

COURSE: COMMUNICATION THEORIES AND TECHNIQUESACADEMIC YEAR: **2018-2019**TYPE OF EDUCATIONAL ACTIVITY: **Free Choice**TEACHER: **Prof. Patrizia Del Puente**e-mail: **patrizia.delpuente@unibas.it -
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website:

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Language: **ITALIAN**

ECTS: 6	n. of hours: 48 (40 lessons, 8 tutorials)	Campus: Potenza Dept./School: Dipartimento di Scienze Program:	Semester: II (from 1 march 2019 to may 2019-20 june 2019)
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EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course aims at providing students with theoretical and practical instruments useful for developing communication strategies to be employed in their future profession.

Students will learn to present scientific ideas and data, as well as to interact with different interlocutors in a clear and well-organized way

PRE-REQUIREMENTS

A good knowledge of the Italian language

SYLLABUS

The course will be articulated in three sections. The first section (15 hours: 11 theoretical lessons, 4 laboratory tutorials) will focus on the structures of language, by introducing students to the main theoretical concepts in this realm. The second section (28 hours: 20 theoretical lessons, 8 laboratory tutorials) will be centered on specific communication fields (such as the communication between chemist and customer) and on the communication of scientific data in a wider sense. The third section (5 hours: 2 theoretical lessons, 3 laboratory tutorials) will be devoted to the issues of written communication.

TEACHING METHODS

Theoretical lessons and laboratory tutorials

EVALUATION METHODS

The aim of the examination is to test the level of achievement of the previously mentioned educational goals.

The final examination is oral. To pass the test you must acquire at least 18 points out of 30.

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- *Cantoni – Di Blas, Teorie e pratiche della comunicazione, Apogeo (latest edition)*
- *Canton, L. Pensare e comunicare, Apogeo 2008*
- *Eco, U. Come si fa una tesi di laurea, Bompiani 1977*

INTERACTION WITH STUDENTS

*Consultation hours each week following email: **patrizia.delpuente@unibas.it - p.delpuente@libero.it***

EXAMINATION SESSIONS (FORECAST)¹

15.01.2019; 11.02.2019; 11.03.2019; 15.04.2019; 13.05.2019; 10.06.2019; 15.07.2019; 16.09.2019; 14.10.2019; 18.11.2019; 16.12.2019

SEMINARS BY EXTERNAL EXPERTS YES NO

FURTHER INFORMATION

¹Subject to possible changes: check the web site of the Teacher or the Department/School for updates.

