

Course title: Italian Language: Grammatical and Linguistic Theories (I)

Course code: MCIT0931

Course type: compulsory

Level of the course: MA

Year of study: 2nd

Semester: 3rd

Number of ECTS credits allocated: 7

Name of the lecturer: Mirela Aioane

Course objective: The course aims at introducing MA students to communication techniques and developing their communicative skills. Presentation of the linguistic and pragmatic characteristics specific to the contemporary advertizing language: the individual functions of the publicitary discourse resulting from the use of a specific syntax and of a new lexis; the short life of this kind of language. Examples of analyses of advertizing messages belonging to various fields.

Course contents: I. The theory of communication – language and communication: languages of persuasion: the language of advertizing, a linguistic method. Language functions from the perspective of persuasive communication theory. The theory and history of advertizing: definitions, types of language. Elements of rhetoric in the language of advertizing. II. Advertizing and communication- The advertizing discourse – general characteristics. Linguistic, pragmatic, social and economic functions of the advertizing language. Advertizing and television. Psychological persuasion techniques. Politeness in publicity.

Recommended reading: Abbruzzese, Alberto, *Metafore della pubblicità*, Costa e Nolan, Genova, 1991; Aioane, Mirela, *Forme alocutive și reverențiale în limbile romanice. Pronumele alocutive în limbajul publicitar*, Iași, Universitas XXI, 2003; Beccaria, G.L, *Italiano antico e nuovo*, Milano, Garzanti, 1988; Bonnage, Cl., Thomas, Ch., *Don Juan și Pavlov, eseu despre comunicarea publicitară*, Iași, Editura Trei, 1999; Migliorini, Bruno, *La lingua italiana nel Novecento*, Firenze, Le Lettere, 1990

Teaching methods: lectures, interactive approaches

Assessment methods: 50% ongoing evaluation; 50% final test (written)

Language of instruction: Italian