



Programma svolto

Anno scolastico 2024 – 2025

Materia: **Inglese**

Classe: **5SAFS**

n° ore settimanali: **2**

Insegnante: **prof.ssa Romaioli Claudia**

1 – Revision and consolidation

Strutture grammaticali: Present Perfect Simple; Present Perfect Simple with adverbs; Present Perfect Simple vs Past Simple; Present Perfect Simple vs Present Perfect Continuous; For vs since; Past Simple vs Past Perfect Simple; Future forms; Future time clauses; Future Continuous; Modal verbs: ability and permission; Modal verbs: advice, obligation, prohibition; Modal verbs: possibility, probability, certainty; Modal Perfects.

Aree lessicali: Aggettivi di personalità; Relationships; Prefissi negativi; Le arti; Aggettivi estremi; I nomi di professioni; Vita lavorativa; Verbi frasali per lavoro e studio; Suffissi dei nomi; Parti del corpo; Biologia; Problemi di salute.

Cultura e civiltà: U.S. Elections.

2 - Section 1: BUSINESS TODAY AND TOMORROW

Unit 1: Globalisation. How Globalisation started. Age of discovery. Globalisation 1.0. Globalisation 2.0. Globalisation 3.0. Globalisation 4.0. **Aspects of Globalisation.** Economic Globalisation. Cultural Globalisation. Social Globalisation. Political Globalisation. **Pros and Cons of Globalisation.** Advantages. Disadvantages. **Outsourcing.** Offshoring. Nearshoring. Reshoring. **Glocalisation.** How companies glocalise. Global News: How the KitKat went global.

Unit 2: Towards Industry 4.0. The digital revolutions. From 3.0 to 4.0 – a brief history. **Digital commerce.** E-commerce. M-commerce. S-commerce. **IT in logistics.** Innovations in Logistics. **Changes in work habits.** How we work. Where we work. When we work. Coworking. **The gig economy.**

Section 2: BUSINESS THEORY

Unit 4: Marketing. Marketing objectives. The strategic marketing process. Step 1: Situation analysis. SC Analysis. Steeple Analysis. SWOT Analysis. **Step 2: Marketing strategy.** Market segmentation and targeting. Market positioning. **Market research.** Primary research. Secondary research. **Step 3: Marketing mix – 4Ps.** Product. Price. Place. Promotion. Global News: Market sensing: How to stay successful in today's unpredictable market.

Unit 5: Advertising. Advertising objectives: inform, persuade, remind. Informative advertising. Reminder advertising. Persuasive advertising. **Different types of advertising media. Digital advertising. Social media advertising.** Influencer marketing. **Innovative advertising.** Ambient marketing. Guerrilla marketing. Piggyback marketing. Ambush marketing. Flash mob advertising. **Analysing adverts. Misleading advertising.** Regulation of advertising.

3- Educazione Civica: the European Union - history. EU institutions. NextGenerationEU. Advantages of the EU. Euroscepticism. Brexit milestones.

4- Interdisciplinarietà: literature

- Victorian Age – historical and social context.
- Charles Dickens, *Oliver Twist* (comprehension and analysis of the extract "Oliver wants some more").
- Oscar Wilde, *The Picture of Dorian Gray* (comprehension and analysis of the extract "Dorian's death").
- George Orwell, *1984* (comprehension and analysis of the extract "Big Brother is watching you")

Libro di testo adottato:

Materiale estratto da: New Identity B2; New Tracking Grammar (A1-C1); Career Paths in Business; Performer Heritage.blv.

Salò, 31/05/2025

l'insegnante prof.ssa Romaioli Claudia