# 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 professional communication contexts. The course is designed to equip students with some of the practical skills that may be useful for a career in communication management. During the course, students will analyse and produce key texts utilised in strategic business communication practices and actively engage in perfecting their language skills in the four skills areas of reading and comprehension, writing, listening and speaking.

Expected Learning Outcomes:

At the end of the course, students are expected to be able to:

– summarise, discuss and personalise the content of the course and any prescribed reading material;

– demonstrate a knowledge of and ability to utilise technical terminology;

– demonstrate an understanding of and an ability to utilise the linguistic features of English in a range of communicative contexts;

– demonstrate a knowledge of the structure and style of a range of communicative texts including (but not limited to) press releases, internal and external email communications, social media posts, reports, presentations and corporate blogs; and

– demonstrate an ability to independently produce a range of communicative texts including (but not limited to) press releases, internal and external email communications, social media posts, report summaries, presentations and corporate blogs.

***COURSE CONTENT***

Students will have the opportunity to analyse the multimodal and linguistics features of a range of communicative texts in corporate communication management including email, media articles, press releases, vlogs, blogs, reports, social media posts and mini case studies. As the course adopts a task-based learning approach, students will be actively involved not only in analysing but in preparing key texts, reading case studies 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 metalanguage and engage with theoretical concepts in English. Some consideration will be given to the intercultural dimensions of communication in order to equip students for a multicultural working environment.

***READING LIST***

For all students (attending and non-attending):

Course materials (including compulsory and optional readings) will be made available via Blackboard over the course of the semester.

***TEACHING METHOD***

Interactive lectures and task-based learning; analysis of authentic text types; use of mini case studies and preparation of tasks in class; groupwork. Students are expected to take an active role in classes.

All classes are taught in English.

***ASSESSMENT METHOD AND CRITERIA***

The assessment will consist of a written exam (40%) delivered via Blackboard and an oral exam (60%). The assessment is the same for both attending and non-attending students. The written exam will consist of a MCQ test. The oral exam will require students to prepare and present a multimodal analysis of a communicative text type studied on the course.

Further details about the exam will be provided via Blackboard and in class.

***NOTES AND PREREQUISITES***

The course is for students with a B2 level (CEFR) of English. This is the level typically acquired by students with a FCE or IELTS certificate. Some freely available online resources will be provided in lesson 1 for students who wish to improve their general English language skills in their own time.

This is a course in English for a Specific Purpose and as such attendance is highly recommended.

The course in taught in English and students must enrol in the course on Blackboard where the course materials are uploaded.

[*http://ilab.unicatt.it/ilab-blackboard-introduzione-a-blackboard*](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. It is also possible to arrange a meeting via Teams.