|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR** **UNIVERSITY MULTIDISCIPLINARY STUDY PROGRAM IN TOURISM** | | | | |
| **Course title:** | **English in tourism promotion I** | | **Course code:** | |
| **Study level, year of study, semester** | Undergraduate study | | Year of study: 3  semester: 1 | |
| **Course instructor:** | Edina Špago-Ćumurija, associate professor | | | |
| **Contact details:** | Consultation hours: every work day 9-10h  Office: Student Union building, 3rd floor  E-mail: [edina@unmo.ba](mailto:edina@unmo.ba) | | | |
| **Class hours (per week):** | Lectures: 2 | Exercises: 2 | | Total: 60 |
| **ECTS:** | 5 ECTS | | | |
| **Degree:** | Bachelor of Tourism Management | | | |
| **Course status:** | Obligatory | | | |
| **Prerequisite courses:** | Contemporary English I; Contemporary English II; English language and culture I, English Language and Culture II | | | |
| **Course attendance limitations:** | University interdisciplinary study program in tourism | | | |
| **Explanation of the ECTS credits:** | In addition to 60 class hours, this course also includes ca. 50 hours of individual work of students. | | | |
| **Course objectives:** | The aim of the course is:   * Familiarize students with specific features of the English language in advertising register as one of interest for tourism and its promotion, including its lexical and syntactic characteristics * present language functions in the register of advertising and the written forms needed for that, primarily appelative function. * Enable students to recognize, analyze and individually create written forms for promotion of tourism, according to topics covered during the semester. | | | |
| **Description of specific and general competences / course outcomes:** | Upon the successful completion of this course, students will:   * recognize orthographic, lexical and structural features of the English language in advertising * use English at the B2+ level in shorter and longer forms, in the register of tourism * critically analyze language of written promotional materials, in accordance with its function and lexical and semantic characteristics * individually create written promotional material, which is to be functional and appropriate lexically and semantically * use IT for research and writing of their own romotional material in the English language | | | |
| **General plan of activities:** | 1. Language of advertising and its functions 2. Language of advertising and types of meanings 3. Linguistic features in the naming of products – brandstorming 4. Lexical level of the language of advertising 5. Phrase level of the language of advertising 6. Slogans 7. Informational structure of sentences in the register of advertising 8. Mid-term 9. Language of TV ads 10. Advertising language on the internet   11., 12. i 13. Advertisments in tourism – analysis, work on textual material  14. Technology in the process of writing of promotional material  15. Final exam | | | |
| **Teaching methods and techniques:** | A combination of lecturing and practical activities with the use of IT (group and individual work). | | | |
| **Other obligations of students (if any):** | Students will have two homework assignments:   * Individual: Writing a short form of promotional advertisment ona topic in tourism, * Working in pairs: longer forms of written promotional material on tourism | | | |
| **Grading:** | Mid-term: 30%  Final exam: 40%  First homework: 10%  Second homework: 20% | | | |
| **Readings:** | English for International Tourism, M.Jacob ąnd P.Strutt, 2007  Methaphors we live by, G. Lakoff and Mark Johnson, 1981  In the Loop: A Reference Guide to American English Idioms; Office of English Language Programs, 2010.  Intercultural Communi­cation, M. Clyne, Cambridge University Press 1994.  Other materials assigned by the course instructor. | | | |
| **Quality control:** | Student poll. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR** **UNIVERSITY INTERDISCIPLINARY STUDY PROGRAM IN TOURISM** | | | | |
| **Course title:** | **English in tourism promotion II** | | **Course code:** | |
| **Study level, year of study, semester** | Undergraduate study | | Year of study: 3  semester: 6 | |
| **Course instructor:** | Edina Špago-Ćumurija, associate professor | | | |
| **Contact details:** | Consultation hours: every work day 9-10h  Office: Student Union building, 3rd floor  E-mail: edina@unmo.ba | | | |
| **Class hours (per week):** | Lectures: 2 | Exercises: 2 | | Total: 4 |
| **ECTS:** | 5 ECTS | | | |
| **Degree:** | Bachelor of Tourism Management | | | |
| **Course status:** | Obligatory | | | |
| **Prerequisite courses:** | Contemporary English I; Contemporary English II; English language and culture I; English language and culture II | | | |
| **Course attendance limitations:** | Department of Tourism | | | |
| **Explanation of the ECTS credits:** | In addition to 60 class hours, this course also includes 50 hours of individual work of students assigned by the course instructor in line with the syllabus. | | | |
| **Course objectives:** | The aims of the course are:   * to introduce students to the characteristics of spoken communication in English in the tourism-promotion advertisment register, including its lexical, syntactic and prosodic features, * to present the appellative functions both in spoken and written English * to help students to individually analyze and independently create promotive materials in English related to tourism topics, with special focus on audio materials. | | | |
| **Description of specific and general competences / course outcomes:** | Upon the successful completion of this course, students will be able to:   * recognize prosodic, lexical and structural characteristics of spoken English in advertisements * understand and successfully use English at B2+ level of the CEFR in shorter and longer spoken forms and in presentations of tourism-related topics * critically analyze the language of audio promotional materials in English * discuss assigned topics related to tourism * independently design audio promotional material in line with the function and lexical-syntactic and prosodic features of tourism-promotion advertisement register * use IT tools to explore and create tourism-promotion audio materials in English. | | | |
| **General plan of activities:** | 1. Forms of spoken communication in English 2. Intonation and other prosodic elements in spoken discourse   3. Listening-comprehension skills - understanding audio promotional materials in English  4., 5. and 6. Discussions about different tourism-related topics  7. Linguistic characteristics of presentations  8. Midterm exam  9. Collecting and analyzing data for the creation of audio promotional materials  10. Technical support in presentations  11 and 12. Discussions about different tourism-related topics; student presentations  13. Contemporary forms, trends and tools in creating audio promotional materials  14. i 15. Presentation of the audio promotional projects / materials designed and created by the students | | | |
| **Teaching methods and techniques:** | A combination of lecturing and practical activities with the use of IT (group, individual work, and research). | | | |
| **Other obligations of students (if any):** | Students will complete an indepent project related to tourism promotion. They will design, create and present it using some of the contemporary presentation tools. | | | |
| **Grading:** | 1. Midterm exam (30%)  2. Short presentation (10%)  3. Project (50 %) | | | |
| **Readings:** | 1. The Dynamics of persuasion, R. Perloff, 2010  2. Jezični element koda reklame CNNa kao refleksija ukupnog komunikacijskog koda američkog društva, doktorska disertacija, 2010.  3. The Handbook of communication ethics, edited by J. Cheney, Steve May and Debashish Munshi, 2011  4. Multimodality, G. Kress, 2010. | | | |
| **Quality control:** | An anonymous poll conducted among the students. | | | |