



Università
per Stranieri
di Perugia

Anno Accademico 2017-2018

PROGRAMMA D'ESAME

Laurea Magistrale: **PRIMI**

Insegnamento: **Laboratorio "The language of style and elegance"**

Anno di corso: **II**

Semestre: **II**

Docente: **Renato Tomei**

SSD: L-LIN/12

CFU: **3**

Carico di lavoro globale: **75 ore**

Ripartizione del carico di lavoro: **20 ore di lezione e 55 ore di studio individuale**

Lingua di insegnamento: **Inglese**

PREREQUISITI

None.

OBIETTIVI FORMATIVI

The focus of the Laboratory is on the impact of the phenomenon of the Made in Italy in the global scenario and international media through the use of English.

The students will analyze a corpus selection based on case studies of luxury branding and advertising. The method is that of integrating verbal and visual communication, as in multimodal analysis. The aim is to select recurrent constructs in the language of style and elegance as a salient trait of Italian brands.

The students will develop the ability of observation and analysis of the common thread weaving through the corpus: the themes of luxury, style, elegance, sophistication and beauty, creativity, excellence, perfection, craftsmanship, tradition, quality, glamour, fascination and charm as framed within discursive pragmatics. Emphasis is on the rhetorical aspects and emotional functions of language and communication.

CONTENUTO DEL CORSO

The laboratory addresses a wide corpus of case studies, investigating the descriptive techniques and taggings which are emblematic of the conceptualization of Italian style and elegance.

The descriptions are integrated and matched with notions and examples of design, and exclusivity of luxury branding, niche products of Italian craftsmanship as signals and symptoms of 'appeal'.

METODI DIDATTICI

The case studies expose the concept of style and elegance as featured and expressed in visuals and verbal descriptions, through a multimodal approach, and the use of celebrities and Italian landscapes and cityscapes (Capri, Venice, Rome).

The laboratory will integrate traditional teaching methods with a more interactive participation of the students, which will be required to work in group in order to develop a professional presentation on the contents of the laboratory (case studies).

During the laboratory, in addition to the corpus of case studies, the students will be provided with weblinks and media references. All the materials used by the professor will be available on the Webclass page.

METODI DI ACCERTAMENTO

The students will be required to prepare a professional presentation on one of the case studies analyzed.

The presentations will be submitted to the professor and evaluated only during the final exam of 'Business English'.

TESTI DI RIFERIMENTO

For attending and non-attending students:

The corpus of all the case studies addressed by the laboratory will be available on the Webclass section.