# English communicative strategies (1° year)

## Prof. Amanda Murphy

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

This course focuses on persuasive oral and written communication in English, essential in the international workplace and a globalized society. It aims to raise awareness of features of an internationalized context, of non-verbal and visual communication and the effective use of the voice in an international public context. It concentrates on linguistic and rhetorical strategies, in a variety of contexts and registers.

*Knowledge and understanding*

At the end of the course students are expected to have gained knowledge of the meaning of internationalization, of theories of non-verbal and visual communication, of persuasive communication, including classical rhetorical strategies in public speech.

*Ability to apply knowledge and understanding*

At the end of the course students are expected to be able to deliver an effective presentation, with or without slides, speak effectively in public, and analyse linguistic, rhetorical and non-verbal features of speech in English.

*Transferable skills*

At the end of the course students are expected to have enhanced

– their ability to work in a team;

– their analytical linguistic skills;

– their presentation skills.

***COURSE CONTENT***

The course encourages students to reflect on the university and the city as a place and space they inhabit and belong to, and tasks within the course reflect this awareness.

The course is organized into three broad themes:

Theme 1: Elements of internationalization: in university and in the workplace

Theme 2: Being persuasive in public discourse: rhetorical devices, visual, non-verbal, multimodal and aural elements, *ethos*, *pathos*, *logos* in speeches of various kinds.

Theme 3: Analyzing and producing persuasive genres, such as advertisements, promotional emails and videos, posts on websites and various social media platforms.

Seminars may also be arranged during the semester aimed at specific profiles (e.g. with speech writers for international relations, on CLIL for students interested in teaching, etc).

***READING LIST***

Compulsory texts:

D. Glover, *The Art of Great Speeches and Why We Remember Them,* Cambridge University Press, Cambridge, 2011.

A. C. Murphy,  *What makes a great communicator? Theoretical perspectives and practical analyses.* Educatt, 2023.

Notes from the course in Blackboard.

 Indicative further reading, drawn on during the course:

R. Cialdini, *The Psychology of Persuasion (revised edition),* Harper Business, New York, 2006.

D. Cameron, *Working With Spoken Discourse.* London, Sage Publications, 2001.

B. Danet, *Cyberpl@y: Communicating Online*, Oxford/New York, Berg 2001.

G. Cook, *The Discourse of Advertising,* London, Routledge, 2001 (2nd ed.).

A. Jaworksi-C. Thurlow, *Semiotic landscapes: language,* *image, space*, London, Continuum, 2010 (ebook).

G.R. Kress, & T. Van Leeuwen, *Multimodal discourse: The modes and media of contemporary communication*, London, Arnold, 2001.

G.R. Kress, & T. Van Leeuwen. *Reading images: The grammar of visual design.* London, Routledge, 1996. Edizione più recente.

D. Nunan, *Research Methods in Language Learning,* Cambridge, CUP, 1992.

***TEACHING METHOD***

A range of the following: lectures, online participation in wikis, film clips watched in or outside class, group and individual reflective tasks and presentations. All students compile a portfolio of the work they carry out during (or after) the course and post it on Blackboard at least a week before taking the exam.

***ASSESSMENT METHOD AND CRITERIA***

Assessment in the course is carried out via a number of tasks posted on Blackboard, which are either carried out during the course, or at least a week before the exam for those who do not attend. Example tasks are: analysis of linguistic, rhetorical and non-verbal features of a speech, comments on features of non-verbal communication using film clips; readings aloud (e.g. poetry); oral team presentations, which can also take place around the city; posters, posts or advertisements; interviews. There is one obligatory task, analysing a speech, which can either be delivered orally at the exam or prepared in a 400-word written analysis and sent to the professor at least one week before the final exam.

Besides the obligatory analysis of a speech, three other course tasks are chosen by the student and re-posted in a single portfolio on Blackboard before the exam, accompanied by a checklist. The four tasks for the exam are marked out of 30, and the final mark reflects the average of these tasks. This average is worth approximately 3/6 of the final mark, while the written and oral language tests (prove intermedie) are worth a maximum of 1/6 and 2/6 of the final mark.

***NOTES AND PREREQUISITES***

The course is taught in English and students must enrol in the course on Blackboard where materials are uploaded. Students must pass the written and oral language exams before they may take the Communicative Strategies exam, unless they are Erasmus or other international exchange students. Without the associated written and oral language exams (le prove intermedie - scritto e orale), the course counts for 5 CFU.

*Place and time of consultation hours*

Office hours take place on a weekly basis during the semesters in Via Necchi 9 (Milan) or online. Appointments outside the semester need to be arranged by email.