**Expressive Techniques of Italian (Curriculum: Languages for Business)**

## Prof. Giulia Elda Grata

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

The course aims to provide students with the necessary tools for the confident and conscious use of the expressive possibilities of the Italian language.

By the end of the course, students will have developed a critical sensitivity toward a wide range of textual genres: newspapers, advertisement, essays, online writing, public speeches, correspondence, specialist texts, etc.

They will have learned strategies for an in-depth understanding of conceptually complex texts.

They will have developed detailed knowledge of the repertoire of contemporary Italian and a sensitivity to the use of sociolinguistic connotations.

They will have learned to recognise the communicative purposes of various text types, with a particular focus on explicit and implicit persuasion strategies.

They will have analysed and put into practice a multiplicity of techniques – logical-syntactic,

semantic, stylistic and rhetorical – through which these purposes manifest themselves.

They will have developed an awareness that the same nucleus of meaning can be expressed through different texts that are applied, depending on the circumstances and interlocutors involved, to different communication purposes.

***COURSE CONTENT***

In-depth theoretical study and practical exercises on the different techniques for processing text, especially written text, with particular reference to the following aspects:

* sentence structure
* semantic analysis
* logical coherence of the text
* cohesion procedures
* variety of Italian and use of the repertoire
* basic structures of argumentation
* analysis of rhetorical figures
* text types
* text synthesis and flexibility

***READING LIST***

The theoretical part of the course is illustrated in the course pack available from the photocopy office, and includes an in-depth optional reading list. The material related to the applied part (exercises and development) will be provided during the year through the Blackboard platform.

There is no specific reading list for non-attending students.

***TEACHING METHOD***

The course includes classroom lectures designed to theoretically frame the topics covered and illustrate them through examples (written texts of various kinds, but also short audio-video recordings and images). Active participation in the discussion and commentary on the proposed concrete cases are encouraged.

The classroom lectures (60 hours) are complemented by a series of guided applied practical classes (20 hours), in which students will work in smaller groups. The practical classes are designed to offer specific preparation on the various course topics for the examination.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a written rather than oral exam. The exam consists of exercises similar to those presented in lectures and explained in the practical classes, designed to assess students’ ability to recognise, analyse, theoretically justify and confidently apply the different expressive techniques covered.

The assessment criteria are as follows:

* ability to identify language processes (40%), and to analyse specific structures and comment on stylistic effects in depth (30%)
* coherence of presentation, clarity of argument, grammatical correctness, lexical appropriateness and text cohesion (30%)

***NOTES AND PREREQUISITES***

Students require a good command of written and spoken Italian, and knowledge of the basic rules of Italian grammar.

They are encouraged to regularly consult the course Blackboard platform, where course and practical class materials will be published.

 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.