

Study programme: Master Academic Studies Management of Cultural Tourism and Cultural Heritage			
Course title: English and Communication in Cultural Tourism (MKT108)			
Lecturer: Dragana B. Vukovic Vojnovic			
Status: Elective			
ECTS: 5			
Requirements: Prior knowledge of English at CEFR level B2			
Learning objectives Preparing students for successful and efficient communication in English with all the stakeholders in cultural tourism. Interpretation of cultural heritage in English – terminology and communication aspects. Overcoming cultural issues in communication in English. Developing adequate lexical and functional expressions in English as well as strategies for acquiring new vocabulary in English. Developing skills for effective and efficient communication in English with international tourists and professionals. Preparing students to be ready for mobility programmes in European and international contexts, as well as learning how to adequately present national culture and personal accomplishments to an international audience.			
Learning outcomes Upon the completion of the course and acquiring the course content, a student will be able to:			
<ul style="list-style-type: none"> • Recognise specific features of language and communication in the field of cultural tourism • Interpret and critical analyse specialist texts, • Acquire the patterns of spoken and written communication in the specialist field, • Master the analysis of spoken and written discourse in cultural tourism presentation and promotion, developing the ability for team work and individual study. • Recognis styles and structures of specialist texts in English on the topics of cultural tourism. • Plan, research and present results in English • Communicate with foreign visitors. 			
Syllabus <i>Theoretical instruction</i> – Learning specific features and functions of the language of tourism (socio-linguistic aspects – using the concept of time, the magic of language, authenticity, identity, language as power, semiotics of tourism, etc.); verbal and nonverbal techniques of the language of tourism and language strategies (slogans, key words, terminology). The features of the tour-guide language as a mediator of cultural values. <i>Practical instruction</i> - Developing spoken and written communication skills through the engagement in mini-projects related to the topics done in core courses. Understanding and analyzing the genre of tourism texts (e.g. verbal and non-verbal means in travel brochures, websites, promotional movies). Using multimedia – analyzing video/internet presentations of cultural heritage with the purpose of tourism promotion – verbal and nonverbal elements. The application of the acquired knowledge in the analysis of tourism discourse and communication elements through spoken and written tasks, leading to the presentation of the mini-projects in English. Expanding vocabulary in the field of cultural tourism, creating a multilingual glossary of terms.			
Literature			
<ol style="list-style-type: none"> 1. A selection of authentic texts in the field of cultural tourism (e.g. whc.unesco.org/en/list/) 2. Dann, Graham M. S. 1996. <i>The Language of Tourism: a Sociolinguistic Perspective</i>, Wallingford: CAB International. 3. Jaworski, Adam & Annette Pritchard. 2005. <i>Discourse, Communication and Tourism</i>. Clevedon, Buffalo, Toronto: Channel View Publications 4. Thurlow, Crispin & Adam Jaworski. 2011. <i>Tourism Discourse: Languages and Global Mobility</i>. Palgrave, Macmillan 5. Available online dictionaries of English and Serbian 			
Weekly teaching load 4 (60)		Lectures: 2 (30)	Exercises: 2 (30)
Methods of Teaching Lectures are combined with communicative, interactive practical tasks with the use of multimedia, and students are expected to actively participate and develop critical thinking.			
Grading method (maximum 100 points)			
Pre-examination assignments		points	Final examination
Activities during lectures		0-5	Written examination
Activities during exercises		0-5	Oral examination
Colloquia		15-30
Seminar paper		0-15	