



Department of English  
Stockholm University

ENEC14 (15 credits), HT24

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## Effective Communication in English

### Course description

This course is designed to enhance your ability to employ English for academic and professional purposes. In the course, we will work with a range of genres of both written and spoken communication (such as business correspondence, reports, academic papers, oral presentations). You will be given the opportunity to improve your language proficiency through individual and collaborative tasks, which have been designed to develop both written and spoken language skills.

This course aims

- to improve your speaking and writing skills in English for academic and professional purposes;
- to familiarise you with a range of written and spoken genres such as business correspondence, reports, academic papers, oral presentations;
- to provide you with an awareness of tools and resources for further development.

### Intended learning outcomes

By the end of the course, you should be able to:

- express yourself correctly and effectively in both spoken and written English in different contexts;

In addition, for the seminars (10 credits):

- recognise various genres and be aware of their aims;
- present your arguments or points of view orally and in writing;

In addition, for the genre project (5 credits):

- produce coherent and structured texts;
- compare different text styles and genres;

### Grading

The course adopts the 7-grade SU scale (A–F).

To receive a final grade, students must have completed all the examination assignments [not done all examination assignments=no grade].

To receive a passing grade (A to E), students must complete and pass all the examination assignments, and thus demonstrate that they achieved all the learning outcomes at least at the minimum level (see “Grading criteria” below).

## Course activities

The course consists of the following activities:

- Seminars (pre-seminar instructions for each seminar will be posted on Athena);
- Before each seminar, students are expected to finish the assigned reading and do any accompanying tasks. Students should be prepared to discuss the reading and tasks at the seminar;
- Students are expected to complete all the tasks assigned by the teacher.

## Examination

Students are required to complete the following:

For the seminars (10 credits):

1. An argumentative text (75% of the final grade): 7-grade SU scale  
A written essay of 750-1000 words dealing with a (controversial) issue, giving reasons to support your opinion. The aim is to convince the reader to agree with you.
2. Oral assignment (25% of the final grade): 7-grade SU scale  
An oral presentation of 5 minutes on any topic you choose, addressed to a university-educated, non-specialist audience.
3. Assignment tasks: pass/fail  
The tasks include: a paragraph and a formal letter (written), leading a group discussion (oral)

For the genre project (5 credits):

1. Genre project: 7-grade SU scale  
A written research report of ca. 1000 words, describing a particular genre.

All completed assignments should be submitted on Athena. Late submissions (for graded or ungraded assignments) will not receive any feedback. Students who do not submit all the required assignments during the course can submit such assignments on the retake deadline (5 weeks after the original deadline).

## Required Reading

Regan, T. (1985). The case for animal rights. In M.W. Fox & L.D. Mickley (Eds.), *Advances in animal welfare science 1986/87* (pp. 179-189). Washington, DC: The Humane Society of the United States (available on Athena)

Oshima, A. & Hogue, A. (2017). Longman Academic Writing Series 4. Essays. 5th edition. (**LAW**)

Rodriguez, R. (1982). Aria. *The Norton Reader* (pp. 286-291). (available on Athena).

## Recommended Reading for Self-Study:

Schmitt, D. & Schmitt, N. *Focus on Vocabulary 2: Mastering the Academic Word List*.  
Hewings, M. *Advanced Grammar in Use*. 3<sup>rd</sup> edition.

Study tip: You can study different sublists of academic words on your own (1 is easiest, 10 most difficult) at <http://www.academicvocabularyexercises.com>

<b>SCHEDULE – Effective Communication HT24</b>		
For times and rooms, please see TimeEdit		
<b>Sem</b>	<b>Class activities</b>	<b>Homework / assignment due</b>
<b>1</b> 9/9	– Introduction – Discussion: what is effective communication? – Assignments and deadlines; plagiarism; assessment criteria	
<b>2</b> 16/9	– Paragraph structure – Discussion of <i>Aria</i>	<ul style="list-style-type: none"> <li>• LAW Chapter 3 (pp. 46-57)</li> <li>• Read <i>Aria</i></li> </ul>
<b>3</b> 23/9	– Peer feedback on paragraph – Sentence and clause structure; punctuation – Discussion of <i>The case for animal rights</i>	<ul style="list-style-type: none"> <li>• LAW Chapters 1-2</li> <li>• Write up a paragraph and bring to class</li> <li>• Read <i>The case for animal rights</i></li> </ul>
<b>4</b> 7/10	– Sentence problems – Reading activity; summary; discussion	<ul style="list-style-type: none"> <li>• LAW Chapters 9-10</li> <li>• Consult LAW Appendices B &amp; C</li> <li>• <b>Submit paragraph</b> (Athena; Due: 30 Sept)</li> </ul>
<b>5</b> 14/10	– Argumentative essays – Discussion activity	<ul style="list-style-type: none"> <li>• LAW Chapter 3 (pp. 58-72)</li> <li>• Groups A, B: Prepare discussion</li> </ul>
<b>6</b> 21/10	– Peer feedback on argumentative essay – Business correspondence – Genre project (introduction)	<ul style="list-style-type: none"> <li>• LAW Chapter 8</li> <li>• Write an argumentative text and bring to class</li> <li>• <b>Submit final argumentative essay</b> (Athena assignments; Due: 28 Oct)</li> </ul>
<b>7</b> 4/11	– Peer feedback on letter – Sample genre project	<ul style="list-style-type: none"> <li>• Write business letter/email and bring to class</li> <li>• Find two samples of the chosen genre and bring to seminar 7 (see genre project)</li> </ul>
<b>8</b> 11/11	– Show and tell: genre – How to give a presentation – Discussion activity	<ul style="list-style-type: none"> <li>• <b>Submit final business letter/email</b> (Athena, Due: 11 Nov)</li> <li>• Write a brief description of your genre</li> <li>• Groups C, D: Prepare discussion</li> </ul>
<b>9</b> 18/11	– <b>Presentations</b> – Discussion activity	<ul style="list-style-type: none"> <li>• Hand in topic suggestion for Oral Presentation</li> <li>• Genre writing task</li> <li>• Groups E, F: Prepare discussion</li> </ul>
<b>10</b> 25/11	– <b>Presentations</b> – Discussion activity	<ul style="list-style-type: none"> <li>• Groups G, H: Prepare discussion</li> </ul>
<b>11</b> 9/12	– <b>Presentations</b> – Course evaluation	<ul style="list-style-type: none"> <li>• <b>Submit genre project</b> (Athena assignment; Due: 7 January 2025)</li> </ul>
Retake deadline for assignment 1 and tasks: 9 December 2024		
Retake deadline genre project: 11 February 2025		

## Grading criteria: Seminars

<b>A: Excellent</b>	<p>The student's work demonstrates an excellent ability to:</p> <ul style="list-style-type: none"> <li>- recognise various genres and be aware of their aims;</li> <li>- express themselves correctly and effectively in both spoken and written English in different contexts;</li> <li>- present their arguments or points of view orally and in writing</li> </ul>
<b>B: Very good</b>	<p>The student's work demonstrates a very good ability to:</p> <ul style="list-style-type: none"> <li>- recognise various genres and be aware of their aims;</li> <li>- express themselves correctly and effectively in both spoken and written English in different contexts;</li> <li>- present their arguments or points of view orally and in writing</li> </ul>
<b>C: Good</b>	<p>The student's work demonstrates a good ability to:</p> <ul style="list-style-type: none"> <li>- recognise various genres and be aware of their aims;</li> <li>- express themselves correctly and effectively in both spoken and written English in different contexts;</li> <li>- present their arguments or points of view orally and in writing</li> </ul>
<b>D: Satisfactory</b>	<p>The student's work demonstrates an adequate ability to:</p> <ul style="list-style-type: none"> <li>- recognise various genres and be aware of their aims;</li> <li>- express themselves correctly and effectively in both spoken and written English in different contexts;</li> <li>- present their arguments or points of view orally and in writing</li> </ul>
<b>E: Adequate</b>	<p>The student's work demonstrates a minimally adequate ability to:</p> <ul style="list-style-type: none"> <li>- recognise various genres and be aware of their aims;</li> <li>- express themselves correctly and effectively in both spoken and written English in different contexts;</li> <li>- present their arguments or points of view orally and in writing</li> </ul>
<b>Fx: Fail</b>	<p>The student's work demonstrates some but not all of the required skills specified in the learning outcomes. Some more work is required to achieve a passing grade.</p>
<b>F: Fail</b>	<p>The student's work does not demonstrate the achievement of the module outcomes at a minimally adequate level. Much more work is required to achieve a passing grade.</p>

### Grading criteria: Oral presentations

<b>A: Excellent</b>	The student's work demonstrates an excellent ability to: <ul style="list-style-type: none"><li>- introduce the topic clearly and engagingly</li><li>- structure the presentation so it is easy to follow</li><li>- speak in an academic/professional style</li><li>- respond to questions from the audience</li></ul>
<b>B: Very good</b>	The student's work demonstrates a very good ability to: <ul style="list-style-type: none"><li>- introduce the topic clearly and engagingly</li><li>- structure the presentation so it is easy to follow</li><li>- speak in an academic/professional style</li><li>- respond to questions from the audience</li></ul>
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<b>Fx: Fail</b>	The student's work demonstrates some but not all of the required skills specified in the learning outcomes. Some more work is required to achieve a passing grade.
<b>F: Fail</b>	The student's work does not demonstrate the achievement of the module outcomes at a minimally adequate level. Much more work is required to achieve a passing grade.

### Grading criteria: Assignment tasks

<b>Pass</b>	The student's work demonstrates an effective use of spoken and written English in different contexts. The assignment demonstrates an awareness of the relevant genre and its aims. The style is appropriate for the genre and context prescribed by the task.
<b>Fail</b>	The student's work does not demonstrate an effective use of spoken and written English in different contexts. The assignment does not demonstrate an awareness of the relevant genre and its aims. The style is inappropriate for the genre and context prescribed by the task.

## Grading criteria: Genre project

<b>A: Excellent</b>	The student's work demonstrates an excellent ability to: <ul style="list-style-type: none"><li>- express themselves correctly and effectively in written English in different contexts;</li><li>- analyse and compare different text styles and genres;</li><li>- produce coherent and well-structured texts</li></ul>
<b>B: Very good</b>	The student's work demonstrates a very good ability to: <ul style="list-style-type: none"><li>- express themselves correctly and effectively in written English in different contexts;</li><li>- analyse and compare different text styles and genres;</li><li>- produce coherent and well-structured texts</li></ul>
<b>C: Good</b>	The student's work demonstrates a good ability to: <ul style="list-style-type: none"><li>- express themselves correctly and effectively in written English in different contexts;</li><li>- analyse and compare different text styles and genres;</li><li>- produce coherent and well-structured texts</li></ul>
<b>D: Satisfactory</b>	The student's work demonstrates an adequate ability to: <ul style="list-style-type: none"><li>- express themselves correctly and effectively in written English in different contexts;</li><li>- analyse and compare different text styles and genres;</li><li>- produce coherent and well-structured texts</li></ul>
<b>E: Adequate</b>	The student's work demonstrates a minimally adequate ability to: <ul style="list-style-type: none"><li>- express themselves correctly and effectively in written English in different contexts;</li><li>- analyse and compare different text styles and genres;</li><li>- produce coherent and well-structured texts</li></ul>
<b>Fx: Fail</b>	The student's work demonstrates some but not all of the required skills specified in the learning outcomes. Some more work is required to achieve a passing grade.
<b>F: Fail</b>	The student's work does not demonstrate the achievement of the module outcomes at a minimally adequate level. Much more work is required to achieve a passing grade.