



Undervisningsbeskrivelse

Termin	June 2025
Institution	UCRS
Uddannelse	hhx
Fag og niveau	Engelsk A
Lærer	Kent Domdal (dom)
Hold	hhx22c

Forløbsoversigt (6)

Forløb 1	Sportswashing
Forløb 2	The Art of Persuasion
Forløb 3	Area Study UK
Forløb 4	Sustainability
Forløb 5	Area Study UK - Being British
Forløb 6	Amazon: Business and ethics

Forløb 1: Sportswashing

Forløb 1	Sportswashing
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<p>Indhold (1/2)</p>	<p>Primært Materiale</p> <p>- Intro work https://www.merriam-webster.com/ https://www.macmillandictionary.com/buzzword/entries/washing.html https://www.investmentmonitor.ai/analysis/what-is-sportswashing-and-does-it-really-work</p> <p>-</p> <p>Focus on Culture. Cultural Encounters. Systime 2022. https://culturale-ncounters.systime.dk/?id=127 What is culture Danish Culture Seen from Abroad Attitudes to other cultures Shirley Valentine Stereotypes and Prejudices Culture Shock Gert Hoofstedes's Onion Diagram</p> <p>- Country Profile</p> <p>https://www.nationsonline.org/oneworld/qatar.htm</p> <p>https://www.cia.gov/the-world-factbook/countries/qatar/</p> <p>https://www.bbc.com/news/world-middle-east-14702226</p> <p>https://www.everyculture.com/No-Sa/Qatar.html</p> <p>https://www.iloveqatar.net/news/community/top-five-local-qatari-traditions</p> <p>https://wander-lush.org/doha-qatar-travel-tips/</p> <p>https://www.lonelyplanet.com/articles/things-to-know-before-traveling-to-qatar</p> <p>https://www.qfa.qa/football-history-in-qatar/</p> <p>https://en.wikipedia.org/wiki/Football_in_Qatar</p> <p>https://www.amnesty.org/en/location/middle-east-and-north-africa/qatar/report-qatar/</p> <p>-Male Guardianship Severely Curtails Women's Rights https://www.hrw.org/news/2021/03/29/qatar-male-guardianship-severely-curtails-womens-rights</p> <p>-</p> <p>How does FIFA look at Qatar? https://www.fifa.com/tournaments/mens/worldcup/qatar2022/news/fifa-world-cup-2022tm-first-sustainability-progress-report-published</p> <p>-Lise Klaveness speech https://www.fotball.no/tema/nff-nyheter/2022/calls-out-for-change-at-the-fifa-congress/ https://www.youtube.com/watch?app=desktop&v=qtvgWhildXg</p>
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Indhold (2/2)	<p>Sekundære Materialer</p> <p>https://www.mediano.nu/oversigt/2022/12/1/vm-for-voksne-fokus-p-de-store-sponsorater-og-det-store-skred-mod-st</p> <p>Noter: I skal være færdige med "intro sportswashing" I skal være færdige med Shirley Valentine og kunne forklare de 3 begreber fra Attitudes toward cultures I skal være færdige med activity 2+3 i Onion Diagram Oplæg om Qatar</p>
Omfang	21 lektioner / 20.9166666666667 timer
Særlige fokuspunkter	Kernestof: det engelske sprogs grammatik, udtale, ortografi og tegnsætning ordforråd, herunder orddannelse og idiomer
Væsentligste arbejdsformer	

Forløb 2: The Art of Persuasion

Forløb 2	The Art of Persuasion
Indhold	<p>Compendium (What is advertising, The Science of Persuasion, Top five appeals used to sell a product) https://www.youtube.com/watch?v=cFdCzN-7RYbw,</p> <p>Edward T. Hall - Company, Culture, Communication Culture and Cultural theories, Ibid Edgar Schein's iceberg model Chapter 6 - Advertising</p> <p>Targeted Marketing</p> <p>Primært Materiale</p> <p>-Intro (kort underviserproduceret tekst)</p> <p>-Harriet Sherwood, McDonald's withdraws McFalafel from Israeli restaurants, Guardian 2011</p> <p>- Daily Mail reporter, How Jessica Simpson and Tommy Hilfiger are proving their financial savvy by tapping into lucrative tween market. Mail online, June 2011</p> <p>- Monica Mark, Coca-Cola and Nestle target new markets in Africa, The Guardian May, 2012</p> <p>- The New Nordic Cuisine Movement https://meyers.dk/en/the-new-nordic-cuisine-movement/</p> <p>Sekundært materiale</p> <p>Diverse artikler og hjemmesider i forbindelse med udarbejdelse af gruppeoplæg</p> <p>Noter: I skal være klar til at snakke om jeres McD oplæg I skal være færdige med Kongruens Lektierne på minlæring I skal være færdige med spørgsmålene til "science of persuasion" - 6 + 6a i Targeted Marketing. I skal være klar til at holde oplæg om jeres reklameanalyse. Jeg trækker lod i forhold til hvem der skal holde oplæg for mig</p>
Omfang	32 lektioner / 31.5833333333333 timer
Væsentligste arbejdsformer	

Forløb 3: Area Study UK

Forløb 3	Area Study UK
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<p>Indhold</p>	<p>The American Dream (kapitel 10)</p> <p>Excuse me, do you speak English? Anny Willemoes Hansen,</p> <ul style="list-style-type: none"> -The New World -North and South -The War of Independence -The Native Americans -The United States of America <p>- The British Empire</p> <p>- The former British Colonies Today</p> <p>-A Link to the United Kingdom</p> <ul style="list-style-type: none"> - The Commonwealth Members - The Queen's Role - A Charter of the Commonwealth Association - The Queen's speech at the Commonwealth Reception, 11 March, 2013 <p>Compare Data - Denmark and the UK https://www.cia.gov/the-world-factbook/</p> <p>Documenting Hate: Charlottesville, Richard Rowley and A. C. Thompson, 2018. https://www.pbs.org/wgbh/frontline/film/documenting-hate-charlottesville/</p> <p>Aline's Journey - Edwidge Danticat</p> <p>Destructive Tornadoes strike Alabama Georgia Sunday afternoon, Accuweather. https://www.accuweather.com/en/weather-news/breaking-destructive-tornadoes-strike-alabama-georgia-sunday-afternoon/70007598</p> <p>Sekundært Materiale</p> <p>https://olympen10.wixsite.com/thelanguagepub/brexit?fbclid=IwAR3Fk_BCpIVDv52gFV6ziT9Cj_LFBoVqd7oo-uqaTeOU</p> <p>https://www.dr.dk/nyheder/webfeature/fra-verdensimperium-til-splittet-kongerige?fbclid=IwAR3kA3nlzoM8MQjGEbC5McHIXgjP8PfHK6hkYVb-1Pu5fSiV575uWDTzzFk</p> <p>https://www.theguardian.com/politics/ng-interactive/2019/dec/12/uk-general-election-2019-full-results-live-labour-conservatives-tories</p> <p>https://www.bbc.co.uk/sounds/play/m000c4sj</p> <p>A country divided: Why England's North-South divide is getting worse, Katie Burton, 2020, https://geographical.co.uk/uk/item/3906-a-country-divided-why-england-s-north-south-divide-is-getting-worse</p> <p>Noter:</p> <p>I skal være færdige med "Empire" fra Area Study UK mappen på Studiet</p> <p>Vi samler op på spørgsmål både fra Empire og In Britain</p> <p>I skal kunne holde oplæg i små grupper om "working Britain"</p>
<p>Omfang</p>	<p>18 lektioner / 17.6666666666667 timer</p>

Væsentligste arbejdsformer	
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Forløb 4: Sustainability

Forløb 4	Sustainability
Indhold	FOOTPRINTS, Gyldendal https://www.un.org/sustainabledevelopment/sustainable-development-goals/ https://www.theglobalist.com/globalism-versus-globalization/ https://www.youtube.com/watch?v=pDI0jFZRnLU https://www.dailymotion.com/video/x1gwf80 https://www.youtube.com/watch?v=XiWmGxpRZJg Dirty Money, season 1 - episode 1, Hard Nox, Sekundært materiale Blooms taksonomi
Omfang	22 lektioner / 20.9166666666667 timer
Væsentligste arbejdsformer	

Forløb 5: Area Study UK - Being British

Forløb 5	Area Study UK - Being British
Omfang	37 lektioner / 35.0833333333333 timer
Væsentligste arbejdsformer	

Forløb 6: Amazon: Business and ethics

Forløb 6	Amazon: Business and ethics
Omfang	25 lektioner / 23.5833333333333 timer
Væsentligste arbejdsformer	