



COURSE OF STUDY: Public, Social and Corporate Communication Science (MA)

ACADEMIC YEAR: 2023-2024

ACADEMIC SUBJECT: SPEECH COMMUNICATION

General information	
Year of the course	II (second)
Academic calendar (starting and ending date)	Semester I (October 2023-January 2024)
Credits (CFU/ETCS):	6
SSD	L-LIN/01 Glottology and Linguistics
Language	Italian (partially in English if ERASMUS students attending)
Mode of attendance	Lectures

Professor/ Lecturer	
Name and Surname	Prof. Michelina Savino
E-mail	michelina.savino@uniba.it
Telephone	080-5714707
Department and address	For.Psi.Com., via S. Crisanzio 42, 70122 Bari
Virtual room	MS Teams platform
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Subject to update, please visit my dept. webpage: https://www.uniba.it/it/docenti/savino-michelina/attivita-didattica

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	40		110
CFU/ETCS			
6	1,6		4,4

Learning Objectives	Aim of the course is to provide adequate conceptual and methodological knowledge (also in terms of metalinguistic awareness) as to the role of prosody (in particular, of intonation) and gestures in speech communication, especially in contexts of public communication where such a role is crucial for persuasive purposes and/or for attracting or keeping listeners' attention.
Course prerequisites	Basic contents of General Linguistics, particularly those related to the spoken dimension of language (segmental and suprasegmental phonetics/phonology).

Teaching strategie	
Expected learning outcomes in terms of	
Knowledge and understanding	Acquisition of knowledge and understanding of concepts and methodologies about how intonation works and which specific role intonation and gesture play in multimodal speech communication.



Applying knowledge and understanding	Ability to recognize and apply acquired knowledge and understanding to intonation and gesture functioning in contexts of public speech communication, and to identify verbal and non-verbal strategies used by speakers for persuasive purposes and/or for attracting/keeping listeners' attention.
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgements and choices</i> Ability to integrate knowledge and competences as acquired in other learning activities with those specific of the course. • <i>Communication abilities</i> Ability to present theoretical/conceptual and application contents of the course clearly and effectively, using the appropriate technical terminology. • <i>Learning ability</i> Ability to establish logical connections and apply inferential reasoning in relation to conceptual and application contents of the course.
Syllabus	
Content knowledge	<p>Main contents:</p> <ul style="list-style-type: none"> – Prosody and intonation – Linguistic and paralinguistic functions of intonation – Intonation and paralinguistics: the biological codes – Gestures: description, taxonomy, functions in communication – Intonation and gestures in public speech
Texts and readings	<p>1.M. Grice & S. Baumann, <i>An introduction to intonation – functions and models</i>, in J. Trouvain & U. Gut (eds.), "Non-native prosody. Phonetic description and teaching practice", Mouton de Gruyter: Berlin, 2006, pp.25-46.</p> <p>2.C. Gussenhoven, <i>Paralinguistics: three biological codes</i>, in "The Phonology of Tone and Intonation", Cambridge Univ. Press, 2004, pp.71-96</p> <p>3.D. McNeill, <i>Gesture and Communication</i>, in J. L. Mey (ed.), "Coincise Encyclopedia of Pragmatics", Elsevier, 2nd edition, 2009.</p> <p>4. P. Boersma & Weenink, D., <i>Praat. A system for doing phonetics by computer</i>, 1999 (software gratuito).</p> <p>5. ELAN [Computer software]. Nijmegen: Max Planck Institute for Psycholinguistics, The Language Archive.</p>
Notes, additional materials	<p>Students willing to deepen one or more aspects of the course topics, also with the aim of preparing/giving a presentation in flipped classroom mode, are invited to ask the teacher for specific literature.</p> <p>Students without the required course pre-requisites are invited to read any textbook of general linguistics, and/or to ask the teacher for suggestions.</p>
Repository	<ul style="list-style-type: none"> – The chapter indicated in 1. is freely downloadable at: https://www.degruyter.com/document/doi/10.1515/9783110198751.1.25/html – The chapter indicated in 2. is freely downloadable at: – https://www.cambridge.org/core/books/phonology-of-tone-and-intonation/paralinguistics-three-biological-codes/976A76705961614A47CAA5D698EB44E



	<ul style="list-style-type: none">- The text of the encyclop. entry indicated in 3. is freely downloadable at: http://library.mibckerala.org/lms_frame/eBook/Mey%20-%20Concise%20Encyclopedia%20of%20Pragmatics%20(Elsevier).pdf- <i>Praat</i> software for phonetic analysis is freely downloadable at:<ul style="list-style-type: none">- www.fon.hum.uva.nl/praat- ELAN, software for gesture analysis is freely downloadable at:<ul style="list-style-type: none">- https://archive.mpi.nl/tla/elan/download
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Assessment	
Assessment methods	
Assessment criteria	<p>The written exam aims to ascertain the degree of mastery of the course contents, particularly in relation to:</p> <ul style="list-style-type: none">- The theoretical-conceptual as well as application aspects (knowledge and understanding, applying knowledge and understanding)- The ability to establish logical connections and apply inferential reasoning (Making informed judgments and choices, Learning ability)- The appropriate use of the language and of the technical terminology (Communication abilities)
Final exam and grading criteria	The final mark is out of 30. Maximum is 30/30, minimum (to pass) is 18/30
Further information	
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