



UNIVERSITÀ DI PAVIA

Anno Accademico 2020/2021

ENGLISH FOR COMMUNICATION STUDIES (SURNAMES M-Z)

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| 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 | 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 |

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| | 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 | <p>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.</p> |
| Further information | |
| Sustainable development goals - Agenda 2030 | \$ibl legenda sviluppo sostenibile |