

# Syllabus

## *Descrizione corso*

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Titolo insegnamento              | Comunicazione organizzativa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Codice insegnamento              | 17331                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Titolo aggiuntivo                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Settore Scientifico-Disciplinare | GERM-01/C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Lingua                           | Tedesco                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Corso di Studio                  | Corso di laurea in Scienze della Comunicazione e Cultura                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Altri Corsi di Studio (mutuati)  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Docenti                          | prof. dr. Andrea Abel,<br>Andrea.Abel@unibz.it<br><a href="https://www.unibz.it/en/faculties/education/academic-staff/person/12496">https://www.unibz.it/en/faculties/education/academic-staff/person/12496</a>                                                                                                                                                                                                                                                                                                                                                                            |
| Assistente                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Semestre                         | Primo semestre                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Anno/i di corso                  | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| CFU                              | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Ore didattica frontale           | 45                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Ore di laboratorio               | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Ore di studio individuale        | 105                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Ore di ricevimento previste      | 18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Sintesi contenuti                | The course deals with institutional communication from a text-linguistic perspective: It is about the examination of the category "text" and questions of text quality, whereby institutional written communication - also taking into account computer-mediated communication - is examined in particular. Questions of linguistic norms and expectations of norms in different contexts play an important role here. In addition, topics that are currently the subject of intense academic and media debate, such as gender-sensitive language, easy language, etc., will be addressed. |

|                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Argomenti dell'insegnamento</b>                                       | <ul style="list-style-type: none"> <li>- Introduction &amp; basic concepts of text linguistics</li> <li>- Linguistic norms and text quality</li> <li>- In-depth study of current topics (gender-sensitive language, easy language, etc.)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Parole chiave</b>                                                     | institutional communication, linguistic norms, text quality                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Prerequisiti</b>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Insegnamenti propedeutici</b>                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Modalità di insegnamento</b>                                          | Lecture with media support, exercises, discussion, short presentations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Obbligo di frequenza</b>                                              | In accordance with the regulation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Obiettivi formativi specifici e risultati di apprendimento attesi</b> | <p>The course falls under the subject "Related or complementary subjects" of the degree programme.</p> <p>The course mainly teaches theoretical and methodological basics, which are illustrated using application-related examples.</p> <p>The educational objective of the course is to convey central content from the field of text linguistics - with special consideration of examples of written German - with regard to the reception and production of texts in institutional contexts.</p> <p>Knowledge and understanding:<br/>Students will be familiar with basic concepts and methods of text linguistics and key areas of application in the context of institutional communication.</p> <p>Application of knowledge and understanding:<br/>Students will be able to apply theoretical and methodological knowledge to the reception and production of texts in institutional contexts.</p> <p>Judgement:<br/>Students will be able to describe and critically evaluate characteristics of texts, particularly in the field of institutional communication.</p> <p>Communication:<br/>Students will be able to express themselves in writing and orally in an appropriate, clear and comprehensible manner on course content.</p> |

|                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                            | <p>Learning strategies:</p> <p>Students are able to find and apply knowledge resources and tools for their own academic or practical work.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Modalità di esame</b>                                                                   | <p>Oral examination.</p> <p>The entire content of the course is covered in the examination.</p> <p>The prerequisite for admission to the examination is a short presentation (incl. computer presentation and provision of the corresponding document on the Teams channel of the lecture) on a selected topic in a lecture session, which is critically discussed during the examination.</p> <p>Students who are unable to attend the lecture must inform the lecturer at the beginning of the lecture. They must make the short presentation available at least seven days before the examination date.</p> |
| <b>Criteri di valutazione</b>                                                              | Knowledge of content, clear argumentation, critical analysis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Bibliografia obbligatoria</b>                                                           | <p>Individual chapters from:</p> <p>Brinker, Klaus/Cölfen, Hermann/Pappert, Steffen (2018): Linguistische Textanalyse eine Einführung in Grundbegriffe und Methoden. 9., durchgesehene Auflage. Berlin: Schmidt Verlag.</p> <p>Habscheid, Stephan et al. (Hg.) (2018): Handbuch Sprache in Organisationen. Berlin - Boston: De Gruyter.</p> <p>Janich, Nina (2019): Textlinguistik. 15 Einführunden und eine Diskussion. 2. Aufl. Tübingen: Narr Francke Attempto Verlag. (= narr STUDIENBÜCHER).</p>                                                                                                          |
| <b>Bibliografia facoltativa</b>                                                            | <p>Bredel, Ursula/Maaß, Christiane (2016): Leichte Sprache: theoretische Grundlagen, Orientierung für die Praxis. Berlin: Dudenverlag.</p> <p>Kotthoff, Helga/Nübling, Damaris/unter Mitarbeit von Schmidt, Claudia (2018): Genderlinguistik: eine Einführung in Sprache, Gespräch und Geschlecht. Tübingen: Narr Francke Attempto.</p>                                                                                                                                                                                                                                                                        |

|                                                 |                                                |
|-------------------------------------------------|------------------------------------------------|
|                                                 | Further literature may be given in the course. |
| <b>Altre informazioni</b>                       |                                                |
| <b>Obiettivi di Sviluppo Sostenibile (SDGs)</b> | Parità di genere, Istruzione di qualità        |