

Študent(ka) pogloblja poznavanje jezikovnih in pragmatičnih načel ter zakonitosti angleškega jezika s področja njegove stokovne usmeritve, predvsem na strokovni ravni s poudarkom na temah besednjaka iz novih medijev, oglaševanja in trženja.

Na osnovi avtentičnih učnih materialov preučuje besednjak in vpogled v:

- vrste in elemente spletnih strani;
- pisanje blogov;
- ustvarjanje različnih zvrsti oglasov;
- politična in sporočilna ustraznost oglasov;
- kritično vrednotenje medijskega oglaševanja.

#### Jezikovna načela in zakonitosti

- z usvajanjem in izborom ustreznih **glagolskih in samostalniških frazemov** študent(ka) upoveduje dejanja, stanja in dogodke v angleščini vse bolj tekoče;
- študent(ka) opazuje vzorce **nominalizacije, tvorbe izpeljank in sestavljenih besed** v angleških strokovnih besedilih in jih smotrno uporablja pri ustvarjanju svojega govornega in pisnega besedila;
- študent(ka) upoveduje v obliki prostih in zloženih stavkov, pri čemer uporablja pravilni **besedni red, vrsto diskurza** (direktni govor, poročani govor), **sosledje časov, kohezivne elemente upovedovanja** v različnih zunajjezikovnih kontekstih. Študent(ka) bo razvila zavest o razlikah pri upovedovanju in oblikovanju **časovnih /skladenjskih in funkcijskih odnosov** v maternem in tujem jeziku.

#### Struktura besedila

- študent(ka) analizira strukturo besedila v okviru **pogojev besedilnosti** (kohezija, koherenca, namenilnost, sprejemljivost, sporočilnost, ustreznost situaciji in govornemu položaju, medbesedilnost), upošteva **sobesedje**.
- študent(ka) preučuje posebnosti besedil izbranih jezikov stroke in razvija sposobnost **samostojnega razumevanja govornega in pisanega besedila ter beleženja in povzemanja omenjenih besedil**.
- študent(ka) samostojno izdela **članek** o svoji raziskavi in jo predstavi v javnem nastopu.

Students improve and expand knowledge of linguistic structures, vocabulary and pragmatic principles within the framework of English for specific needs of their specialism, focusing mainly on the vocabulary of the new media, advertising and marketing.

Based on authentic materials students acquire core vocabulary and professional insights regarding

- types of websites;
- planning and writing blogs;
- creating a print or screen advert;
- political correctness and cultural sensitivity;
- critical assessment of finished adverts.

#### Linguistic principles and usage:

- students recycle vocabulary and acquire new items pertinent to their specialism by focusing on **collocational and colligational patters of verbs and nouns** allowing them to discuss more fluently activities, states and events in English;
- students observe **nominalisation principles, rules governing word formation** in English texts which allows them to integrate these principles in their own written and spoken production;
- students practice using simple and complex grammatical structures and clauses while observing **word order, reporting style** (direct or indirect speech), **choice of tense, cohesion and coherence** in various contexts, thus developing awareness of adapting usage of language to different situations, as well as contrasting semantic, structural and pragmatic patterns with their mother tongue.

#### Text Analysis:

- students analyse the structure of texts in terms of **text grammar** (cohesion, coherence, purpose, suitability, message, appropriacy, intertextuality) and consider **alternative co-occurrences**.
- Students study the typical features of texts dealing with their specialism and acquire **reading and listening comprehension skills** that allow them to expand their knowledge independently. Students also acquire **note-taking and summarizing skills**.
- Students write an **essay** reporting their individual research and give a **presentation** of their topic.

