



UNIVERSITÀ DI PAVIA

Anno Accademico 2021/2022

ENGLISH FOR COMMUNICATION STUDIES (SURNAME M-Z)

Enrollment year	2021/2022
Academic year	2021/2022
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	(27/09/2021 - 10/12/2021)
ECTS	9
Lesson hours	54 lesson hours
Language	English
Activity type	WRITTEN AND ORAL TEST
Teacher	MC INTIRE AMY MARIE - 9 ECTS
Prerequisites	While there are no mandatory prerequisites, a solid knowledge of English Language would be helpful in maximizing the learning experience of this course.
Learning outcomes	The objective of this course is to prepare students for effective and strategic Communication activities in an international context. Beyond English Language, students also develop their Cultural Literacy and Intercultural Skills, which is critical in promoting respect and equality towards all members of the global community.
Course contents	The course is divided into two parts: (1) Students attend frontal lessons with the professor in which theoretical topics regarding English Language in Communications are introduced, including Linguistics, Language of the Media, Communication Theory, Advertising Approaches, Multimodality, Rhetoric and an investigation into the different kinds of Communication.

	<p>(2) Students also attend Language classes with the lecturer, in order to prepare for the online grammar test. These classes are focused on reinforcing English Grammar up to the B2 Academic English level.</p>
Teaching methods	<p>PowerPoint presentations will be used to both introduce and provide examples of the theories taught during the course. Analysis of authentic texts taken from a range of sources including Social Media, speeches, campaigns, advertising, music, and videos etc, will be used to reinforce the theories presented so as to provide a multimodal learning experience. Active participation is strongly encouraged.</p>
Reccomended or required readings	<p>(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>(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 are assessed by means of a written exam and an oral exam, both of which are divided into two parts:</p> <p>The first part of the written exam is an online test of grammar. The second part consists of a short essay using academic English, in which students analyse an English-language text. Students must pass the written exam before they can attempt the oral exam.</p> <p>For the oral exam, students must:</p> <p>(1) present an ORIGINAL PowerPoint Presentation in which they present ORIGINAL analysis of an example of Communication of their</p>

choosing (e.g. a commercial, advertising campaign, advertisement, trailer, speech, etc) based on the topics covered during the course.
(2) be able to answer questions aimed at demonstrating their understanding of the topics covered throughout the course.
***Both the written essay and the PowerPoint presentation must be submitted 2 weeks prior to the date of the oral exam.

Further information

Sustainable development goals - Agenda 2030

Quality of Education (4); Gender Equality (5); Reduction of Inequality (10); Peace, Justice and Solid Institutions (16)
[\\$lbl legenda sviluppo sostenibile](#)