# Italian for Communication

## Prof. Cecilia Sideri

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

The course aims to develop students' writing skills, with particular regard to written communication of a professional nature specifically linked to the fields of fashion and food.

By the end of the course, students will:

* know the characteristics of professional text types;
* be able to identify and choose the syntactic structures and lexical nuances appropriate to the different types of text;
* be able to identify appropriate content for a text depending on its purpose and context;
* employ various structuring and synthesising strategies in order to produce an effective text;
* present contents in written, coherent and cohesive form, choosing the appropriate text type for the requirements and adapting the contents to specific purposes, contexts and targets.

***COURSE CONTENT***

The main course topics are:

– Italian language and grammar

– Text types and linguistic registers

* Strategies for simplifying and synthesising texts and lexical reinforcement.
* Professional writing: bibliographies, CVs, letters, brochures, reports, abstracts, press releases, press kits, newspaper articles, writing for the internet. All the above text types will be analysed and tested mainly in relation to the specific fields of fashion and food.
* Professional writing in teams.

***READING LIST***

1. For attending students:

* *Professional writing. Metodi, esempi, esercizi*, edited by S. Brambilla, Mondadori Università, Milan, 2008.
* G. Aprile − C.M. Carpentieri, *La scrittura on line e sui social network,* EDUCatt, 2015.
* All materials will be provided by the lecturer via the Blackboard platform during the course.

2. Non-attending students should contact the lecturer at the beginning of the course and to arrange additional reading material to supplement the reading list.

***TEACHING METHOD***

In order for students to practice the skills acquired during the course as much as possible, the didactic approach is workshop-based and all lectures include hands-on computer activities.

Each of the course's topic-based modules are divided into two different parts, one theoretical and one practical:

1. Frontal lectures on each type with analysis of examples from the relative industry;
2. individual or group exercises in which students will draft a text for each module based on content provided.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a final exam in written format, structured as follows:

* Three texts to be written on a computer, chosen from the text types covered on the course;
* answer two open questions designed to verify theoretical knowledge of the topics covered.

Students must demonstrate their own written skills according to the criteria of formal accuracy, efficiency, relevance and time constraints and context. Students will receive a mark out of 30.

For students who have attended at least 75% of the course, the written test be worth 70% of the final mark. The remaining 30% is the average of the marks awarded for the activities performed during the course. For non-attending students, the final mark corresponds to the mark for the written test.

***NOTES AND PREREQUISITES***

1. Near the start of the course, students should refer to Professor Sideri's webpage for all information on the organisation of the course.
2. Prompt registration on the Blackboard course page is encouraged in order to facilitate communication between the lecturer and students. During the course, all official notices from the lecturer will be published on Blackboard.

Should the Covid-19 health emergency prevent in-person teaching, distance learning alternatives will be put in place, details of which will be provided to students in good time.

Desirable prerequisites: Good knowledge of the Italian language and its grammatical and syntactic structures.

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.