Standard Oral and Written Spanish

Code: 103870
ECTS Credits: 6

<table>
<thead>
<tr>
<th>Degree</th>
<th>Type</th>
<th>Year</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>2501935 Advertising and Public Relations</td>
<td>FB</td>
<td>1</td>
<td>1</td>
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</tbody>
</table>

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Email: Francesc.Rodriguez.Ortiz@uab.cat

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

María Jesús Machuca Ayuso
Francesc Rodríguez Ortiz
Yurena Maria Gutierrez Gonzalez

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 the media both in their oral and written variety. 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.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Disseminate the areas knowledge and innovations.
- Express oneself fluently and effectively in the two official languages, both orally and in writing.
- Manage time effectively.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.
Learning Outcomes

1. Demonstrate a command of the official languages and their communication resources in order to produce oral and written texts fluently, efficiently and accurately.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
6. Disseminate the areas knowledge and innovations.
7. Express oneself correctly, both orally and in writing.
8. Find the substance and relevance in advertising texts, in the two official languages, in any format to determine correct forms of oral and written expression.
9. Manage time effectively.
10. Produce texts in the two official languages that adapt to the structures of advertising language.
11. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
12. Use ones imagination with flexibility, originality and ease.
13. Value diversity and multiculturalism as a foundation for teamwork.

Content


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

Methodology

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom practices and seminars</td>
<td>37.5</td>
<td>1.5</td>
<td></td>
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</tbody>
</table>
Assessment

Students must complete the following tests throughout the course:

- Analysis and production practices of written language samples (25%)
- Practices of analysis and production of oral language samples (25%)

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%)
- Written test on the theoretical and descriptive contents of the course (40% of the grade)

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities’ attendance restrictions.

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 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 in the tests, provided that the sum of all evaluation activities is at least 5.

Students who have failed some of the activities may apply for re-evaluation of a maximum of two of the tests.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

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 student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Weighting</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandatory reading comprehension test</td>
<td>10%</td>
<td>0</td>
<td>0</td>
<td>11, 4, 5, 6, 9, 8</td>
</tr>
<tr>
<td>Practice of analysis and production of oral language samples</td>
<td>25%</td>
<td>0</td>
<td>0</td>
<td>12, 10, 3, 2, 1, 4, 5, 6, 7, 13</td>
</tr>
<tr>
<td>Task</td>
<td>Percentage</td>
<td>Grade</td>
<td>Notes</td>
<td></td>
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<td>--------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Practice of analysis and production of written language samples</td>
<td>25%</td>
<td>0</td>
<td>12, 10, 3, 2, 1, 4, 5, 6, 7, 9</td>
<td></td>
</tr>
<tr>
<td>Written test on the theoretical and descriptive contents of the course</td>
<td>40%</td>
<td>0</td>
<td>12, 10, 3, 2, 1, 4, 5, 6, 7, 9</td>
<td></td>
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</tbody>
</table>

**Bibliography**

**Basic bibliography**


**Specific bibliography**

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