# Strategie Comunicative della Lingua inglese (1° anno)

## Prof. Amanda Murphy

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

Dott.sse Marina Cadei, Margaret Fox, June Gibson, Michelle Hanson, Jenovia smith, Bonnie Tamplin

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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 globalized 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 in an international public context. It concentrates on linguistic and rhetorical strategies, in a variety of contexts, registers and text types, with particular attention to texts due to the digital revolution.

*Knowledge and understanding*

At the end of the course students are expected to have gained knowledge of the meaning of internationalization, of theories of non-verbal and visual communication, of persuasive communication, including classical rhetorical strategies in public speech, and of different text types.

*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, speak effectively in public, and analyse linguistic, rhetorical and non-verbal features of speech and writing 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 three broad themes:

Theme 1: Elements of internationalization: in university, in the workplace and in the city

Theme 2: Being persuasive in public discourse: rhetorical devices, visual, non-verbal, multimodal and aural elements, *ethos*, *pathos*, *logos* in speeches of various kinds.

Theme 3: Analyzing and producing persuasive genres, such as advertisements, promotional emails and videos, posts on websites and various social media platforms.

Seminars, or guided tours of the city may also be arranged during the semester aimed at specific profiles (e.g. with speech writers for international relations, on CLIL for students interested in teaching, with international guests etc).

***READING LIST[[1]](#footnote-1)***

Compulsory texts:

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

A. C. Murphy,  *What makes an effective communicator? Theoretical perspectives and practical analyses.* Educatt, 2023.

Notes from the course in Blackboard.

 Indicative further reading, drawn on during the course:

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

D. Cameron, *Working With Spoken Discourse.* London, Sage Publications, 2001.

B. Danet, *Cyberpl@y: Communicating Online*, Oxford/New York, Berg 2001.

G. Cook, *The Discourse of Advertising,* London, Routledge, 2001 (2nd ed.).

A. Jaworksi-C. Thurlow, *Semiotic landscapes: language,* *image, space*, London, Continuum, 2010 (ebook).

G.R. Kress, & T. Van Leeuwen, *Multimodal discourse: The modes and media of contemporary communication*, London, Arnold, 2001.

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

D. Nunan, *Research Methods in Language Learning,* Cambridge, CUP, 1992.

***TEACHING METHOD***

A range of the following: lectures, online participation in wikis, film clips watched in or outside class, group and individual reflective tasks and presentations. All students compile a portfolio of the work they carry out during (or after) the course and post it on Blackboard at least a week before taking the exam.

***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, or at least a week before the exam, by both attendees and non-attendees. 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, online posts or advertisements; interviews. Three tasks can be carried out during the course, while the fourth task is linked to the practical sessions held during the second term (see Notes below).

A week before the exam date chosen, students post their tasks in a forum on Blackboard before the exam, accompanied by a checklist naming the four tasks. The four tasks for the exam are marked out of 30, and the final mark reflects the average of these tasks. This average is worth approximately 3/6 of the final mark, while the written and oral language tests (prove intermedie) are worth a maximum of 1/6 and 2/6 of the final mark.

***NOTES AND PREREQUISITES***

The course is taught in English and students must enrol in the course on Blackboard where materials are uploaded. The main course is taught during the first term, while 20 hours of practical sessions take place in the second term, of which 10 hours are dedicated to communicative strategies for students planning to become English teachers, and 10 hours to digital communicative strategies for the international workplace. Active participation in these sessions is part of the final evaluation of the course. Students unable to attend are invited to contact professor Murphy to agree on how to replace the practical sessions.

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.

*Place and time of consultation hours*

Office hours take place on a weekly basis during the semesters in the office in Via Trieste 17 or online. Appointments outside the semester need to be arranged by email.

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***OBIETTIVO DEL CORSO E RISULTATI DI APPRENDIMENTO ATTESI***

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.

***BIBLIOGRAFIA***

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.

***DIDATTICA DEL CORSO***

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.

***METODO E CRITERI DI VALUTAZIONE***

*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.

***AVVERTENZE***

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.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)