

Disciplina	Inglese
Docente	Marchi Francesca

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