| General Information | |
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| Academic subject | Language Communication |
| Degree course | MA "Public, Social and Corporate Communication" |
| Curriculum | --- |
| ECTS credits | 6 |
| Compulsory attendance | YES |
| Language | Italian (partially in English if ERASMUS students attending) |

| Subject teacher | Name Surname | Mail address | SSD |
|---|---|---|---|
| | Michelina Savino | michelina.savino@uniba.it | L-LIN/01 |

| ECTS credits details | | | |
|---|---|---|---|
| Basic teaching activities | | | |

| Class schedule | |
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| Period | Semester I |
| Year | II (2nd) |
| Type of class | Lectures |

| Time management | |
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| Hours measured | 60 min. |
| In-class study hours | 40 |
| Out-of-class study hours | 110 |

| Academic calendar | |
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| Class begins | October 2019 |
| Class ends | January 2020 |

| Syllabus | |
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| Prerequisite requirements | None |
| Expected learning outcomes (according to Dublin Descriptors) | ▪ *Knowledge and understanding*<br>Acquisition of knowledge and understanding of concepts and methodologies concerning human language and its characterisation as primary tool of communication, with special reference to its functional dimension and specialised language uses.<br><br>▪ *Applying knowledge and understanding*<br>Ability to apply the acquired knowledge to public, social and institutional communication contexts, with particular reference to Italian language.<br><br>▪ *Making informed judgements and choices*<br>Ability to integrate knowledge and competences as acquired in other courses with those specific of language communication, especially in public, social and institutional communicative contexts.<br><br>▪ *Communicating knowledge and understanding*<br>Ability to explain clearly and to argue hypotheses, adopted procedures and reached conclusions both on theoretical and application-oriented sides, as to language communication in specific contexts of usage. |

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| | ▪ *Capacities to continue learning*<br>Acquisition of conceptual and operational abilities typical of the discipline which can contribute to define and update continuously one's own future professional profile and development plan |
| Contents | The main objective of the course is to provide adequate conceptual and methodological knowledge about human language and its characterisation as a primary tool of human communication, with special reference to its functional dimension, as well as the use of different language registers, specialised languages and sub-codes, especially those typical of public, social and institutional communication in Italian. |
| **Course program** | |
| Bibliography | **I.** B. Baldi & L. M. Savoia (2017). Linguaggio & Comunicazione, Zanichelli.<br>**II.** D. Vellutino (2018). L'italiano istituzionale per la comunicazione pubblica, Il Mulino. |
| Notes | |
| Teaching methods | Lectures also supported by audio-visual teaching materials, supervised practice sessions. |
| Assessment methods | Possible intermediate examinations (exercises), final written examination. |
| Further information | --- |