



Direzione Ricerca,  
Innovazione e  
Internazionalizzazione

**UNIVERSITÀ  
DI TORINO**

ID

VP\_116\_LIN

## **Visiting Professor Program Academic Year 2025/2026**

**TEACHING COMMITMENT:** 36 hours

**COURSE TITLE**

**French Language (Second Year)**

**TEACHING PERIOD**

I semester

**SCIENTIFIC AREA**

French Language and Translation

**LANGUAGE USED TO TEACH**

French

**COURSE SUMMARY**

This course is structured in two modules aiming at providing the tools to understand multilingual communication in international settings. The first part aims to combine the acquisition of advanced language skills with critical and practical reflection on the use of AI in the context of multilingual communication within international organisations. It enables students to prepare for professional environments where technology plays an increasing role in language management and global communication.

The second one (Visiting professor) aims to provide students with a comprehensive understanding of the historical and disciplinary foundations of the economics of languages and multilingualism. Through an interdisciplinary approach, students will explore the principles of multilingualism management and their economic implications. They will also analyze the emergence of multilingualism, its socio-economic impacts, and the value of languages in diverse cultural and economic contexts. This module highlights the challenges and opportunities faced by states and businesses operating in multilingual environments. Students will evaluate the impact of

multilingualism on macroeconomic performance and international trade, while discussing communication strategies tailored to multilingual organizations. Finally, they will reflect on how to maximize the economic and social benefits of a world where languages play a pivotal role in global interactions.

### **LEARNING OBJECTIVES**

The course is part of the advanced linguistic training. It aims to develop translation and communication skills. It also aims to improve written and oral communication in intercultural professional settings (C1 / C2 of the Common European Framework of Reference for knowledge of languages). By the end of this course, students will be able to:

- analyze why individuals choose to learn foreign languages by evaluating the expected economic benefits, such as career opportunities and access to international markets;
- assess the strategic importance of multilingualism for businesses operating in international contexts and evaluate the advantages of promoting linguistic diversity within organizations;
- examine the impact of languages on national economies, including the management of official languages in developing countries and the economic value of the "language sector.";
- apply economic principles to understand the dynamics of language expansion and decline.

### **OTHER ACTIVITIES BESIDE THE COURSE**

Relevant Seminars and conferences will be organised during the semester.

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### **VISITING PROFESSOR PROFILE**

The Visiting Professor has a strong scientific background in specialized communication and management of multilingualism. She/he has also large experience in teaching language policy and economics at university level, at graduate and postgraduate level.

### **CONTACT REFERENT**

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