

Abstract:

Intercultural dimension in foreign language courses: using advertising as an authentic material of language and culture

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Globalization, changes and migrations have created new social challenges in the field of education. These changes have also influenced the teaching of foreign languages and the training of people in the field of intercultural communication. Speaking with people coming from different languages and cultures means, in fact, being aware of many differences, such as, linguistic, cultural and extra linguistic rules and knowing how to act in order to produce effective communication.

The first goal of my paper is to present a model of Intercultural communicative competence that can be used in foreign language courses as a point of reference to observe reality, multicultural dimension and intercultural communication. This model can be developed at all level of education and it is an instrument of people training in a perspective of Long Life Learning (LLL). The second goal is to present an example of application of this model in an university blended learning course of intercultural communication in which I acted as a tutor of students who took part in the online lessons. This model was presented in the online course through the analysis of some advertising. Advertising was used as documents of cultural values and as authentic material in teaching intercultural communication.

Our lecture will be divided into two sections. In the first part I will briefly present the theoretical background related to our research and I will present a model of Intercultural communicative competence. The specificity of the researches carried at Ca' Foscari upon intercultural communication (Balboni, 2007) and the creation of a model of observation of intercultural communication and skills (Balboni, Caon, still not printed) can supply a remarkable contribute to scientific linguistic research. The intercultural communicative abilities and competences in children or adults (such as suspension of judgment, empathy, etc.) inside a model of intercultural communication can represent an innovative aspect in the field of multicultural education. Moreover I will present some activities developed during the online course and carried out by university students related with intercultural communication training. I will present the course, some materials employed during the lessons, such as videos, the characteristic and the organization of activities. Finally I will explain how the model of intercultural communicative competence was used to analyse advertising. At the end of my communication I will also show how these activities can be used in order to train people in the field of multicultural education.