# Communication theory and forms (with a pitching and public speaking module)

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

The course aims to train students on the different codes and useful tools for information communication. There will be a specific focus on planning and implementation of effective communication strategies based on set objectives and the assessment of one’s and others’ communication products.

*Intended learning outcomes*

At the end of the course, students will be able to know

* the foundations of linguistic pragmatics and discourse analysis
* the main software and formats for the production of graphic, visual, and audiovisual presentations
* the most important self-publishing platforms and their functioning
* the role of self-publishing as a form of promotion

In addition, they will be able to

* identify the main features of the discourse practices of a specific author/thematic field
* assess efficiency/effectiveness/appropriateness of a text in a professional context
* write an efficient/effective/appropriate text starting from a given communication context and objective
* explain and present effectively, persuasively and professionally written texts, also using visual and audiovisual aids, making informed choices during the production phase.

Finally, students will be able to

* Communicate through arguments the choices made during the preparation of a communication product.

***COURSE CONTENT***

*Part 1* will introduce the topic of *self-publishing* and the platforms supporting it (Substack, Beehiiv ecc.). Furthermore, it will analyse, from the point of view of discourse and text, the techniques used in the field of professional communication, and reflect on their different effectiveness, also in relation to the different thematic fields. Finally, it will explore the forms of integration between the publication of professional contents and social media.

Part 2 will cover communication strategies in the context of presentations, focusing specifically on the acquisition on knowledge and skills related to the preparation and giving of graphical, visual and audiovisual presentations.

***READING LIST***

Lecture handouts.

The specific reading list will be provided during the course.

***TEACHING METHOD***

The course will be mainly conducted like a seminar alternating frontal lectures, designed to gain theoretical and methodological tools also through the presentation of research and case studies, and lessons with the active participation of students who will be encouraged to carry out analyses, make assessments, discuss problems. There will also be Project work in which students will be able to apply what they have learned.

In the practical *Pitching & Public Speaking* module students will be asked to complete several exercises and papers, produced both individually and in groups, to be analysed periodically in the lecture room. The teaching method includes frontal lectures, collective discussions on examples shown during classes and peer education.

***ASSESSMENT METHOD AND CRITERIA***

For Part 1 students will be assessed in an oral exam, which will consist of the discussion of a final essay written by students aimed at verifying their acquisition of theoretical concepts explained during the course and their ability to apply them. Students will be assessed on the basis of correct answers (60%), the ability to adequately discuss statements, analyses and opinions (20%), expressive propriety and proficiency in the specific vocabulary (20%).

For Part 2students will be assessed on the basis of their active participation during lectures and on the results of essays written during the module. Each exercise will be assessed on the adequacy of the produced material, compliance with the indications given during the briefing, the ability to argue and justify the chosen communication strategies, the essay’s formal accuracy, expressive propriety and proficiency in the specific vocabulary.

The final assessment will be the result of the weighted average of the assessment of Part 1 (70%) and of Part 2 (30%).

***NOTES AND PREREQUISITES***

Given that the two parts of the course are conducted as a seminar and are practical, it is assumed that attendance is compulsory, with rare exceptions to be agreed with the lecturer.

In general, there are no preprequisites in terms of previous theoretical, technical or graphical knowledge for attending the course. However, for the practical *Pitching & Public Speaking* module it is assumed that students are able to use basic IT tools and to search for information and material online and assess its quality. At the beginning of the module students will be informed about the modes and platforms chosen in order to ensure their mutual active and continuous exchanges.

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.