

General Information	
Academic subject	English for Business and Communication
Degree course	Public, Social and Business Communication
Curriculum	
ECTS credits	
Compulsory attendance	No
Language	English

Subject teacher	Name Surname	Mail address	SSD
	Annarita Taronna	Annarita.taronna@uniba.it	L-Lin/12

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	Second semester
Year	2018-19
Type of class	Lecture- workshops-gruopworks-seminars

Time management	
Hours measured	
In-class study hours	
Out-of-class study hours	

Academic calendar	
Class begins	
Class ends	

Syllabus	
Prerequisite requirements	
Expected learning outcomes (according to Dublin Descriptors)	<p><i>Knowledge and understanding</i> of authentic materials and of different textual typologies through which basic language abilities will be widened and empowered.</p> <p><i>Applying knowledge and understanding</i> of English for specific purposes (i.e.media texts, public, social and business communication) which requires the new abilities to tackle interdisciplinary contents and topics.</p> <p><i>Making informed judgements and choices</i> related to the new contents and topics through the correct use of idiomatic expressions and of different register.</p> <p><i>Communicating knowledge and understanding</i> related to the most relevant topics in the field of language, culture and translation of the ESPs (i.e.public, social and business)</p> <p><i>Empowering learning skills</i> and a) the main structures of the English language and, in particular, of the morpho-syntactic, lexical and semantic levels already acquired during the first cycle (UG course); b) the main differences between source and target language through ESPs reading texts .</p>

Contents	<ul style="list-style-type: none"> -describing and discussing the specific aspects of Italian, British and American public, social and business communication; -creating and analyzing corpus-driven documents concerning such the professional activities as press office and international and institutional communication (e.g.: UE, ONU, BCE, UNHCR, IOM, UNESCO); -creating disciplinary glossaries functional to the translation of ESPs contents; -carrying out workshops on specialized documents and articles in order to guide students to the acquisition of the most suitable translation strategies in public, social and business contexts;
Course program	
Bibliography	<p>R.Murphy, <i>English Grammar in Use</i> (intermediate), Cambridge, Cambridge University Press, (last edition) + CD-ROM.</p> <p>A.Koester et alii, 2012, <i>Business Advantage</i>, Cambridge University Press</p> <p>A.Flowers, 2015, <i>Global Writing for Public Relations: Connecting in English with Stakeholders and Publics Worldwide</i>, Taylor and Francis, London.</p>
Notes	
Teaching methods	<p>1. Traditional lessons with discussion between students and instructor; 2. Interactive lectures: presenting and discussions case studies; integrating audiovisual material, questionnaire and additional authentic material; 3. Active didactic strategies: group works and works in pair.</p>
Assessment methods	Traditional lessons, pre-and intermediate tests, oral exam
Further information	