

## Italian: Business and Public Communication I (A704038)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>		
<b>Credits</b> 3.0	<b>Study time</b> 90 h	<b>Contact hrs</b>	45.0 h

### Course offerings and teaching methods in academic year 2022-2023

A (semester 1)	Dutch, Italian	Gent	lecture	25.0 h
			microteaching	20.0 h

### Lecturers in academic year 2022-2023

Grootveld, Emma	LW22	staff member
Badan, Linda	LW22	lecturer-in-charge

### Offered in the following programmes in 2022-2023

	crdts	offering
<a href="#">Master of Science in Teaching in Languages (main subject Applied Language Studies)</a>	3	A
<a href="#">Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Italian)</a>	3	A
<a href="#">Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Italian )</a>	3	A
<a href="#">Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Italian )</a>	3	A
<a href="#">Exchange Programme Applied Language Studies</a>	3	A

### Teaching languages

Dutch, Italian

### Keywords

Italian; Language, business communication and media

### Position of the course

The unit of study "Italian: Business and Public Communication I" seeks to train students in the adequate handling of communication techniques that are often used for public communication within a certain organisation. Students are trained to apply those communication techniques in correct Italian, both orally and in writing.

The study unit has a double goal: teaching and fine-tuning the skills that are mainly used in public communication in general and in the foreign language in particular.

### Contents

Starting from a concrete setting, the study unit "Italian: business and Public Communication I" focuses on a number of communicative tools which are frequently used in public communication. Communicative skills which will be dealt with include brochures, advertising and press releases. The students may need to use a laptop during the lessons (communication via Minerva)

### Initial competences

The student:

- is able to produce Italian texts of a more than average degree of difficulty appearing in various professional contexts;
- can express him/herself fluently in Italian in a number of professional contexts;
- can make adequate and critical use of the relevant heuristic resources needed for the above-

mentioned tasks.

### **Final competences**

- 1 Having a command of Italian at C1+ level of the Common European Framework of Reference for Languages for comprehension (listening and reading) (C1), oral skills (production and interaction) (B2+) and writing skills (B2+). [MC.1.1.; assessed]
- 2 Having advanced knowledge of communication processes related to the external communication of organisations, and based on that knowledge, reflecting on the communication of organisations. [MC.1.2.; assessed].
- 3 As a multilingual communication specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for process management. [MC.4.1.; assessed].
- 4 Integrating language and culture sensitivity and respect for diversity into the professional environment and the social debate. [MC.5.2.; not assessed].
- 5 In the communication process, making adequate use of an advanced level of contrasting linguistic expertise at different levels (lexically, grammatically, textually, pragmatically). [MC.6.2.; assessed].
- 6 In the communication of organisations, making adequate use acquired insights. [MC.6.3.; assessed].
- 7 Managing the communication process thanks to proper planning and adequate stress and time management, both independently and in team. [MC.6.7, assessed].

### **Conditions for credit contract**

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Guided self-study, group work, lecture, microteaching, project

### **Extra information on the teaching methods**

The learning content of this unit of study is theme-based. Students are required to present different assignments orally and in writing. At the end of the unit of study, students must compile a portfolio with *genres* covered (brochures, ads, press releases, etc.).

### **Learning materials and price**

Learning platform:

- course material

Other:

### **References**

Cherubini N., (2012), *Convergenze: iperlibro di italiano per affari*, libro + DVD-ROM, Roma: Bonacci.

Texts and study materials are also made available on Minerva.

### **Course content-related study coaching**

Consultation hour

### **Evaluation methods**

end-of-term evaluation and continuous assessment

### **Examination methods in case of periodic evaluation during the first examination period**

Assignment

### **Examination methods in case of periodic evaluation during the second examination period**

Oral examination

### **Examination methods in case of permanent evaluation**

Assignment

### **Possibilities of retake in case of permanent evaluation**

examination during the second examination period is possible

### **Extra information on the examination methods**

Assignment (100%):

The assignment consists of a portfolio containing several (oral and written) assignments. Class

attendance is required.

Second session:

Assignment (50%):

A reworked portfolio is submitted

Oral examination (50%)

#### **Calculation of the examination mark**

#### **Facilities for Working Students**

Possibility to be exempted from attendance.

Possibility to re-schedule examination to another date during the academic year.

Feedback can be given via e-mail, telephone or by appointment.

#### **Addendum**

I4BM