
 - Pete's Media News Page: is reality TV really real?
 - Is it good or is it great?

UDA N. 9: Job applications

- Reading comprehension and the language of employment: 'Up / Down the career ladder'
- The Curriculum Vitae
- The European Curriculum Vitae and the information that must be included
- Job interviews: video and dialogues
- A self-introduction: answering personal questions
- Personal strengths and weaknesses
- Write your Curriculum Vitae (work assigned on drive)
- Email / Letter of application for a job (covering letter)

UDA N. 10: Marketing and Advertising

- The main steps of the marketing process
- Digital marketing: advantages and disadvantages; methods (phot.)
- The importance of market segmentation
- The marketing mix and the four Ps
- The acronym Appeal
- Advertising media and the choice of the media
- The advertising campaign
- Elements of an advert
- The language of slogans
- Words in advertising: adjectives, comparatives, compounds and verbs
- An advert for Parmigiano-Reggiano
- Sales letters
- Presentation of a new product during a meeting: Step into the world of touch
- Promoting products over the telephone

UDA N. 11: Business topics connected to home trade, the contract of sale and business organisations - topics chosen by students to study among:

- Channels of distribution
- The contract of sale
- The invoice
- The Central Bank
- The private, public and voluntary sectors
- Business organizations: Sole trader and Partnerships

UDA N. 12: Shop till you drop

- Vocabulary: money, shopping and advertising
- Zero, First, Second conditionals
- The use of when in zero and first conditional sentences
- Unless + affirmative verb
- If I were you ...

- Making choices
- Reading comprehension:
 - Teen shopping habits
 - Points of View – about advertising
 - Pop-up shops: a new type of shopping?
 - The end of consumerism?

Perugia, 27 maggio 2022

GLI ALUNNI

IL DOCENTE
