ANNO SCOLASTICO 2023/24

DOCENTE DI MARCO LOREDANA

DISCIPLINA : INGLESE

CLASSE 5 SEZ B INDIRIZZO SIA

LIBRO/I DI TESTO: Patrizia Ravello-Giovanna Schinardi- Emilie Tellier

LET’S DO BUSINESS IN ENGLISH CLITT

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| Nuclei tematici  fondanti | Contenuti analitici  (programma effettivamente svolto) | MODALITA’ (lezione frontale, interattiva,… |
| **The Great Gatsby and the American dream** | * New York and the Roaring Twenties * Francis Scott Fitzgerald: life and works * The Great Gatsby: the novel   - the plot  - the decay of the American dream  - Jay Gatsby and Nick Carraway  - symbolic images  - retrospective narration |  |
| **George Orwell** | * George Orwell : life and works * 1984 * Animal Farm |  |
| **Business Organizations** | * Sole trader * Partnership * Limited Companies (PLC and LTD ) * Franchising * Multinationals and Global Corporations * Integration: merger, acquisition and takeover, joint venture |  |
| **Marketing** | * The marketing concept * The marketing process * Market segmentation * Market research (Primary or Field research and Secondary or Desk research) * The marketing mix (the 7 Ps) |  |
| **Advertising** | * Advertising * The language of slogans * Advertising techniques * SWOT analysis |  |
| **Protecting Computers** | * Computer threats: * Malware * Adware * Spam * Bugs * Viruses * Worms * Backdoors * Rogue security. * Crimeware: * Dialler * Browser Hijacker * Ramsonware * Keylogger * Phishing * Rootkit * Spyware * Trojan horse * Social engineering * Identity theft. * Cookies. * Antivirus software * Firewall |  |
| **Agenda 2030** | * The United Nations sustainable development goals: * No Poverty * Zero Hunger * Good Health and Well-Being * Quality Education * Gender Equality * Clean Water and Sanitation * Renewable Energy * Decent Work and Economic Growth * Industry, Innovation and Infrastructure * Reduced Inequality |  |

Melegnano, 29/05/2024

Firme alunni/e

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firma docente

LOREDANA DI MARCO