



ISTITUTO TECNICO STATALE
"CESARE BATTISTI"
SALÒ



PROGRAMMA SVOLTO

anno scolastico **2023/2024**

prof.ssa Monica G. DROVANDI MATERIA Lingua Inglese

classe e indirizzo **5A AFT**

n. ore settimanali: **3**

monte orario annuale: **99**

ore effettivamente svolte: 90

CONTENUTI DISCIPLINARI:

1 – Revision: tempi verbali anno precedente.

da: BUSINESS EXPERT

2 - da: Business, Finance and Marketing: Unit 4: The market and the marketing. What is marketing? Market segmentation. Targeted marketing: market map. Market research. Quantitative data. Qualitative data. Primary research. Secondary research. E-marketing. Advantages of e-marketing. Convenience. Reach. Cost. Personalisation. Increased interactivity. Relationships. Social. Disadvantages of e-marketing. Accessibility. Spam. Deliverability. Increased competition. Software viruses. Resources. Market position: SWOT analyses. Strengths. Weaknesses. Opportunities. Threats. Email marketing: think inside the new inbox.

3 – Unit 7: Globalisation. What is Globalisation? Reasons against Globalisation. The KOF Index 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. Focus on grammar: Passive forms.

4 - Unit 4: da Cultural insight. Government and politics. How the UK is governed. Monarch. Parliament. Prime Minister and the 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). Labour (UK) and Democrats (USA). Breaking up the UK?

5 - Oscar Wilde: The Importance of being Ernest. Vision of the film. Plot. Themes. Characters.

6 – da: Cultural insight: Unit 5: A changing society. The UK population today. The US population today. The Immigration debate. Integration. The multicultural approach. Fears over multiculturalism. Learning from America. Welfare. Welfare in the UK. Welfare in the USA.

-7 - Per Educazione Civica: Nucleo Concettuale: COSTITUZIONE: sistema politico britannico, americano e italiano. **Modulo didattico:** Normativa in GB. Istituzioni Internazionali. UE.

8 -La classe ha partecipato al progetto PNRR: Madrelingua in classe per un totale di 3 ore.

- Mark Bartram, Richard Walton - **Venture 2, 21st Century skills and competences-** OXFORD

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

Data: **01/06/2024**

Firma del docente

Monica G. Drovandi

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