



STUDY GUIDE

WINE SPEAK – ENGLISH FOR THE WINE INDUSTRY **Polytechnic University of Viseu**

| 1. IDENTIFYING DATA. | | |
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| • Course Name. | Wine speak – English for the wine industry | |
| • Coordinating University. | Polytechnic University of Viseu | |
| • Partner Universities Involved. | N/A | |
| • Course Field(s). | Modern Languages | |
| • Related Study Programme. | N/A | |
| • ISCED Code. | 0230 | |
| • SDG. | https://sdgs.un.org/goals : 4, 17 | |
| • Study Level. | All levels (B; M; PhD; Staff) | |
| • EUNICE Key Competencies | <ul style="list-style-type: none"> • Green – strongly • Orange- moderately • Red – partially • Blank cell - not at all | |
| | Problem solving | Moderately |
| | Teamworking | Partially |
| | Communication | Strongly |
| | Self-management | Moderately |
| | Cognitive flexibility | Partially |
| | Digital competence | Moderately |
| | Technical competence | Partially |
| | Global intercultural competence | Strongly |

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| • Number of ECTS credits allocated. | 2 ECTS |
| • Mode of Delivery. | Online – Synchronous / Asynchronous |
| • Language of Instruction. | English |
| • Course Dates. | October 13, 2025 – December 5, 2025 |
| • Schedule of the course. | <p>Synchronous (15 hours) / Asynchronous (13 hours)</p> <p>Week 1 – October 13 – 17 (1 hour / synchronous): module introduction: get to know you</p> <p>Week 2 – October 20 – 24 (2 hours / synchronous): Unit 1: Wine Vocabulary and Basics: introduction to key wine terms and wine labels</p> <p>Week 3 – October 27 – October 31 (2 hours / synchronous): Unit 2: The vine cycle</p> <p>Week 4 – November 3 – November 7 (2 hours / synchronous): Unit 2: The winemaking process</p> <p>Week 5 – November 10 – November 14 (2 hours / synchronous): Unit 2: Discussing grape varieties and regional differences</p> <p>Week 6 – November 17 – November 21 (2 hours / synchronous): Unit 2: Wine tasting</p> <p>Week 7 – November 24 – November 28 (2 hours / synchronous): Unit 3: Wine Culture and Etiquette</p> <p>Week 8 – December 1 – December 5 (2 hours / synchronous): Assessment / Wrap up</p> <p>Specific days and times are decided later on according to the academic calendar.</p> |
| • Key Words. | Wine tourism; wine tasting; wine making; terroir |
| • Catchy Phrase. | Uncorking Fluency: English for Wine Enthusiasts |

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| • Prerequisites and co-requisites. | B1 -B2 in English (CEFR level); EUNICE students |
| • Number of EUNICE students that can attend the Course. | 50 |
| • Course inscription procedure(s). | standard EUNICE procedure |

2. CONTACT DETAILS.

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| • Department. | Management Department, Polytechnic University of Viseu |
| • Name of Lecturer. | Paula Fonseca |
| • E-mail. | paula.fonseca@estgv.ipv.pt |
| • Other Lecturers. | Lurdes Martins (lurdesmartins@estgv.ipv.pt) (Polytechnic University of Viseu) |

3. COURSE CONTENT.

WINE SPEAK offers a specialized English language course tailored for students aspiring to thrive in the vibrant and global wine industry. This course is designed to enhance students' communication skills, enabling them to effectively navigate and succeed in various sectors of the wine business. Through interactive lessons, practical exercises, and real-world scenarios, students will develop proficiency in wine-related terminology, industry-specific communication strategies, and cross-cultural communication within the wine world.

4. LEARNING OUTCOMES.

Vocabulary Proficiency:

- Expand student's wine-related vocabulary, including specialized terms for vineyards, winemaking, and tasting.
- Practice using descriptive language to discuss wine characteristics fluently.

Effective Communication:

- Enhance student's ability to express ideas clearly and confidently in English.
- Develop presentation skills for discussing specific wines, their origins, and flavor profiles.

Reading and Writing Skills:

- Read industry-related texts, such as wine labels, articles, and marketing materials.
- Write concise summaries and tasting notes on wine-related topics.

Listening and Speaking Competence:

- Listen to authentic wine-related conversations, interviews, and podcasts.
- Engage in discussions about wine production, regions, and trends.

Cultural Awareness:

- Understand cultural nuances related to wine consumption, etiquette, and traditions.
- Recognize how language reflects wine culture and history.

Grammar and Syntax:

- Refine sentence structures, verb tenses, and idiomatic expressions.
- Avoid common errors and improve overall language accuracy.

Industry Knowledge in Context:

- Explore winemaking processes, grape varieties, and regional differences.
- Understand the impact of terroir on wine quality.

This course allows students to learn about wine and also to improve their English language skills, making them more effective communicators in the global wine industry.

5. OBJECTIVES.

- To develop advanced English language skills specific to the wine industry.

- To enhance communication abilities for discussing wine, vineyards, and winemaking processes.
- To acquire vocabulary, cultural awareness, and etiquette relevant to wine professionals.
- To understand the fundamentals of winemaking, grape varieties, and regional distinctions.
- To apply language skills in practical scenarios, such as recommending wines and serving customers.

6. COURSE ORGANISATION.

UNITS

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| 1. | Unit: Wine Vocabulary and Basics Topics: <ul style="list-style-type: none"> • Introduction to key wine terms (e.g., varietals, terroir, tannins) • Reading and understanding wine labels |
| 2. | Unit: From Vineyard to Glass Topics: <ul style="list-style-type: none"> • The vine cycle • The winemaking process • Discussing grape varieties and regional differences • Wine tasting |
| 3. | Unit: Wine Culture and Etiquette Topics: <ul style="list-style-type: none"> • Wine traditions and rituals around the world. • Pairing wine with food. |

LEARNING RESOURCES AND TOOLS.

Listening and Reading Materials (B1/B2 Level): authentic articles, blog posts, and news related to the wine industry, ensuring the content aligns with the students' language proficiency level.

Podcasts: wine-focused podcasts where students can listen to discussions, interviews, and tasting sessions conducted in English.

Video Clips and Videos: short video clips or YouTube channels featuring vineyard tours, wine tastings, and interviews with winemakers, ensuring the content aligns with the students' language proficiency level.

Worksheets for Autonomous Work: worksheets that reinforce language skills while incorporating wine-related content.

Online Forum for Student Interaction: set up a dedicated forum or discussion board where students can: ask questions related to course content, language usage, or wine industry topics; share interesting articles, videos, or experiences related to wine.

Collaborate on group projects or language challenges.

Engage with instructors and peers in a supportive environment.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

- Listening to wine-related Audio-Visual Material
- Guided Reading Comprehension Activities: wine-related articles or case studies
- Self-Reflection Quizzes and Concept Knowledge Checks
- Group work activities that provide students with opportunities to collaborate, communicate, and problem-solve: such as wine tasting panels, industry case studies, and wine pairing challenges to enhance language proficiency and practical skills

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Students will be assessed through a variety of synchronous / asynchronous tasks across three units. Assessment methods will include quizzes, written reflections, discussion forums, and multimedia presentations. Criteria for assessment will encompass understanding and application of wine vocabulary, comprehension of key concepts such as varietals and terroir, as well as the ability to interpret and analyze wine labels. The assessment period will be structured throughout the duration of the course to allow for continuous evaluation and feedback on student progress.

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Useful websites about wine:
<https://winefolly.com/>
<https://vinepair.com/wine-101/>
<https://www.decanter.com/learn/>
<http://www.infovini.com/>