

PROGRAM INNOVATIVE TECHNOLOGIES FOR DIGITAL COMMUNICATION CURRICULUM: INNOVATION AND DIGITAL A.Y. 2023/2024

| course | Language and culture (elective course) |
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| ects (cfu) | 6 |
| hours | 36 |
| year running | 3 rd |
| semester | 2 nd |
| lecturers | Stefano Arduini |
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| consultation time | After class or by appointment previously arranged by e-mail |

LEARNING AND SKILLS OUTCOMES

The course aims to provide students with the comprehension of key concepts about language and culture. At the end of the course students have to:

- 1. **KNOWLEDGE AND UNDERSTANDING:** know and understand different types of texts in English; know their structure and identify their main characteristics; understand the essential relationship between the use of the English language and the relevant culture of reference.
- 2. **APPLIED KNOWLEDGE AND UNDERSTANDING:** know how to write a text in English in a correct and structured way, respecting the basic characteristics typical of sectorial texts; be able to learn independently and apply the analysis tools provided during the course.
- 3. **MAKING JUDGEMENTS**: acquire a critical and analytical vision of the problems that may arise when using the English language due to interference with one's native language.
- 4. **COMMUNICATION SKILLS**: acquire mastery of the written English language in order to make communication effective and adequate with respect to the type of text.
- 5. **LEARNING SKILL**: know how to use the learning tools and strategies acquired during the course.

COURSE DETAILED CONTENTS

Main areas explored:

- Newspapers: writing newspaper headlines and articles (style and main language devices).
- How to write an opinion essay
- How to write a music review
- How to write emails
- How to write a proposal
- How to write a report
- How to write short biographies



PRE-REQUISITE QUALIFICATIONS

English language knowledge at B2 level at least is highly recommended.

TEACHING METHODS

This course will be a combination of interactive lectures, case studies, and in-class activities.

ASSESSMENT METHODS

Assessment methods concern:

- 1. **KNOWLEDGE AND UNDERSTANDING**: have acquired the fundamental notions relating to the different types of texts.
- 2. APPLIED KNOWLEDGE AND UNDERSTANDING: have acquired written production skills.
- 3. **MAKING JUDGEMENTS**: have developed an analytical and critical vision of the problems that may arise when using the written English language.
- 4. **COMMUNICATION SKILLS:** have acquired written production skills in order to effectively communicate thus respecting the main characteristics of a specific type of text.
- 5. **LEARNING SKILL**: have acquired the ability to use learning tools and strategies.

MARKING CRITERIA

The main factor considered is:

- communicative effectiveness (from the point of view of the structure and the linguistic register) of the written production.

FINAL EXAM

The final exam consists of a writing exercise that will allow students to demonstrate their understanding of, and ability to apply, course content.

TEACHING MATERIALS

Materials provided during the course.

FINAL RECOMMENDATIONS

Since this is a sectorial English language course, based on a purely interactive approach, attendance is highly recommended.