# Inglese per la comunicazione

## Prof. Rachel McNamara Coyne

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

The course aims to introduce students to English language communication practices and to guide students in developing written and oral communication skills for a range of media contexts, including journalism, advertising and social media. It will investigate traditional and new media and provide an insight into the English language media landscape. The course is designed to equip students with some of the practical skills that may be useful for a career in media sectors, to raise awareness of specific features of English in media texts and to promote critical thinking and writing in English.

***COURSE CONTENT***

Students will have the opportunity to analyse a range of media texts and contexts. These may include news media articles, radio interviews, TED talks, press releases, advertisements, social media posts and case studies. The course adopts a task-based learning approach and during the course students will become actively involved in preparing and analysing key media texts, reading case studies, preparing an ad campaign and developing productive and receptive language skills through a range of authentic tasks. They will receive informal feedback during class and via Blackboard. Students will learn to use appropriate media metalanguage and engage with theoretical concepts in English. Some consideration will be given to the intercultural dimension of communication in order to equip students for a multicultural working environment.

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

For all students (attending and non-attending): Long, P., Johnson, B., MacDonald, S., Bader, R. S., Wall, T., Baker, V., & McStay, A. (2021). *Media Studies: Texts, Production, Context* (3rd ed.). Routledge.[*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/long-wall/media-studies-text-productions-context-9781138914407-704709.html)

Additional materials will be made available on Blackboard during the course.

***TEACHING METHOD***

Interactive lectures and workshops; use of case studies and preparation of tasks in class; groupwork. Students are expected to take an active role in classes. Use of Blackboard.

All classes are taught in English.

***ASSESSMENT METHOD AND CRITERIA***

In keeping with the task-based learning approach, all students will prepare two tasks to bring to the oral exam. The tasks will relate to work carried out during the course. Full details of the tasks are provided via Blackboard.

The exam requires students to demonstrate a knowledge of the styles and features of different media texts studied during the course, as well as of the case studies covered in class.

The final mark will take into account oral and written communication skills (50%) as well as knowledge of key language and communication texts and concepts covered in the course (50%).

***NOTES AND PREREQUISITES***

The course is for students with a B2-C1 level of English. Students who need to improve their language skills should contact the lecturer before the course in order to agree upon an appropriate self-study programme. All students are invited to take advantage of the support offered by the university’s language centre, Selda:

*http://selda.unicatt.it/milano-selda-milano-cap-centro-per-l-autoapprendimento*

All students must enrol in the course-related *Blackboard* page and keep up-to-date with reading and homework requirements.

*http://ilab.unicatt.it/ilab-blackboard-introduzione-a-blackboard.*

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.

*Place and time of consultation hours*

The lecturer is available in the lectureroom before and after classes.

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