COURSE DATA

Data Subject

Code	33406
Name	Oral and written expression for the media I
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
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.

VNIVERSITAT Ğ ID VALÈNCIA

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

OUTCOMES

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

- 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

Regarding the way of organizing and carrying out the teaching-learning process, in the six credits that comprise the subject are considered the theoretical and practical classes that will always be face-to-face, as well as the different modalities of autonomous work by of student.

In general, it has been considered that the theoretical and practical classes are equivalent to 30% of the teaching-learning process, while the exhibition of works and activities or the performance of the evaluation tests represent 10% of the total. Thus, 60% includes the study and individual or group work of the student, either the study of the concepts developed in the program, the preparation of papers or the preparation of the different evaluation activities.

In order for the student to achieve the objectives and competencies described above, in the face-to-face classes the theoretical exposition will be combined with the explanation of practical cases. Special importance will be given to the aspects specified in the agenda and an attempt will be made to exemplify clearly and concisely. After the exhibitions and explanation of examples, questions and brief activities will be presented to the students to apply the theoretically developed concepts. It also aims to encourage both autonomous and cooperative learning through the preparation of short papers or the resolution of exercises and problems individually or in groups. Such activities will always be specified in advance and are included in the percentage of autonomous work of the subject.

The methodology will be, therefore, very active, since it is intended that students are able to assimilate some knowledge and apply them competently and effectively for the creation of different types of texts.

The schedule will be available on the website of the center and the teacher will leave a hard copy in copy shop at the beginning of the course

EVALUATION

The evaluative strategies are the following:

- Oral test

- Final written test

- Short written works

- Oral or written tests on the indicated readings

- Attitude scale: participation, performance and voluntary exposure of the practices, oral or written resolution of the exercises, etc.

Learning: Demonstrate being able to express oneself orally with fluency and correctness in a standard-cult record

Instrument:

 Final oral and written test (50%). Minimum note: 5 out of 10. It is recoverable.

Short written works and tests on readings or corrected practices (35%). No minimum grade is required. They can be substituted for a job.

Attitude scale: attendance to class, participation, voluntary resolution of activities, etc. (fifteen %). No minimum grade is required. It is not recoverable.

Evaluation criteria:

 - It will be evaluated if the student is competent in the correct use of both oral and written language

 - It will be checked if the student can detect errors such as those explained in the classes in different kinds of texts and if he is able to explain and correct them

 - It will be taken into account if it is able to create brief oral or written texts adapting to the communicative situation in which they are developed.

 - It will be assessed if the student has managed to improve their written and oral expression

A) Continuous evaluation:

Through this system, the student's evolution and ability to improve both oral and written expression will be evaluated, as well as to progressively assimilate the concepts that are explained throughout the classes. In order to carry out the continuous evaluation, the written works, the oral and written tests on the compulsory readings that will be specified throughout the course, as well as the observation of their attitude, participation, attendance, resolution of exercises, will be used as tools. , etc. Through continuous assessment the student can obtain 50% of the subject.

B) Complementary evaluation:

They are part of the complementary evaluation:

a) the final written test that will be carried out as stipulated in the UVEG school calendar and that, if not exceeded, can be recovered in the extraordinary evaluation,

c) the oral test that will be carried out during the month of January and, if it is not exceeded, it can be recovered in the extraordinary evaluation.

Through the complementary evaluation the student can obtain 50% of the total of the subject, now, it is essential to meet the minimums that are specified in each of the three tests.

C) Extraordinary evaluation:

In case the student does not succeed in passing the tests of the complementary evaluation, he / she will be able to repeat them during the month of July. Also, if you consider it necessary, you can repeat the work. However, it is impossible to recover participation in debates, the practical resolution of exercises or the

class attendance (notes that will be kept by those who have accumulated them throughout the semester), so that in the extraordinary test the student will be able to obtain a maximum of 85% of the subject, as long as he has done the practices indicated for replace those made in class.

REFERENCES

Basic

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Additional

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- ALLÉS, F. (1989): Curso de redacción, Barcelona, De Vecchi

- ÁLVAREZ, M. (1995): Tipos de escritos II. Exposición y argumentación, Madrid, Arco/Libros.

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- DINTEL, F. (2005): Cómo describir textos técnicos o profesionales, Barcelona, Alba Editores.

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- GÓMEZ TORREGO, L. (1996) Ejercicios de gramática normativa, Madrid, Arco Libros.

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- LO CASIO, V. (1998): Gramática de la argumentación, Madrid, Alianza Universidad.

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- LÓPEZ EIRE, A. (1998): La retórica en la publicidad, Madrid, Arco/Libros.

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- MORENO ESPINOSA, P. (1998): Curso de redacción en prensa, radio y televisión, Alcalá de Guadaira, 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