# Strategie comunicative della lingua inglese (1° anno) (laurea in Scienze linguistiche, profilo in Management internazionale)

## Gr. A-K: Prof. Costanza Cucchi; Gr. L-Z: Prof. Francesca Seracini

*Gr. A-K: Professor Costanza Cucchi*

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

Since negotiating is an essential skill in communication both in personal and in professional life, the course aims to enable students to appreciate the factors involved in negotiation discourse in English. Accordingly, the students are introduced to the concepts of distributive and integrative negotiations and their respective strategies and to selected studies on negotiation discourse. Given that rapport is central in negotiations, students are presented with the linguistic model of rapport management.

The course also aims to stimulate the students’ communicative skills, learning skills and critical thinking skills. Accordingly, students are required to transcribe a negotiation scene taken from films or TV series and analyse the transcript drawing on the constructs and tools acquired in the course. In addition, they are required to compare different negotiation scenes.

Finally, the course aims to contribute to the development of the transferable skills of preparing presentations and writing reports, due to their importance for professional life. Students who choose to deliver their presentation in class will work in groups and provide feedback for a report written by their peers, thus developing these two transferable skills which are crucial in professional life.

*Knowledge and understanding*

At the end of the course students are expected to have gained an understanding of the features of distributive and integrative negotiations as 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 negotiations and identify their distributive and integrative traits, the strategies used for rapport management, cultural elements and linguistic features.

*Transferable skills*

At the end of the course students are expected to have enhanced their communication skills, critical thinking skills and their learning skills by producing a report on the negotiation scene they analysed and delivering a presentation in English.

***COURSE CONTENT***

– Distributive and integrative negotiations.

– Distributive and integrative speech acts.

– Principled negotiation.

– Rapport management.

– Selected features of negotiation discourse.

– Distributive and integrative strategies.

– Intercultural negotiations.

– Presentations in English.

***READING LIST[[1]](#footnote-1)***

A.M. Bülow,“*Negotiation Studies*”, in F. Bargiela-Chiappini, *The handbook of business discourse*,Edinburgh University Press, Edinburgh, pp. 142-154, 2009.

R. Fisher-W. Ury-B. Patton, *Getting to yes. Negotiating agreement without giving in,* Penguin Books, New York, 2011. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/fisher-ury/getting-to-yes-ne-9781847940933-711788.html)

The negotiation transcripts produced during the course.

Students who do not deliver their presentation in class will choose additional works to discuss at the exam.

Further readings may be indicated during the course.

***TEACHING METHOD***

The teaching method includes: technology-enhanced lectures, audio-visual materials, group work, peer-to-peer learning, individual analysis and observation tasks, self-study.

***ASSESSMENT METHOD***

Students may choose between a) delivering a group presentation in class and finishing with an oral exam, once they have passed the written and oral language exams (prove intermedie), or b) taking only a final oral exam, once they have passed the written and oral language exams (prove intermedie).

Both students who choose option a) and b) need to demonstrate that they have acquired: - an in-depth knowledge of the factors involved in negotiation discourse in English;

- an ability to recognise the above factors in negotiation scenes from films/TV series applying the constructs and tools presented in the course;

- terminogical competence.

For students who choose option a), the presentation delivered in class will constitute 50% of the final mark and will be assessed with reference to accuracy of methodology and analysis, clarity of structure, delivery of content and individual students’ performance. At the oral exam, the students will need to demonstrate that they are able to compare the salient aspects of negotiation discourse in the scene they analysed with one other negotiation scene and to discuss them critically (50% of the mark).

Students who choose option b) will also prepare a presentation. At the oral exam, they will need to deliver their presentation as well as demonstrate that they are able to compare the salient aspects of negotiation discourse in the scene they analysed with two other negotiation scenes and to discuss them critically. They will also be assessed on the basis of the above mentioned parameters.

*Marking Criteria*

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

* 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 up to 1/6 for the final mark, and the oral language exam will count up to 2/6 for the final mark;
* knowledge of the course contents;
* terminological competence;
* ability to apply traits of distributive and integrative negotiation in the analysis of negotiation scenes from films/TV series;
* ability to discuss the course contents critically.

***NOTES AND PREREQUISITES***

Students are expected to have a C1 level (CEFR) of English.

The course is taught in English.

Students must enrol in the course on Blackboard.

*Place and time of consultation hours*

During the semester, Prof. Cucchi’s office hours take place on a weekly basis, according to the notices in the Dept of Scienze linguistiche e letterature straniere (Via Necchi 9, III floor). Timetable variations will be communicated through her university webpage.

*Gr. L-Z: Professor Francesca Seracini*

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

Since negotiating is an essential skill in communication both in personal and in professional life, the course aims to enable students to appreciate the factors involved in negotiation discourse in English. Accordingly, the students are introduced to the concepts of distributive and integrative negotiations and their respective strategies and to selected studies on negotiation discourse. Given that rapport is central in negotiations, students are presented with the linguistic model of rapport management.

The course also aims to stimulate the students’ communicative skills, learning skills and critical thinking skills. Accordingly, students are required to transcribe a negotiation scene taken from films or TV series and analyse the transcript drawing on the constructs and tools acquired in the course. In addition, they are required to compare different negotiation scenes.

Finally, the course aims to contribute to the development of the transferable skills of preparing presentations and writing reports, due to their importance for professional life. Students who choose to deliver their presentation in class will work in groups and provide feedback for a report written by their peers, thus developing these two transferable skills which are crucial in professional life.

*Knowledge and understanding*

At the end of the course students are expected to have gained an understanding of the features of distributive and integrative negotiations as 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 negotiations and identify their distributive and integrative traits, the strategies used for rapport management, cultural elements and linguistic features.

*Transferable skills*

At the end of the course students are expected to have enhanced their communication skills, critical thinking skills and their learning skills by producing a report on the negotiation scene they analysed and delivering a presentation in English.

***COURSE CONTENT***

– Distributive and integrative negotiations.

– Distributive and integrative speech acts.

– Principled negotiation.

– Rapport management.

– Selected features of negotiation discourse.

– Distributive and integrative strategies.

– Intercultural negotiations.

– Presentations in English.

***READING LIST[[2]](#footnote-2)***

A.M. Bülow,“*Negotiation Studies*”, in F. Bargiela-Chiappini, *The handbook of business discourse*,Edinburgh University Press, Edinburgh, pp. 142-154, 2009.

R. Fisher-W. Ury-B. Patton, *Getting to yes. Negotiating agreement without giving in,* Penguin Books, New York, 2011. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/fisher-ury/getting-to-yes-ne-9781847940933-711788.html)

The negotiation transcripts produced during the course.

Students who do not deliver their presentation in class will choose additional works to discuss at the exam.

Further readings may be indicated during the course.

***TEACHING METHOD***

The teaching method includes: technology-enhanced lectures, audio-visual materials, group work, peer-to-peer learning, individual analysis and observation tasks, self-study.

***ASSESSMENT METHOD***

Students may choose between a) delivering a group presentation in class and finishing with an oral exam, once they have passed the written and oral language exams (prove intermedie), or b) taking only a final oral exam, once they have passed the written and oral language exams (prove intermedie).

Both students who choose option a) and b) need to demonstrate that they have acquired: - an in-depth knowledge of the factors involved in negotiation discourse in English;

- an ability to recognise the above factors in negotiation scenes from films/TV series applying the constructs and tools presented in the course;

- terminogical competence.

For students who choose option a), the presentation delivered in class will constitute 50% of the final mark and will be assessed with reference to accuracy of methodology and analysis, clarity of structure, delivery of content and individual students’ performance. At the oral exam, the students will need to demonstrate that they are able to compare the salient aspects of negotiation discourse in the scene they analysed with one other negotiation scene and to discuss them critically (50% of the mark).

Students who choose option b) will also prepare a presentation. At the oral exam, they will need to deliver their presentation as well as demonstrate that they are able to compare the salient aspects of negotiation discourse in the scene they analysed with two other negotiation scenes and to discuss them critically. They will also be assessed on the basis of the above mentioned parameters.

*Marking Criteria*

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

* 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 up to 1/6 for the final mark, and the oral language exam will count up to 2/6 for the final mark;
* knowledge of the course contents;
* terminological competence;
* ability to apply traits of distributive and integrative negotiation in the analysis of negotiation scenes from films/TV series;
* ability to discuss the course contents critically.

***NOTES AND PREREQUISITES***

Students are expected to have a C1 level (CEFR) of English.

The course is taught in English.

Students must enrol in the course on Blackboard.

*Place and time of consultation hours*

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

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)
2. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-2)