
COURSE: COMMUNICATION THEORIES AND TECHNIQUES

ACADEMIC YEAR: 2017-2018

TYPE OF EDUCATIONAL ACTIVITY:

TEACHER: Patrizia Del Puente

e-mail: p.delpuente@libero.it

website:

phone: 3896593225

mobile (optional):

Language: **Italian**

ECTS:

6

n. of hours:

48 (40 lessons, 8 tutorials)

Campus: **Potenza**Dept./School: **Dipartimento di****Scienze**

Program:

Semester:

II (5.3.2018 –

30.6.2018)

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

Oral examination

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

EXAMINATION SESSIONS (FORECAST)¹

20/07/2018; 20/08/2018; 17/09/2018; 13/10/2018; 16/11/2018; 17/12/2018; 14/01/2019; 18/02/2019; 11/03/2019; 10/06/2019 (subject to possible changes)

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.