

General Information	
Academic subject	Language and Translation - German 3
Academic year	2019-2020
Degree course	L-12 Languages and Cultures for Tourism and International Mediation (Lingue e Culture per il Turismo e la Mediazione internazionale)
Department	Lettere, Lingue, Arti. Italianistica e Culture comparate – Università degli Studi di Bari Aldo Moro
ECTS credits	12
Compulsory attendance	For frequency requirements refer to art. 4 of the Teaching Regulations, available on the course website.
Language	Italian and German

Subject teacher	Name Surname	E-mail address	SSD
	Ulrike Simon	ulrikerosemarie.simon@uniba.it	L-LIN/14

ECTS credits details	SSD	Credits
Basic teaching activities	L-LIN/14	12

Class schedule	
Period	1st and 2nd semesters
Year	3rd year
Type of class	Lecture-workshops

Time management	
Hours	300
In-class study hours	60
Out-of-class study hours	240

Academic calendar	
Class begins	30/09/2019
Class ends	27/05/2020

Syllabus	
Prerequisites/requirements	
Expected learning outcomes (according to Dublin Descriptors)	<p><i>Knowledge and understanding:</i> Knowledge of the fundamental structural, semantic and pragmatic aspects of phraseologisms; knowledge of the foundations of textual linguistics; of the formation and characteristics of the sectoral languages; of the characteristics of textual genres, of their use in specific areas.</p> <p><i>Applying knowledge and understanding:</i> Knowing how to analyze contrastive phenomena of phraseology; know how to produce different types of text for professional and scientific use; know how to translate texts of great difficulty; intermediate / advanced knowledge of structure, lexicon, and appropriate use of expressions in specific contexts.</p> <p><i>Making informed judgements and choices:</i> Ability to self-</p>

SMP 6/12/16 14.33

Eliminato:

	<p>assess the acquired knowledge; critical study of the subjects in question; know how to evaluate the quality of texts of various kinds; intercultural competence (know how to evaluate and compare different values of their own).</p> <p><i>Communicating knowledge and understanding:</i> To be able to interact at level B2 of the Common European Framework of Reference for Languages, in written and oral, in intercultural communication situations; know how to use German in the professional field.</p> <p><i>Capacities to continue learning:</i> Ability to further study the subject in question; ability to reflect deeply on German; ability to focus personal interests; to be able to do independent research of texts and materials for writing theses.</p>
Contents	<p>Theoretical part: Phraseology: form, function, classification, use; characteristics of textual genres; introduction to the advertising language; models of analysis and production of texts.</p> <p>Application part: grammatical, vocabulary and pragmatic deepening at B2 / C1 level, including constructions and participatory phrases, transitive and intransitive verbs, idiomatic expressions and ways of saying.</p>
Course program	<p>Phraseology and advertising language</p> <p>The first part of the course focuses on phraseology as a scientific field of German linguistics. Starting from the structural, semantic and pragmatic characteristics and from the different classification models, culture-bound idioms (this means phrasemes considered as characteristic for a specific culture and language) will be compared with widespread idioms (that is phrasemes of wide diffusion). The second part of the course will introduce to the advertising language to then examine the use of phrasemes in various forms of advertising. The course ends with a group work in which the students will produce advertising material, applying the acquired knowledge.</p>
Bibliography	<p>Balsliemke, Petra. 2001. "Da sieht die Welt noch anders aus." Phraseologismen in der Anzeigenwerbung: Modifikation und Funktion in Text-Bild-Beziehungen. Baltmannsweiler: Schneider Verlag Hohengehren, p. 14-78.</p> <p>Burger, Harald (2015⁵). Phraseologie. Eine Einführung am Beispiel des Deutschen. Berlin: Erich Schmidt, p. 11-97 and p. 158-171.</p> <p>Donalies, Elke (2009). Basiswissen Deutsch Phraseologie. Tübingen: Narr Francke Attempto.</p> <p>Dobrovol'ski, Dimitrij & Piirainen, Elisabeth (2009). Zur Theorie der Phraseologie. Kognitive und kulturelle Aspekte. Tübingen: Stauffenburg, p. 143-181.</p> <p>Hallsteinsdóttir, Erla, Šajánkova, Monica & Quasthoff, Uwe (2006). Optimum für Deutsch als Fremdsprache. Ein</p>

	<p>Vorschlag auf der Basis von Frequenz- und Geläufigkeitsuntersuchungen. Linguistik online, 27, 2/06. https://bop.unibe.ch/linguistik-online/article/view/746/1272 p. 133-136</p> <p>Janich, Nina. 2005. "Wenn Werbung Sprüche klopft. Phraseologismen in Werbeanzeigen." Der Deutschunterricht, 5/2005: p. 44–53.</p> <p>Janich, Nina (2005⁴). Werbesprache. Ein Arbeitsbuch. Tübingen: Narr Francke Attempto, p. 18-70.</p> <p>Piirainen, Elisabeth (2011). Piirainen, E. (2011). Weit verbreitete Idiome und das „Lexikon der gemeinsamen bildlichen Ausdrücke“: Gewinn für den Fremdsprachenunterricht? In: Deutsch als Fremdsprache 3/48, p. 157-165.</p> <p>Piirainen, Elisabeth (2015). Zur europaweiten Verbreitung figurativer Lexikoneinheiten: Ursachen und Hintergründe. In Zelić, T./Sambunjak, Z./Pavić Pintarić, A. (ed.): Europa? Zur Kulturgeschichte einer Idee (p. 361-383). Würzburg: Königshausen & Neumann.</p>
Notes	The bibliographic material will be made available to students at the beginning of the academic year.
Teaching methods	Lecture, blended learning with e-learning platform, exercises with multimedia media, workshops, seminars with foreign teachers.
Assessment methods (indicate at least the type written, oral, other)	From Teaching Regulations except for partial written tests, all of our examinations are oral.
Evaluation criteria	<p>Partial test (written): at level B2 / C1: Know how to translate high level texts; know how to produce coherent and structured consistent written text.</p> <p>Oral examination: Know how to interact in German at level B2 / C1; demonstrate profound knowledge of the topics discussed and critical reflection skills.</p>
Further information	<p>E-mail: ulrikerosemarie.simon@uniba.it Web page: http://www.uniba.it/docenti/simon-ulrike-rosemarie The slides of the lessons and any additional text will be made available to the students on the E-Learning platform of the department: www.elearning.uniba.it/moodle/login/index.php</p>