



## PIANO DI LAVORO DEL DOCENTE

anno scolastico **2022/2023**

**prof.ssa Monica G. DROVANDI**    **MATERIA** **Lingua Inglese**

classe e indirizzo **5A SIA**

n. ore settimanali: **3**

monte orario annuale: **99**

**ore effettivamente svolte: 90**

### **CONTENUTI DISCIPLINARI:**

**Grammar Revision.** Ripasso delle strutture grammaticali dell'anno precedente.

**Revision:** UK form of government and political parties.

- **da: CULTURAL INSIGHT:**

**Unit 4: Government and politics.** How the UK is governed. Monarch. Parliament. Prime Minister and government. Supreme Court. How the USA is governed. President. Congress. Supreme Court. Political parties. UK political parties. US political parties. Opinions and policies. Conservatives (UK) and Republicans (USA). Labourites (UK) and Democrats (USA). Breaking Up the UK? Scotland should be independent. Rights of young people. Labour spokesman calls for votes at 16.

– **The AGE of DICKENS. Plot of A Christmas Carol.**

– **Unit 5: The Marketing Mix.** Definition of marketing. **The Four Ps. Product:** Brand names. Logos. Band image. Packaging. **Price.** Penetration pricing. Price skimming. Competitive prices. Captive product pricing. Promotion pricing. **Place.** Distribution channels. **Promotion.** Advertising. Aida. Public relations. Sales Promotion. Personal Selling. Direct Marketing. Internet Marketing. Sponsorship. Celebrity Endorsement. Customer Loyalty cards. Product placement. Viral Advertising. Guerilla marketing. Cross Cultural marketing Blunders. Focus on grammar: Advice.

– **Unit 6: The EU.** Building Europe. European treaties at a glance. Who's who in the European Union. The European Council. The European Parliament. The Council of the European Union. The European Commission. The Court of Justice. The European Central Bank. What does Europe do for you? EU economic and monetary policy. Europe pros and cons. Focus on Grammar: conditionals.

- **Unit 7:** Globalisation. What is globalisation? Reasons against Globalisation. The KOF of Globalisation. The Role of Technology in Globalisation. Globalisation. Outsourcing and Offshoring. McDonald's Globalisation -burgers without beef. Globalisation: its good, bad and ugly sides. Globalisation in a time of transition.

- **Unit 8: Business ethics and green economy.** The triple bottom Line. People. Planet. Profit. Measuring the TBL. Economic measures. Environmental measures. Social measures. Sustainable business. Fair trade.

**Oscar Wilde.** "In a handbag", extract from "The Importance of Being Earnest". Plot of "The Importance of Being Earnest".

– **da Business communication: Unit 1: Job Applications.** Analysing and writing a covering letter. Phraseology.

- **per Educazione Civica: - Unione Europea e Organismi internazionali:** Modulo didattico: Normativa in GB. Istituzioni Internazionali. UE

### **Libro di testo:**

- Flavia Bertini, Barbara Bettinelli, Kieran O'Malley - **BUSINESS Expert – Pearson Longman**

**Salò. 03/06/2023**

**L'insegnante**

**Firma del docente**

**Monica G. Drovandi**

Firma autografata sostituita con indicazione a stampa del nominativo del  
soggetto responsabile ai sensi del D.I.gs. n. 39/1993, art. 3 c. 2