



## COURSE SYLLABUS

2019/2020 Academic Year

### 1. GENERAL COURSE INFORMATION

1.1. Course Name	Croatian Language and Stylistics		
1.2. Study Programme	Communication Management undergraduate professional study programme		
1.3. Course Short Name	HRJS	1.7. Year of Study	First
1.4. Course Code	CM19102	1.8. Semester	First /Winter
1.5. Course Status	Obligatory	1.9. ECTS	6
1.6. Course Structure	<b>Course Type</b>	<b>Total Hours</b>	1.10. Class Venue and Schedule Bernays – According to published schedule
	Lectures	20	
	Exercises	20	

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Andela Vukasović Korunda	2.6. Course Associates
2.2. Academic Rank	MSc	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	andjela.vukasovic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

### 3. COURSE DESCRIPTION

#### 3.1. Course Objectives

The basic goal of the course is to adopt and apply orthographic, spoken, grammatical (morphological and syntactic) and lexical norms of the Croatian standard language and to notice the fundamental characteristics of the functional styles. The introductory part of the course points to the Croatian language as an important aspect of the national identity and to the importance of nurturing the Croatian standard language, which cherishes the continuity of Croatian literacy from its beginnings to date.

Special attention is paid to the development of linguistic communication competencies and noticing deviations from the standard language on the examples of journalistic, administrative and business styles.

In the second part of the course, stress is placed on text analysis and developing written communication skills: students will write different types of texts for different purposes by using the knowledge of characteristics of functional styles of the Croatian standard language.



3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.																				
3.3. Learning Outcomes	<p>LO1: Describe characteristics of the Croatian standard language and its functional styles</p> <p>LO2: Apply the knowledge of the standard language in written and oral communication in all functional styles</p> <p>LO3: Analyze language in public communication</p> <p>LO4: Produce communication texts written in administrative and business style (business letters, CV) in standard language</p>																				
3.4. Course Content	<ol style="list-style-type: none"> <li>1. The Croatian language as a part of national identity and cultural heritage. Brief outline of Croatian linguistic history. Language and communication (communication competencies).</li> <li>2. Characteristics of the Croatian standard language. Linguistic norm. Normative textbooks. Functional styles of the Croatian standard language.</li> <li>3. Orthographic norm of the Croatian standard language (phonemes, spelling, capital and small initial letter.)</li> <li>4. Orthographic norm of the Croatian standard language (connected and disconnected words. Foreign words.)</li> <li>5. Administrative style and orthographic norm (analysis and writing public communication texts)</li> <li>6. Scientific style and orthographic norm (writing bibliography entries, quoting)</li> <li>7. Grammatical (morphological) norm of the Croatian standard language</li> <li>8. Grammatical (syntactic) norm of the Croatian standard language</li> <li>9. Lexical norm of the Croatian standard language (borrowings and linguistic purism)</li> <li>10. Terminology in public communication</li> <li>11. EXERCISES: Common deviations from the standard language</li> <li>12. Administrative business style (business and personal substyle) – linguistic analysis of written texts in public communication.</li> <li>13. Administrative business style (business and personal substyle) – writing and analysis of students' own texts.</li> <li>14. The language of the media. Journalistic style syntax.</li> <li>15. Standard language norm and functional styles.</li> </ol>																				
3.5. Types of Class Activities	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td></td> <td>Field study</td> <td></td> <td>Multimedia and net</td> <td></td> <td>Tutoring</td> </tr> <tr> <td>X</td> <td>Seminars and workshops</td> <td></td> <td>Distant learning</td> <td>X</td> <td>Independent assignments</td> <td></td> <td>Laboratory</td> <td>X</td> <td>Other</td> </tr> </table>	X	Lectures	X	Exercises		Field study		Multimedia and net		Tutoring	X	Seminars and workshops		Distant learning	X	Independent assignments		Laboratory	X	Other
X	Lectures	X	Exercises		Field study		Multimedia and net		Tutoring												
X	Seminars and workshops		Distant learning	X	Independent assignments		Laboratory	X	Other												
3.6. Course Language	Croatian Language																				
3.7. Students' obligations	To regularly attend classes and actively participate in the course. To regularly do exercises in the classes and independently do homework.																				



### 3.8. Monitoring Student Work and ECTS

1, 3	Class attendance	Written exam	Paper	2, 7	Colloquium	Project
	Activities in Class	Oral exam	Research		Essay	2 Other

### 3.9. Grading Students during Class and Final Exam

Type of grade	points
1. First Preliminary Exam	40
2. Second Preliminary Exam	45
3. Independent Exercises	10
4. Class Attendance and Activity	5
<b>Total points</b>	<b>100</b>

### 3.10. Obligatory Literature

1. Jozić, Željko i dr. (2013). *Hrvatski pravopis*. Institut za hrvatski jezik i jezikoslovlje. Zagreb. <http://pravopis.hr/>
2. Frančić, Anđela i dr. (2006). *Normativnost i višefunkcionalnost u hrvatskome standardnom jeziku*. Hrvatska sveučilišna naklada. Zagreb.
3. *Rječnik hrvatskoga jezika*. (2000). Ur. Šonje, Jure. Leksikografski zavod Miroslav Krleža – Školska knjiga. Zagreb.

### 3.11. Supplementary Literature

1. Silić, Josip; Pranjković, Ivo (2005). *Gramatika hrvatskoga jezika za gimnazije i visoka učilišta*. Školska knjiga. Zagreb.
2. Silić, Josip. (2006). *Funkcionalni stilovi hrvatskoga jezika*. Disput. Zagreb.
3. Hudeček, Lana; Mihaljević, Milica (2009). *Jezik medija*. Publicistički funkcionalni stil. Hrvatska sveučilišna naklada. Zagreb.

### 3.12. Quality Monitoring Methods

Observation and evaluation of teaching; students' survey