Learning objectives

Knowledge and understanding

- Evaluation of readability
- Texts: Comprehension processes
- Linguistic form and individual behavior
- Reading and difficulties in reading. How to evaluate the statement: this font is not for dyslexic individuals
- Writing and new technologies
- Multilingual mind in modern societies; problem solving and ethic judgements in a foreign language
- Customer communication management

Applying knowledge and understanding

- Ability to evaluate complexity of texts (readability), of simplifying them as a function of the user, of become aware of simplification techniques
Abilities to use linguistic knowledge for preparing web sites

Abilities to prepare accessible contents

Ability to critically evaluate statements about language in its various forms, based on scientific information

Ability to critically evaluate multilingual situations

Contents

We will examine problems due to language comprehension (texts, discourse, sentences). In particular, we will look at what makes a text difficult to understand, as a function of reader background. We also will discuss what may improve readability. We will discuss customer communication management. We will examine how the way texts are framed affect individuals behavior. We will examine the process of reading and the difficulties exhibited by individual with reading impairment and how this may impact on web accessibility. Finally, we will consider the process of writing in the light of the widespread use of typing.

Detailed program

- Text and discourse comprehension
- Sentence comprehension
- Reading and learning to read and reading problems
- Writing in the digital era
- The multilingual mind and the impact of foreign language on judgement and inference abilities
- Customer communication

Prerequisites

Good knowledge of English

Linguistic Knowledge. If students did not take any class of linguistics, they may gain some basic knowledge by consulting an introductory book.

Teaching methods

Lectures, discussions, video, exercises.

Assessment methods
For students who regularly attend classes

Written examination with multiple choice questions and open questions, description of a graph, project of customer communication (it is assumed that students attend classes) to present before the end of the course.

For students who do not (regularly) attend classes

As for the other students with the exception that the project on customer communication must be discussed with the teacher in order to modify appropriately to be carried out without attending classes. The project must be handed in 10 days before the examination.

For everybody

Evaluation of open questions (and optional oral): ability to offer concise definitions using appropriate language and technical terms, ability to abstract from specific examples, ability to simplify text and improve readability as a function of reader, ability argument fluently and in correct Italian, use of critical thinking. Evaluation for the project will include the congruence with respect to the task assigned, clarity, use of appropriate language as a function of the user and communicative effectiveness.

Textbooks and Reading Materials

- Costa et al. 2014. Your moral depend on language. Plosone. DOI: 10.1371/journal.pone.0094842


*Informazioni dettagliate circa altro materiale didattico saranno pubblicate sulla pagina e-learning associata al corso.*