**English Language 3 (Professional Communication and Language) - Year 3 Curriculum: Language Expert for Business**

## Gr. A-K e Gr. L-Z: Prof. Costanza Cucchi

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

The course aims to provide students with the knowledge and skills which are needed to interact effectively and write appropriate texts in professional situations. To this purpose, students are introduced to selected constructs and methodologies for the analysis of spoken and written discourse, and are guided in their application to different business genres.

The course also aims to enhance the students’ communicative skills, by encouraging them to participate in the analysis and observation tasks carried out in class. Finally, the course aims to contribute to the development of the students’ learning skills and critical thinking skills. To this purpose, students may engage in an optional learning project, in which they will apply the constructs and methodologies taught in the course to the analysis of topics/texts of their own choice. These texts/topics should be related to their own life and/or the compulsory internship which is integrated in their 3rd year curriculum.

*Knowledge and understanding*

At the end of the course students are expected to have gained an understanding of the theoretical constructs, methodologies and business genres specified in the Contents section.

*Ability to apply knowledge and understanding*

At the end of the course students are expected to be able to analyse spoken and written texts with reference to the constructs, methodologies and genres specified in the Contents section.

*Transferable skills*

At the end of the course students are expected to have enhanced their communicative skills, learning skills and critical thinking skills by participating actively in the analysis and observation tasks in the classroom. These skills may be developed further by engaging in the optional learning project mentioned in the opening section.

***COURSE CONTENT***

*Constructs*

– BELF (Business as a Lingua Franca);

– context of situation;

– context of culture; cultural models.

*Methodologies*

– politeness theory;

– genre analysis;

– conversation analysis;

*Business genres*

– job application letters;

– sales promotion letters;

– for your information letters;

– e-mails;

– company websites;

– advertisements;

– phone calls;

– meetings;

– negotiations.

***READING LIST***

C. Cucchi, *Insights into English Discourse*, EDUCatt, Milan, 2010.

C. Cucchi-A. Murphy, *Spoken and Written Communication at Work*, EDUCatt, Milan, 2011.

C. Cucchi (ed.), *Lingua Inglese III. Readings for ELI students*, EDUCatt, Milan, 2014.

***TEACHING METHOD***

The teaching method includes: technology-enhanced lectures and activities, audio-visual materials, wikis, pair work, individual analysis and observation tasks, self-study.

***ASSESSMENT METHOD AND CRITERIA***

Students are assessed through a test with mainly fill-in-the blank items (although multiple choice and true of false items may also be present). In the test, students are required to show knowledge of and ability to apply the course contents to excerpts from spoken and written texts, using appropriate terminology.

Students can take the test *in itinere* at the end of the course. In this case, the mark obtained in the test will be valid for one academic year (i.e. February 2025).

To complement their mark, students may engage in an optional learning project. In the project they are expected to relate what they learnt to their own experience, by using constructs and methodologies of their choice to analyse examples of business genres. Students are also expected to reflect of their learning experience.

*Marking Criteria*

The final mark will be calculated taking into consideration the students’:

a. written and oral communication skills as shown in the weighted average (*media ponderata*) of the language exams (*prove intermedie*). The written language exam will count 1/6 for the final mark, and the oral language exam will count 2/6 for the final mark;

b. knowledge of the course contents and ability to analyse the features detailed in the Course Content section. For the students’ engaging in the optional learning project: learning skills, critical thinking skills, communicative competence.

***NOTES AND PREREQUISITES***

The course is taught in English.

Students are expected to have at least a B2 level (CEFR) of English.

All students must enrol in the course on Blackboard.

The final mark for English Language III (Language and Professional Communication) (13 CFU) represents both the language exams (i.e. the written and oral prove intermedie) and the English linguistics exam for this course (Professional Communication). Students must have finished the English exams of the previous year (i.e. prova intermedia scritta, orale, morfosintassi e lessico) before they attempt any exams in the third year. With the exception of incoming Erasmus students from other universities, students must pass the language exams (prova intermedia scritta e orale) before they take the Professional Communication exam. For Erasmus students, the Professional Communication course (30 hours) is worth 5 CFU.

*Place and time of consultation hours*

During the semester, Prof. Cucchi’s office hours will take place on a weekly basis upon appointment.