



Istituto Tecnico Settore Economico e Turistico
Istituto Professionale Settore Servizi Commerciali
Corsi IeFP: qualifica Operatore Amministrativo Segretariale - diploma di Tecnico dei Servizi di Impresa
Liceo linguistico - Liceo delle Scienze Umane opzione economico sociale
Corsi Serali di secondo livello

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PROGRAMMA DI LINGUA E CIVILTÀ INGLESE

CLASSE 5^a S

a.s. 2023/2024

TESTO UTILIZZATO: "Twenty –Thirty 20-30" di C. Medaglia – M. Seiffart – Rizzoli Languages – 2021

Business theory

MARKETING AND ADVERTISING:

- The marketing mix: "the four Ps" and "the four Cs"
- The product life cycle
- Market research and segmentation: mass marketing and niche marketing
- Marketing strategies and persuasion techniques (NLP)
- SWOT analysis
- Persuasive and informative advertising
- Advertising media. Pros and cons of advertising

BANKING AND FINANCE:

- Types of bank, banking services, methods of payment
- Finance
- The Stock Exchange (brokers, bull or bear market).
- Speculation, bubbles, crash
- Wall Street Crash of 1929 (cenni)

Civilisation:

THE EUROPEAN UNION:

- History, symbols and main Institutions

UK POLITICAL INSTITUTIONS. BREXIT:

- UK Government
- Political parties in the United Kingdom
- Brexit

GLOBALISATION:

The globalisation process

Advantages and disadvantages of globalisation

Outsourcing and offshoring

MIGRATION/IMMIGRATION/MULTICULTURALISM:

- The difference between migration and immigration
- Waves of migration
- Refugees, asylum-seekers and migrants
- Migration nowadays
- The "melting pot"

US POLITICAL INSTITUTIONS:

- US Government
- The American Constitution
- Political parties, the Presidential elections

HUMAN RIGHTS:

- Sources and origins
- The Universal Declaration of HR
- Civil rights activists: M. L. King, Rosa Parks, N. Mandela, M. Gandhi
- The Suffragette movement
- International non-governmental organizations: Amnesty International

La docente
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