

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

Code	36621
Name	Oral and written expression for the media I (Spanish)
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	6 - Lengua	Basic Training

SUMMARY

Description and practical application of standard Spanish and its criteria for correct locution and intonation.

Introduction to the linguistic analysis of journalistic texts.

In the Bachelor's Degree in Journalism, the subject Oral and Written Expression for the Media I (in Spanish) is aimed at one of the primary training needs of future communication professionals in expressive competences and skills: the correct oral and written use of the official languages of the community.

The subject corresponds to the Basic Training Module, is part of the Language subject and is worth 6 ECTS credits. It is taught in the first year of the Bachelor's Degree in Journalism, in the first semester. The Language subject is oriented towards the field of oral and written expression and focuses on productions related to the field of journalistic communication in two subjects.

Specifically, Expresión oral y escrita para los medios de comunicación I (in Spanish), will deal with the description and practical application of standard Spanish and its criteria of correct locution and intonation, as well as an introduction to the linguistic analysis of journalistic texts. To this end, the peculiarities of the oral language as opposed to the written language, the typological characteristics of journalistic genres, the sources of bibliographical information as tools for the exercise of the profession and reflection on the Spanish language and its varieties will be considered. The most extensive part corresponds to the study of the general aspects of the standard Spanish language: phonic, orthographic, morphosyntactic and lexical aspects that affect the language of the media, as well as a review of these same aspects in media productions.



The aim of this subject is to offer a basic linguistic training in the Spanish language that can be used for the production and analysis of linguistic texts and oral productions in the field of journalistic language.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Relación con otras asignaturas de la misma titulación

No se han especificado restricciones de matrícula con otras asignaturas del plan de estudios.

Otros tipos de requisitos

No existen requisitos previos para cursar esta asignatura, pero se parte un nivel de dominio y de conocimientos lingüísticos alto por parte de los estudiantes y se espera también de ellos una actitud crítica ante los mensajes que proceden de los distintos medios de comunicación.

OUTCOMES

1334 - Degree in Journalism

- 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 should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- 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 must be able to search, select, contextualise and order any type of source or document (written, audio, visual etc.) useful for the elaboration and processing of information, as well as for persuasive communicative or fictional and entertainment uses.
- Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.



LEARNING OUTCOMES

- Present a thorough knowledge of the Spanish language in order to express oneself clearly, coherently and correctly orally and in writing.
- Apply the Spanish language as corresponds to the linguistic responsibility of the profession of journalist.
- Identify the theoretical foundations necessary to resolve doubts about the oral and written use of the Spanish language.
- Recognise the linguistic peculiarities of the media.
- Know the phonetics and phonology of the Spanish language in order to deal with and resolve orthological and orthographic doubts.
- Know the morphology and syntax of Spanish in order to produce correct and appropriate messages for different communicative situations.
- Understand and identify the lexical mechanisms that determine the functioning of languages in general and Spanish in particular.

DESCRIPTION OF CONTENTS

1. LA COMUNICACIÓN Y EXPRESIÓN ESCRITA Y ORAL

Los géneros discursivos orales y escritos. Características del lenguaje periodístico. Lenguaje periodístico, lengua estándar y variedades de la lengua española. Fuentes de información normativa sobre la lengua: académicas, manuales de estilo, fuentes digitales.

2. NORMA Y USOS CORRECTOS DEL ESPAÑOL

NORMALIZACIÓN Y ORTOTIPOGRAFÍA TEXTUALES EN ESPAÑOL. Signos ortográficos.

2.1. NORMALIZACIÓN Y ORTOTIPOGRAFÍA TEXTUALES EN ESPAÑOL. Signos ortográficos. Abreviaturas, siglas y símbolos. Ortotipografía y composición de un texto.

2.2. ACENTUACIÓN, TILDE Y OTRAS CUESTIONES ORTOGRÁFICAS. La ortografía en los medios de comunicación.

2.3. CUESTIONES GRAMATICALES Y DESVIACIONES FRECUENTES EN LOS MEDIOS DE COMUNICACIÓN ESCRITOS. Sustantivo y adjetivo: dudas en el género, número y grado. El género en el discurso. Formación de plurales problemáticos. Concordancias sujeto-verbo. Comparativos y superlativos irregulares. Pronombres, determinantes y adverbios: leísmo, laísmo y loísmo. Estructuras pronominales especiales. Dequeísmo, quesuismo, concordancias del determinante con el nombre. Usos correctos de cardinales, ordinales e indefinidos; posesivos con adverbios; locuciones adverbiales. Verbo: usos desviados de tiempos verbales, usos del gerundio, infinitivo suelto; citas directas e indirectas. Preposición y conjunción: usos correctos y desviados de preposiciones, queísmo y dequeísmo, locuciones prepositivas; usos correctos de algunas conjunciones.

**3. CONSIDERACIONES GENERALES SOBRE LA CORRECCIÓN DE ESTILO**

Pautas básicas para la confección del texto. Corrección de estilo, implicación y objetividad en el texto. Revisión del texto.

4. LA VOZ: EL NIVEL FÓNICO

Articulación y pronunciación en español. El gesto y la postura en la expresión oral. Problemas de pronunciación. Principales rasgos fonéticos dialectales. Incorrecciones más frecuentes. Errores de pronunciación en sílaba trabada. Errores de pronunciación en hiatos y diptongos. Palabras mal pronunciadas por cambio de acento. Palabras admitidas por la RAE con doble pronunciación (<http://www.rae.es>). Entonación. Oralización de textos escritos.

5. LA PALABRA: EL NIVEL LÉXICO-SEMÁNTICO

Léxico y situaciones comunicativas. Las voces de especialidad. Creación léxica y neologismos (formales, semánticos y préstamos) Incremento de vocabulario por procedimientos semánticos: la metáfora. Léxico e ideología. Eufemismos: manipulación y claridad en el lenguaje. Ambigüedad y redimensión léxica. Sinonimia y polisemia. Corrección léxica: parónimos y etimología popular.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	4,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	20,00	0
Resolution of online questionnaires	6,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The methodology used will always be active with the fundamental objective of prioritising the acquisition of skills through instruction in the abilities and skills required by the journalistic profession.

Theoretical classes: The master class maintains an important, although not exclusive, role in the exposition and transmission of theoretical knowledge and procedural knowledge of this subject.

Theoretical classes will be prepared on the basis of the bibliographical references cited as basic for the development of each of the subjects.

Practical classes: These classes will be complemented with practical classes in which theoretical



knowledge will be applied to written and oral textual production. Students will acquire fundamental knowledge in the field of language and its oral and written uses by means of a communicative and participative method in which the previous readings and the programmed exercises will be essential in order to acquire the theoretical knowledge.

Materials for theoretical-practical classes: The dossier for each topic, as well as the recommended readings, will be found in the Virtual Classroom folder. There you will be able to access, throughout the course, all the material necessary for the correct development of the subject. As these documents are available on computer support in the Virtual Classroom, students will be able to download and print them from their own personal computer. This platform will be progressively nourished by the teacher's contributions. In any case, students will also be asked to look for and contribute in the practical classes examples of texts, oral or written, taken from the different media in which the aspects that are being explained and worked on in the classes are shown. Other programmed, personalised or academic-formative tutorials. These are designed to monitor and supervise the learning of the subject with the aim of advising and guiding, individually or in groups, on questions relating to the academic and formative scope of the contents taught and on the organisation, carrying out and monitoring of the work indicated and will be dedicated, fundamentally, to the preparation of team work and the revision of individual practical work.

Preparation of practical work:

A) Individual work supervised by the teacher. The individual oral and written productions that will be assessed (specified in the assessment section).

B) Group work, of a cooperative nature (between 4 and 6 people) directed by the teacher. They will be subject to evaluation (to be specified in the evaluation section).

Both types of work will be presented in the corresponding subjects and will be prepared by the students during the weeks dedicated to teaching according to the timetable. These works will be revised in a schedule of tutorials programmed to attend to their preparation. The work will be handed in or exhibited on the date indicated in the timetable. In addition to the scheduled work, free time will be left for activities that may arise due to some fact or event related to the subject.

EVALUATION

The evaluation consists of differentiated parts. In order to pass the course as a whole, it is necessary to achieve at least 50% of the total.

The composition of the final mark will follow, in summary, the following table:

TYPE OF EVALUATION

EXAM: 45%.

PRACTICAL ACTIVITIES: 50%. Written expression block (25%) Oral expression block (25%)

TUTORIALS AND ASSESSMENT OF ACTIVITIES: 5%.

TOTAL 100%.

EVALUATION CRITERIA



EXAMINATION TEST with development questions of a predominantly practical nature on the contents taught during the course and with the resolution of cases and problems, both in oral and written expression. 45% of the mark will be awarded for this test. This written test will be taken at the first and second sitting and will have the same value in the final grade. It is necessary to obtain a minimum of 4 out of 10 to average with the marks of the practical activities.

PRACTICAL ACTIVITIES The practical activities of written and oral expression are scheduled and must be carried out during the teaching period of the subject (first four-month period of the academic year 2017-2018). They are compulsory activities. They are not recoverable activities. The grade obtained is valid for the first and second call.

WRITTEN EXPRESSION PRACTICE. It consists of two compulsory activities which are not recoverable and which together account for 25% of the final mark.

SPEAKING PRACTICE. Consists of two non-recoverable compulsory practicals which together account for 25% of the final mark.

TUTORIALS AND ASSESSMENT OF ACTIVITIES in the classroom and in the virtual classroom which account for 5 % of the final mark. These are activities and tutorials carried out during the teaching period. The grade obtained is valid for the first and the second call.

FINAL MARK FOR THE SUBJECT. In the evaluation of this subject, formal errors, both orthographic and orthotypographic and orthological, will be evaluated quantitatively in each of the sections and will be applied to the final mark obtained.

ATTENTION: Work, exams or any other activity that students prepare for their teaching assessment must be original, without plagiarism. The detection of plagiarism, as a serious offence, will result in immediate failure of the respective subject. The following will also be considered serious misconduct, and will therefore result in immediate suspension from the exam session: copying or facilitating the copying of work between students on the degree course; irregularly accessing or appropriating the content of a test or exam in advance; facilitating or procuring the subsequent appropriation, alteration or destruction of the content or results of an assessable activity and impersonating a person in exams. When the serious misconduct listed in this point is detected, the teacher will this point, the teacher must inform the Grade Coordination.

ATTENTION: 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

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- MONTOLÍO, Estrella (coord.) (2000): Manual práctico de escritura académica. Barcelona, Ariel.
- QUILIS MERÍN, Mercedes; ALBELDA MARCOS, Marta; CUENCA, M. Josep (2011) Guía de uso para un lenguaje igualitario. Valencia, PUV.
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- ROMERO GUALDA, M.V. (2007 [2002]): Lengua española y comunicación. Barcelona, Ariel.

Additional

- SÁNCHEZ LOBATO, J. et alii (2006): Saber escribir. Madrid, Aguilar/Instituto Cervantes.
- SECO, M. (2011): Nuevo Diccionario de dudas y dificultades de la lengua española. Madrid, Espasa Calpe (10ª ed. renovada).
- SECO, M., ANDRÉS, O. y RAMOS, G. (2004): Diccionario fraseológico documentado el español actual: locuciones y modismos españoles. Madrid, Santillana.
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