



UNIVERSITÀ DI PAVIA

Anno Accademico 2020/2021

ENGLISH FOR COMMUNICATION STUDIES

Enrollment year	2020/2021
Academic year	2020/2021
Regulations	DM270
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	COMMUNICATION, INNOVATION, MULTIMEDIA
Curriculum	PERCORSO COMUNE
Year of study	1°
Period	1st semester (28/09/2020 - 11/12/2020)
ECTS	9
Language	English

The activity is split

502786 - ENGLISH FOR COMMUNICATION STUDIES (SURNAME A-L)

502786 - ENGLISH FOR COMMUNICATION STUDIES (SURNAME M-Z)



ENGLISH FOR COMMUNICATION STUDIES (SURNAMES A-L)

Enrollment year	2020/2021
Academic year	2020/2021
Regulations	DM270
Academic discipline	L-LIN/12 (ENGLISH LANGUAGE AND TRANSLATION)
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	COMMUNICATION, INNOVATION, MULTIMEDIA
Curriculum	PERCORSO COMUNE
Year of study	1°
Period	(28/09/2020 - 11/12/2020)
ECTS	9
Lesson hours	54 lesson hours
Language	Italian
Activity type	WRITTEN AND ORAL TEST
Teacher	ROBUTTI GIULIA SUSANNA - 9 ECTS
Prerequisites	<p>Students are supposed to have at least a B2 level of English (Upper-intermediate, independent users). They will be assisted in order to become conversant with both Standard English and Academic English vocabulary and style. In addition to this, students will cope with English for Specific Purposes (with a special attention to English for Communication studies) and English varieties. Lessons will be held in English but also Italian will be used, if necessary.</p>
Learning outcomes	<p>The course aims at providing students with the knowledge, skills and competences related to Standard/Formal English and English for Communication and Media Studies.</p> <p>In particular, the course contributes to the learning frame of the Corso di laurea in Comunicazione, Innovazione e Multimedialità with the following specific objectives:</p> <ul style="list-style-type: none">-to start to consider English as a system;-acquisition of the tools for the linguistic analysis and creation of

different text typologies, in particular Formal English writing tasks, proposals, letters of complaints.
Many other aspects of the language will be analysed, for instance collocations, idiomatic expressions, polysemy.

Course contents

Communication and types of communication
Academic English
Talking about languages, language groups, English language
New words in English
Formal and Informal English,
Discourse markers in writing and speech, linkers
Slang, jargon
Functional vocabulary
Polysemy
Collocations
False friends
Phrasal verbs
Word formation, Abstract nouns
prefixes
Suffixes
Roots
Compounds
Use of English in general
Idiomatic expressions
Arts and culture
Old and New Media and related advanced vocabulary
BBC
Media in print
Headline English
Marketing and Advertising
Advertising language and rethorical devices
Advertising and ethics

Teaching methods

Normal and interactive lessons

Reccomended or required readings

-the dispensa has to be studied by all student;
-verb patterns and verb pattern advanced pdf files: students have to demonstrate to be familiar with verb patterns both during the computer-based and oral exam.
Additional and not compulsory materials to be read:
-Gramley, S., Patzold K-M., A survey of Modern English", Routledge London
-Goddard, A., The Language of Advertising, London, Routledge, 1998.
-Jackson, H.; Amvela, E.Z., Words, meaning and Vocabulary.
-Crystal., D., English as a Global language, Cambridge University Press, 2003
Everything will be available on KIRO and at Copisteria Clu.

(Professor Elphinstone Micheal)
- Soars, L. and J., New Headway Intermediate. Fourth Edition, Oxford, Oxford University Press.
-Students will be given some supplementary materials

Students have to take and pass the prova informatizzata.

Then, they will be asked to prepare and send (two weeks before the date of the oral exam) a tesina in Formal/Academic English in which to analyse the style, contents and language used. They can choose a newspaper article or a commercial. They have to write two/three pages. Students will be given details about the tesina at the beginning of the course.

For the oral exam they will be asked to prepare an effective PowerPoint Presentation about a topic that is related to the course. Students can seize the opportunity to send the Powepoint presentation to Professor Robutti five days before the oral exam in order to have it corrected.

Students must take into account that both the prova informatizzata and the tesina are valid for one year.



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ECTS	9
Lesson hours	54 lesson hours
Language	English
Activity type	WRITTEN AND ORAL TEST
Teacher	MC INTIRE AMY MARIE - 9 ECTS
Prerequisites	A solid knowledge of English language is recommended so as to optimise the classroom experience.
Learning outcomes	The objective of this course is to prepare students for effective and strategic Communications activities in an international context.
Course contents	<p>The course is divided into two modules:</p> <p>Module I provides an introduction to the key principles of Communications, as well as an investigation into the linguistic, cultural and intercultural features of the English language.</p> <p>Moreover, students will also attend Dr. Elphinstone's Language classes, in order to prepare for the online test. His classes are focused on reinforcing English Grammar (B2-C1).</p>
Teaching methods	Classroom activities will include the analysis of a variety of

	communication examples including advertisements, videos, speeches, presentations, and various forms of written text.
Reccomended or required readings	<p>Module I-II (professor)</p> <p>Goddard, Angela. The Language of Advertising. London: Routledge, 1998.</p> <p>Goodman, Sharon. Redesigning English. London: Open University, 1996. (Chapters 2-5)</p> <p>McCarthy, M & O'Dell, F. English Vocabulary in Use (Advanced). Cambridge: Cambridge University Press, 2002.</p> <p>Murphy, Raymond. English Grammar in Use. Cambridge: Cambridge University Press, 2004.</p> <p>Redman, Stuart. English Vocabulary in Use (Pre-intermediate&Intermediate). Cambridge: Cambridge University Press, 2003.</p> <p>Recommended reading:</p> <p>Piller, Ingrid. Intercultural Communication. Edinburgh: Edinburgh University Press, 2011.</p> <p>McCabe, Anne. Linguistics and Language Studies. Sheffield: Equinox Publishing, 2017.</p> <p>*Additional materials will be provided during the course and will be part of the exam program.</p> <p>Module I-II (CEL)</p> <p>Soars, L. and J., New Headway Intermediate. Fourth Edition, Oxford, Oxford University Press.</p> <p>McCourt, J., English for Communication Science, Libreria Editrice Cafoscarina, Venezia, 2003</p>
Assessment methods	Students will be assessed through a 2-part oral examination. Students will present a Power Point Presentation based on a topic of their choosing (a deepening of a topic covered in class, or using the principles in class to analyse examples of Communications), as well as be tested on their understanding of the topics covered during the course. In addition, students will be required to prepare and present a short dissertation based on one of the topics covered by Dr. Elphinstone. The final mark will be the average of the marks received in the written online test and in the oral examinations.
Further information	
Sustainable development goals - Agenda 2030	\$Ibl legenda sviluppo sostenibile