



Undervisningsbeskrivelse

Termin	June 2026
Institution	UCRS
Uddannelse	hhx
Fag og niveau	Engelsk A
Lærer	Kent Domdal (dom)
Hold	hhx23a

Forløbsoversigt (3)

Forløb 1	Targeted Marketing
Forløb 2	Sportswashing
Forløb 3	The English Speaking World

Forløb 1: Targeted Marketing

Forløb 1	Targeted Marketing
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 færdige med jeres mini-oplæg om Targeted Marketing og jer.</p> <p>I skal have lavet følgende ud fra jeres tekst om Coca-Cola og Nestle i Afrika: markeret subjekt og verballed i 5 sætninger. Lavet sætningerne om til spørgsmål. Lavet de 5 sætninger om til nægtende/indskrænkende sætninger. Oplæg McD I skal være færdige med opgaverne i "Rooting for realistic black dolls"</p>
Omfang	28 lektioner / 27.4166666666667 timer
Væsentligste arbejdsformer	

Forløb 2: Sportswashing

Forløb 2	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>
Omfang	11 lektioner / 10.6666666666667 timer
Væsentligste arbejdsformer	

Forløb 3: The English Speaking World

Forløb 3	The English Speaking World
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<p>Indhold (1/2)</p>	<p>The American Dream (kapitel 10)</p> <p>Excuse me, do you speak English? Anny Willemoes Hansen, (British Empire)</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 - The British Empire - The former British Colonies Today -A Link to the United Kingdom - The Commonwealth Members - The Queen's Role - A Charter of the Commonwealth Association - The Queen's speech at the Commonwealth Reception, 11 March, 2013 -Working poor: Unaffordable and unsheltered https://heararizona.org/unaffordable-and-unsheltered/unaffordable-working-poor -Facts and Data on Small business and entrepreneurship https://sbecouncil.org/about-us/facts-and-data/ -Remarks by president Biden on Covid-19 victims https://www.npr.org/2021/02/22/970155352/white-house-to-honor-victims-of-the-coronavirus-in-evening-ceremony - shooting of Daunte Wright https://www.theguardian.com/us-news/2021/apr/12/minnesota-police-shooting-daunte-wright - The Waste Land by Alan Paton <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=IwAR3kA3nlzoM8MQjGEbC5McHIXgjP8PffHK6hkYVb-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>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>-</p>
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Indhold (2/2)	Horisont https://www.dr.dk/drtv/se/horisont_henry-vokser-op-i-usas-farligste-postnummer_247790
Omfang	29 lektioner / 28.3333333333333 timer
Væsentligste arbejdsformer	