



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Advanced English in the cultural industry

PROF. JANE CHRISTOPHER

### Course aims and intended learning outcomes

The course aims to provide insight into English language communication practices and to guide students in developing written and oral communication skills for a range of arts industry contexts. It will investigate traditional and innovative forms of arts communication. The course is designed to equip students with some of the practical skills that may be useful in a career in the arts sector, to raise awareness of specific features of English style and to promote critical thinking and writing in English.

At the end of the course students are expected to be able to:

- demonstrate awareness of the features of English language communication;
- demonstrate the ability to apply knowledge of theoretical reading to an analysis of arts communication contexts.
- analyse and prepare key arts sector texts.
- implement effective delivery and non-verbal communication strategies in their own oral communication;
- deliver a well-organised presentation with slides research.

### Course content

The scope of the arts is wide and complex and includes visual and performing arts, cultural institutions and heritage sites. Arts organisations need to communicate with a variety of stakeholders (audiences, sponsors, funding bodies, philanthropists, performers and artists). In a dynamic environment, effective communication is of vital importance. This course will consider different forms of English language communication in a variety of arts and cultural organisations. Some consideration will be given to the intercultural dimension of communication in order to prepare students for a multicultural working environment. During the course students will become actively involved in analysing and preparing presentations, promotional texts, press releases, web content and social media posts related to arts organisations. They will receive informal feedback during class and via Blackboard.

### Reading list

A course reader with compulsory weekly reading will be made available in time for the start of semester.

Further reading

- C. BLADEN-J. KENNELL-E. ABSON-N. WILDE, *Events Management: An Introduction*, Routledge, 2012.  
H. JENKINS-S. FORD-J. GREEN, *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York University Press, 2013.  
C. LAZZERETTI, *The Language of Museum Communication: A Diachronic Perspective*, Palgrave Macmillan, 2016.  
P. LONG-T. WALL, *Media Studies: Texts, Production and Context*, Longman, 2012, Second Edition.  
B. MESSIAS CARBONELL, *Museum Studies: An Anthology of Contexts*, Wiley Blackwell, 2012.  
D. O'REILLY-R. RENTSCHLER-T. KIRCHNER, *The Routledge Companion to Arts Marketing*, Routledge, 2013.  
R. WALLACE, *Writing for Museums*, Rowman & Littlefield Publishers, 2014



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## Teaching method

Interactive lectures, groupwork. Students are expected to take an active role in classes. Use of *Blackboard*. Students will improve their productive and receptive English language skills through task-based learning.

## Assessment method and criteria

All students will prepare a series of tasks relating to work carried out in class. The tasks will require students to demonstrate their knowledge of the distinctive styles and features of a range of arts communication genres. The tasks will be collected into a portfolio which will be handed in before the exam (70%). The exam will assess the quality of the portfolio, knowledge of communication practices and concepts covered in the course, as well as language competence.

Attending students will prepare and deliver an in-class presentation in groups (30%).

Non-attending students will complete a written paper in place of the in-class presentation (30%). They will also complete the portfolio and oral exam as outlined above. Further details of assessment will be provided via *Blackboard*.

## Notes and prerequisites

The course is for students with a B2-C1 level of English. Students who are below B2 level should contact the lecturer before the course in order to agree upon an appropriate self-study programme.

All students must enrol in the course-related Blackboard page and keep up-to-date with weekly reading requirements.

### *Office hours*

The lecturer will be available for consultation at regular weekly office hours or at the end of classes. Please check the lecturer's webpage.