



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2022/2023
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT
SUBJECT	ADVANCED ENGLISH
TYPE OF EDUCATIONAL ACTIVITY	F
AMBIT	20664-Ulteriori conoscenze linguistiche
CODE	17629
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	ROMEO MARCELLA Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Pass/Fail
TEACHER OFFICE HOURS	

PREREQUISITES	The course requires the knowledge of the English language, level B2 of the Common European Framework within General English and a good knowledge of English for Specific Purposes (tourism area).
LEARNING OUTCOMES	<p>KNOWLEDGE AND UNDERSTANDING Students will be asked to acquire linguistic advanced items aimed at a communicative use of the target language in an English for Specific Purposes context (tourism area), with special attention to the ability of planning, organising and giving an oral presentation in an English for Tourism Purposes. Students are asked to demonstrate their deepening of the four linguistic skills in an English for Specific Purposes context.</p> <p>APPLYING KNOWLEDGE AND UNDERSTANDING Students have to demonstrate the ability to interact in a critical and autonomous manner in the target language in a series of English for Specific Purposes contexts in their field of study, the ability to apply knowledge and understanding so to indicate they have acquired competences in devising and sustaining arguments within English for Specific Purposes contexts, the ability to organise a powerpoint presentation in the target language and to give an oral presentation in the target language.</p> <p>MAKING JUDGMENTS Students have to prove their ability to express their own opinion, to interpret relevant issues and to inform judgements on English for Specific Purposes contexts in the target language.</p> <p>COMMUNICATION Students have to prove their ability to communicate information, ideas, problems and solutions to specialist audiences in the target language in an effective manner.</p> <p>LIFELONG LEARNING SKILLS Students have to demonstrate to have developed those learning skills that are necessary for them to continue to undertake further study with a complete degree of autonomy in English for Specific Purposes contexts.</p>
ASSESSMENT METHODS	<p>Learning will be assessed through an oral exam. The oral exam is a powerpoint presentation in the target language in an English for Specific Purposes context (Tourism area), divided into two parts: 1) a theoretical part; 2) an applicative part.</p> <p>The presentation will be on tourism texts chosen by students; the theoretical approach will be chosen by students between three different thematic macroareas suggested during the course through three lectures on: 1) Tourism Discourse in Travel Marketing; 2) Sociology and Tourism; 3) New Profiles in Tourism and Tourists. Digital, Smart, Solidarity and Post Covid Narratives.</p> <p>Students have to demonstrate a) the acquisition of the functional, structural and linguistic criteria considered necessary for a presentation to be communicatively effective and efficient; b) the acquisition of the structural, functional and communicative linguistic items provided during the course; c) the ability to write in the target language fluently and in a critical and autonomous manner; d) the ability to organise the discursive reasoning proposed in the oral presentation in a relevant, coherent, critical and autonomous manner, to have an appropriate pronunciation in the target language, the ability of interacting in the target language on the issues suggested in the presentation. If these requirements are satisfied the exam is PASSED. If these requirements are not satisfied the exam is FAILED. Students will get an assessment judgement (IDONEITA'), NOT A MARK.</p>
EDUCATIONAL OBJECTIVES	<p>The aim of the course is to make students able to plan and give an oral powerpoint presentation in the target language in an English for Specific Purposes context (Tourism area). The presentation will be divided into two parts: 1) a theoretical part; 2) an applicative part, and it will be on tourism texts chosen by students; the theoretical approach will be chosen by students between three different thematic macroareas suggested during the course through three lectures respectively on: 1) Tourism Discourse in Travel Marketing; 2) Sociology and Tourism; 3) New Profiles in Tourism and Tourists. Digital, Smart, Solidarity and Post Covid Narratives.</p> <p>Students will be also asked to skim three research articles in the fields of study suggested above of which linguistic-rhetorical strategies useful in the discursive planning and organization of the presentation will be underlined. Special attention will be given to the deepening of the structural, functional and communicative linguistic items of the target language and also to listening and speaking in the target language.</p>

TEACHING METHODS	<p>The course develops through front classes, lectures and tutorials which imply the active and communicative participation of students. Lectures will be given by expert scholars following three different thematic macroareas:</p> <p>1) Tourism Discourse in Travel Marketing; 2) Sociology and Tourism; 3) New Profiles in Tourism and Tourists. Digital, Smart, Solidarity and Post Covid Narratives.</p> <p>Guided tutorials will be aimed at the preparation of a powerpoint presentation in an English for Specific Purposes context (Tourism area). An activity of Skimming will be organized to understand the contents and the discursive organization of Research Articles in the programme. The four main language skills (listening speaking, reading, writing) will be focused on. Special attention will be given to speaking and listening and to texts dealing with tourism issues and tourism discourse.</p>
SUGGESTED BIBLIOGRAPHY	<p>REFERENCES</p> <p>MURPHY R., English Grammar in Use with Answers, Cambridge, C.U.P. (LAST EDITION).</p> <p>COHEN e. (2011), "The Changing Faces of Contemporary Tourism". Folia Turistica, Vol. 25(1), pp. 13-21.</p> <p>DANN G. (2000), "Differentiating Destinations in the Language of Tourism: Harmless Hype or Promotional Irresponsibility?" Tourism Recreation Research, 25(2), pp. 63-75.</p> <p>ROUIZ-GARRIDO M., SAORIN-IBORRA M. (2013), "Language for Tourism". The Encyclopedia of Applied Linguistics, pp.1-6.</p> <p>SWEENEY S., English for Business Communication, Cambridge, C.U.P., Module 3 (LAST EDITION).</p>

SYLLABUS

Hrs	Frontal teaching
3	Objectives of the course. The English Language Description: word, phrase, clause, sentence. Parts of Speech. Text/Non Text. Coordination and Subordination. Analysis of parts of speech in context. The English Sentence: Noun group, verb group. The nucleus. Premodifiers, postmodifiers. Prepositional phrases. Adverbials
2	The concept of Tourism, discourse (Foucault), genre, Tourism Discourse (TD); Text types in tourism discourse: promotional and professional; narrative, descriptive, instructive, expositive, argumentative (Bathia). Textual genres relevant for TD, fictional-non fictional, B2B texts and C2C texts: travelogues, travel books, travel guides, brochures, inflight magazines, websites, travel blogs, tourist reviews.
5	In depth analysis of macro linguistic models to promote destinations in tourism texts: Sociolinguistic perspectives: authenticity, play, strangerhood and conflict. Theoretical perspectives, sociolinguistic correlates and explanation. Convergent properties in TD: functions (Jackobson), structure, tense, magic; Divergent Properties in TD: lack of identification, monologue, euphoria, tautology. Main verbal techniques of Tourism Language (comparison, key words, keying, testimony, humour, ego-targeting, languaging). The usage of premodifiers, adjectives with predicative value, intensifiers, present tense, modals (will, can, might) in Tourism Discourse.
2	Skimming of Research Articles in the programme.
3	Lectures on the following thematic macroareas: 1) Tourism Discourse in Travel Marketing; 2) Sociology and Tourism; 3) New Profiles in Tourism and Tourists. Digital, Smart, Solidarity and Post Covid Narratives.
16	How to plan and organize Presentations: Planning and getting started. Presentation technique and preparation. Structure (1) the introduction. Listening and speaking. Practice. Language checklist. Skills checklist. Image, impact and making an impression. Using visual aids: general principles, talking about the content of visual aids, describing change. Listening and speaking. Practice. Language checklist. Skills checklist. The middle of the presentation. Holding the audience's attention. Structure (2) the main body. Listing information. Linking ideas. Sequencing. Listening and speaking. Practice. Language checklist. Skills checklist. The end of the presentation. Structure (3) the end. Summarizing and concluding. Questions and discussion. Listening and speaking. Practice. Language checklist. Skills checklist
5	Guided practice to organise the powerpoint presentation for the oral exam. How to organise a coherent discourse through slides in an oral presentation.