# English for Digital Communication - advanced level

## Angela Vasilovici

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

The course aims to help students develop their knowledge of the English language in order to achieve the upper – intermediate level (corresponding to *at least* the B2-level of the Common European Framework of Reference for Languages).

In addition, it aims to provide them with the tools they need for the creation of digital contents in the thematic area of their curriculum.

**At the end of the course,** students will be able to:

* develop their knowledge of the terminology of digital communication, including the lexical units used by digital and social media, and apply the grammar structures of the B2-level of the Common European Framework of Reference for Languages.
* develop their communication skills, especially in the field of digital and social media.
* make full use of the most relevant writing techniques used in digital communication.

***COURSE CONTENT***

1. Activities aimed to review and develop the knowledge of the vocabulary and morpho-syntax of the English language in the field of digital communication; acquisition of web writing skills:

* Best practices for writing for the web
* Working with text and images
* Writing blogs and travel blogs
* Adding motion and sound to the text
* Museum communication
* Promoting people, places, companies
* Brand destination
* Study cases

2. Analysis of some text types that are typical of digital communication, especially in the field of entrepreneurship and tourism/culture, with a focus on ads, videos, blogs, and posters for the promotion of tourism.

***READING LIST***

- The teaching material that will be made available by the lecturer.

- Lynda Felder. 2012. *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*. New Riders.

***TEACHING METHOD***

Practical activities aimed to help students develop their reading, listening, and writing skills, as well as their ability to analyse the key structures of the English language. These activities, guided by the lecturer, will be carried out by students in couples or groups, or by the classroom as a whole.

***ASSESSMENT METHOD AND CRITERIA***

A written interim test, followed by a final oral exam.

The written test – based on open cloze questions, cloze tests, and multiple choice questions – will be focused on the grammar and vocabulary included in the course programme. Students will be assessed on their knowledge of the formal structures and the expressions of the English language, corresponding to the upper-intermediate (B2) level and above. The maximum score is 30/30.

The oral exam, instead, will be based on the course syllabus and the practical activities carried out in class. Students will be assessed on their knowledge of specific topics, their ability to carry out practical exercises, and their understanding of written and oral texts. The maximum score is 30/30.

The final mark will result from the weighted average between the two exams.

The assessment method and criteria will be the same for all students, regardless of class attendance. During the oral exam, non-attending students will not be asked any questions on the practical activities.

In addition, non-attending students will have to contact the lecturer in order to receive further information on their reading list for the final exam.

***NOTES AND PREREQUISITES***

Students should have a good knowledge of the English language, which is usually acquired during the English for Digital Communication course (basic level - semester 1). However, in terms of non-linguistic contents, there are no prerequisites for attending the course.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.