



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

VP17_DIP_LIN

Visiting Professor Program Academic year 2020/2021

DEPARTMENT OF FOREIGN LANGUAGES, LITERATURES AND MODERN CULTURES

TEACHING COMMITMENT: 48 hours

COURSE TITLE

English in Professional Settings

TEACHING PERIOD

2nd term

SCIENTIFIC AREA

English language and linguistics

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The objectives of the course are to develop the students' critical abilities and help them familiarize with the analytic tools which will allow them to carry out the analysis of multinational companies' communication, in particular through their corporate websites. This goal may involve the collection of language samples, the creation of specialized corpora and the multimodal analysis of audio-visual material.

LEARNING OBJECTIVES

Students will be able to conduct a multimodal analysis of corporate websites, discovering the strategies used to build their brands and their own corporate identity. Moreover students will learn how to use language corpora in order to carry out a lexical analysis of general and specialized terms, and identify collocational and semantic characteristics. Students are also expected to draft a written paper in academic English on the topics of the course.

TUTORSHIP ACTIVITIES (IF APPLICABLE)

Some lessons will be devoted to developing research skills in linguistics and to the drafting of research papers.

LAB ACTIVITIES (IF APPLICABLE)

Lessons will take place in a classroom equipped with computers to allow students to access the resources illustrated in the course and analyze them autonomously.

OTHER ACTIVITIES (IF APPLICABLE)

The Visiting Professor may hold a workshop addressed to PhD candidates.

VISITING PROFESSOR PROFILE DESCRIPTION

The Visiting Professor must be an expert in English corpus linguistics and multimodal communication. Academic teaching experience in these specialized fields will be expected, as well as a strong scientific background in English language and linguistics.

CONTACT PERSON AT THE DEPARTMENT

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