**Prof. Brownlees, Lingua Inglese 2 2018-19**

**Title of course:** The language of news and advertising in a diachronic perspective

**Credits**

Prof. Brownlees’s course is part of the Lingua Inglese 2 course. The Lingua Inglese 2 course is a 12-credit course. To obtain the 12 credits from the course, students must pass both Prof. Brownlees’s exam and the rest of the Lingua Inglese 2 programme including the *lettorato*.

Prof. Brownlees’s 30-hour course takes place in the second semester.

**Texts for course**

1. Lecture notes that will be uploaded on the Moodle page at the beginning of the second semester.

2. Brownlees, Nicholas, paperback. (2011). *The Language of Periodical News in Seventeenth Century England.*  Newcastle-upon-Tyne: Cambridge Scholars Publishing.

In the ex-Facoltà di Lettere library at P.zza Brunelleschi two copies of the volume are ‘in deposito’. Otherwise the book can be purchased through Amazon or ordered at any bookshop.

Other texts (*volumi utili ma non obbligatori*)

* Facchinetti, Roberta, Nicholas Brownlees, Birte Bös, Udo Fries*. News as Changing Texts: Corpora, Methodologies and Analysis* (second edition). Newcastle-upon-Tyne: Cambridge Scholars Publishing.
* Biber, Douglas et al. 2002. *Longman Students Grammar of Spoken and Written English*. Harlow: Longman.
* Gramley, S / Pätzold, K. 2003 (2nd edition), *A Survey of Modern English*. London: Routledge.

**Course contents**

The 30-hour course is entitled "The language of news and advertising in a diachronic perspective".

The course will focus on how over the last four centuries the language of news and advertising has adapted to the socio-historical and material context in which the texts have been produced.

**Course objectives (Prof. Brownlees’s course)**

Prof. Brownlees’s lessons aim to a) bring to the students’s attention the importance of the socio-historical and professional context in the evolution of written communication with specific reference to news and advertising texts; b) guide students towards understanding and analysing news and advertising texts; c) stimulate and encourage students to work together in small groups for the purpose of discussing broad issues relating to knowledge dissemination.

**Lesson times (Prof. Brownlees)**:

The lessons are held in the second semester.

Attendance is obligatory for 2/3 of the lessons.

**Office hours/ *orario di ricevimento* (Prof. Brownlees)**:

For my office hours, see the site: Unifi, Cercachi, Brownlees

<http://www.unifi.it/cercachi.html>

**Enrolment to course (*iscrizione al corso*)**

Students enrol in the course at the beginning of the second semester.

**Exam information**

The exam is spoken and will be based on:

1. The lecture notes.
2. the contents of the volume, *The Language of Periodical News in Seventeenth Century England.*

In many cases you will be asked to analyse a text relating to the kind of texts studied in the course or in the volume *The Language of Periodical News in Seventeenth Century England*.

My exam amounts to 50% of the total mark of the 12-credit Lingua Inglese exam. The other 50% is made up by the rest of the course including the lettorato.

Students enrol for my exam when they have already passed the rest of the course including the lettorato. If students pass the rest of the programme by the end of May 2019, they can enrol in my exam sessions from the summer sessions onwards of 2019.