



**ISTITUTO TECNICO ECONOMICO E TECNOLOGICO**

**“PADRE A.M. TANNOIA”**

**CORATO-RUVO DI PUGLIA (BÀ)**

**PROGRAMMA SVOLTO**

**ANNO SCOLASTICO 2023/2024**

<b>DISCIPLINA</b>	<b>Lingua Inglese</b>
<b>CLASSE</b>	<b>5</b>
<b>SEZIONE</b>	<b>A</b>
<b>INDIRIZZO</b>	<b>Amministrazione, finanza e marketing</b>
<b>SEDE</b>	<b>CORATO</b>
<b>DOCENTE</b>	<b>PROF.SSA Angela Lotito</b>

## PERCORSO DI APPRENDIMENTO

N.	Titolo dell'U.d.A.	Contenuti trattati
1	<i>Focus on INVALSI</i>	<ul style="list-style-type: none"> <li>• Videos form BRITISH COUNCIL, BBC, THE ECONOMIST</li> <li>• listening</li> <li>• speaking activities: b1, b2</li> <li>• past perfect</li> <li>• first, second, third conditionals</li> <li>• the passive</li> <li>• analyzing advantages and disadvantages</li> <li>• how to make an oral presentation</li> <li>• how to describe causes and effects</li> </ul>
2	<i>Marketing and advertising</i>	<ul style="list-style-type: none"> <li>• Definition of Marketing</li> <li>• Marketing mix</li> <li>• Market segmentation</li> <li>• PLC</li> <li>• SWOT analysis</li> <li>• Advertising</li> <li>• History of advertising</li> <li>• Digital marketing: pros and cons</li> </ul>
3	<i>The European Union</i>	<ul style="list-style-type: none"> <li>• <i>History of the EU</i></li> <li>• <i>Aims and values</i></li> <li>• <i>The main treaties</i></li> <li>• <i>The European institutions</i></li> <li>• <i>Brexit and article 50</i></li> <li>• <i>Democracy, referendum</i></li> <li>• <i>The Copenhagen criteria</i></li> <li>• <i>European identity and diversity</i></li> <li>• <i>The EU challenges and threats</i></li> <li>• <i>European borders</i></li> </ul>
4	Banks	<ul style="list-style-type: none"> <li>• Types of banks</li> <li>• Central Banks</li> <li>• ECB</li> <li>• The Bank of England</li> </ul>
5	A Global world	<ul style="list-style-type: none"> <li>• Globalization</li> <li>• Pros and cons</li> <li>• Globalization and migration</li> </ul>
6	History and institutions	<ul style="list-style-type: none"> <li>• Mass production</li> <li>• The assembly line</li> <li>• The Roaring twenties</li> <li>• The Wall Street Crash</li> <li>• The Great Depression</li> <li>• A democratic response to the crisis: the New Deal</li> <li>• Totalitarianism- Dictatorship</li> <li>• George Orwell: 1984 – BIG BROTHER is watching you</li> <li>• The UK political system</li> </ul>

		<ul style="list-style-type: none"> <li>• The UK Government</li> <li>• Political parties</li> <li>• The US political system</li> <li>• The Constitution</li> </ul>
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<b>Libro/i di testo:</b>
<b>Best Performance Premium – Alison Smith – ELI</b>

<b>Contributo disciplinare all'insegnamento trasversale di Educazione Civica</b>
<b>Numero di ore: 5</b>
<b>Argomenti: The European Union values</b>

Corato, 04/06/2024

**Gli studenti**

*Salvo de Benio*  
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*Luca Robert*  
 .....  
*Francesca Lorenzini*  
 .....

**Il/La docente**

prof.ssa Angela Lotito  
*Angela Lotito*