



a.s. 2023/2024

## PROGRAMMA DI LINGUA INGLESE

**Docente: Giulia Turchetti**

DAL TESTO **ENGAGE 2!** di M. Berlis - Jane Bowie - H. Jones– ed. Pearson

### **Unit 10: Just the job!**

- Functions: Asking for repetition and clarification – Rephrasing – Checking understanding- Making time to think, confirming what has been said, negotiating meaning
- Grammar: Reported statements- Reported questions – Reported requests and imperatives
- Vocabulary: Jobs and training – Job skills and personal qualities, soft skills
- How to write a CV, how to write a cover letter

DAL TESTO **Think Business** di Bowen, Cumino – Dea Scuola/Petrini

### **Section 3: Business structures and organisations**

- Limited companies
- Cooperatives
- Franchising
- Multinational corporations
- Relocation of business

### **Section 8: Logistics and insurance**

- Sustainable mobility
- Transport
- New modes of transport

### **Section 6 Advertising**

- Types of advertising
- Advertising media
- Digital advertising

### **Section 5 Marketing**

- The marketing concept
- Market research
- The marketing strategy
- Digital marketing

**Cultural background:**

- The economy of the UK and economic Indicators, the Great Depression
- Foreign trade-major trading partners
- Natural resources- agriculture and fishing, mining and energy resources
- Manufacturing and services
- New York replaces London as world's top financial centre
- The political system (The UK government, main political parties)
- English – a global language (the spread of English around the world; British vs American English; can English remain a world language?)

**Insights on specific topics:**

- Getting a job: methods of communication, finding a job, oral communication, written communication, job adverts, cv, covering letters, unemployment. Identifying the right job, finding vacancies, job interview tips, hard and soft skills, work ethics
- Customers, big data, what big data represents for companies, benefits, downsides, privacy (Data Privacy and Consent, privacy concerns, GDPR, protection of fundamental rights, GDPR conformity), customer care (new ways to assist customers)
- Business plan and budget (types, purpose, main components)
- Green & Glob: green economy, corporate social responsibility, sustainability, globalisation, emerging countries, fair trade, microcredit, standards for safety and health (case study: Ferrero in the challenge towards sustainable production)

**Marketplace:**

- Trade vs Commerce (Definitions, the supply chain, the distribution chain)
- E-commerce (what is e-commerce, different types of e-commerce, different types of online businesses, advantages and disadvantages)

**Modulo di apprendimento per l'Educazione civica:****TITOLO: Unione Europea e principali organizzazioni internazionali: funzioni, organizzazione e ruolo nell'attuale contesto storico-politico.**

*Contenuti* - An introduction to the EU. The EU objectives, the development of the EU, member states, the main EU institutions. The euro: a single currency. The EU: better in or out? Brexit

*Strumenti* – attività di ricerca, cooperative learning, lettura di materiali forniti dalla docente, video

*Metodologia* - cooperative learning; debate; authentic materials (websites and articles).

