

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

|   |  |  |                               |  |                               |
|---|--|--|-------------------------------|--|-------------------------------|
| <b>Course Title:</b>  | <b>ENGLISH II</b>  |  |                               |  |                               |
| <b>Course code (VAIS):</b>  | <b>Valo2014</b>  |  |                               |  |                               |
| <b>Study programme:</b>   | <b>Tourism Organisation and Management</b>   |  |                               |  |                               |
| <b>Level of Study programme:</b>  | <input type="checkbox"/>   | 1st level professional higher education                        |                               |  |                               |
|   | <input checked="" type="checkbox"/>  | Professional Bachelor  |                               |  |                               |
|   | <input type="checkbox"/>   | Professional Master  |                               |  |                               |
|   | <input type="checkbox"/>   | PhD level  |                               |  |                               |
| <b>Type of Study programme:</b>   | <input checked="" type="checkbox"/>  | Compulsory course (Part A)                                     |                               |  |                               |
|   | <input type="checkbox"/>   | Professional specialization course (Part B, compulsory)        |                               |  |                               |
|   | <input type="checkbox"/>   | Professional specialization optional course (Part B, optional) |                               |  |                               |
|   | <input type="checkbox"/>   | Elective course (Part C)                                       |                               |  |                               |
| <b>Course Workload:</b>   | <b>Credits</b>   | <b>ECTS</b>  | <b>Academic hours</b>         | <b>Contact hours</b>                       | <b>Independent work hours</b> |
|   | 2  | 3  | 80                            | 32   | 48                            |
| <b>Course Author/ Tutor:</b>  | <b>Selga Goldmane</b>  |  |                               |  |                               |
|   | Lecturer, Mg. philol.  |  |                               |  |                               |
|   | <a href="mailto:selga.goldmane@va.lv">selga.goldmane@va.lv</a>   |  |                               |  |                               |
|   | Consultation: according to the schedule for each semester  |  |                               |  |                               |
| <b>Course Form:</b>   | Full time  |  |                               |  |                               |
| <b>Study year, semester:</b>  | Year 1, Semester II  |  |                               |  |                               |
| <b>Language:</b>  | English  |  |                               |  |                               |
| <b>Prerequisites for the Course:</b>                                      | Suggested level of English – B2  |  |                               |  |                               |
| <b>Course Summary:</b>  | The goal of the course is to enhance the students' competence level in English while acquiring English in tourism specialty related and general topics at an advanced level; to develop their fluency and contextual accuracy at the appropriate level of formality; to activate their writing skills through training how to organise information accordingly, to master public speaking skills and apply them while performing in front of the audience; to activate discussion skills; to expand and activate tourism industry vocabulary; to reinforce the knowledge of grammar and the use of language structures in new contexts and functions; to learn cross-cultural communication skills and be aware of the role of verbal and non-verbal communication in the context of cross-cultural communication. |  |                               |  |                               |
| <b>Course Methods:</b>  | Lectures, practical sessions, seminars, individual and group work, case studies, literature studies, text summaries, presentations, tests, final exam.   |  |                               |  |                               |
| <b>Assessment:</b>  | Exam   |  |                               |  |                               |
| <b>Requirements for Credits:</b>  | Attendance of lectures, active participation in practical sessions, all the independent and group assignments completed, all presentations done, all written assignments submitted in a timely fashion (adhering to the requirements), all tests should have a positive assessment (at least 51%), the final exam should have a positive assessment (the received grade – at least 4).<br>The final grade consists of semester work (70%) and final exam (30%).  |  |                               |  |                               |
| <b>Course Contents:</b>   | Persuasive communication, persuasive techniques. Various levels of language formality. Public speech.<br>Marketing and advertising, product promotion. Language of advertising. Tourism related situations in film. Descriptions of tourism sites.<br>Cross-cultural issues.   |  |                               |  |                               |
| <b>Learning Outcomes<sup>1</sup>; the evaluation methods and criteria</b> | <b>Learning Outcomes</b>   |  |                               | <b>The evaluation methods and criteria</b> |                               |
|   | <b>Knowledge</b>   |  |                               |  |                               |
|   | Students will know the techniques of persuasive communication.   |  |                               | Practical sessions, test, exam             |                               |
|   | Students will understand functional differences between various levels of language formality.  |  |                               | Practical sessions, test, exam             |                               |
|   | Students will know the necessary vocabulary to advertise a tourism product.  |  |                               | Individual work, test, exam                |                               |
| Students will know the features characterising a culture.                 |  |  | Individual work, presentation |  |                               |

<sup>1</sup> <http://www.nki-latvija.lv/par-lki>

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|---|--|--|
|   | <p><b>Skills</b></p> <p>Students will be able to use persuasive communication techniques to develop a public speech and an advert.</p> <p>Students will be able to independently structure their studies; use scientific research article data bases and other sources of information; adhere to requirements for applied writing and critical analysis assignments.</p> <p>Students will be able to explain the terms related to marketing and advertising industry in English.</p> <p>Students will improve their presentation skills.</p> <p><b>Competency</b></p> <p>Students will be able to compare and evaluate cultural differences.</p> <p>Students will be able to independently obtain, select and analyse information and use it in completing course assignments.</p> <p>Students will be able to analyse situations in advertising field and provide solutions.</p> <p>Students will understand and observe professional ethics.</p> | <p>Individual work, practical sessions, test</p> <p>Literature studies, text summaries, seminars, all writing assignments</p> <p>All assignments</p> <p>Seminars, presentations</p> <p>Seminars, case studies, presentation</p> <p>Seminars, case studies, critical analysis written work</p> <p>Presentations, case studies, critical analysis written work</p> <p>All course assignments</p> |
| <b>Course Compulsory literature:</b>      | <ul style="list-style-type: none"> <li>• Harding, Keith. Going International : English for tourism. Oxford : Oxford University Press, 2001. ISBN 0194574008</li> <li>• Strutt, Peter. English for International Tourism. Essex : Longman, 2010. ISBN 9780582479845</li> <li>• <a href="#">Tour guide vocabulary</a></li> <li>• <a href="#">Tourism vocabulary</a></li> <li>• <a href="#">Tourism vocabulary glossary</a></li> <li>• <a href="#">World Tourism Organisation</a></li> </ul>  |  |
| <b>Course additional literature:</b>      | <ul style="list-style-type: none"> <li>• <a href="#">Public speeches for analysis</a></li> <li>• <a href="#">Differences in culture</a></li> <li>• <a href="#">Cultural differences in business</a></li> </ul>   |  |
| <b>Course confirmation date:</b>          | 21.09.2016.  |  |
| <b>Date of course description update:</b> |  |  |

### Study Course Plan:

| Date   | Theme   | Hours | Study Form   |
|--|---|-------|--|
| <i>The date is specified before the implementation of the course</i> | Persuasive communication, persuasive techniques<br>Structure of a public speech, analysis<br>Controversial issues | 28    | Lectures, practical sessions, group work, speech analysis, test                              |
|  | Advertising, marketing and product promotion<br>Tourism situations in film<br>Description of a tourism site       | 26    | Lectures, practical sessions, individual and group work, text summaries, presentations, test |
|  | Cross-cultural differences, communication and ethics in tourism<br>Business in Latvia                             | 26    | Lectures, practical sessions, individual and group work, literature studies, presentations   |