

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

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Annarita Taronna	annarita.taronna@uniba.it	L-LIN/12

<b>ECTS credits details</b>			
Basic teaching activities			

<b>Class schedule</b>	
Period	Second Semester Academic Year 2019/20
Year	1° year
Type of class	Lecture- workshops-gruopworks-seminars

<b>Time management</b>	
Hours measured	1 hour = 60'
In-class study hours	40 h
Out-of-class study hours	110

<b>Academic calendar</b>	
Class begins	March 2020
Class ends	May 2020

<b>Syllabus</b>	
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"> <li>-describing and discussing the specific aspects of Italian, British and American public, social and business communication;</li> <li>-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);</li> <li>-creating disciplinary glossaries functional to the translation of ESPs contents;</li> <li>-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;</li> </ul>
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	