



## PROGRAMMA SVOLTO

### INGLESE

a.s. 2021/2022

Classe 5B IDA

**Prof. ssa Francesca Piazza**

1. Business theory and communication Marketing:

The marketing concept - situation analysis - market research: methods of market research (field research, desk research) - marketing mix: - the 4Ps: product, price, place (distribution), promotion - the 4Cs: customer value, cost, convenience, communication - digital marketing- keywords in marketing – Advertising.

2. Business in the 21th century:

Globalisation: what is globalisation? - globalisation and the digital world - technology - E-commerce -- global issues - global companies – multinationals - welcome to Globish - a new language of global business – Climate change.

3. Social and cultural context – Economic policies of government in the models of (main concepts): Adam Smith; Karl Marx; J.M. Keynes. The USA: the different areas and the social differences they present; New York City and its boroughs. The American Dream;

4. Grammar: total review up to level B1; phrasal verbs; idiomatic expressions.

5. Films and TV series: *American Beauty*: - text analysis - character analysis - the economic side of the film, through the observation of the different careers (and approaches) of Lester and Carolyn: employed vs. self-employed in the business system - specific business terms; *Cowspiracy*: the sustainability secret; *Ratched*: analysis of the main character and focus on how she achieves goals (use of language – considering verbal and non verbal).

6. Literature: 'Easter 1916' - W.B. Yeats

Brescia, 24 maggio 2022

*Francesca Piazza*