Syllabus

Course Description

Course Title	Organisational communication
Course Code	17331
Course Title Additional	
Scientific-Disciplinary Sector	GERM-01/C
Language	German
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Andrea Abel, Andrea.Abel@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/12496
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	6
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	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.
Course Topics	- Introduction & basic concepts of text linguistics

	- Linguistic norms and text quality - In-depth study of current topics (gender-sensitive language, easy language, etc.)
Keywords	institutional communication, linguistic norms, text quality
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lecture with media support, exercises, discussion, short presentations
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	The course falls under the subject "Related or complementary subjects" of the degree programme. The course mainly teaches theoretical and methodological basics, which are illustrated using application-related examples. 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. Knowledge and understanding: Students will be familiar with basic concepts and methods of text linguistics and key areas of application in the context of institutional communication. Application of knowledge and understanding: Students will be able to apply theoretical and methodological knowledge to the reception and production of texts in institutional contexts. Judgement: Students will be able to describe and critically evaluate characteristics of texts, particularly in the field of institutional communication. Communication: Students will be able to express themselves in writing and orally in an appropriate, clear and comprehensible manner on course content.

	Learning strategies: Students are able to find and apply knowledge resources and tools for their own academic or practical work.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Oral examination. The entire content of the course is covered in the examination. 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. Students who are unable to attend the lecture due to an Erasmus stay abroad 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.
Evaluation Criteria	Knowledge of content, clear argumentation, critical analysis. Structure and content of the short presentation (incl. computer presentation).
Required Readings	Individual chapters from: Brinker, Klaus et al. (Hg.) (2008): Text- und Gesprächslinguistik: Ein internationales Handbuch zeitgenössischer Forschung. 1. Halbband. Reprint 20. Berlin - München - Boston: de Gruyter. (= Handbücher zur Sprach- und Kommunikationswissenschaft (HSK); 16/1). Habscheid, Stephan et al. (Hg.) (2018): Handbuch Sprache in Organisationen. Berlin - Boston: De Gruyter. Janich, Nina (2019): Textlinguistik. 15 Einführunden und eine Diskussion. 2. Aufl. Tübingen: Narr Francke Attempto Verlag. (= narr STUDIENBÜCHER).
Supplementary Readings	Bredel, Ursula/Maaß, Christiane (2016): Leichte Sprache: theoretische Grundlagen, Orientierung für die Praxis. Berlin: Dudenverlag. Kotthoff, Helga/Nübling, Damaris/unter Mitarbeit von Schmidt, Claudia (2018): Genderlinguistik: eine Einführung in Sprache, Gespräch und Geschlecht. Tübingen: Narr Francke Attempto.

	Further literature may be given in the course.
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Quality education