



**MATERIA : LINGUA INGLESE    CLASSE : 5B Amministrazione, Finanza e Marketing**

Ore di lezione settimanali : 3

**DOCENTE : Cicognani Daniela**

**ANNO SCOLASTICO : 2018/ 2019**

**Testi in adozione :**

- **"New Headway English Course"** - Intermediate - Liz & John Soars Ed. O.U.P.
- **"Business Expert"** - F.Bentini, B.Bettinelli, K.O'Malley – Ed. Pearson Longman.
- **"Grammar Files"** - Green Edition - E. Jordan, P.Fiocchi – Ed. Trinity Whitebridge.

**PROGRAMMA SVOLTO**

**PROBLEMATICHE SOCIALI, ECONOMICHE E LETTERARIE**

- **Politics and Government of the United Kingdom**

**How the UK is governed**, pag.394: The Monarchy - The British Parliament: the House of Lords, the House of Commons - The Prime Minister and the government - Legislative branch, Executive branch, Judiciary ( the Supreme Court ).

**The UK Political Parties**, pag.398: the Labour party - the Conservative party - the Liberal Democrat party - UKIP (the United Kingdom Independence Party) - the Green Party.

**Opinions and policies**, pag.400: Conservatives vs Labourists - Nationalist Parties ( the Scottish National Party, Plaid Cymru, Democratic Unionists, Sinn Fein ).

**Breaking up the UK?**, pag.402: Accenni sulla devolution in the U.K. ( Wales, Northern Ireland, Scotland ) – "Scotland should be independent", pag.402; "Scotland should stay in the UK", pag.403 – The problem of Northern Ireland, pag.403.

**Margareth Thatcher's years**, fotocopia: Nationalization and Privatization in industry - Post-Thatcher's years - The Labour Party and Tony Blair's " Third Way ".

**The modern UK**, pag.360: Governments and key events since World War II (1951-63; 1963-79; 1979-97; 1997- 2010; 2010- 2019).

**A brief history of booms and slumps**, pagg.384/385: The Great Crash of 1929 - The Credit Crunch.





**Welfare**, pag.422: Welfare in the UK - "UK government plans to limit welfare", pag.423.

### **The Industrial Revolution and the Victorian Age**

**The Industrial Revolution in the UK**, pagg. 358/359: Changes in working methods - New materials and inventions - Changes in transport - Changes in people's lives;

**The Victorian Age (1837-1901)**, fotocopia: New Poor Law, 1834 - Queen Victoria ascends the throne, 1837 - Main historic events ( Chartism; important reforms to improve the labourers' conditions from 1847 to 1876: The Ten Hours' Act, 1847; The Mines Act, 1842; The Public Health Act, 1875; The Education Acts, 1870-1876 - famine in Ireland, 1845-1849, "hungry forties" - A.Smith's "The Wealth of Nations", 1776 - economic policy of "laissez-faire": liberism - repeal of the Corn Law - 1850's, "Pax Britannica" - 1851, the Great Exhibition - 1845-56, the Crimean war - 1861, Prince Albert's death - 1859, "The Origin of Species" by Ch.Darwin - the mission of the civilised people: The White Man's Burden - 1867, "The Capital" by Karl Marx - Indian Mutiny, 1857, and the East India Company - First, Second, Third Reform Bills extending the right to vote - Trade Union Act - Foundation of Labour Party in 1900 - "Scramble for Africa" - the Boer War - The British Empire - The end of the Empire ).

- **The Victorian Novel** : the Early-Victorian novel ( C.Dickens:1812-1870; the man and the writer; the writer's role: a didactic aim; Dickens's narrative and characterization; good and bad; the themes of childhood and industrialism; "Oliver Twist", a great social novel ) - Charles Dickens's London.

- " **Oliver Twist** " ( lettura di tutto il romanzo in inglese, in versione facilitata ) di Charles Dickens.

### **COMMERCIO**

- **The Market and Marketing**, pag.77: What is marketing? ( Market segmentation; Targeted marketing: market map ) – Market research ( quantitative data; qualitative data; primary research, secondary research ) - E-marketing - Advantages of e-marketing – Disadvantages of e-marketing;

- **Market position: SWOT analysis**, pag.86; SWOT analysis report for Just4U, pag.87.

- **The marketing mix**, pag.101: The four Ps ( **Product**: Branding, Brand names, Logos, Brand image, Unique Selling Point, Product life cycle, Packaging, Labels; **Price**: Penetration pricing, Price skimming, Competitive pricing, Captive product pricing, Promotional pricing, Psychological pricing; **Place**: Distribution channels; **Promotion**: Advertising, Social media advertising, AIDA, Other methods of promotion, Relaunching a product, Cross-cultural marketing blunders, pagg.122/123 ).

### **GRAMMATICA**





- Le frasi condizionali (zero, primo, secondo, terzo tipo).
- Le forme passive di tutti i tempi verbali studiati alla forma attiva.
- Ripasso delle varie strutture morfo-sintattiche e dei tempi verbali studiati negli anni precedenti.

Gli alunni hanno anche assistito alla proiezione cinematografica in lingua inglese, con sottotitoli in inglese : **"A Quiet Passion"**.

### **GLI STUDENTI**

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### **IL DOCENTE**

Daniela Cicognani

Paderno Dugnano, 10/5/2019

