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|  |  |  |  | **UNIVERSITY OF BANJA LUKA**    **FACULTY OF PHILOLOGY** | |
|  |  |
|  | | **Graduate academic studies** | | | |
| **Study program** | |  | | |  |

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| **Subject** | **Language of Italian mass media** | |  |  |
| **Subject code** | **Subject status** | **Semester** | **Lesson fund** | **Number of ECTS credits** |
| SIJ | E | IX | 2+2 | 5 |
| **Professors** | Asst. Dr. Danilo Capasso | |  |  |

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| **Conditioned by other subjects** | | | | | |
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| **Objectives of studying the subject:** | | | | | |
| The goal is for students to become familiar with basic topics related to the language of **Italian mass media** and with modern theoretical and scientific approaches to study through lectures, reading professional literature, discussions and assignments in small groups. | | | | | |
| **Learning outcome (Acquired knowledge):** | | | | | |
| Students will be competent to engage in any activity related to the language of the Italian mass media. | | | | | |
| **Course content:** | | | | | |
| The content includes the following topics: the concept of mass media language theory applied to the Italian language; communication theory/communication science; types and forms of mass media language; conceptualizations and definitions of sociolinguistics throughout the history of the Italian language; social functions of mass media language. | | | | | |
| **Teaching methods and mastering the material:** | | | | | |
| Teaching takes place in groups of up to 40 students, consists of lectures and seminars.  At the beginning of the session, the teacher introduces the topic and encourages the students to think/discuss briefly. The teacher's presentation follows, after which there is a discussion supported by questions or tasks prepared by the teacher or one of the students. In the seminar part, the emphasis is on establishing a connection between the treated topic and sociolinguistic practice. Part of the student's duties takes place in a virtual environment on the faculty's website, where the teacher leaves materials that the students need to study, students submit assignments, conduct discussions on the forum, etc. | | | | | |
| **Literature:** | | | | | |
| Lombardi Vallauri Edoardo, 2006. La linguistica in pratica. Bologna: Il Mulino.  Capp. II, III, IV, V (par. 2 e 3), VI, VII, VIII, IX, X.  Bianchi Chiara, 2003. Pragmatica del Linguaggio, Roma-Bari: La Terza. Cap. I, II, III.  Capozzi, Maria Rosa. 2008. La comunicazione pubblicitaria. Aspetti linguistici, sociali e culturali. Milano: Franco Angeli. Capp. 4 e 5. | | | | | |
| **Forms of knowledge testing and assessment:** | | | | | |
| Students are expected to attend classes regularly, be prepared for classes and actively participate in classes, especially in seminar paper. During classes, students are also required to submit assignments in electronic form, depending on the specific instructions of the professor. The final grade is awarded on the basis of the written exam, and the work in the seminar is also taken into account. | | | | | |
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| **Special indication for the subject:** | | | | | |
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| **Name and surname of the professor who prepared the data: Danilo Kapaso** | | | | | |