# Professional Communication and Writing

## Prof. Paola Perna

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

Professional communication today faces great challenges: on the one hand it accompanies the economic, social and relational changes that this era imposes on companies, organizations and people. On the other hand, it asks questions on the meaning and value of communicating and on the importance of content in a world where technology enhances tools and requires ever great professionalism and perspective.

Corporate communication is strategic because it contributes to the achievement of corporate objectives and consolidates them over time. Professional writing is its most important tool because it translates strategies into words and adapts content and form to the target audience.

Essentially, it is a subject that teaches how to communicate complex ideas and information in simple words and concepts, using the most suitable linguistic structures, whilst simultaneously creating a relationship between writer and reader.

Being able to express professional content clearly and effectively is highly important, as are storytelling techniques today, i.e. the ability to narrate and express the informative content of an organisation in combination with motivational and emotional elements.

By the end of the course, students must be able to:

* focus a message and adapt it to a specific audience;
* promote and narrate it creatively;
* adapt it to the communication tool chosen in order to achieve the main aim.

***COURSE CONTENT***

The course will cover the following areas:

* knowledge of the basic techniques of professional communication and the theoretical context;
* awareness in using text for professional goals;
* methods for developing creative thinking: clustering;
* practical skills for effective professional writing;
* techniques for presentation and self-presentation;
* promoting a message;
* storytelling and its applications.

***READING LIST***

The reading list will be provided at the beginning of the course and made available on the Blackboard Platform.

***TEACHING METHOD***

The Professional Communication and Writing course aims to provide students with a concrete method for enhancing their theoretical knowledge of business communication with direct experience of creativity and writing.

Each topics will be debated both theoretical and practical classes as singular and in small groups, completed by the proof of experts and companies.

***ASSESSMENT METHOD AND CRITERIA***

For *attending students*, the exam consists of short exercises on communication and professional writing to be completed during the lecture cycle. These tasks will be returned to students with comments from the lecturer during the course, and assigned a partial mark at the end. The final mark will be the average of this mark and the result of the written exam on the communication theory.

*Non-attending students* will sit a professional writing test and communication theory test (both in written form).

***NOTES AND PREREQUISITES***

Students should register their presence in classroom.

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.