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;
* prepare a written text of a commercial nature in order to contact a potential business partner;
* analyze advertising campaigns drawn from Chinese social networks.
* 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 (600 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.

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 contents used in the texts selected and analysed by the lecturer during the course. 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.

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.