

**Standard Oral and Written Spanish**

Code: 103870  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	1

## 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

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

- Express oneself fluently and effectively in the two official languages, both orally and in writing.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- 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 in order 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.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use one's imagination with flexibility, originality and ease.

## Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.
2. Critically analyse the principles, values and procedures that govern the exercise of the profession.
3. Demonstrate a command of the official languages and their communication resources in order to produce oral and written texts fluently, efficiently and accurately.
4. Express oneself correctly, both orally and in writing.
5. 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.
6. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
7. Produce texts in the two official languages that adapt to the structures of advertising language.
8. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
9. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
10. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
11. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
12. 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.
13. Use one's imagination with flexibility, originality and ease.

## Content

Topic 1. Orality and writing in publicity and public relations texts. Expressions of oral language and written language in different formats. Linguistic resources for the elaboration of texts. Norm and use in different publicity and public relations texts. Some of the normative problems of Spanish.

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

Topic 3. Procedures of textual creation. Linguistic and extralinguistic factors: variation and creativity. Denotation and connotation. Creation of advertising statements and rhetoric.

Topic 4. Articulation, pronunciation problems and proper characteristics of oral language in the fields of advertising and public relations. The prosodic features: speed of elocution, pauses and distribution of the accents in the statement. Melodic patterns and sentence modality in Spanish.

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

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

## 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.

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom practices and seminars	37.5	1.5	1, 7, 3, 4, 11, 10, 8, 9, 5
Theory classes	15	0.6	2, 6, 12
Type: Supervised			
Tutorials	7.5	0.3	7, 3, 5
Type: Autonomous			
Reading, analysis and synthesis of texts and documents, preparation and realization of papers	82.5	3.3	3, 4, 5

## 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%)
- Required reading comprehension work (10%)

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

- Written test on the theoretical and descriptive contents of the course (30%)
- Intervention in the classroom on the theoretical and descriptive contents of the course (10%)

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 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 case of a second enrolment, students will have to follow the ordinary evaluation of the subject.

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

Title	Weighting	Hours	ECTS	Learning Outcomes
Intervention in the classroom on the theoretical and descriptive contents of the course	10%	1	0.04	12, 8, 9
Practice of analysis and production of oral language samples	25%	2	0.08	13, 1, 7, 3, 4, 11, 10
Practice of analysis and production of written language samples	25%	2	0.08	13, 7, 3, 4, 11, 8, 9
Required reading comprehension work	10%	0.5	0.02	2, 6, 5
Written test on the theoretical and descriptive contents of the course	30%	2	0.08	13, 7, 3, 4, 12

### Bibliography

#### Basic bibliography

- BRIZ, Antonio (coord.) (2008): *Saber hablar*, Madrid: Instituto Cervantes-Aguilar.
- CURTO, Víctor; REY, Juar y SABATÉ, Joan (2008): *Redacción Publicitaria*. Barcelona: Editorial UOC.
- DE SANTIAGO GUERVÓS, Javier (2012): *Principios de Comunicación persuasiva*. Madrid: Arco Libros.
- 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.

## **Software**

Not required.