

Course English language for multimedia communications

SDS L-LIN/12

ETCS 3

Course modules (if any) None

Year II year

Semester II semester

Professor(s) Veronica Fortuzzi

e-mail v.fortuzzi@unilink.it

Office hour By appointment agreed by e-mail.

LEARNING OUTCOMES

The aim of the course is to achieve the following learning outcomes:

- 1. KNOWLEDGE AND UNDERSTANDING SKILLS:** develop or enhance the four language skills (*reading, listening, writing, speaking*) and lexical mastery with particular reference to the language of the media.
- 2. APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** to be able to communicate in English in a clear and structured way, using a register appropriate to the specific context of the *media*. Understand and produce written and oral texts and also be able to derive the implicit meaning and differences in style. Be able to independently learn and apply the analysis tools provided during the course.
- 3. AUTONOMY JUDGMENT:** acquiring a critical and analytical view of the problems that may arise during the use of the English language in the specific media sector.
- 4. COMMUNICATION SKILLS:** Acquire mastery of the English language in the media industry in order to make communication effective.
- 5. LEARNING ABILITY:** knowing how to use learning tools and strategies acquired during the course.

DETAILED PROGRAM

The course aims to achieve the following topics.

- 1) Newspapers (writing headlines, analysing newspaper articles, planning and writing a newspaper article)
- 2) Television (understanding the pre-production process, organising a filming schedule, filming on location, editing a TV documentary)
- 3) Film (writing a screenplay, pitching successfully, organising a shoot, writing a film review)

RECOMMENDED PRE-REQUISITES (IF ANY)

None

TEACHING METHODOLOGIES

The educational activities will be carried out through lectures and practical learning.

FINAL EXAMINATION METHODOLOGIES

The final exam consists of an oral exam consisting of questions related to the thematic areas of interest.

EVALUATION CRITERIA

At the end of the course, the student has to prove:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** to have acquired a basic knowledge of the language of the media.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** : to have acquired skills in production and written and oral comprehension with particular reference to the language of the media.
3. **AUTONOMY JUDGMENT:** to have developed an ability to take an analytical and critical view of the problems that may arise in the specific media sector.
4. **COMMUNICATION SKILLS:** to have acquired the ability to expound (fluency and accuracy) in order to communicate effectively using a vocabulary appropriate to the context.
5. **LEARNING ABILITY:** having acquired the ability to use learning tools and strategies.

FINAL GRADING INFORMATION AND CRITERIA

The result of the exam is expressed with a judgment of suitability/non-suitability.

The following factors contribute to determining the passing of the exam:

1. active participation in lectures whose basic mechanism is student-student and teacher-student interaction;
2. the work carried out in the classroom using the textbook and the exercises provided by the teacher;
3. the outcome of the oral exam (knowledge of media language).

The final score is expressed in thirtieth grade, with the possibility of honors. The final score reflects the student's preparation as follows:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.
24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative



	skills, good ability of analysis and synthesis, confident and correct exposure.
30 30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

COURSE MATERIAL

To prepare for the exam, it is essential to use the following text:

- 1) Cambridge English for the Media, Nick Ceramella and Elizabeth Lee, Cambridge University Press

Non-attending students will be able to prepare adequately for the exam by necessarily using the textbook indicated and making sure that they have viewed the detailed program of the topics covered.

OTHER ADVICES

Since this is a sector-specific English language course, based on a purely interactive approach, attendance is strongly recommended.