



a.s. 2022/2023

PROGRAMMA DI INGLESE

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1. LIFE AND SOFT SKILLS

- What are life skills?
- The development of life and soft skills
- Talking about work: work experiences, job skills, interests, hopes and goals
- Your strongest and weakest soft skills
- Top marketing soft and hard skills
- School exams and preparation

2. INSIDE COMPANIES

- Internal organization of a company
- The typical structure of a large business
- Computers in business
- The Internet in business
- The UK: Private Limited Company (Ltd.) and Public Limited Company (Plc.)
- Mission, Vision, Values of a company

3. MARKETING: KEY VOCABULARY

- The marketing concept and process
- The STP marketing strategy
- Market research: primary and secondary
- The 4 Ps
- Swot analysis

4. REALITY TASKS

- Problem solving in connection to work problems
- Stress and Time management
- What kind of workplace would you like to work at in the future?
- Asking for and giving opinions about: Carlo Cracco, the H & M brand, Influencers like Chiara Ferragni
- SEO and SEM
- Asking for and making suggestions about promotional techniques for marketing your school
- Grammar points: using the four types of conditional sentences

5. GLOBALISATION

- What is globalisation?
- Is globalisation a new process?
- The main effects of globalisation
- The main factors that have speeded up the globalisation process
- The principal drivers of globalisation

- Global economy
- Cultural globalisation
- Positive and negative aspects of globalisation
- Benefits of the WTO trading system
- Greenpeace's criticism of the WTO

6. BIG DATA

- The term Big Data
- Website tracking
- Digital footprint
- What can you do to protect your Online Reputation?
- The online reputation management of companies
- Security on the web
- Banking security
- AI-SPY: the use of AI to monitor employees
- The term 'Orwellian'

7. CONNECTIONS TO WORLD WAR I AND WORLD WAR II

- The poem "Survivors" by Siegfried Sassoon
- The film "The Great Dictator", released in 1940, directed by Charlie Chaplin
- The Jewish Barber's *Speech to Humanity*
- The novel "Nineteen Eighty-four", written by George Orwell
- The song "Freedom" by Pharrel Williams

8. US AND UK POLITICS

- The US Government and Federalism
- Presidential governments vs Parliamentary governments
- The American Constitution
- The United States Congress and its two Houses
- The UK government
- The British Constitution
- The British Parliament and its two Houses

9. THE EUROPEAN UNION

- Do you identify with Gen Z?
- The 2012 Nobel Peace Prize
- What countries of the EU interest you?
- The Motto and Anthem of the EU
- The European flag
- Aims and values of the EU
- Towards European integration: Schuman's Declaration on May 9th 1950 and the Treaty of Paris 1951: The European Coal and Steel Community
- Europe Day
- The Treaty of Rome 1957: The European Economic Community
- The Maastricht Treaty 1992: The European Union
- The Lisbon Treaty, signed in 2007, came into force in 2009
- The Schengen Area
- Eurozone
- The 7 European Union Institutions



- Active Citizenship
- The EU's commitment to the 2030 Agenda
- The Green Deal
- What does it mean for you to be European?

10. HUMAN RIGHTS

- What are Human Rights?
- The Universal Declaration of Human Rights
- The European Convention on Human Rights
- The Charter of Fundamental Rights of the European Union

11. THE RIGHT TO EDUCATION

- What does the right to education mean to you?
- Uncertainty in the changing world of education
- Four simple tips to cope with uncertainty
- The future of work

12. GREEN ECONOMY

- Reasons for going green
- What is the green economy
- Sustainable trade
- The 4 pillars of sustainability
- Fair trade
- Ethical businesses and consumerism

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GLI ALUNNI

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