

Italian: Business and Public Communication I (A704038)

Course size (nominal values; actual values may depend on programme)

Credits 3.0 Study time 90 h Contact hrs 45.0 h

Course offerings in academic year 2018-2019

A (semester 1) Dutch, Italian

Lecturers in academic year 2018-2019

Grootveld, Emma LW22 staff member
Badan, Linda LW22 lecturer-in-charge

Offered in the following programmes in 2018-2019

	crdts	offering
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Italian)	3	A
Exchange Programme Applied Language Studies	3	A

Teaching languages

Dutch, Italian

Keywords

Italian; Language, business communication and media

Position of the course

The unit of study "Italian: Business and Public Communication I" seeks to train students in the adequate handling of communication techniques that are often used for public communication within a certain organisation. Students are trained to apply those communication techniques in correct Italian, both orally and in writing. The study unit has a double goal: teaching and fine-tuning the skills that are mainly used in public communication in general and in the foreign language in particular.

Contents

Starting from a concrete setting, the study unit "Italian: business and Public Communication I" focuses on a number of communicative tools which are frequently used in public communication. Communicative skills which will be dealt with include brochures, advertising and press releases. The students may need to use a laptop during the lessons (communication via Minerva)

Initial competences

The student:

- is able to produce Italian texts of a more than average degree of difficulty appearing in various professional contexts;
- can express him/herself fluently in Italian in a number of professional contexts;
- can make adequate and critical use of the relevant heuristic resources needed for the above-mentioned tasks.

Final competences

- 1 Having a command of Italian at C1+ level of the Common European Framework of Reference for Languages for comprehension (listening and reading) (C1), oral skills (production and interaction) (B2+) and writing skills (B2+). [MC.1.1.; assessed]
- 2 Having advanced knowledge of communication processes related to the external communication of organisations, and based on that knowledge, reflecting on the communication of organisations. [MC.1.2.; assessed].
- 3 As a multilingual communication specialist, functioning effectively in a

- multidisciplinary and international environment, both independently and in a team, with due attention for process management. [MC.4.1.; assessed].
- 4 Integrating language and culture sensitivity and respect for diversity into the professional environment and the social debate. [MC.5.2.; not assessed].
 - 5 In the communication process, making adequate use of an advanced level of contrasting linguistic expertise at different levels (lexically, grammatically, textually, pragmatically). [MC.6.2.; assessed].
 - 6 In the communication of organisations, making adequate use acquired insights. [MC.6.3.; assessed].
 - 7 Managing the communication process thanks to proper planning and adequate stress and time management, both independently and in team. [MC.6.7, assessed].

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, microteaching, practicum, seminar, self-reliant study activities

Extra information on the teaching methods

The learning content of this unit of study is theme-based. Students are required to present different assignments orally and in writing. At the end of the unit of study, students must compile a portfolio with *genres* covered (brochures, ads, press releases, etc.).

Learning materials and price

Learning platform:

- course material

Other:

- Lecturer's own syllabus

References

Lea-Greenwood, G. (2012). *Fashion Marketing Communications*. John Wiley & Sons.
Cheung, M. (2008), 'Click here': the impact of new media on the encoding of persuasive messages in direct marketing. *Discourse Studies*, 10 (2), 161-189.
Rocamora A. (2011), Hypertextuality and remediation in the fashion media, *Journalism Practice*, 6:1, 92-106.

Course content-related study coaching

Consultation hour

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Assignment

Examination methods in case of periodic evaluation during the second examination period

Oral examination

Examination methods in case of permanent evaluation

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Extra information on the examination methods

Assignment (100%):

The assignment consists of a portfolio containing several (oral and written) assignments. Class attendance is required.

Second session:

Assignment (50%):

A reworked portfolio is submitted

Oral examination (50%)

Calculation of the examination mark

Facilities for Working Students

Possibility to be exempted from attendance.
Possibility to re-schedule examination to another date during the academic year.
Feedback can be given via e-mail, telephone or by appointment.

Addendum

I4BM