

a.s. 2021/2022

PROGRAMMA DI LINGUA INGLESE

UDA 1 SOFT SKILLS

- Steps to success
- Think out loud: multiple intelligences
- What is lateral thinking? (*successatschool.org*)
- The soft road to success
- 10 key interpersonal skills (*wikijob.co.uk*)

UDA 2 ESSAY WRITING

- Model essays: Happiness means self-acceptance; The advantages and disadvantages of smartphones; Advertisements for sweets and junk food should be banned; There are too many exams in our current school system
- The British Code of Advertising Practice
- Speaking: expressing opinions
- Writing: essays

UDA 3 A GLOBAL WORLD

- Main economic systems
- Globalisation and global economy
- Effects on the economy connected to globalisation
- Global trade and the WTO
- What is the World Trade Organization?
- For or against the WTO?
- Greenpeace
- Benefits of the WTO trading system
- The globalisation debate
- Multinationals
- About *Nike*
- What are outsourcing and offshoring?

UDA 4 THE EUROPEAN UNION: VALUES, FREEDOMS AND RIGHTS (Ed. Civica)

- Quotes about democracy: analyse and express your opinion
- The Universal Declaration of Human Rights
- Human rights from the Declaration: You have the right to ...
- Are you a good citizen?
- What does it mean to be "European", an article from 'Europe Today' Magazine
- Values of the EU
- Symbols of The European Union: flag; motto; anthem
- The Schuman Declaration: May 9th, 1950
- The EU Charter of Fundamental Rights
- The Council of Europe and the European Convention on Human Rights

UDA 5 UK AND US POLITICS

- US Politics
 - The US government
 - The Constitution
 - The 13th Amendment
 - The Civil Rights Movement (1955 - 1970)

- Martin Luther King: *I have a dream*
 - Executive, Legislative and Judiciary branches of government
 - Presidential elections
 - US Political parties
- UK Politics
- The UK government
 - The Constitution
 - Legislative, Executive and Judiciary branches of government
 - Main British political parties

UDA 6 PRACTICE FOR INVALSI

- Reading practice
- Listening Practice

UDA 7 MARKETING STRATEGIES

- The marketing concept and process
- Market segmentation
- Market research
- The marketing strategy: STP (fot.)
 - Segmentation and targeting
 - Positioning
- The marketing mix and the four Ps
- An example of an extended marketing mix: *The Evolution of the marketing Mix: the 10 Ps* (<https://medium.com/strategy-marketing-branding>)
- Digital marketing (fot.)
 - Advantages of digital marketing
 - Disadvantages of digital marketing
 - Digital marketing methods
- SWOT analysis (fot.)

UDA 8 GREEN ECONOMY

- Corporate Social responsibility (fot.)
- What is the green economy?
- Sustainable development
- *The 5 Rs for reducing waste*, from the site ROADRUNNER – Smarter recycling
- Sustainable Trade

UDA 9 EUROPEAN UNION: INSTITUTIONS, AIMS AND PRIORITIES (Ed. Civica)

- Main aims of the European Union
- EU political institutions
 - The European Parliament
 - The Council of the European Union
 - The European Council
 - The European Commission
- EU non-political institutions
 - The Court of Auditors
 - The Court of Justice
 - The European Central Bank
- A European Green Deal: striving to be the first climate-neutral country (from the EU official website)
- Conclusion on human rights: the total lack of human rights in the totalitarian society of “Nineteen Eighty-Four” by George Orwell and reading texts about Newspeak and Winston’s torture. Each student chose a theme to discuss.

UDA 10 INSIDE COMPANIES

- Internal organization of a large company
- Structure of a typical large business
- Computers and the Internet in business
- Working in an accounting firm
- Limited Companies
- Changes in the labour market and teleworking
- Trading documents within the EU: VIES and INTRASTAT
- Trading documents outside the EU: Certificate of origin
- European Curriculum Vitae and the information included
- Your personal skills and competences, work experience, and job objective

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GLI ALUNNI

IL DOCENTE

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