



**PROGRAMMA SVOLTO: A.S. 2020/2021**

**CLASSE: 5B**

**DOCENTE: Federica Capuzzo**

**MATERIA: INGLESE**

Libro di Testo: F. Bentini, B. Bettinelli, K. O'Malley, *Business Expert*, 2019 Pearson Italia

Materiale di supporto: presentazioni .ppt e .pdf, video clips, articoli di giornale, articoli online (the Economist)

**BUSINESS, FINANCE AND MARKETING (section 1):**

***UNIT 4 – The market and the marketing***

What is marketing.

Market research

E-marketing

SWOT analysis

***UNIT 5 – The marketing mix***

The four Ps.

***UNIT 6 – The EU (aspetti trattati anche per educazione civica)***

**The European Union.**

Building Europe (main events), European treaties, the EU organisations.

European treaties

European Organisations

EU economic and monetary policy

Agenda 2030: n. 10 reduced inequalities. The consumer rights. The Erasmus Plus programme for Education, Training, Youth and Sport. Migration and right at work

**CULTURAL INSIGHT (section 3):**

***UNIT 2 - HISTORY***

The first Industrial Revolution (libro di testo e presentazione powerpoint)

**The making of the USA** (presentazione powerpoint):

Natives and first Europeans,

The Independence War.

The Civil War (libro di testo e integrazione materiale ppt)

The USA in the 1920s and 1930s.

Theodore Roosevelt: domestic policy and foreign policy

The USA and WWI (main themes only)

The economic boom of the 1920s and the Wall Street Crash (1929)

The Great Depression

Franklin Delano Roosevelt, The New Deal (1933-1938).

Truman, Marshall Plan, Eisenhower.



The cold War (beginnings), NATO and UN.  
JFK elections - Civil rights movements  
Martin Luther King Jr.  
The 1970s and the 1980s Reagan.  
The 1990s. Bush and Clinton.  
From Clinton administration and the twin towers attack in 2001 (Bush admin)  
Obama terms  
Trump and the Capitol Hill attack

#### **UNIT 4- GOVERNMENT AND POLITICS**

How the **UK is governed**: Monarch, Parliament, Prime Minister and Government, Supreme Court  
How the **USA is governed**: President, Congress, Supreme Court. (integrazione Pdf della docente su classroom)

**Political parties**: UK political parties and US political parties

Additional materials, Powerpoint presentations on classroom on **UK Prime Ministers**:

**Margaret Thatcher**, home and foreign policies. The miner's strikes. The IRA issue (intro) (plus video clip *Beneath The Crown: The true Story of Margaret Thatcher's Rise to Power*  
<https://www.instagram.com/tv/CH3NW1DjHtG/?igshid=13kw3wptk7ksb>)

**Tony Blair**, foreign and home policies – introduction

**Theresa May and the Brexit**. Video support from <https://www.parliamentlive.tv/Commons> (clip: Liaison\_Committee\_01-05-19\_14-58-51.mp4)

**Boris Johnson and COVID-19** - Video support from <https://www.parliamentlive.tv/Commons> (clip: Statement\_Covid\_19\_BSL\_Version\_22-09-20\_12-34-19 (1).mp4). Article from *The Economist* <https://www.instagram.com/p/CIGpjk-nq6G/?igshid=13tnsf1kdirxi>, 27 Nov 2020

**Brexit**: deal or no deal? Video clip from Instagram BBC Learning News Review  
([https://www.instagram.com/tv/CIi1Iq\\_DRga/?igshid=11u85ai7r6ton](https://www.instagram.com/tv/CIi1Iq_DRga/?igshid=11u85ai7r6ton))

Brexit. Theresa May and Boris Johnson approach. Legal consequences on employment

**The Capitol Hill case**, differenza tra protesta e insurrezione: le basi della democrazia (parte del programma di ed. civica)

#### **UNIT 5 – A CHANGING SOCIETY**

Welfare in UK

Welfare in USA

Video CNBC: *How The United Kingdom's Health-Care System Works*

<https://youtu.be/45PfRLntfBU>

Inequality vs inequity (additional material on classroom)

Inequality gap

Video BBC REEL: *Should the world ban billionaires?* <https://youtu.be/aFoQaA2sR1I>

Firma studenti

Firma Docente