

Expression and Argumentation in Spanish

Code: 104767
ECTS Credits: 6

| Degree | Type | Year | Semester |
|--|------|------|----------|
| 2503868 Communication in Organisations | FB | 1 | 2 |

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

Francesc Rodríguez Ortiz
Laura Muñoz Armijo

Prerequisites

There are no specific prerequisites other than the conditions of access to the university.

Objectives and Contextualisation

The purpose of this subject is to improve the ability of analysis and production of texts for organizations, as well as learning argumentation resources to defend the positions of an organization. At the end of the course, students should know the main characteristics of a series of textual models, which will allow them to apply this knowledge to the composition of texts in Spanish. Students will also know the basic linguistic reference tools in Spanish.

Competences

- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Construct texts in both official languages that meet the organisation's linguistic standards.
2. Cross-check information to establish its veracity, using evaluation criteria.
3. Describe the oral and written models of the community's official languages.
4. Find what is substantial and relevant in documents within the subject.
5. Plan and conduct academic studies that focus on languages.
6. Produce oral and written texts that display fluency, effectiveness and accuracy.
7. Speak and write accurately.
8. Submit course assignments on time, showing the individual or group planning involved.
9. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

Topic 1. Orality and writing in the specific texts for organizations. Expressions of oral language and written language in different media. Linguistic resources for the elaboration of texts. Norm and use. Some of the normative problems of Spanish.

Topic 2. The textual units: statements and paragraphs. The arguments: structures and types. Constituents of the statement, concordance and order of words. Use of connectors and referential elements.

Topic 3. Procedures of textual creation. Linguistic and extralinguistic factors in the creation of texts.

Topic 4. Articulation, problems of pronunciation and own characteristics of the oral language in the field of the communication. The prosodic features: speed of elocution, pauses and distribution of the accents in the statement. Strategies of emphasis in oral argumentation.

Topic 5. The oral presentation. Linguistic resources for oral presentations. Preparation of oral interventions. Oral resources for oral presentation. Non-verbal communication.

Methodology

The methodology used in the directed activities combines master classes (for the presentation of the theoretical and descriptive contents of the course) with practical activities, which require the active participation of the students individually and in groups. In the supervised activities, students must read, analyze and synthesize texts and mandatory reading documents, as well as prepare and carry out the activities assigned by the teacher. The students will have support materials in the Moodle of the subject and with face-to-face tutorials.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|----------------------------------|-------|------|------------------------|
| Type: Directed | | | |
| Classroom practices and seminars | 37.5 | 1.5 | 1, 2, 3, 7, 5, 6, 9, 4 |
| Classroom practices and seminars | 15 | 0.6 | 2, 4 |
| Type: Supervised | | | |
| Tutorials | 7.5 | 0.3 | 2, 4 |
| Type: Autonomous | | | |

| | | | |
|---|----|-----|---------------------------|
| Reading, analysis and synthesis of texts and documents, preparation and realization of papers | 90 | 3.6 | 1, 2, 3, 7, 5, 8, 6, 9, 4 |
|---|----|-----|---------------------------|

Assessment

Students must complete the following tests throughout the course:

- Analysis and production practices of written language samples (25%): delivery on April.
- Practices of analysis and production of oral language samples (25%): delivery on June.

The characteristics of each one of the practices will be specified during the course and can be consulted in the Moodle.

- Test of comprehension of the mandatory readings (10%): evaluation on June.
- Written test on the theoretical and descriptive contents of the course (40% of the grade): evaluation on June.

To pass the subject all the activities must be done and delivered within the due deadline.

In order to pass the subject the student must achieve a final grade equal to or greater than 5.0, once the percentages above indicated have been applied. In order to pass the subject the student must achieve a minimum grade average equal to or greater than 3.5 points out of 10 (theory excluded) in the tests, provided that the sum of all evaluation activities is at least 5.

Students who have failed the theoretical test with less than a 3 must apply for re-evaluation.

Students who have failed some of the activities may apply for re-evaluation of a maximum of two of the tests. The review of evaluation activities will take place on June.

The re-evaluation of the tests will take place on June.

Students will be considered "not evaluated" if they have submitted only one of the practices/tests. The elaboration of more than one practice/test will mean, then, the will of the student to be evaluated in the subject and, therefore, his presentation to the evaluation.

In order to be entitled to the extraordinary review, the ordinary revision must have been made.

WARNING

The completion of punctuation, morphosyntax, lexicon errors will have a penalty of 0.2 each. A test with more than 15 grammatical errors will be directly suspended with a 0 and must be repeated in the re-evaluation. In the re-evaluation students can only apply for a maximum of two tests (out of the total of four).

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--|-----------|-------|------|---------------------------|
| Mandatory reading comprehension test | 10 % | 0 | 0 | 2, 9, 4 |
| Practice of analysis and production of oral language samples | 25 % | 0 | 0 | 1, 2, 3, 7, 5, 8, 6, 9, 4 |
| Practice of analysis and production of written language samples | 25 % | 0 | 0 | 1, 2, 3, 7, 5, 8, 6, 9, 4 |
| Written test on the theoretical and descriptive contents of the course | 40 % | 0 | 0 | 2, 9, 4 |

Bibliography

The content of this subject will be sensitive to aspects related to the gender perspective.

Basic bibliography

- BRIZ, Antonio (coord.) (2008): *Saber hablar*, Madrid: Instituto Cervantes-Aguilar.
- HERNÁNDEZ GUERRERO, José Antonio y María del Carmen García Tejera (2004): *El Arte de hablar: manual de retórica práctica y de oratoria moderna*, Barcelona: Ariel.
- REAL ACADEMIA ESPAÑOLA (2019): *Libro de estilo de la lengua española: según la norma panhispánica*, Madrid: Planeta.
- SÁNCHEZ LOBATO, Jesús (coord.) (2006): *Saber escribir*, Madrid: Instituto Cervantes-Aguilar.
- van DIJK, Teun A. (2000) (comp.): *Estudios sobre el discurso: una introducción multidisciplinaria*, Barcelona: Gedisa.

Specific bibliography

Throughout the course, the mandatory and complementary bibliographic references fundamental for the follow-up of the course will be provided.