



ENGLISH LANGUAGE AND CULTURE – LINGUA E CULTURA INGLESE

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a.a. 2013/2014

Classe LM-49

REQUIRED READINGS

- Dann, Graham. *The Language of Tourism: A Sociolinguistic Perspective*. Wallingford, Oxon, UK: CAB International, 1996. Chapters 1-2-3-7.
- Jacob, Miriam e Peter Strutt. *English for International Tourism: New Edition*, Intermediate Level. Coursebook+DVD-ROM: Harlow: Longman, 2013. Chapter 1 + Video exercises.

REQUIRED WORKS

To be emailed to salvucci.mara@gmail.com at least 10 days before the exam.

- **Project work:** Create a **brochure** promoting a tourist attraction/event/museum of your choice. Be ready to explain what strategies you chose and why during the final exam. The project work is compulsory for every student.
- **Report 1:** Those of you who took part in the excursion to L'Abbadia di Fiastra (7th November) are required to write a one-page report in English on the experience (what struck you the most, what was more interesting for you...).
- **Report 2:** Those of you who took part in the conference *La Geografia e Il Cinema: Paesaggi, Città, Turismo* (14th November) are required to write a one-page report in English on the event.

Students who did not attend the course (“**non frequentanti**”) and students who did not participate in the excursion or in the conference will simply be asked more questions related to Dann's book *The Language of Tourism: A Sociolinguistic Perspective* during the final exam.

During our lessons we covered the following topics:

Date	n° hours	Topic
09/10/'13	3	PRESENTATION OF THE COURSE -Why Studying Tourism? -English Language and Culture: What Does It Mean? -Textbooks -Final Exam & Evaluation Criteria -Introducing The Language of Tourism (LoT)
10/10/'13	3	DEFINING THE LANGUAGE OF TOURISM (LoT) -Persuasion -Pervasiveness -Lack of neutrality WORKSHIP: GETTING FAMILIAR WITH THE LoT -Analysis of webpages dedicated to the promotion of Le Marche.



16/10/'13	3	CARTELLONE TURISTICO 2013/14. Le Formazioni Vegetali Monumentali delle Marche. Multifunzionalità del patrimonio naturalistico: la fruizione turistico-ricreativa.
17/10/'13	3	THE FOUR THEORETICAL PERSPECTIVES ON TOURISM THE AUTHENTICITY PERSPECTIVE -The Language of Authentication -Attractions as Signs -The Role of Markers
30/10/'13	3	WORKSHOP: GETTING FAMILIAR WITH THE LoT -Discussion and sharing of the answers proposed by each group. THE STRANGERHOOD PERSPECTIVE -The Familiarity/Strangerhood continuum
31/10/'13	3	THE STRANGERHOOD PERSPECTIVE -Cohen's Types of tourist. -The Language of Differentiation -The role of tourists within the LoT
06/11/'13	3	THE PLAY PERSPECTIVE & THE LANGUAGE OF RECREATION -The History of the Grand Tour -From Elite Tourism to Mass Tourism -The case of the English city of Blackpool MODERNITY <i>versus</i> POSTMODERNITY -Modernity: Industrialization and structural differentiation -Postmodernity: Value crisis and structural de-differentiation
07/11/'13	3	LEZIONE IN DIFFERITA PRESSO L'ABBADIA DI FIASTRA con i proff. Baratta, Bressan, Cavicchi, Fermani, Garcia Prieto e Mayer. I temi affrontati sono stati i seguenti: -La storia dell'Abbazia e del palazzo (prof. Bressan) -Spiegazione del materiale archeologico (prof.ssa Baratta) -Spiegazione del materiale epigrafico (prof. Mayer) -Presentazione dell'azienda agricola (prof. Cavicchi) -L'impatto turistico dell'Abbadia di Fiastra (prof.ssa Fermani).
13/11/'13	3	THE PLAY PERSPECTIVE & THE LANGUAGE OF RECREATION POSTMODERNITY AND MASS TOURISM -Reality as "Pastiche" • Detachment from Local Culture • Spectacularization of Reality (the case of Las Vegas) • The Construction of The Tourist Gaze TASKS and exercises on Cohen's Types of Tourist and The Play Perspective



14/11/'13	3	CARTELLONE TURISTICO 2013/14. LA GEOGRAFIA E IL CINEMA: PAESAGGI, CITTÀ, TURISMO: Tre Regioni a confronto. Con gli interventi dei proff. Cusimano, Dallari e Pongetti.
20/11/'13	3	THE CONFLICT PERSPECTIVE & THE LANGUAGE OF APPROPRIATION EDWARD SAID'S ORIENTALISM THE LANGUAGE OF ORIENTALISM -Monologue -Dualism -Timelessness -Ethnocentric Stereotypes -Spectacularization
21/11/'13	3	THE CONFLICT PERSPECTIVE -The Language of Orientalism applied to Tourism WORKSHOP & CASE STUDY: The Masai tribes and the Mayers Ranch
27/11/'13	3	ENGLISH FOR INTERNATIONAL TOURISM CASE STUDY and EXERCISES -Heron and Wilson Islands -Grand Canyon Railway
04/12/'13	3	FAIRY TALES AND LEGENDS IN A TOURISM PERSPECTIVE. Lecture of professor Cesare Catà. -Cultural Heritage as a Tourist Attraction: The Cases of "Yeats Country" (West Ireland) and "Jane Austen Country" (Hampshire) -Cultural and Social Values of Fairy Tales and Legends in a Tourism Perspective -Legends and Folktales of the Sibillini Mountains: An Introduction -Key-Words and Specific Language for a Tourism Grounded on Traditional Legends and Culture
05/12/'13	3	LEZIONE IN DIFFERITA PRESSO LA CITTÀ DI TREIA con i proff. Baratta, Bressan, Fermani e Mayer, secondo il seguente programma: visita della chiesa di Santa Chiara, del Duomo, dell'androne di Palazzo Grimaldi, della Pinacoteca e della Sala consiliare.
06/12/'13	3	ENGLISH FOR INTERNATIONAL TOURISM - The use of descriptive adjectives + noun - Role play & group work: "Independent travel consultants and tour operators". - Professional skills: the four Ps of the Marketing Mix (Product, Place, Promotion, Price).



		- How to design a tour.
11/12/'13	3	PROPERTIES OF THE LoT - The LoT as a form of Communication (sender, message, receiver) - Tourism & Advertisement - The AIDA concept (Attention, Interest, Desire, Action) STRUCTURE - The recurrent basic format of the LoT (slogan, photograph/video, text, emblematic theme, purchasing formula) - Contrasts, Oppositions & the language of Myth CASE STUDIES: - Promoting Jamaica - Official website of The Tunisian National Tourist Office - Promoting Le Marche through a Mobile Application
12/12/'13	3	PROPERTIES OF THE LoT STRUCTURE - The polysemy of images - Verbal anchoring strategies - Fantasies of Escape - Indexical transfer