



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Foreign languages & cultural awareness

ITALIAN

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www.uwtsd.ac.uk



Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

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Recap

Last week gave an overview
of...

Luciana Suardi

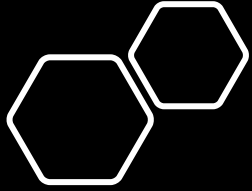
- Milan & Salerno, Italy
- BA (Hons) Textile
- 6 years hospitality experience
- 10 years teaching experience



What about you?



- Who are you?
- Where do you come from?
- How you identify yourself?
- Your hidden talent/skill
- Something you like & dislike
- Something specific about your culture
- Something specific about British/Welsh culture.



The basics

Weekly class

- Breaks
- Attendance
- Engagement
- Commitment
- Learning



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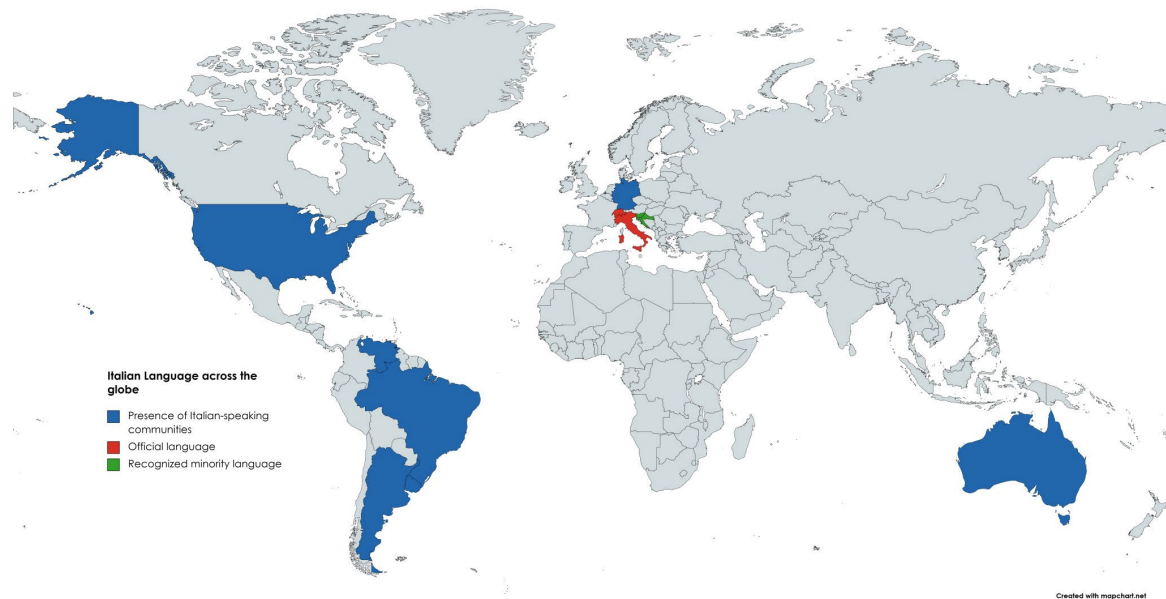


This module has two parts:

- **Foreign Language**
(Mandarin/Spanish/Italian/German/French)
- **Cultural Awareness**
Students are in groups for each

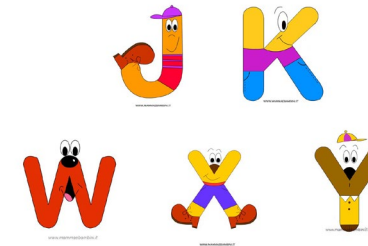
Attend your group as per the timetable

What do you know about Italian or its Culture?



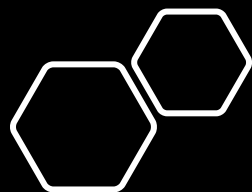
- 85 million people globally speak Italian
- 26 countries mother-tongue
- Italian is the fourth most studied language and the 22nd most-spoken language the world
- The Italian alphabet only contains 21 letters. The letters j, k, w, x and y only appear in borrowed word from a foreign language

LETTERE STRANIERE



Why do hotel managers and staff need to understand different cultures?





What this module is about?





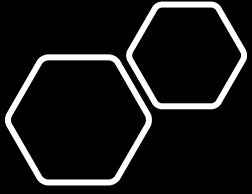
HOW DO YOU GREET?

Examples around the world:

1. Stick out your tongue
2. Bump noses
3. Air kiss on the cheek
4. Rub noses (and sometimes foreheads)
5. Shake hands
6. Clap your hands
7. Put your hand on your heart
8. Bow
9. Sniff faces
10. Greeting your elders before younger people

- ANY YOU DO?
- WHAT ABOUT IN YOUR CULTURE?
- WHAT DO YOU CONSIDER TO BE A FORMAL GREETING OR INFORMAL?





WHOOPS...!!!

- What can be offensive in your culture that people do without them knowing?
- Do you know any other offensive gestures that people do in other cultures?



Module Aims



Aims:

- ❖ To communicate effectively in a Modern Foreign Language, at a level commensurate with student competency
- ❖ (Mandarin/Spanish/German/French/Italian) in both spoken and written forms within professional Business and Hospitality contexts.
- ❖ To comprehend and gain an understanding of different international customs and culture in order to enhance the guest service experience

By the end you should be able to...



Languages

- Communicate effectively in both written and spoken language within the set of hospitality, business and professional context

Cultural Awareness

- Critically understand international customer behaviour to enhance guest service delivery, though gaining a knowledge of global customs and culture

What will you learn?



- ✓ How did the concept of culture develop and how is it used?
- ✓ Which aspects of culture have become regulators of human life and how do they shape identities?
- ✓ What are the differences between subcultures, cocultures, and subgroups?
- ✓ What are, from a cultural perspective, some definitions and components of communication?
- ✓ What are the media of intercultural communication?



What is Culture?

- a:** the customary beliefs, social forms, and material traits of a racial, religious, or social group
- b:** the set of shared attitudes, values, goals, and practices that characterizes an institution or organization
- c:** the set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic
- d:** the integrated pattern of human knowledge, belief, and behaviour that depends upon the capacity for learning and transmitting knowledge to succeeding generations

EVERYTHING!

[\(Culture Definition & Meaning - Merriam-Webster\)](#)

CULTURAL AWARENESS

“cultural awareness is their understanding of the differences between themselves and people from other countries or other backgrounds, especially differences in attitudes and values.”

(HarperCollins Publishers,,2000)



YOU ARE THE STARS



personal

- Your personal background
- Knowledge of other cultures



study

- Research to develop
- Knowledge and understanding



result

- Intercultural communication competence

ITALIAN – ASSESSMENT – FOREIGN LANGUAGES (ITALIAN)

Assessment Component 1 – SPANISH

Mode of assessment	Volume	Weighting
Portfolio of written and speaking tasks	4 Assessments	75%

Assessment Component 2 – Coursework

Mode of assessment	Volume	Weighting
Written Report	1000 Words	25%

Assessment Summary

Activity Type	Percentage
Written Exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

Assessment Coursework

Assessment Component 2 – Cultural Awareness (25% weighting)

Written - Hotel Handbook (1000 words)
Students will produce a Hotel Handbook for staff to help manage guest service experiences for the international visitor. **The document will provide a list of two international countries and identify key cultural differences, customs and behavior.** A table of “Do’s and Don’ts” for hotel staff will be included within this submission.



Assignment Submission date
and time:

16th June 2023, by 2359

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

WHAT TO EXPECT IN ITALIAN ?

- 8 Lessons throughout 8 weeks.
- 20 words per lesson = 160 words. Separately from verbs and grammar vocabulary.
- 4 Assessments – beginning from 4th week to the end of the term.
- Engaging, Inquisitive & Prepared
- No Mobiles (interactive)
- When possible, turn on cameras!



ASSESSMENT COMPONENT TOPICS

5 Topics :

- Business entertaining – ordering food and drink; offering food and drink; prices and dealing with bills.
- In town – finding your way to a town; finding your way around town; reading tourist brochures about a town or area.
- On the telephone – making/dealing with calls; arranging meetings and appointments – days, dates, times.
- Business and leisure travel – buying tickets and reservations for trains, planes, ferries; travelling by car.
- Meeting guest needs within the hotel, – making and amending reservations; describing facilities; dealing with customer requests.

ASSESSMENT COMPONENT 1

Week	Submission Date	Content	Requirements	weighting
4	19 th May 2023	INTRODUCTION VIDEO	Create a video introducing yourself Use the correct phrases, all information should be spoken in the focus language, with assessment of pronunciation and intonation being made	/25
5	26 th May 2023	ROOM RESERVATION RECORDING	Record a Room reservation Dialogue: This should be recorded within the focus language, the specifics of the booking will be given to you by your lecturer, and may contain special requirements.	/25
6	2 nd June 2023	HOTEL EVENT ADVERTISEMENT	Create a Hotel Event Advertisement Poster: The poster must be created in a professional way using either PowerPoint poster formats or Canva. And include, the event that you are hosting, room types on offer e.g. double, single or family, including breakfast or breakfast and dinner, and the corresponding prices. Any special considerations also such as music, food and the theme. Consider the culture of the language also and what might or might not be appropriate within the geographical area.	/25
7	9 th June 2023	HOTEL BREAKFAST BOARD	Design a Hotel Breakfast Board: It should include the name of the hotel restaurant, times of breakfast service, the range of breakfast available e.g. cold buffet, hot buffet, vegan, vegetarian and whether this is also available within room service. Remember to include the prices for each section and present in a professional format.	/25

ITALIAN LESSON 1



PRIMA (1st) lezione

Introduzione



PRIMA (1st) Conversazione

A: Buongiorno, come sta?

B: Bene grazie, e Lei?

A: Io sto bene. Grazie.

or A: Molto bene, grazie.

CIAO!



ARRIVEDERCI

SECONDA (2nd) Conversazione

A: Buongiorno, come si chiama?

B: Mi chiamo.... E Lei?

A: Mi chiamo.... Arrivederci!

BUONGIORNO

TERZA (3rd) Conversazione

A: Buongiorno, di dov'è Lei?

B: Sono di.... E Lei?

A: Sono di.... Arrivederci!

BUONA SERA

L'ALFABETO ITALIANO

A

A /
Aah

B

Bi /
Bee

C

Ci /
Chee

D

Di /
Dee

E

E /
Eh

F

Effe /
Eh-ffeh

G

Gi /
Gee

H

Acca /
Ah-kka

I

I /
Ee

L

Elle /
Eh-lleh

M

Emme /
Eh-mmeh

N

Enne /
Eh-nneh

O

O /
Oh

P

Pi /
Pee

Q

Qu /
Koo

R

Erre /
Eh-rreh

S

Esse /
Eh-sseh

T

Ti /
Tea

U

U /
Oo

V

Vi, Vu /
Vee, Voo

Z

Zeta /
Tseh-tah

J

I lunga /
Ee loon-
gah

K

Kappa /
Kah-ppah

W

Doppia vi,
doppia vu /
Doh-ppee-
ah vee, voo

X

Ics /
Eeks

Y

Ipsilon, I
greca / Eeps-
ee-loh-n, Ee
greh-kah

**the official Italian alphabet does not include J, K, W, X, and Y, but they still appear in foreign words acquired by the Italian language.*



Next Week!

Cultural Awareness:

- Intercultural Competence
- Regulators of Human Life
- Cultures within cultures (Subcultures/Co-cultures/Subgroups)

Italian:

- ESSERE
- STARE
- VOCABULARY

QUESTIONS?



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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

I.suardi@uwtsd.ac.uk

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