

Master's degree in  
International Tourism and  
Destination Management (ITourDeM)

# English Language and Culture

a.y. 2022-2023

Introducing the course

Prof. Antonio Fruttaldo  
University of Macerata  
[antonio.fruttaldo@unimc.it](mailto:antonio.fruttaldo@unimc.it)





# HELLO!

**I'm Antonio Fruttaldo**

Tenure-track Assistant Professor in  
English Linguistics and Translation (L-LIN/12)

Dept. of Education, Cultural Heritage and Tourism  
University of Macerata

# Hello!

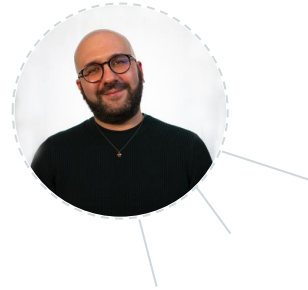
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I hold a PhD in English for Special Purposes from the University of Naples Federico II.

I'm the International Relationship and Communication Coordinator of the I-LanD Research Centre

I'm one of the tutor professors of the Master's degree course in ITourDeM supporting students to increase their active engagement in the educational process



# Hello!

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My research interests:

- corpus linguistic methodologies applied to the analysis of specialised genres
- (critical) analysis of media discourse
- AVT and contrastive non-literary translation analysis



# Hello!

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## Office hours

Thursday, 9:00 – 11:00  
Room 301 (L. Bertelli campus)  
and also via MS Teams



You can find me at  
[antonio.fruttaldo@unimc.it](mailto:antonio.fruttaldo@unimc.it)





# Timetable

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Always check for  
changes and  
notices!



Thursday	11:00 a.m. – 2:00 p.m.	(check my website for the room)
Friday	8:00 a.m. – 11:00 a.m.	(check my website for the room)



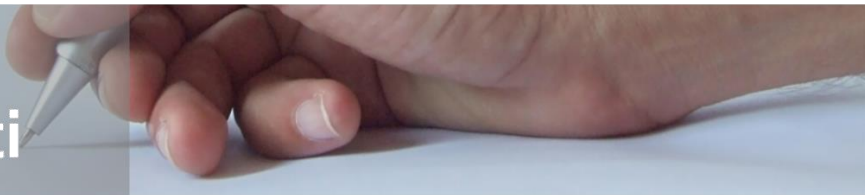
## Office Hours

Thursday	9:00 a.m. – 11:00 a.m.	(Room 301 & via MS Teams)
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# Personal web page

## Portale docenti



Home > Fruttaldo Antonio

Cerca pagine, documenti, contatti...

CERCA



### Antonio Fruttaldo

Ricercatore T.D. / Lingua e traduzione - lingua inglese (L-LIN/12)

Dipartimento di Scienze della Formazione, dei Beni Culturali e del Turismo



#### ORARI DI RICEVIMENTO

Giovedì dalle 9:00 alle 11:00 (sede da definire; contattare il docente)



INFO E BIO

PUBBLICAZIONI

DIDATTICA

RICERCA

FINANZIAMENTI

Antonio Fruttaldo è Ricercatore a tempo determinato (RTD-B) di Lingua e Linguistica Inglese presso il Dipartimento di Scienze della Formazione, dei Beni Culturali e del Turismo dell'Università degli Studi di Macerata. Dottore di Ricerca in Lingua Inglese per Scopi Speciali, la sua attività di ricerca è incentrata sullo studio delle rappresentazioni linguistiche in ambito mediatico. I suoi interessi di ricerca vedono l'intersezione tra diversi approcci metodologici, come la Corpus Linguistics, l'Analisi (Critica) del Discorso e l'Analisi dei generi testuali (tra gli altri). La sua ricerca si è concentrata principalmente sul discorso mediatico - in particolare, sui media digitali e discorso giornalistico. È membro del Centro di Ricerca Interuniversitario I-LanD per l'indagine linguistica di questioni relative all'identità e alla diversità.

Ulteriori informazioni possono essere trovate su [Academia.edu](https://Academia.edu)

Link: <https://docenti.unimc.it/antonio.fruttaldo>

Email:  
[antonio.fruttaldo@unimc.it](mailto:antonio.fruttaldo@unimc.it)



# Timetable with English mother tongue teacher (CEL)



## Lettorato lingua inglese avanzata - B2

A.A. 2022/2023  
CFU 0, 0(m)  
Ore 20, 20(m)  
Classe di laurea LM-49, LM-89(m)

Martin Harper / Collaboratore esperto linguistico  
Centro Linguistico di Ateneo



TORNA ALLA SCHEDA



CALENDARIO



MATERIALI DIDATTICI

LM49 & LM89 - LESSON 4 - 26/10/2022

LM49 & LM89 - LESSON 3 - 19/10/2022

LM49 & LM89 - LESSON 2 - 12/10/2022

LM49 & LM89 - LESSON 1 - 5/10/2022

CONTENUTO DEL CORSO E DELL'ESAME

### Prerequisiti

Da concordare con il responsabile della sezione linguistica

### Obiettivi del corso

Da concordare con il responsabile della sezione linguistica

### Programma del corso

Esercitazioni pratiche della lingua

### Metodi didattici

Da concordare con il responsabile della sezione linguistica

### Modalità di valutazione

Da concordare con il responsabile della sezione linguistica

Wednesday  
2:00 p.m. – 4:00 p.m.  
Room 11  
(L. Bertelli campus)

Link: <https://docenti.unimc.it/martin.harper>

Email:  
[martin.harper@unimc.it](mailto:martin.harper@unimc.it)



# English Language & Culture

(International Tourism and Destination Management - ITourDeM)



**Prof. Antonio Fruttaldo**

**A.Y. 2022/2023**

# Introducing the course

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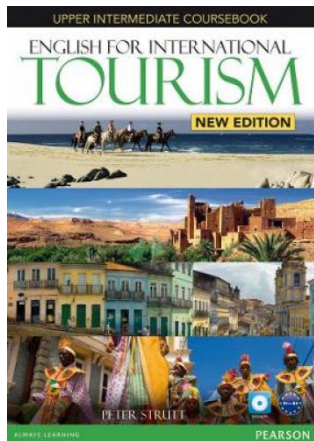
## English Language & Culture:

### The language of tourism: Vocabulary, texts and practices

1. Vocabulary and conversational/technical phrases in marketing
2. Designing tours
3. Dealing with customer complaints & improving customer service
4. Business travel
5. Niche and cultural tourism
6. Tourism trends
7. Tourism and the environment
8. Tourism and technology

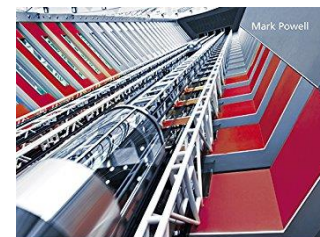
# Introducing the course

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## Textbooks

1. Strutt, Peter (2013), *English for International Tourism - Upper Intermediate*. Harlow: Pearson Longman.
2. Powell, Mark (2014), *In Company 3.0 - Intermediate*. London: Macmillan.



**in company 3.0**

INTERMEDIATE STUDENT'S BOOK PACK

STUDENT'S BOOK

PREMIUM

 **MACMILLAN**

Access to the Online Workbook & Student's Resource Centre

# Introducing the course

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## Reference grammars

1. Murphy, Raymond (2019). *English Grammar in Use* (5<sup>th</sup> edn.). Cambridge: Cambridge University Press.
2. Mann, Malcolm / Taylore-Knowles, Steve (2008). *Destination B2: Grammar and Vocabulary* (with Answer Key). London: Macmillan.
3. Foley, Mark / Hall, Diane (2012). *MyGrammarLab* (Intermediate B1-B2). Harlow: Pearson.
4. Bell, Jan / Thomas, Amanda 2015. *Gold* (First). Harlow: Pearson.

# Introducing the course

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- The course is intended for 1<sup>st</sup>-year MA students to:
  1. consolidate and test the knowledge acquired during their study of English
  2. develop students' linguistic and communicative skills to reach an upper-intermediate level of competence in the prepared and spontaneous production of language in the field of international tourism.
- In particular, the methodological course focuses on the specialized vocabulary, texts and practices of English for tourism.
- The course will lead students to the acquisition of the knowledge and skills pertaining to the communicative use of the English language through the analysis of texts (written, spoken & multimodal).

# Introducing the course

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- The general objective of the course is to introduce students to the various stylistic features of English and the configuration of different textual genres in the field of Tourism.
- In particular, the course aims to offer an overview of the textual dimension of the English language, to consolidate and complete their knowledge of grammar and to introduce and practice lexical structures (i.e. single lexemes but also, and above all, idioms and collocations) pertaining to the fields of transport, accommodation and catering; of territory and climate, culture and tourist attractions; of dealings with the public, organization of tours and events; of planning, management, statistics and predictions, advertising.

# Introducing the course

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- The general language courses held by our English mother tongue teachers (CEL) will guide students to reach the upper-intermediate level of the Common European Framework of Reference via developing their understanding of English in its lexical, grammatical, textual, idiomatic and pragmatic nuances.



# From B1 (CEFR)... [Threshold or Intermediate]

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## OVERALL LISTENING COMPREHENSION B1

- Can understand straightforward factual information about common everyday or job related topics, identifying both general messages and specific details, provided speech is clearly articulated in a generally familiar accent.
- Can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc., including short narratives.

## OVERALL READING COMPREHENSION B1

- Can read straightforward factual texts on subjects related to their field and interest with a satisfactory level of comprehension.





# From B1 (CEFR)... [Threshold or Intermediate]

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## OVERALL SPOKEN INTERACTION B1

- Can communicate with some confidence on familiar routine and non-routine matters related to his/her interests and professional field. Can exchange, check and confirm information, deal with less routine situations and explain why something is a problem. Can express thoughts on more abstract, cultural topics such as films, books, music etc.
- Can exploit a wide range of simple language to deal with most situations likely to arise whilst travelling. Can enter unprepared into conversation of familiar topics, express personal opinions and exchange information on topics that are familiar, of personal interest or pertinent to everyday life (e.g. family, hobbies, work, travel and current events).



# From B1 (CEFR)... [Threshold or Intermediate]

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## OVERALL WRITTEN INTERACTION B1

- Can convey information and ideas on abstract as well as concrete topics, check information and ask about or explain problems with reasonable precision.
- Can write personal letters and notes asking for or conveying simple information of immediate relevance, getting across the point he/she feels to be important.

Further information can be found online at:

[https://www.coe.int/t/dg4/linguistic/Source/Framework\\_EN.pdf](https://www.coe.int/t/dg4/linguistic/Source/Framework_EN.pdf)



## B1 self-assessment grid (CEFR)

	Reception	
	Listening	Reading
<b>B1</b>	I can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc. I can understand the main point of many radio or TV programmes on current affairs or topics of personal or professional interest when the delivery is relatively slow and clear.	I can understand texts that consist mainly of high frequency everyday or job-related language. I can understand the description of events, feelings and wishes in personal letters



## B1 self-assessment grid (CEFR)

	Interaction	
	Spoken Interaction	Written Interaction
<b>B1</b>	I can deal with most situations likely to arise whilst travelling in an area where the language is spoken. I can enter unprepared into conversation on topics that are familiar, of personal interest or pertinent to everyday life (e.g. family, hobbies, work, travel and current events).	I can write personal letters describing experiences and impressions.



## B1 self-assessment grid (CEFR)

	Production	
	Spoken Production	Written Production
<b>B1</b>	I can connect phrases in a simple way in order to describe experiences and events, my dreams, hopes & ambitions. I can briefly give reasons and explanations for opinions and plans. I can narrate a story or relate the plot of a book or film and describe my reactions.	I can write straightforward connected text on topics, which are familiar, or of personal interest.



## ... to B2 (CEFR) [Vantage or Upper Intermediate]

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### OVERALL LISTENING COMPREHENSION B2

- Can understand standard spoken language, live or broadcast, on both familiar and unfamiliar topics normally encountered in personal, social, academic or vocational life. Only extreme background noise, inadequate discourse structure and/or idiomatic usage influence the ability to understand.
- Can understand the main ideas of propositionally and linguistically complex speech on both concrete and abstract topics delivered in a standard dialect, including technical discussions in his/her field of specialisation.
- Can follow extended speech and complex lines of argument provided the topic is reasonably familiar, and the direction of the talk is sign-posted by explicit markers.



## ... to B2 (CEFR) [Vantage or Upper Intermediate]

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### OVERALL READING COMPREHENSION B2



Can read with a large degree of independence, adapting style and speed of reading to different texts and purposes, and using appropriate reference sources selectively. Has a broad active reading vocabulary, but may experience some difficulty with low frequency idioms.



## ... to B2 (CEFR) [Vantage or Upper Intermediate]

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### OVERALL SPOKEN INTERACTION B2

- Can use the language fluently, accurately and effectively on a wide range of general, academic, vocational or leisure topics, marking clearly the relationships between ideas. Can communicate spontaneously with good grammatical control without much sign of having to restrict what he/she wants to say, adopting a level of formality appropriate to the circumstances.
- Can interact with a degree of fluency and spontaneity that makes regular interaction, and sustained relationships with native speakers quite possible without imposing strain on either party. Can highlight the personal significance of events and experiences, account for and sustain views clearly by providing relevant explanations and arguments.





## ... to B2 (CEFR) [Vantage or Upper Intermediate]

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### OVERALL WRITTEN INTERACTION B2

- Can express news and views effectively in writing, and relate to those of others.

Further information can be found at:

[https://www.coe.int/t/dg4/linguistic/Source/Framework\\_EN.pdf](https://www.coe.int/t/dg4/linguistic/Source/Framework_EN.pdf)



## B2 self-assessment grid (CEFR)

	Reception	
	Listening	Reading
<b>B2</b>	I can understand extended speech and lectures and follow even complex lines of argument provided the topic is reasonably familiar. I can understand most TV news and current affairs programmes. I can understand the majority of films in standard dialect.	I can read articles and reports concerned with contemporary problems in which the writers adopt particular stances or viewpoints. I can understand contemporary literary prose.



## B2 self-assessment grid (CEFR)

	Interaction	
	Spoken Interaction	Written Interaction
B2	I can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible. I can take an active part in discussion in familiar contexts, accounting for and sustaining my views.	I can write letters highlighting the personal significance of events and experiences.



## B2 self-assessment grid (CEFR)

	Production	
	Spoken Production	Written Production
<b>B2</b>	I can present clear, detailed descriptions on a wide range of subjects related to my field of interest. I can explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.	I can write clear, detailed text on a wide range of subjects related to my interests. I can write an essay or report, passing on information or giving reasons in support of or against a particular point of view.

# What can YOU do...

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- Attend classes regularly
- Attend *lettori's* classes regularly
- Take an active part in the class
- Read as much as possible
- Use all the resources that are available to you as a student at the University of Macerata



## CLA – University Language Centre

The objectives of the University Language Centre (CLA) of the University of Macerata is to:

- 1) contribute to multilingualism, Lifelong Language Learning, and the mastery of language competency through internal assessments and/or universally recognized exams, including Italian as a second language and as a foreign language
- 2) coordinate and qualify the activities of expert linguistic collaborators and other figures who perform activities in support of language learning
- 3) promote and organize international language certifications
- 4) develop advanced multimedia technology with the aim of promoting a European identity and international exchange programmes, using the main languages of communication and culture, while respecting linguistic differences and minority languages
- 5) provide the educational structures of the University, the teaching tools and materials beneficial to linguistic training activities available on site and on-line
- 6) develop innovative methodologies and techniques in the field of language learning / teaching, also in e-learning mode
- 7) create original teaching materials, including those for autonomous learning

# Introducing the course

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## Evaluation

The exam consists of an interview to ascertain in depth the theoretical and methodological background based on the course syllabus, and the ability to apply it to a case study selected by the student. The oral exam focuses on the preparation of a PowerPoint in English relevant to the topics of the course, through modes, tools and methodologies used in the field of Tourism. The oral examination will consist of the discussion of this presentation and will be aimed at testing the student's adequate acquisition of theoretical and methodological knowledge and autonomy of analysis as well as the adequate ability to express themselves in English, motivating their theses and hypotheses.



# Introducing the course

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## Evaluation

So... to sum things up...

The final evaluation will be based on:

- a) PowerPoint presentation (to be sent in 2 weeks before the date of the exam at [antonio.fruttaldo@unimc.it](mailto:antonio.fruttaldo@unimc.it))
- b) oral discussion of the presentation

During the oral exam, students will also be expected to have developed a clear understanding of the topics covered in class and included in the syllabus.



# Introducing the course

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## Evaluation

Further information and updates will be communicated during my classes and on my personal web page.



# Introducing the course

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## Evaluation

However...

Those who are attending the classes with Martin Harper (our English mother tongue teacher) in groups (max. 3 students) are encouraged (NOT MANDATORY!) to create a brochure promoting a tourist destination:

- (i) describing a place of interest
- (ii) explaining where it is located and how to get there
- (iii) describing the history of a monument and/or the life of a local famous person
- (iv) recommending leisure activities in the area
- (v) describing the local climate and the best time of the year to visit

Those who will create such a brochure will need to send it to [martin.harper@unimc.it](mailto:martin.harper@unimc.it) by December 10, 2022 and will get extra-points (max. 3 points) when they sit the exam with me.

# Introducing the course

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## Evaluation

So... to sum things up again...

You can decide to:

1. Either create the brochure (if you are attending Martin's classes) and make a PowerPoint on a case study
2. Or only make a PowerPoint on a case study



# Class Policies & Netiquette

**How to  
behave in class  
is a child's game...**

Here are some tips on how to practice good (online) behaviour to create, maintain and encourage a welcoming and respectful class environment!



# Class Policies & Netiquette

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## Forms of address

In English:

“Professor Fruttaldo” OR “Sir, may I ask a question?”

In Italian:

“Professor Fruttaldo” OR “Prof., le posso fare una domanda?”

- In Italian, use the appropriate honorifics and the personal pronoun *Lei* (avoid the use of *Voi*)
- Preferred-gender pronoun (PGP): he/his/him



# Class Policies & Netiquette

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## Statement of Inclusivity and Respect

Each student in this course is expected to contribute to **an inclusive and respectful class environment**. Students of all backgrounds including gender, sexual orientation, race, ethnicity, and religion are to be treated fairly and with honesty, integrity, and respect.

Civil discourse, reasoned thought, sustained discussion, and constructive engagement without degrading, abusing, harassing, or silencing others is required of all students in this class.

# Class Policies & Netiquette

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## Attendance & Participation

Your presence in class is encouraged.



In addition to attending classes, you are also required to participate. I want to hear everyone's voice in this class at least once.

**Remember:** Students' engagement is a core part of building community and collaborative learning.

# Class Policies & Netiquette

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## Course Communication

Please, consult with me with questions about logistics, resources, and help understanding the material. You should consult with me about class absences, your final exam, and grading concerns.

I generally check my email first thing in the morning/at the end of the day. I will make every effort to respond to your email within 48 hours, Monday-Friday. **Don't leave important questions for Friday evening!**

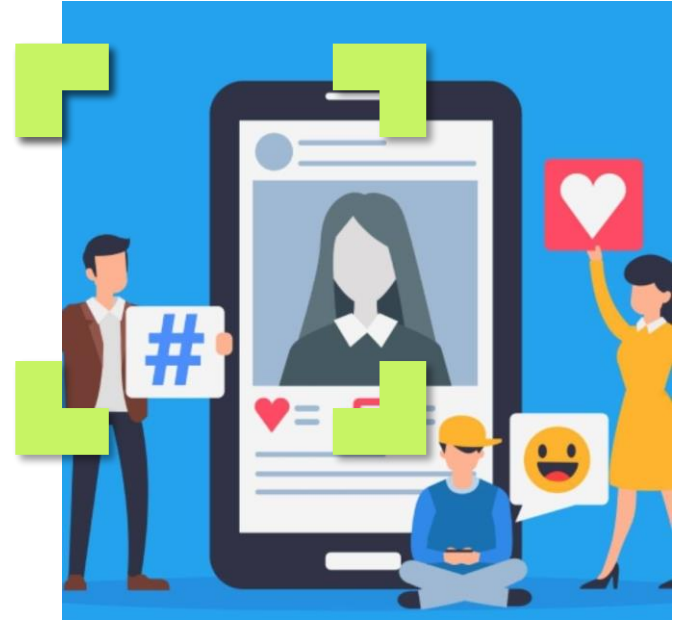
Please, be sure you check your email regularly for updated/additional readings as well as course announcements.



# Class Policies & Netiquette

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MS Teams  
Do's & Don't's





# Class Policies & Netiquette

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DOs



DON'Ts

## MS Teams' Do's and Don'ts:

Sharing confidential, personal and sensitive information on MS Teams:

- In most instances, there is no need to share confidential, personal or sensitive information via MS Teams and this should be discouraged within the MS Teams platform. Sharing your own data should only be done when there is a valid reason and done so at your own risk. Where there is a need to share confidential information, this should be done via the institutional email account.



# Class Policies & Netiquette

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DOs



DON'Ts

## MS Teams' Do's and Don'ts:

MS Team's private chat:

- Use **PRIVATE CHAT FOR HIGH-PRIORITY QUESTIONS ONLY**. Otherwise, send your enquiries to my institutional email [antonio.fruttaldo@unimc.it](mailto:antonio.fruttaldo@unimc.it)



# Class Policies & Netiquette

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## Email:

- Specify the object of your email:

*Richiesta di chiarimento sul programma*

*Conferma orario di ricevimento*

- Properly address the receiver

### Introduce yourself:

Nome e Cognome, Corso di Laurea, Anno Accademico, Matricola

- Express your doubts, questions, requests in a polite, clear, straightforward language
- Express your thanks
- **Check the website first**



# Class Policies & Netiquette

## Scrivere una email

<b>Da:</b>	(vostro indirizzo email, preferenzialmente quello istituzionale)
<b>A:</b>	antonio.fruttaldo@unimc.it
<b>Oggetto:</b>	(specificare brevemente il motivo dell'email; ad es.: Richiesta informazioni esame; Prossimo ricevimento; Orario ricevimento; Programma esame)

Gentile Prof. Fruttaldo,

Mi chiamo [Nome e Cognome] e sono un\* student\* del Corso di Laurea Magistrale Internazionale in International Tourism and Destination Management dell'Università degli Studi di Macerata.

Le scrivo poiché [descrivere in modo chiaro e conciso la richiesta di informazioni]



# Class Policies & Netiquette

## Scrivere una email

<b>Da:</b>	(vostro indirizzo email, preferenzialmente quello istituzionale)
<b>A:</b>	antonio.fruttaldo@unimc.it
<b>Oggetto:</b>	(specificare brevemente il motivo dell'email; ad es.: Richiesta informazioni esame; Prossimo ricevimento; Orario ricevimento; Programma esame)

Gentile Prof. Fruttaldo,

Mi chiamo [Nome e Cognome] e sono un\* student\* del Corso di Laurea Magistrale Internazionale in International Tourism and Destination Management dell'Università degli Studi di Macerata.

Le scrivo poiché [descrivere in modo chiaro e conciso la richiesta di informazioni]

Un cordiale saluto / Distinti saluti,  
[Nome e Cognome]



# Class Policies & Netiquette

## How to write an academic email

<b>From:</b>	(your email address, preferably your institutional one)
<b>To:</b>	antonio.fruttaldo@unimc.it
<b>Subject:</b>	(briefly specify the reason for the email → e.g. Request for exam information; Next office hour; Syllabus information)

Dear Prof. Fruttaldo,

I'm [First and Last Name] and I'm a student of the International Master's Degree Program in International Tourism and Destination Management at the University of Macerata.

I am writing to you because [describe clearly and concisely your request].



# Class Policies & Netiquette

## How to write an academic email

<b>From:</b>	(your email address, preferably your institutional one)
<b>To:</b>	antonio.fruttaldo@unimc.it
<b>Subject:</b>	(briefly specify the reason for the email → e.g. Request for exam information; Next office hour; Syllabus information)

Dear Prof. Fruttaldo,

I'm [First and Last Name] and I'm a student of the International Master's Degree Program in International Tourism and Destination Management at the University of Macerata.

I am writing to you because [describe clearly and concisely your request].

Kind regards,  
[Full Name]





# Class Policies & Netiquette

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## Email:

Una conferma di ricezione della email del docente (e un ringraziamento per la risposta) non è obbligatoria ma è una buona pratica della comunicazione istituzionale (nonché segno di educazione)



# Class Policies & Netiquette

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## Email:

An acknowledgement of receipt (and a thank you for the reply) is not mandatory but is a good practice in institutional communication (as well as a sign of being polite!)



# Class Policies & Netiquette

## Scrivere una email

<b>Da:</b>	(vostro indirizzo email, preferenzialmente quello istituzionale)
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<b>A:</b>	antonio.fruttaldo@unimc.it
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<b>Oggetto:</b>	<b>Re:</b>
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Gentile Prof. Fruttaldo,

La ringrazio per la risposta.

Un cordiale saluto / Distinti saluti,  
[Nome e Cognome]



# Class Policies & Netiquette

## How to write an academic email

<b>From:</b>	(your email address, preferably your institutional one)
<b>To:</b>	antonio.fruttaldo@unimc.it
<b>Subject:</b>	<b>Re:</b>

Dear Prof. Fruttaldo,

I thank you for your reply.

Best Regards,  
[Full Name]



# Useful websites & apps

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## Online English Dictionaries

- ☐ [Longman Dictionary of Contemporary English](#)
- ☐ [Cambridge English Dictionary](#)
- ☐ [Oxford English Dictionary](#)
- ☐ [Oxford Advanced Learner's Dictionary](#)
- ☐ [Merriam-Webster Online Dictionary](#)



# Useful websites & apps

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## Online resources for language acquisition

- ☐ [BBC Learning English](#)
- ☐ [British Council Learn English](#)
- ☐ [Engliscious](#)



# Useful websites & apps

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## Apps

- ☐ Oxford Dictionary of English & Concise Thesaurus ([Android](#) / [iTunes](#))
- ☐ Longman Dictionary of English ([Android](#) / [iTunes](#))
- ☐ Dictionary – Merriam-Webster ([Android](#) / [iTunes](#))



# Useful websites & apps

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## Apps

- ☐ BBC News ([Android](#) / [iTunes](#))
- ☐ CNN Breaking US & World News ([Android](#) / [iTunes](#))
- ☐ BBC iPlayer Radio ([Android](#) / [iTunes](#))
- ☐ Cambridge English Grammar in Use ([Android](#))
- ☐ iGE Lite: Interactive Grammar of English from UCL ([Android](#) / [iTunes](#))
- ☐ HelloTalk ([Android](#) / [iTunes](#))





# Thanks!

## Any questions?

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You can find me at  
[antonio.fruttaldo@unimc.it](mailto:antonio.fruttaldo@unimc.it)

