

# LINGUA E TRADUZIONE INGLESE I

PANORAMICA DEL PRIMO ANNO  
& INFO UTILI  
PER LE NUOVE MATRICOLE



# WHAT?

Mod. A (1°sem)  
Lingua e cultura per la  
comunicazione  
d'impresa

Mod. B (2° sem)  
Traduzione per l'impresa  
internazionale

TWO groups  
A-L / M-Z



# WHAT?

Lettorato (1°+ 2° sem)

FOUR groups

A-C / D-L

M-P / QZ

# IMPORTANZA LETTORATO!

- Circa il **60%** di chi non ha frequentato il **lettorato/non l'ha frequentato attivamente** non ha completato l'annualità (principalmente causa bocciatura in una delle prove), bloccando/ritardando così il percorso di studi (propedeuticità necessaria per secondo anno)
- Chi non ha frequentato il **lettorato/non l'ha frequentato attivamente**: media finale al di sotto del 25, al contrario di chi ha frequentato il **lettorato/l'ha frequentato attivamente** (media finale superiore)



# WHO?

Prof. Francesca Raffi  
MOD A

Prof. Francesca Raffi  
Prof. Fabrizia Caravelli  
MOD B

Prof. Michael Zebrak  
Prof. Rebecca O'doherty  
LETTORATO

# WHEN & WHERE & WHAT?

Info on the lectures: office hours, cancelled/rescheduled lectures, seminars etc.

Info on the module: materials, 1<sup>st</sup> 2<sup>nd</sup> 3<sup>rd</sup> language, exams etc.

**PAGINA DOCENTE!**



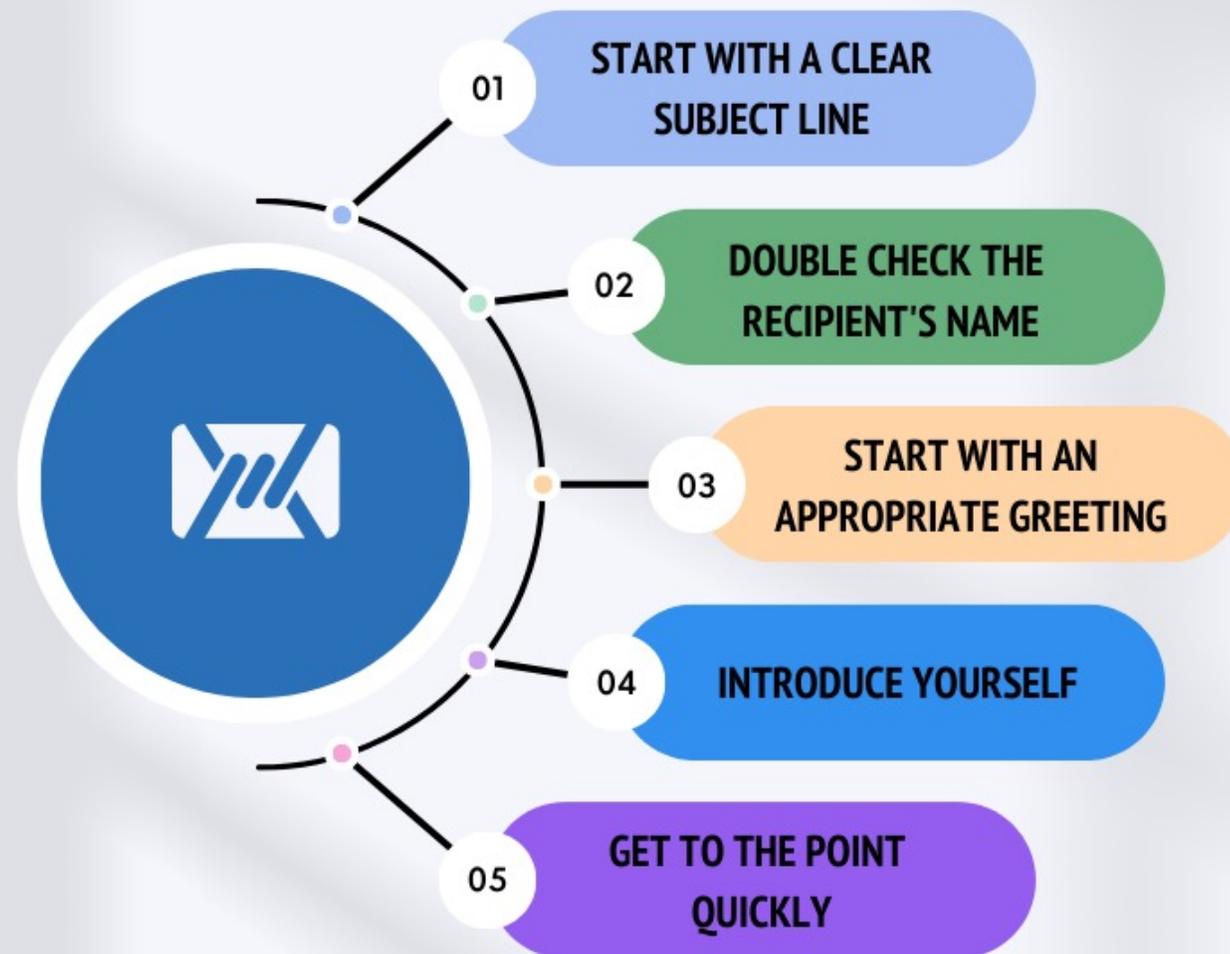
# Stay Connected!



# EMAIL ETIQUETTE



## The Fundamentals :



**FIRMARE LE PROPRIE EMAIL  
NON USANDO INIZIALI!!**

# BOOKS

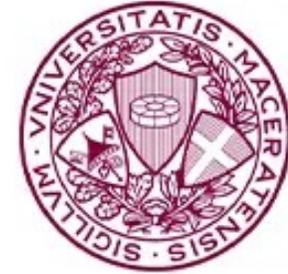
Title: **The Cambridge Encyclopedia of the English Language**

Author: David Crystal

Year: 2019

Edition: 3rd

## WHERE?



**unimc**  
UNIVERSITÀ DI MACERATA

The Amazon logo, consisting of the word "amazon" in a bold, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.

# **BIBLIO**MARCHE**SUD**

Catalogo unificato delle province di  
Ascoli Piceno, Fermo e Macerata



# BOOKS

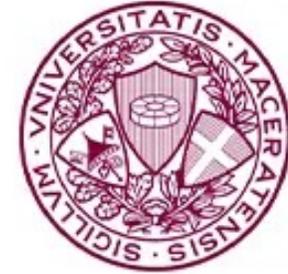
Title: **English as a Global Language**

Author: David Crystal

Year: 2003

Edition: 2nd

# WHERE?



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UNIVERSITÀ DI MACERATA

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# BOOKS

Title: **Global Writing for Public Relations**

Author: Flowers Arhlene

Year: 2016

# WHERE?



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# LINGUA E TRADUZIONE INGLESE I

Lingua e cultura per la  
comunicazione d'impresa

Prof.ssa Francesca Raffi

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WHY ENGLISH?



A pair of hands is shown holding a globe of the Earth. The globe is centered on the Americas, with North and South America clearly visible. The background is a solid, dark blue color. The text "English is the most-spoken language" is overlaid in white, sans-serif font, centered horizontally and partially overlapping the globe. A thin white horizontal line is positioned below the word "language".

English is the most-spoken  
language

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English has the largest  
vocabulary

ENGLISH

1.025.109,8

words

CHINESE

500.000

words

ITALIAN

300.000

words

SPANISH

250.000

words

FRENCH

100.000

words



English is the global  
language

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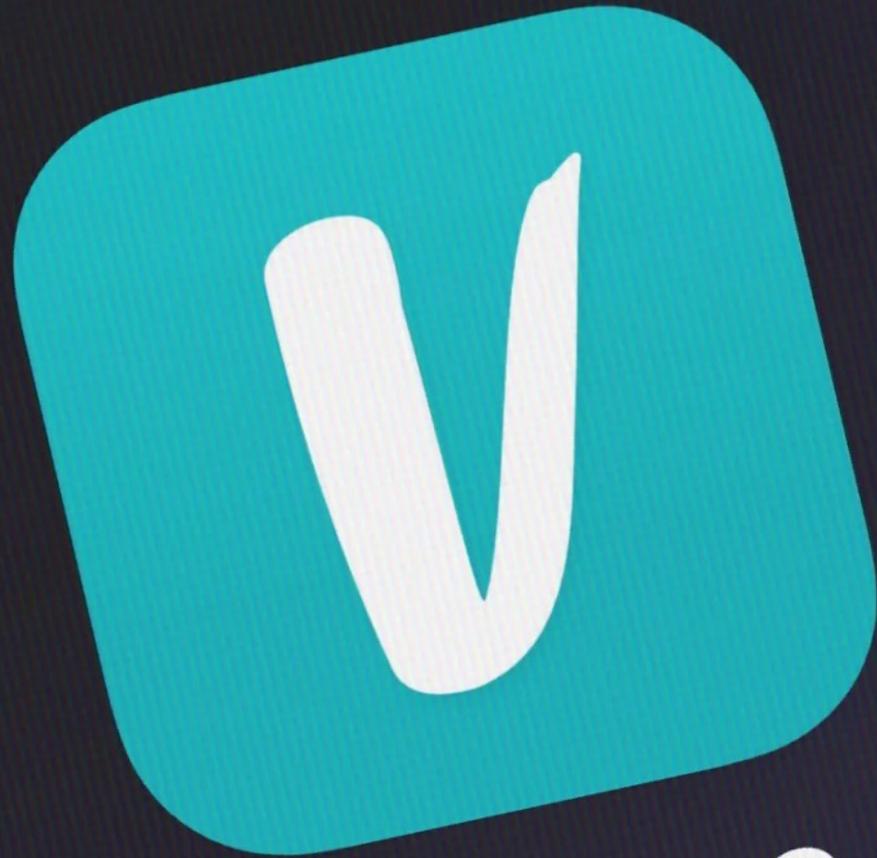
**WHY ENGLISH  
TRANSLATION?**





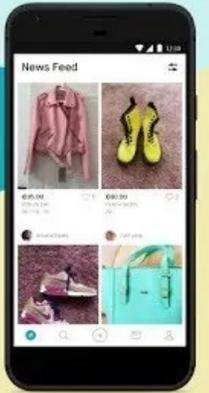
International communication

Night



Vinted USA

Don't  
wear it?  
Sell it!



NON LO METTI?  
METTILO IN  
VENDITA!



Entertainment and the Internet



# THE LAST OF US PART I



Aumento del 300% dovuto a una misteriosa infezione  
Picco di ricoveri negli ospedali della zona!

L'FDA amplia la lista delle coltivazioni contaminate, previsti  
massicci ritiri dal mercato

Proseguono a livello nazionale le indagini della Food and  
Drug Administration sulle colture potenzialmente colpite  
dalla muffa. I primi elenchi distribuiti ai rivenditori di tutto il  
paese mettevano in guardia dai prodotti importati dal  
Sudamerica, ma ora il blocco riguarda anche l'America  
Centrale e il Messico. Diverse aziende hanno già provveduto  
spontaneamente a ritirare dai negozi i propri prodotti

# JOB MARKET

## EMPLOYMENT

CALL AT:  
2-4205

CALL:  
829-200

Accounting.....	107	Inventory.....	
Administrative/Clerical.....	110	Legal Administrative.....	
Automotive.....	129	Legal Employment/Maintenance/S.....	
Banking.....	106	Installation/Maintenance.....	
Biotech.....	150	Management.....	
Business Development.....	111	Manufacturing.....	
Business/Mktg Oppy.....	199	Marketing.....	
Computer/IT.....	115	Media/Journalism/Ne.....	
Construction.....	159	Non-Profit & Social.....	
Consultant.....	118	Other.....	
Customer Service.....	156	Part-Time.....	
Design.....	164	Pharmaceuti.....	
Distribution/Shipping.....	120	Professi.....	
Education.....	197	Purch.....	
Enter/Chair Case Domestic.....			
Employment Services/Resumes.....	191		

Translator & Interpreter

MTPE Editor/Proofreader

Data Training Specialist

Language Developer

Language Quality Analyst

Project Manager/Team Manager

Product Manager

Etc.

TECH · NETFLIX

# Netflix Is Looking for the World's Best Translators



Business News / News / World / Elon Musk: Twitter will translate non-English 'amazing' ...

## Elon Musk: Twitter will translate non-English 'amazing' tweets



## VIDEOGAME LOCALIZATION

No professional translator would dream of moving into the videogame translation field from one day to the next: **this sector is, indeed, a world unto itself, with its own rules and peculiarities.**

## Turn On Auto translation On TikTok



# CAMBRIDGE ENCYCLOPEDIA

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**USING ENGLISH**

VARIETIES OF DISCOURSE: Ch. 19

