

Programma di Inglese

Classe V R

Anno scolastico 2024/25

Saperi essenziali

Written communication

Oral enquiries and replies

Written enquiries and replies

Marketing

What is marketing?

Marketing objectives

Situation analysis

Marketing strategy

Market segmentation and targeting

Marketing mix-4Ps

Advertising

Advertising today

Advertising objectives

Different types of advertising media

Digital advertising

Social media advertising

International organisations

The importance of international organisations

The United Nations

The European Union

The European Union: origins and growth

The symbols of the EU

Euroscepticism

The Brexit

Political Institutions

The United Kingdom

The UK Government

Political parties

The United States

The Elections

Political parties

The USA Constitution

Migration

Who is a migrant?

Italian immigrants in America

The role of the women in the world

Gender equality

The greatest human rights challenge in our world

Towards freedom and emancipation

A UN priority of our age: eliminating violence against women

The suffragette movement