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Chinese Communicative Strategies (Year 1)

## Prof. Chiara Piccinini

*[Teaching syllabus borrowed from the Faculty of Political and social sciences, including the course name Communicative and negotiatory strategies – Chinese languages]*

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

The aim of the course is to introduce students to specific concepts to help them understand communicative strategies for producing formal texts in Chinese, mainly in the spoken language, in order to improve their ability to communicate, interact and negotiate with Chinese speakers in professional environments.

By the end of the course, students will have acquired the basic tools for understanding and producing short formal texts and conducting short, formal discussions; they will be able to do simple economic-commercial interactions and will be able to identify the linguistic strategies used for the promotion of Western brands in China. The course will consider features of vocabulary, grammar forms and phraseology in the above areas, supporting students in developing the ability to analyze and produce short written and oral texts of the types considered on the course independently. In particular, by the end of the course, students will be able to:

* make a short presentation on themselves in the hypothetical context of a job interview;
* use formal expressions to present and discuss an activity and/or a work-related project;
* compose a simple opening speech for a public event;
* prepare a written text of a commercial nature in order to contact a potential business partner;
* analyze advertising campaigns drawn from Chinese social networks.
* suggest possible values, discuss and negotiate prices;
* formulate a short presentation on historic attractions in Milan.

***COURSE CONTENT***

The course consists of a series of theoretical reflections, which will serve as the basis for the presentation of a number of texts (500-800 characters) from the public, economic-commercial and tourism fields, and selected from books on the reading list and from the lecture notes prepared by the teacher. The syllabus will be divided into equal thirds to cover each field. The above texts will be analysed by the lecturer and the relative communication strategies highlighted. Students will then have to prepare independent compositions on the topics studied. These productions will be assessed.

***READING LIST***

Cao Wei, *Guanggao yuyanxue jiaocheng,* 广告语言学教程 *Advertising Linguistics. A Course Book*, Jinan Daxue Chubanshe, Guangzhou 2009.

Ji Jin, *Winning in China, Business Chinese – Basic 3* 赢在中国， 商务汉语系列教程 – 基础篇3, Beijing Language and Culture University Press, Beijing 2010.

Leonesi Barbara, *Cinese & affari* 说汉语谈生意, Editore Enrico Hoepli, Milano 2011.

Li Xiaoqi, *New Silk Road Business Chinese* 新丝路, *zhongji sucheng shangwu hanyu* 中级速成商务汉语1 [short course in Chinese for business - intermediate level], Peking University Press, Beijing, 2009.

Course pack prepared by the lecturer.

***TEACHING METHOD***

Frontal lectures, guided revision in classroom of the exercises assigned to students and group presentations on part of the course contents.

***ASSESSMENT METHOD AND CRITERIA***

The final exam will be oral and consist of questions in Chinese designed to assess knowledge of the content covered during lectures. In particular, the final exam will be structured as follows:

- Attending students will make an oral presentation on a theme in a specific field of their choice, selected from among those covered in class during the semester; students must demonstrate that they have acquired the vocabulary and phraseology explained by the lecturer on the course and have mastered the language and can use the terminology specific to the area in question. This first part for the exam is worth 40% of the overall mark.

- Non-attending students will be asked to present one of the specific course themes, chosen at random. The lecturer will ask questions on the topic chosen. This first part for the exam is worth 40% of the overall mark.

Both attending and non-attending students must answer these general questions on the textual characteristics and negotiation techniques used in the texts selected and analysed by the lecturer, based on the course reading list. The contents of these analyses will be made available on Blackboard. This second part will be worth 60% of the mark.

The weighted average of the marks for the interim tests in written and spoken languages will contribute to the final mark (up to a maximum of 1/6 and 2/6 of the final mark respectively).

Further information will be provided during lectures and made available on Blackboard.

***NOTES AND PREREQUISITES***

The course is divided into a cycle of 10 hours of practical classes in Semester 2, alongside the main course, and will focus on practical exercises enabling students to use and practice the vocabulary, phraseology and textual structures of the specific areas covered on the course.

Prerequisites: basic knowledge of general and textual linguistics; text type; Chinese vocabulary (approximately 1200 characters); familiarity with the basic grammatical structures of Chinese; good listening comprehension skills in spoken Chinese language.

The course is suitable for Chinese exchange students to attend. The exam preparation for these students will be explained at the beginning of the course.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.

**Chinese Language Classes (Year 1)**

Hao Huijuan; other lecturers

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

The main aim of the course is to deliver theoretical knowledge and practical skills to enable students to reach an advanced level in active and passive Chinese language skills, with particular reference to the development of oral and written skills, through the analysis of specialised texts from fields related to the students’ particular curricula.

The series of practical language classes in the **first** year of the course is designed to bring students up to HSK advanced Level 4 across all four skills.

**Intended learning outcomes**

By the end of the course, students will be able to express themselves in an autonomous manner both in writing and orally at an advanced level. The skills required to understand spoken and written texts and to produce written and spoken texts will be developed gradually and simultaneously.

Throughout the year, students will be presented with self-assessment exercises to evaluate their own progress in preparing for the exam.

The ability to communicate and interact will be developed through interactions with native-speaker lecturers.

***COURSE CONTENT***

– Grammar and syntax based on the reference text, with particular regard to understanding dialogues as well as narrative-descriptive texts.

– Advanced and specialised skills for producing and understanding news reports, topical themes and the idiomatic expressions of the oral language, with the cultural and metaphorical references that characterise them.

– Advanced-level syntactic structures for understanding and summarising oral texts (chosen from among broader syllabi and extracted from specialist multimedia material).

– Production and understanding of written texts and dialogues containing specific vocabulary.

– Handwritind and computer writing.

The lecturers will communicate in class and on Blackboard which parts of the texts on the Reading List will be used in the exam.

***READING LIST***

Su Yingxia, *Read for Joy – An International Chinese Reading Series 4* 阅读—国际中文阅读教学课本4*,* Beijing Language and Culture University Press, Beijing, 2021.

Mao Yue, *Short-term Listening Chinese – Pre-Intermediate (Textbook 2nd edition)* 汉语听力速成-提高篇, Beijing Language and Culture University Press, Beijing, 2010.

The texts are accompanied by audio tracks which is useful for listening to lessons and exercises independently. E-book version is also available.

Suggested texts:

Dictionaries (one of the following):

- AA.VV, *Dizionario di Cinese,* Hoepli, 2007

- Casacchia Giorgio, Bai Yukun, *Dizionario cinese-italiano*, Cafoscarina, Venezia, 2013

- Zhao Xiuying, *Il Dizionario di Cinese,* Zanichelli, 2013

Grammar:

- Romagnoli Chiara e Wang Jing, *Grammatica d’uso della lingua cinese. Teoria ed esercizi,* Hoepli, 2016.

***TEACHING METHOD***

Lectures will include:

– Listening comprehension activities.

– Reading, understanding and producing written texts.

– Practical speaking and conversation classes, handwritten or computer-written.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will be based on a written and oral assessment.

In the oral exam, students will be assessed on their ability to interact with native speakers.

During the written test, students must complete exercises related to the content studied during the year and produce a text in Chinese.

***NOTES AND PREREQUISITES***

The starting level is that of the first level degree in Chinese language, with three years of Chinese language; the exit level will be approaching HSK4/intermediate HSKK in terms of the number of characters and of grammatical skills. The course requires a strong foundation in linguistics and Chinese linguistics, as well as basic familiarity with Business Chinese.

Students will sit an initial exam at the beginning of the course to identify the need for catch-up courses or other solutions for supplementing basic knowledge.

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.