



## PROGRAMMA EFFETTIVAMENTE SVOLTO

Anno Scolastico 2019 / 2020

**Classe/Sede:** 4BAFM

**Docente:** PAOLONI LAURA

**Materia insegnata:** INGLESE

**Testi adottati:** "TALENT 3" (CAMBRIDGE UNIVERSITY PRESS), "BUSINESS EXPERT" (PEARSON LONGMAN)

### CONTENUTI DISCIPLINARI

TITOLO	CONTENUTI DIDATTICI <sup>1</sup> LINGUISTICI Dal testo "Talent 3"
REVISION	Gli argomenti svolti in terza sono stati ripassati attraverso la correzione del lavoro svolto durante le vacanze estive.
STARTER MODULE	Revision of Present Simple, Present Continuous, Past Simple and Continuous, Present and Past Perfect, Future Simple, First Conditional, Subject and object questions, Direct and indirect questions
UNIT 1	Grammar: past tenses review, narrative tenses Vocabulary: Correspondence, technology for communication Skills: recounting a story
UNIT 2	Grammar: Direct and reported speech, reported questions Vocabulary: Emotive words, strong adjectives and intensifiers, advertising, mass media Skills: reading between the lines, persuading, agreeing in part
UNIT 3	Grammar: revision of comparative and superlative adjectives and adverbs; use of "like" Vocabulary: world resources, food waste, global issues Skills: detect a point of view, support an argument, express opinions
UNIT 4	Grammar: revision of verb tenses for future predictions, future perfect and future continuous, will, may and might Vocabulary: future technology Skills: talking about the future, expressing possibilities, debating, taking notes to fill tables and charts
UNIT 5	Grammar: revision of defining and non-defining relative clauses; articles Vocabulary: Crime and the justice system, responsible citizenship Skills: understanding narrative texts, giving advice and warnings, making suggestions

<sup>1</sup> Contenuti del modulo articolati in unità didattiche (lezioni, capitoli, ecc.)

	<b>CONTENUTI DI MICROLINGUA</b> <b>Dal testo "Business Expert"</b>
<b>MODULE 1: MARKETING</b>	The market and marketing: definition Market research and market segments SWOT analysis The marketing mix: the 4Ps E-marketing Advertising media
<b>MODULE 2: BUSINESS BASICS</b>	Aim of business activity Commerce and trade, goods and services, needs and wants E-commerce Factors and sectors of production Private and public sector, privatization and nationalization Economic systems: planned, mixed and free market economy Mature and emerging markets, the Next Eleven International trade, balance of trade, free trade and protectionism Organisations for international trade Trading Blocs
<b>MODULE 3: BUSINESS ORGANISATION</b>	Sole traders Partnerships Private and public limited companies Cooperatives Non-profit organisations Franchises Multinationals  How businesses grow The internal organization of a business: vertical, horizontal and matrix organization Company departments and their tasks

Valdagno, 5 giugno 2020

*Firma degli studenti  
rappresentanti di classe*

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*Firma del Docente*

Laura Paoloni