

**COURSE DATA****Data Subject**

Code	33406
Name	Oral and written expression for the media I
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. Period	year
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	7 - Speaking and writing for the media	Basic Training

Coordination

Name	Department
JORQUES JIMENEZ, DANIEL	340 - Language Theory and Communication Sciences
MORANT MARCO, RICARDO	340 - Language Theory and Communication Sciences

SUMMARY

The subject "Oral and written expression for the media" consists of a theoretical-practical introduction to the knowledge and use of the Castilian language, but specifically addressing the writing of texts of different kinds. Since language is one of the main instruments used by journalists and audiovisual communication professionals, it is a compulsory subject. It is, therefore, essential that the student of this degree acquire through this subject the ability to write coherent, cohesive and appropriate texts of all kinds. On the other hand, in this subject special attention will be paid to the resources that the Castilian language possesses so that the student is able to take advantage of them satisfactorily when exercising their profession.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Not required

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1301 - Degree in Audiovisual Communication

- Knowledge of the correct oral and written usage of the co-official languages of the Valencian Community as a form of professional expression in the media.
- Knowledge of foreign languages (especially the ones most spoken at international level) in order to be able to analyse facts and general topics usually featured in the international media.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- Know the linguistic and literary resources of the official languages of the Community to use them appropriately in the different media.
- Apply interpretative keys for any communicative phenomenon from the social, historical and economic point of view.
- Know the state of the socio-communicative reality both locally and globally.
- Assimilate the contents on books of style, grammar and textual typology explained throughout the semester.
- Use both oral and written language to create coherent, cohesive and pragmatically adequate texts.
- Apply concepts on textual grammar acquired throughout the semester, to correct and explain inaccuracies in different types of texts, both oral and written.
- Know the linguistic and literary resources of the Castilian language, developing an aesthetic sensibility and looking for creative communication channels in the autonomous and personal use of the language.
- Expand vocabulary and correct lexical inaccuracies.



- Learn to use the different auxiliary sources (dictionaries, grammars, spellings ...) that are available.
- Provide tools for students to reflect on the use of the language.
- To make the students aware of the importance of a thorough use of language in the media.

DESCRIPTION OF CONTENTS

1. The textual properties

From the sentence to the text: the importance of a textual grammar; What are the textual properties? Semantic coherence; The syntactic cohesion; The pragmatic adequacy.

2. Textual typology

The expository texts; The argumentative texts; The narrative texts; The descriptive texts.

3. Characteristics of some specific languages

The journalistic language; The advertising language; The literary language

4. Why avoiding mistakes and how to do it

The differences between the norm and the use; The importance of clarity and order; What do we use and what do we abuse? Common mistakes and rules to avoid them

5. Basic resources for the acquisition of stylistic competence

The vocabulary selection; Neologisms, foreign words and vulgarisms; Lexical and semantic properties; Tools to achieve stylistic competence; Lexicographical assistants (dictionaries, vocabularies, glossaries); The style books; ICT resources for the creation of texts

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	1,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparing lectures	25,00	0
Preparation of practical classes and problem	8,00	0
Resolution of case studies	6,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Cancelled

EVALUATION

Please contact the teacher

REFERENCES**Basic**

- JORQUES JIMÉNEZ, D. (2007). Discurso e información. Estructura de la prensa escrita. Cádiz: Universidad de Cádiz. Segunda edición, revisada y aumentada.

Additional

- AA.VV. (2001): Libro de estilo de ABC, Barcelona, Ariel.
- AA.VV. (2001): Manual del español urgente, Madrid, Cátedra, 13a de. corregida y aumentada.
- ALLÉS, F. (1989): Curso de redacción, Barcelona, De Vecchi
- ÁLVAREZ, M. (1995): Tipos de escritos II. Exposición y argumentación, Madrid, Arco/Libros.



- ÁLVAREZ TEJEDOR, A. (1998): La lengua española a finales del milenio, Burgos, Caja de Burgos.
- BUSTOS GISBERT, J. M. (1996): La construcción de textos en español, Salamanca, Ediciones de la Universidad de Salamanca.
- DINTEL, F. (2005): Cómo describir textos técnicos o profesionales, Barcelona, Alba Editores.
- FERRAZ MARTÍNEZ, A. (1995): El lenguaje de la publicidad, Madrid, Arco/Libros.
- GÓMEZ TORREGO, L. (1996) Ejercicios de gramática normativa, Madrid, Arco Libros.
- GÓMEZ TORREGO, L. (2006): Hablar y escribir correctamente: gramática normativa del español actual, Madrid, Arco Libros.
- GRIJELMO, Á. (2006): La gramática descomplicada, Madrid, Taurus.
- LO CASIO, V. (1998): Gramática de la argumentación, Madrid, Alianza Universidad.
- LÓPEZ de ZUAZO, A. (1977): Diccionario del periodismo, Madrid, Pirámide.
- LÓPEZ EIRE, A. (1998): La retórica en la publicidad, Madrid, Arco/Libros.
- MARTÍN VIVALDI, G. (1990): Curso de redacción: del pensamiento a la palabra: teoría y práctica de la composición y del estilo; Madrid.
- MARTÍNEZ de SOUSA, J. (2003): Manual de estilo de la lengua española, Gijón, Trea.
- MORENO ESPINOSA, P. (1998): Curso de redacción en prensa, radio y televisión, Alcalá de Guadaíra, Madrid
- REYES, G. (2003): Cómo escribir bien en español, Madrid, Arco Libros, 4a ed.
- RODRÍGUEZ-VIDA, S. (1999): Curso práctico de corrección de estilo, Barcelona, Octaedro
- SÁNCHEZ LOBATO, J. (2006): Saber escribir, Madrid, Instituto Cervantes
- SERAFÍ, Ma. T. (1994): Cómo se escribe, Barcelona, Paidós

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available