# Communicative Strategies - Spanish Language (Year 1) (2-year Course - All Curricula)

## Prof. Elena Stella

# [Spanish Language Practical Classes (Year 1)](#_Toc488935220) (laurea magistrale)

## Silvia Cuenca Barrero, Maria De Los Angeles Saraiba Russell

# Communicative Strategies - Spanish Language

## Prof. Elena Stella

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

The course aims to provide students with the appropriate skills for understanding, analysing and producing texts in Spanish of different types and textual genres. In particular, the characteristics of descriptive, narrative, expository and argumentative texts, both written and oral, and texts belonging to textual genres used in business communication will be analysed. The course also intends to analyse linguistic variation and communication strategies adapted to the communicative context, focusing on how these may differ in the different geographical areas of the Spanish-speaking world. At the end of the course, students will be able to identify and produce texts of the text types mentioned above and will have acquired a pragmatic and sociolinguistic competence that will allow them to interact adequately in Spanish, both in writing and orally.

***COURSE CONTENT***

- Text types: narrative, expository, descriptive and argumentative texts

- Textuality and tools for text cohesion and consistency

- Diatopic, diastatic, diaphasic and diamesic variation in Spanish-speaking contexts

- Text genres belonging to business communication: understanding, analysis, production and translation

- Communication strategies used by companies on social media

- Kinesics and proxemics in the Spanish-speaking world

In addition, the students of the 2-year course (all curricula) will have to attend 20 hours of practical activities held by Carla Sofía García Citerio.

***READING LIST***

Álvarez, M. *Tipos de escrito I: narración y descripción,* Madrid, Arco Libros, cualquier edición

Álvarez, M.*, Tipos de escrito II: exposición y argumentación,* Madrid, Arco Libros, cualquier edición

Carricaburo, N., *Fórmulas de tratamiento en el español actual,* Madrid, Arco Libros, cualquier edición de la edición actualizada de 2015

Fernández Verde, L; Fernández Rico, E. M., *Comunicación empresarial y atención al cliente,* Madrid, Ediciones Paraninfo, 2017

Gómez de Enterría y Sánchez, J., *La comunicación escrita en la empresa,* Madrid, Arco Libros, 2002

Gómez de Enterría y Sánchez, J., *La comunicación oral en la empresa,* Madrid, Arco Libros, 2008

Muñoz-Basols, J.; Pérez Sinusía,Y., *Técnicas de escritura en español y géneros textuales,* London / New York, Routledge, 2022, capp.1-4

Further bibliographic information will be provided during the course and published on Blackboard.

***TEACHING METHOD***

The course includes theoretical lectures, practical text analysis activities and group work. The materials used in lectures will be made available on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

The exam is conducted entirely in Spanish and includes an oral test on the theoretical content of the course (70%) and a group assignment on the content of the practical classes (30%) taken by Carla García Citerio. Students who do not wish to participate in the group assignment will have to take a practical oral test (during the examination) on the content of the practical classes. Students will be assessed on: the relevance of their answers, the appropriate use of specific terminology, the ability to structure reasoned and coherent argumentation, the ability to make conceptual links, and the ability to apply the theoretical models explained in class to the analysis of the Spanish-speaking context, using concrete examples.

NB: Students can only take this exam after having passed the written and oral interim Spanish language tests on the Faculty study plan. The weighted average of the marks for the spoken and written interim language tests will contribute to the final mark.

***NOTES AND PREREQUISITES***

The course includes, for all curricula, a cycle of tutorials (10 hours) on *Communication Strategies for the Web*. Starting from the materials and methodological indications that will be made available on Blackboard, students must produce (in L2) a digital content among those suggested by the lecturer and explain the reasons behind the communication strategies adopted. Students' active participation and execution of the work proposed during class will be assessed. Given the mainly practical content of the tutorials, attendance is recommended. Those who are unable to attend must contact the lecturer, with whom they will agree on a replacement programme for the work carried out in class.

For a fruitful acquisition of the contents and skills provided by the course, a communicative skill at least equivalent to the B2 CEFR level is required. Both the course and the exam will be held entirely in Spanish.

Students are required to enrol in the course on Blackboard.

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.

**Practical Classes in Communicative Strategies - Spanish Language**

Carla Sofia Garcìa Citerio

***Text under revision. Not yet approved by academic staff.***

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

This course aims to offer a detailed overview of the strategic use of the Spanish language in different areas (cultural and business) and in different formal and informal situations.

Through analytical readings, viewing of audio-visual materials, group work and debates, a practical and dynamic path will be proposed to equip students with the necessary tools for better understanding the importance of adapting a language to different communication needs and situations.

At the end of the course, students will be able to analyse and formulate oral and written texts of a narrative, descriptive, expository and argumentative nature, as well as those used in business communication, using the most appropriate communication strategies for the context.

***COURSE CONTENT***

Attività pratiche consistenti in:

* Analysis of oral and written texts in formal and informal contexts within the cultural and business environment.
* Use of persuasive resources in the cultural and business field through the production of narrative, descriptive, expository and argumentative texts.
* Analysis of the differences between Peninsular Spanish and American Spanish.

***RECOMMENDED READING***

Franciulli M. y Vega Carney C., *Informes y proyectos del mundo empresarial,* Arco Libros, Madrid, 2002.

Lamarre, Guillaume, *Storetellyng como estrategia de comunicación*, Editorial Gustavo Gili, Barcelona, 2019.

***TEACHING METHOD***

The tutorials consist of practical, individual and group activities, alongside the teaching of Communication Strategies of the Spanish Language by Prof. Elena Stella. The materials used will be made available on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

The test covering the programme of the tutorial course consists of the production of texts, in small groups, in a specific area of communication, following different guidelines. The mark accrued contributes 30% to the final course mark.

***NOTES AND PREREQUISITES***

As this is an introductory course, it has no prerequisites in terms of contents. However, students do require critical skills and a good analytical methodology to be able to reflect in a mature and in-depth way on the literary texts covered in lectures. As lectures will be held in Spanish, students require language skills of at least level B2 in the CEFR).

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.

# [Spanish Language Practical Classes (Year 1)](#_Toc488935220) (Master's Degree)

## Silvia Cuenca Barrero, Maria De Los Angeles Saraiba Russell

***Text under revision. Not yet approved by academic staff.***

***COURSE AIMS***

The main objective of the course is for students to acquire and communication skills corresponding to level C1 in the Common European Framework of Reference for Languages. This includes activities aimed at consolidating lexical and textual skills in various linguistic registers, to ensure that students have an ever greater pool of stylistic choices from which to select the most appropriate, both in oral and written contexts. As well as developing their translation skills, students will work from templates that offer prompts, in the form of complex arguments and reflection, to support them in applying their language knowledge.

***INTENDED LEARNING OUTCOMES***

**Knowledge and understanding**: Completion of level C1 morpho-syntactic and lexical knowledge, as well as complex oral and written texts.

**Skills**: The ability to produce a text based on current issues, using correct and context-appropriate language; the ability to carry out written exercises relating to sentence structure and to the elements of textual cohesion specific to Spanish syntax.

**Communicative skills**: The ability to articulate speech in a fluent and natural way in order to express personal opinions or beliefs with dialectic nuances, and to distinguish facts from opinions.

The ability to argue and assert one's point of view and to be able to counter-argue using a formal register and a broad and appropriate lexical repertoire.

**Autonomy:** The development of critical and organisational skills regarding the content offered, the ability to broaden one's knowledge using traditional learning tools and multimedia, and to be able to understand aspects and details of the language and its communication methods.

***COURSE CONTENT***

Revision and in-depth exercises on the syntax of the Spanish language. Reading and writing of a wide variety of written and oral text genres (argumentation, descriptive, explanatory, informative, etc.). Oral communication activities based on topical subjects, civilization and cultural subjects. Practising using the language for social, academic and professional purposes. Translation of various texts from Italian to Spanish.

***READING LIST***

**Key texts**

J. Muñoz-Basols. E. Gironzetti. Y. Pérez, *¡A debate! Estrategias para la conversación oral. Nivel C*, Madrid, Edelsa, 2013.

**Recommended support texts and dictionaries for independent learning and reference.**

L. Gómez Torrego, *Gramática didáctica del español*, Madrid, SM, última edición.

Real Academia Española, *Nueva gramática de la lengua española. Manual*, Madrid, Espasa Libros, S.L. 2010.

Real Academia Española, *Nueva gramática de la lengua española: fonética y fonología*, Espasa, Libros S.L.U., 2010.

L. Tam, *Dizionario spagnolo-italiano. Diccionario italiano-español*, Milano, Hoepli, 2004.

Real Academia Española, *Diccionario de la lengua española*, 2014.

María Moliner, *Diccionario de uso del español*, Madrid, Gredos, 2007 (2 volumenes).

María Moliner, *Diccionario de uso del español*, Edición abreviada por la editorial Madrid, Gredos, 2007.

Real Academia Española, Asociación de Academias de la lengua española, *Diccionario panhispánico de dudas,* 2017.

Various authors *Diccionario multilingüe de economía y empresa,* Madrid, Verbum, 1998.

**Required home reading for the oral exam**

Only for the profiles: *Management e relazioni economiche internazionali* and *Management per il turismo internazionale*:

L. Pons Rodríguez, *El árbol de la lengua*, Barcelona, Arpa, 2020 (also in *e-book format*).

***TEACHING METHOD***

Lectures in class and in the multimedia language lab. Individual and group practical activities.

Reading comprehension, conversation and writing activities. Translation activities into and from Spanish with comparative analysis for the purpose of consolidating translation strategies.

***ASSESSMENT METHOD AND CRITERIA***

The exams take place in two parts, which are mandatory for all students.

1. A written exam composed of: a composition, that is a piece of writing based on a text model relevant to each student’s area of specialisation; translation from Italian into Spanish of a text appropriate to each student’s area of specialisation. The minimum pass mark is 18/30; the maximum mark is 30/30. Both parts have equal weight the piece of writing is worth 50% and the translation is worth 50%.

2. An oral exam: students will hold a brief conversation to demonstrate their ability to put forward an argument based on a topic taken from a newspaper article presented in the exam; students must present and comment on the content of a specialist text (only for the curricula ‘Audio-visual Communication Studies’ and ‘International Management’). In order to pass this exam, students must get at least 18 points out of 30; the maximum is 30/30.

***NOTES AND PREREQUISITES***

Any changes to the syllabus will be communicated during the course and published on Blackboard under “Corso di Lingua Spagnola LM – Prova intermedia (2022-2023)”. Students must keep themselves informed in this regard.

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.