# English for Digital Communication - basic 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 intermediate level (corresponding to the B1-level of the Common European Framework of Reference for Languages). In order to do so, it will explore the key grammar and vocabulary of the upper – intermediate level (corresponding to 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 some of the grammar structures of the B1/B2-level of the Common European Framework of Reference for Languages.
* use the typical expressions of English narration, description, and presentation, and adopt basic storytelling strategies aimed to promote tourism.
* improve their knowledge of the written and oral forms of communication that are typically used for personal presentation on the work place (in the field of digital and social media).

***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, with a focus on some key topics, such as the language of media and the lexical skills required by new media:

* writing headlines
* analysing newspaper articles
* magazines covers
* planning and writing news lists and true-life stories; stylistic devices
* writing introduction and conclusions
* creating cohesion in texts
* pitching successfully
* technical vocabulary for websites; collocations
* advertising: the language of slogans, the language of presentations
* technical vocabulary of screen adverts
* the language of email correspondence

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 based on storytelling techniques, personal and product pitch, videos, blogs, posters for the promotion of tourism, and e-mails;

***READING LIST***

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

- N. Ceramella - E. Lee, *Cambridge English for the Media* – Cambridge University Press, 2014.

***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 intermediate and upper-intermediate level. 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, corresponding to the B1-level of the Common European Framework of Reference for Languages. Their skills will be assessed through an online test during the first lecture of semester 1. In case of significant gaps, the lecturer may provide students with further teaching material in order to help them achieve the learning outcomes mentioned above.

In terms of non-linguistic contents, instead, 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.