

**PIANO DI LAVORO SVOLTO-INGLESE-CLASSE 4^ B (RIM) - A.S.2018/2019**

**Testi: "The business way" di Fiocchi e Morris Ed. Zanichelli**

**"Roots" di Ballabio, Brunetti, Lynch Ed. Europass**

### **Business English**

How to write a Curriculum Vitae

Useful language to write a cover letter

Needs/wants

Goods/services

Factors of production

Sectors of production

Commerce and trade:

Definition

Types of trade

Business communication:

How to write e-mails/letters

The parts of a business letter

Useful vocabulary to write:

Enquiry

Reply

Order

Confirmation of order

Complaint

How to talk on the phone:

Formal-informal English

The world of marketing:

The market concept and process

Market segmentation

Market research:

Primary and Secondary research

The marketing mix and the four Ps

Advertising:

What is advertising?

The advertising campaign

Promoting products

Advertisements:

main elements

## **Culture - society**

The Victorian Age:

Social and cultural context

Health and living conditions in the slums

"O. Twist" by C. Dickens (movie)

Eating disorders

Food brought to Europe by C. Colombo

Cyber bullies

Globalisation:

Definition

Pros and cons

Global friendship: Facebook