**German Communicative Strategies**

## Prof. Alessandra Lombardi

# German Language Practical Classes (Year 1) (2-year Course)

##  Claudia Menzel, Giovanna Vitali

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***COURSE AIMS***

The course aims to:

1. provide the critical and method tools necessary for the recognition of German-language “register varieties” applicable to professional communication in different use contexts (written, oral or mediated) and thus raise students’ awareness of ‘intralinguistic variation’;
2. promote the ability to understand and describe, in accordance with linguistic and pragmatic textual criteria, including from a comparative perspective, the communication strategies used in written and oral texts of different nature and origin, taking into account the varying contexts of enunciation, audiences, intentions of the writer/speaker, socio-cultural reference systems, means of communication and codes of expression;
3. stimulate critical reflection on the basic requirements of *effective* and *efficient* communication with German-speaking stakeholders (through exposure to “good communication practices”).

***INTENDED LEARNING OUTCOMES***

*Knowledge and understanding*

At the end of the course, students will know the investigation methodologies of different approaches in the field of "pragmatic linguistics" and will be able to:

1. recognize and describe in a relevant way the main macro- and microstructural aspects, the arguments and rhetorical-stylistic strategies of some representative forms of “public communication” in the German language in different professional contexts;
2. understand and explain the communicative and pragmatic effects of the interaction between different codes in multimodal texts in the German language;

*Ability to apply knowledge and understanding*

Through active participation in practical tutorials in performative rhetoric, students will be able to strategically and functionally manage the different levels of interaction (verbal and non-verbal) in the German language within the context of communicative interventions in public (such as self-presentations, project presentations, debates, etc.).

***COURSE CONTENT***

The pragmatic-functional description of textual typologies/communication genres taken from different sectoral areas (business, tourism, political-institutional, socio-cultural) and analysed using multidimensional analysis models that facilitate the identification and interpretation of the communication strategies in the texts and of the ways in which they are expressed; special attention will be given to the clear and logical presentation of the *argumentative* techniques specific to the texts considered, including from a comparative perspective (comparison with comparable Italian texts) in order to highlight their specific linguistic-cultural features and the related translation problems.

In order to encourage the development of fluency, spontaneity and appropriateness in spoken German, aiming for the targeted and conscious use of expressive techniques and rhetorical devices associated with “knowing how to speak in public”, a series of practical classes (20 hours) on *performance rhetoric* in German will accompany the course. As part of the workshop, conducted by a native speaker, students will have the opportunity to experiment and use exercises and theatrical games as a form of ‘communication gym’ (interaction, improvisation, storytelling; use of voice, stress management, and ‘verbal self-defence’ techniques). Through practical exercises as individuals or in pairs or groups, students will thus be able to hone their communication skills (verbal and non-verbal) and prepare to deal proactively and appropriately with interaction (including spontaneous interaction) with German-speaking partners in different interpersonal contexts (professional and non-professional).

***READING LIST***

Janich, Nina (2009), Rhetorisch-stilistische Eigenschaften der Sprache in der Werbung und Public Relations. In: Fix, Ulla/ Gardt, Andreas/Knape, Joachim (Hrsg.): *Rhetorik und Stilistik. Ein internationales Handbuch historischer und systematischer Forschung*, de Gruyter, pp. 2167-2181.

Klug, Nina-Maria (2016): Multimodale Text- und Diskurssemantik. In: Nina-Maria Klug/Hartmut Stöckl (Hg.): *Handbuch Sprache im multimodalen Kontext*, de Gruyter, pp. 165-189.

Niehr, Thomas (2017), Argumentation in Texten. In: Roth, Kersten Sven/ Wengeler, Martin/ Ziem, Alexander (Hrsg.): *Handbuch Sprache in Politik und Gesellschaft*, de Gruyter, Handbücher Sprachwissen (HSW) 19, pp. 165-186.

Details of further reading material (specialist essays aimed at exploring the subjects covered in this year’s guest-speaker sessions) will be communicated during the semester and made available on Blackboard, together with the teaching materials used in class.

The above reading list applies to everyone. However, students who are unable to attend lectures and the *performance rhetoric* practical classes due to work commitments or because they are studying abroad must contact the lecturer (at least two months before the chosen examination date) to clarify any concerns about the syllabus and draw up an individual project to replace the practical classes.

***TEACHING METHOD***

The lectures (in German) will be interspersed with seminar sessions led by guest-speakers, professionals from various sectors (German linguists or experts in linguistic and cultural mediation working in German-speaking contexts or in close contact with German-speaking interlocutors), for an in-depth look at the communication strategies required in specific contexts and to directly address the communicative, argumentative and interactive practices used in the professional field.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam (in German) in which the student must:

* demonstrate the ability to apply to "unpublished" forms of communication/texts proposed during the exam, the descriptive/interpretative categories and models of analysis illustrated during the course (the identification and relevant and reasoned interpretation of the communication strategies used in the texts, starting from the linguistic-textual implementation and the analysis of extra-textual factors);
* demonstrate *critical* reflection on the linguistic quality (communication effectiveness) of the actual cases examined.

The final mark is based on students’ preparation on the theoretical and application aspects outlined on the syllabus (50%) and their presentation of the contents of the essays on the reading list (50%).

The final assessment will also include, for those who regularly take part in the lessons, an assessment of the practical exercises proposed during the course and of the work carried out in the performance rhetoric practical classes, which students are strongly encouraged to attend.

Attending will also have the possibility, subject to the prior agreement of the lecturer, of working on an end-of-course individual project, choosing between these two options:

a. writing (in German and according to the methodological criteria provided at the end of lectures and communicated on Blackboard) a *short textual analysis* (*Hausarbeit*) of up to 10 pages (e.g. stylistic-pragmatic or rhetorical-argumentative analysis of a *multimodal* text in German, selected from among the textual and communicative types presented in lectures), to be sent by email 15 days before the scheduled exam date and then presented orally at the beginning of the oral examination;

b. preparing a *video presentation* on a subject chosen by the students, to be presented 15 days before the exam date to the lecturer leading the practical classes on *performative rhetoric* (to evaluate the application of the verbal and non-verbal techniques proposed and practiced in the context of the workshop) and then commented orally in the exam.

Students choosing to produce the individual end-of-course project will be assessed as follows: general preparation on the theoretical and applied aspects indicated in the syllabus (50%), presentation of the contents of the essays on the reading list (20%), critical and logical presentation of the oral or written project prepared for the examination (30%). Students will also be assessed on the clarity of their presentation, their use of terminology and their ability to respond adequately to the stimuli offered by the lecturer during the interaction.

The final mark will be based on the weighted average of the interim written and spoken language tests (up to a maximum of 1/6 and 2/6 of the final mark respectively).

***NOTES***

The course includes, for all curricula, *a cycle of tutorials* (10 hours) on *Communication Strategies for the web*. Active and profitable participation in this supplementary activity (conducted by Dr Alice Zinesi) is a requirement for admission to the final examination.

Those who are unable to attend the aforementioned cycle of tutorials (for work reasons or because they are engaged in study trips or internships abroad) are required to contact Dr Zinesi at the beginning of lectures to agree on methods for replacing the work carried out in class. 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.

***PREREQUISITES***

For a profitable participation in lectures, an adequate knowledge of German (between level B2 and level C1 CEFR level) and a basic knowledge of textual linguistics are desirable (for those who do not possess these requirements, we recommend reading: Brinker / Cölfen / Pappert (2018), *Linguistische Textanalyse*, durchgesehene Auflage, Beck Verlag).

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

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

The activities proposed in the series of German practical classes for the first year of the master's degree aim to bring to students to a level equivalent to advanced C1 in the European Language Portfolio, across all four skills (*Hören, Sprechen, Lesen, Schreiben)*.

By regularly and actively attending the practical language classes (which last the whole academic year) students will develop the ability to:

* recognise and partially reproduce (both in written and oral form) different ‘language registers', as well as the most important typological-textual conventions of texts (written, oral, multimedia) from a variety of fields (including specialist ones);
* translate, using correct terminology and appropriate style (from Italian to German), texts across a wide range of disciplines (relating to the students’ respective curricula profiles).

***COURSE CONTENT AND TEACHING METHOD***

Oral language:

* Examination of the themes addressed in the course text (*Einfach zum Studium*, see Reading List) through written and oral analysis and comprehension activities, active listening exercises (useful for developing the ability to take notes from oral texts), discussion and reasoned reflection, and the simulation of presentations (*Vortrag, Referat*), with a particular focus on communication techniques for oral production in specific contexts and the active use of appropriate vocabulary;
* Delivery of short classroom presentations (*Kurzreferate*) for the critical study (as individuals or groups) of topics covered in the course text.

Written language:

* Guided practical classes on writing argumentative texts in L2 covering the themes addressed during lectures, with guidance on methods for the development, structuring and linguistic formulation of German texts.

Translation:

* Translation activities from Italian to German, both written and oral, supplemented by observations based on linguistic comparison, methodological explanations regarding terminology, rhetoric/style and textual discourse and critical reflections on the translation strategies most suited to the different types of texts addressed throughout the course. The practical classes aim to promote a professional approach to translation practice: students will be able to learn and experience, through hands-on exercises in a multimedia laboratory, the main functionalities of digital technologies such as machine translation systems and tools to support translation activity.

***READING LIST***

***Material to prepare for the written interim test.***

* *Einfach zum Studium! Deutsch für den Hochschulzugang C1.* Lehrbuch mit Audios, Telc, 5. Ausgabe 2019. We recommend purchasing directly from the publisher’s website. <https://www.telc.net/shop.html>
* Any additional material used in class will be made available on Blackboard from the end of lectures.
* For individual study and extending vocabulary we recommend purchasing the app *Telc Deutsch C1 Wortschatz.*

***Reading for the oral exam:***

* Materials used during the practical classes and for the presentations by attending students (available on Blackboard from the end of lectures).
* Nelte Isabella, *Denkanstöße 2024:* aus *Gesellschaft,* Philosophie und Wissenschaft, Piper Taschenbuch, 224 Seiten

***Recommended grammar books:***

* H. Weinrich, *Textgrammatik der deutschen Sprache*, 2. rev. Auflage, Olms, Weiden 2002 (available for consultation at the Library in Via Trieste).

***Recommended dictionaries***

*MONOLINGUAL*

* D. Götz, u.a., *Großwörterbuch Deutsch als Fremdsprache,* mit Online-Wörterbuch, Neubearbeitung 2019, Langenscheidt, München

*BILINGUAL:*

* L. Giacoma - S. Kolb, *Il nuovo dizionario di tedesco. Dizionario Italiano-Tedesco,* *Tedesco-Italiano. Con contenuto digitale,* Zanichelli 2019

Dictionary (it-de) of economic German (available for consultation at the Library in via Trieste):

* *Il Tedesco dell’economia. Dizionario economico, finanziario e commerciale. Tedesco-Italiano Italiano-Tedesco,* (edited by Piergiulio Tàino), Zanichelli 2004

***ASSESSMENT METHOD AND CRITERIA***

The final test for German Language 1 LM (preparatory test for the *German Communicative Strategies* exam - Prof. Alessandra Lombardi) consists of a written interim test and an oral interim test, each with a separate mark expressed out of a hundred.

La *prova scritta*, della durata complessiva di cinque ore,è articolata in due parti:

*composizione*: redazione di un testo argomentativo di 600 parole circa; è consentito l’uso del solo dizionario monolingue (tempo a disposizione: 180 minuti)

*translation (IT>DE)*: for the part of the test aimed at assessing translation competence, students should: 1. translate individual sentences or paragraphs from a text (specialist content, relevant to their curriculum) from Italian to German; 2. select, from the several proposed translation solutions, the most appropriate one, justifying their choice on the basis of translation evaluation criteria (adequacy, equivalence and acceptability). Students may use a monolingual and bilingual dictionary. (time available: 120 minutes).

The overall assessment (out of thirty) takes into account 50% of the mark achieved in the composition test and 50% of that achieved in the translation test. ***A pass mark (18/30) must be achieved in both cases to pass the exam.***

**The oral test** is divided into three parts:

* interview on the contents of a newspaper article provided by the lecturer at the beginning of the exam (students will have adequate time to read the text thoroughly and must then demonstrate the ability to summarise and comment on its content, and present their views on the subject, making pertinent arguments, in response to the prompts provided by the lecturer during the interaction);
* interview on one of the subjects covered during the year;
* reading aloud, assessment of lexical knowledge, summary and commentary on the different chapters of the book indicated in the reading list (*Denkanstöße* 2024). In order to prepare properly for the discussion during the examination, students must have read and understood the book in its entirety. Students must know and be able to describe, in German, the meaning of all the words in the text.

Students will also be assessed on their phonetic and prosodic skill, and their ability to interact with spontaneity and fluency and to argue in a clear and consistent way, using expressive methods and speech styles appropriate to the communication task proposed.

***NOTES AND PREREQUISITES***

To succeed on the course, students required level-B2 German in the European Language Portfolio.

Students unable to attend regular language practical classes (owing to work commitments or study/internships abroad) should contact the specialist language staff when lectures begin for further guidance and suggestions on independent preparation for the interim written and oral language tests: Giovanna Vitali (giovanna.vitali-collaboratore@unicatt.it) for the oral interview and the composition test; Dr Claudia Menzel (claudia.menzel@unicatt.it) for the translation test (it-de).

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.