



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

VP89\_DIP\_LIN

## Visiting Professor Program Academic year 2022/2023

**TEACHING COMMITMENT:** 48 hours

**COURSE TITLE**

**ENGLISH IN PROFESSIONAL SETTINGS**

**TEACHING PERIOD**

2nd term

**SCIENTIFIC AREA**

English language and linguistics (advanced)

**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**

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

### **LAB ACTIVITIES**

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 BESIDES THE COURSE**

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

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### **VISITING PROFESSOR PROFILE**

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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