

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

<b>Code</b>	36557
<b>Name</b>	Oral and written expression for the media I
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1333 - Degree in Audiovisual Communication	3 - Lengua	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
JORQUES JIMENEZ, DANIEL	340 - Language Theory and Communication Sciences

**SUMMARY**

The contents of the course are the basis for the construction of texts and oral or written speeches of a formal nature. Part of the contents will focus on the units and structures of the languages of the Valencian Community and, more specifically, on the conceptual delimitation of texts and speeches with special attention to the adequacy, coherence, cohesion as characteristics and, of course, classification and typology of texts according to the relevant criteria. Learning will be focused on the ideation, creation, production and realization of different texts, both oral and written, relevant at all levels of media and public communication.

This subject teaches the craft of writing hard new stories for newspapers. With an emphasis on news writing, students learn what news is and why story treatment may differ between newspapers. Students learn how accuracy, as well as clear and concise language is vital to all kinds of journalistic writing. Non-verbal abilities communication on television will be treated equally.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

No prerequisites are required to take the course.

## OUTCOMES

### 1333 - Degree in Audiovisual Communication

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should have the capacity and creativity to take expressive and thematic risks within the availability and time constraints of the communicative production, applying solutions and perspectives based on the development of the projects.
- Students should be able to adapt to technological and socio-occupational changes.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.
- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
- Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.



- Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.
- Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).
- Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.

## LEARNING OUTCOMES

The course aims to achieve the following learning outcome of the Degree in Audiovisual Communication:

- To know the codes and modes of representation of audiovisual communication.

In addition, the course will enable students to achieve the following outcomes:

- To provide the knowledge and correct use of the written language.
- To know and learn the basic mechanisms and main conceptual tools of journalistic language, as well as the different aspects of the informative process related to the selection and treatment of information.
- To provide the student with a theoretical and also a practical basis (hence the division of this subject into practical subgroups) in order to enhance their ability to construct a written journalistic story.
- To develop written and oral communication skills (although especially the former) in order to apply them to the specific language of printed and digital media.
- To encourage the student's habit of reading and fully understanding newspapers and magazines, as well as searching for information online.

## DESCRIPTION OF CONTENTS

### 1. Linguistic standards

Linguistic variation and change. Registers and styles. Models and types of texts. Writing in new technologies. Formats and supports.

**2. The written Spanish and Catalan languages**

Sociocultural levels of Spanish and Catalan. Detection of frequent errors. Grammatical and lexical peculiarities in audiovisual discourse. Catalan and Spanish in networks.

**3. Writing process**

Conceptual contextualization and coherence. Ambiguity and redundancy.

**4. Composition, structure and writing of professional and academic texts**

Conventional aspects of the written academic genre.

**5. Planning, writing and editing**

Connectors and textual connection.

**6. Text construction**

Objectivity and implication in an academic text. Lexicon selection.

**7. Discursive organization. Discursive revision.**

Technical spelling and orthotypography. Desktop publishing of text, types of fonts.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Classroom practices	15,00	100
Attendance at events and external activities	5,00	0
Development of group work	5,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
Resolution of online questionnaires	10,00	0



<b>TOTAL</b>	<b>150,00</b>
--------------	---------------

## TEACHING METHODOLOGY

- Master lecture.
- Resolution of theoretical and practical problems.
- Case studies and analysis.
- Classroom exposition and group work.
- Discussions and seminars.

## EVALUATION

The general grading system will follow the Regulation of evaluation and grading of the Universitat de València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

- Final written test: 60%
- Presentation of outlines, summaries and proposed texts: 20%
- Evaluation of attitude and participation in class dynamics: 20%

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

## REFERENCES

### Basic

- Benavides, J.L. & C. Quintero (2004). Escribir en prensa. Madrid: Pearson.
- Cantavella, J. & J.F. Serrano (Coords.) (2004). Redacción para periodistas. Informar e interpretar. Barcelona: Ariel.
- De los Reyes Domínguez, M. & J. Teodoro del Pozo (2012). La comunicación no verbal como elemento clave en la proyección de la identidad femenina de las presentadoras actuales de informativos, en Actas del I Congreso Internacional de Comunicación y Género, pp. 817-840.





- Espada, A. (2008). Periodismo práctico. Madrid: Espasa.
- Grijelmo, A. (2001). El estilo del periodista. Madrid: Taurus.
- Jorques Jiménez, D. (2002). Discurso e información. Estructura de la prensa escrita. Cádiz: Universidad de Cádiz.
- Kovach, B. & T. Rosentiel (2012). Los elementos del periodismo. Madrid: Ediciones El País.
- Lyon, W. (2014). La escritura transparente. Cómo contar historias. Madrid: Libros del KO.
- Morant, R. & M. Peñarroya (2005). En las distancias cortas: las armas no verbales de seducción masiva, Llengua, societat i comunicació, nº 3, pp. 58-68.

#### **Additional**

- Gomis, L. (1991). Teoría del periodismo. Barcelona: Paidós.
- Martínez Albertos, J.L. (1991). Curso general de redacción periodística. Madrid: Paraninfo.