**Strategie comunicative della lingua inglese (Communicative Strategies in English)**

Prof.ssa Amanda Clare Murphy

**Esercitazioni di lingua inglese 1 (tutti i curricula)**

Dott.sse Margaret Fox, Maria Cadei, June Gibson, Michelle Hanson, Costanza Peverati, Angela Vasilovici

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

This course focuses on persuasive oral and written communication in English, essential in the international workplace and a globalised society. It aims to raise awareness of features of an internationalized context, of non-verbal and visual communication and the effective use of the voice. It concentrates on linguistic and rhetorical strategies, in a variety of contexts and registers.

*Knowledge and understanding*

At the end of the course students are expected to have gained knowledge of the meaning of an internationalized context, of the theory of non-verbal and visual communication, of persuasive communication and classical rhetorical strategies in public speech.

*Ability to apply knowledge and understanding*

At the end of the course students are expected to be able to deliver an effective presentation, with or without slides, demonstrate an expressive use of their voice, produce an example of persuasive written genres, such as a tweet and/or advertisement; analyze linguistic, rhetorical and non-verbal features of public speeches in English.

*Transferable skills*

At the end of the course students are expected to have enhanced

– their ability to work in a team;

– their analytical linguistic skills;

– their presentation skills.

***COURSE CONTENT***

The course encourages students to reflect on the university and the city as a place and space they inhabit and belong to, and tasks within the course reflect this awareness. The course is organized into two sections:

Theme 1: Being persuasive in public discourse: rhetorical devices, visual, non-verbal, multimodal and aural elements, *ethos*, *pathos*, *logos* in speeches of various kinds.

Theme 2: Analysing persuasive genres, such as advertisements, promotional emails and videos, posts on websites and various social media platforms.

Seminars may also be arranged during the semester on topics relevant to the various profiles.

***READING LIST***

Compulsory texts:

D. Glover, *The Art of Great Speeches and Why We Remember Them,* Cambridge University Press, Cambridge, 2011.

R. Cialdini, *The Psychology of Persuasion (revised edition),* Harper Business, New York, 2006.

Indicative further reading, drawn on during the course:

G.R. Kress, & T. Van Leeuwen. *Reading images: The grammar of visual design.* London, Routledge, 1996.

***TEACHING METHOD***

A range of the following: lectures, online participation in wikis, film clips watched in or outside class, group and individual reflective tasks, presentations and guided tours of city attractions. Attending students compile a portfolio of the work they carry out during the course. Non-attending students perform activities in their own time and post the portfolio on Blackboard prior to taking the exam. Apart from the lectures, there are 10 hours of practical sessions dedicated particularly to oral skills, and 10 hours for students specializing in tourism.

***ASSESSMENT METHOD AND CRITERIA***

Assessment in the course is carried out via a number of tasks posted on Blackboard, which are either carried out during the course, and or before the exam for those unable to attend. Example tasks are: analysis of linguistic, rhetorical and non-verbal features of a speech, comments on features of non-verbal communication using film clips; readings aloud (e.g. poetry); oral team presentations, which can also take place around the city; posters, posts or advertisements. Four of these tasks are marked out of 30 and are discussed in the final exam, where the final mark will take these marks into consideration, in light also of the weighted average in the written and oral language tests (prove intermedie).

Non-attendees prepare the same tasks individually, but a written analysis of the speech (400-words) must be sent in by email a week before the exam.

Non-attendees prepare the same tasks individually and post them on the Blackboard platform, but the analysis of the speech (between 400 and 500 words) must be sent in by email a week before the exam and then discussed at the final exam.

Al voto finale concorre il voto che risulta dalla media ponderata degli esiti delle prove intermedie di lingua scritta e orale (rispettivamente fino a un massimo di 1/6 e 2/6 del voto finale).

All students should bring the check-list posted on Blackboard to the exam.

***NOTES AND PREREQUISITES***

1. The course is taught in English and students must enrol in the course on Blackboard where materials are uploaded. Students must pass the written and oral language exams before they may take the Communicative Strategies exam, unless they are Erasmus or other international exchange students. Without the associated written and oral language exams (le prove intermedie - scritto e orale), the course counts for 5 CFU.
2. For students from the curriculum *Management, imprenditorialità e comunicazione per il turismo globale* there are 10 hours of practical translation lessons. Active participation in these practical lessons of translation for tourism is required in order to take the final exam. Anyone who is unable to attend the lessons needs to contact Prof.ssa Murphy at the beginning of the course to agree on an alternative way of carrying out the work done in the classroom.

*Orario e luogo di ricevimento degli studenti*

Office hours take place on a weekly basis during the two semesters, in Via Trieste 17 (Brescia) and in Via Necchi 9 (Milan). Timetable variations will be communicated through Blackboard and/or her university webpage. For non-attendees, it is possible to arrange meetings via Skype (Skype address: am.linguistics).

**Esercitazioni di lingua inglese 1 (tutti i curricula)**

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to help students reach an advanced level (C1+) of writing, reading, speaking, listening and translation in areas which are relevant to their studies - English for Business and Management and International Relations, Linguistic, Literary and Communication Studies, Publishing, Tourism.

At the end of the course students are expected to be able to:

- give clear descriptions, present and summarise topics orally, using visual aids;

- express and qualify their opinions in writing and in speaking in an appropriate register according to their interlocutor;

- discuss general and complex topics, related to and beyond their field of study;

- take part in simulated work situations;

- understand, analyse and translate written texts that are typical of their specialization stream;

- be able to use a dictionary efficiently to solve translation problems;

- identify the characteristic linguistic and cultural aspects of texts in English and Italian;

- produce intelligible, clear and continuous writing, following standard layout and paragraphing conventions.

***READING LIST***

All course packs are available at the photocopying office.

*Essay Writing*, edited by E. J. Gibson.

*Translation ita-ingl I Anno Magistrale*, edited by M. Fox

Oral Skills, edited by E. J. Gibson.

Useful further reading:

Michael McCarthy and Felicity O'Dell, *Academic Vocabulary in Use*, Cambridge University Press.

Students are expected to have a monolingual and a bilingual dictionary, as well as a reference grammar.

**Dictionaries**

Recommended bilingual dictionaries (latest editions):

*Il Sansoni Italiano-Inglese*, Sansoni

*Grande Dizionario Hoepli Inglese* con CD-ROM, Hoepli

*Il Dizionario Inglese Italiano Ragazzini*, Zanichelli

*Oxford Paravia. Il dizionario inglese-italiano, italiano-inglese,*

Recommended Monolingual dictionaries (latest editions):

*Longman Dictionary of Contemporary English*

*Advanced Dictionary, Collins Cobuild*

*Advanced Learners Dictionary, Cambridge*

*Advanced Learners Dictionary, Oxford*

*English Dictionary for Advanced Learners, Macmillan*

**Reference Grammar**

R. Carter-M. Mccarthy, *Cambridge Grammar of English, A comprehensive guide*, CUP, Cambridge, 2006.

Other reading material may be made available during the course.

***TEACHING METHOD***

All students are required to take a computerized placement test to verify their level of written language competence, and are placed in courses according to their area of specialisation. The courses (6 hours per week) concentrate on Writing skills, Listening and Speaking skills and translation from English to Italian and vice versa. Students who score below a C1 on this test attend an extra reinforcement grammar course for 2 more hours a week with Dott.ssa Gibson, for a total of 8 hours of English per week.

Students are expected to participate actively in class and prepare for lesssons with tasks assigned by teachers to be done at home.

***ASSESSMENT METHOD AND CRITERIA***

*Written exam*

Written language and translation skills are tested via a discursive essay of 600-800 words, and a passage to translate from Italian to English. Both parts of the exam last three hours. Monolingual and bilingual dictionaries may be used during the exam, or dictionaries for the student’s mother tongue, where it is neither English nor Italian. Special dictionaries (such as collocation dictionaries, thesauruses, exam dictionaries) are not allowed.

*Oral exam*

Students are expected to present a topic agreed on with the course teacher at least two weeks before the exam, and critically discuss topics from the Oral Skills course pack. Students are evaluated on receptive, productive and interactive skills, and must prove their competence in pronunciation, fluency, grammatical and phraseological accuracy and lexical appropriacy.

***NOTES AND PREREQUISITES***

Students are expected to have a C1 level of English language competence.

*Orario e luogo di ricevimento studenti*

The language teachers are available to see students after lessons.