

<b>Disciplina</b>	Inglese
<b>Docente</b>	Marchi Francesca

Contenuti trattati	<ol style="list-style-type: none"> <li>1) <b>Marketing:</b> <ul style="list-style-type: none"> <li>- The role of marketing and main pricing strategies (p. 98)</li> <li>- Market segmentation (p. 99)</li> <li>- The marketing mix (pp. 100-101)</li> <li>- SWOT analysis (p. 102)</li> <li>- Product life cycle (p. 103)</li> <li>- Market research (p.104-105)</li> <li>- Digital market (p. 106) – advantages and disadvantages</li> <li>- Mobile marketing trends (p. 107)</li> </ul> </li> <li>2) <b>Advertising</b> <ul style="list-style-type: none"> <li>- The purpose of advertising (p. 110)</li> <li>- Effective advertising (p. 111)</li> <li>- Promotion (p. 116-117)</li> <li>- Features of an advert (p. 124)</li> <li>- How to analyse an ad (domande guida p. 126)</li> </ul> </li> <li>3) <b>Victorian Age</b> <ul style="list-style-type: none"> <li>- The Victorian frame of mind</li> <li>- The age of fiction</li> <li>- All about Charles Dickens</li> <li>- Cenni su “Oliver Twist”</li> <li>- Aestheticism</li> <li>- All about Oscar Wilde</li> <li>- All about “The Picture of Dorian Gray”</li> </ul> </li> <li>4) <b>The EU and the USA</b> <ul style="list-style-type: none"> <li>- The European Union (p. 392-393)</li> <li>- Issue facing the EU (p 394)</li> <li>- Educazione civica: Warsan Shire, <i>Home</i> (refugees)</li> <li>- The EU in your daily life</li> <li>- Pro and cons of the EU</li> <li>- US elections (p. 400)</li> <li>- Trump’s inaugural address – 20<sup>th</sup> January 2025 (lettura e analisi)</li> <li>- Protectionism (p. 144)</li> </ul> </li> <li>5) <b>Modernism</b> <ul style="list-style-type: none"> <li>- The Modernist Revolution</li> <li>- Freud and the modern novel</li> <li>- All about Virginia Woolf</li> <li>- Virginia Woolf, <i>A Room’s of One’s Own</i> (extract p. 344-345)</li> <li>- Virginia Woolf, <i>Mrs. Dalloway</i> (overview and reading of an extract)</li> <li>- All about James Joyce</li> <li>- James Joyce, <i>Dubliners</i> (Eveline)</li> <li>- James Joyce, <i>Ulysses</i> (final part of Molly’s interior monologue)</li> </ul> </li> <li>6) <b>Economics and today’s issues</b> <ul style="list-style-type: none"> <li>- Welfare State</li> <li>- A brief history of booms and slumps: The Great Crash of 1929, The Credit Crunch and the Coronavirus Economic Crisis</li> <li>- Overview on the “Whatever it takes” speech (2012)</li> </ul> </li> </ol>
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	<ul style="list-style-type: none"> <li>- The Green New Deal</li> <li>- Global sustainability (p. 282)</li> </ul>
Metodologie	Metodo comunicativo, lezione dialogata, lettura e analisi di materiali autentici, visione filmati su Youtube
Testi e materiali / strumenti adottati	Smith, Alison, <i>Best Performance</i> , Eli, 2020 Fotocopie fornite dalla docente Materiali multimediali caricati su Classroom
Ore settimanali	3