

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

Code	33407
Name	Oral and written expression for the media II
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	2	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

SUMMARY

The subject Oral and Written Expression for the media II is located within the Basic Training module. This subject is addressed, on the one hand, in the field of oral and written expression in Catalan and, on the other, the linguistic analysis of audiovisual texts. Precisely because of the audiovisual nature of these texts, attention will be paid not only to verbal language but also to semiotic visual resources.

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

The general objectives of this subject are:

- a) Develop formal oral and written expression.
- b) Acquire the skills and abilities necessary for the production of oral and written texts in Catalan.
- c) Acquire the basic theoretical knowledge to analyse critically the discourse of the mass media.

Els objectius generals d'aquesta assignatura són:

- a) Desenvolupar l'expressió oral i escrita formals.
- b) Adquirir les destreses i habilitats necessàries per a la producció de textos orals i escrits en català.
- c) Adquirir els coneixements teòrics bàsics per a analitzar críticament el discurs dels mitjans de comunicació.

DESCRIPTION OF CONTENTS



1. Orality and writing

Mechanisms of orality vs. writing mechanisms. Techniques of written expression and techniques of oral expression.

2. Analysis of audiovisual texts

Critical analysis of the discourse of the media.

3. Pragmatic principles

Pragmatics of the statement. Pragmatics of conversation.

4. The discourse of advertising

Private advertising. Institutional advertising

5. Translation of media texts

Contrastive pragmatic

6. The discourse of television

Television in the Catalan language.

7. The discourse of the radio

Radio in Catalan language.

8. Catalan oral and written for the media. Review of regulations.

Expression written for the media. Oral expression for the media. The oral and written standard of Catalan.

**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 organising 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

- Individual written test on Blocks I and II: Theoretician: 25%
- Academic work written in a group: 25%
- Individual oral test: 25%
- Oral presentation of the academic work in a group: 25%

REMARKS

- 1) Topics 6 and 7 will be the subject of evaluated written and oral works that students must prepare. These subjects will also be studied by the student, which will be evaluated in the individual written test, for which students must prepare the reference Julià-Munné (2004), quoted in the basic bibliography.
- 2) With regard to the individual and group oral test, the assessment criteria that will be considered will be the following:
 - Phonetics.
 - Morfosintaxi.
 - Communicative skills.
 - Registered domain of formal registration.
 - Domain of the abilities to speak in public explained in class.
- 3) Regarding the written test, from 10 errors (spelling, morphing, writing, punctuation), will imply not passing the subject.

REFERENCES

Basic

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- CASSANY, D. (1993): La cuina de l'escriptura. Barcelona: Empúries
- CHAUME, F. (2003): Doblatge i subtitulació per a la TV. Vic: Eumo.
- CREUS, I., JULIÀ, J. & ROMERO, S. (eds) (2000): Llengua i mitjans de comunicació. Pagès: Lleida.



- CROS, SEGARRA, TORRENT, A.M. (2000): Llengua oral i llengua escrita a la Televisió. Barcelona: PAM
- IZARD, N. (1992): La traducció cinematogràfica. Barcelona: Generalitat de Catalunya.
- JULIÀ-MUNNÉ, J. (2004): El llenguatge de la ràdio i de la TV. Alzira: Bromera.
- MARTÍ I CASTELL, J. & MESTRES, J. M. (eds.)(2003): Loralitat i els mitjans de comunicació. Barcelona: IEC.
- MOLLÀ, T. (1990): La llengua dels mitjans de comunicació. Alzira: Bromera.
- RUBIO, J. & PUIGPELAT, F. (2000): Com parlar bé en públic. Barcelona: Pòrtic.
- SERAFINI, M.T. (1989): Cómo redactar un tema. Barcelona: Paidós.
- TORRENT, A.M. (1999): La llengua de la publicitat. Barcelona: PAM
- VALLVERDÚ, F. (1986): Elocució i ortologia catalanes. Barcelona: Jonc

Additional

- ABASCAL, M. D. et al. (1993): Hablar y escuchar, Barcelona, Octaedro
- CASTELLANOS, J.A. (2004) Manual de Pronunciació. Vic: Eumo.
- CONCA, M. et al. (2002): Text i gramàtica. Teoria i pràctica de la competència discursiva. Barcelona: Teide.
- COROMINA, E. (1988): Tècniques descriptura. Vic: Eumo.
- GARCÍA-CAEIRO, I.; VILÀ, M.; BADIA, D.; LLOBET, M.: Expresión oral, Madrid: Alhambra, 1986.
- LACREU, J. (1990): Manual d'ús de l'estàndard oral. València: Universitat de València.
- MORALES, J. Guía para hablar en público, Madrid: Alianza editorial.
- NÚÑEZ LADEVEZE, L. (1993): Métodos de redacción y fundamentos de estilo. Madrid: Síntesis.
- PAYRATÓ, L. (1988): Català col·loquial. València: Universitat de València.
- SERAFINI, M.T. (1994): Cómo se escribe. Barcelona: Paidós
- TOUTAIN, Ferran (2000): Sobre l'escriptura. Barcelona: Dèria/Blanquerna Comunicació.
- VALLVERDÚ, F. (2000): El català estàndard i els mitjans audiovisuals, Barcelona, Edicions 62.

ADDENDUM COVID-19

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

1. Contents



Without changes

2. Workload and teaching schedule

Given the teaching methodology chosen, the weight of the activity originally contemplated in the teaching guide is modified in order to facilitate complete face-to-face access to each student in groups A and B to each of the subjects taught. This will not imply in any case an increase in the student's workload, which will continue to be 6 ECTS. The class schedules and classroom assignments prepared by the center are maintained at all times.

3. Methodology

The teaching modality will be a weekly hybrid in a semi-presential asynchronous format. This implies that the curriculum will be taught for both groups in alternate weeks: group A will receive in one week the classes corresponding to a part of each topic, and group B will receive the same classes in that same part of each topic the following week. Therefore, the online connection of the group of students who remain at home that week will not be necessary at any time, and the whole group (A and B) will have access to the same classes under the same teaching conditions.

In order to avoid that students who cannot come to the center due to their home confinement are not able to attend classes, the recording of each session will be uploaded to the virtual classroom. The recording will be freely accessible to each student at any time.

This addendum is subject to changes. Depending on the health situation teaching will be 100% online

4. Assessment

The examination will be carried out in person on the dates and under the sanitary conditions established by the center for this purpose. In this exam, the student will be able to have all the bibliography (notes, references, etc.) that he/she needs. This evaluation format also allows the confined student, whether from group A or B, to carry out the examination at home.

5. Bibliography

Bibliographic references in the standard teaching guide for the subject are maintained. There is only one mandatory reading, which will be provided to the student in pdf available in the virtual classroom, which will prevent the student from having to go to the reprographics service, thus avoiding any kind of contagion.