# English for communication

## 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***

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.

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

***TEACHING METHOD***

Interactive lectures, case study analyses, in-class language workshops on media texts, and groupwork. Students are expected to take an active role in classes.

All classes are taught in English.

***ASSESSMENT METHOD AND CRITERIA***

Students are assessed in two stages: 1) a written test on Blackboard (40%); and 2) an oral exam (60%). All candidates must pass the written test before taking the oral exam.

The first stage: students take a written test on Blackboard comprising multiple choice/true or false/fill in the gap questions, which assesses their comprehension of core course content (core theoretical concepts, technical terminology, structure of multimodal media texts, typical linguistic features of media texts, etc).

Students may take this test on a date set in late April/May, or as the first part of the final exam in any official exam date (*appello*).

The second stage: students take an oral exam, conducted in English, which assesses their ability to discuss and analyse the styles, features and functions of the different media texts studied during the course, the case studies covered in class as well as any obligatory readings assigned during the course.

***NOTES AND PREREQUISITES***

The course is for students with a B2-C1 level of English. General English language resources for students who feel they need to improve their language skills will be provided in lesson 1. 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.*

*Place and time of consultation hours*

The lecturer is available in the lectureroom before and after classes. Students can also email the lecturer to arrange an appointment in Teams.