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TM09_DIP_LIN

Teach Mob – Visiting Professors ***Academic year 2015/2016***

1st term
COURSE TITLE English in the International Media
Scientific area Language and Translation
Department of Foreign Languages and Literatures and Modern Cultures
Language used to teach English
Course summary This course will introduce the use of the English language in the media, exploring the way in which English can express different identities and cultures in a range of media such as journalism, advertising, marketing, music, cinema and other forms of popular communication. The English language will be studied within a cultural studies framework, so that its structure, history and rhetorical features will be analyzed and appreciated. The use of English for expressing local and global issues and expressing native and non-native English identities will be investigated.
Learning objectives This course aims at developing students' competence in understanding English in its global dimension and in media communication. Students will also refine their critical abilities analyzing written, spoken and multimodal texts, developing a critical mind for the understanding of ethical, social and political issues.
Tutorship activities Students will be expected to study the set readings and write a final research paper following given guidelines provided by the tutor.
Lab activities Lessons will take place in a classroom equipped with computers so that students will be able to access online resources and conduct individual and group activities.

Visiting Professor Profile The visiting professor for the programme described above is expected to have considerable experience in teaching English for media communication to students attending MA degree courses in Modern Languages. Scholars with specific research background in media communication, discourse analysis, cultural studies and CMC are welcome for this position.

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