



PROGRAMMA SVOLTO

Docente	ELENA ZANETTI
Materia:	LINGUA INGLESE
Classe:	4RIM
a. s.:	2021 - 2022

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	Into the Business World	<ul style="list-style-type: none">• Ripasso del modulo svolto nella classe terza: Types of Business organisations International Business: Multinationals; Organisational chart of a company. The World of Business; The Layout of a Business Letter. Module 2: Surfing the Net: E-business. The Internet: Netiquette; Starting an internet business; Developing an internet strategy for your company. E-commerce: The new challenge e-commerce; Using the internet to help your business; The structure of a business letter and an e-mail; How to handle a telephone conversation; Social Networking. Programma classe 4 Module 3. The World of Advertising: What is advertising? What is a slogan?; A catchy slogan, a creative logo, correct colours and typography (photocopies); Selling products and services: Advertisements Reading comprehension: A Taste of Heaven; Vintage and Retro Advertising; "Wheaties";



		<p>3 Steps to a successful slogan. Advertising: phraseology. The Rules of Advertising; The British code of advertising; Political correctness; Circular letters; Advertising rules in the UK.</p>
2	International Marketing	<p>Module 4. What is Marketing? The marketing approach; Marketing for dummies; Marketing for global companies; Sales letters. The Marketing Mix: The 4ps; Market segmentation. (photocopies). Online Marketing: Your Internet Marketing Strategy for Success; How to make profit with your website; Five ways to create content for your website SWOT Analysis The Basics of Marketing language.</p> <p>Module 5. Enquiries: Making enquiries; The layout of written enquiries; Writing enquiries about products and services. Replies to enquiries. Some tips to boost your business; Focus on quotations; Writing replies to enquiries.</p> <p>Module 6: Orders and Complaints. Placing orders: Introducing orders; Placing orders within the EU and saving on your VAT; Placing an order (phraseology); Replying to orders: How to reply to orders; How to modify or cancel an order on the phone. 6 secrets of custode service; How to reply to orders (phraseology).</p>



		<p>Grammar: future tenses (revision), present perfect and simple past (revision); the passive form; reported speech; linkers.</p> <p>How to write a pros and cons essay.</p>
		<p>nota finale: durante l'anno scolastico è stato svolto un lavoro approfondito relativo alla microlingua di settore, utilizzando anche fotocopie fornite dall'insegnante.</p> <p>Nelle competenze finali previste gli alunni devono conoscere e saper utilizzare la terminologia specifica relativa agli argomenti della classe quarta.</p>
	Unita' di compito per le vacanze estive.	<p>Making complaints (7 steps for resolving customer complaints – Writing a letter of complaint – How we deal with complaints – Beware of the provider – How to be polite and not sound like an alien: 10 golden rules). Inoltre agli alunni è stato consigliato l'acquisto, la lettura e gli esercizi di un testo di lettura graduata livello B2.2.</p>